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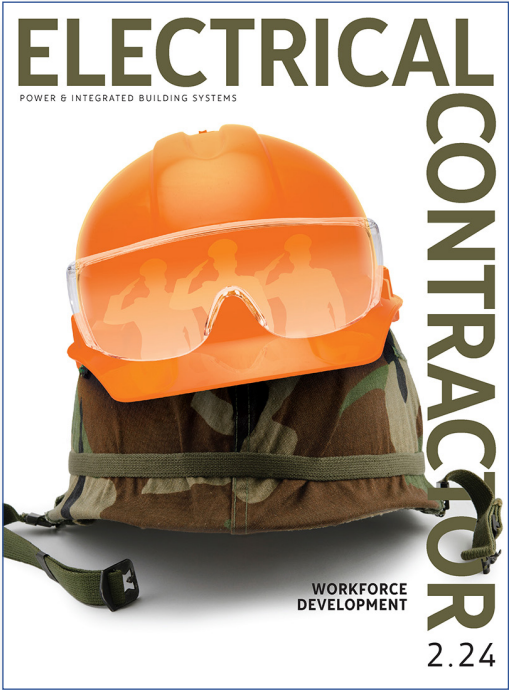
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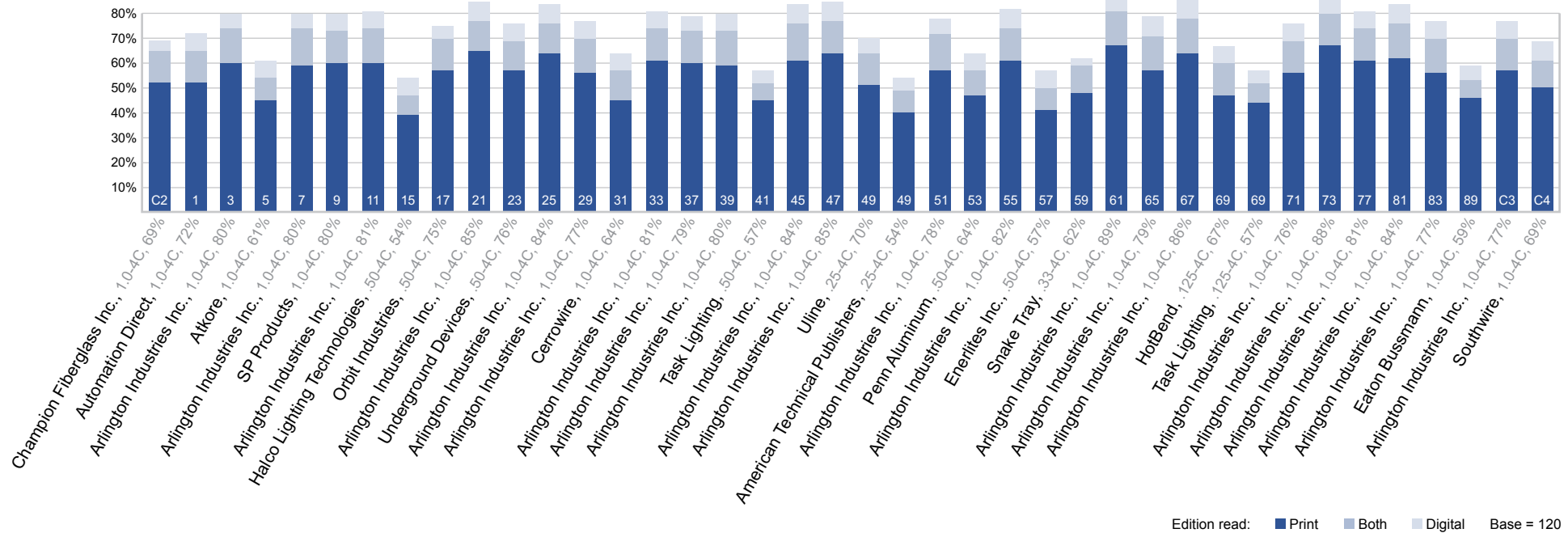
Independent Print Ad Performance News:

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. — 61	89%	Underground Devices — 23	76%	93%	Arlington Industries Inc. — 65	79%	80%
Arlington Industries Inc. — 73	88%	Arlington Industries Inc. — 77	81%	92%	Arlington Industries Inc. — 7	80%	77%
Arlington Industries Inc. — 67	86%	Uline — 49	70%	92%	Arlington Industries Inc. — 51	78%	77%
Arlington Industries Inc. — 47	85%	Arlington Industries Inc. — Cv 3	77%	91%	Arlington Industries Inc. — Cv 3	77%	77%
Arlington Industries Inc. — 21	85%	Arlington Industries Inc. — 55	82%	90%	Arlington Industries Inc. — 83	77%	77%
Arlington Industries Inc. — 45	84%	Arlington Industries Inc. — 7	80%	90%	Arlington Industries Inc. — 11	81%	75%
Arlington Industries Inc. — 81	84%	Arlington Industries Inc. — 83	77%	90%	Arlington Industries Inc. — 3	80%	75%
Arlington Industries Inc. — 25	84%	Arlington Industries Inc. — 33	81%	89%	Arlington Industries Inc. — 71	76%	75%
Arlington Industries Inc. — 55	82%	Arlington Industries Inc. — 51	78%	89%	Arlington Industries Inc. — 29	77%	73%
Arlington Industries Inc. — 11	81%	Arlington Industries Inc. — 29	77%	89%	Arlington Industries Inc. — 55	82%	72%

## 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

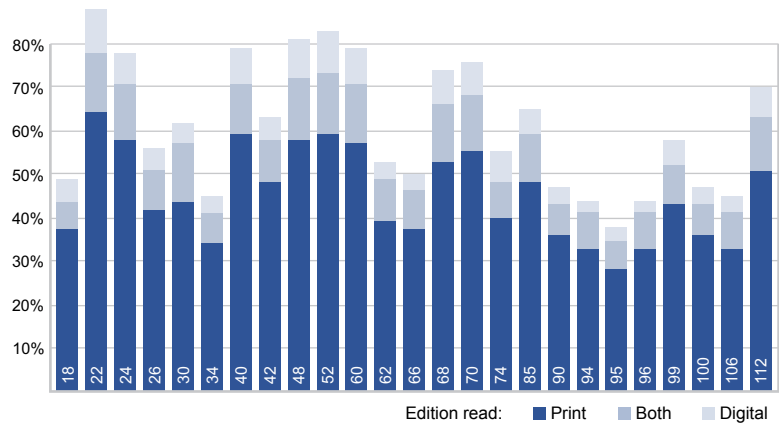
One or More Buying Actions, or Audience Involvement, represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad further influenced their buying actions. These audience members saw an ad and indicated that they, or someone in their organization either 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 18.

	Page Number	Recall Seeing	Read Some	Read Most
Second Act	18	49%	73%	36%
Code FAQs	22	88%	89%	72%
Service and Maintenance	24	78%	87%	56%
In Their Own Words	26	56%	71%	38%
Power Quality	30	62%	79%	41%
Powering the Army	34	45%	71%	41%
Code How-To	40	79%	84%	67%
The Residential Circuit	42	63%	81%	47%
Cool Tools	48	81%	88%	68%
New Products	52	83%	87%	69%
Code Applications	60	79%	87%	62%
Making the Grade	62	53%	72%	34%
Your Business	66	50%	74%	46%
Featured Products: Boxes, Switches, and Receptacles	68	74%	82%	57%
Code Quiz	70	76%	82%	65%
On the Market	74	55%	67%	41%
Fire Safety Q&A	85	65%	75%	45%
SL Regulation Prognostications: 2024 OSHA Outlook	90	47%	68%	41%
SL Training	94	44%	61%	41%
SL First Person	95	38%	61%	35%
SL When Family Emergencies Strike	96	44%	66%	34%
SL Toolbox Talk	99	58%	74%	42%
SL Tailoring the Code to You	100	47%	68%	41%
SL Management	106	45%	64%	38%
Code Comments	112	70%	83%	57%

Base =240

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] keeps me informed of new products that will help my business grow. Knowledge is power and your magazine is a powerful tool. Thank you!

— Owner

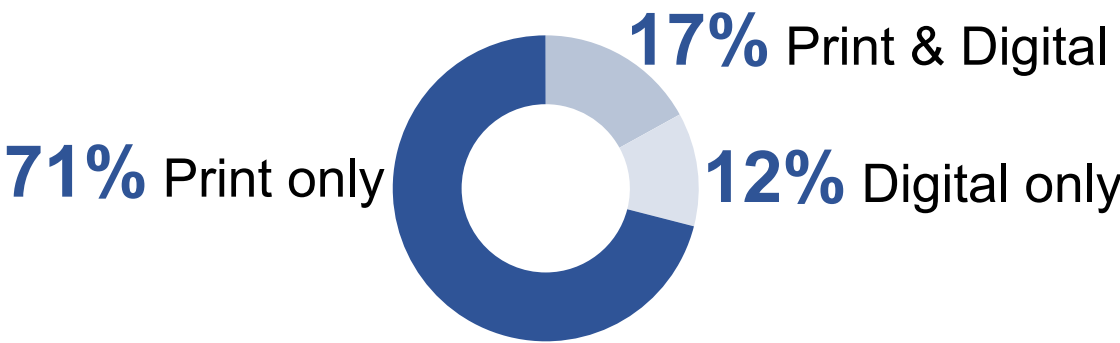
[Electrical Contractor] has excellent topics to share in the safety meetings.

— Project Manager

[I read Electrical Contractor to] keep up on new labor-saving products and methods.

— Estimator

Print & Digital Edition Magazine Readership



**A combined 89% of *Electrical Contractor* respondents read the print edition:** 71% read print only. A combined 29% of respondents read the digital edition: 12% read the digital version only. And 17% read both print and digital formats.

Print only	71%
Print and digital	17%
Digital only	12%
No response	0%

Base =240

Format preference

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

Print	64%
Print and digital	24%
Digital	12%
No response	0%

Base =240

Respondents rate *Electrical Contractor*

Personal favorite	28%
Very important	30%
Important	32%
Somewhat important	9%
Not important	1%
No response	0%

Base =240

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

Editorial: Reading Habits





*I've read this publication for over twenty five years. It's my favorite magazine. Always very informative.*

— Master Electrician

*[I read Electrical Contractor to] try to find the trends and read what is going on the industry.*

— Manager

*[Electrical Contractor] helps me be aware of changes in technology and see where the industry is headed.*

— Estimator

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

<p>When read</p> <table><tr><td>Same day issue is received . . . . .</td><td>22%</td></tr><tr><td>Within three days . . . . .</td><td>40%</td></tr><tr><td>Within a week . . . . .</td><td>30%</td></tr><tr><td>One week or longer . . . . .</td><td>8%</td></tr><tr><td>No Response . . . . .</td><td>0%</td></tr></table> <div><p>Base =240</p></div>	Same day issue is received . . . . .	22%	Within three days . . . . .	40%	Within a week . . . . .	30%	One week or longer . . . . .	8%	No Response . . . . .	0%	<p>Time spent reading</p> <table><tr><td>45 minutes or more. . . . .</td><td>24%</td></tr><tr><td>30 to 44 minutes . . . . .</td><td>33%</td></tr><tr><td>15 to 29 minutes . . . . .</td><td>33%</td></tr><tr><td>Less than 15 minutes . . . . .</td><td>10%</td></tr><tr><td>No response . . . . .</td><td>0%</td></tr></table> <div><p>Base =240</p></div>	45 minutes or more. . . . .	24%	30 to 44 minutes . . . . .	33%	15 to 29 minutes . . . . .	33%	Less than 15 minutes . . . . .	10%	No response . . . . .	0%
Same day issue is received . . . . .	22%																				
Within three days . . . . .	40%																				
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No Response . . . . .	0%																				
45 minutes or more. . . . .	24%																				
30 to 44 minutes . . . . .	33%																				
15 to 29 minutes . . . . .	33%																				
Less than 15 minutes . . . . .	10%																				
No response . . . . .	0%																				
<p>How often each issue is read</p> <table><tr><td>4 or more times. . . . .</td><td>32%</td></tr><tr><td>3 times . . . . .</td><td>29%</td></tr><tr><td>2 times . . . . .</td><td>29%</td></tr><tr><td>1 time . . . . .</td><td>10%</td></tr><tr><td>No Response . . . . .</td><td>0%</td></tr></table> <div><p>Base =240</p></div>	4 or more times. . . . .	32%	3 times . . . . .	29%	2 times . . . . .	29%	1 time . . . . .	10%	No Response . . . . .	0%	<p>Pass-along readership</p> <p>Respondents report that they pass along their issues of <i>Electrical Contractor</i> to a mean number of 1.7 other professionals.</p> <div><p>1.7</p><p>Other People</p></div> <p>Base =240</p>										
4 or more times. . . . .	32%																				
3 times . . . . .	29%																				
2 times . . . . .	29%																				
1 time . . . . .	10%																				
No Response . . . . .	0%																				



Industry magazine readership

Eighty-four percent (84%) 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
<b>Electrical Contractor Magazine</b>	84%	67%	17%	12%	4%	0%	0%	0%
<i>EC&amp;M</i>	45%	35%	10%	10%	5%	2%	23%	15%
<i>Electrical Products &amp; Solutions</i>	16%	11%	5%	2%	4%	3%	53%	22%
<i>Electrical News</i>	12%	8%	4%	5%	5%	2%	51%	25%
<i>LD&amp;A</i>	6%	4%	2%	2%	2%	2%	58%	30%
<i>ICT Today</i>	5%	3%	2%	2%	1%	2%	62%	28%

Base =240

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



### 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.

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
<b>Boxes, conduit bodies &amp; enclosures</b>							
Arlington Industries Inc.	61	1.0-4C	89%	63%	50%	77%	56%
Arlington Industries Inc.	73	1.0-4C	88%	57%	36%	75%	54%
Arlington Industries Inc.	47	1.0-4C	85%	68%	40%	81%	63%
Arlington Industries Inc.	21	1.0-4C	85%	60%	45%	74%	58%
Arlington Industries Inc.	45	1.0-4C	84%	63%	58%	88%	69%
Arlington Industries Inc.	81	1.0-4C	84%	61%	35%	79%	60%
Arlington Industries Inc.	77	1.0-4C	81%	65%	53%	92%	70%
Arlington Industries Inc.	33	1.0-4C	81%	63%	55%	89%	70%
Arlington Industries Inc.	7	1.0-4C	80%	69%	56%	90%	77%
Arlington Industries Inc.	39	1.0-4C	80%	65%	65%	86%	69%
Arlington Industries Inc.	3	1.0-4C	80%	59%	64%	87%	75%
Arlington Industries Inc.	37	1.0-4C	79%	59%	49%	77%	62%
Arlington Industries Inc.	51	1.0-4C	78%	65%	53%	89%	77%
Arlington Industries Inc.	29	1.0-4C	77%	65%	56%	89%	73%
Arlington Industries Inc.	71	1.0-4C	76%	66%	60%	88%	75%
Orbit Industries	17	.50-4C	75%	63%	57%	89%	65%
Category averages:			81%	63%	52%	84%	67%
<b>Circuit protection</b>							
Enerlites Inc.	57	.50-4C	57%	47%	41%	74%	56%
<b>Computer software</b>							
Eaton Bussmann	89	1.0-4C	59%	54%	44%	89%	63%
<b>Conduit/tubing</b>							
Champion Fiberglass Inc.	Cvr 2	1.0-4C	69%	45%	45%	87%	56%
Penn Aluminum	53	.50-4C	64%	53%	38%	66%	42%
Category averages:			67%	49%	42%	77%	49%
<i>(continued)</i>							
							Base = 120



## 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
<b>Contractor equipment</b>							
Automation Direct	1	1.0-4C	72%	67%	42%	71%	60%
Uline	49	.25-4C	70%	41%	55%	92%	51%
HotBend	69	.125-4C	67%	52%	51%	86%	61%
Category averages:			70%	53%	49%	83%	57%
<b>Electrical distributor (incl. low volt.)</b>							
Uline	49	.25-4C	70%	41%	55%	92%	51%
<b>Fasteners, hangers, clamps, supports</b>							
Arlington Industries Inc.	73	1.0-4C	88%	57%	36%	75%	54%
Arlington Industries Inc.	45	1.0-4C	84%	63%	58%	88%	69%
Arlington Industries Inc.	11	1.0-4C	81%	68%	58%	86%	75%
Arlington Industries Inc.	33	1.0-4C	81%	63%	55%	89%	70%
Arlington Industries Inc.	7	1.0-4C	80%	69%	56%	90%	77%
Arlington Industries Inc.	3	1.0-4C	80%	59%	64%	87%	75%
SP Products	9	1.0-4C	80%	55%	39%	77%	52%
Arlington Industries Inc.	37	1.0-4C	79%	59%	49%	77%	62%
Arlington Industries Inc.	83	1.0-4C	77%	62%	65%	90%	77%
Arlington Industries Inc.	71	1.0-4C	76%	66%	60%	88%	75%
Orbit Industries	17	.50-4C	75%	63%	57%	89%	65%
Atkore	5	1.0-4C	61%	59%	50%	74%	47%
Category averages:			79%	62%	54%	84%	67%
<b>Hand tools</b>							
HotBend	69	.125-4C	67%	52%	51%	86%	61%

(continued)

Base = 120

## 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
<b>Lighting products/fixtures</b>							
Task Lighting	69	.125-4C	57%	60%	32%	68%	35%
Task Lighting	41	.50-4C	57%	60%	24%	77%	45%
Halco Lighting Technologies	15	.50-4C	54%	48%	31%	70%	32%
Category averages:			56%	56%	29%	72%	37%
<b>Meters/instru (test) power &amp; low volt.</b>							
Automation Direct	1	1.0-4C	72%	67%	42%	71%	60%
<b>Raceway/cable tray/conduit</b>							
SP Products	9	1.0-4C	80%	55%	39%	77%	52%
Champion Fiberglass Inc.	Cvr 2	1.0-4C	69%	45%	45%	87%	56%
Penn Aluminum	53	.50-4C	64%	53%	38%	66%	42%
Snake Tray	59	.33-4C	62%	47%	41%	89%	59%
Atkore	5	1.0-4C	61%	59%	50%	74%	47%
Category averages:			67%	52%	43%	79%	51%
<b>Safety equipment/apparel</b>							
Eaton Bussmann	89	1.0-4C	59%	54%	44%	89%	63%
<b>Training/safety organization</b>							
American Technical Publishers	49	.25-4C	54%	56%	43%	75%	47%
<b>Wire &amp; cable</b>							
Southwire	Cvr 4	1.0-4C	69%	55%	47%	74%	54%
Cerrowire	31	1.0-4C	64%	47%	53%	69%	52%
Atkore	5	1.0-4C	61%	59%	50%	74%	47%
Category averages:			65%	54%	50%	72%	51%

(continued)

Base = 120

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
<b>Wire &amp; cable connectors/ terminators</b>							
Arlington Industries Inc.	25	1.0-4C	84%	56%	43%	72%	62%
Arlington Industries Inc.	55	1.0-4C	82%	65%	62%	90%	72%
Arlington Industries Inc.	65	1.0-4C	79%	66%	63%	88%	80%
Arlington Industries Inc.	Cvr 3	1.0-4C	77%	65%	60%	91%	77%
Category averages:			81%	63%	57%	85%	73%
<b>Wire &amp; cable management</b>							
Arlington Industries Inc.	61	1.0-4C	89%	63%	50%	77%	56%
Arlington Industries Inc.	67	1.0-4C	86%	58%	46%	72%	58%
Arlington Industries Inc.	51	1.0-4C	78%	65%	53%	89%	77%
Underground Devices	23	.50-4C	76%	43%	42%	93%	59%
Champion Fiberglass Inc.	Cvr 2	1.0-4C	69%	45%	45%	87%	56%
Category averages:			80%	55%	47%	84%	61%
<b>Wiring devices</b>							
Arlington Industries Inc.	73	1.0-4C	88%	57%	36%	75%	54%
Arlington Industries Inc.	67	1.0-4C	86%	58%	46%	72%	58%
Arlington Industries Inc.	45	1.0-4C	84%	63%	58%	88%	69%
Arlington Industries Inc.	81	1.0-4C	84%	61%	35%	79%	60%
Arlington Industries Inc.	25	1.0-4C	84%	56%	43%	72%	62%
Arlington Industries Inc.	11	1.0-4C	81%	68%	58%	86%	75%
Arlington Industries Inc.	77	1.0-4C	81%	65%	53%	92%	70%
Arlington Industries Inc.	7	1.0-4C	80%	69%	56%	90%	77%
Arlington Industries Inc.	3	1.0-4C	80%	59%	64%	87%	75%
Arlington Industries Inc.	83	1.0-4C	77%	62%	65%	90%	77%
Arlington Industries Inc.	71	1.0-4C	76%	66%	60%	88%	75%
Automation Direct	1	1.0-4C	72%	67%	42%	71%	60%
Category averages:			81%	63%	51%	83%	68%

Base = 120

## 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
<b>Boxes, conduit bodies &amp; enclosures</b>								
Arlington Industries Inc.	77	1.0-4C	81%	92%	81%	84%	62%	13%
Arlington Industries Inc.	7	1.0-4C	80%	90%	80%	83%	69%	13%
Arlington Industries Inc.	33	1.0-4C	81%	89%	80%	83%	63%	18%
Arlington Industries Inc.	51	1.0-4C	78%	89%	83%	85%	69%	9%
Arlington Industries Inc.	29	1.0-4C	77%	89%	80%	84%	64%	14%
Orbit Industries	17	.50-4C	75%	89%	60%	78%	60%	35%
Arlington Industries Inc.	45	1.0-4C	84%	88%	73%	79%	61%	14%
Arlington Industries Inc.	71	1.0-4C	76%	88%	78%	81%	63%	14%
Arlington Industries Inc.	3	1.0-4C	80%	87%	82%	82%	66%	11%
Arlington Industries Inc.	39	1.0-4C	80%	86%	77%	78%	60%	9%
Arlington Industries Inc.	47	1.0-4C	85%	81%	73%	72%	54%	7%
Arlington Industries Inc.	81	1.0-4C	84%	79%	66%	71%	56%	16%
Arlington Industries Inc.	61	1.0-4C	89%	77%	62%	68%	49%	16%
Arlington Industries Inc.	37	1.0-4C	79%	77%	64%	69%	50%	14%
Arlington Industries Inc.	73	1.0-4C	88%	75%	66%	67%	50%	16%
Arlington Industries Inc.	21	1.0-4C	85%	74%	62%	69%	50%	10%
Category averages:			81%	84%	73%	77%	59%	14%
<b>Circuit protection</b>								
Enerlites Inc.	57	.50-4C	57%	74%	41%	60%	51%	38%
<b>Computer software</b>								
Eaton Bussmann	89	1.0-4C	59%	89%	66%	74%	53%	37%
<b>Conduit/tubing</b>								
Champion Fiberglass Inc.	Cvr 2	1.0-4C	69%	87%	49%	66%	51%	37%
Penn Aluminum	53	.50-4C	64%	66%	38%	51%	39%	25%
Category averages:			67%	77%	44%	59%	45%	31%
<i>(continued)</i>								
Base = 120								

### 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
<b>Contractor equipment</b>								
Uline	49	.25-4C	70%	92%	63%	76%	56%	29%
HotBend	69	.125-4C	67%	86%	51%	70%	58%	37%
Automation Direct	1	1.0-4C	72%	71%	47%	64%	47%	19%
Category averages:			70%	83%	54%	70%	54%	28%
<b>Electrical distributor (incl. low volt.)</b>								
Uline	49	.25-4C	70%	92%	63%	76%	56%	29%
<b>Fasteners, hangers, clamps, supports</b>								
Arlington Industries Inc.	7	1.0-4C	80%	90%	80%	83%	69%	13%
Arlington Industries Inc.	83	1.0-4C	77%	90%	84%	85%	65%	8%
Arlington Industries Inc.	33	1.0-4C	81%	89%	80%	83%	63%	18%
Orbit Industries	17	.50-4C	75%	89%	60%	78%	60%	35%
Arlington Industries Inc.	45	1.0-4C	84%	88%	73%	79%	61%	14%
Arlington Industries Inc.	71	1.0-4C	76%	88%	78%	81%	63%	14%
Arlington Industries Inc.	3	1.0-4C	80%	87%	82%	82%	66%	11%
Arlington Industries Inc.	11	1.0-4C	81%	86%	79%	81%	66%	18%
SP Products	9	1.0-4C	80%	77%	48%	61%	40%	31%
Arlington Industries Inc.	37	1.0-4C	79%	77%	64%	69%	50%	14%
Arlington Industries Inc.	73	1.0-4C	88%	75%	66%	67%	50%	16%
Atkore	5	1.0-4C	61%	74%	46%	64%	51%	26%
Category averages:			79%	84%	70%	76%	59%	18%
<b>Hand tools</b>								
HotBend	69	.125-4C	67%	86%	51%	70%	58%	37%

(continued)

Base = 120

## 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
<b>Lighting products/fixtures</b>								
Task Lighting	41	.50-4C	57%	77%	36%	61%	48%	38%
Halco Lighting Technologies	15	.50-4C	54%	70%	46%	41%	40%	29%
Task Lighting	69	.125-4C	57%	68%	32%	50%	34%	34%
Category averages:			56%	72%	38%	51%	41%	34%
<b>Meters/instru (test) power &amp; low volt.</b>								
Automation Direct	1	1.0-4C	72%	71%	47%	64%	47%	19%
<b>Raceway/cable tray/conduit</b>								
Snake Tray	59	.33-4C	62%	89%	50%	72%	50%	43%
Champion Fiberglass Inc.	Cvr 2	1.0-4C	69%	87%	49%	66%	51%	37%
SP Products	9	1.0-4C	80%	77%	48%	61%	40%	31%
Atkore	5	1.0-4C	61%	74%	46%	64%	51%	26%
Penn Aluminum	53	.50-4C	64%	66%	38%	51%	39%	25%
Category averages:			67%	79%	46%	63%	46%	32%
<b>Safety equipment/apparel</b>								
Eaton Bussmann	89	1.0-4C	59%	89%	66%	74%	53%	37%
<b>Training/safety organization</b>								
American Technical Publishers	49	.25-4C	54%	75%	39%	59%	44%	30%
<b>Wire &amp; cable</b>								
Southwire	Cvr 4	1.0-4C	69%	74%	57%	68%	55%	23%
Atkore	5	1.0-4C	61%	74%	46%	64%	51%	26%
Cerrowire	31	1.0-4C	64%	69%	49%	60%	45%	19%
Category averages:			65%	72%	51%	64%	50%	23%

(continued)

Base = 120

## 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
<b>Wire &amp; cable connectors/ terminators</b>								
Arlington Industries Inc.	Cvr 3	1.0-4C	77%	91%	76%	87%	70%	18%
Arlington Industries Inc.	55	1.0-4C	82%	90%	86%	85%	67%	15%
Arlington Industries Inc.	65	1.0-4C	79%	88%	85%	82%	68%	7%
Arlington Industries Inc.	25	1.0-4C	84%	72%	60%	68%	46%	12%
Category averages:			81%	85%	77%	81%	63%	13%
<b>Wire &amp; cable management</b>								
Underground Devices	23	.50-4C	76%	93%	59%	78%	62%	35%
Arlington Industries Inc.	51	1.0-4C	78%	89%	83%	85%	69%	9%
Champion Fiberglass Inc.	Cvr 2	1.0-4C	69%	87%	49%	66%	51%	37%
Arlington Industries Inc.	61	1.0-4C	89%	77%	62%	68%	49%	16%
Arlington Industries Inc.	67	1.0-4C	86%	72%	62%	67%	46%	12%
Category averages:			80%	84%	63%	73%	55%	22%
<b>Wiring devices</b>								
Arlington Industries Inc.	77	1.0-4C	81%	92%	81%	84%	62%	13%
Arlington Industries Inc.	7	1.0-4C	80%	90%	80%	83%	69%	13%
Arlington Industries Inc.	83	1.0-4C	77%	90%	84%	85%	65%	8%
Arlington Industries Inc.	45	1.0-4C	84%	88%	73%	79%	61%	14%
Arlington Industries Inc.	71	1.0-4C	76%	88%	78%	81%	63%	14%
Arlington Industries Inc.	3	1.0-4C	80%	87%	82%	82%	66%	11%
Arlington Industries Inc.	11	1.0-4C	81%	86%	79%	81%	66%	18%
Arlington Industries Inc.	81	1.0-4C	84%	79%	66%	71%	56%	16%
Arlington Industries Inc.	73	1.0-4C	88%	75%	66%	67%	50%	16%
Arlington Industries Inc.	67	1.0-4C	86%	72%	62%	67%	46%	12%
Arlington Industries Inc.	25	1.0-4C	84%	72%	60%	68%	46%	12%
Automation Direct	1	1.0-4C	72%	71%	47%	64%	47%	19%
Category averages:			81%	83%	72%	76%	58%	14%
Base = 120								

## 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
<b>Boxes, conduit bodies &amp; enclosures</b>												
Arlington Industries Inc.	7	1.0-4C	80%	77%	8%	18%	13%	9%	5%	34%	16%	19%
Arlington Industries Inc.	51	1.0-4C	78%	77%	10%	16%	14%	9%	8%	35%	20%	26%
Arlington Industries Inc.	3	1.0-4C	80%	75%	7%	15%	12%	7%	8%	36%	17%	28%
Arlington Industries Inc.	71	1.0-4C	76%	75%	7%	20%	10%	8%	3%	35%	15%	22%
Arlington Industries Inc.	29	1.0-4C	77%	73%	7%	21%	13%	7%	2%	33%	18%	16%
Arlington Industries Inc.	77	1.0-4C	81%	70%	6%	16%	8%	7%	4%	30%	17%	19%
Arlington Industries Inc.	33	1.0-4C	81%	70%	11%	18%	15%	8%	7%	35%	13%	18%
Arlington Industries Inc.	45	1.0-4C	84%	69%	9%	20%	12%	9%	6%	29%	16%	20%
Arlington Industries Inc.	39	1.0-4C	80%	69%	6%	20%	9%	5%	5%	33%	15%	27%
Orbit Industries	17	.50-4C	75%	65%	10%	17%	16%	4%	6%	27%	15%	12%
Arlington Industries Inc.	47	1.0-4C	85%	63%	7%	17%	14%	6%	6%	32%	13%	14%
Arlington Industries Inc.	37	1.0-4C	79%	62%	10%	19%	11%	9%	9%	34%	16%	14%
Arlington Industries Inc.	81	1.0-4C	84%	60%	7%	15%	11%	6%	8%	28%	16%	15%
Arlington Industries Inc.	21	1.0-4C	85%	58%	6%	16%	9%	4%	7%	32%	13%	15%
Arlington Industries Inc.	61	1.0-4C	89%	56%	8%	17%	12%	7%	6%	33%	9%	16%
Arlington Industries Inc.	73	1.0-4C	88%	54%	7%	17%	13%	5%	3%	30%	11%	11%
Category averages:			81%	67%	8%	18%	12%	7%	6%	32%	15%	18%

(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 = 120



## 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
<b>Circuit protection</b>												
Enerlites Inc.	57	.50-4C	57%	56%	9%	18%	7%	4%	6%	28%	9%	10%
<b>Computer software</b>												
Eaton Bussmann	89	1.0-4C	59%	63%	13%	17%	16%	9%	9%	20%	9%	4%
<b>Conduit/tubing</b>												
Champion Fiberglass Inc.	Cvr 2	1.0-4C	69%	56%	9%	17%	13%	7%	2%	24%	10%	9%
Penn Aluminum	53	.50-4C	64%	42%	7%	11%	11%	3%	5%	20%	7%	3%
Category averages:			67%	49%	8%	14%	12%	5%	4%	22%	9%	6%
<b>Contractor equipment</b>												
HotBend	69	.125-4C	67%	61%	10%	22%	18%	9%	3%	25%	6%	6%
Automation Direct	1	1.0-4C	72%	60%	5%	19%	8%	7%	5%	33%	9%	13%
Uline	49	.25-4C	70%	51%	4%	14%	10%	7%	1%	18%	12%	7%
Category averages:			70%	57%	6%	18%	12%	8%	3%	25%	9%	9%
<b>Electrical distributor (incl. low volt.)</b>												
Uline	49	.25-4C	70%	51%	4%	14%	10%	7%	1%	18%	12%	7%
<b>Fasteners, hangers, clamps, supports</b>												
Arlington Industries Inc.	7	1.0-4C	80%	77%	8%	18%	13%	9%	5%	34%	16%	19%
Arlington Industries Inc.	83	1.0-4C	77%	77%	5%	14%	15%	5%	10%	36%	21%	36%
Arlington Industries Inc.	11	1.0-4C	81%	75%	7%	20%	13%	7%	4%	34%	18%	18%
Arlington Industries Inc.	3	1.0-4C	80%	75%	7%	15%	12%	7%	8%	36%	17%	28%
Arlington Industries Inc.	71	1.0-4C	76%	75%	7%	20%	10%	8%	3%	35%	15%	22%
Arlington Industries Inc.	33	1.0-4C	81%	70%	11%	18%	15%	8%	7%	35%	13%	18%

(continued)

Base = 120

## 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
<b>Fasteners, hangers, clamps, supports</b> <i>continued</i>												
Arlington Industries Inc.	45	1.0-4C	84%	69%	9%	20%	12%	9%	6%	29%	16%	20%
Orbit Industries	17	.50-4C	75%	65%	10%	17%	16%	4%	6%	27%	15%	12%
Arlington Industries Inc.	37	1.0-4C	79%	62%	10%	19%	11%	9%	9%	34%	16%	14%
Arlington Industries Inc.	73	1.0-4C	88%	54%	7%	17%	13%	5%	3%	30%	11%	11%
SP Products	9	1.0-4C	80%	52%	6%	16%	12%	4%	3%	28%	7%	4%
Atkore	5	1.0-4C	61%	47%	7%	14%	10%	4%	3%	22%	13%	6%
Category averages:			79%	67%	8%	17%	13%	7%	6%	32%	15%	17%
<b>Hand tools</b>												
HotBend	69	.125-4C	67%	61%	10%	22%	18%	9%	3%	25%	6%	6%
<b>Lighting products/fixtures</b>												
Task Lighting	41	.50-4C	57%	45%	3%	20%	12%	4%	9%	23%	6%	6%
Task Lighting	69	.125-4C	57%	35%	1%	13%	7%	1%	4%	18%	4%	3%
Halco Lighting Technologies	15	.50-4C	54%	32%	5%	8%	11%	0%	10%	10%	5%	2%
Category averages:			56%	37%	3%	14%	10%	2%	8%	17%	5%	4%
<b>Meters/instru (test) power &amp; low volt.</b>												
Automation Direct	1	1.0-4C	72%	60%	5%	19%	8%	7%	5%	33%	9%	13%
<b>Raceway/cable tray/conduit</b>												
Snake Tray	59	.33-4C	62%	59%	7%	15%	15%	8%	4%	24%	11%	7%
Champion Fiberglass Inc.	Cvr 2	1.0-4C	69%	56%	9%	17%	13%	7%	2%	24%	10%	9%
SP Products	9	1.0-4C	80%	52%	6%	16%	12%	4%	3%	28%	7%	4%
Atkore	5	1.0-4C	61%	47%	7%	14%	10%	4%	3%	22%	13%	6%
Penn Aluminum	53	.50-4C	64%	42%	7%	11%	11%	3%	5%	20%	7%	3%
Category averages:			67%	51%	7%	15%	12%	5%	3%	24%	10%	6%

(continued)

Base = 120

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



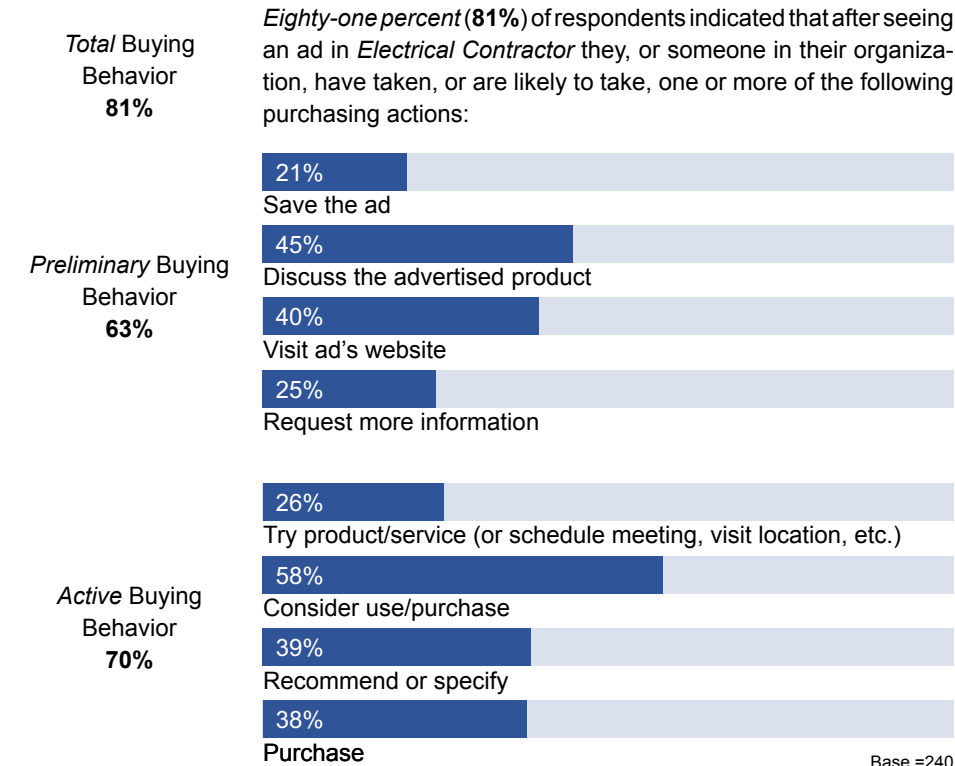
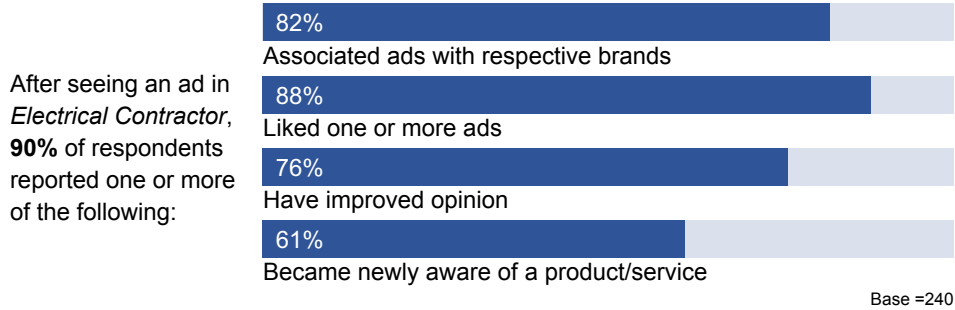
	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
<b>Safety equipment/apparel</b>												
Eaton Bussmann	89	1.0-4C	59%	63%	13%	17%	16%	9%	9%	20%	9%	4%
<b>Training/safety organization</b>												
American Technical Publishers	49	.25-4C	54%	47%	6%	19%	9%	5%	3%	13%	8%	5%
<b>Wire &amp; cable</b>												
Southwire	Cvr 4	1.0-4C	69%	54%	5%	16%	13%	2%	9%	29%	11%	20%
Cerrowire	31	1.0-4C	64%	52%	4%	22%	9%	3%	5%	26%	8%	10%
Atkore	5	1.0-4C	61%	47%	7%	14%	10%	4%	3%	22%	13%	6%
Category averages:			65%	51%	5%	17%	11%	3%	6%	26%	11%	12%
<b>Wire &amp; cable connectors/ terminators</b>												
Arlington Industries Inc.	65	1.0-4C	79%	80%	9%	21%	14%	5%	7%	37%	16%	21%
Arlington Industries Inc.	Cvr 3	1.0-4C	77%	77%	10%	20%	16%	9%	8%	37%	18%	23%
Arlington Industries Inc.	55	1.0-4C	82%	72%	6%	22%	11%	3%	4%	33%	15%	21%
Arlington Industries Inc.	25	1.0-4C	84%	62%	7%	17%	12%	7%	9%	28%	8%	18%
Category averages:			81%	73%	8%	20%	13%	6%	7%	34%	14%	21%
<b>Wire &amp; cable management</b>												
Arlington Industries Inc.	51	1.0-4C	78%	77%	10%	16%	14%	9%	8%	35%	20%	26%
Underground Devices	23	.50-4C	76%	59%	9%	17%	10%	3%	3%	29%	10%	5%
Arlington Industries Inc.	67	1.0-4C	86%	58%	8%	14%	14%	5%	7%	31%	8%	20%
Arlington Industries Inc.	61	1.0-4C	89%	56%	8%	17%	12%	7%	6%	33%	9%	16%
Champion Fiberglass Inc.	Cvr 2	1.0-4C	69%	56%	9%	17%	13%	7%	2%	24%	10%	9%
Category averages:			80%	61%	9%	16%	13%	6%	5%	30%	11%	15%

Base = 120



## 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	29	78%	61%	51%
One-half page	6	64%	52%	39%
One-third page	1	62%	47%	41%
One-fourth page	2	62%	49%	49%
One-eighth page	2	62%	56%	42%
<b>Issue Averages:</b>		<b>74%</b>	<b>59%</b>	<b>49%</b>

Base = 120

### Building types

<b>Commercial</b>	94%
Includes hotel, motel, resort, restaurant, food service, entertainment, sports, gaming, financial (banking/insurance), retail stores (all types), and office buildings	
<b>Industrial</b>	80%
Includes manufacturing plants, power generation and utility	
<b>Institutional</b>	78%
Includes hospital, nursing home, education (K12, college, university), govt., administration, police, correctional, military, transportation (airport/rail/other)	
<b>Residential</b>	68%
Includes single family and multi-family	
<b>Emerging/alternative energy sources</b>	51%
Includes solar, wind, geothermal, etc.	
<b>Non-building</b>	45%
Includes road, airport, traffic lighting, line work, waste/water treatment, etc.	
None of the above	0%
No response	0%

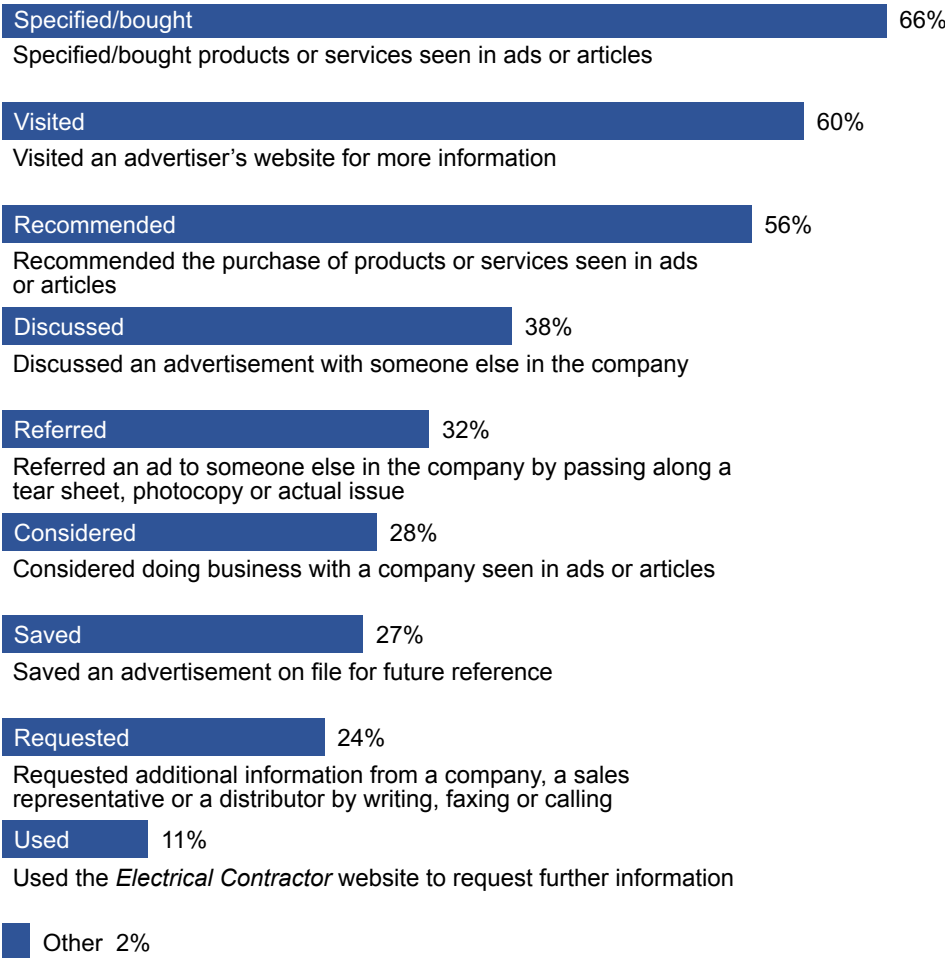
Base = 240

# Demographics: Purchasing and Reader Profile



## Purchasing actions taken

Ninety-two percent (92%) 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 = 8%  
No response = 0%

Base =240

## Primary job title or function

Executive management: owner, partner, president, VP, general manager, etc. . . . .	45%
Management: project manager, superintendent, supervisor, foreman . . . . .	25%
Electrician (field), journeyman, technician, installer, service person . . . . .	15%
Estimator . . . . .	4%
Staff engineer, designer, electrical engineer. . . . .	4%
Inspector. . . . .	1%
Purchasing agent, buyer. . . . .	1%
Apprentice . . . . .	0%
Other. . . . .	5%
No response . . . . .	0%

Base =240

## Primary business

Electrical contracting/low-voltage contracting. . . . .	83%
Engineering/architecture/consulting . . . . .	6%
Systems integration/consulting. . . . .	3%
Wholesaler/distributor. . . . .	0%
Other. . . . .	8%
No response . . . . .	0%

Base =240

## Building systems installed

Maintenance, service, repair . . . . .	90%
Lighting . . . . .	88%
Premises wiring . . . . .	79%
Fire/life safety systems. . . . .	75%
Power quality systems (includes standby, co-gen, etc.) . . . . .	75%
Security (includes CCTV, access/motion/intrusion systems) . . . . .	74%
Communications systems (VDV) . . . . .	55%
Total building automation systems (includes HVAC, lighting). . . . .	55%
Alternative-energy systems . . . . .	50%
Fiber optics. . . . .	49%
None of the above . . . . .	3%
No response . . . . .	0%

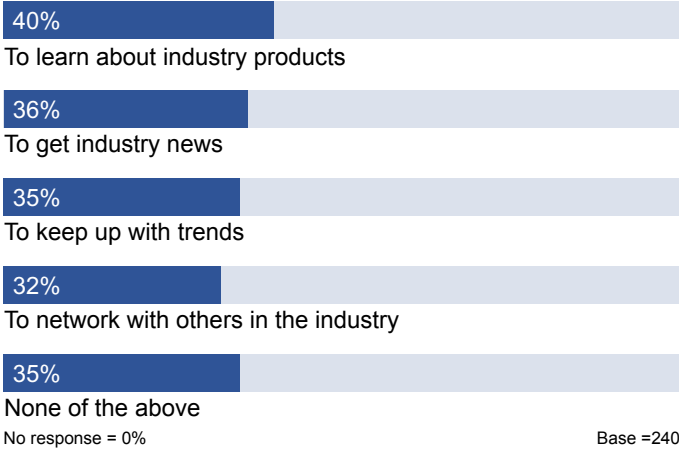
Base =240

Demographics: Social Media



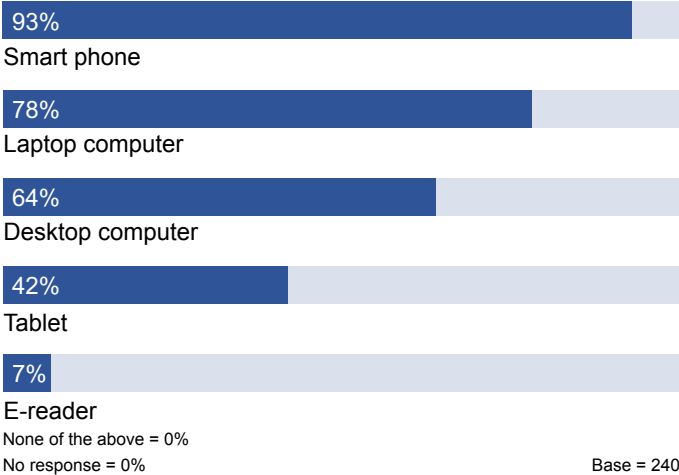
Professional use of social media

Sixty-five percent (65%) of *Electrical Contractor* respondents report one or more of these reasons for using social media.



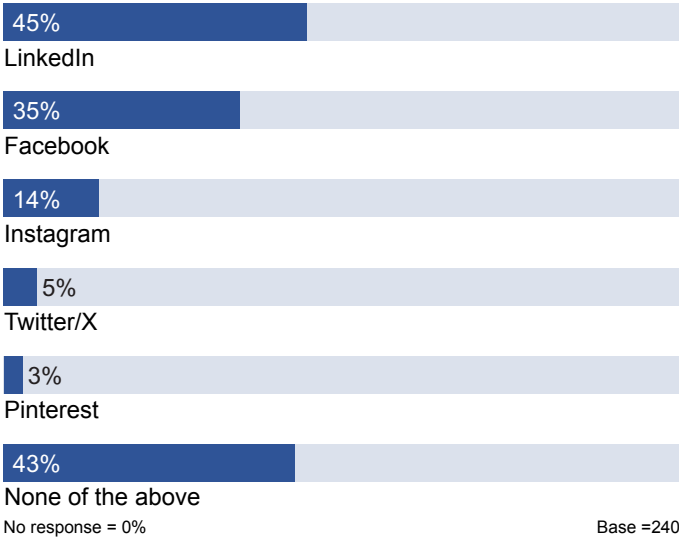
Digital devices owned or used by respondents

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



Social media platforms used for work

Fifty-seven percent (57%) of *Electrical Contractor* respondents report using one or more of these social media platforms for work.



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.<sup>1</sup>
- Only primary business objectives such as increasing profit or market share are true final measures of business success.<sup>2</sup>
- 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.<sup>3</sup>
- Assigning greater or lesser value to each intermediate objective, to better align with your specific campaign goals, improves campaign accountability and effectiveness.<sup>4</sup>

### 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

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



## About adViewPRO: Methodology

**ELECTRICAL  
CONTRACTOR**  
POWER & INTEGRATED BUILDING SYSTEMS



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

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.

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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