

95%

After seeing an ad in *Electrical Contractor*, 95% of respondents reported being influenced by ads in one or more ways.

81% of respondents indicated that seeing an ad impacted their, or someone in their organization's buying actions.

81%

61%

61% of respondents took one or more *preliminary* buying actions.

69% of respondents took one or more *active* buying actions.

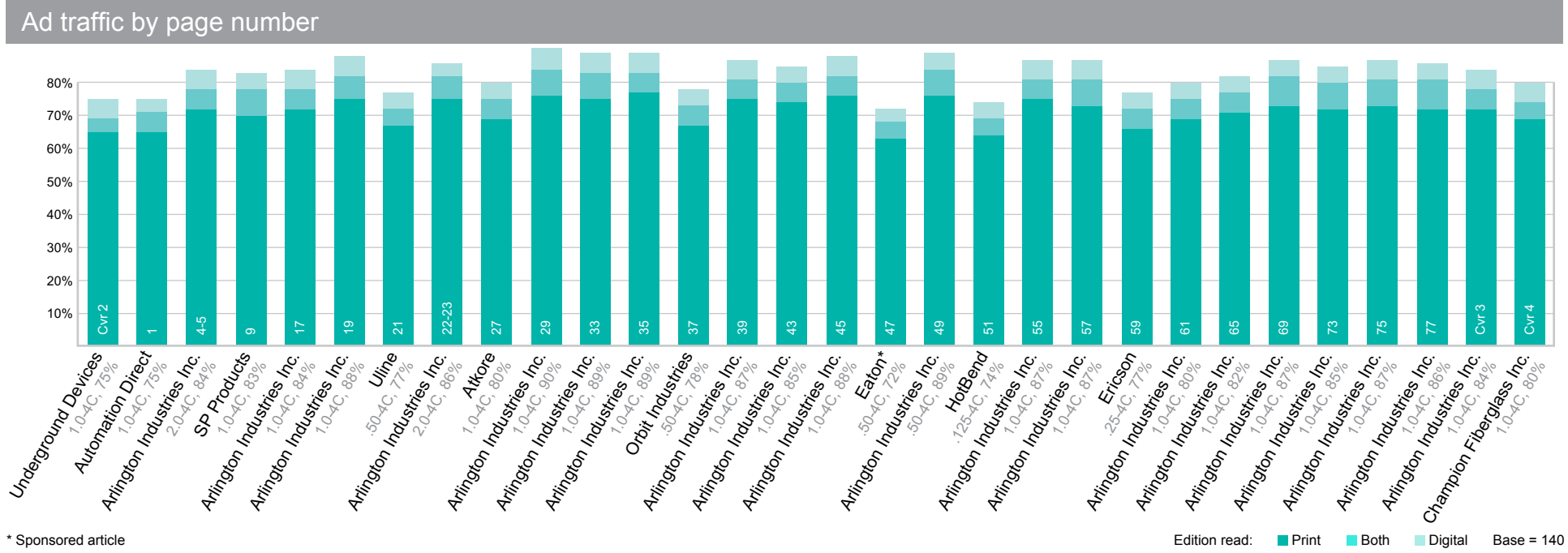
69%



Independent Print Ad Performance Metrics:

Ad Recall • Ad Influence • Buying Actions

Executive Summary



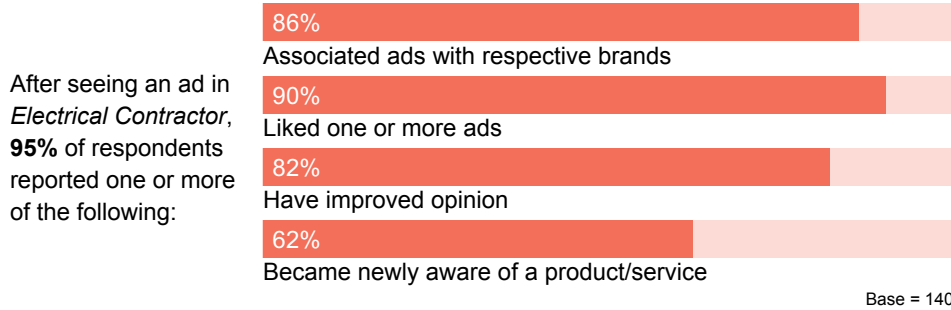
Top-performing ads

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. — 29	90%	Arlington Industries Inc. — 29	90%	100%	Arlington Industries Inc. — Cvr 384%		80%
Arlington Industries Inc. — 33	89%	Arlington Industries Inc. — 33	89%	100%	Arlington Industries Inc. — 29	90%	79%
Arlington Industries Inc. — 49	89%	Arlington Industries Inc. — 19	88%	100%	Arlington Industries Inc. — 22-23	86%	79%
Arlington Industries Inc. — 35	89%	Arlington Industries Inc. — 57	87%	100%	Arlington Industries Inc. — 73	85%	79%
Arlington Industries Inc. — 19	88%	Arlington Industries Inc. — 77	86%	100%	Arlington Industries Inc. — 33	89%	77%
Arlington Industries Inc. — 45	88%	Arlington Industries Inc. — 17	84%	100%	Arlington Industries Inc. — 43	85%	77%
Arlington Industries Inc. — 57	87%	Arlington Industries Inc. — 4-5	84%	100%	Arlington Industries Inc. — 19	88%	76%
Arlington Industries Inc. — 69	87%	Orbit Industries — 37	78%	100%	Arlington Industries Inc. — 4-5	84%	76%
Arlington Industries Inc. — 55	87%	Arlington Industries Inc. — 69	87%	99%	Arlington Industries Inc. — 49	89%	74%
Arlington Industries Inc. — 39	87%	Arlington Industries Inc. — 39	87%	98%	Arlington Industries Inc. — 39	87%	73%

Executive Summary *continued*



Total ad influence for all studied ads



After seeing an ad in *Electrical Contractor*, **95%** of respondents reported one or more of the following:

Ad scores by size

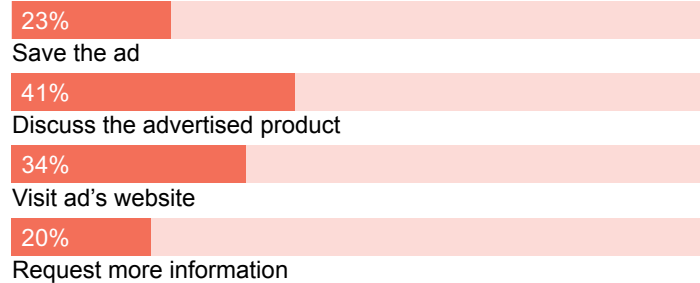


Total Buying Actions **81%**

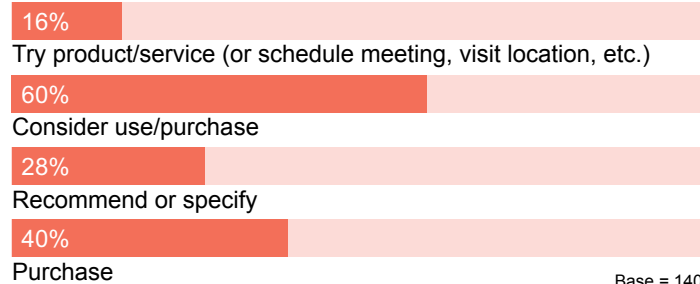
Eighty-one percent (81%) of respondents indicated that after seeing an ad in *Electrical Contractor* they, or someone in their organization, have taken, or are likely to take, one or more of the following buying actions:

	Number of Ads	Recall Seeing	Read Some	Read Most
Two pages	2	85%	73%	48%
One page	22	84%	67%	42%
One-half page	4	79%	60%	38%
One-fourth page	1	77%	56%	28%
One-eighth page	1	74%	41%	30%
Issue Averages:		83%	65%	41%

Preliminary Buying Actions **61%**



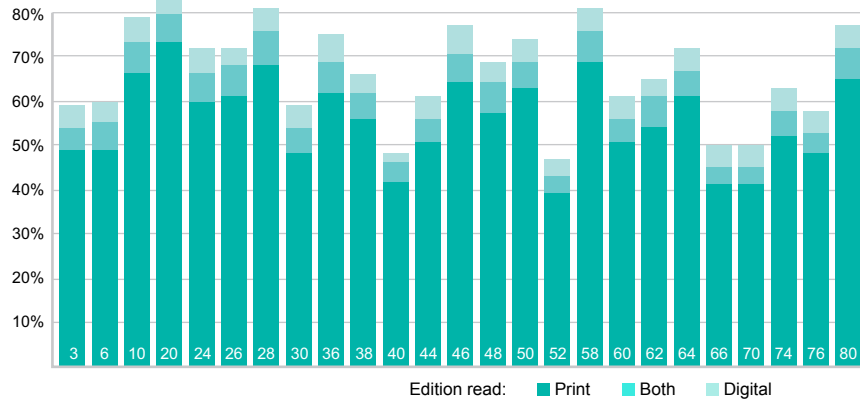
Active Buying Actions **69%**



Editorial: Recall Scores by Page Number



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 3

	Page Number	Recall Seeing	Read Some	Read Most
Editor's Eye	3	59%	71%	33%
CEO Corner	6	60%	77%	39%
NECA News and NECA History	10	79%	76%	53%
Code FAQs	20	86%	81%	73%
Changing Gears: 2026 OSHA Outlook	24	72%	74%	42%
Current Outlook	26	72%	78%	46%
Safety	28	81%	75%	46%
'Yes, And' Wired and Wireless Controls	30	59%	80%	43%
Code How-To	36	75%	76%	63%
Residential	38	66%	76%	58%
Cabled for Your Convenience: The Modern Desktop	40	48%	67%	34%
Power Quality	44	61%	66%	40%
Code Applications	46	77%	77%	59%
Estimating	48	69%	70%	42%
Cool Tools: Tool Carriers	50	74%	76%	52%
New Lives for Cable: BESS	52	47%	62%	48%
New Products	58	81%	83%	61%
Alternative Energy	60	61%	67%	27%
Featured Products: Cable/Cable Management	62	65%	66%	44%
NFPA 70E	64	72%	71%	53%
Growing the Microgrid Mind	66	50%	62%	35%
On the Market	70	50%	56%	32%
Fire/Life Safety	74	63%	68%	44%
Life Safety Systems Quiz	76	58%	59%	44%
Code Comments	80	77%	73%	55%

Base = 140

Please see [Definitions of Scores \(9.0\)](#) for complete information.

Reading Habits



Readers comment on the magazine

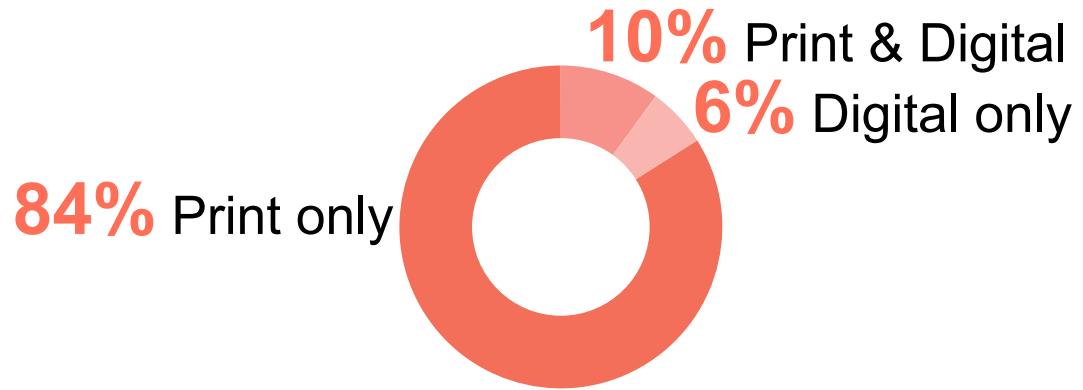


[Electrical Contractor] keeps me aware of changes that are happening now. Very interesting to read a lot of great information. Always keeping aware of the new products. Definitely a great magazine.

[Electrical Contractor provides] great information. It is a great resource for new products, as well as code questions.

Each issue [of Electrical Contractor] provides important information that helps in the operation of my organization.

Print & Digital Edition Magazine Readership



A combined 94% of Electrical Contractor respondents read the print edition: 84% read print only. A combined 16% of respondents read the digital edition: 6% read the digital version only. And 10% read both print and digital formats.

Print only	84%
Print and digital	10%
Digital only	6%
No response	0%

Base = 140

Format preference

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

Print format	67%
Both print & digital formats	25%
Digital format	8%
No response	0%

Base = 140

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

Respondents rate *Electrical Contractor*

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

Personal favorite	24%
Very important	26%
Important	31%
Somewhat important	18%
Not important	1%
No response	0%

Base = 140

Digital devices used by respondents

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

Smartphone	87%
Laptop computer	71%
Desktop computer	69%
Tablet	44%
E-reader	4%
None of the above	1%
No response	0%

Base = 140

Reading Habits *continued*

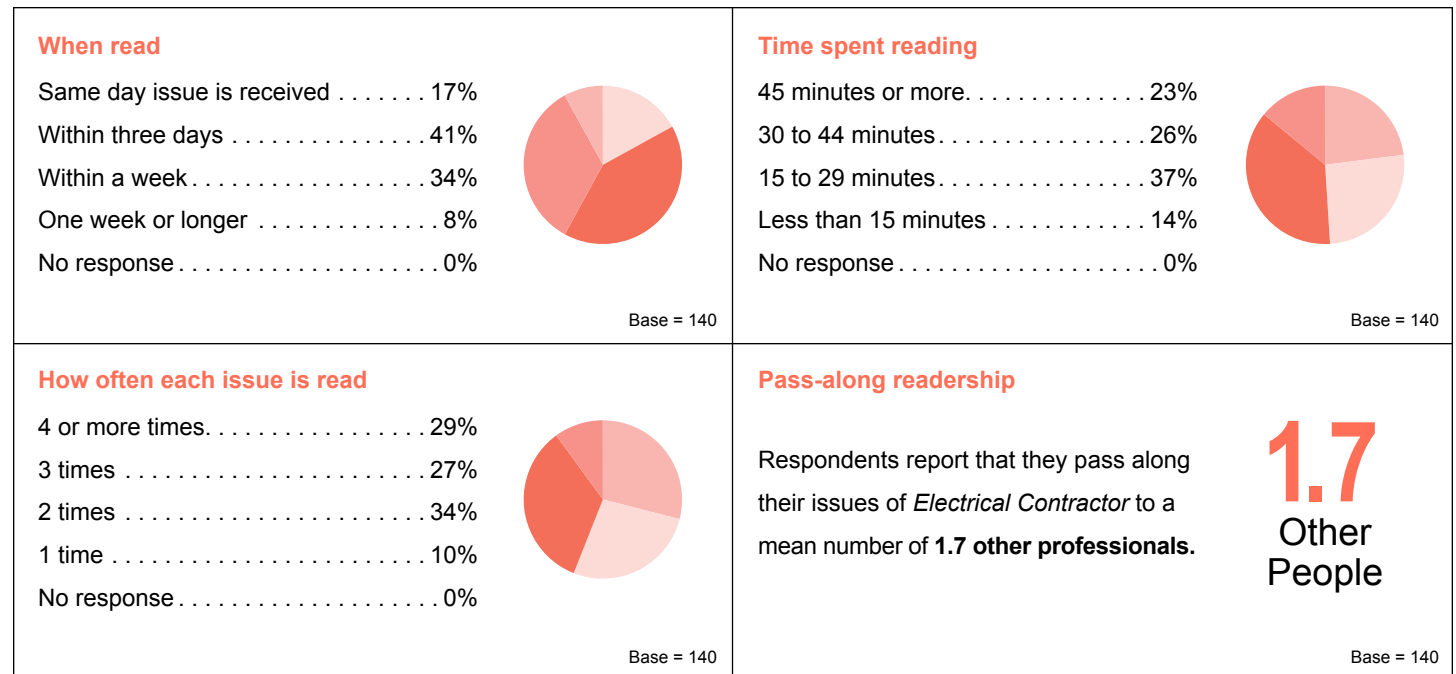


[Electrical Contractor] *keeps me informed with new strategies, code issues and new components.*

As a business owner of an electrical company, I find the articles and advertisements [in Electrical Contractor] to be very insightful. I frequently recommend many of the products I observe to my staff. Additionally, I appreciate the opportunity to learn and stay informed about current electrical codes and regulations.

[Electrical Contractor] *always has lots of useful information, and about new products available.*

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



Reading Habits *continued*



I like to know what's happening in the industry I love very much!!! Your publication helps me do that.

[Electrical Contractor is] good for keeping up with a fast-changing industry.

I read [Electrical Contractor] to help stay informed on the industry and new products.

Industry magazine readership

Eighty percent (80%) of respondents are regular readers of *Butane-Propane News* 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	80%	65%	15%	13%	7%	0%	0%	0%
<i>EC&M</i>	41%	31%	10%	10%	6%	4%	23%	16%
<i>Electrical News</i>	17%	13%	4%	7%	4%	3%	40%	29%
<i>Electrical Products & Solutions</i>	17%	13%	4%	7%	3%	4%	41%	28%
<i>LD&A</i>	8%	7%	1%	4%	4%	3%	47%	34%
<i>ICT Today</i>	7%	6%	1%	3%	1%	2%	54%	33%

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

Base = 122

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.	29	1.0-4C	90%	69%	47%
Arlington Industries Inc.	49	.50-4C	89%	73%	48%
Arlington Industries Inc.	35	1.0-4C	89%	69%	46%
Arlington Industries Inc.	19	1.0-4C	88%	73%	47%
Arlington Industries Inc.	45	1.0-4C	88%	70%	40%
Arlington Industries Inc.	57	1.0-4C	87%	76%	47%
Arlington Industries Inc.	39	1.0-4C	87%	70%	43%
Arlington Industries Inc.	75	1.0-4C	87%	68%	49%
Arlington Industries Inc.	22-23	2.0-4C	86%	76%	52%
Arlington Industries Inc.	43	1.0-4C	85%	78%	42%
Arlington Industries Inc.	Cvr 3	1.0-4C	84%	71%	43%
Orbit Industries	37	.50-4C	78%	62%	44%
Category averages:			87%	71%	46%
Brackets					
Arlington Industries Inc.	55	1.0-4C	87%	72%	41%
Arlington Industries Inc.	77	1.0-4C	86%	66%	42%
Arlington Industries Inc.	61	1.0-4C	80%	68%	37%
Category averages:			84%	69%	40%
Circuit protection					
Eaton*	47	.50-4C	72%	46%	33%
Conduit/tubing					
Champion Fiberglass Inc.	Cvr 4	1.0-4C	80%	53%	26%
Atkore	27	1.0-4C	80%	48%	37%
Category averages:			80%	51%	32%

[Please see Definitions of Scores \(9.0\) for complete information.](#)

* Sponsored article
(continued)

Base = 140

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

	Page	Size & Color	Total Recall Seeing	Read Some	Read Most
Connectors					
Arlington Industries Inc.	29	1.0-4C	90%	69%	47%
Arlington Industries Inc.	33	1.0-4C	89%	73%	48%
Category averages:			90%	71%	48%
Contractor equipment					
Uline	21	.50-4C	77%	60%	28%
HotBend	51	.125-4C	74%	41%	30%
Category averages:			76%	51%	29%
Cords/cordsets					
Ericson	59	.25-4C	77%	56%	28%
Couplings					
SP Products	9	1.0-4C	83%	63%	40%
Directional boring					
SP Products	9	1.0-4C	83%	63%	40%
Distribution equipment					
Ericson	59	.25-4C	77%	56%	28%
Electrical distributor (incl. low volt.)					
Uline	21	.50-4C	77%	60%	28%
Automation Direct	1	1.0-4C	75%	52%	33%
Category averages:			76%	56%	31%
<i>(continued)</i>					

Base = 140

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

	Page	Size & Color	Total Recall Seeing	Read Some	Read Most
Fasteners, hangers, clamps, supports					
Orbit Industries	37	.50-4C	78%	62%	44%
Fittings					
Arlington Industries Inc.	73	1.0-4C	85%	69%	51%
Arlington Industries Inc.	17	1.0-4C	84%	75%	41%
Category averages:			85%	72%	46%
Grounding/bonding					
Arlington Industries Inc.	69	1.0-4C	87%	72%	49%
Arlington Industries Inc.	Cvr 3	1.0-4C	84%	71%	43%
Category averages:			86%	72%	46%
Hand tools					
HotBend	51	.125-4C	74%	41%	30%
Lighting products/fixtures					
Arlington Industries Inc.	75	1.0-4C	87%	68%	49%
Ericson	59	.25-4C	77%	56%	28%
Category averages:			82%	62%	39%
Raceway/cable tray/conduit					
Arlington Industries Inc.	29	1.0-4C	90%	69%	47%
Arlington Industries Inc.	49	.50-4C	89%	73%	48%
Arlington Industries Inc.	77	1.0-4C	86%	66%	42%
Arlington Industries Inc.	4-5	2.0-4C	84%	69%	43%
Arlington Industries Inc.	61	1.0-4C	80%	68%	37%
Category averages:			86%	69%	43%

(continued)

Base = 140

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

	Page	Size & Color	Total Recall Seeing	Read Some	Read Most
Wire & cable					
Automation Direct	1	1.0-4C	75%	52%	33%
Wire & cable connectors/ terminators					
Arlington Industries Inc.	33	1.0-4C	89%	73%	48%
Wire & cable management					
Arlington Industries Inc.	65	1.0-4C	82%	65%	43%
Atkore	27	1.0-4C	80%	48%	37%
Underground Devices	Cvr 2	1.0-4C	75%	59%	36%
Automation Direct	1	1.0-4C	75%	52%	33%
Category averages:			78%	56%	37%
Wiring devices					
Eaton*	47	.50-4C	72%	46%	33%

* Sponsored article

Base = 140

Ad Scores: Total Ad Influence by Product Category

	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.	29	1.0-4C	90%	100%	83%	82%	66%	21%
Arlington Industries Inc.	19	1.0-4C	88%	100%	88%	85%	69%	15%
Arlington Industries Inc.	57	1.0-4C	87%	100%	90%	93%	72%	24%
Orbit Industries	37	.50-4C	78%	100%	62%	88%	75%	38%
Arlington Industries Inc.	39	1.0-4C	87%	98%	88%	88%	67%	22%
Arlington Industries Inc.	49	.50-4C	89%	97%	84%	85%	70%	27%
Arlington Industries Inc.	35	1.0-4C	89%	97%	82%	83%	61%	25%
Arlington Industries Inc.	75	1.0-4C	87%	97%	84%	82%	66%	19%
Arlington Industries Inc.	43	1.0-4C	85%	97%	91%	84%	66%	22%
Arlington Industries Inc.	Cvr 3	1.0-4C	84%	97%	80%	81%	70%	22%
Arlington Industries Inc.	22-23	2.0-4C	86%	96%	88%	89%	60%	19%
Arlington Industries Inc.	45	1.0-4C	88%	95%	86%	86%	65%	17%
Category averages:			87%	98%	84%	86%	67%	23%
Brackets								
Arlington Industries Inc.	77	1.0-4C	86%	100%	79%	82%	63%	31%
Arlington Industries Inc.	55	1.0-4C	87%	97%	83%	86%	69%	23%
Arlington Industries Inc.	61	1.0-4C	80%	97%	73%	83%	68%	32%
Category averages:			84%	98%	78%	84%	67%	29%
Circuit protection								
Eaton*	47	.50-4C	72%	98%	72%	65%	48%	41%
Conduit/tubing								
Atkore	27	1.0-4C	80%	98%	49%	76%	62%	49%
Champion Fiberglass Inc.	Cvr 4	1.0-4C	80%	95%	57%	78%	63%	47%
Category averages:			80%	97%	53%	77%	63%	48%

[Please see Definitions of Scores \(9.0\) for complete information.](#)

* Sponsored article
(continued)

Base = 140

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

	Page	Size & Color	Recall Seeing	Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Connectors								
Arlington Industries Inc.	29	1.0-4C	90%	100%	83%	82%	66%	21%
Arlington Industries Inc.	33	1.0-4C	89%	100%	85%	90%	67%	25%
Category averages:			90%	100%	84%	86%	67%	23%
Contractor equipment								
Uline	21	.50-4C	77%	98%	82%	79%	66%	20%
HotBend	51	.125-4C	74%	95%	38%	60%	47%	57%
Category averages:			76%	97%	60%	70%	57%	39%
Cords/cordsets								
Ericson	59	.25-4C	77%	96%	46%	71%	48%	54%
Couplings								
SP Products	9	1.0-4C	83%	97%	59%	80%	64%	48%
Directional boring								
SP Products	9	1.0-4C	83%	97%	59%	80%	64%	48%
Distribution equipment								
Ericson	59	.25-4C	77%	96%	46%	71%	48%	54%
Electrical distributor (incl. low volt.)								
Uline	21	.50-4C	77%	98%	82%	79%	66%	20%
Automation Direct	1	1.0-4C	75%	98%	49%	66%	47%	54%
Category averages:			76%	98%	66%	73%	57%	37%

(continued)

Base = 140

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



	Page	Size & Color	Recall Seeing	Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Fasteners, hangers, clamps, supports								
Orbit Industries	37	.50-4C	78%	100%	62%	88%	75%	38%
Fittings								
Arlington Industries Inc.	17	1.0-4C	84%	100%	87%	89%	66%	23%
Arlington Industries Inc.	73	1.0-4C	85%	98%	86%	89%	66%	23%
Category averages:			85%	99%	87%	89%	66%	23%
Grounding/bonding								
Arlington Industries Inc.	69	1.0-4C	87%	99%	79%	87%	72%	37%
Arlington Industries Inc.	Cvr 3	1.0-4C	84%	97%	80%	81%	70%	22%
Category averages:			86%	98%	80%	84%	71%	30%
Hand tools								
HotBend	51	.125-4C	74%	95%	38%	60%	47%	57%
Lighting products/fixtures								
Arlington Industries Inc.	75	1.0-4C	87%	97%	84%	82%	66%	19%
Ericson	59	.25-4C	77%	96%	46%	71%	48%	54%
Category averages:			82%	97%	65%	77%	57%	37%
Raceway/cable tray/conduit								
Arlington Industries Inc.	29	1.0-4C	90%	100%	83%	82%	66%	21%
Arlington Industries Inc.	77	1.0-4C	86%	100%	79%	82%	63%	31%
Arlington Industries Inc.	4-5	2.0-4C	84%	100%	73%	86%	70%	38%
Arlington Industries Inc.	49	.50-4C	89%	97%	84%	85%	70%	27%
Arlington Industries Inc.	61	1.0-4C	80%	97%	73%	83%	68%	32%
Category averages:			86%	99%	78%	84%	67%	30%

(continued)

Base = 140

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

	Page	Size & Color	Recall Seeing	Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Wire & cable								
Automation Direct	1	1.0-4C	75%	98%	49%	66%	47%	54%
Wire & cable connectors/ terminators								
Arlington Industries Inc.	33	1.0-4C	89%	100%	85%	90%	67%	25%
Wire & cable management								
Atkore	27	1.0-4C	80%	98%	49%	76%	62%	49%
Underground Devices	Cvr 2	1.0-4C	75%	98%	48%	68%	54%	54%
Automation Direct	1	1.0-4C	75%	98%	49%	66%	47%	54%
Arlington Industries Inc.	65	1.0-4C	82%	95%	73%	78%	58%	42%
Category averages:			78%	97%	55%	72%	55%	50%
Wiring devices								
Eaton*	47	.50-4C	72%	98%	72%	65%	48%	41%

* Sponsored article

Base = 140

Ad Scores: Buying Action by Product Category



	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.	Cvr 3	1.0-4C	84%	80%	10%	20%	12%	7%	10%	48%	14%	14%
Arlington Industries Inc.	29	1.0-4C	90%	79%	15%	17%	20%	6%	13%	44%	10%	18%
Arlington Industries Inc.	22-23	2.0-4C	86%	79%	12%	25%	18%	7%	9%	53%	18%	18%
Arlington Industries Inc.	43	1.0-4C	85%	77%	11%	13%	17%	3%	6%	47%	11%	22%
Arlington Industries Inc.	19	1.0-4C	88%	76%	12%	19%	15%	3%	7%	39%	8%	25%
Arlington Industries Inc.	49	.50-4C	89%	74%	10%	22%	18%	5%	5%	42%	11%	16%
Arlington Industries Inc.	39	1.0-4C	87%	73%	9%	22%	11%	6%	5%	42%	9%	16%
Arlington Industries Inc.	57	1.0-4C	87%	72%	10%	24%	15%	6%	9%	41%	7%	18%
Arlington Industries Inc.	45	1.0-4C	88%	71%	14%	23%	11%	3%	5%	31%	15%	18%
Arlington Industries Inc.	75	1.0-4C	87%	70%	15%	15%	15%	4%	6%	42%	15%	24%
Arlington Industries Inc.	35	1.0-4C	89%	67%	13%	15%	10%	7%	7%	39%	10%	17%
Orbit Industries	37	.50-4C	78%	63%	8%	10%	13%	6%	8%	37%	10%	19%
Category averages:			87%	73%	12%	19%	15%	5%	8%	42%	12%	19%
Brackets												
Arlington Industries Inc.	61	1.0-4C	80%	73%	12%	22%	15%	8%	8%	41%	8%	15%
Arlington Industries Inc.	55	1.0-4C	87%	72%	13%	17%	15%	6%	8%	41%	13%	20%
Arlington Industries Inc.	77	1.0-4C	86%	69%	8%	15%	13%	2%	6%	35%	11%	11%
Category averages:			84%	71%	11%	18%	14%	5%	7%	39%	11%	15%
Circuit protection												
Eaton*	47	.50-4C	72%	46%	6%	19%	11%	7%	4%	20%	6%	6%

* Sponsored article

(continued)

Please see [Definitions of Scores \(9.0\)](#) for complete information.

Base = 140

Ad Scores: Buying Action by Product Category *continued*



	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 4	1.0-4C	80%	63%	7%	20%	8%	5%	8%	35%	8%	3%
Atkore	27	1.0-4C	80%	56%	8%	14%	13%	8%	10%	38%	13%	11%
Category averages:			80%	60%	8%	17%	11%	7%	9%	37%	11%	7%
Connectors												
Arlington Industries Inc.	29	1.0-4C	90%	79%	15%	17%	20%	6%	13%	44%	10%	18%
Arlington Industries Inc.	33	1.0-4C	89%	77%	11%	15%	14%	4%	12%	56%	10%	22%
Category averages:			90%	78%	13%	16%	17%	5%	13%	50%	10%	20%
Contractor equipment												
Uline	21	.50-4C	77%	71%	9%	13%	20%	5%	11%	39%	18%	18%
HotBend	51	.125-4C	74%	47%	12%	12%	10%	10%	5%	23%	5%	5%
Category averages:			76%	59%	11%	13%	15%	8%	8%	31%	12%	12%
Cords/cordsets												
Ericson	59	.25-4C	77%	54%	5%	14%	16%	7%	7%	32%	7%	9%
Couplings												
SP Products	9	1.0-4C	83%	66%	11%	18%	11%	3%	7%	39%	10%	7%
Directional boring												
SP Products	9	1.0-4C	83%	66%	11%	18%	11%	3%	7%	39%	10%	7%
Distribution equipment												
Ericson	59	.25-4C	77%	54%	5%	14%	16%	7%	7%	32%	7%	9%
Electrical distributor (incl. low volt.)												
Uline	21	.50-4C	77%	71%	9%	13%	20%	5%	11%	39%	18%	18%

(continued)

Base = 140

Ad Scores: Buying Action by Product Category *continued*

	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
Electrical distributor (incl. low volt.) <i>continued</i>												
Automation Direct	1	1.0-4C	75%	42%	12%	14%	14%	5%	3%	14%	5%	7%
Category averages:			76%	57%	11%	14%	17%	5%	7%	27%	12%	13%
Fasteners, hangers, clamps, supports												
Orbit Industries	37	.50-4C	78%	63%	8%	10%	13%	6%	8%	37%	10%	19%
Fittings												
Arlington Industries Inc.	73	1.0-4C	85%	79%	16%	21%	20%	5%	9%	38%	9%	20%
Arlington Industries Inc.	17	1.0-4C	84%	72%	11%	15%	15%	2%	11%	51%	9%	13%
Category averages:			85%	76%	14%	18%	18%	4%	10%	45%	9%	17%
Grounding/bonding												
Arlington Industries Inc.	Cvr 3	1.0-4C	84%	80%	10%	20%	12%	7%	10%	48%	14%	14%
Arlington Industries Inc.	69	1.0-4C	87%	72%	14%	17%	18%	7%	7%	42%	14%	20%
Category averages:			86%	76%	12%	19%	15%	7%	9%	45%	14%	17%
Hand tools												
HotBend	51	.125-4C	74%	47%	12%	12%	10%	10%	5%	23%	5%	5%
Lighting products/fixtures												
Arlington Industries Inc.	75	1.0-4C	87%	70%	15%	15%	15%	4%	6%	42%	15%	24%
Ericson	59	.25-4C	77%	54%	5%	14%	16%	7%	7%	32%	7%	9%
Category averages:			82%	62%	10%	15%	16%	6%	7%	37%	11%	17%
Raceway/cable tray/conduit												
Arlington Industries Inc.	29	1.0-4C	90%	79%	15%	17%	20%	6%	13%	44%	10%	18%
Arlington Industries Inc.	4-5	2.0-4C	84%	76%	10%	21%	14%	3%	6%	48%	8%	13%

(continued)

Base = 140

Ad Scores: Buying Action by Product Category *continued*



	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 <i>continued</i>												
Arlington Industries Inc.	49	.50-4C	89%	74%	10%	22%	18%	5%	5%	42%	11%	16%
Arlington Industries Inc.	61	1.0-4C	80%	73%	12%	22%	15%	8%	8%	41%	8%	15%
Arlington Industries Inc.	77	1.0-4C	86%	69%	8%	15%	13%	2%	6%	35%	11%	11%
Category averages:			86%	74%	11%	19%	16%	5%	8%	42%	10%	15%
Wire & cable												
Automation Direct	1	1.0-4C	75%	42%	12%	14%	14%	5%	3%	14%	5%	7%
Wire & cable connectors/ terminators												
Arlington Industries Inc.	33	1.0-4C	89%	77%	11%	15%	14%	4%	12%	56%	10%	22%
Wire & cable management												
Arlington Industries Inc.	65	1.0-4C	82%	70%	13%	14%	14%	5%	9%	44%	11%	14%
Atkore	27	1.0-4C	80%	56%	8%	14%	13%	8%	10%	38%	13%	11%
Underground Devices	Cvr 2	1.0-4C	75%	56%	6%	10%	16%	14%	4%	24%	10%	10%
Automation Direct	1	1.0-4C	75%	42%	12%	14%	14%	5%	3%	14%	5%	7%
Category averages:			78%	56%	10%	13%	14%	8%	7%	30%	10%	11%
Wiring devices												
Eaton*	47	.50-4C	72%	46%	6%	19%	11%	7%	4%	20%	6%	6%

* Sponsored article

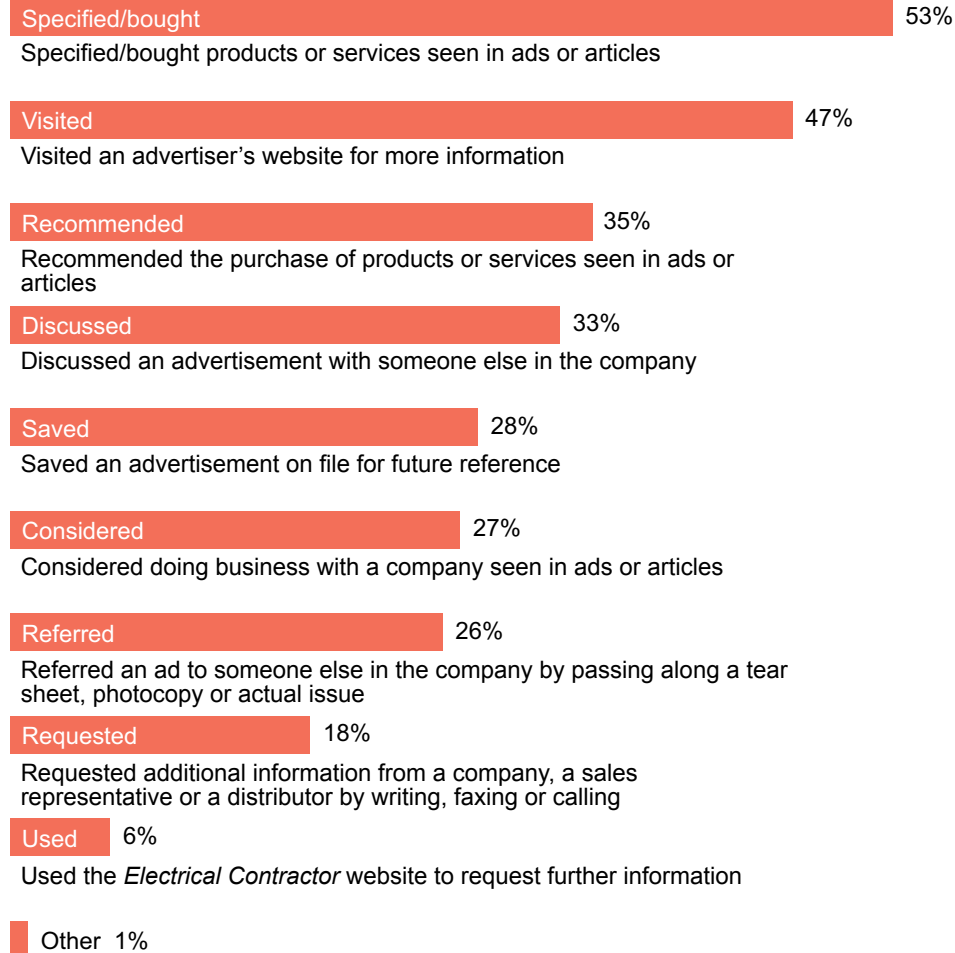
Base = 140

Reader Information



Purchasing actions taken

Eighty-seven percent (87%) 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 = 13%
No response = 0%

Base = 140

Primary job title or function

Executive management: owner, partner, president, VP, general manager, etc.	55%
Management: project manager, superintendent, supervisor, foreman	14%
Electrician (field), journeyman, technician, installer, service person	13%
Purchasing agent, buyer.	4%
Estimator	3%
Staff engineer, designer, electrical engineer.	2%
Apprentice	1%
Inspector.	0%
Other.	8%
No response.	0%

Base = 140

Primary business

Electrical contracting/low-voltage contracting.	88%
Engineering/architecture/consulting	3%
Systems integration/consulting.	3%
Wholesaler/distributor.	1%
Other.	5%
No response.	0%

Base = 140

2026 Ad Study Schedule

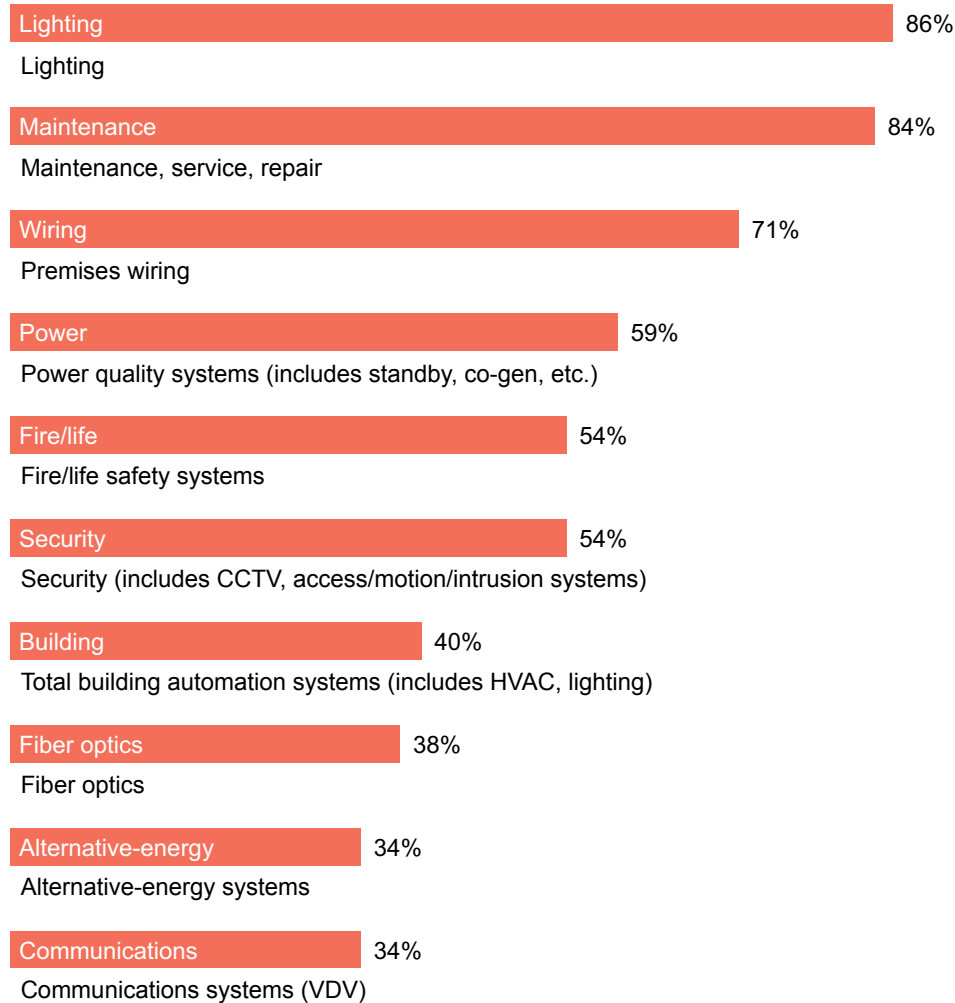
Reserve your space now!

February closing January 5	June closing May 5	August closing July 7	December closing Nov. 5
Contact your <i>Electrical Contractor</i> sales representative now to reserve your space in the next ad study issue.			
<i>Electrical Contractor</i> reserves the right to change this research schedule without notice.			

Reader Information *continued*



Building systems installed

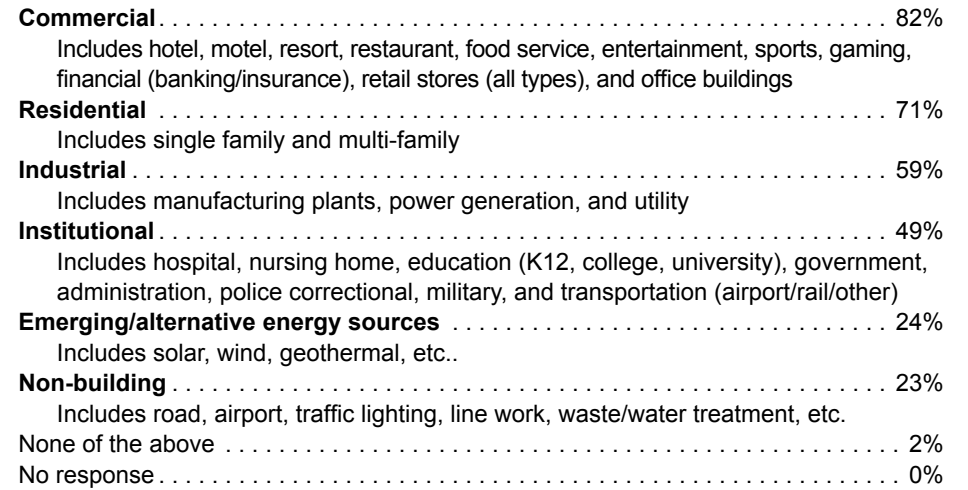


None of the above = 2%

No response = 0%

Base = 140

Building types



Base = 140

Definitions of Scores

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 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 Group's *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 84,055* 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 Baxter Research Group.

Readers invited to participate via email are provided with a secure link to the questionnaire.

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, with a standard of 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 Baxter Research Group.

* June 2025 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 Group is a leading provider of independent, mixed-media audience analytics.

Baxter Research Group'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.

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