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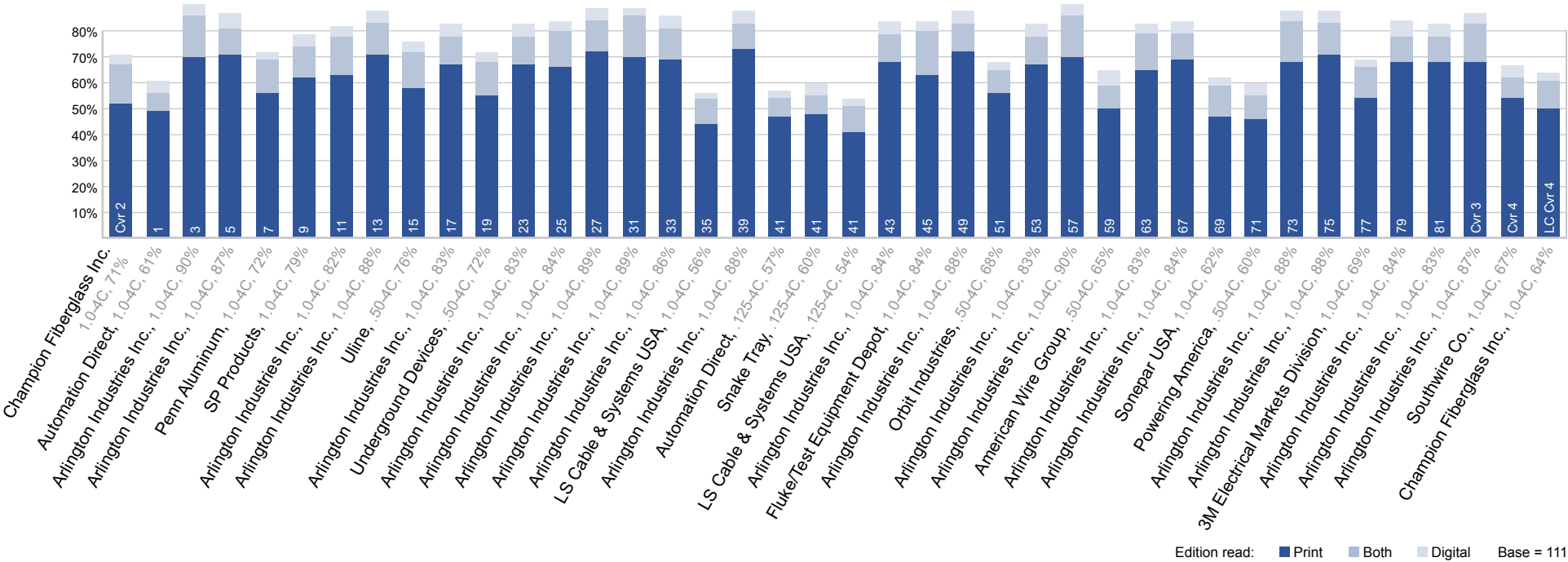
Independent Print Ad Performance News:

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. — 3	90%	Arlington Industries Inc. — 13	88%	90%	Arlington Industries Inc. — 53	83%	71%
Arlington Industries Inc. — 57	90%	Arlington Industries Inc. — 53	83%	88%	Arlington Industries Inc. — 39	88%	70%
Arlington Industries Inc. — 31	89%	Arlington Industries Inc. — 49	88%	87%	Arlington Industries Inc. — 23	83%	70%
Arlington Industries Inc. — 27	89%	Arlington Industries Inc. — 23	83%	87%	Arlington Industries Inc. — 27	89%	68%
Arlington Industries Inc. — 73	88%	Arlington Industries Inc. — 39	88%	86%	Arlington Industries Inc. — 43	84%	65%
Arlington Industries Inc. — 39	88%	Arlington Industries Inc. — 75	88%	86%	Arlington Industries Inc. — 81	83%	65%
Arlington Industries Inc. — 13	88%	Arlington Industries Inc. — 81	83%	86%	Arlington Industries Inc. — 31	89%	64%
Arlington Industries Inc. — 49	88%	Arlington Industries Inc. — 79	84%	85%	Arlington Industries Inc. — 13	88%	64%
Arlington Industries Inc. — 75	88%	Arlington Industries Inc. — 17	83%	85%	Arlington Industries Inc. — 49	88%	64%
Arlington Industries Inc. — Cvr 3	87%	Southwire Co. — Cvr 4	67%	85%	Arlington Industries Inc. — 75	88%	63%

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

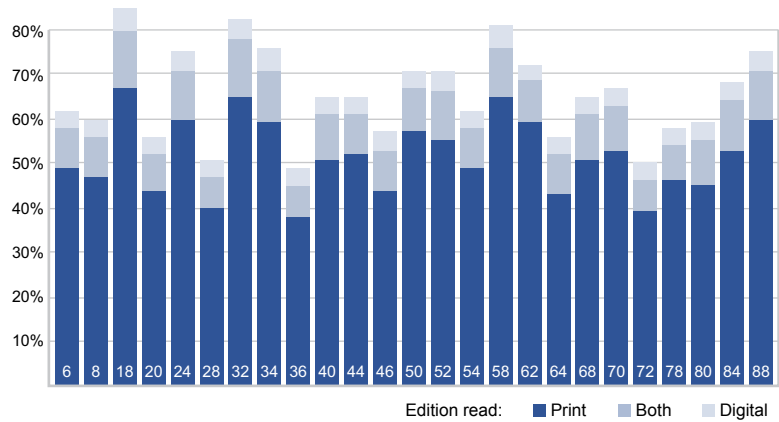
One or More Buying Actions, or Audience Involvement, represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad further influenced their buying actions. These audience members saw an ad and indicated that they, or someone in their organization either 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	62%	82%	31%
President’s Desk	8	60%	75%	31%
Code FAQs	18	85%	91%	71%
Light a Bridge Over Shreveport Waters	20	56%	75%	36%
Service and Maintenance	24	75%	88%	53%
Designing for End-of-Life	28	51%	78%	45%
Code Quiz	32	82%	88%	71%
Lighting	34	76%	84%	55%
Tis the Season!	36	49%	73%	28%
Working Lights for Electricians	40	65%	86%	55%
Power Quality	44	65%	77%	46%
Watt Comes Next?	46	57%	74%	40%
Code How-To	50	71%	89%	65%
Estimating	52	71%	82%	47%
Lights, Prefab, Installation!	54	62%	82%	49%
New Products	58	81%	89%	61%
Code Applications	62	72%	89%	67%
Power of Workplace Lighting	64	56%	82%	37%
Alternative Energy	68	65%	74%	33%
Featured Products	70	67%	85%	53%
On The Market	72	50%	74%	41%
Fire Life Safety	78	58%	72%	45%
Security	80	59%	68%	38%
NECA Notes	84	68%	75%	45%
Code Comments	88	75%	88%	65%

Base = 222

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

Across the board in every category, [Electrical Contractor] consistently provides sound information from reputable sources.
— Safety Hazard Manager

I always learn new things when reading your articles.
— President/CEO

[Electrical Contractor] helps me stay aware of code intricacies and changes. It presents new products that may be problem solvers.
— Engineer

Format preference

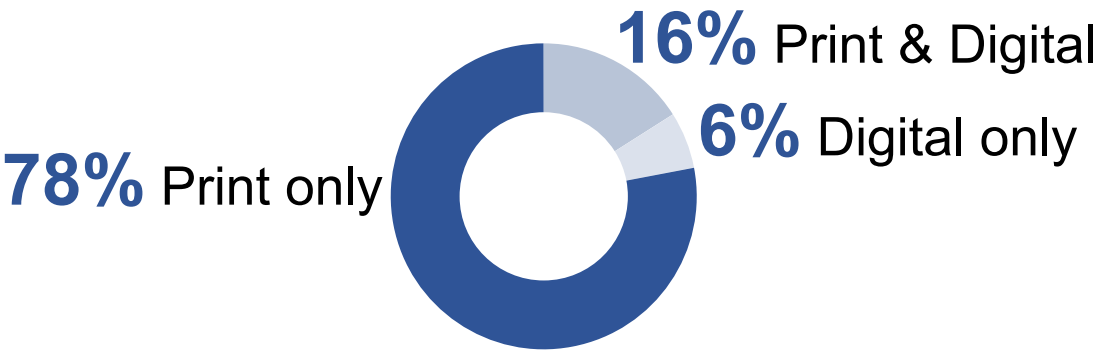
The following percentages of respondents prefer to receive *Electrical Contractor* in these formats:

Print	70%
Print and digital	24%
Digital	6%
No response	0%

Base = 222

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 94% of *Electrical Contractor* respondents read the print edition: 78% read print only. A combined 22% of respondents read the digital edition: 6% read the digital version only. And 16% read both print and digital formats.

Print only	78%
Print and digital	16%
Digital only	6%
No response	0%

Base = 222

Digital devices used by respondents

One hundred percent (100%) of *Electrical Contractor* respondents report having access to one or more of the digital devices listed below.

Smartphone	92%
Laptop computer	77%
Desktop computer	64%
Tablet	45%
E-reader	6%
None of the above	0%
No response	0%

Base = 222

Respondents rate *Electrical Contractor*

Ninety-nine percent (99%) of respondents state that *Electrical Contractor* is an important publication for them.

Personal favorite	26%
Very important	28%
Important	31%
Somewhat important	14%
Not important	1%
No response	0%

Base = 222

Editorial: Reading Habits



[Electrical Contractor] *keeps us up-to-date on new products and industry insight.*
— President/CEO

I like to read all about the new products that are coming on the market.
— Owner

[Electrical Contractor] *helps us stay aware of current trends happening in our industry with respect to energy, products, code/governmental mandates, and companies.*
— Chief BD Officer

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

<p>When read</p> <p>Same day issue is received 22%</p> <p>Within three days 37%</p> <p>Within a week 29%</p> <p>One week or longer 12%</p> <p>No response 0%</p> <p>Base = 222</p>	<p>Time spent reading</p> <p>45 minutes or more. 23%</p> <p>30 to 44 minutes 34%</p> <p>15 to 29 minutes 34%</p> <p>Less than 15 minutes 9%</p> <p>No response 0%</p> <p>Base = 222</p>
<p>How often each issue is read</p> <p>4 or more times. 32%</p> <p>3 times 28%</p> <p>2 times 32%</p> <p>1 time 8%</p> <p>No response 0%</p> <p>Base = 222</p>	<p>Pass-along readership</p> <p>Respondents report that they pass along their issues of <i>Electrical Contractor</i> to a mean number of 1.6 other professionals.</p> <p>1.6 Other People</p> <p>Base = 222</p>

Editorial: Reading Habits *continued*



[I read Electrical Contractor to] learn about new products and tools. I stay up-to-date on code knowledge throughout the year.

— Owner

like to keep up with new products, tools, and code issues.

— Owner

Industry magazine readership

Eighty-eight percent (88%) 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	88%	70%	18%	9%	3%	0%	0%	0%
EC&M	39%	28%	11%	9%	5%	3%	28%	16%
Electrical Products & Solutions	11%	7%	4%	3%	2%	4%	52%	28%
Electrical News	11%	6%	5%	3%	2%	1%	55%	28%
ICT Today	5%	3%	2%	2%	2%	2%	58%	31%
LD&A	4%	2%	2%	t				

Base = 222

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
Boxes, conduit bodies & enclosures							
Arlington Industries Inc.	3	1.0-4C	90%	77%	54%	76%	55%
Arlington Industries Inc.	57	1.0-4C	90%	68%	48%	77%	53%
Arlington Industries Inc.	31	1.0-4C	89%	71%	52%	80%	64%
Arlington Industries Inc.	27	1.0-4C	89%	56%	42%	84%	68%
Arlington Industries Inc.	73	1.0-4C	88%	74%	57%	79%	58%
Arlington Industries Inc.	39	1.0-4C	88%	56%	43%	86%	70%
Arlington Industries Inc.	13	1.0-4C	88%	56%	31%	90%	64%
Arlington Industries Inc.	49	1.0-4C	88%	55%	44%	87%	64%
Arlington Industries Inc.	75	1.0-4C	88%	55%	35%	86%	63%
Arlington Industries Inc.	Cvr 3	1.0-4C	87%	68%	49%	76%	56%
Arlington Industries Inc.	5	1.0-4C	87%	63%	44%	82%	57%
Arlington Industries Inc.	33	1.0-4C	86%	56%	38%	82%	59%
Arlington Industries Inc.	25	1.0-4C	84%	73%	49%	78%	58%
Arlington Industries Inc.	43	1.0-4C	84%	61%	35%	82%	65%
Arlington Industries Inc.	67	1.0-4C	84%	52%	45%	84%	59%
Arlington Industries Inc.	79	1.0-4C	84%	51%	33%	85%	61%
Arlington Industries Inc.	63	1.0-4C	83%	72%	50%	80%	60%
Arlington Industries Inc.	53	1.0-4C	83%	63%	38%	88%	71%
Arlington Industries Inc.	23	1.0-4C	83%	61%	35%	87%	70%
Arlington Industries Inc.	81	1.0-4C	83%	60%	34%	86%	65%
Arlington Industries Inc.	17	1.0-4C	83%	59%	33%	85%	60%
Arlington Industries Inc.	11	1.0-4C	82%	76%	52%	79%	63%
Orbit Industries	51	.50-4C	68%	72%	35%	78%	58%
Category averages:			85%	63%	42%	82%	62%
Conduit/tubing							
Penn Aluminum	7	1.0-4C	72%	57%	29%	80%	47%
Champion Fiberglass Inc.	Cvr 2	1.0-4C	71%	56%	25%	74%	38%
Champion Fiberglass Inc.	LC Cv4	1.0-4C	64%	53%	24%	77%	38%
Category averages:			69%	55%	26%	77%	41%
<i>(continued)</i>							

Base = 111

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.

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							
Uline	15	.50-4C	76%	43%	39%	74%	49%
3M Electrical Markets Division	77	1.0-4C	69%	51%	29%	79%	38%
Automation Direct	1	1.0-4C	61%	48%	34%	82%	46%
Automation Direct	41	.125-4C	57%	58%	42%	70%	36%
Category averages:			66%	50%	36%	76%	42%
Electrical distributor (incl. low volt.)							
Uline	15	.50-4C	76%	43%	39%	74%	49%
Sonepar USA	69	1.0-4C	62%	50%	52%	78%	41%
Category averages:			69%	47%	46%	76%	45%
Fasteners, hangers, clamps, supports							
SP Products	9	1.0-4C	79%	53%	40%	81%	61%
Orbit Industries	51	.50-4C	68%	72%	35%	78%	58%
Category averages:			74%	63%	38%	80%	60%
Grounding/bonding							
Arlington Industries Inc.	3	1.0-4C	90%	77%	54%	76%	55%
Arlington Industries Inc.	57	1.0-4C	90%	68%	48%	77%	53%
Arlington Industries Inc.	31	1.0-4C	89%	71%	52%	80%	64%
Arlington Industries Inc.	27	1.0-4C	89%	56%	42%	84%	68%
Arlington Industries Inc.	73	1.0-4C	88%	74%	57%	79%	58%
Arlington Industries Inc.	39	1.0-4C	88%	56%	43%	86%	70%
Arlington Industries Inc.	13	1.0-4C	88%	56%	31%	90%	64%
Arlington Industries Inc.	49	1.0-4C	88%	55%	44%	87%	64%
Arlington Industries Inc.	75	1.0-4C	88%	55%	35%	86%	63%
Arlington Industries Inc.	Cvr 3	1.0-4C	87%	68%	49%	76%	56%

(continued)

Base = 111

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
Grounding/bonding <i>continued</i>							
Arlington Industries Inc.	5	1.0-4C	87%	63%	44%	82%	57%
Arlington Industries Inc.	33	1.0-4C	86%	56%	38%	82%	59%
Arlington Industries Inc.	25	1.0-4C	84%	73%	49%	78%	58%
Arlington Industries Inc.	43	1.0-4C	84%	61%	35%	82%	65%
Arlington Industries Inc.	67	1.0-4C	84%	52%	45%	84%	59%
Arlington Industries Inc.	79	1.0-4C	84%	51%	33%	85%	61%
Arlington Industries Inc.	63	1.0-4C	83%	72%	50%	80%	60%
Arlington Industries Inc.	53	1.0-4C	83%	63%	38%	88%	71%
Arlington Industries Inc.	23	1.0-4C	83%	61%	35%	87%	70%
Arlington Industries Inc.	81	1.0-4C	83%	60%	34%	86%	65%
Arlington Industries Inc.	17	1.0-4C	83%	59%	33%	85%	60%
Arlington Industries Inc.	11	1.0-4C	82%	76%	52%	79%	63%
Category averages:			86%	63%	43%	83%	62%
Meters/instru (test) power & low volt.							
Fluke/Test Equipment Depot	45	1.0-4C	84%	67%	54%	80%	54%
Raceway/cable tray/conduit							
SP Products	9	1.0-4C	79%	53%	40%	81%	61%
Penn Aluminum	7	1.0-4C	72%	57%	29%	80%	47%
Champion Fiberglass Inc.	Cvr 2	1.0-4C	71%	56%	25%	74%	38%
Champion Fiberglass Inc.	LC Cv4	1.0-4C	64%	53%	24%	77%	38%
Snake Tray	41	.125-4C	60%	50%	43%	82%	53%
Category averages:			69%	54%	32%	79%	47%
Safety equipment/apparel							
3M Electrical Markets Division	77	1.0-4C	69%	51%	29%	79%	38%

(continued)

Base = 111

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
Training/safety organization							
Powering America	71	.50-4C	60%	53%	34%	82%	47%
Wire & cable							
Southwire Co.	Cvr 4	1.0-4C	67%	63%	31%	85%	54%
American Wire Group	59	.50-4C	65%	49%	19%	84%	45%
LS Cable & Systems USA	35	1.0-4C	56%	41%	35%	78%	40%
LS Cable & Systems USA	41	.125-4C	54%	54%	34%	75%	32%
Category averages:			61%	52%	30%	81%	43%
Wire & cable management							
Underground Devices	19	.50-4C	72%	56%	38%	80%	48%
Champion Fiberglass Inc.	Cvr 2	1.0-4C	71%	56%	25%	74%	38%
Southwire Co.	Cvr 4	1.0-4C	67%	63%	31%	85%	54%
Champion Fiberglass Inc.	LC Cvr4	1.0-4C	64%	53%	24%	77%	38%
Automation Direct	1	1.0-4C	61%	48%	34%	82%	46%
Automation Direct	41	.125-4C	57%	58%	42%	70%	36%
Category averages:			65%	56%	32%	78%	43%
Wiring devices							
Arlington Industries Inc.	3	1.0-4C	90%	77%	54%	76%	55%
Arlington Industries Inc.	57	1.0-4C	90%	68%	48%	77%	53%
Arlington Industries Inc.	31	1.0-4C	89%	71%	52%	80%	64%
Arlington Industries Inc.	27	1.0-4C	89%	56%	42%	84%	68%
Arlington Industries Inc.	73	1.0-4C	88%	74%	57%	79%	58%
Arlington Industries Inc.	39	1.0-4C	88%	56%	43%	86%	70%
Arlington Industries Inc.	13	1.0-4C	88%	56%	31%	90%	64%
Arlington Industries Inc.	49	1.0-4C	88%	55%	44%	87%	64%
Arlington Industries Inc.	75	1.0-4C	88%	55%	35%	86%	63%
Arlington Industries Inc.	Cvr 3	1.0-4C	87%	68%	49%	76%	56%

(continued)

Base = 111

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

ELECTRICAL
CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

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.

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Boxes, conduit bodies & enclosures								
Arlington Industries Inc.	13	1.0-4C	88%	90%	70%	83%	68%	24%
Arlington Industries Inc.	53	1.0-4C	83%	88%	71%	80%	68%	27%
Arlington Industries Inc.	49	1.0-4C	88%	87%	67%	79%	60%	15%
Arlington Industries Inc.	23	1.0-4C	83%	87%	68%	76%	61%	27%
Arlington Industries Inc.	39	1.0-4C	88%	86%	69%	79%	62%	20%
Arlington Industries Inc.	75	1.0-4C	88%	86%	69%	76%	63%	16%
Arlington Industries Inc.	81	1.0-4C	83%	86%	67%	77%	67%	25%
Arlington Industries Inc.	79	1.0-4C	84%	85%	65%	74%	59%	23%
Arlington Industries Inc.	17	1.0-4C	83%	85%	68%	76%	60%	17%
Arlington Industries Inc.	27	1.0-4C	89%	84%	69%	79%	64%	29%
Arlington Industries Inc.	67	1.0-4C	84%	84%	72%	78%	65%	22%
Arlington Industries Inc.	5	1.0-4C	87%	82%	64%	76%	58%	22%
Arlington Industries Inc.	33	1.0-4C	86%	82%	63%	79%	61%	17%
Arlington Industries Inc.	43	1.0-4C	84%	82%	67%	79%	64%	19%
Arlington Industries Inc.	31	1.0-4C	89%	80%	63%	69%	58%	24%
Arlington Industries Inc.	63	1.0-4C	83%	80%	71%	72%	64%	25%
Arlington Industries Inc.	73	1.0-4C	88%	79%	66%	73%	57%	16%
Arlington Industries Inc.	11	1.0-4C	82%	79%	63%	71%	61%	28%
Arlington Industries Inc.	25	1.0-4C	84%	78%	66%	68%	60%	28%
Orbit Industries	51	.50-4C	68%	78%	41%	68%	58%	43%
Arlington Industries Inc.	57	1.0-4C	90%	77%	62%	70%	57%	18%
Arlington Industries Inc.	3	1.0-4C	90%	76%	64%	67%	59%	30%
Arlington Industries Inc.	Cvr 3	1.0-4C	87%	76%	64%	71%	61%	20%
Category averages:			85%	82%	66%	75%	62%	23%
Conduit/tubing								
Penn Aluminum	7	1.0-4C	72%	80%	34%	67%	62%	44%
Champion Fiberglass Inc.	LC Cv4	1.0-4C	64%	77%	41%	62%	49%	37%
<i>(continued)</i>								
Base = 111								

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
Conduit/tubing <i>continued</i>								
Champion Fiberglass Inc.	Cvr 2	1.0-4C	71%	74%	50%	54%	46%	32%
Category averages:			69%	77%	42%	61%	52%	38%
Contractor equipment								
Automation Direct	1	1.0-4C	61%	82%	34%	64%	46%	45%
3M Electrical Markets Division	77	1.0-4C	69%	79%	53%	60%	56%	31%
Uline	15	.50-4C	76%	74%	61%	56%	49%	18%
Automation Direct	41	.125-4C	57%	70%	36%	45%	47%	42%
Category averages:			66%	76%	46%	56%	50%	34%
Electrical distributor (incl. low volt.)								
Sonepar USA	69	1.0-4C	62%	78%	36%	58%	43%	46%
Uline	15	.50-4C	76%	74%	61%	56%	49%	18%
Category averages:			69%	76%	49%	57%	46%	32%
Fasteners, hangers, clamps, supports								
SP Products	9	1.0-4C	79%	81%	44%	73%	60%	34%
Orbit Industries	51	.50-4C	68%	78%	41%	68%	58%	43%
Category averages:			74%	80%	43%	71%	59%	39%
Grounding/bonding								
Arlington Industries Inc.	13	1.0-4C	88%	90%	70%	83%	68%	24%
Arlington Industries Inc.	53	1.0-4C	83%	88%	71%	80%	68%	27%
Arlington Industries Inc.	49	1.0-4C	88%	87%	67%	79%	60%	15%
Arlington Industries Inc.	23	1.0-4C	83%	87%	68%	76%	61%	27%
Arlington Industries Inc.	39	1.0-4C	88%	86%	69%	79%	62%	20%
Arlington Industries Inc.	75	1.0-4C	88%	86%	69%	76%	63%	16%

(continued)

Base = 111

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
Grounding/bonding <i>continued</i>								
Arlington Industries Inc.	81	1.0-4C	83%	86%	67%	77%	67%	25%
Arlington Industries Inc.	79	1.0-4C	84%	85%	65%	74%	59%	23%
Arlington Industries Inc.	17	1.0-4C	83%	85%	68%	76%	60%	17%
Arlington Industries Inc.	27	1.0-4C	89%	84%	69%	79%	64%	29%
Arlington Industries Inc.	67	1.0-4C	84%	84%	72%	78%	65%	22%
Arlington Industries Inc.	5	1.0-4C	87%	82%	64%	76%	58%	22%
Arlington Industries Inc.	33	1.0-4C	86%	82%	63%	79%	61%	17%
Arlington Industries Inc.	43	1.0-4C	84%	82%	67%	79%	64%	19%
Arlington Industries Inc.	31	1.0-4C	89%	80%	63%	69%	58%	24%
Arlington Industries Inc.	63	1.0-4C	83%	80%	71%	72%	64%	25%
Arlington Industries Inc.	73	1.0-4C	88%	79%	66%	73%	57%	16%
Arlington Industries Inc.	11	1.0-4C	82%	79%	63%	71%	61%	28%
Arlington Industries Inc.	25	1.0-4C	84%	78%	66%	68%	60%	28%
Arlington Industries Inc.	57	1.0-4C	90%	77%	62%	70%	57%	18%
Arlington Industries Inc.	3	1.0-4C	90%	76%	64%	67%	59%	30%
Arlington Industries Inc.	Cvr 3	1.0-4C	87%	76%	64%	71%	61%	20%
Category averages:			86%	83%	67%	75%	62%	22%
Meters/instru (test) power & low volt.								
Fluke/Test Equipment Depot	45	1.0-4C	84%	80%	69%	70%	60%	16%
Raceway/cable tray/conduit								
Snake Tray	41	.125-4C	60%	82%	39%	70%	50%	41%
SP Products	9	1.0-4C	79%	81%	44%	73%	60%	34%
Penn Aluminum	7	1.0-4C	72%	80%	34%	67%	62%	44%
Champion Fiberglass Inc.	LC Cv4	1.0-4C	64%	77%	41%	62%	49%	37%
Champion Fiberglass Inc.	Cvr 2	1.0-4C	71%	74%	50%	54%	46%	32%
Category averages:			69%	79%	42%	65%	53%	38%
<i>(continued)</i>								Base = 111

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
Safety equipment/apparel								
3M Electrical Markets Division	77	1.0-4C	69%	79%	53%	60%	56%	31%
Training/safety organization								
Powering America	71	.50-4C	60%	82%	32%	61%	47%	45%
Wire & cable								
Southwire Co.	Cvr 4	1.0-4C	67%	85%	57%	70%	54%	23%
American Wire Group	59	.50-4C	65%	84%	47%	67%	52%	33%
LS Cable & Systems USA	35	1.0-4C	56%	78%	30%	48%	37%	51%
LS Cable & Systems USA	41	.125-4C	54%	75%	23%	52%	45%	52%
Category averages:			61%	81%	39%	59%	47%	40%
Wire & cable management								
Southwire Co.	Cvr 4	1.0-4C	67%	85%	57%	70%	54%	23%
Automation Direct	1	1.0-4C	61%	82%	34%	64%	46%	45%
Underground Devices	19	.50-4C	72%	80%	43%	59%	50%	45%
Champion Fiberglass Inc.	LC Cvr4	1.0-4C	64%	77%	41%	62%	49%	37%
Champion Fiberglass Inc.	Cvr 2	1.0-4C	71%	74%	50%	54%	46%	32%
Automation Direct	41	.125-4C	57%	70%	36%	45%	47%	42%
Category averages:			65%	78%	44%	59%	49%	37%
Wiring devices								
Arlington Industries Inc.	13	1.0-4C	88%	90%	70%	83%	68%	24%
Arlington Industries Inc.	53	1.0-4C	83%	88%	71%	80%	68%	27%
Arlington Industries Inc.	49	1.0-4C	88%	87%	67%	79%	60%	15%
Arlington Industries Inc.	23	1.0-4C	83%	87%	68%	76%	61%	27%
Arlington Industries Inc.	39	1.0-4C	88%	86%	69%	79%	62%	20%
Arlington Industries Inc.	75	1.0-4C	88%	86%	69%	76%	63%	16%
Arlington Industries Inc.	81	1.0-4C	83%	86%	67%	77%	67%	25%

(continued)

Base = 111

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
Wiring devices <i>continued</i>								
Arlington Industries Inc.	79	1.0-4C	84%	85%	65%	74%	59%	23%
Arlington Industries Inc.	17	1.0-4C	83%	85%	68%	76%	60%	17%
Arlington Industries Inc.	27	1.0-4C	89%	84%	69%	79%	64%	29%
Arlington Industries Inc.	67	1.0-4C	84%	84%	72%	78%	65%	22%
Arlington Industries Inc.	5	1.0-4C	87%	82%	64%	76%	58%	22%
Arlington Industries Inc.	33	1.0-4C	86%	82%	63%	79%	61%	17%
Arlington Industries Inc.	43	1.0-4C	84%	82%	67%	79%	64%	19%
Arlington Industries Inc.	31	1.0-4C	89%	80%	63%	69%	58%	24%
Arlington Industries Inc.	63	1.0-4C	83%	80%	71%	72%	64%	25%
Arlington Industries Inc.	73	1.0-4C	88%	79%	66%	73%	57%	16%
Arlington Industries Inc.	11	1.0-4C	82%	79%	63%	71%	61%	28%
Arlington Industries Inc.	25	1.0-4C	84%	78%	66%	68%	60%	28%
Arlington Industries Inc.	57	1.0-4C	90%	77%	62%	70%	57%	18%
Arlington Industries Inc.	3	1.0-4C	90%	76%	64%	67%	59%	30%
Arlington Industries Inc.	Cvr 3	1.0-4C	87%	76%	64%	71%	61%	20%
Category averages:			86%	83%	67%	75%	62%	22%
Base = 111								

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

ELECTRICAL
CONTRACTOR

POWER & INTEGRATED BUILDING SYSTEMS

	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												
Arlington Industries Inc.	53	1.0-4C	83%	71%	10%	20%	11%	9%	3%	32%	10%	23%
Arlington Industries Inc.	39	1.0-4C	88%	70%	8%	20%	9%	8%	8%	30%	11%	20%
Arlington Industries Inc.	23	1.0-4C	83%	70%	10%	22%	10%	5%	5%	30%	14%	18%
Arlington Industries Inc.	27	1.0-4C	89%	68%	9%	23%	12%	7%	3%	28%	12%	10%
Arlington Industries Inc.	43	1.0-4C	84%	65%	10%	23%	14%	6%	7%	32%	12%	19%
Arlington Industries Inc.	81	1.0-4C	83%	65%	5%	17%	8%	6%	9%	27%	15%	23%
Arlington Industries Inc.	31	1.0-4C	89%	64%	10%	18%	17%	6%	7%	25%	10%	14%
Arlington Industries Inc.	13	1.0-4C	88%	64%	6%	18%	11%	10%	7%	29%	16%	14%
Arlington Industries Inc.	49	1.0-4C	88%	64%	7%	18%	10%	8%	8%	26%	10%	26%
Arlington Industries Inc.	75	1.0-4C	88%	63%	9%	20%	8%	5%	7%	23%	15%	22%
Arlington Industries Inc.	11	1.0-4C	82%	63%	11%	19%	10%	4%	9%	23%	10%	13%
Arlington Industries Inc.	79	1.0-4C	84%	61%	4%	20%	11%	5%	7%	23%	14%	16%
Arlington Industries Inc.	63	1.0-4C	83%	60%	5%	22%	13%	4%	7%	24%	11%	13%
Arlington Industries Inc.	17	1.0-4C	83%	60%	6%	20%	11%	8%	4%	22%	11%	14%
Arlington Industries Inc.	33	1.0-4C	86%	59%	8%	18%	5%	6%	7%	25%	14%	19%
Arlington Industries Inc.	67	1.0-4C	84%	59%	4%	16%	9%	10%	6%	23%	10%	19%
Arlington Industries Inc.	73	1.0-4C	88%	58%	6%	16%	13%	5%	9%	24%	8%	22%

(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 = 111

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.	25	1.0-4C	84%	58%	6%	17%	14%	5%	4%	29%	6%	11%
Orbit Industries	51	.50-4C	68%	58%	5%	17%	13%	9%	8%	21%	11%	8%
Arlington Industries Inc.	5	1.0-4C	87%	57%	4%	17%	10%	6%	7%	27%	9%	19%
Arlington Industries Inc.	Cvr 3	1.0-4C	87%	56%	7%	20%	10%	5%	6%	19%	9%	14%
Arlington Industries Inc.	3	1.0-4C	90%	55%	11%	17%	11%	4%	9%	27%	4%	11%
Arlington Industries Inc.	57	1.0-4C	90%	53%	5%	16%	10%	3%	6%	22%	12%	17%
Category averages:			85%	62%	7%	19%	11%	6%	7%	26%	11%	17%
Conduit/tubing												
Penn Aluminum	7	1.0-4C	72%	47%	10%	18%	9%	9%	4%	22%	3%	8%
Champion Fiberglass Inc.	Cvr 2	1.0-4C	71%	38%	9%	12%	8%	5%	3%	18%	4%	4%
Champion Fiberglass Inc.	LC Cv4	1.0-4C	64%	38%	7%	15%	11%	6%	6%	14%	7%	7%
Category averages:			69%	41%	9%	15%	9%	7%	4%	18%	5%	6%
Contractor equipment												
Uline	15	.50-4C	76%	49%	6%	10%	13%	5%	5%	15%	6%	15%
Automation Direct	1	1.0-4C	61%	46%	7%	13%	12%	6%	1%	18%	6%	4%
3M Electrical Markets Division	77	1.0-4C	69%	38%	4%	12%	8%	6%	3%	16%	4%	9%
Automation Direct	41	.125-4C	57%	36%	8%	16%	11%	8%	3%	13%	2%	8%
Category averages:			66%	42%	6%	13%	11%	6%	3%	16%	5%	9%
Electrical distributor (incl. low volt.)												
Uline	15	.50-4C	76%	49%	6%	10%	13%	5%	5%	15%	6%	15%
Sonepar USA	69	1.0-4C	62%	41%	7%	10%	12%	9%	0%	14%	3%	6%
Category averages:			69%	45%	7%	10%	13%	7%	3%	15%	5%	11%

(continued)

Base = 111

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
Fasteners, hangers, clamps, supports												
SP Products	9	1.0-4C	79%	61%	10%	13%	10%	6%	5%	34%	8%	10%
Orbit Industries	51	.50-4C	68%	58%	5%	17%	13%	9%	8%	21%	11%	8%
Category averages:			74%	60%	8%	15%	12%	8%	7%	28%	10%	9%
Grounding/bonding												
Arlington Industries Inc.	53	1.0-4C	83%	71%	10%	20%	11%	9%	3%	32%	10%	23%
Arlington Industries Inc.	39	1.0-4C	88%	70%	8%	20%	9%	8%	8%	30%	11%	20%
Arlington Industries Inc.	23	1.0-4C	83%	70%	10%	22%	10%	5%	5%	30%	14%	18%
Arlington Industries Inc.	27	1.0-4C	89%	68%	9%	23%	12%	7%	3%	28%	12%	10%
Arlington Industries Inc.	43	1.0-4C	84%	65%	10%	23%	14%	6%	7%	32%	12%	19%
Arlington Industries Inc.	81	1.0-4C	83%	65%	5%	17%	8%	6%	9%	27%	15%	23%
Arlington Industries Inc.	31	1.0-4C	89%	64%	10%	18%	17%	6%	7%	25%	10%	14%
Arlington Industries Inc.	13	1.0-4C	88%	64%	6%	18%	11%	10%	7%	29%	16%	14%
Arlington Industries Inc.	49	1.0-4C	88%	64%	7%	18%	10%	8%	8%	26%	10%	26%
Arlington Industries Inc.	75	1.0-4C	88%	63%	9%	20%	8%	5%	7%	23%	15%	22%
Arlington Industries Inc.	11	1.0-4C	82%	63%	11%	19%	10%	4%	9%	23%	10%	13%
Arlington Industries Inc.	79	1.0-4C	84%	61%	4%	20%	11%	5%	7%	23%	14%	16%
Arlington Industries Inc.	63	1.0-4C	83%	60%	5%	22%	13%	4%	7%	24%	11%	13%
Arlington Industries Inc.	17	1.0-4C	83%	60%	6%	20%	11%	8%	4%	22%	11%	14%
Arlington Industries Inc.	33	1.0-4C	86%	59%	8%	18%	5%	6%	7%	25%	14%	19%
Arlington Industries Inc.	67	1.0-4C	84%	59%	4%	16%	9%	10%	6%	23%	10%	19%
Arlington Industries Inc.	73	1.0-4C	88%	58%	6%	16%	13%	5%	9%	24%	8%	22%
Arlington Industries Inc.	25	1.0-4C	84%	58%	6%	17%	14%	5%	4%	29%	6%	11%
Arlington Industries Inc.	5	1.0-4C	87%	57%	4%	17%	10%	6%	7%	27%	9%	19%
Arlington Industries Inc.	Cvr 3	1.0-4C	87%	56%	7%	20%	10%	5%	6%	19%	9%	14%
Arlington Industries Inc.	3	1.0-4C	90%	55%	11%	17%	11%	4%	9%	27%	4%	11%
Arlington Industries Inc.	57	1.0-4C	90%	53%	5%	16%	10%	3%	6%	22%	12%	17%
Category averages:			86%	62%	7%	19%	11%	6%	7%	26%	11%	17%

(continued)

Base = 111

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
Meters/instru (test) power & low volt.												
Fluke/Test Equipment Depot	45	1.0-4C	84%	54%	9%	18%	20%	5%	8%	20%	10%	17%
Raceway/cable tray/conduit												
SP Products	9	1.0-4C	79%	61%	10%	13%	10%	6%	5%	34%	8%	10%
Snake Tray	41	.125-4C	60%	53%	8%	20%	17%	5%	6%	23%	8%	3%
Penn Aluminum	7	1.0-4C	72%	47%	10%	18%	9%	9%	4%	22%	3%	8%
Champion Fiberglass Inc.	Cvr 2	1.0-4C	71%	38%	9%	12%	8%	5%	3%	18%	4%	4%
Champion Fiberglass Inc.	LC Cv4	1.0-4C	64%	38%	7%	15%	11%	6%	6%	14%	7%	7%
Category averages:			69%	47%	9%	16%	11%	6%	5%	22%	6%	6%
Safety equipment/apparel												
3M Electrical Markets Division	77	1.0-4C	69%	38%	4%	12%	8%	6%	3%	16%	4%	9%
Training/safety organization												
Powering America	71	.50-4C	60%	47%	11%	15%	11%	6%	2%	14%	11%	8%
Wire & cable												
Southwire Co.	Cvr 4	1.0-4C	67%	54%	7%	23%	15%	7%	7%	16%	8%	15%
American Wire Group	59	.50-4C	65%	45%	5%	19%	8%	7%	1%	16%	5%	7%
LS Cable & Systems USA	35	1.0-4C	56%	40%	2%	17%	6%	10%	2%	13%	3%	3%
LS Cable & Systems USA	41	.125-4C	54%	32%	3%	13%	7%	8%	2%	8%	3%	7%
Category averages:			61%	43%	4%	18%	9%	8%	3%	13%	5%	8%
Wire & cable management												
Southwire Co.	Cvr 4	1.0-4C	67%	54%	7%	23%	15%	7%	7%	16%	8%	15%
Underground Devices	19	.50-4C	72%	48%	11%	14%	14%	6%	6%	18%	6%	5%
Automation Direct	1	1.0-4C	61%	46%	7%	13%	12%	6%	1%	18%	6%	4%
Champion Fiberglass Inc.	Cvr 2	1.0-4C	71%	38%	9%	12%	8%	5%	3%	18%	4%	4%

(continued)

Base = 111

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

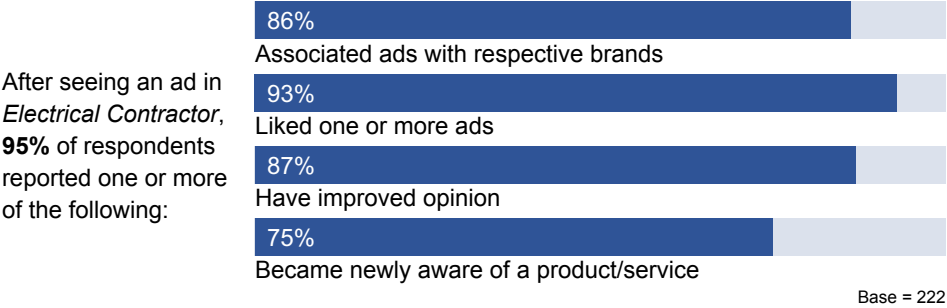


	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
Wire & cable management <i>continued</i>												
Champion Fiberglass Inc.	LC Cv4	1.0-4C	64%	38%	7%	15%	11%	6%	6%	14%	7%	7%
Automation Direct	41	.125-4C	57%	36%	8%	16%	11%	8%	3%	13%	2%	8%
Category averages:			65%	43%	8%	16%	12%	6%	4%	16%	6%	7%
Wiring devices												
Arlington Industries Inc.	53	1.0-4C	83%	71%	10%	20%	11%	9%	3%	32%	10%	23%
Arlington Industries Inc.	39	1.0-4C	88%	70%	8%	20%	9%	8%	8%	30%	11%	20%
Arlington Industries Inc.	23	1.0-4C	83%	70%	10%	22%	10%	5%	5%	30%	14%	18%
Arlington Industries Inc.	27	1.0-4C	89%	68%	9%	23%	12%	7%	3%	28%	12%	10%
Arlington Industries Inc.	43	1.0-4C	84%	65%	10%	23%	14%	6%	7%	32%	12%	19%
Arlington Industries Inc.	81	1.0-4C	83%	65%	5%	17%	8%	6%	9%	27%	15%	23%
Arlington Industries Inc.	31	1.0-4C	89%	64%	10%	18%	17%	6%	7%	25%	10%	14%
Arlington Industries Inc.	13	1.0-4C	88%	64%	6%	18%	11%	10%	7%	29%	16%	14%
Arlington Industries Inc.	49	1.0-4C	88%	64%	7%	18%	10%	8%	8%	26%	10%	26%
Arlington Industries Inc.	75	1.0-4C	88%	63%	9%	20%	8%	5%	7%	23%	15%	22%
Arlington Industries Inc.	11	1.0-4C	82%	63%	11%	19%	10%	4%	9%	23%	10%	13%
Arlington Industries Inc.	79	1.0-4C	84%	61%	4%	20%	11%	5%	7%	23%	14%	16%
Arlington Industries Inc.	63	1.0-4C	83%	60%	5%	22%	13%	4%	7%	24%	11%	13%
Arlington Industries Inc.	17	1.0-4C	83%	60%	6%	20%	11%	8%	4%	22%	11%	14%
Arlington Industries Inc.	33	1.0-4C	86%	59%	8%	18%	5%	6%	7%	25%	14%	19%
Arlington Industries Inc.	67	1.0-4C	84%	59%	4%	16%	9%	10%	6%	23%	10%	19%
Arlington Industries Inc.	73	1.0-4C	88%	58%	6%	16%	13%	5%	9%	24%	8%	22%
Arlington Industries Inc.	25	1.0-4C	84%	58%	6%	17%	14%	5%	4%	29%	6%	11%
Arlington Industries Inc.	5	1.0-4C	87%	57%	4%	17%	10%	6%	7%	27%	9%	19%
Arlington Industries Inc.	Cvr 3	1.0-4C	87%	56%	7%	20%	10%	5%	6%	19%	9%	14%
Arlington Industries Inc.	3	1.0-4C	90%	55%	11%	17%	11%	4%	9%	27%	4%	11%
Arlington Industries Inc.	57	1.0-4C	90%	53%	5%	16%	10%	3%	6%	22%	12%	17%
Category averages:			86%	62%	7%	19%	11%	6%	7%	26%	11%	17%
Base = 111												

Demographics: Influence and Action Totals



Total ad influence for all studied ads



Ad scores by size

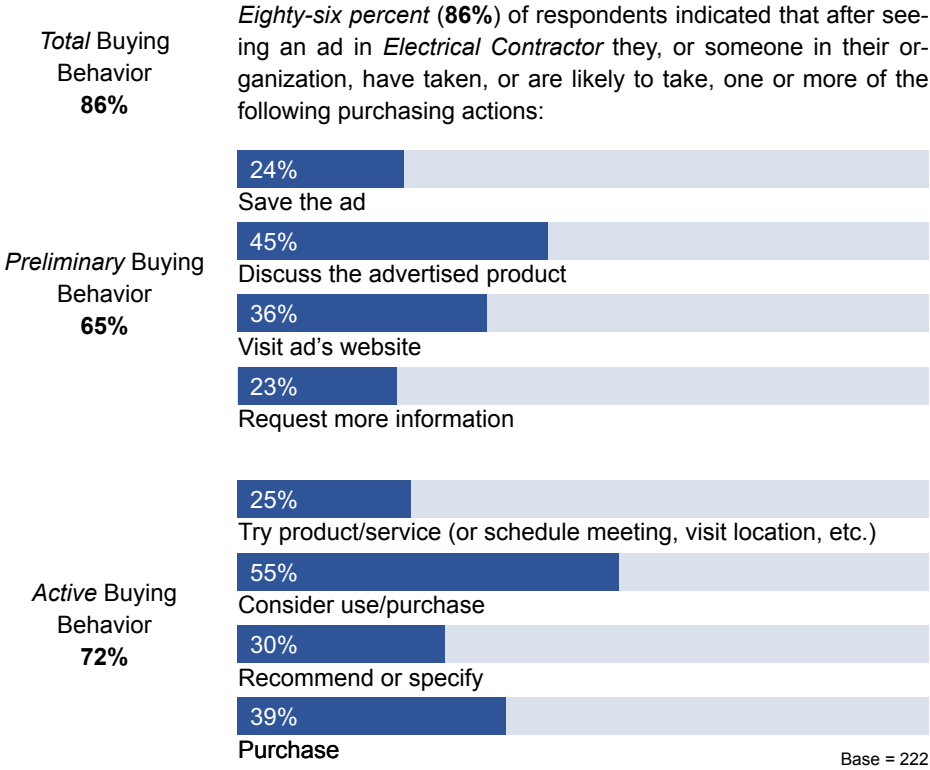
	Number of Ads	Recall Seeing	Read Some	Read Most
One page	32	81%	60%	40%
One-half page	5	68%	55%	33%
One-eighth page	3	57%	54%	40%
Issue Averages:		77%	59%	39%

Base = 111

Building types

Commercial	83%
Includes hotel, motel, resort, restaurant, food service, entertainment, sports, gaming, financial (banking/insurance), retail stores (all types), and office buildings	
Residential	72%
Includes single family and multi-family	
Industrial	59%
Includes manufacturing plants, power generation, and utility	
Institutional	54%
Includes hospital, nursing home, education (K12, college, university), government, administration, police correctional, military, and transportation (airport/rail/other)	
Emerging/alternative energy sources	25%
Includes solar, wind, geothermal, etc..	
Non-building	22%
Includes road, airport, traffic lighting, line work, waste/water treatment, etc.	
None of the above	0%
No response	0%

Base = 222

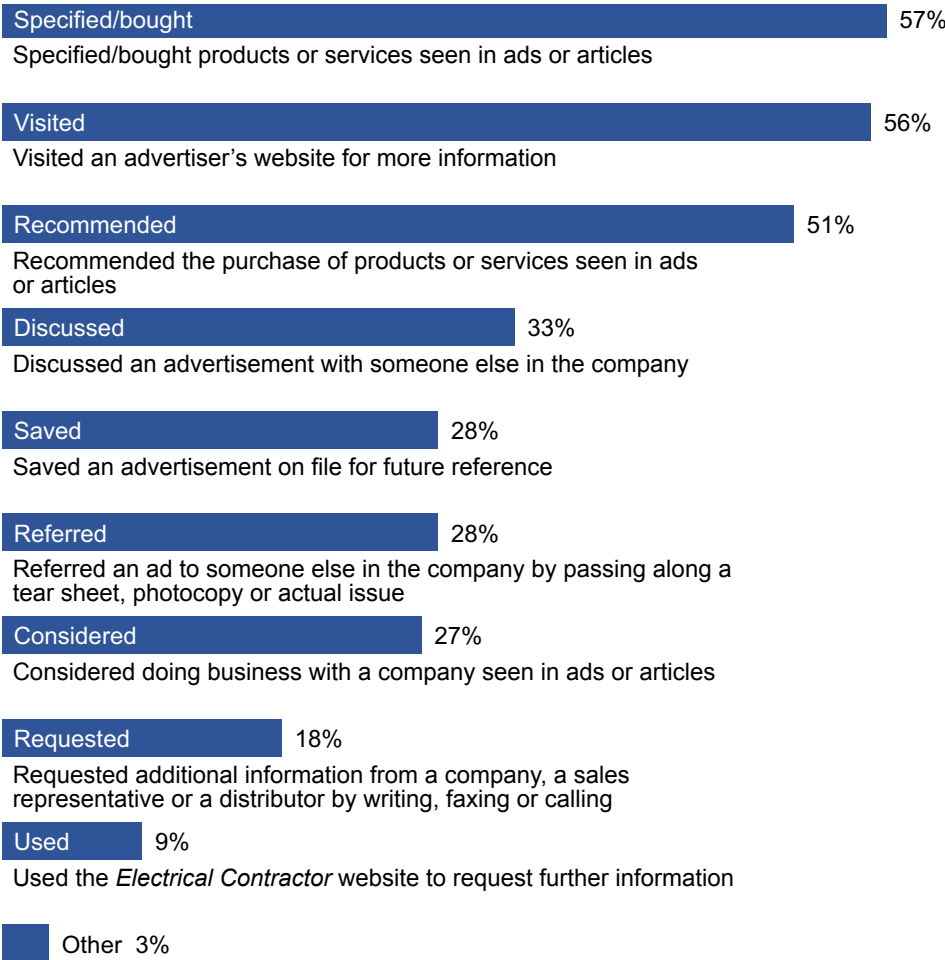


Demographics: Purchasing and Reader Profile



Purchasing actions taken

Ninety percent (90%) 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 = 10%
No response = 0%

Base = 222

Primary job title or function

Executive management: owner, partner, president, VP, general manager, etc.	55%
Electrician (field), journeyman, technician, installer, service person	14%
Management: project manager, superintendent, supervisor, foreman	14%
Staff engineer, designer, electrical engineer.	4%
Estimator	3%
Inspector.	2%
Apprentice	1%
Purchasing agent, buyer.	0%
Other.	7%
No response	0%

Base = 222

Primary business

Electrical contracting/low-voltage contracting.	76%
Engineering/architecture/consulting	9%
Systems integration/consulting.	3%
Wholesaler/distributor.	2%
Other.	10%
No response	0%

Base = 222

Building systems installed

Maintenance, service, repair	82%
Lighting	81%
Premises wiring	73%
Power quality systems (includes standby, co-gen, etc.)	56%
Fire/life safety systems.	55%
Security (includes CCTV, access/motion/intrusion systems)	55%
Total building automation systems (includes HVAC, lighting).	46%
Communications systems (VDV)	44%
Fiber optics.	34%
Alternative-energy systems	30%
None of the above	3%
No response	0%

Base = 222

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



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 82,278* 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 2024 Alliance for Audited Media

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 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.

2025

Ad Study Schedule

Reserve your space now!

February

closing Jan. 10

July

closing June 10

September

closing Aug. 10

December

closing Nov. 10

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.