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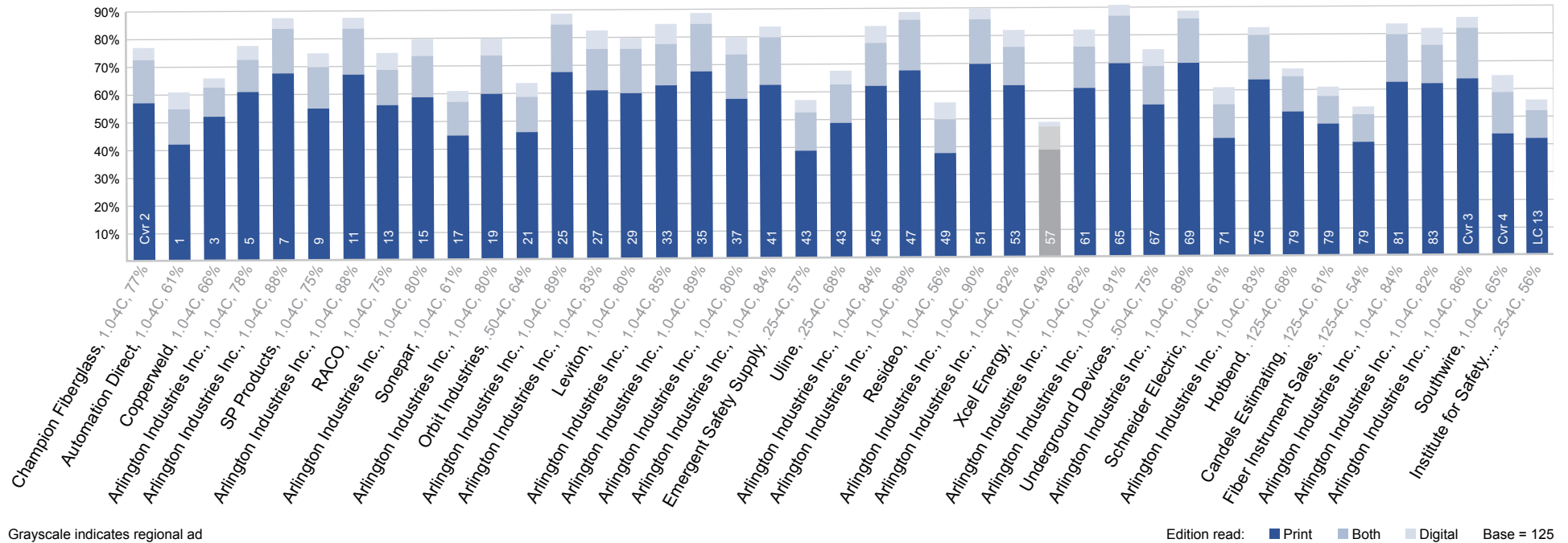
Independent Print Ad Performance News:

Total Ad Recall – Ad Exposure

Total Ad Influence – Audience Engagement & Involvement

Total Buying Action – Preliminary & Active

Executive Summary: Ad Traffic by Page Number



Top-performing ads based on respondent exposure, engagement and involvement

Recall Seeing Ad Audience Exposure 5.0	Total Recall Seeing	Ad Influence Audience Engagement 6.0	Total Recall Seeing	Total Ad Influence	Buying Action Audience Involvement 7.0	Total Recall Seeing	One or More Buying Actions
Arlington Industries Inc. — 65	91%	Arlington Industries Inc. — 45	84%	86%	Arlington Industries Inc. — 19	80%	75%
Arlington Industries Inc. — 51	90%	Arlington Industries Inc. — 75	83%	86%	Arlington Industries Inc. — 45	84%	73%
Arlington Industries Inc. — 35	89%	Arlington Industries Inc. — 5	78%	86%	Arlington Industries Inc. — 27	83%	72%
Arlington Industries Inc. — 47	89%	Sonepar — 17	61%	86%	Arlington Industries Inc. — 15	80%	72%
Arlington Industries Inc. — 69	89%	Arlington Industries Inc. — 41	84%	85%	Arlington Industries Inc. — 5	78%	72%
Arlington Industries Inc. — 25	89%	Arlington Industries Inc. — 25	89%	84%	Arlington Industries Inc. — 41	84%	70%
Arlington Industries Inc. — 11	88%	Southwire — Cvr 4	65%	84%	Arlington Industries Inc. — 83	82%	70%
Arlington Industries Inc. — 7	88%	Resideo — 49	56%	84%	Leviton — 29	80%	70%
Arlington Industries Inc. — Cvr 3	86%	Arlington Industries Inc. — 51	90%	83%	Arlington Industries Inc. — 7	88%	69%
Arlington Industries Inc. — 33	85%	Arlington Industries Inc. — 61	82%	83%	Arlington Industries Inc. — 37	80%	69%

Definitions of Scores



Total Ad Recall – Audience Exposure

- **Recall Seeing** – Respondents who recalled seeing an item; total exposure. Shows the ability of an item to attract reader attention.
- **Read Some** – Respondents who, seeing an item, were sufficiently engaged to be drawn into the copy by the headline, layout or content.
- **Read Most** – Respondents who, after beginning to read an item, were interested enough to read most of it.

Total Ad Influence – Audience Engagement

Total Ad Influence scores are based on the percentage of respondents who, after seeing an ad, indicated how it influenced them:

- **Make Ad-Brand Connection** – Those respondents who, after seeing an ad, were able to associate the ad with a company or brand.
- **Like the Ad** – Respondents who report finding an ad appealing.
- **More Favorable Opinion** – Respondents who, after seeing an ad, developed a more positive opinion of the advertised product or service.
- **Newly Aware** – Those respondents who, prior to seeing an ad, were not familiar with the advertised item and are now newly aware of it.

NOTE: Percentage totals may not equal 100, due to rounding.

Total Buying Actions – Audience Involvement

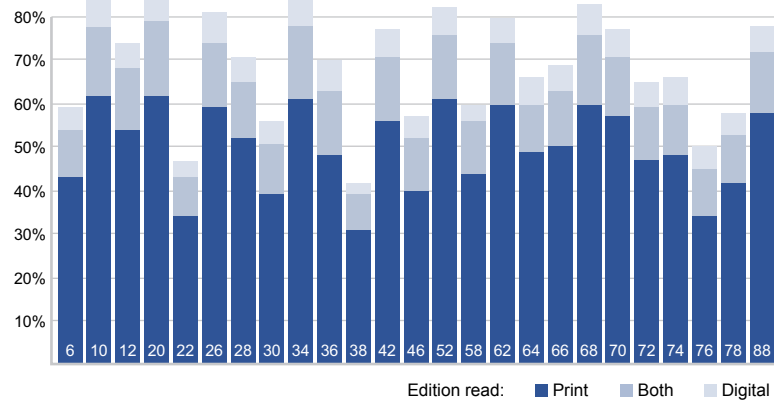
One or More Buying Actions, or Audience Involvement, represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad further influenced their buying actions. These audience members saw an ad and indicated that they, or someone in their organization either has or is likely to:

- **Save the Ad** – Respondents who indicate interest in an advertised item by either saving an ad for future reference, or are likely to do so in the future.
- **Discuss the Advertised Product** – Respondents who report they are likely to discuss, or have discussed, an advertised item with a colleague.
- **Visit Ad's Website** – Respondents who report they would likely access, or have already accessed, an advertiser's website after seeing an ad.
- **Request More Information** – Respondents who report they would likely, or have already, requested more information in response to an advertised product or service.
- **Try Product/Service** – Respondents who report they would try, or had already tried, an advertised product or service (or schedule a meeting, visit a location, etc.).
- **Consider Use/Purchase** – Respondents who have considered purchasing a product, or are likely to consider purchasing in the future.
- **Recommend or Specify** – Respondents who have, or are likely to, recommend or specify a product or service.
- **Purchase** – Respondents who have, or are likely to, purchase an advertised product or service.

Editorial



Recall Scores by Page Number



Editorial reader recall scores are based on each editorial item's "Recall Seeing" score. The score for each item studied is expressed as a percentage and presented by page number in the chart above. The first editorial item listed is found on page 6.

	Page Number	Recall Seeing	Read Some	Read Most
Editor's Eye	6	59%	76%	36%
Safety	10	84%	85%	55%
Industry Watch	12	74%	82%	46%
Code FAQs	20	86%	88%	74%
Painting the Town as Intended	22	47%	62%	28%
Service and Maintenance	26	81%	88%	61%
Residential	28	71%	76%	59%
Cultivating with Light	30	56%	75%	48%
Code Quiz	34	85%	86%	70%
Power Quality	36	70%	84%	56%
Growth in Wildcat Country	38	42%	52%	27%
Code How-To	42	77%	87%	70%
Scalable Wireless Lighting	46	57%	81%	43%
New Products	52	82%	87%	69%
Spotlighting the Workspace	58	60%	77%	41%
Cool Tools	62	80%	85%	74%
Estimating	64	66%	77%	55%
Featured Products: Luminaires	66	69%	80%	53%
Code Applications	68	83%	86%	68%
Lighting	70	77%	83%	63%
Staying Current for Success	72	65%	78%	49%
Fire/Life Safety	74	66%	76%	52%
Fast-Tracking Locations	76	50%	58%	31%
Fiber Optics	78	58%	57%	30%
Code Comments	88	78%	85%	64%

Base = 250

Definitions:

Recall Seeing is a percentage of the base number.

Read Some is a percentage of the "Recall Seeing" score.

Read Most is a percentage of the "Read Some" score.

Percentage totals may not equal 100 due to rounding.

Please see Definitions of Scores (3.0) and Methodology (9.1) for complete information.



Editorial: Platform Use/Reader Preferences



Readers comment on the magazine

[Electrical Contractor] has a broad view of information that I find helpful when trying to stay ahead of the trend, what ever the trend might be. Some of the information has help me make better-informed choices on how to execute a project. I find the life safety section very informative.

— Engineered Sales

I find Electrical Contractor Magazine to be the most interesting and informative material out there.

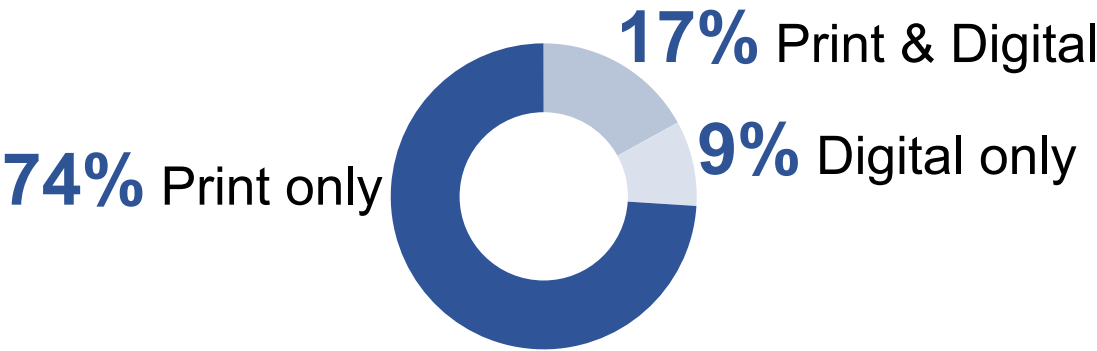
— Vice President

[I read Electrical Contractor to] keep current on design & construction methodologies, and to glean new ideas for electrical design & construction.

— Senior Electrical Engineer

Note: The square brackets show that words have been added to direct quotations to provide enough context for the quote to make sense.

Print & Digital Edition Magazine Readership



A combined 91% of *Electrical Contractor* respondents read the print edition: 74% read print only. A combined 26% of respondents read the digital edition: 9% read the digital version only. And 17% read both print and digital formats.

Print only	74%
Print and digital	17%
Digital only	9%
No response	0%

Base = 250

Format preference

The following percentages of respondents prefer to receive *Electrical Contractor* in these formats:

Print	67%
Print and digital	26%
Digital.	7%
No response	0%

Base = 250

Respondents rate *Electrical Contractor*

Personal favorite.	35%
Very important	28%
Important	28%
Somewhat important.	9%
Not important	0%
No response	0%

Base = 250

Editorial: Reading Habits

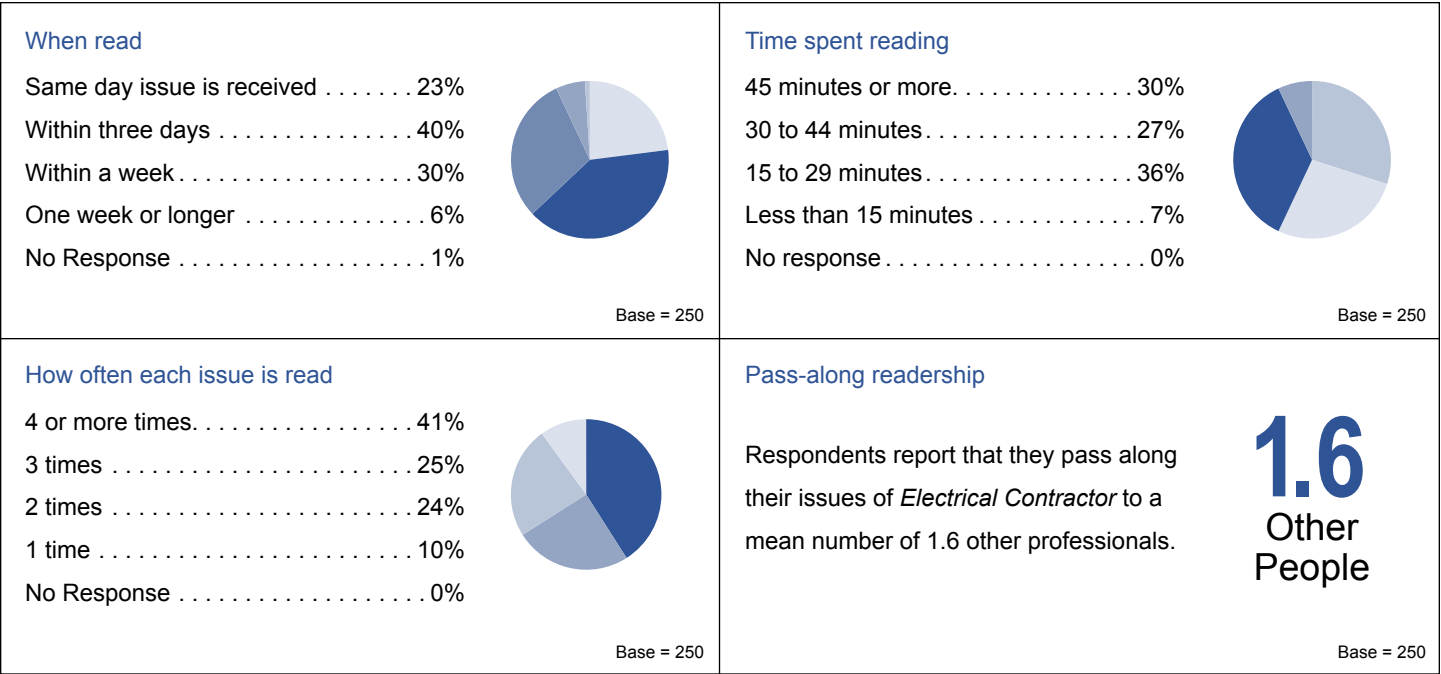


[Electrical Contractor] *is a good source of information and the latest technology.*
— Service Manager

[Electrical Contractor] *directly relates to what we do every day. Great to have other input accordingly.*
— President

I view [Electrical Contractor] as a source for continuing education and general knowledge overall.
— Supervisor

When, how long and how often respondents read *Electrical Contractor*



Editorial: Reading Habits *continued*



Electrical Contractor—for me it's a must-read.
— Manager

I've been in the industry for 43 years—union &
on my own. Great magazine!

— President

Electrical Contractor sets the standard for
disseminating much-needed timely information
to electrical professionals. It keeps me up-to-date
with information I need to stay on top of my
game.

— President

Industry magazine readership

Eighty-seven percent (87%) of respondents are regular readers of *Electrical Contractor* and report reading three or four of the four most recent issues.

	Read 3 or 4 of 4	Read 4 of 4	Read 3 of 4	Read 2 of 4	Read 1 of 4	Receive & Don't Read	Do Not Receive	No Response
Electrical Contractor Magazine	87%	70%	17%	8%	5%	0%	0%	0%
EC&M	45%	36%	9%	9%	5%	1%	22%	18%
Electrical Products & Solutions	13%	9%	4%	4%	3%	1%	46%	33%
Electrical News	12%	9%	3%	4%	3%	1%	48%	32%
LD&A	4%	4%	0%	4%	1%	0%	51%	40%
ICT Today	4%	3%	1%	1%	2%	1%	54%	38%

Base = 250

Note: This data defines known readers of *Electrical Contractor*. No attempt was made to use subscriber lists from the other publications listed above.

Ad Scores: Exposure, Engagement and Involvement Totals by Product Category



	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Alarm & signal systems							
Resideo	49	1.0-4C	56%	61%	35%	84%	54%
Boxes, conduit bodies & enclosures							
Arlington Industries Inc.	65	1.0-4C	91%	67%	61%	80%	67%
Arlington Industries Inc.	51	1.0-4C	90%	68%	62%	83%	64%
Arlington Industries Inc.	35	1.0-4C	89%	70%	68%	81%	66%
Arlington Industries Inc.	25	1.0-4C	89%	64%	67%	84%	66%
Arlington Industries Inc.	11	1.0-4C	88%	68%	63%	82%	60%
Arlington Industries Inc.	7	1.0-4C	88%	66%	62%	80%	69%
Arlington Industries Inc.	81	1.0-4C	84%	74%	48%	82%	66%
Arlington Industries Inc.	45	1.0-4C	84%	62%	50%	86%	73%
Arlington Industries Inc.	27	1.0-4C	83%	70%	47%	81%	72%
Arlington Industries Inc.	75	1.0-4C	83%	59%	61%	86%	65%
Arlington Industries Inc.	61	1.0-4C	82%	63%	56%	83%	67%
Arlington Industries Inc.	53	1.0-4C	82%	62%	55%	83%	66%
Arlington Industries Inc.	19	1.0-4C	80%	70%	55%	83%	75%
Arlington Industries Inc.	15	1.0-4C	80%	70%	46%	83%	72%
Arlington Industries Inc.	37	1.0-4C	80%	65%	48%	82%	69%
RACO	13	1.0-4C	75%	65%	47%	81%	68%
Orbit Industries	21	.50-4C	64%	56%	28%	81%	57%
Emergent Safety Supply	43	.25-4C	57%	47%	33%	79%	42%
Category averages:			82%	65%	53%	82%	66%
Circuit protection							
Leviton	29	1.0-4C	80%	78%	52%	82%	70%
Conduit/tubing							
Champion Fiberglass	Cvr 2	1.0-4C	77%	56%	42%	82%	52%
<i>(continued)</i>							

Definitions:

Recall Seeing score is a percentage of the base number.

Read Some is a percentage of the “Recall Seeing” score.

Read Most is the percentage of the “Read Some” score.

Total Ad Influence is a percentage of the “Recall Seeing” score.

One or More Buying Actions is a percentage of the “Recall Seeing” score.

Percentage totals may not equal 100, due to rounding.

Please see Definitions of Scores (3.0), and Methodology (9.1), for complete information.

Base = 125

Ad Scores: Exposure, Engagement and Involvement Totals by Product Category *continued*



	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Contractor equipment							
Hotbend	79	.125-4C	68%	62%	29%	79%	54%
Uline	43	.25-4C	68%	40%	33%	82%	48%
Category averages:			68%	51%	31%	81%	51%
Contractor services (incl. rental & mechanical)							
Candels Estimating	79	.125-4C	61%	44%	41%	83%	39%
Electrical distributor (incl. low volt.)							
Uline	43	.25-4C	68%	40%	33%	82%	48%
Sonepar	17	1.0-4C	61%	52%	44%	86%	45%
Category averages:			65%	46%	39%	84%	47%
Energy management							
Schneider Electric	71	1.0-4C	61%	61%	35%	82%	42%
Xcel Energy	57	1.0-4C	49%	41%	30%	80%	33%
Category averages:			55%	51%	33%	81%	38%
Fasteners, hangers, clamps, supports							
Arlington Industries Inc.	33	1.0-4C	85%	65%	51%	82%	65%
Arlington Industries Inc.	75	1.0-4C	83%	59%	61%	86%	65%
Arlington Industries Inc.	19	1.0-4C	80%	70%	55%	83%	75%
Arlington Industries Inc.	37	1.0-4C	80%	65%	48%	82%	69%
SP Products	9	1.0-4C	75%	60%	40%	81%	60%
Orbit Industries	21	.50-4C	64%	56%	28%	81%	57%
Category averages:			78%	63%	47%	83%	65%
Hand tools							
Hotbend	79	.125-4C	68%	62%	29%	79%	54%
<i>(continued)</i>							Base = 125

Ad Scores: Exposure, Engagement and Involvement Totals by Product Category *continued*

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Meters/instru (test) power & low volt.							
Automation Direct	1	1.0-4C	61%	56%	29%	79%	55%
Raceway/cable tray/conduit							
Arlington Industries Inc.	33	1.0-4C	85%	65%	51%	82%	65%
Arlington Industries Inc.	15	1.0-4C	80%	70%	46%	83%	72%
Champion Fiberglass	Cvr 2	1.0-4C	77%	56%	42%	82%	52%
SP Products	9	1.0-4C	75%	60%	40%	81%	60%
Emergent Safety Supply	43	.25-4C	57%	47%	33%	79%	42%
Category averages:			75%	60%	42%	81%	58%
Training/Safety organization							
Institute for Safety in Powerline Construction (ISPC)	LC 13	.25-4C	56%	54%	50%	80%	39%
Wire & cable							
Copperweld	3	1.0-4C	66%	55%	44%	78%	47%
Southwire	Cvr 4	1.0-4C	65%	62%	45%	84%	60%
Automation Direct	1	1.0-4C	61%	56%	29%	79%	55%
Fiber Instrument Sales	79	.125-4C	54%	39%	52%	79%	35%
Category averages:			62%	53%	43%	80%	49%
Wire & cable connectors/terminators							
Arlington Industries Inc.	47	1.0-4C	89%	67%	63%	82%	67%
Arlington Industries Inc.	69	1.0-4C	89%	66%	64%	78%	68%
Arlington Industries Inc.	Cvr 3	1.0-4C	86%	67%	66%	78%	63%
Arlington Industries Inc.	5	1.0-4C	78%	67%	40%	86%	72%
Category averages:			86%	67%	58%	81%	68%

(continued)

Base = 125

Ad Scores: Exposure, Engagement and Involvement Totals by Product Category *continued*

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Wire & cable management							
Arlington Industries Inc.	51	1.0-4C	90%	68%	62%	83%	64%
Arlington Industries Inc.	47	1.0-4C	89%	67%	63%	82%	67%
Arlington Industries Inc.	7	1.0-4C	88%	66%	62%	80%	69%
Arlington Industries Inc.	41	1.0-4C	84%	74%	61%	85%	70%
Arlington Industries Inc.	81	1.0-4C	84%	74%	48%	82%	66%
Arlington Industries Inc.	27	1.0-4C	83%	70%	47%	81%	72%
Arlington Industries Inc.	75	1.0-4C	83%	59%	61%	86%	65%
Arlington Industries Inc.	19	1.0-4C	80%	70%	55%	83%	75%
Arlington Industries Inc.	15	1.0-4C	80%	70%	46%	83%	72%
Champion Fiberglass	Cvr 2	1.0-4C	77%	56%	42%	82%	52%
Underground Devices	67	.50-4C	75%	44%	30%	83%	53%
Category averages:			83%	65%	52%	83%	66%
Wiring devices							
Arlington Industries Inc.	51	1.0-4C	90%	68%	62%	83%	64%
Arlington Industries Inc.	7	1.0-4C	88%	66%	62%	80%	69%
Arlington Industries Inc.	Cvr 3	1.0-4C	86%	67%	66%	78%	63%
Arlington Industries Inc.	41	1.0-4C	84%	74%	61%	85%	70%
Arlington Industries Inc.	83	1.0-4C	82%	67%	53%	80%	70%
Category averages:			86%	68%	61%	81%	67%
Regional ad							
Xcel Energy	57	1.0-4C	49%	41%	30%	80%	33%

Base = 125

Ad Scores: Audience Engagement Totals with Influence Details by Product Category

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Alarm & signal systems								
Resideo	49	1.0-4C	56%	84%	53%	71%	56%	27%
Boxes, conduit bodies & enclosures								
Arlington Industries Inc.	45	1.0-4C	84%	86%	78%	80%	63%	15%
Arlington Industries Inc.	75	1.0-4C	83%	86%	76%	81%	61%	15%
Arlington Industries Inc.	25	1.0-4C	89%	84%	75%	79%	63%	8%
Arlington Industries Inc.	51	1.0-4C	90%	83%	72%	79%	65%	16%
Arlington Industries Inc.	61	1.0-4C	82%	83%	74%	78%	59%	10%
Arlington Industries Inc.	53	1.0-4C	82%	83%	71%	77%	59%	14%
Arlington Industries Inc.	19	1.0-4C	80%	83%	76%	79%	65%	8%
Arlington Industries Inc.	15	1.0-4C	80%	83%	72%	77%	61%	14%
Arlington Industries Inc.	11	1.0-4C	88%	82%	69%	74%	59%	12%
Arlington Industries Inc.	81	1.0-4C	84%	82%	74%	78%	64%	14%
Arlington Industries Inc.	37	1.0-4C	80%	82%	74%	75%	63%	14%
Arlington Industries Inc.	35	1.0-4C	89%	81%	72%	79%	65%	11%
Arlington Industries Inc.	27	1.0-4C	83%	81%	70%	78%	63%	22%
RACO	13	1.0-4C	75%	81%	63%	73%	56%	15%
Orbit Industries	21	.50-4C	64%	81%	42%	64%	51%	46%
Arlington Industries Inc.	65	1.0-4C	91%	80%	69%	74%	58%	12%
Arlington Industries Inc.	7	1.0-4C	88%	80%	68%	79%	63%	15%
Emergent Safety Supply	43	.25-4C	57%	79%	32%	58%	46%	45%
Category averages:			82%	82%	68%	76%	60%	17%
Circuit protection								
Leviton	29	1.0-4C	80%	82%	67%	72%	63%	27%
Conduit/tubing								
Champion Fiberglass	Cvr 2	1.0-4C	77%	82%	46%	64%	54%	39%
<i>(continued)</i>								

Base = 125

Definitions:

Total Ad Influence (Audience Engagement) represents the percentage of respondents who, after seeing an ad, reported they did one or more of the four listed items.

All Ad Influence scores are a percentage of the “Recall Seeing” score.

Percentage totals may not equal 100, due to rounding.

Please see Definitions of Scores (3.0), and Methodology (9.1), for complete information.

Ad Scores: Audience Engagement Totals with Influence Details by Product Category *continued*



	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Contractor equipment								
Uline	43	.25-4C	68%	82%	67%	60%	48%	15%
Hotbend	79	.125-4C	68%	79%	51%	64%	54%	31%
Category averages:			68%	81%	59%	62%	51%	23%
Contractor services (incl. rental & mechanical)								
Candels Estimating	79	.125-4C	61%	83%	38%	51%	37%	49%
Electrical distributor (incl. low volt.)								
Sonepar	17	1.0-4C	61%	86%	33%	53%	36%	54%
Uline	43	.25-4C	68%	82%	67%	60%	48%	15%
Category averages:			65%	84%	50%	57%	42%	35%
Energy management								
Schneider Electric	71	1.0-4C	61%	82%	45%	61%	42%	38%
Xcel Energy	57	1.0-4C	49%	80%	23%	42%	38%	50%
Category averages:			55%	81%	34%	52%	40%	44%
Fasteners, hangers, clamps, supports								
Arlington Industries Inc.	75	1.0-4C	83%	86%	76%	81%	61%	15%
Arlington Industries Inc.	19	1.0-4C	80%	83%	76%	79%	65%	8%
Arlington Industries Inc.	33	1.0-4C	85%	82%	69%	71%	58%	23%
Arlington Industries Inc.	37	1.0-4C	80%	82%	74%	75%	63%	14%
SP Products	9	1.0-4C	75%	81%	59%	67%	57%	26%
Orbit Industries	21	.50-4C	64%	81%	42%	64%	51%	46%
Category averages:			78%	83%	66%	73%	59%	22%

(continued)

Base = 125

Ad Scores: Audience Engagement Totals with Influence Details by Product Category *continued*



	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Hand tools								
Hotbend	79	.125-4C	68%	79%	51%	64%	54%	31%
Meters/instru (test) power & low volt.								
Automation Direct	1	1.0-4C	61%	79%	48%	64%	49%	34%
Raceway/cable tray/conduit								
Arlington Industries Inc.	15	1.0-4C	80%	83%	72%	77%	61%	14%
Arlington Industries Inc.	33	1.0-4C	85%	82%	69%	71%	58%	23%
Champion Fiberglass	Cvr 2	1.0-4C	77%	82%	46%	64%	54%	39%
SP Products	9	1.0-4C	75%	81%	59%	67%	57%	26%
Emergent Safety Supply	43	.25-4C	57%	79%	32%	58%	46%	45%
Category averages:			75%	81%	56%	67%	55%	29%
Training/Safety organization								
Institute for Safety in Powerline Construction (ISPC)	LC 13	.25-4C	56%	80%	33%	44%	39%	51%
Wire & cable								
Southwire	Cvr 4	1.0-4C	65%	84%	39%	68%	53%	46%
Automation Direct	1	1.0-4C	61%	79%	48%	64%	49%	34%
Fiber Instrument Sales	79	.125-4C	54%	79%	26%	35%	26%	56%
Copperweld	3	1.0-4C	66%	78%	47%	55%	41%	30%
Category averages:			62%	80%	40%	56%	42%	42%
Wire & cable connectors/ terminators								
Arlington Industries Inc.	5	1.0-4C	78%	86%	77%	81%	63%	8%
Arlington Industries Inc.	47	1.0-4C	89%	82%	74%	77%	64%	9%

(continued)

Base = 125

Ad Scores: Audience Engagement Totals with Influence Details by Product Category *continued*



	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Wire & cable connectors/ terminators <i>continued</i>								
Arlington Industries Inc.	69	1.0-4C	89%	78%	69%	77%	61%	7%
Arlington Industries Inc.	Cvr 3	1.0-4C	86%	78%	68%	73%	58%	17%
Category averages:			86%	81%	72%	77%	62%	10%
Wire & cable management								
Arlington Industries Inc.	75	1.0-4C	83%	86%	76%	81%	61%	15%
Arlington Industries Inc.	41	1.0-4C	84%	85%	78%	82%	69%	8%
Arlington Industries Inc.	51	1.0-4C	90%	83%	72%	79%	65%	16%
Arlington Industries Inc.	19	1.0-4C	80%	83%	76%	79%	65%	8%
Arlington Industries Inc.	15	1.0-4C	80%	83%	72%	77%	61%	14%
Underground Devices	67	.50-4C	75%	83%	44%	61%	47%	43%
Arlington Industries Inc.	47	1.0-4C	89%	82%	74%	77%	64%	9%
Arlington Industries Inc.	81	1.0-4C	84%	82%	74%	78%	64%	14%
Champion Fiberglass	Cvr 2	1.0-4C	77%	82%	46%	64%	54%	39%
Arlington Industries Inc.	27	1.0-4C	83%	81%	70%	78%	63%	22%
Arlington Industries Inc.	7	1.0-4C	88%	80%	68%	79%	63%	15%
Category averages:			83%	83%	68%	76%	61%	18%
Wiring devices								
Arlington Industries Inc.	41	1.0-4C	84%	85%	78%	82%	69%	8%
Arlington Industries Inc.	51	1.0-4C	90%	83%	72%	79%	65%	16%
Arlington Industries Inc.	7	1.0-4C	88%	80%	68%	79%	63%	15%
Arlington Industries Inc.	83	1.0-4C	82%	80%	73%	77%	58%	9%
Arlington Industries Inc.	Cvr 3	1.0-4C	86%	78%	68%	73%	58%	17%
Category averages:			86%	81%	72%	78%	63%	13%
Regional ad								
Xcel Energy	57	1.0-4C	49%	80%	23%	42%	38%	50%
Base = 125								

Ad Scores: Involvement Totals with Buying Action Details by Product Category



	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
Alarm & signal systems												
Resideo	49	1.0-4C	56%	54%	4%	14%	17%	7%	7%	21%	6%	7%
Boxes, conduit bodies & enclosures												
Arlington Industries Inc.	19	1.0-4C	80%	75%	10%	19%	12%	2%	9%	24%	18%	26%
Arlington Industries Inc.	45	1.0-4C	84%	73%	12%	18%	11%	7%	7%	28%	17%	15%
Arlington Industries Inc.	27	1.0-4C	83%	72%	11%	18%	16%	7%	15%	29%	18%	19%
Arlington Industries Inc.	15	1.0-4C	80%	72%	9%	20%	15%	5%	10%	26%	15%	19%
Arlington Industries Inc.	7	1.0-4C	88%	69%	18%	17%	19%	8%	17%	31%	15%	19%
Arlington Industries Inc.	37	1.0-4C	80%	69%	6%	18%	10%	4%	11%	30%	17%	27%
RACO	13	1.0-4C	75%	68%	7%	12%	6%	2%	6%	33%	12%	20%
Arlington Industries Inc.	65	1.0-4C	91%	67%	14%	19%	19%	7%	10%	30%	13%	21%
Arlington Industries Inc.	61	1.0-4C	82%	67%	9%	19%	12%	3%	9%	30%	11%	17%
Arlington Industries Inc.	35	1.0-4C	89%	66%	15%	16%	13%	5%	10%	29%	17%	22%
Arlington Industries Inc.	25	1.0-4C	89%	66%	18%	15%	13%	10%	8%	27%	11%	23%
Arlington Industries Inc.	81	1.0-4C	84%	66%	14%	18%	18%	8%	10%	34%	15%	15%
Arlington Industries Inc.	53	1.0-4C	82%	66%	9%	16%	12%	4%	14%	31%	10%	17%
Arlington Industries Inc.	75	1.0-4C	83%	65%	13%	18%	13%	7%	13%	33%	11%	19%

(continued)

Definitions:

One or More Buying Actions (Audience Involvement) represents the percentage of respondents who, after seeing an ad, indicated they have done, or are likely to do, one or more of the eight listed items.

All Buying Action scores are a percentage of the "Recall Seeing" score.

Percentage totals may not equal 100, due to rounding.

Please see Definitions of Scores (3.0), and Methodology (9.1), for complete information.

Base = 125

Ad Scores: Involvement Totals with Buying Action Details by Product Category *continued*



	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
Boxes, conduit bodies & enclosures <i>continued</i>												
Arlington Industries Inc.	51	1.0-4C	90%	64%	17%	19%	17%	10%	13%	34%	19%	16%
Arlington Industries Inc.	11	1.0-4C	88%	60%	16%	23%	19%	5%	7%	32%	8%	13%
Orbit Industries	21	.50-4C	64%	57%	11%	17%	16%	11%	5%	21%	9%	5%
Emergent Safety Supply	43	.25-4C	57%	42%	7%	10%	10%	4%	3%	14%	4%	1%
Category averages:			82%	66%	12%	17%	14%	6%	10%	29%	13%	17%
Circuit protection												
Leviton	29	1.0-4C	80%	70%	15%	24%	24%	16%	8%	27%	10%	9%
Conduit/tubing												
Champion Fiberglass	Cvr 2	1.0-4C	77%	52%	12%	22%	14%	9%	5%	21%	6%	4%
Contractor equipment												
Hotbend	79	.125-4C	68%	54%	17%	26%	17%	10%	7%	21%	10%	8%
Uline	43	.25-4C	68%	48%	12%	12%	16%	6%	7%	20%	6%	11%
Category averages:			68%	51%	15%	19%	17%	8%	7%	21%	8%	10%
Contractor services (incl. rental & mechanical)												
Candels Estimating	79	.125-4C	61%	39%	18%	13%	14%	9%	3%	12%	5%	4%
Electrical distributor (incl. low volt.)												
Uline	43	.25-4C	68%	48%	12%	12%	16%	6%	7%	20%	6%	11%
Sonepar	17	1.0-4C	61%	45%	5%	9%	16%	7%	5%	13%	4%	4%
Category averages:			65%	47%	9%	11%	16%	7%	6%	17%	5%	8%

(continued)

Base = 125

Ad Scores: Involvement Totals with Buying Action Details by Product Category *continued*



	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
Energy management												
Schneider Electric	71	1.0-4C	61%	42%	8%	20%	12%	5%	1%	13%	4%	0%
Xcel Energy	57	1.0-4C	49%	33%	8%	15%	15%	5%	2%	8%	5%	0%
Category averages:			55%	38%	8%	18%	14%	5%	2%	11%	5%	0%
Fasteners, hangers, clamps, supports												
Arlington Industries Inc.	19	1.0-4C	80%	75%	10%	19%	12%	2%	9%	24%	18%	26%
Arlington Industries Inc.	37	1.0-4C	80%	69%	6%	18%	10%	4%	11%	30%	17%	27%
Arlington Industries Inc.	33	1.0-4C	85%	65%	8%	15%	10%	5%	17%	27%	15%	13%
Arlington Industries Inc.	75	1.0-4C	83%	65%	13%	18%	13%	7%	13%	33%	11%	19%
SP Products	9	1.0-4C	75%	60%	9%	19%	15%	10%	7%	30%	13%	9%
Orbit Industries	21	.50-4C	64%	57%	11%	17%	16%	11%	5%	21%	9%	5%
Category averages:			78%	65%	10%	18%	13%	7%	10%	28%	14%	17%
Hand tools												
Hotbend	79	.125-4C	68%	54%	17%	26%	17%	10%	7%	21%	10%	8%
Meters/instru (test) power & low volt.												
Automation Direct	1	1.0-4C	61%	55%	13%	14%	23%	3%	6%	17%	6%	6%
Raceway/cable tray/conduit												
Arlington Industries Inc.	15	1.0-4C	80%	72%	9%	20%	15%	5%	10%	26%	15%	19%
Arlington Industries Inc.	33	1.0-4C	85%	65%	8%	15%	10%	5%	17%	27%	15%	13%
SP Products	9	1.0-4C	75%	60%	9%	19%	15%	10%	7%	30%	13%	9%
Champion Fiberglass	Cvr 2	1.0-4C	77%	52%	12%	22%	14%	9%	5%	21%	6%	4%
Emergent Safety Supply	43	.25-4C	57%	42%	7%	10%	10%	4%	3%	14%	4%	1%
Category averages:			75%	58%	9%	17%	13%	7%	8%	24%	11%	9%

(continued)

Base = 125

Ad Scores: Involvement Totals with Buying Action Details by Product Category *continued*



	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
Training/Safety organization												
Institute for Safety in Powerline Construction (ISPC)	LC 13	.25-4C	56%	39%	10%	19%	13%	9%	4%	9%	10%	3%
Wire & cable												
Southwire	Cvr 4	1.0-4C	65%	60%	10%	16%	23%	13%	10%	26%	8%	6%
Automation Direct	1	1.0-4C	61%	55%	13%	14%	23%	3%	6%	17%	6%	6%
Copperweld	3	1.0-4C	66%	47%	12%	17%	12%	8%	4%	20%	7%	10%
Fiber Instrument Sales	79	.125-4C	54%	35%	10%	15%	10%	9%	1%	9%	1%	3%
Category averages:			62%	49%	11%	16%	17%	8%	5%	18%	6%	6%
Wire & cable connectors/terminators												
Arlington Industries Inc.	5	1.0-4C	78%	72%	8%	19%	12%	5%	13%	32%	16%	26%
Arlington Industries Inc.	69	1.0-4C	89%	68%	15%	17%	17%	5%	11%	31%	14%	21%
Arlington Industries Inc.	47	1.0-4C	89%	67%	14%	16%	14%	9%	8%	35%	14%	22%
Arlington Industries Inc.	Cvr 3	1.0-4C	86%	63%	14%	17%	17%	10%	7%	32%	11%	15%
Category averages:			86%	68%	13%	17%	15%	7%	10%	33%	14%	21%
Wire & cable management												
Arlington Industries Inc.	19	1.0-4C	80%	75%	10%	19%	12%	2%	9%	24%	18%	26%
Arlington Industries Inc.	27	1.0-4C	83%	72%	11%	18%	16%	7%	15%	29%	18%	19%
Arlington Industries Inc.	15	1.0-4C	80%	72%	9%	20%	15%	5%	10%	26%	15%	19%
Arlington Industries Inc.	41	1.0-4C	84%	70%	15%	22%	14%	9%	10%	37%	13%	21%
Arlington Industries Inc.	7	1.0-4C	88%	69%	18%	17%	19%	8%	17%	31%	15%	19%
Arlington Industries Inc.	47	1.0-4C	89%	67%	14%	16%	14%	9%	8%	35%	14%	22%
Arlington Industries Inc.	81	1.0-4C	84%	66%	14%	18%	18%	8%	10%	34%	15%	15%
Arlington Industries Inc.	75	1.0-4C	83%	65%	13%	18%	13%	7%	13%	33%	11%	19%
Arlington Industries Inc.	51	1.0-4C	90%	64%	17%	19%	17%	10%	13%	34%	19%	16%
Underground Devices	67	.50-4C	75%	53%	7%	15%	15%	5%	6%	19%	5%	5%

Base = 125

Ad Scores: Involvement Totals with Buying Action Details by Product Category *continued*

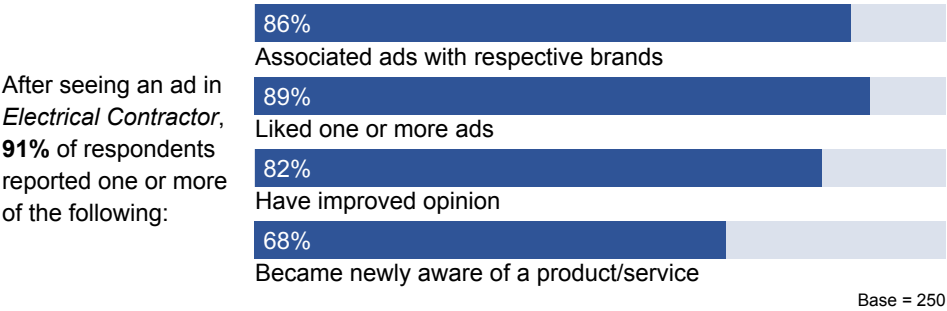


	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
Wire & cable management <i>continued</i>												
Champion Fiberglass	Cvr 2	1.0-4C	77%	52%	12%	22%	14%	9%	5%	21%	6%	4%
Category averages:			83%	66%	13%	19%	15%	7%	11%	29%	14%	17%
Wiring devices												
Arlington Industries Inc.	41	1.0-4C	84%	70%	15%	22%	14%	9%	10%	37%	13%	21%
Arlington Industries Inc.	83	1.0-4C	82%	70%	6%	19%	14%	4%	9%	25%	14%	26%
Arlington Industries Inc.	7	1.0-4C	88%	69%	18%	17%	19%	8%	17%	31%	15%	19%
Arlington Industries Inc.	51	1.0-4C	90%	64%	17%	19%	17%	10%	13%	34%	19%	16%
Arlington Industries Inc.	Cvr 3	1.0-4C	86%	63%	14%	17%	17%	10%	7%	32%	11%	15%
Category averages:			86%	67%	14%	19%	16%	8%	11%	32%	14%	19%
Regional ad												
Xcel Energy	57	1.0-4C	49%	33%	8%	15%	15%	5%	2%	8%	5%	0%
Base = 125												

Demographics: Influence and Action Totals



Total ad influence for national ads*



Ad scores by size for national ads*

	Number of Ads	Recall Seeing	Read Some	Read Most
One page	32	79%	65%	52%
One-half page	2	70%	50%	29%
One-fourth page	3	60%	47%	39%
One-eighth page	3	61%	48%	41%
Issue Averages:		76%	62%	49%

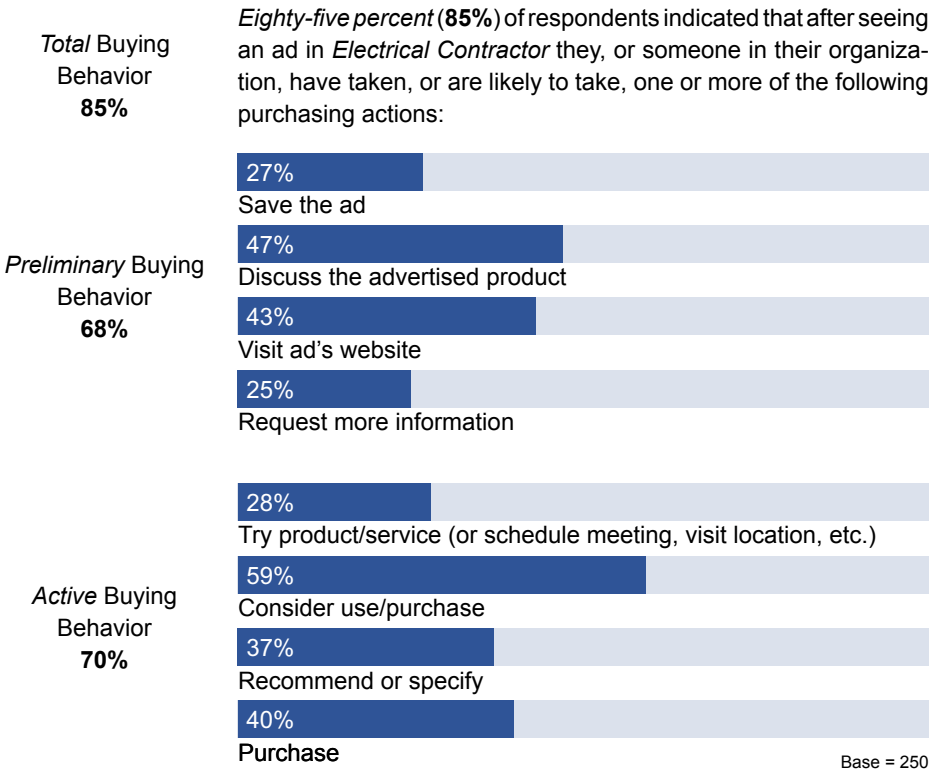
Base = 125

Building types

Commercial	88%
Includes hotel, motel, resort, restaurant, food service, entertainment, sports, gaming, financial (banking/insurance), retail stores (all types), and office buildings	
Residential	73%
Includes single family and multi-family	
Industrial	64%
Includes manufacturing plants, power generation and utility	
Institutional	62%
Includes hospital, nursing home, education (K12, college, university), govt., administration, police, correctional, military, transportation (airport/rail/other)	
Emerging/alternative energy sources	28%
Includes solar, wind, geothermal, etc.	
Non-building	28%
Includes road, airport, traffic lighting, line work, waste/water treatment, etc.	
None of the above	1%
No response	0%

Base = 250

* Scores from regional ads are not included in these calculations.

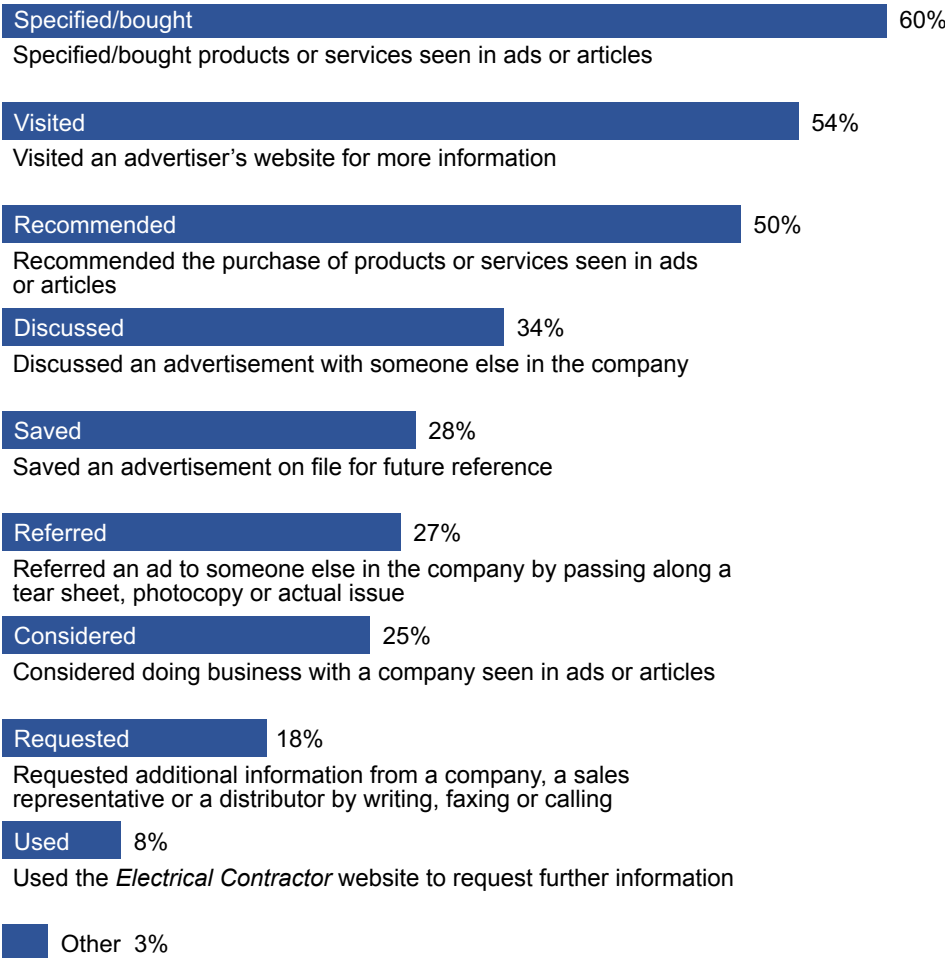


Demographics: Purchasing and Reader Profile



Purchasing actions taken

Ninety-one percent (91%) of the respondents report taking one or more purchasing actions during the past year as a result of ads/editorials appearing in *Electrical Contractor*.



No actions taken = 9%
No response = 0%

Base = 250

Primary job title or function

Executive management: owner, partner, president, VP, general manager, etc.	53%
Management: project manager, superintendent, supervisor, foreman	17%
Electrician (field), journeyman, technician, installer, service person	13%
Estimator	4%
Staff engineer, designer, electrical engineer.	4%
Inspector.	2%
Purchasing agent, buyer.	2%
Apprentice	0%
Other	5%
No response	0%

Base = 250

Primary business

Electrical contracting/low-voltage contracting.	84%
Engineering/architecture/consulting	6%
Systems integration/consulting.	1%
Wholesaler/distributor.	1%
Other	8%
No response	0%

Base = 250

Building systems installed

Lighting.	86%
Maintenance, service, repair	85%
Premises wiring	73%
Power quality systems (includes standby, co-gen, etc.)	65%
Fire/life safety systems.	64%
Security (includes CCTV, access/motion/intrusion systems)	64%
Total building automation systems (includes HVAC, lighting).	49%
Communications systems (VDV)	40%
Fiber optics.	35%
Alternative-energy systems	34%
None of the above	2%
No response	0%

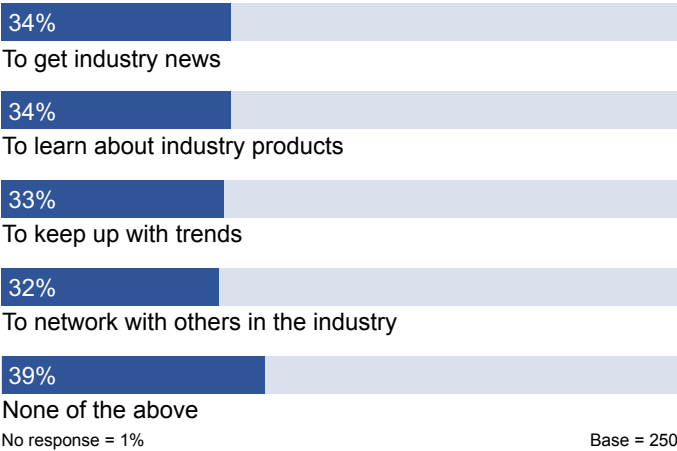
Base = 250

Demographics: Social Media



Professional use of social media

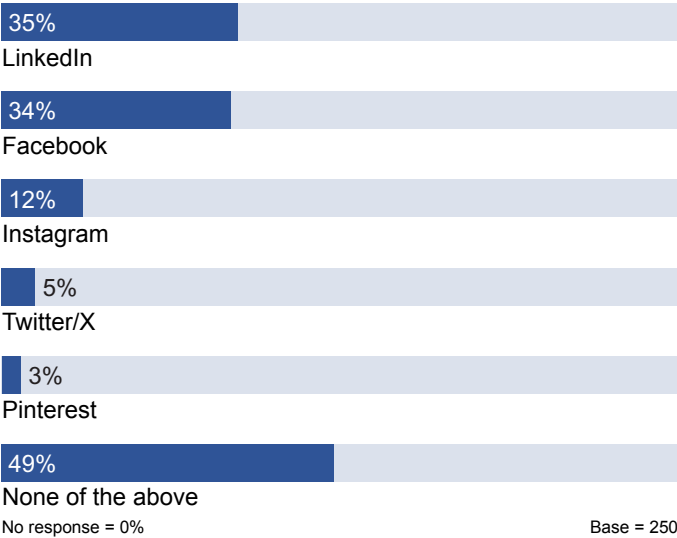
Sixty percent (60%) of Electrical Contractor respondents report one or more of these reasons for using social media.



Base = 250

Social media platforms used for work

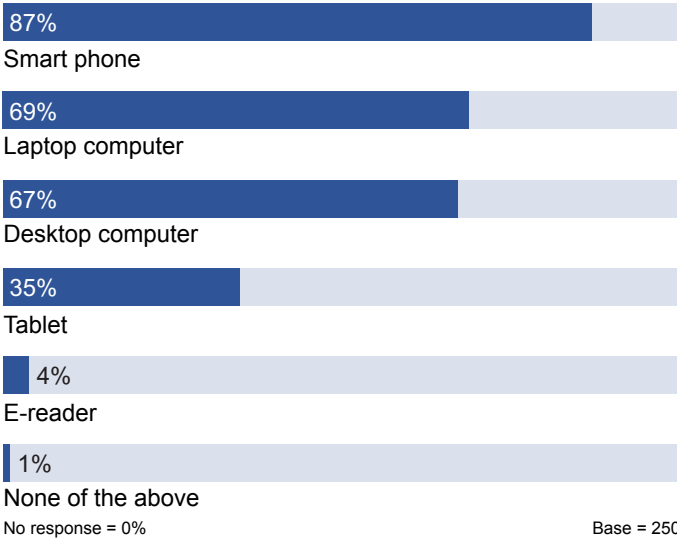
Fifty-one percent (51%) of Electrical Contractor respondents report using one or more of these social media platforms for work.



Base = 250

Digital devices owned or used by respondents

Ninety-nine percent (99%) of Electrical Contractor respondents report having access to one or more of these digital devices.



Base = 250

2024

Ad Study Schedule

Reserve your space now!

February closing January 10	June closing May 10	August closing July 10	December closing November 10
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Contact your *Electrical Contractor* sales representative now to reserve your space in the next ad study issue.

Electrical Contractor reserves the right to change this research schedule without notice.

About adViewPRO



What are some of the concepts behind adViewPRO Ad Campaign Analytics?

- Ad campaigns setting primary and intermediate objectives are more accountable and more effective.¹
- Only primary business objectives such as increasing profit or market share are true final measures of business success.²
- A significant change across a wide range of intermediate objectives is a reliable predictor of business success.
- Because the importance of individual intermediate objectives varies by ad campaign, no single intermediate measure can be an infallible predictor.
- Best practice requires tracking multiple intermediate effects.³
- Assigning greater or lesser value to each intermediate objective, to better align with your specific campaign goals, improves campaign accountability and effectiveness.⁴

Why does adViewPRO focus on intermediate objectives?

Intermediate objectives are the means to achieving primary ad campaign objectives. Taken individually, each intermediate objective offers insight into how your campaign is working in comparison with other campaigns reaching your audience.

Total Ad Recall *Audience Exposure*

- Recall seeing (reader exposure)
- Read some of the ad (reader engagement)
- Read most of the ad (reader involvement)

Total Ad Influence *Audience Engagement*

- Make ad-brand connection
- Like the ad
- Better opinion of product or service
- Newly aware of product or service
- Previously aware of product or service

Total Buying Action *Audience Involvement*

Preliminary Buying Action

- Save the ad
- Discuss the advertised product
- Visit ad's website
- Request more information

Active Buying Action

- Try product/service
- Consider use/purchase
- Recommend or specify
- Purchase

¹ Les Binet and Peter Field, Marketing in the Era of Accountability (World Advertising Research Center, Great Britain, Alden Press, 2007), 19. | ² [ibid, 77] | ³ [ibid, 77] | ⁴ [ibid, 2]

About adViewPRO: Methodology

**ELECTRICAL
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Baxter Research Center's (BRC) *adViewPRO* study programs are conducted online using accepted advertising and editorial reader research methods and practices.

The reader panel was selected from the sponsoring publication's circulation of 83,102* using a structured random-interval selection process. Preparation of the survey instrument, sample selection, emailing, processing, tabulation and generation of final reports are conducted under the supervision of BRC.

Readers invited to participate via email are provided with a secure link to the questionnaire. To ensure optimal delivery, all surveys are sent using BRC's bonded email servers.

In those cases where two versions of the questionnaire are produced to maintain an appropriate level of reader response, both are identical with the exception of the ad listings, which are divided equally between the two. Ad recall data is based on a minimum of 100 returns. Splitting the survey into two or three versions to accommodate more ads will result in editorial and respondent profiles increasing to 200 and 300, respectively. Ad recall data will achieve a lesser number, but no fewer than 100 returns.

Ad and editorial reader recall data are fully disclosed in this report and online through advertiser micro-sites. Advertiser access to their micro-site is controlled by the sponsoring publication. Advertisers wishing to view online data should contact their magazine advertising sales representative for a link and password. A copy of the online survey is available upon request from BRC.

* June 2023 Alliance for Audited Media (AAM)

This publication is designed to provide accurate and authoritative information gathered from subscriber questionnaires. In publishing this report, neither the author nor the publisher is engaged in rendering legal, accounting or any other professional service. If required, legal advice or other expert assistance should be sought from a licensed professional.



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**ELECTRICAL
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POWER & INTEGRATED BUILDING SYSTEMS

ELECTRICAL CONTRACTOR is the only monthly publication strictly for electrical and low-voltage contractors. These contractors consistently rank *ELECTRICAL CONTRACTOR* as the most well-read and preferred magazine in the industry. Readers are management-level decision-makers and specifiers, working across the construction spectrum, from commercial to residential, industrial, institutional and nonbuilding projects. Content spans a variety of topics, including codes, standards, installation tips, new products, advice for running a business, lighting and trends, all written by industry experts. *ELECTRICAL CONTRACTOR* is the only AAM-audited industry magazine, which verifies the magazine's subscription base.

Baxter Research Center (BRC) is a leading provider of independent, mixed-media audience analytics.

BRC's audience metrics guide, optimize and inspire ad-campaign effectiveness in print, digital and online media.

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