BAXTER
adViewPRO™
Print Ad Analytics

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

February 2025

94% After seeing an ad in *Electrical Contractor*, 94% of respondents reported being influenced by ads in one or more ways.

85% 85% of respondents indicated that seeing an ad impacted their, or someone in their organization's buying actions.

66% 66% of respondents took one or more *preliminary* buying actions.

74% 74% of respondents took one or more *active* buying actions.

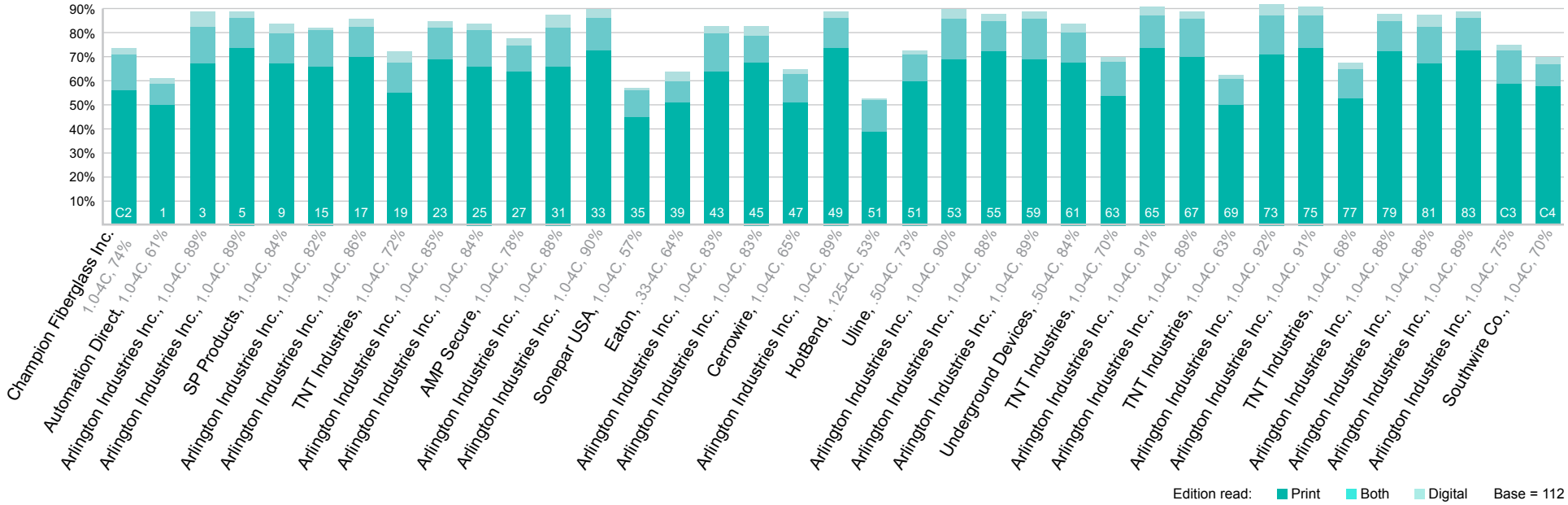
Independent Print Ad Performance Metrics:

Ad Recall • Ad Influence • Buying Actions

Executive Summary

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

Ad traffic by page number



Edition read: Print Both Digital Base = 112

Top-performing ads

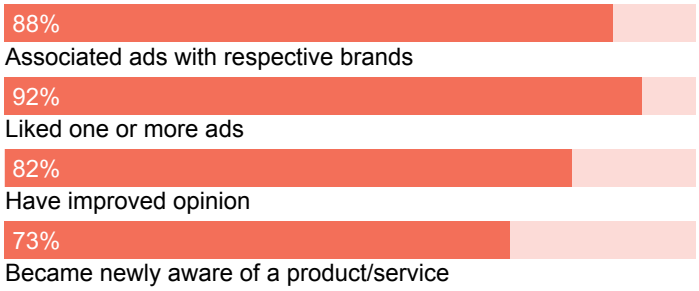
Recall Seeing Ad See 5.0	Total Recall Seeing	Ad Influence See 6.0	Total Recall Seeing	Total Ad Influence	Buying Action See 7.0	Total Recall Seeing	One or More Buying Actions
Arlington Industries Inc. — 73	92%	AMP Secure — 27	78%	90%	Arlington Industries Inc. — 49	89%	74%
Arlington Industries Inc. — 75	91%	Arlington Industries Inc. — 3	89%	89%	Arlington Industries... — Cvr 3	75%	72%
Arlington Industries Inc. — 65	91%	SP Products — 9	84%	89%	Arlington Industries Inc. — 53	90%	71%
Arlington Industries Inc. — 53	90%	Arlington Industries Inc. — Cvr 3	75%	87%	Arlington Industries Inc. — 73	92%	70%
Arlington Industries Inc. — 33	90%	Arlington Industries Inc. — 53	90%	86%	Arlington Industries Inc. — 67	89%	70%
Arlington Industries Inc. — 3	89%	Champion Fiberglass... — Cvr 2	74%	86%	Arlington Industries Inc. — 81	88%	70%
Arlington Industries Inc. — 67	89%	Uline — 51	73%	86%	Arlington Industries Inc. — 55	88%	69%
Arlington Industries Inc. — 59	89%	TNT Industries — 19	72%	86%	Arlington Industries Inc. — 25	84%	69%
Arlington Industries Inc. — 49	89%	Sonepar USA — 35	57%	86%	Arlington Industries Inc. — 43	83%	69%
Arlington Industries Inc. — 83	89%	Arlington Industries Inc. — 65	91%	85%	Arlington Industries Inc. — 23	85%	68%

Executive Summary *continued*

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

Total ad influence for all studied ads

After seeing an ad in *Electrical Contractor*, **94%** of respondents reported one or more of the following:

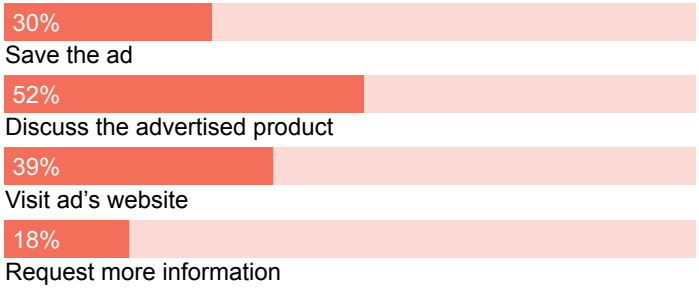


Base = 224

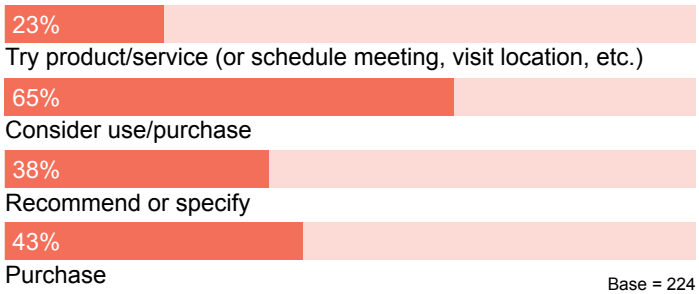
Total Buying Actions **85%**

Eighty-five percent (**85%**) of respondents indicated that after seeing an ad in *Electrical Contractor* they, or someone in their organization, have taken, or are likely to take, one or more of the following buying actions:

Preliminary Buying Actions **66%**

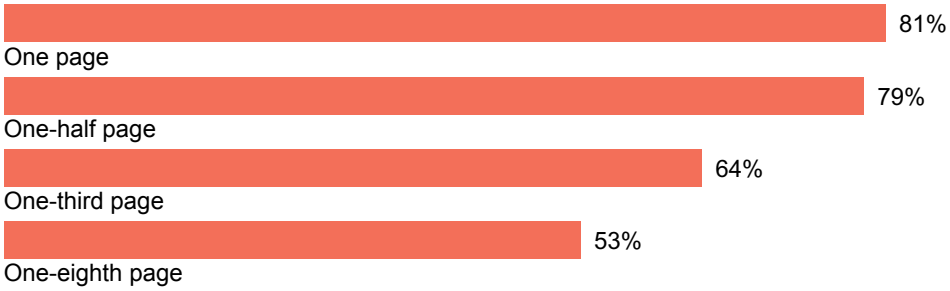


Active Buying Actions **74%**



Base = 224

Ad scores by size



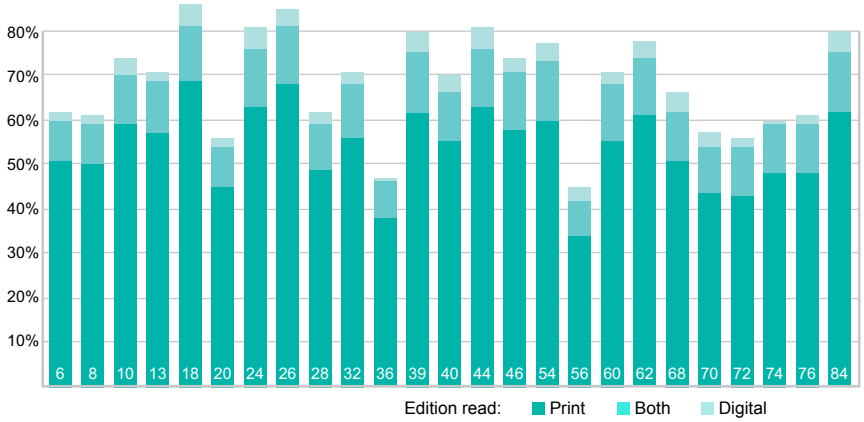
	Number of Ads	Recall Seeing	Read Some	Read Most
One page	33	81%	63%	49%
One-half page	2	79%	43%	33%
One-third page	1	64%	72%	50%
One-eighth page	1	53%	47%	44%
Issue Averages:		**80%**	**62%**	**48%**

Base = 112

Editorial: Recall Scores by Page Number

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

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
CEO's Corner	6	62%	77%	35%
President's Desk	8	61%	75%	37%
NECA News	10	74%	82%	54%
Industry Watch	13	71%	85%	57%
Code FAQs	18	86%	90%	83%
Shifting Sands of Government Standards	20	56%	84%	38%
Service and Maintenance	24	81%	89%	60%
Lighting	26	85%	79%	57%
Electric Power is the New Fuel	28	62%	81%	56%
Power Quality	32	71%	79%	48%
The Team to Beat	36	47%	66%	26%
Code Question of the Day Spotlight	39	80%	86%	77%
Batteries, Generators or Both?	40	70%	86%	55%
Code Quiz	44	81%	88%	73%
Featured Products	46	74%	86%	64%
Code Applications	54	77%	87%	79%
Hotels Shrink Their Carbon Footprints	56	45%	60%	22%
Code How-To	60	71%	86%	64%
New Products	62	78%	87%	66%
Alternative Energy	68	66%	76%	42%
On The Market	70	57%	70%	33%
Fiber Optics	72	56%	55%	35%
Security	74	60%	72%	42%
Fire Life Safety	76	61%	75%	50%
Code Comments	84	80%	86%	68%

Base = 224

Please see Definitions of Scores (9.0) for complete information.

Reading Habits

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

Readers comment on the magazine

[Electrical Contractor] *provides insight in to the industry, and I like the new products that are highlighted.*

— Executive Vice President

Since I have started reading [Electrical Contractor], *I have found a lot of good insights & POV that help me in my job.*

— Building Inspector

[*I read* Electrical Contractor *to find out more about*] *new products and materials. Code questions and answers. Industry experts talking about different aspects of the trade from estimating to project management to dealing with problems.*

— Principal

Format preference

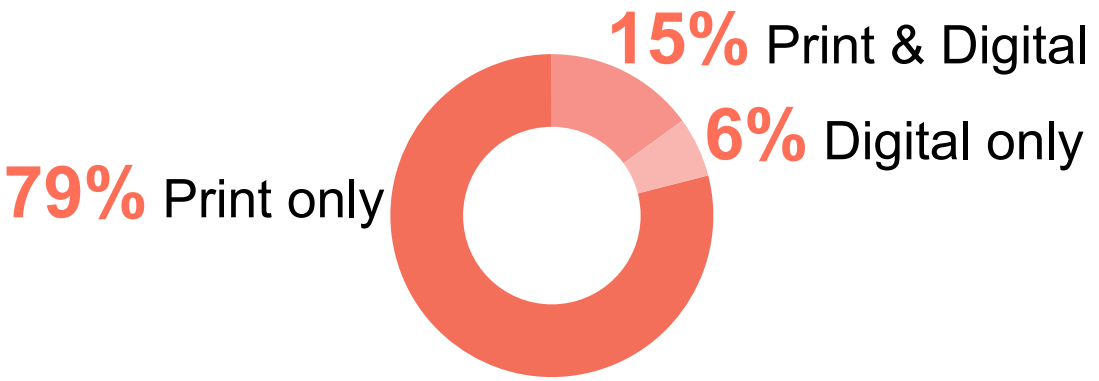
The following percentages of respondents prefer to receive *Electrical Contractor* in these formats:

Print	68%
Print and digital	26%
Digital	6%
No response	0%

Base = 224

Note: Square brackets indicate 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: 79% read print only. A combined 21% of respondents read the digital edition: 6% read the digital version only. And 15% read both print and digital formats.

Print only	79%
Print and digital	15%
Digital only	6%
No response	0%

Base = 224

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	93%
Laptop computer	82%
Desktop computer	69%
Tablet	46%
E-reader	4%
None of the above	0%
No response	0%

Base = 224

Respondents rate *Electrical Contractor*

One hundred percent **(100%)** of respondents state that *Electrical Contractor* is an important publication for them.

Personal favorite	32%
Very important	32%
Important	27%
Somewhat important	9%
Not important	0%
No response	0%

Base = 224

Reading Habits *continued*

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

[Electrical Contractor] *keeps us informed of the political processes of our industry, of new materials and tools which affect the efficiency of our electricians.*

— Estimator

[Electrical Contractor *is a*] *good source for education and product information.*

— Senior Electrical Engineer

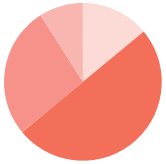
I read Electrical Contractor *to keep up with existing market conditions, and to also keep up-to-date with new trends and technology.*

— Owner

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

When read

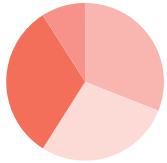
Same day issue is received	14%
Within three days	50%
Within a week	27%
One week or longer	9%
No response	0%



Base = 224

Time spent reading

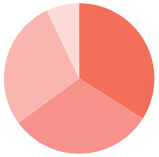
45 minutes or more	31%
30 to 44 minutes	28%
15 to 29 minutes	32%
Less than 15 minutes	9%
No response	0%



Base = 224

How often each issue is read

4 or more times	34%
3 times	31%
2 times	28%
1 time	7%
No response	0%



Base = 224

Pass-along readership

Respondents report that they pass along their issues of *Electrical Contractor* to a mean number of 1.4 other professionals.

1.4
Other People

Base = 224

Reading Habits *continued*

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

The magazine gives the reader great insights and perspective on a forever changing industry.
— Owner/President

[Electrical Contractor] *helps me to keep up with the fast-paced changes, updates, & new products that pertain to electrical and low-voltage contracting. NEC changes & interpretations are most critical as well as useful.*
— Engineer

Industry magazine readership

Eighty-nine percent (**89%**) 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	**89%**	**71%**	**18%**	**9%**	**2%**	**0%**	**0%**	**0%**
EC&M	**51%**	**38%**	**13%**	**8%**	**6%**	**0%**	**19%**	**16%**
Electrical Products & Solutions	**14%**	**10%**	**4%**	**7%**	**1%**	**0%**	**42%**	**36%**
Electrical News	**12%**	**9%**	**3%**	**1%**	**3%**	**0%**	**47%**	**37%**
ICT Today	**4%**	**3%**	**1%**	**1%**	**1%**	**0%**	**53%**	**41%**
LD&A	**3%**	**3%**	**0%**	**2%**	**2%**	**0%**	**51%**	**42%**

Base = 224

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: Total Recall Seeing by Product Category

	Page	Size & Color	**Total Recall Seeing**	Read Some	Read Most
Boxes, conduit bodies & enclosures					
Arlington Industries Inc.	73	1.0-4C	92%	73%	57%
Arlington Industries Inc.	75	1.0-4C	91%	66%	53%
Arlington Industries Inc.	65	1.0-4C	91%	59%	46%
Arlington Industries Inc.	53	1.0-4C	90%	68%	56%
Arlington Industries Inc.	33	1.0-4C	90%	54%	55%
Arlington Industries Inc.	3	1.0-4C	89%	72%	55%
Arlington Industries Inc.	67	1.0-4C	89%	71%	56%
Arlington Industries Inc.	59	1.0-4C	89%	67%	53%
Arlington Industries Inc.	49	1.0-4C	89%	60%	55%
Arlington Industries Inc.	83	1.0-4C	89%	60%	49%
Arlington Industries Inc.	5	1.0-4C	89%	54%	54%
Arlington Industries Inc.	81	1.0-4C	88%	70%	53%
Arlington Industries Inc.	31	1.0-4C	88%	68%	52%
Arlington Industries Inc.	55	1.0-4C	88%	61%	54%
Arlington Industries Inc.	79	1.0-4C	88%	59%	52%
Arlington Industries Inc.	17	1.0-4C	86%	64%	58%
Arlington Industries Inc.	23	1.0-4C	85%	59%	52%
Arlington Industries Inc.	25	1.0-4C	84%	71%	53%
Arlington Industries Inc.	43	1.0-4C	83%	72%	58%
Arlington Industries Inc.	45	1.0-4C	83%	63%	50%
Arlington Industries Inc.	15	1.0-4C	82%	77%	62%
Arlington Industries Inc.	Cvr 3	1.0-4C	75%	69%	48%
Category averages:			87%	65%	54%
Computer software					
Eaton	39	.33-4C	64%	72%	50%
Conduit/tubing					
Champion Fiberglass Inc.	Cvr 2	1.0-4C	74%	50%	43%

Please see Definitions of Scores (9.0) for complete information.

(continued)

Base = 112

Ad Scores: Total Recall Seeing by Product Category *continued*

	Page	Size & Color	**Total Recall Seeing**	Read Some	Read Most
Contractor equipment					
Uline	51	.50-4C	73%	41%	23%
Automation Direct	1	1.0-4C	61%	54%	33%
HotBend	51	.125-4C	53%	47%	44%
Category averages:			62%	47%	33%
Electrical distributor (incl. low volt.)					
Uline	51	.50-4C	73%	41%	23%
Sonepar USA	35	1.0-4C	57%	54%	39%
Category averages:			65%	48%	31%
Fasteners, hangers, clamps, supports					
SP Products	9	1.0-4C	84%	58%	53%
Grounding/bonding					
Arlington Industries Inc.	73	1.0-4C	92%	73%	57%
Arlington Industries Inc.	75	1.0-4C	91%	66%	53%
Arlington Industries Inc.	65	1.0-4C	91%	59%	46%
Arlington Industries Inc.	53	1.0-4C	90%	68%	56%
Arlington Industries Inc.	33	1.0-4C	90%	54%	55%
Arlington Industries Inc.	3	1.0-4C	89%	72%	55%
Arlington Industries Inc.	67	1.0-4C	89%	71%	56%
Arlington Industries Inc.	59	1.0-4C	89%	67%	53%
Arlington Industries Inc.	49	1.0-4C	89%	60%	55%
Arlington Industries Inc.	83	1.0-4C	89%	60%	49%
Arlington Industries Inc.	5	1.0-4C	89%	54%	54%
Arlington Industries Inc.	81	1.0-4C	88%	70%	53%
Arlington Industries Inc.	31	1.0-4C	88%	68%	52%
Arlington Industries Inc.	55	1.0-4C	88%	61%	54%

(continued)

Base = 112

Ad Scores: Total Recall Seeing by Product Category *continued*

	Page	Size & Color	**Total Recall Seeing**	Read Some	Read Most
Grounding/bonding *continued*					
Arlington Industries Inc.	79	1.0-4C	88%	59%	52%
Arlington Industries Inc.	17	1.0-4C	86%	64%	58%
Arlington Industries Inc.	23	1.0-4C	85%	59%	52%
Arlington Industries Inc.	25	1.0-4C	84%	71%	53%
Arlington Industries Inc.	43	1.0-4C	83%	72%	58%
Arlington Industries Inc.	45	1.0-4C	83%	63%	50%
Arlington Industries Inc.	15	1.0-4C	82%	77%	62%
Arlington Industries Inc.	Cvr 3	1.0-4C	75%	69%	48%
Category averages:			87%	65%	54%
Hand tools					
HotBend	51	.125-4C	53%	47%	44%
Lighting controls					
TNT Industries	63	1.0-4C	70%	56%	44%
Lighting products/fixtures					
AMP Secure	27	1.0-4C	78%	56%	30%
TNT Industries	19	1.0-4C	72%	67%	48%
TNT Industries	77	1.0-4C	68%	75%	49%
TNT Industries	69	1.0-4C	63%	52%	24%
Category averages:			70%	63%	38%
Raceway/cable tray/conduit					
SP Products	9	1.0-4C	84%	58%	53%
Champion Fiberglass Inc.	Cvr 2	1.0-4C	74%	50%	43%
Category averages:			79%	54%	48%

(continued)

Base = 112

Ad Scores: Total Recall Seeing by Product Category *continued*

	Page	Size & Color	**Total Recall Seeing**	Read Some	Read Most
Safety equipment/apparel					
Eaton	39	.33-4C	64%	72%	50%
Wire & cable					
Southwire Co.	Cvr 4	1.0-4C	70%	51%	33%
Cerrowire	47	1.0-4C	65%	62%	45%
Category averages:			68%	57%	39%
Wire & cable management					
Underground Devices	61	.50-4C	84%	44%	43%
Champion Fiberglass Inc.	Cvr 2	1.0-4C	74%	50%	43%
Southwire Co.	Cvr 4	1.0-4C	70%	51%	33%
Automation Direct	1	1.0-4C	61%	54%	33%
Category averages:			72%	50%	38%
Wiring devices					
Arlington Industries Inc.	73	1.0-4C	92%	73%	57%
Arlington Industries Inc.	75	1.0-4C	91%	66%	53%
Arlington Industries Inc.	65	1.0-4C	91%	59%	46%
Arlington Industries Inc.	53	1.0-4C	90%	68%	56%
Arlington Industries Inc.	33	1.0-4C	90%	54%	55%
Arlington Industries Inc.	3	1.0-4C	89%	72%	55%
Arlington Industries Inc.	67	1.0-4C	89%	71%	56%
Arlington Industries Inc.	59	1.0-4C	89%	67%	53%
Arlington Industries Inc.	49	1.0-4C	89%	60%	55%
Arlington Industries Inc.	83	1.0-4C	89%	60%	49%
Arlington Industries Inc.	5	1.0-4C	89%	54%	54%
Arlington Industries Inc.	81	1.0-4C	88%	70%	53%
Arlington Industries Inc.	31	1.0-4C	88%	68%	52%
Arlington Industries Inc.	55	1.0-4C	88%	61%	54%

(continued)

Base = 112

Ad Scores: Total Recall Seeing by Product Category *continued*

	Page	Size & Color	**Total Recall Seeing**	Read Some	Read Most
Wiring devices *continued*					
Arlington Industries Inc.	79	1.0-4C	88%	59%	52%
Arlington Industries Inc.	17	1.0-4C	86%	64%	58%
Arlington Industries Inc.	23	1.0-4C	85%	59%	52%
Arlington Industries Inc.	25	1.0-4C	84%	71%	53%
Arlington Industries Inc.	43	1.0-4C	83%	72%	58%
Arlington Industries Inc.	45	1.0-4C	83%	63%	50%
Arlington Industries Inc.	15	1.0-4C	82%	77%	62%
Arlington Industries Inc.	Cvr 3	1.0-4C	75%	69%	48%
Category averages:			87%	65%	54%

Base = 112

Ad Scores: Total Ad Influence by Product Category

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

	Page	Size & Color	Recall Seeing	**Total Ad Influence**	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Boxes, conduit bodies & enclosures								
Arlington Industries Inc.	3	1.0-4C	89%	89%	81%	81%	71%	22%
Arlington Industries Inc.	Cvr 3	1.0-4C	75%	87%	76%	80%	75%	20%
Arlington Industries Inc.	53	1.0-4C	90%	86%	79%	77%	67%	11%
Arlington Industries Inc.	65	1.0-4C	91%	85%	71%	80%	60%	18%
Arlington Industries Inc.	49	1.0-4C	89%	84%	74%	81%	60%	15%
Arlington Industries Inc.	83	1.0-4C	89%	84%	69%	79%	60%	17%
Arlington Industries Inc.	81	1.0-4C	88%	84%	75%	80%	65%	15%
Arlington Industries Inc.	73	1.0-4C	92%	83%	76%	78%	70%	8%
Arlington Industries Inc.	25	1.0-4C	84%	83%	71%	76%	62%	15%
Arlington Industries Inc.	43	1.0-4C	83%	83%	75%	73%	65%	20%
Arlington Industries Inc.	67	1.0-4C	89%	82%	76%	75%	61%	10%
Arlington Industries Inc.	31	1.0-4C	88%	82%	77%	73%	57%	9%
Arlington Industries Inc.	79	1.0-4C	88%	82%	70%	77%	58%	19%
Arlington Industries Inc.	23	1.0-4C	85%	82%	71%	76%	60%	12%
Arlington Industries Inc.	33	1.0-4C	90%	81%	68%	76%	57%	11%
Arlington Industries Inc.	55	1.0-4C	88%	81%	66%	75%	57%	10%
Arlington Industries Inc.	45	1.0-4C	83%	81%	66%	72%	58%	16%
Arlington Industries Inc.	5	1.0-4C	89%	80%	66%	74%	55%	17%
Arlington Industries Inc.	17	1.0-4C	86%	80%	67%	77%	55%	12%
Arlington Industries Inc.	15	1.0-4C	82%	80%	74%	72%	72%	24%
Arlington Industries Inc.	75	1.0-4C	91%	79%	69%	76%	54%	15%
Arlington Industries Inc.	59	1.0-4C	89%	78%	66%	73%	65%	10%
Category averages:			87%	83%	72%	76%	62%	15%
Computer software								
Eaton	39	.33-4C	64%	78%	59%	67%	53%	20%
Conduit/tubing								
Champion Fiberglass Inc.	Cvr 2	1.0-4C	74%	86%	54%	70%	59%	35%

Please see Definitions of Scores (9.0) for complete information.

(continued)

Base = 112

Ad Scores: Total Ad Influence by Product Category *continued*

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

	Page	Size & Color	Recall Seeing	**Total Ad Influence**	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Contractor equipment								
Uline	51	.50-4C	73%	86%	67%	66%	40%	27%
HotBend	51	.125-4C	53%	83%	47%	74%	66%	26%
Automation Direct	1	1.0-4C	61%	77%	33%	57%	46%	49%
Category averages:			62%	82%	49%	66%	51%	34%
Electrical distributor (incl. low volt.)								
Uline	51	.50-4C	73%	86%	67%	66%	40%	27%
Sonepar USA	35	1.0-4C	57%	86%	40%	61%	60%	54%
Category averages:			65%	86%	54%	64%	50%	41%
Fasteners, hangers, clamps, supports								
SP Products	9	1.0-4C	84%	89%	55%	83%	58%	33%
Grounding/bonding								
Arlington Industries Inc.	3	1.0-4C	89%	89%	81%	81%	71%	22%
Arlington Industries Inc.	Cvr 3	1.0-4C	75%	87%	76%	80%	75%	20%
Arlington Industries Inc.	53	1.0-4C	90%	86%	79%	77%	67%	11%
Arlington Industries Inc.	65	1.0-4C	91%	85%	71%	80%	60%	18%
Arlington Industries Inc.	49	1.0-4C	89%	84%	74%	81%	60%	15%
Arlington Industries Inc.	83	1.0-4C	89%	84%	69%	79%	60%	17%
Arlington Industries Inc.	81	1.0-4C	88%	84%	75%	80%	65%	15%
Arlington Industries Inc.	73	1.0-4C	92%	83%	76%	78%	70%	8%
Arlington Industries Inc.	25	1.0-4C	84%	83%	71%	76%	62%	15%
Arlington Industries Inc.	43	1.0-4C	83%	83%	75%	73%	65%	20%
Arlington Industries Inc.	67	1.0-4C	89%	82%	76%	75%	61%	10%
Arlington Industries Inc.	31	1.0-4C	88%	82%	77%	73%	57%	9%
Arlington Industries Inc.	79	1.0-4C	88%	82%	70%	77%	58%	19%

(continued)

Base = 112

Ad Scores: Total Ad Influence by Product Category *continued*

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

	Page	Size & Color	Recall Seeing	**Total Ad Influence**	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Grounding/bonding *continued*								
Arlington Industries Inc.	23	1.0-4C	85%	82%	71%	76%	60%	12%
Arlington Industries Inc.	33	1.0-4C	90%	81%	68%	76%	57%	11%
Arlington Industries Inc.	55	1.0-4C	88%	81%	66%	75%	57%	10%
Arlington Industries Inc.	45	1.0-4C	83%	81%	66%	72%	58%	16%
Arlington Industries Inc.	5	1.0-4C	89%	80%	66%	74%	55%	17%
Arlington Industries Inc.	17	1.0-4C	86%	80%	67%	77%	55%	12%
Arlington Industries Inc.	15	1.0-4C	82%	80%	74%	72%	72%	24%
Arlington Industries Inc.	75	1.0-4C	91%	79%	69%	76%	54%	15%
Arlington Industries Inc.	59	1.0-4C	89%	78%	66%	73%	65%	10%
Category averages:			87%	83%	72%	76%	62%	15%
Hand tools								
HotBend	51	.125-4C	53%	83%	47%	74%	66%	26%
Lighting controls								
TNT Industries	63	1.0-4C	70%	83%	40%	66%	59%	44%
Lighting products/fixtures								
AMP Secure	27	1.0-4C	78%	90%	44%	76%	60%	46%
TNT Industries	19	1.0-4C	72%	86%	51%	68%	58%	36%
TNT Industries	77	1.0-4C	68%	82%	44%	74%	65%	35%
TNT Industries	69	1.0-4C	63%	81%	41%	63%	54%	41%
Category averages:			70%	85%	45%	70%	59%	40%
Raceway/cable tray/conduit								
SP Products	9	1.0-4C	84%	89%	55%	83%	58%	33%
Champion Fiberglass Inc.	Cvr 2	1.0-4C	74%	86%	54%	70%	59%	35%
Category averages:			79%	88%	55%	77%	59%	34%

(continued)

Base = 112

Ad Scores: Total Ad Influence by Product Category *continued*

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

	Page	Size & Color	Recall Seeing	**Total Ad Influence**	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Safety equipment/apparel								
Eaton	39	.33-4C	64%	78%	59%	67%	53%	20%
Wire & cable								
Cerrowire	47	1.0-4C	65%	83%	51%	66%	65%	40%
Southwire Co.	Cvr 4	1.0-4C	70%	77%	39%	57%	39%	34%
Category averages:			68%	80%	45%	62%	52%	37%
Wire & cable management								
Champion Fiberglass Inc.	Cvr 2	1.0-4C	74%	86%	54%	70%	59%	35%
Underground Devices	61	.50-4C	84%	79%	43%	65%	51%	32%
Southwire Co.	Cvr 4	1.0-4C	70%	77%	39%	57%	39%	34%
Automation Direct	1	1.0-4C	61%	77%	33%	57%	46%	49%
Category averages:			72%	80%	42%	62%	49%	38%
Wiring devices								
Arlington Industries Inc.	3	1.0-4C	89%	89%	81%	81%	71%	22%
Arlington Industries Inc.	Cvr 3	1.0-4C	75%	87%	76%	80%	75%	20%
Arlington Industries Inc.	53	1.0-4C	90%	86%	79%	77%	67%	11%
Arlington Industries Inc.	65	1.0-4C	91%	85%	71%	80%	60%	18%
Arlington Industries Inc.	49	1.0-4C	89%	84%	74%	81%	60%	15%
Arlington Industries Inc.	83	1.0-4C	89%	84%	69%	79%	60%	17%
Arlington Industries Inc.	81	1.0-4C	88%	84%	75%	80%	65%	15%
Arlington Industries Inc.	73	1.0-4C	92%	83%	76%	78%	70%	8%
Arlington Industries Inc.	25	1.0-4C	84%	83%	71%	76%	62%	15%
Arlington Industries Inc.	43	1.0-4C	83%	83%	75%	73%	65%	20%
Arlington Industries Inc.	67	1.0-4C	89%	82%	76%	75%	61%	10%
Arlington Industries Inc.	31	1.0-4C	88%	82%	77%	73%	57%	9%
Arlington Industries Inc.	79	1.0-4C	88%	82%	70%	77%	58%	19%
Arlington Industries Inc.	23	1.0-4C	85%	82%	71%	76%	60%	12%

(continued)

Base = 112

Ad Scores: Total Ad Influence by Product Category *continued*

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

	Page	Size & Color	Recall Seeing	**Total Ad Influence**	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Wiring devices *continued*								
Arlington Industries Inc.	33	1.0-4C	90%	81%	68%	76%	57%	11%
Arlington Industries Inc.	55	1.0-4C	88%	81%	66%	75%	57%	10%
Arlington Industries Inc.	45	1.0-4C	83%	81%	66%	72%	58%	16%
Arlington Industries Inc.	5	1.0-4C	89%	80%	66%	74%	55%	17%
Arlington Industries Inc.	17	1.0-4C	86%	80%	67%	77%	55%	12%
Arlington Industries Inc.	15	1.0-4C	82%	80%	74%	72%	72%	24%
Arlington Industries Inc.	75	1.0-4C	91%	79%	69%	76%	54%	15%
Arlington Industries Inc.	59	1.0-4C	89%	78%	66%	73%	65%	10%
Category averages:			87%	83%	72%	76%	62%	15%

Base = 112

Ad Scores: Buying Action by Product Category

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

	Page	Size & Color	Recall Seeing	**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.	49	1.0-4C	89%	74%	9%	21%	9%	0%	6%	39%	15%	28%
Arlington Industries Inc.	Cvr 3	1.0-4C	75%	72%	15%	25%	16%	9%	12%	40%	16%	19%
Arlington Industries Inc.	53	1.0-4C	90%	71%	14%	27%	9%	8%	11%	38%	18%	22%
Arlington Industries Inc.	73	1.0-4C	92%	70%	12%	25%	10%	5%	9%	36%	17%	27%
Arlington Industries Inc.	67	1.0-4C	89%	70%	16%	26%	9%	7%	9%	31%	15%	26%
Arlington Industries Inc.	81	1.0-4C	88%	70%	10%	26%	9%	5%	13%	41%	18%	26%
Arlington Industries Inc.	55	1.0-4C	88%	69%	8%	19%	7%	0%	7%	38%	11%	23%
Arlington Industries Inc.	25	1.0-4C	84%	69%	17%	30%	17%	6%	10%	37%	18%	20%
Arlington Industries Inc.	43	1.0-4C	83%	69%	16%	25%	13%	10%	10%	39%	14%	16%
Arlington Industries Inc.	23	1.0-4C	85%	68%	7%	9%	8%	0%	6%	36%	12%	26%
Arlington Industries Inc.	15	1.0-4C	82%	67%	17%	24%	12%	10%	6%	35%	17%	20%
Arlington Industries Inc.	3	1.0-4C	89%	66%	16%	28%	9%	9%	6%	38%	15%	17%
Arlington Industries Inc.	75	1.0-4C	91%	65%	9%	14%	7%	0%	7%	31%	15%	21%
Arlington Industries Inc.	83	1.0-4C	89%	64%	11%	13%	8%	1%	9%	30%	10%	18%
Arlington Industries Inc.	31	1.0-4C	88%	64%	13%	24%	8%	8%	10%	34%	13%	23%
Arlington Industries Inc.	33	1.0-4C	90%	63%	9%	13%	7%	0%	7%	31%	14%	20%
Arlington Industries Inc.	59	1.0-4C	89%	62%	11%	19%	11%	6%	10%	34%	13%	17%
Arlington Industries Inc.	5	1.0-4C	89%	62%	9%	18%	8%	1%	4%	33%	12%	18%
Arlington Industries Inc.	79	1.0-4C	88%	60%	7%	15%	9%	0%	8%	31%	10%	18%
Arlington Industries Inc.	45	1.0-4C	83%	60%	6%	18%	4%	0%	5%	34%	16%	16%
Arlington Industries Inc.	17	1.0-4C	86%	59%	7%	15%	6%	2%	3%	29%	12%	21%
Arlington Industries Inc.	65	1.0-4C	91%	58%	9%	15%	4%	0%	8%	31%	16%	15%
Category averages:			87%	66%	11%	20%	9%	4%	8%	35%	14%	21%
Computer software												
Eaton	39	.33-4C	64%	59%	9%	27%	17%	3%	0%	31%	8%	3%

(continued)

Please see Definitions of Scores (9.0) for complete information.

Base = 112

Ad Scores: Buying Action by Product Category *continued*

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

	Page	Size & Color	Recall Seeing	**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
Conduit/tubing												
Champion Fiberglass Inc.	Cvr 2	1.0-4C	74%	50%	18%	19%	12%	9%	5%	24%	12%	8%
Contractor equipment												
HotBend	51	.125-4C	53%	58%	15%	19%	6%	9%	4%	26%	8%	9%
Uline	51	.50-4C	73%	51%	3%	11%	11%	3%	4%	26%	12%	10%
Automation Direct	1	1.0-4C	61%	39%	5%	16%	13%	0%	2%	13%	5%	5%
Category averages:			62%	49%	8%	15%	10%	4%	3%	22%	8%	8%
Electrical distributor (incl. low volt.)												
Sonepar USA	35	1.0-4C	57%	56%	12%	23%	4%	5%	2%	23%	4%	4%
Uline	51	.50-4C	73%	51%	3%	11%	11%	3%	4%	26%	12%	10%
Category averages:			65%	54%	8%	17%	8%	4%	3%	25%	8%	7%
Fasteners, hangers, clamps, supports												
SP Products	9	1.0-4C	84%	63%	13%	21%	14%	5%	5%	31%	12%	10%
Grounding/bonding												
Arlington Industries Inc.	49	1.0-4C	89%	74%	9%	21%	9%	0%	6%	39%	15%	28%
Arlington Industries Inc.	Cvr 3	1.0-4C	75%	72%	15%	25%	16%	9%	12%	40%	16%	19%
Arlington Industries Inc.	53	1.0-4C	90%	71%	14%	27%	9%	8%	11%	38%	18%	22%
Arlington Industries Inc.	73	1.0-4C	92%	70%	12%	25%	10%	5%	9%	36%	17%	27%
Arlington Industries Inc.	67	1.0-4C	89%	70%	16%	26%	9%	7%	9%	31%	15%	26%
Arlington Industries Inc.	81	1.0-4C	88%	70%	10%	26%	9%	5%	13%	41%	18%	26%
Arlington Industries Inc.	55	1.0-4C	88%	69%	8%	19%	7%	0%	7%	38%	11%	23%
Arlington Industries Inc.	25	1.0-4C	84%	69%	17%	30%	17%	6%	10%	37%	18%	20%
Arlington Industries Inc.	43	1.0-4C	83%	69%	16%	25%	13%	10%	10%	39%	14%	16%
Arlington Industries Inc.	23	1.0-4C	85%	68%	7%	9%	8%	0%	6%	36%	12%	26%

(continued)

Base = 112

Ad Scores: Buying Action by Product Category *continued*

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

	Page	Size & Color	Recall Seeing	**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
Grounding/bonding *continued*												
Arlington Industries Inc.	15	1.0-4C	82%	67%	17%	24%	12%	10%	6%	35%	17%	20%
Arlington Industries Inc.	3	1.0-4C	89%	66%	16%	28%	9%	9%	6%	38%	15%	17%
Arlington Industries Inc.	75	1.0-4C	91%	65%	9%	14%	7%	0%	7%	31%	15%	21%
Arlington Industries Inc.	83	1.0-4C	89%	64%	11%	13%	8%	1%	9%	30%	10%	18%
Arlington Industries Inc.	31	1.0-4C	88%	64%	13%	24%	8%	8%	10%	34%	13%	23%
Arlington Industries Inc.	33	1.0-4C	90%	63%	9%	13%	7%	0%	7%	31%	14%	20%
Arlington Industries Inc.	59	1.0-4C	89%	62%	11%	19%	11%	6%	10%	34%	13%	17%
Arlington Industries Inc.	5	1.0-4C	89%	62%	9%	18%	8%	1%	4%	33%	12%	18%
Arlington Industries Inc.	79	1.0-4C	88%	60%	7%	15%	9%	0%	8%	31%	10%	18%
Arlington Industries Inc.	45	1.0-4C	83%	60%	6%	18%	4%	0%	5%	34%	16%	16%
Arlington Industries Inc.	17	1.0-4C	86%	59%	7%	15%	6%	2%	3%	29%	12%	21%
Arlington Industries Inc.	65	1.0-4C	91%	58%	9%	15%	4%	0%	8%	31%	16%	15%
Category averages:			87%	66%	11%	20%	9%	4%	8%	35%	14%	21%
Hand tools												
HotBend	51	.125-4C	53%	58%	15%	19%	6%	9%	4%	26%	8%	9%
Lighting controls												
TNT Industries	63	1.0-4C	70%	59%	19%	20%	13%	4%	4%	29%	7%	9%
Lighting products/fixtures												
AMP Secure	27	1.0-4C	78%	64%	6%	19%	14%	4%	5%	37%	10%	8%
TNT Industries	19	1.0-4C	72%	63%	15%	19%	17%	6%	4%	26%	8%	8%
TNT Industries	77	1.0-4C	68%	63%	15%	24%	12%	10%	6%	29%	10%	18%
TNT Industries	69	1.0-4C	63%	56%	5%	16%	13%	3%	3%	30%	11%	3%
Category averages:			70%	62%	10%	20%	14%	6%	5%	31%	10%	9%

(continued)

Base = 112

Ad Scores: Buying Action by Product Category *continued*

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

	Page	Size & Color	Recall Seeing	**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
Raceway/cable tray/conduit												
SP Products	9	1.0-4C	84%	63%	13%	21%	14%	5%	5%	31%	12%	10%
Champion Fiberglass Inc.	Cvr 2	1.0-4C	74%	50%	18%	19%	12%	9%	5%	24%	12%	8%
Category averages:			79%	57%	16%	20%	13%	7%	5%	28%	12%	9%
Safety equipment/apparel												
Eaton	39	.33-4C	64%	59%	9%	27%	17%	3%	0%	31%	8%	3%
Wire & cable												
Cerrowire	47	1.0-4C	65%	63%	18%	32%	14%	8%	9%	31%	8%	8%
Southwire Co.	Cvr 4	1.0-4C	70%	46%	7%	20%	10%	1%	3%	16%	6%	3%
Category averages:			68%	55%	13%	26%	12%	5%	6%	24%	7%	6%
Wire & cable management												
Champion Fiberglass Inc.	Cvr 2	1.0-4C	74%	50%	18%	19%	12%	9%	5%	24%	12%	8%
Underground Devices	61	.50-4C	84%	49%	6%	15%	12%	4%	1%	25%	7%	4%
Southwire Co.	Cvr 4	1.0-4C	70%	46%	7%	20%	10%	1%	3%	16%	6%	3%
Automation Direct	1	1.0-4C	61%	39%	5%	16%	13%	0%	2%	13%	5%	5%
Category averages:			72%	46%	9%	18%	12%	4%	3%	20%	8%	5%
Wiring devices												
Arlington Industries Inc.	49	1.0-4C	89%	74%	9%	21%	9%	0%	6%	39%	15%	28%
Arlington Industries Inc.	Cvr 3	1.0-4C	75%	72%	15%	25%	16%	9%	12%	40%	16%	19%
Arlington Industries Inc.	53	1.0-4C	90%	71%	14%	27%	9%	8%	11%	38%	18%	22%
Arlington Industries Inc.	73	1.0-4C	92%	70%	12%	25%	10%	5%	9%	36%	17%	27%
Arlington Industries Inc.	67	1.0-4C	89%	70%	16%	26%	9%	7%	9%	31%	15%	26%
Arlington Industries Inc.	81	1.0-4C	88%	70%	10%	26%	9%	5%	13%	41%	18%	26%
Arlington Industries Inc.	55	1.0-4C	88%	69%	8%	19%	7%	0%	7%	38%	11%	23%
Arlington Industries Inc.	25	1.0-4C	84%	69%	17%	30%	17%	6%	10%	37%	18%	20%
Arlington Industries Inc.	43	1.0-4C	83%	69%	16%	25%	13%	10%	10%	39%	14%	16%

(continued)

Base = 112

Ad Scores: Buying Action by Product Category *continued*

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

	Page	Size & Color	Recall Seeing	**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
Wiring devices *continued*												
Arlington Industries Inc.	23	1.0-4C	85%	68%	7%	9%	8%	0%	6%	36%	12%	26%
Arlington Industries Inc.	15	1.0-4C	82%	67%	17%	24%	12%	10%	6%	35%	17%	20%
Arlington Industries Inc.	3	1.0-4C	89%	66%	16%	28%	9%	9%	6%	38%	15%	17%
Arlington Industries Inc.	75	1.0-4C	91%	65%	9%	14%	7%	0%	7%	31%	15%	21%
Arlington Industries Inc.	83	1.0-4C	89%	64%	11%	13%	8%	1%	9%	30%	10%	18%
Arlington Industries Inc.	31	1.0-4C	88%	64%	13%	24%	8%	8%	10%	34%	13%	23%
Arlington Industries Inc.	33	1.0-4C	90%	63%	9%	13%	7%	0%	7%	31%	14%	20%
Arlington Industries Inc.	59	1.0-4C	89%	62%	11%	19%	11%	6%	10%	34%	13%	17%
Arlington Industries Inc.	5	1.0-4C	89%	62%	9%	18%	8%	1%	4%	33%	12%	18%
Arlington Industries Inc.	79	1.0-4C	88%	60%	7%	15%	9%	0%	8%	31%	10%	18%
Arlington Industries Inc.	45	1.0-4C	83%	60%	6%	18%	4%	0%	5%	34%	16%	16%
Arlington Industries Inc.	17	1.0-4C	86%	59%	7%	15%	6%	2%	3%	29%	12%	21%
Arlington Industries Inc.	65	1.0-4C	91%	58%	9%	15%	4%	0%	8%	31%	16%	15%
Category averages:			87%	66%	11%	20%	9%	4%	8%	35%	14%	21%

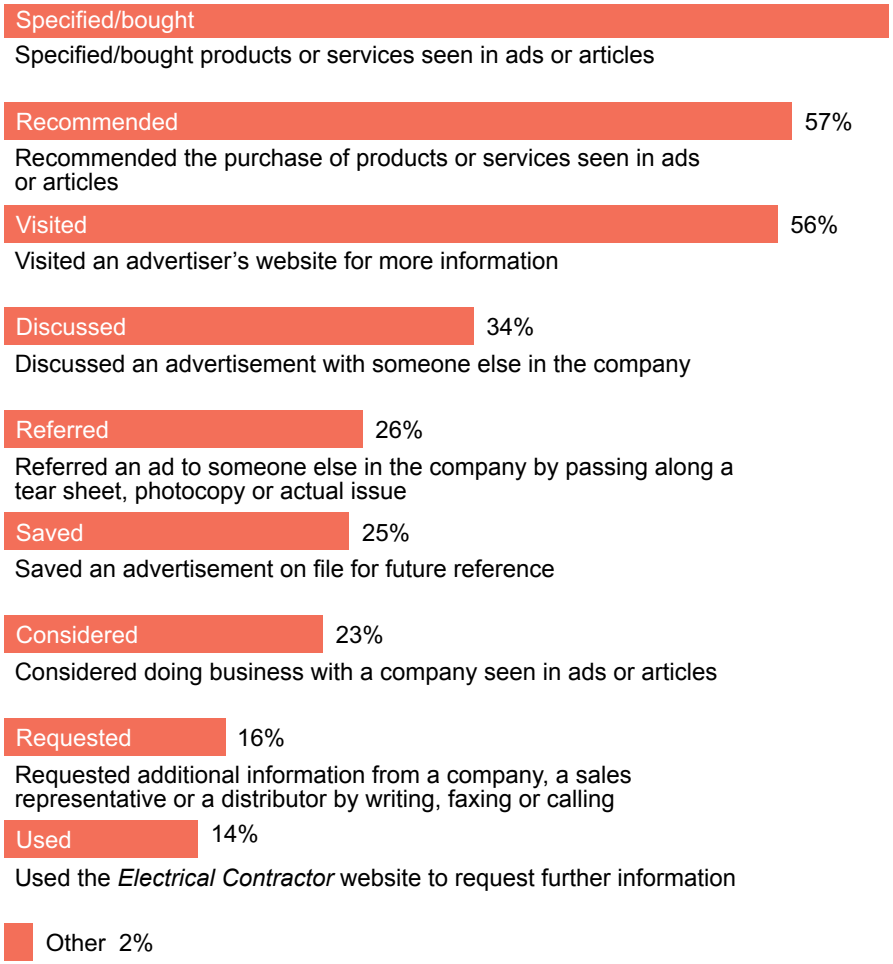
Base = 112

Reader Information

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

Purchasing actions taken

Ninety-five percent (**95%**) 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 = 5%
No response = 0%

Base = 224

Primary job title or function

Executive management: owner, partner, president, VP, general manager, etc.	54%
Electrician (field), journeyman, technician, installer, service person	16%
Management: project manager, superintendent, supervisor, foreman	16%
Staff engineer, designer, electrical engineer	4%
Estimator	3%
Inspector	3%
Purchasing agent, buyer	1%
Apprentice	0%
Other	3%
No response	0%

Base = 224

Primary business

Electrical contracting/low-voltage contracting	83%
Engineering/architecture/consulting	4%
Systems integration/consulting	2%
Wholesaler/distributor	1%
Other	10%
No response	0%

Base = 224

2025 Ad Study Schedule

Reserve your space now!

February	July	September	December
closing Jan. 10	*closing June 10*	*closing Aug. 10*	*closing Nov. 10*

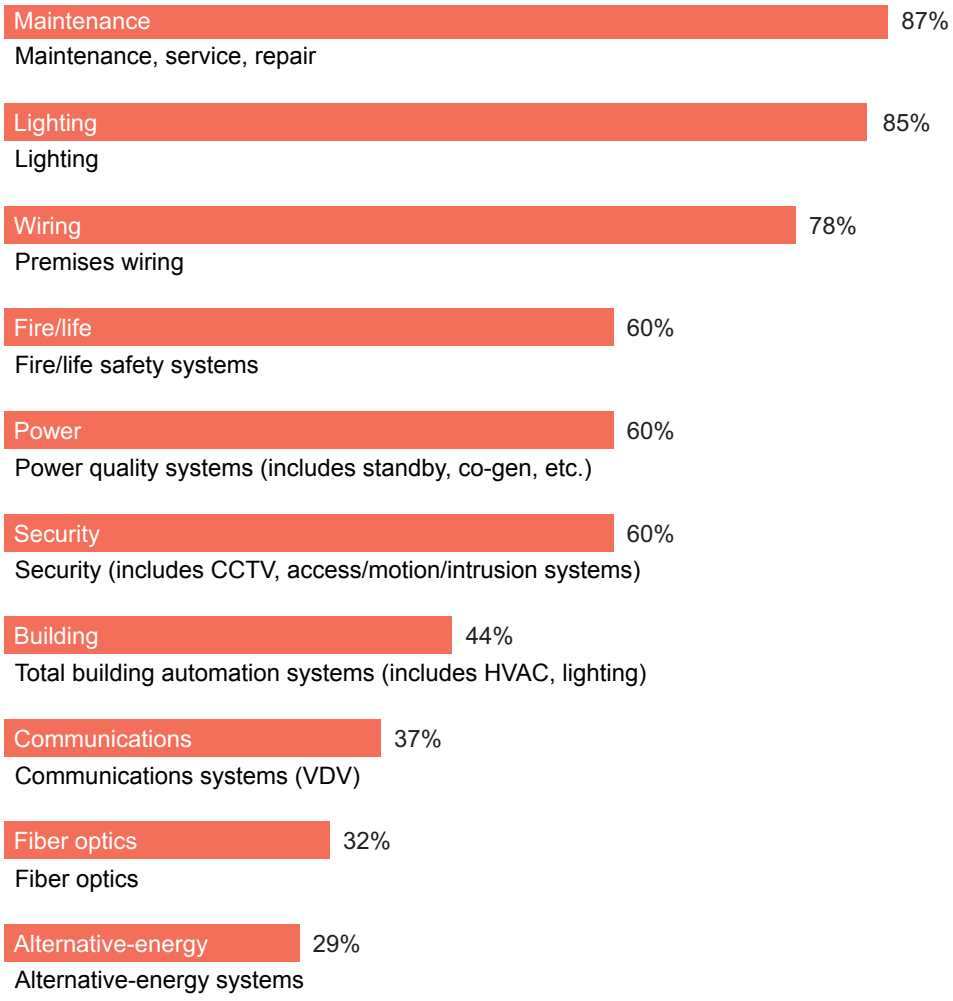
Contact your *Electrical Contractor* sales representative now to reserve your space in the next ad study issue.

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

Reader Information *continued*

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

Building systems installed



None of the above = 3%

No response = 0%

Base = 224

Building types

Commercial 86%
Includes hotel, motel, resort, restaurant, food service, entertainment, sports, gaming, financial (banking/insurance), retail stores (all types), and office buildings

Residential 70%
Includes single family and multi-family

Industrial 58%
Includes manufacturing plants, power generation, and utility

Institutional 53%
Includes hospital, nursing home, education (K12, college, university), government, administration, police correctional, military, and transportation (airport/rail/other)

Emerging/alternative energy sources 24%
Includes solar, wind, geothermal, etc..

Non-building 23%
Includes road, airport, traffic lighting, line work, waste/water treatment, etc.

None of the above 0%

No response 0%

Base = 224

Definitions of Scores

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

Total Ad Recall

- Recall Seeing – Respondents who recalled seeing an item. Shows the ability of an item to attract reader attention.
- Read Some – Respondents who, seeing an item, were 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

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 or service and are now newly aware of it.

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

Total Buying Actions

One or More Buying Actions represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad impacted their 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.

About adViewPRO: Methodology

BAXTER adViewPRO™

Print Ad Analytics

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
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.

To learn more about the psychology behind adViewPRO, visit brc.com/adViewPRO/info.

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