

92%

After seeing an ad in *Electrical Contractor*, 92% of respondents reported being influenced by ads in one or more ways.

87% of respondents indicated that seeing an ad impacted their, or someone in their organization's buying actions.

87%

70%

70% of respondents took one or more *preliminary* buying actions.

75% of respondents took one or more *active* buying actions.

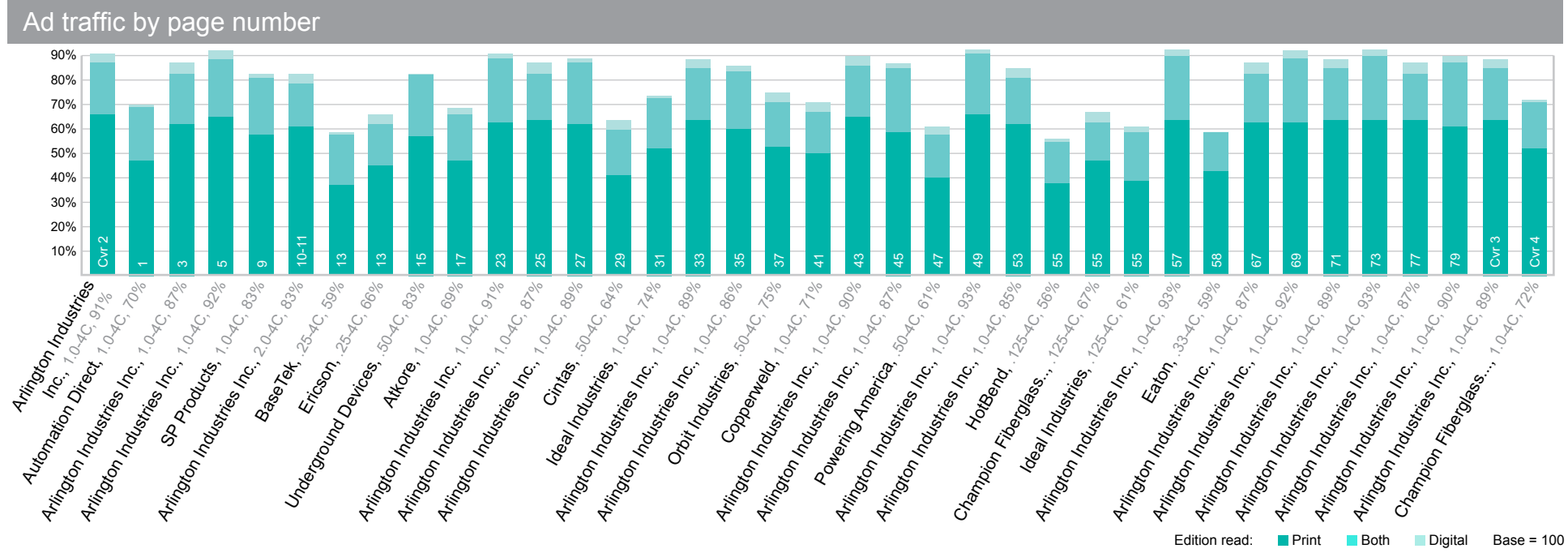
75%



Independent Print Ad Performance Metrics:

Ad Recall • Ad Influence • Buying Actions

Executive Summary



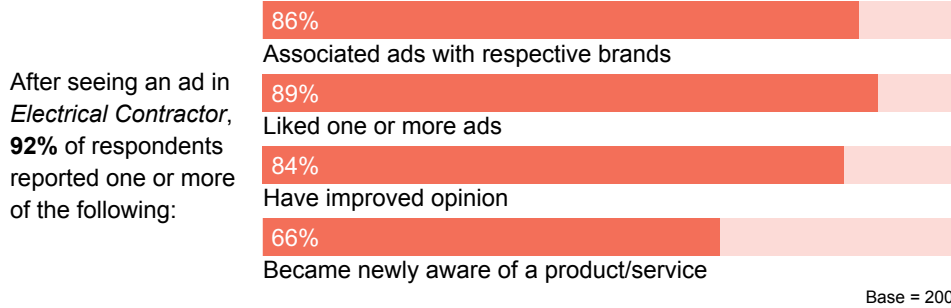
Top-performing ads

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. — 57	93%	Ideal Industries — 31	74%	89%	Arlington Industries Inc. — 5	92%	78%
Arlington Industries Inc. — 73	93%	BaseTek — 13	59%	88%	Arlington Industries Inc. — 27	89%	77%
Arlington Industries Inc. — 49	93%	Arlington Industries Inc. — 69	92%	87%	Arlington Industries Inc. — 57	93%	75%
Arlington Industries Inc. — 69	92%	Arlington Industries Inc. — 5	92%	87%	Arlington Industries Inc. — 69	92%	72%
Arlington Industries Inc. — 5	92%	Arlington Industries Inc. — 79	90%	86%	Arlington Industries Inc. — 35	86%	72%
Arlington Industries Inc. — Cvr 2	91%	Arlington Industries Inc. — 27	89%	86%	Arlington Industries Inc. — 73	93%	71%
Arlington Industries Inc. — 23	91%	SP Products — 9	83%	86%	Arlington Industries Inc. — 49	93%	71%
Arlington Industries Inc. — 43	90%	Champion Fiberglass... — Cvr 4	72%	86%	Arlington Industries Inc. — 23	91%	71%
Arlington Industries Inc. — 79	90%	Arlington Industries Inc. — 57	93%	85%	Arlington Industries Inc. — 79	90%	70%
Arlington Industries Inc. — 27	89%	HotBend — 55	56%	85%	Ideal Industries — 31	74%	70%

Executive Summary *continued*

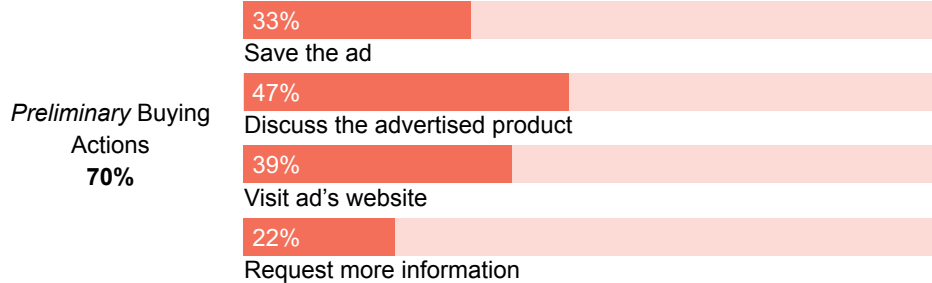


Total ad influence for all studied ads

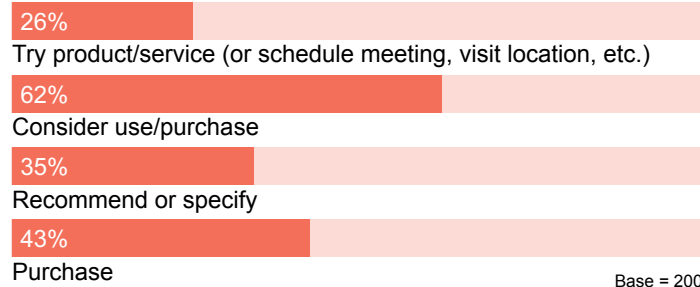


Total Buying Actions **87%**

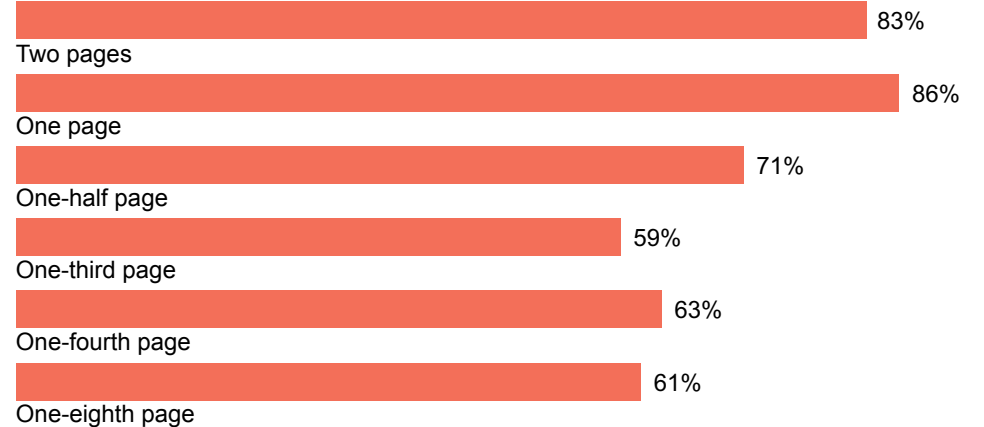
Seventy-seven percent (**87%**) of respondents indicated that after seeing an ad in *Electrical Contractor* they, or someone in their organization, have taken, or are likely to take, one or more of the following buying actions:



Active Buying Actions **75%**



Ad scores by size



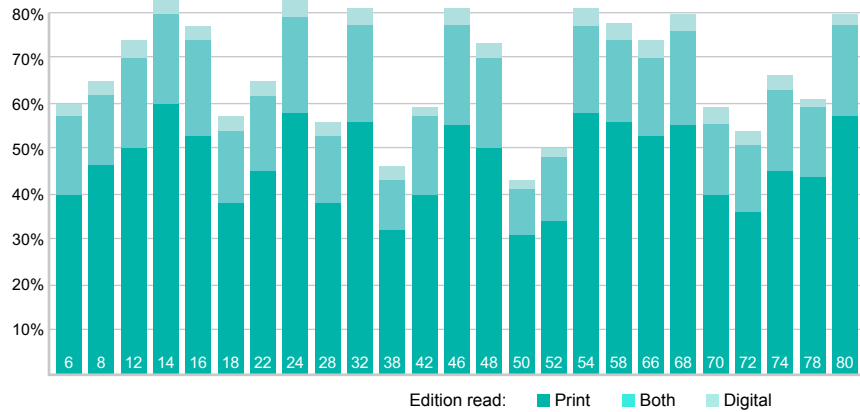
	Number of Ads	Recall Seeing	Read Some	Read Most
Two pages	1	83%	65%	59%
One page	26	86%	60%	50%
One-half page	4	71%	49%	42%
One-third page	1	59%	64%	45%
One-fourth page	2	63%	46%	32%
One-eighth page	3	61%	41%	33%
Issue Averages:		80%	57%	47%

Base = 100

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 6.

	Page Number	Recall Seeing	Read Some	Read Most
CEO's Corner	6	60%	72%	37%
President's Desk	8	65%	71%	39%
Industry Watch	12	74%	80%	53%
Code FAQs	14	83%	89%	84%
Safety	16	77%	84%	58%
The Economy is Like a Box of Chocolates	18	57%	75%	40%
Current Outlook	22	65%	80%	52%
Code Applications	24	83%	88%	79%
The Changing Nature of Bread-and-Butter Work	28	56%	75%	45%
Arc Flash Safety	32	81%	81%	59%
Right in Tune	38	46%	72%	33%
Legal	42	59%	68%	43%
Code How-To	46	81%	85%	77%
Residential	48	73%	81%	64%
Leaping into Design-Assist	50	43%	56%	29%
Utility Business	52	50%	64%	41%
Cool Tools	54	81%	86%	69%
Code Question of the Day Spotlight	58	78%	90%	81%
Featured Products	66	74%	89%	64%
New Products	68	80%	86%	65%
Security	70	59%	75%	41%
Fiber Optics	72	54%	63%	32%
Fire/Life Safety	74	66%	73%	48%
Cabling Quiz	78	61%	74%	53%
Code Comments	80	80%	86%	74%

Base = 200

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

Reading Habits



Readers comment on the magazine



The knowledge I receive from reading articles [in Electrical Contractor] is important to my business. I also share articles with my contractors' association.

— President

[I read Electrical Contractor] to help keep me up-to-date with new products, ideas, and code issues.

— Owner

[Electrical Contractor] keeps me informed on current developments in the industry.

— Master Electrician

Format preference

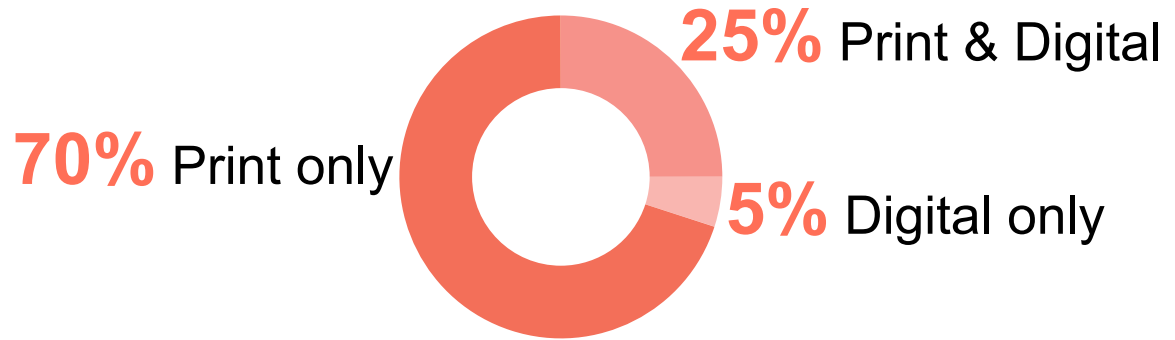
The following percentages of respondents prefer to receive *Electrical Contractor* in these formats:

Print	59%
Print and digital	34%
Digital	7%
No response	0%

Base = 200

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 95% of *Electrical Contractor* respondents read the print edition: 70% read print only. A combined 30% of respondents read the digital edition: 5% read the digital version only. And 25% read both print and digital formats.

Print only	70%
Print and digital	25%
Digital only	5%
No response	0%

Base = 100

Respondents rate *Electrical Contractor*

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

Personal favorite	34%
Very important	29%
Important	26%
Somewhat important	10%
Not important	1%
No response	0%

Base = 200

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	91%
Laptop computer	75%
Desktop computer	62%
Tablet	41%
E-reader	5%
None of the above	0%
No response	0%

Base = 200

Reading Habits *continued*



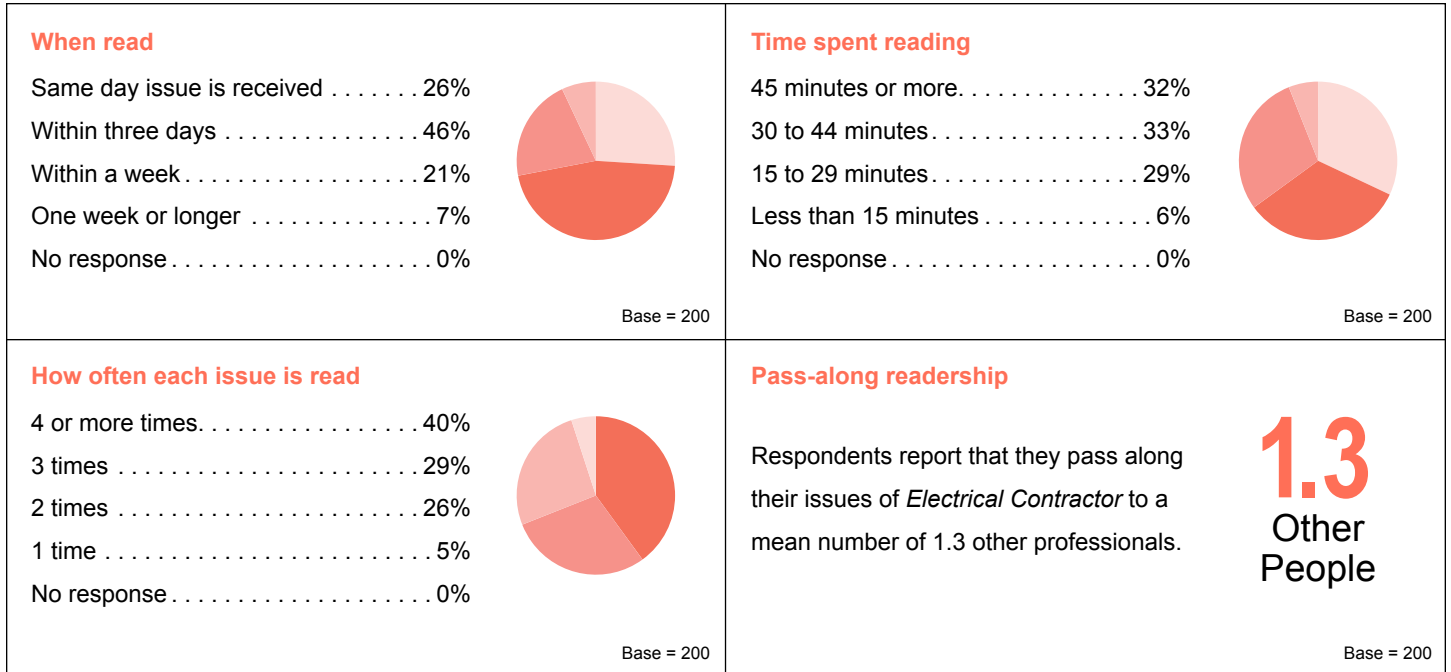
When, how long and how often respondents read *Electrical Contractor*



[I read *Electrical Contractor* to find] out about new products and techniques. It is important to be aware of how modern methods and technology are affecting electrical contractors.
— President

[I read *Electrical Contractor* to] spark ideas; bring up dormant issues; review other insights, as well as innovative new processes and tools.
— Owner

[*Electrical Contractor* is] very helpful in keeping up with the newest trends, code issues, and new products.
— Master Electrician



Industry magazine readership



Eighty-eight percent (88%) of respondents are regular readers of *Electrical Contractor* and report reading three or four of the four most recent issues.

	Read 3 or 4 of 4	Read 4 of 4	Read 3 of 4	Read 2 of 4	Read 1 of 4	Receive & Don't Read	Do Not Receive	No Response
<i>Electrical Contractor Magazine</i>	88%	73%	15%	9%	3%	0%	0%	0%
<i>EC&M</i>	54%	48%	6%	5%	6%	0%	17%	18%
<i>Electrical Products & Solutions</i>	13%	12%	1%	4%	3%	2%	43%	35%
<i>Electrical News</i>	10%	9%	1%	5%	3%	1%	44%	37%
<i>LD&A</i>	7%	6%	1%	2%	3%	1%	49%	38%
<i>ICT Today</i>	5%	4%	1%	2%	2%	2%	49%	40%

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

Base = 200

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.	57	1.0-4C	93%	59%	53%
Arlington Industries Inc.	73	1.0-4C	93%	58%	54%
Arlington Industries Inc.	49	1.0-4C	93%	55%	49%
Arlington Industries Inc.	69	1.0-4C	92%	65%	48%
Arlington Industries Inc.	5	1.0-4C	92%	61%	57%
Arlington Industries Inc.	Cvr 2	1.0-4C	91%	65%	54%
Arlington Industries Inc.	23	1.0-4C	91%	53%	58%
Arlington Industries Inc.	43	1.0-4C	90%	70%	62%
Arlington Industries Inc.	79	1.0-4C	90%	60%	44%
Arlington Industries Inc.	27	1.0-4C	89%	69%	46%
Arlington Industries Inc.	71	1.0-4C	89%	66%	54%
Arlington Industries Inc.	33	1.0-4C	89%	66%	49%
Arlington Industries Inc.	Cvr 3	1.0-4C	89%	62%	49%
Arlington Industries Inc.	3	1.0-4C	87%	68%	51%
Arlington Industries Inc.	67	1.0-4C	87%	64%	61%
Arlington Industries Inc.	25	1.0-4C	87%	64%	52%
Arlington Industries Inc.	77	1.0-4C	87%	63%	58%
Arlington Industries Inc.	45	1.0-4C	87%	53%	59%
Arlington Industries Inc.	35	1.0-4C	86%	60%	42%
Arlington Industries Inc.	53	1.0-4C	85%	60%	57%
Arlington Industries Inc.	10-11	2.0-4C	83%	65%	59%
Orbit Industries	37	.50-4C	75%	63%	49%
Ericson	13	.25-4C	66%	48%	44%
Category averages:			87%	62%	53%
Circuit protection					
Ideal Industries	31	1.0-4C	74%	55%	39%
Eaton	58	.33-4C	59%	64%	45%
Category averages:			67%	60%	42%

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

(continued)

Base = 100

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

	Page	Size & Color	Total Recall Seeing	Read Some	Read Most
Composites/Castings					
BaseTek	13	.25-4C	59%	44%	19%
Conduit/tubing					
Champion Fiberglass Inc.	Cvr 4	1.0-4C	72%	51%	35%
Atkore	17	1.0-4C	69%	62%	40%
Champion Fiberglass Inc.	55	.125-4C	67%	39%	38%
Category averages:			69%	51%	38%
Contractor equipment					
Automation Direct	1	1.0-4C	70%	50%	26%
HotBend	55	.125-4C	56%	41%	22%
Category averages:			63%	46%	24%
Data comm equipment					
Ideal Industries	55	.125-4C	61%	43%	38%
Fasteners, hangers, clamps, supports					
SP Products	9	1.0-4C	83%	53%	41%
Orbit Industries	37	.50-4C	75%	63%	49%
Category averages:			79%	58%	45%
Grounding/bonding					
Arlington Industries Inc.	57	1.0-4C	93%	59%	53%
Arlington Industries Inc.	73	1.0-4C	93%	58%	54%
Arlington Industries Inc.	49	1.0-4C	93%	55%	49%
Arlington Industries Inc.	69	1.0-4C	92%	65%	48%
Arlington Industries Inc.	5	1.0-4C	92%	61%	57%
Arlington Industries Inc.	Cvr 2	1.0-4C	91%	65%	54%

(continued)

Base = 100

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

	Page	Size & Color	Total Recall Seeing	Read Some	Read Most
Grounding/bonding <i>continued</i>					
Arlington Industries Inc.	23	1.0-4C	91%	53%	58%
Arlington Industries Inc.	43	1.0-4C	90%	70%	62%
Arlington Industries Inc.	79	1.0-4C	90%	60%	44%
Arlington Industries Inc.	27	1.0-4C	89%	69%	46%
Arlington Industries Inc.	71	1.0-4C	89%	66%	54%
Arlington Industries Inc.	33	1.0-4C	89%	66%	49%
Arlington Industries Inc.	Cvr 3	1.0-4C	89%	62%	49%
Arlington Industries Inc.	3	1.0-4C	87%	68%	51%
Arlington Industries Inc.	67	1.0-4C	87%	64%	61%
Arlington Industries Inc.	25	1.0-4C	87%	64%	52%
Arlington Industries Inc.	77	1.0-4C	87%	63%	58%
Arlington Industries Inc.	45	1.0-4C	87%	53%	59%
Arlington Industries Inc.	35	1.0-4C	86%	60%	42%
Arlington Industries Inc.	53	1.0-4C	85%	60%	57%
Arlington Industries Inc.	10-11	2.0-4C	83%	65%	59%
Category averages:			89%	62%	53%
Hand tools					
Ideal Industries	55	.125-4C	61%	43%	38%
HotBend	55	.125-4C	56%	41%	22%
Category averages:			59%	42%	30%
Raceway/cable tray/conduit					
SP Products	9	1.0-4C	83%	53%	41%
Champion Fiberglass Inc.	Cvr 4	1.0-4C	72%	51%	35%
Champion Fiberglass Inc.	55	.125-4C	67%	39%	38%
Category averages:			74%	48%	38%
<i>(continued)</i>					

Base = 100

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

	Page	Size & Color	Total Recall Seeing	Read Some	Read Most
Safety equipment/apparel					
Cintas	29	.50-4C	64%	52%	39%
Structural bases					
BaseTek	13	.25-4C	59%	44%	19%
Training/safety organization					
Powering America	47	.50-4C	61%	46%	46%
Wire & cable					
Copperweld	41	1.0-4C	71%	54%	50%
Automation Direct	1	1.0-4C	70%	50%	26%
Category averages:			71%	52%	38%
Wire & cable connectors/terminators					
Ideal Industries	31	1.0-4C	74%	55%	39%
Ericson	13	.25-4C	66%	48%	44%
Category averages:			70%	52%	42%
Wire & cable management					
Underground Devices	15	.50-4C	83%	35%	34%
Champion Fiberglass Inc.	Cvr 4	1.0-4C	72%	51%	35%
Automation Direct	1	1.0-4C	70%	50%	26%
Champion Fiberglass Inc.	55	.125-4C	67%	39%	38%
Category averages:			73%	44%	33%

(continued)

Base = 100

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

	Page	Size & Color	Total Recall Seeing	Read Some	Read Most
Wiring devices					
Arlington Industries Inc.	57	1.0-4C	93%	59%	53%
Arlington Industries Inc.	73	1.0-4C	93%	58%	54%
Arlington Industries Inc.	49	1.0-4C	93%	55%	49%
Arlington Industries Inc.	69	1.0-4C	92%	65%	48%
Arlington Industries Inc.	5	1.0-4C	92%	61%	57%
Arlington Industries Inc.	Cvr 2	1.0-4C	91%	65%	54%
Arlington Industries Inc.	23	1.0-4C	91%	53%	58%
Arlington Industries Inc.	43	1.0-4C	90%	70%	62%
Arlington Industries Inc.	79	1.0-4C	90%	60%	44%
Arlington Industries Inc.	27	1.0-4C	89%	69%	46%
Arlington Industries Inc.	71	1.0-4C	89%	66%	54%
Arlington Industries Inc.	33	1.0-4C	89%	66%	49%
Arlington Industries Inc.	Cvr 3	1.0-4C	89%	62%	49%
Arlington Industries Inc.	3	1.0-4C	87%	68%	51%
Arlington Industries Inc.	67	1.0-4C	87%	64%	61%
Arlington Industries Inc.	25	1.0-4C	87%	64%	52%
Arlington Industries Inc.	77	1.0-4C	87%	63%	58%
Arlington Industries Inc.	45	1.0-4C	87%	53%	59%
Arlington Industries Inc.	35	1.0-4C	86%	60%	42%
Arlington Industries Inc.	53	1.0-4C	85%	60%	57%
Arlington Industries Inc.	10-11	2.0-4C	83%	65%	59%
Eaton	58	.33-4C	59%	64%	45%
Category averages:			88%	62%	53%

Base = 100

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.	69	1.0-4C	92%	87%	80%	87%	67%	10%
Arlington Industries Inc.	5	1.0-4C	92%	87%	80%	83%	70%	8%
Arlington Industries Inc.	79	1.0-4C	90%	86%	78%	79%	60%	10%
Arlington Industries Inc.	27	1.0-4C	89%	86%	77%	84%	70%	17%
Arlington Industries Inc.	57	1.0-4C	93%	85%	80%	80%	67%	9%
Arlington Industries Inc.	49	1.0-4C	93%	84%	72%	79%	64%	15%
Arlington Industries Inc.	23	1.0-4C	91%	84%	74%	82%	67%	17%
Arlington Industries Inc.	35	1.0-4C	86%	84%	70%	81%	65%	17%
Arlington Industries Inc.	73	1.0-4C	93%	83%	73%	76%	66%	15%
Arlington Industries Inc.	45	1.0-4C	87%	83%	76%	78%	67%	16%
Orbit Industries	37	.50-4C	75%	83%	49%	76%	65%	25%
Arlington Industries Inc.	Cvr 3	1.0-4C	89%	78%	63%	75%	63%	17%
Arlington Industries Inc.	3	1.0-4C	87%	77%	65%	70%	60%	17%
Arlington Industries Inc.	25	1.0-4C	87%	77%	63%	69%	59%	16%
Arlington Industries Inc.	77	1.0-4C	87%	77%	67%	71%	59%	16%
Arlington Industries Inc.	53	1.0-4C	85%	76%	64%	73%	65%	19%
Arlington Industries Inc.	71	1.0-4C	89%	75%	66%	69%	64%	16%
Arlington Industries Inc.	33	1.0-4C	89%	75%	69%	70%	60%	12%
Arlington Industries Inc.	Cvr 2	1.0-4C	91%	74%	62%	68%	59%	16%
Arlington Industries Inc.	43	1.0-4C	90%	74%	66%	68%	56%	13%
Arlington Industries Inc.	67	1.0-4C	87%	74%	68%	71%	63%	10%
Ericson	13	.25-4C	66%	73%	48%	61%	53%	31%
Arlington Industries Inc.	10-11	2.0-4C	83%	71%	65%	69%	60%	9%
Category averages:			87%	80%	68%	75%	63%	15%
Circuit protection								
Ideal Industries	31	1.0-4C	74%	89%	75%	77%	63%	20%
Eaton	58	.33-4C	59%	79%	63%	63%	46%	23%
Category averages:			67%	84%	69%	70%	55%	22%

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

(continued)

Base = 100

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
Composites/Castings								
BaseTek	13	.25-4C	59%	88%	28%	63%	47%	54%
Conduit/tubing								
Champion Fiberglass Inc.	Cvr 4	1.0-4C	72%	86%	41%	71%	55%	42%
Atkore	17	1.0-4C	69%	78%	53%	72%	63%	23%
Champion Fiberglass Inc.	55	.125-4C	67%	73%	38%	62%	51%	35%
Category averages:			69%	79%	44%	68%	56%	33%
Contractor equipment								
HotBend	55	.125-4C	56%	85%	43%	63%	43%	48%
Automation Direct	1	1.0-4C	70%	82%	49%	68%	53%	41%
Category averages:			63%	84%	46%	66%	48%	45%
Data comm equipment								
Ideal Industries	55	.125-4C	61%	78%	46%	59%	44%	42%
Fasteners, hangers, clamps, supports								
SP Products	9	1.0-4C	83%	86%	56%	81%	59%	29%
Orbit Industries	37	.50-4C	75%	83%	49%	76%	65%	25%
Category averages:			79%	85%	53%	79%	62%	27%
Grounding/bonding								
Arlington Industries Inc.	69	1.0-4C	92%	87%	80%	87%	67%	10%
Arlington Industries Inc.	5	1.0-4C	92%	87%	80%	83%	70%	8%
Arlington Industries Inc.	79	1.0-4C	90%	86%	78%	79%	60%	10%
Arlington Industries Inc.	27	1.0-4C	89%	86%	77%	84%	70%	17%
Arlington Industries Inc.	57	1.0-4C	93%	85%	80%	80%	67%	9%
Arlington Industries Inc.	49	1.0-4C	93%	84%	72%	79%	64%	15%

(continued)

Base = 100

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
Grounding/bonding <i>continued</i>								
Arlington Industries Inc.	23	1.0-4C	91%	84%	74%	82%	67%	17%
Arlington Industries Inc.	35	1.0-4C	86%	84%	70%	81%	65%	17%
Arlington Industries Inc.	73	1.0-4C	93%	83%	73%	76%	66%	15%
Arlington Industries Inc.	45	1.0-4C	87%	83%	76%	78%	67%	16%
Arlington Industries Inc.	Cvr 3	1.0-4C	89%	78%	63%	75%	63%	17%
Arlington Industries Inc.	3	1.0-4C	87%	77%	65%	70%	60%	17%
Arlington Industries Inc.	25	1.0-4C	87%	77%	63%	69%	59%	16%
Arlington Industries Inc.	77	1.0-4C	87%	77%	67%	71%	59%	16%
Arlington Industries Inc.	53	1.0-4C	85%	76%	64%	73%	65%	19%
Arlington Industries Inc.	71	1.0-4C	89%	75%	66%	69%	64%	16%
Arlington Industries Inc.	33	1.0-4C	89%	75%	69%	70%	60%	12%
Arlington Industries Inc.	Cvr 2	1.0-4C	91%	74%	62%	68%	59%	16%
Arlington Industries Inc.	43	1.0-4C	90%	74%	66%	68%	56%	13%
Arlington Industries Inc.	67	1.0-4C	87%	74%	68%	71%	63%	10%
Arlington Industries Inc.	10-11	2.0-4C	83%	71%	65%	69%	60%	9%
Category averages:			89%	80%	70%	75%	63%	14%
Hand tools								
HotBend	55	.125-4C	56%	85%	43%	63%	43%	48%
Ideal Industries	55	.125-4C	61%	78%	46%	59%	44%	42%
Category averages:			59%	82%	45%	61%	44%	45%
Raceway/cable tray/conduit								
SP Products	9	1.0-4C	83%	86%	56%	81%	59%	29%
Champion Fiberglass Inc.	Cvr 4	1.0-4C	72%	86%	41%	71%	55%	42%
Champion Fiberglass Inc.	55	.125-4C	67%	73%	38%	62%	51%	35%
Category averages:			74%	82%	45%	71%	55%	35%

(continued)

Base = 100

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
Safety equipment/apparel								
Cintas	29	.50-4C	64%	75%	52%	62%	53%	27%
Structural bases								
BaseTek	13	.25-4C	59%	88%	28%	63%	47%	54%
Training/safety organization								
Powering America	47	.50-4C	61%	79%	46%	56%	51%	39%
Wire & cable								
Automation Direct	1	1.0-4C	70%	82%	49%	68%	53%	41%
Copperweld	41	1.0-4C	71%	72%	46%	64%	55%	25%
Category averages:			71%	77%	48%	66%	54%	33%
Wire & cable connectors/terminators								
Ideal Industries	31	1.0-4C	74%	89%	75%	77%	63%	20%
Ericson	13	.25-4C	66%	73%	48%	61%	53%	31%
Category averages:			70%	81%	62%	69%	58%	26%
Wire & cable management								
Champion Fiberglass Inc.	Cvr 4	1.0-4C	72%	86%	41%	71%	55%	42%
Automation Direct	1	1.0-4C	70%	82%	49%	68%	53%	41%
Underground Devices	15	.50-4C	83%	81%	41%	71%	54%	36%
Champion Fiberglass Inc.	55	.125-4C	67%	73%	38%	62%	51%	35%
Category averages:			73%	81%	42%	68%	53%	39%

(continued)

Base = 100

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
Wiring devices								
Arlington Industries Inc.	69	1.0-4C	92%	87%	80%	87%	67%	10%
Arlington Industries Inc.	5	1.0-4C	92%	87%	80%	83%	70%	8%
Arlington Industries Inc.	79	1.0-4C	90%	86%	78%	79%	60%	10%
Arlington Industries Inc.	27	1.0-4C	89%	86%	77%	84%	70%	17%
Arlington Industries Inc.	57	1.0-4C	93%	85%	80%	80%	67%	9%
Arlington Industries Inc.	49	1.0-4C	93%	84%	72%	79%	64%	15%
Arlington Industries Inc.	23	1.0-4C	91%	84%	74%	82%	67%	17%
Arlington Industries Inc.	35	1.0-4C	86%	84%	70%	81%	65%	17%
Arlington Industries Inc.	73	1.0-4C	93%	83%	73%	76%	66%	15%
Arlington Industries Inc.	45	1.0-4C	87%	83%	76%	78%	67%	16%
Eaton	58	.33-4C	59%	79%	63%	63%	46%	23%
Arlington Industries Inc.	Cvr 3	1.0-4C	89%	78%	63%	75%	63%	17%
Arlington Industries Inc.	3	1.0-4C	87%	77%	65%	70%	60%	17%
Arlington Industries Inc.	25	1.0-4C	87%	77%	63%	69%	59%	16%
Arlington Industries Inc.	77	1.0-4C	87%	77%	67%	71%	59%	16%
Arlington Industries Inc.	53	1.0-4C	85%	76%	64%	73%	65%	19%
Arlington Industries Inc.	71	1.0-4C	89%	75%	66%	69%	64%	16%
Arlington Industries Inc.	33	1.0-4C	89%	75%	69%	70%	60%	12%
Arlington Industries Inc.	Cvr 2	1.0-4C	91%	74%	62%	68%	59%	16%
Arlington Industries Inc.	43	1.0-4C	90%	74%	66%	68%	56%	13%
Arlington Industries Inc.	67	1.0-4C	87%	74%	68%	71%	63%	10%
Arlington Industries Inc.	10-11	2.0-4C	83%	71%	65%	69%	60%	9%
Category averages:			88%	80%	70%	75%	63%	14%

Base = 100

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.	5	1.0-4C	92%	78%	10%	16%	11%	9%	11%	40%	9%	19%
Arlington Industries Inc.	27	1.0-4C	89%	77%	10%	12%	10%	8%	8%	33%	15%	22%
Arlington Industries Inc.	57	1.0-4C	93%	75%	10%	13%	8%	8%	7%	35%	16%	25%
Arlington Industries Inc.	69	1.0-4C	92%	72%	13%	16%	13%	8%	12%	29%	9%	22%
Arlington Industries Inc.	35	1.0-4C	86%	72%	18%	14%	13%	7%	11%	33%	11%	12%
Arlington Industries Inc.	73	1.0-4C	93%	71%	10%	20%	15%	8%	9%	31%	11%	11%
Arlington Industries Inc.	49	1.0-4C	93%	71%	12%	16%	13%	9%	7%	29%	12%	10%
Arlington Industries Inc.	23	1.0-4C	91%	71%	15%	13%	7%	8%	9%	37%	15%	17%
Arlington Industries Inc.	79	1.0-4C	90%	70%	16%	10%	13%	7%	10%	30%	11%	17%
Arlington Industries Inc.	45	1.0-4C	87%	69%	11%	13%	13%	8%	10%	37%	11%	13%
Arlington Industries Inc.	43	1.0-4C	90%	64%	6%	15%	12%	2%	5%	26%	7%	21%
Arlington Industries Inc.	3	1.0-4C	87%	64%	11%	15%	10%	4%	6%	32%	6%	10%
Arlington Industries Inc.	71	1.0-4C	89%	63%	6%	13%	13%	2%	4%	28%	8%	13%
Arlington Industries Inc.	67	1.0-4C	87%	63%	10%	11%	9%	1%	6%	28%	11%	13%
Arlington Industries Inc.	53	1.0-4C	85%	63%	9%	18%	11%	3%	4%	28%	8%	11%
Orbit Industries	37	.50-4C	75%	63%	17%	10%	15%	7%	3%	30%	1%	10%
Arlington Industries Inc.	33	1.0-4C	89%	60%	5%	16%	11%	1%	5%	28%	10%	12%
Arlington Industries Inc.	77	1.0-4C	87%	60%	11%	16%	11%	5%	5%	24%	7%	20%
Arlington Industries Inc.	Cvr 2	1.0-4C	91%	58%	8%	11%	11%	6%	4%	27%	6%	13%
Arlington Industries Inc.	Cvr 3	1.0-4C	89%	58%	7%	18%	11%	2%	4%	24%	11%	5%
Arlington Industries Inc.	25	1.0-4C	87%	56%	11%	9%	6%	1%	4%	26%	10%	15%
Arlington Industries Inc.	10-11	2.0-4C	83%	55%	8%	12%	12%	0%	1%	29%	5%	5%
Ericson	13	.25-4C	66%	48%	10%	11%	11%	3%	2%	24%	8%	5%
Category averages:			87%	65%	11%	14%	11%	5%	6%	30%	9%	14%

(continued)

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

Base = 100

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
Circuit protection												
Ideal Industries	31	1.0-4C	74%	70%	8%	13%	14%	8%	13%	34%	10%	21%
Eaton	58	.33-4C	59%	64%	16%	14%	11%	4%	5%	23%	7%	7%
Category averages:			67%	67%	12%	14%	13%	6%	9%	29%	9%	14%
Composites/Castings												
BaseTek	13	.25-4C	59%	47%	18%	12%	9%	7%	2%	18%	5%	2%
Conduit/tubing												
Champion Fiberglass Inc.	Cvr 4	1.0-4C	72%	59%	19%	14%	13%	6%	3%	16%	7%	3%
Atkore	17	1.0-4C	69%	50%	9%	14%	9%	2%	0%	17%	11%	2%
Champion Fiberglass Inc.	55	.125-4C	67%	44%	11%	14%	13%	3%	0%	13%	6%	3%
Category averages:			69%	51%	13%	14%	12%	4%	1%	15%	8%	3%
Contractor equipment												
HotBend	55	.125-4C	56%	61%	13%	9%	11%	6%	6%	20%	2%	7%
Automation Direct	1	1.0-4C	70%	60%	16%	13%	16%	7%	6%	31%	7%	3%
Category averages:			63%	61%	15%	11%	14%	7%	6%	26%	5%	5%
Data comm equipment												
Ideal Industries	55	.125-4C	61%	49%	12%	8%	3%	5%	3%	22%	7%	2%
Fasteners, hangers, clamps, supports												
SP Products	9	1.0-4C	83%	68%	14%	13%	13%	9%	6%	33%	8%	6%
Orbit Industries	37	.50-4C	75%	63%	17%	10%	15%	7%	3%	30%	1%	10%
Category averages:			79%	66%	16%	12%	14%	8%	5%	32%	5%	8%

(continued)

Base = 100

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
Grounding/bonding												
Arlington Industries Inc.	5	1.0-4C	92%	78%	10%	16%	11%	9%	11%	40%	9%	19%
Arlington Industries Inc.	27	1.0-4C	89%	77%	10%	12%	10%	8%	8%	33%	15%	22%
Arlington Industries Inc.	57	1.0-4C	93%	75%	10%	13%	8%	8%	7%	35%	16%	25%
Arlington Industries Inc.	69	1.0-4C	92%	72%	13%	16%	13%	8%	12%	29%	9%	22%
Arlington Industries Inc.	35	1.0-4C	86%	72%	18%	14%	13%	7%	11%	33%	11%	12%
Arlington Industries Inc.	73	1.0-4C	93%	71%	10%	20%	15%	8%	9%	31%	11%	11%
Arlington Industries Inc.	49	1.0-4C	93%	71%	12%	16%	13%	9%	7%	29%	12%	10%
Arlington Industries Inc.	23	1.0-4C	91%	71%	15%	13%	7%	8%	9%	37%	15%	17%
Arlington Industries Inc.	79	1.0-4C	90%	70%	16%	10%	13%	7%	10%	30%	11%	17%
Arlington Industries Inc.	45	1.0-4C	87%	69%	11%	13%	13%	8%	10%	37%	11%	13%
Arlington Industries Inc.	43	1.0-4C	90%	64%	6%	15%	12%	2%	5%	26%	7%	21%
Arlington Industries Inc.	3	1.0-4C	87%	64%	11%	15%	10%	4%	6%	32%	6%	10%
Arlington Industries Inc.	71	1.0-4C	89%	63%	6%	13%	13%	2%	4%	28%	8%	13%
Arlington Industries Inc.	67	1.0-4C	87%	63%	10%	11%	9%	1%	6%	28%	11%	13%
Arlington Industries Inc.	53	1.0-4C	85%	63%	9%	18%	11%	3%	4%	28%	8%	11%
Arlington Industries Inc.	33	1.0-4C	89%	60%	5%	16%	11%	1%	5%	28%	10%	12%
Arlington Industries Inc.	77	1.0-4C	87%	60%	11%	16%	11%	5%	5%	24%	7%	20%
Arlington Industries Inc.	Cvr 2	1.0-4C	91%	58%	8%	11%	11%	6%	4%	27%	6%	13%
Arlington Industries Inc.	Cvr 3	1.0-4C	89%	58%	7%	18%	11%	2%	4%	24%	11%	5%
Arlington Industries Inc.	25	1.0-4C	87%	56%	11%	9%	6%	1%	4%	26%	10%	15%
Arlington Industries Inc.	10-11	2.0-4C	83%	55%	8%	12%	12%	0%	1%	29%	5%	5%
Category averages:			89%	66%	10%	14%	11%	5%	7%	30%	10%	15%
Hand tools												
HotBend	55	.125-4C	56%	61%	13%	9%	11%	6%	6%	20%	2%	7%
Ideal Industries	55	.125-4C	61%	49%	12%	8%	3%	5%	3%	22%	7%	2%
Category averages:			59%	55%	13%	9%	7%	6%	5%	21%	5%	5%

(continued)

Base = 100

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												
SP Products	9	1.0-4C	83%	68%	14%	13%	13%	9%	6%	33%	8%	6%
Champion Fiberglass Inc.	Cvr 4	1.0-4C	72%	59%	19%	14%	13%	6%	3%	16%	7%	3%
Champion Fiberglass Inc.	55	.125-4C	67%	44%	11%	14%	13%	3%	0%	13%	6%	3%
Category averages:			74%	57%	15%	14%	13%	6%	3%	21%	7%	4%
Safety equipment/apparel												
Cintas	29	.50-4C	64%	47%	8%	15%	8%	0%	2%	18%	0%	3%
Structural bases												
BaseTek	13	.25-4C	59%	47%	18%	12%	9%	7%	2%	18%	5%	2%
Training/safety organization												
Powering America	47	.50-4C	61%	35%	12%	14%	7%	2%	0%	5%	2%	0%
Wire & cable												
Automation Direct	1	1.0-4C	70%	60%	16%	13%	16%	7%	6%	31%	7%	3%
Copperweld	41	1.0-4C	71%	43%	9%	13%	7%	3%	3%	18%	7%	1%
Category averages:			71%	52%	13%	13%	12%	5%	5%	25%	7%	2%
Wire & cable connectors/terminators												
Ideal Industries	31	1.0-4C	74%	70%	8%	13%	14%	8%	13%	34%	10%	21%
Ericson	13	.25-4C	66%	48%	10%	11%	11%	3%	2%	24%	8%	5%
Category averages:			70%	59%	9%	12%	13%	6%	8%	29%	9%	13%
Wire & cable management												
Automation Direct	1	1.0-4C	70%	60%	16%	13%	16%	7%	6%	31%	7%	3%
Champion Fiberglass Inc.	Cvr 4	1.0-4C	72%	59%	19%	14%	13%	6%	3%	16%	7%	3%
Underground Devices	15	.50-4C	83%	56%	16%	10%	13%	6%	3%	25%	6%	1%

(continued)

Base = 100

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
Wire & cable management <i>continued</i>												
Champion Fiberglass Inc.	55	.125-4C	67%	44%	11%	14%	13%	3%	0%	13%	6%	3%
Category averages:			73%	55%	16%	13%	14%	6%	3%	21%	7%	3%
Wiring devices												
Arlington Industries Inc.	5	1.0-4C	92%	78%	10%	16%	11%	9%	11%	40%	9%	19%
Arlington Industries Inc.	27	1.0-4C	89%	77%	10%	12%	10%	8%	8%	33%	15%	22%
Arlington Industries Inc.	57	1.0-4C	93%	75%	10%	13%	8%	8%	7%	35%	16%	25%
Arlington Industries Inc.	69	1.0-4C	92%	72%	13%	16%	13%	8%	12%	29%	9%	22%
Arlington Industries Inc.	35	1.0-4C	86%	72%	18%	14%	13%	7%	11%	33%	11%	12%
Arlington Industries Inc.	73	1.0-4C	93%	71%	10%	20%	15%	8%	9%	31%	11%	11%
Arlington Industries Inc.	49	1.0-4C	93%	71%	12%	16%	13%	9%	7%	29%	12%	10%
Arlington Industries Inc.	23	1.0-4C	91%	71%	15%	13%	7%	8%	9%	37%	15%	17%
Arlington Industries Inc.	79	1.0-4C	90%	70%	16%	10%	13%	7%	10%	30%	11%	17%
Arlington Industries Inc.	45	1.0-4C	87%	69%	11%	13%	13%	8%	10%	37%	11%	13%
Arlington Industries Inc.	43	1.0-4C	90%	64%	6%	15%	12%	2%	5%	26%	7%	21%
Arlington Industries Inc.	3	1.0-4C	87%	64%	11%	15%	10%	4%	6%	32%	6%	10%
Eaton	58	.33-4C	59%	64%	16%	14%	11%	4%	5%	23%	7%	7%
Arlington Industries Inc.	71	1.0-4C	89%	63%	6%	13%	13%	2%	4%	28%	8%	13%
Arlington Industries Inc.	67	1.0-4C	87%	63%	10%	11%	9%	1%	6%	28%	11%	13%
Arlington Industries Inc.	53	1.0-4C	85%	63%	9%	18%	11%	3%	4%	28%	8%	11%
Arlington Industries Inc.	33	1.0-4C	89%	60%	5%	16%	11%	1%	5%	28%	10%	12%
Arlington Industries Inc.	77	1.0-4C	87%	60%	11%	16%	11%	5%	5%	24%	7%	20%
Arlington Industries Inc.	Cvr 2	1.0-4C	91%	58%	8%	11%	11%	6%	4%	27%	6%	13%
Arlington Industries Inc.	Cvr 3	1.0-4C	89%	58%	7%	18%	11%	2%	4%	24%	11%	5%
Arlington Industries Inc.	25	1.0-4C	87%	56%	11%	9%	6%	1%	4%	26%	10%	15%
Arlington Industries Inc.	10-11	2.0-4C	83%	55%	8%	12%	12%	0%	1%	29%	5%	5%
Category averages:			88%	66%	11%	14%	11%	5%	7%	30%	10%	14%

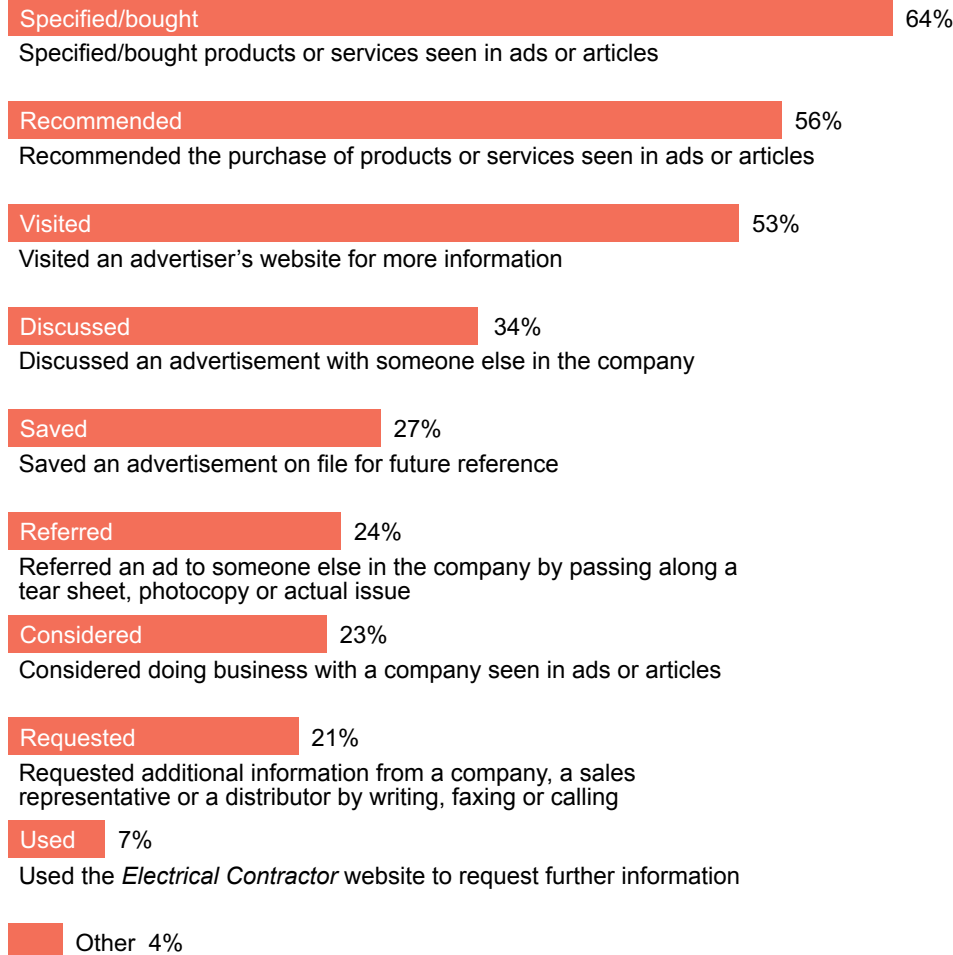
Base = 100

Reader Information



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 = 200

Primary job title or function

Executive management: owner, partner, president, VP, general manager, etc.	59%
Electrician (field), journeyman, technician, installer, service person	17%
Management: project manager, superintendent, supervisor, foreman	9%
Inspector	3%
Staff engineer, designer, electrical engineer	3%
Estimator	2%
Apprentice	1%
Purchasing agent, buyer	1%
Other	5%
No response	0%

Base = 200

Primary business

Electrical contracting/low-voltage contracting	77%
Engineering/architecture/consulting	5%
Systems integration/consulting	3%
Wholesaler/distributor	0%
Other	15%
No response	0%

Base = 200

2025

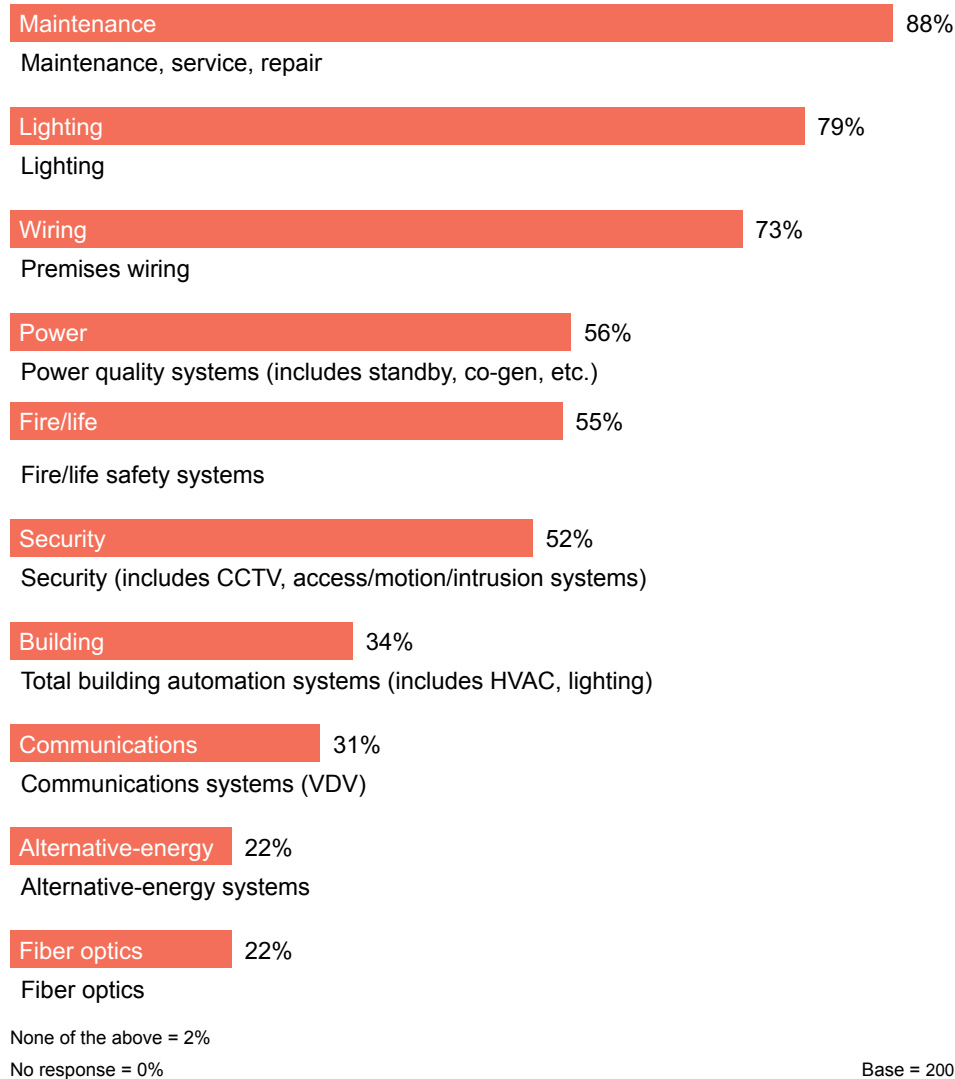
Ad Study Schedule

Reserve your space now!

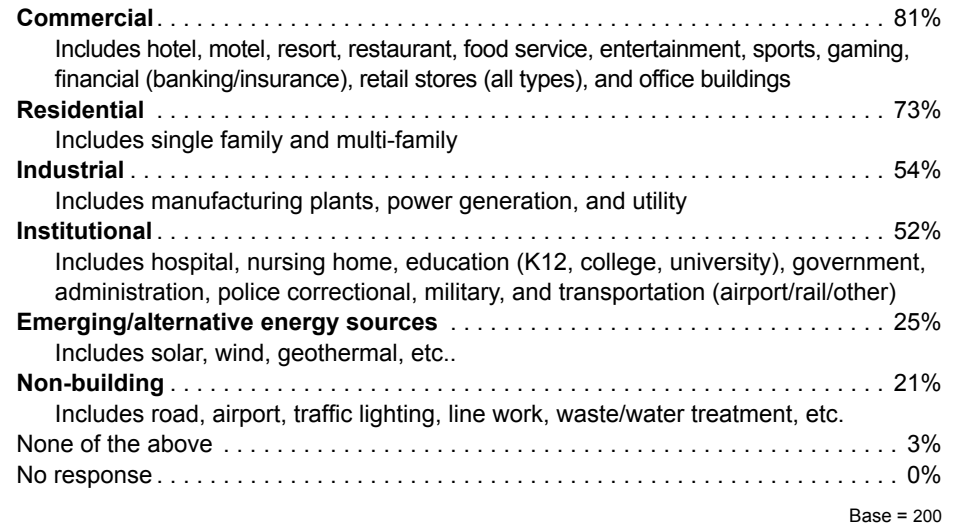
February closing Jan. 10	July closing June 10	September closing Aug. 10	December closing Nov. 10
Contact your <i>Electrical Contractor</i> sales representative now to reserve your space in the next ad study issue.			
<i>Electrical Contractor</i> reserves the right to change this research schedule without notice.			

Reader Information *continued*

Building systems installed



Building types



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 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 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 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 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 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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