BAXTER ™
adView **PRO**
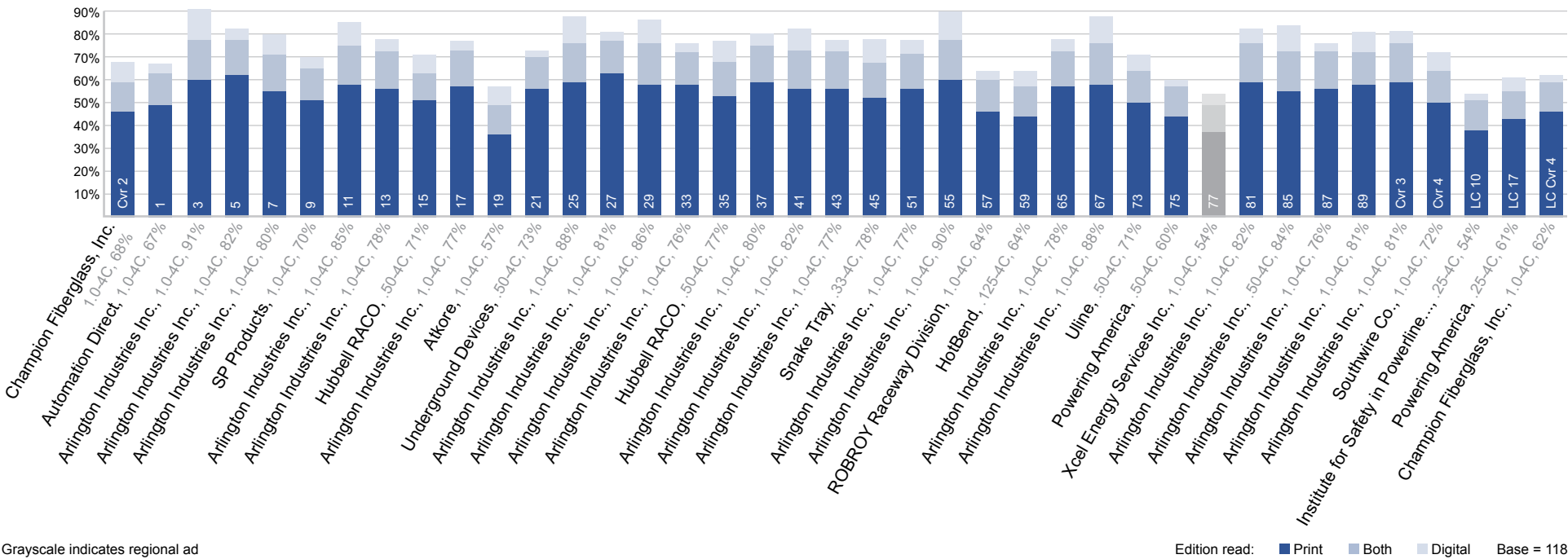Print Ad Analytics

Contents:

Independent Print Ad Performance News:

Total Ad Recall – Ad Exposure

Total Ad Influence – Audience Engagement & Involvement

Total Buying Action – Preliminary & Active

Executive Summary: Ad Traffic by Page Number

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

Grayscale indicates regional ad

Edition read: ■ Print ■ Both □ Digital   Base = 118

Top-performing ads based on respondent exposure, engagement and involvement

Recall Seeing Ad Audience Exposure 5.0	Total Recall Seeing	Ad Influence Audience Engagement 6.0	Total Recall Seeing	Total Ad Influence	Buying Action Audience Involvement 7.0	Total Recall Seeing	One or More Buying Actions
Arlington Industries Inc. — 3	91%	Snake Tray — 45	78%	88%	Arlington Industries Inc. — 67	88%	74%
Arlington Industries Inc. — 55	90%	Arlington Industries Inc. — 3	91%	87%	Arlington Industries Inc. — 81	82%	74%
Arlington Industries Inc. — 25	88%	Arlington Industries Inc. — 55	90%	87%	Arlington Industries Inc. — 3	91%	73%
Arlington Industries Inc. — 67	88%	Arlington Industries Inc. — 67	88%	87%	Arlington Industries Inc. — 41	82%	73%
Arlington Industries Inc. — 29	86%	Arlington Industries Inc. — 29	86%	87%	Arlington Industries Inc. — 89	81%	73%
Arlington Industries Inc. — 11	85%	Arlington Industries Inc. — 11	85%	87%	Arlington Industries Inc. — 7	80%	71%
Arlington Industries Inc. — 85	84%	Arlington Industries Inc. — 7	80%	87%	Arlington Industries Inc. — 25	88%	70%
Arlington Industries Inc. — 5	82%	Arlington Industries Inc. — 25	88%	86%	Arlington Industries Inc. — 29	86%	70%
Arlington Industries Inc. — 81	82%	Arlington Industries Inc. — 41	82%	86%	Arlington Industries Inc. — 33	76%	70%
Arlington Industries Inc. — 41	82%	Arlington Industries Inc. — 89	81%	86%	Arlington Industries Inc. — 11	85%	68%

Definitions of Scores

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

BAXTER adView PRO™

Total Ad Recall – Audience Exposure

- **Recall Seeing** – Respondents who recalled seeing an item; total exposure. Shows the ability of an item to attract reader attention.

- **Read Some** – Respondents who, seeing an item, were sufficiently engaged to be drawn into the copy by the headline, layout or content.

- **Read Most** – Respondents who, after beginning to read an item, were interested enough to read most of it.

Total Ad Influence – Audience Engagement

Total Ad Influence scores are based on the percentage of respondents who, after seeing an ad, indicated how it influenced them:

- **Make Ad-Brand Connection** – Those respondents who, after seeing an ad, were able to associate the ad with a company or brand.

- **Like the Ad** – Respondents who report finding an ad appealing.

- **More Favorable Opinion** – Respondents who, after seeing an ad, developed a more positive opinion of the advertised product or service.

- **Newly Aware** – Those respondents who, prior to seeing an ad, were not familiar with the advertised item and are now newly aware of it.

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

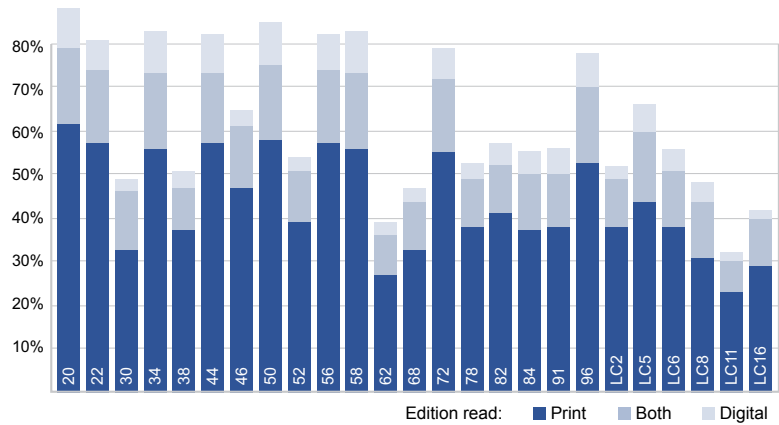### Total Buying Actions – Audience Involvement

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

- **Save the Ad** – Respondents who indicate interest in an advertised item by either saving an ad for future reference, or are likely to do so in the future.

- **Discuss the Advertised Product** – Respondents who report they are likely to discuss, or have discussed, an advertised item with a colleague.

- **Visit Ad's Website** – Respondents who report they would likely access, or have already accessed, an advertiser's website after seeing an ad.

- **Request More Information** – Respondents who report they would likely, or have already, requested more information in response to an advertised product or service.

- **Try Product/Service** – Respondents who report they would try, or had already tried, an advertised product or service (or schedule a meeting, visit a location, etc.).

- **Consider Use/Purchase** – Respondents who have considered purchasing a product, or are likely to consider purchasing in the future.

- **Recommend or Specify** – Respondents who have, or are likely to, recommend or specify a product or service.

- **Purchase** – Respondents who have, or are likely to, purchase an advertised product or service.

Editorial

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

Recall Scores by Page Number

Edition read: ■ Print ■ Both ■ Digital

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 20.

	Page Number	Recall Seeing	Read Some	Read Most
Code Faqs	20	88%	81%	70%
Electrifying Questions	22	81%	86%	56%
The Keyless Locker	30	49%	65%	31%
Code How-To	34	83%	82%	59%
5G Scores in the Steel City	38	51%	61%	35%
Featured Products: Hand tools	44	82%	79%	60%
Retrofitting Historic Buildings for Sustainability	46	65%	68%	43%
Code Applications	50	85%	85%	65%
Lights Are Back on for Hotel Construction	52	54%	61%	42%
Code Quiz	56	82%	78%	73%
Cool Tools	58	83%	80%	68%
It's All Bliss in Hartford Hospital	62	39%	46%	50%
Taking Charge of E-Bikes	68	47%	53%	48%
New Products	72	79%	84%	58%
Tide Is Rising for Offshore Wind	78	53%	62%	39%
Illuminating the Intelligent Warehouse	82	57%	61%	43%
Security	84	55%	56%	48%
Integrated Systems Products	91	56%	64%	39%
Code Comments	96	78%	81%	65%
Powering a Sustainable Future: Christenson Electric	LC 2	52%	60%	48%
Safety Briefing	LC 5	66%	74%	49%
Renewables Go Full Circle	LC 6	56%	63%	37%
Creating a Sense of Cybersecurity	LC 8	48%	58%	29%
Tailboard	LC 11	32%	47%	40%
The Basics: Global Standards for Local Projects	LC 16	42%	64%	41%

Base = 236

Definitions:

Recall Seeing is a percentage of the base number.

Read Some is a percentage of the "Recall Seeing" score.

Read Most is a percentage of the "Read Some" score.

Percentage totals may not equal 100 due to rounding.

Please see Definitions of Scores (3.0) and Methodology (9.1) for complete information.

BAXTER
RESEARCH CENTER

Editorial: Platform Use/Reader Preferences

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

Readers comment on the magazine

[I read Electrical Contractor *to] keep up on new tools and materials, and to expand my knowledge of code issues.*

— Owner

There are many useful articles [in Electrical Contractor*] that relate to our business, and this is where we look for new products and tools.*

— Project Manager

[Electrical Contractor] helps me see what else is going on across the country in the electrical field. Each demographic is different—it helps to explain why to customers in each area are unique.

— President

Format preference

The following percentages of respondents <u>prefer</u> to receive *Electrical Contractor* in these formats:

Print 59%
Print and digital 30%
Digital. 11%
No response 0%

Base = 236

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

Print & Digital Edition Magazine Readership

20% Print & Digital

68% Print only

12% Digital only
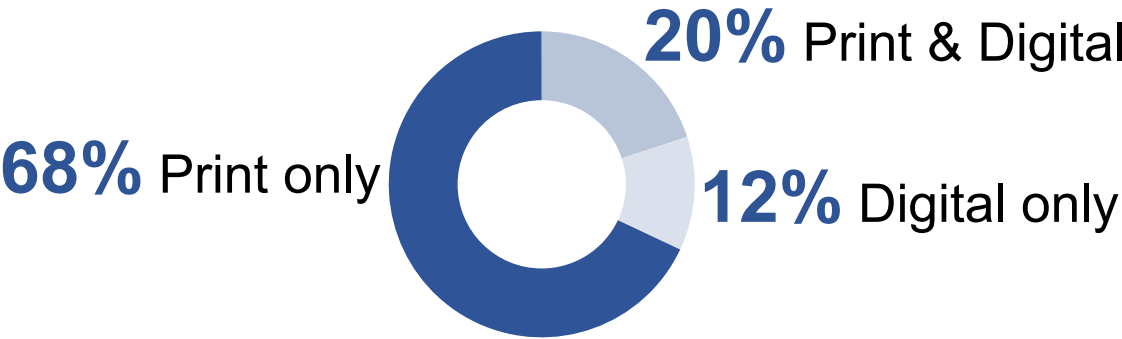
A combined 88% of *Electrical Contractor* **respondents read the print edition:** 68% read print only. A combined 32% of respondents read the digital edition: 12% read the digital version only. And 20% read both print and digital formats.

Print only 68%
Print and digital 20%
Digital only. 12%
No response 0%

Base = 236

Digital devices used by respondents

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

Smartphone. 92%
Laptop computer 76%
Desktop computer 66%
Tablet 42%
E-reader. 7%
None of the above 0%
No response 0%

Base = 236

Respondents rate *Electrical Contractor*

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

Personal favorite. 32%
Very important 28%
Important 31%
Somewhat important. 8%
Not important 1%
No response 0%

Base = 236

Editorial: Reading Habits

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

[Electrical Contractor] helps to keep me up-to-date with current codes. It helps inform me of products that are available.

— Manager

[I read Electrical Contractor] because I count on it to provide me with the latest news and data in our industry.

— Project Manager

[I read Electrical Contractor to] learn about new technology and new products becoming available in the market place.

— Owner

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

When read

Same day issue is received 20%
Within three days 41%
Within a week 30%
One week or longer 8%
No response 1%

Base = 236

Time spent reading

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

Base = 236

How often each issue is read

4 or more times. 39%
3 times 26%
2 times 29%
1 time 6%
No response 0%

Base = 236

Pass-along readership

Respondents report that they pass along their issues of *Electrical Contractor* to a mean number of 1.7 other professionals.

1.7
Other People

Base = 236

Editorial: Reading Habits *continued*

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

Industry magazine readership

Eighty-two percent (**82%**) 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	**82%**	**72%**	**10%**	13%	5%	0%	0%	0%
EC&M	**48%**	**38%**	**10%**	7%	4%	2%	22%	17%
Electrical Products & Solutions	**17%**	**14%**	**3%**	4%	5%	1%	47%	26%
Electrical News	**14%**	**10%**	**4%**	3%	5%	0%	50%	28%
LD&A	**8%**	**4%**	**4%**	3%	2%	0%	56%	31%
ICT Today	**6%**	**4%**	**2%**	3%	1%	1%	57%	32%

Base = 236

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

Ad Scores: Exposure, Engagement and Involvement Totals by Product Category

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

	Page	Size & Color	Exposure **Total Recall Seeing**	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Boxes, conduit bodies & enclosures							
Arlington Industries Inc.	3	1.0-4C	91%	63%	51%	87%	73%
Arlington Industries Inc.	25	1.0-4C	88%	72%	56%	86%	70%
Arlington Industries Inc.	29	1.0-4C	86%	65%	52%	87%	70%
Arlington Industries Inc.	11	1.0-4C	85%	59%	52%	87%	68%
Arlington Industries Inc.	5	1.0-4C	82%	74%	59%	75%	63%
Arlington Industries Inc.	41	1.0-4C	82%	65%	57%	86%	73%
Arlington Industries Inc.	89	1.0-4C	81%	58%	53%	86%	73%
Arlington Industries Inc.	37	1.0-4C	80%	75%	53%	78%	65%
Arlington Industries Inc.	7	1.0-4C	80%	66%	53%	87%	71%
Arlington Industries Inc.	13	1.0-4C	78%	69%	57%	76%	63%
Arlington Industries Inc.	65	1.0-4C	78%	68%	55%	79%	67%
Arlington Industries Inc.	17	1.0-4C	77%	71%	56%	78%	63%
Arlington Industries Inc.	51	1.0-4C	77%	70%	65%	78%	68%
Arlington Industries Inc.	43	1.0-4C	77%	64%	53%	77%	62%
Hubbell RACO	35	.50-4C	77%	58%	53%	86%	64%
Arlington Industries Inc.	33	1.0-4C	76%	66%	56%	79%	70%
Hubbell RACO	15	.50-4C	71%	61%	47%	81%	60%
Category averages:			80%	66%	55%	82%	67%
Conduit/tubing							
Arlington Industries Inc.	13	1.0-4C	78%	69%	57%	76%	63%
Champion Fiberglass, Inc.	Cvr 2	1.0-4C	68%	44%	47%	84%	55%
Champion Fiberglass, Inc.	LC C4	1.0-4C	62%	65%	40%	78%	56%
Category averages:			69%	59%	48%	79%	58%
Contractor equipment							
Uline	73	.50-4C	71%	52%	30%	85%	63%
Automation Direct	1	1.0-4C	67%	61%	41%	80%	54%
HotBend	59	.125-4C	64%	52%	42%	82%	58%
Category averages:			67%	55%	38%	82%	58%

(continued)

Base = 118

Definitions:

Recall Seeing score is a percentage of the base number.

Read Some is a percentage of the "Recall Seeing" score.

Read Most is the percentage of the "Read Some" score.

Total Ad Influence is a percentage of the "Recall Seeing" score.

One or More Buying Actions is a percentage of the "Recall Seeing" score.

Percentage totals may not equal 100, due to rounding.

Please see Definitions of Scores (3.0), and Methodology (9.1), for complete information.

Ad Scores: Exposure, Engagement and Involvement Totals by Product Category *continued*

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Electrical distributor (incl. low volt.)							
Uline	73	.50-4C	71%	52%	30%	85%	63%
Fasteners, hangers, clamps, supports							
Arlington Industries Inc.	5	1.0-4C	82%	74%	59%	75%	63%
Arlington Industries Inc.	81	1.0-4C	82%	73%	52%	82%	74%
Arlington Industries Inc.	27	1.0-4C	81%	70%	56%	78%	68%
SP Products	9	1.0-4C	70%	66%	43%	83%	67%
Atkore	19	1.0-4C	57%	46%	46%	78%	46%
Category averages:			74%	66%	51%	79%	64%
Hand tools							
HotBend	59	.125-4C	64%	52%	42%	82%	58%
Raceway/cable tray/conduit							
Snake Tray	45	.33-4C	78%	63%	47%	88%	61%
SP Products	9	1.0-4C	70%	66%	43%	83%	67%
Champion Fiberglass, Inc.	Cvr 2	1.0-4C	68%	44%	47%	84%	55%
ROBROY Raceway Division	57	1.0-4C	64%	63%	48%	75%	50%
Atkore	19	1.0-4C	57%	46%	46%	78%	46%
Category averages:			67%	56%	46%	82%	56%
Training/Safety organization							
Powering America	LC 17	.25-4C	61%	61%	32%	83%	39%
Powering America	75	.50-4C	60%	58%	46%	74%	39%
Institute for Safety in Powerline Construction (ISPC)	LC 10	.25-4C	54%	59%	50%	73%	39%
Category averages:			58%	59%	43%	77%	39%

(continued)

Base = 118

Ad Scores: Exposure, Engagement and Involvement Totals by Product Category *continued*

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

	Page	Size & Color	*Exposure* **Total Recall Seeing**	Read Some	Read Most	*Engagement* Total Ad Influence	*Involvement* One or More Buying Actions
Wire & cable							
Southwire Co.	Cvr 4	1.0-4C	72%	58%	38%	76%	49%
Atkore	19	1.0-4C	57%	46%	46%	78%	46%
Category averages:			65%	52%	42%	77%	48%
Wire & cable connectors/ terminators							
Arlington Industries Inc.	55	1.0-4C	90%	62%	55%	87%	67%
Arlington Industries Inc.	67	1.0-4C	88%	66%	55%	87%	74%
Arlington Industries Inc.	Cvr 3	1.0-4C	81%	68%	65%	78%	67%
Hubbell RACO	35	.50-4C	77%	58%	53%	86%	64%
Hubbell RACO	15	.50-4C	71%	61%	47%	81%	60%
Category averages:			81%	63%	55%	84%	66%
Wire & cable management							
Arlington Industries Inc.	85	.50-4C	84%	65%	44%	85%	67%
Arlington Industries Inc.	81	1.0-4C	82%	73%	52%	82%	74%
Arlington Industries Inc.	41	1.0-4C	82%	65%	57%	86%	73%
Arlington Industries Inc.	27	1.0-4C	81%	70%	56%	78%	68%
Arlington Industries Inc.	13	1.0-4C	78%	69%	57%	76%	63%
Arlington Industries Inc.	51	1.0-4C	77%	70%	65%	78%	68%
Arlington Industries Inc.	33	1.0-4C	76%	66%	56%	79%	70%
Underground Devices	21	.50-4C	73%	51%	43%	80%	55%
Southwire Co.	Cvr 4	1.0-4C	72%	58%	38%	76%	49%
Champion Fiberglass, Inc.	Cvr 2	1.0-4C	68%	44%	47%	84%	55%
Automation Direct	1	1.0-4C	67%	61%	41%	80%	54%
ROBROY Raceway Division	57	1.0-4C	64%	63%	48%	75%	50%
Champion Fiberglass, Inc.	LC C4	1.0-4C	62%	65%	40%	78%	56%
Category averages:			74%	63%	50%	80%	62%

(continued)

Base = 118

Ad Scores: Exposure, Engagement and Involvement Totals by Product Category *continued*

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

	Page	Size & Color	*Exposure* **Total Recall Seeing**	Read Some	Read Most	*Engagement* Total Ad Influence	*Involvement* One or More Buying Actions
Wiring devices							
Arlington Industries Inc.	3	1.0-4C	91%	63%	51%	87%	73%
Arlington Industries Inc.	11	1.0-4C	85%	59%	52%	87%	68%
Arlington Industries Inc.	85	.50-4C	84%	65%	44%	85%	67%
Arlington Industries Inc.	89	1.0-4C	81%	58%	53%	86%	73%
Arlington Industries Inc.	7	1.0-4C	80%	66%	53%	87%	71%
Arlington Industries Inc.	65	1.0-4C	78%	68%	55%	79%	67%
Arlington Industries Inc.	17	1.0-4C	77%	71%	56%	78%	63%
Arlington Industries Inc.	51	1.0-4C	77%	70%	65%	78%	68%
Arlington Industries Inc.	87	1.0-4C	76%	76%	53%	79%	66%
Category averages:			81%	66%	54%	83%	68%
Regional ad							
Xcel Energy Services Inc.	77	1.0-4C	54%	43%	39%	80%	36%

Base = 118

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

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

	Page	Size & Color	*Exposure* Recall Seeing	*Engagement* **Total Ad Influence**	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Boxes, conduit bodies & enclosures								
Arlington Industries Inc.	3	1.0-4C	91%	87%	79%	81%	66%	6%
Arlington Industries Inc.	29	1.0-4C	86%	87%	78%	82%	67%	11%
Arlington Industries Inc.	11	1.0-4C	85%	87%	77%	80%	66%	18%
Arlington Industries Inc.	7	1.0-4C	80%	87%	73%	81%	72%	12%
Arlington Industries Inc.	25	1.0-4C	88%	86%	77%	80%	64%	10%
Arlington Industries Inc.	41	1.0-4C	82%	86%	73%	83%	67%	21%
Arlington Industries Inc.	89	1.0-4C	81%	86%	77%	83%	70%	10%
Hubbell RACO	35	.50-4C	77%	86%	63%	77%	62%	38%
Hubbell RACO	15	.50-4C	71%	81%	58%	70%	56%	27%
Arlington Industries Inc.	65	1.0-4C	78%	79%	60%	77%	63%	26%
Arlington Industries Inc.	33	1.0-4C	76%	79%	66%	72%	54%	17%
Arlington Industries Inc.	37	1.0-4C	80%	78%	67%	74%	59%	17%
Arlington Industries Inc.	17	1.0-4C	77%	78%	64%	70%	60%	17%
Arlington Industries Inc.	51	1.0-4C	77%	78%	62%	68%	56%	22%
Arlington Industries Inc.	43	1.0-4C	77%	77%	60%	71%	57%	23%
Arlington Industries Inc.	13	1.0-4C	78%	76%	58%	67%	55%	25%
Arlington Industries Inc.	5	1.0-4C	82%	75%	66%	70%	59%	19%
Category averages:			80%	82%	68%	76%	62%	19%
Conduit/tubing								
Champion Fiberglass, Inc.	Cvr 2	1.0-4C	68%	84%	48%	71%	61%	34%
Champion Fiberglass, Inc.	LC C4	1.0-4C	62%	78%	44%	67%	55%	40%
Arlington Industries Inc.	13	1.0-4C	78%	76%	58%	67%	55%	25%
Category averages:			69%	79%	50%	68%	57%	33%
Contractor equipment								
Uline	73	.50-4C	71%	85%	65%	73%	57%	17%
HotBend	59	.125-4C	64%	82%	51%	69%	58%	26%

(continued)   Base = 118

Definitions:

Total Ad Influence (Audience Engagement) represents the percentage of respondents who, after seeing an ad, reported they did one or more of the four listed items.

All Ad Influence scores are a percentage of the "Recall Seeing" score.

Percentage totals may not equal 100, due to rounding.

Please see Definitions of Scores (3.0), and Methodology (9.1), for complete information.

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

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

	Page	Size & Color	*Exposure* Recall Seeing	*Engagement* **Total Ad Influence**	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Contractor equipment *continued*								
Automation Direct	1	1.0-4C	67%	80%	38%	67%	54%	38%
Category averages:			67%	82%	51%	70%	56%	27%
Electrical distributor (incl. low volt.)								
Uline	73	.50-4C	71%	85%	65%	73%	57%	17%
Fasteners, hangers, clamps, supports								
SP Products	9	1.0-4C	70%	83%	47%	77%	64%	35%
Arlington Industries Inc.	81	1.0-4C	82%	82%	71%	76%	63%	16%
Arlington Industries Inc.	27	1.0-4C	81%	78%	64%	73%	60%	25%
Atkore	19	1.0-4C	57%	78%	36%	55%	46%	40%
Arlington Industries Inc.	5	1.0-4C	82%	75%	66%	70%	59%	19%
Category averages:			74%	79%	57%	70%	58%	27%
Hand tools								
HotBend	59	.125-4C	64%	82%	51%	69%	58%	26%
Raceway/cable tray/conduit								
Snake Tray	45	.33-4C	78%	88%	52%	77%	62%	28%
Champion Fiberglass, Inc.	Cvr 2	1.0-4C	68%	84%	48%	71%	61%	34%
SP Products	9	1.0-4C	70%	83%	47%	77%	64%	35%
Atkore	19	1.0-4C	57%	78%	36%	55%	46%	40%
ROBROY Raceway Division	57	1.0-4C	64%	75%	39%	64%	55%	37%
Category averages:			67%	82%	44%	69%	58%	35%

(continued)

Base = 118

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

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

	Page	Size & Color	*Exposure* Recall Seeing	*Engagement* **Total Ad Influence**	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Training/Safety organization								
Powering America	LC 17	.25-4C	61%	83%	27%	61%	44%	46%
Powering America	75	.50-4C	60%	74%	35%	50%	40%	44%
Institute for Safety in Powerline Construction (ISPC)	LC 10	.25-4C	54%	73%	28%	44%	41%	45%
Category averages:			58%	77%	30%	52%	42%	45%
Wire & cable								
Atkore	19	1.0-4C	57%	78%	36%	55%	46%	40%
Southwire Co.	Cvr 4	1.0-4C	72%	76%	53%	64%	51%	19%
Category averages:			65%	77%	45%	60%	49%	30%
Wire & cable connectors/ terminators								
Arlington Industries Inc.	55	1.0-4C	90%	87%	74%	82%	63%	8%
Arlington Industries Inc.	67	1.0-4C	88%	87%	75%	79%	68%	13%
Hubbell RACO	35	.50-4C	77%	86%	63%	77%	62%	38%
Hubbell RACO	15	.50-4C	71%	81%	58%	70%	56%	27%
Arlington Industries Inc.	Cvr 3	1.0-4C	81%	78%	63%	73%	67%	23%
Category averages:			81%	84%	67%	76%	63%	22%
Wire & cable management								
Arlington Industries Inc.	41	1.0-4C	82%	86%	73%	83%	67%	21%
Arlington Industries Inc.	85	.50-4C	84%	85%	69%	78%	66%	14%
Champion Fiberglass, Inc.	Cvr 2	1.0-4C	68%	84%	48%	71%	61%	34%
Arlington Industries Inc.	81	1.0-4C	82%	82%	71%	76%	63%	16%
Underground Devices	21	.50-4C	73%	80%	44%	69%	52%	33%
Automation Direct	1	1.0-4C	67%	80%	38%	67%	54%	38%
Arlington Industries Inc.	33	1.0-4C	76%	79%	66%	72%	54%	17%
Arlington Industries Inc.	27	1.0-4C	81%	78%	64%	73%	60%	25%

(continued)

Base = 118

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

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

	Page	Size & Color	*Exposure* Recall Seeing	*Engagement* **Total Ad Influence**	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Wire & cable management *continued*								
Arlington Industries Inc.	51	1.0-4C	77%	78%	62%	68%	56%	22%
Champion Fiberglass, Inc.	LC C4	1.0-4C	62%	78%	44%	67%	55%	40%
Arlington Industries Inc.	13	1.0-4C	78%	76%	58%	67%	55%	25%
Southwire Co.	Cvr 4	1.0-4C	72%	76%	53%	64%	51%	19%
ROBROY Raceway Division	57	1.0-4C	64%	75%	39%	64%	55%	37%
Category averages:			74%	80%	56%	71%	58%	26%
Wiring devices								
Arlington Industries Inc.	3	1.0-4C	91%	87%	79%	81%	66%	6%
Arlington Industries Inc.	11	1.0-4C	85%	87%	77%	80%	66%	18%
Arlington Industries Inc.	7	1.0-4C	80%	87%	73%	81%	72%	12%
Arlington Industries Inc.	89	1.0-4C	81%	86%	77%	83%	70%	10%
Arlington Industries Inc.	85	.50-4C	84%	85%	69%	78%	66%	14%
Arlington Industries Inc.	65	1.0-4C	78%	79%	60%	77%	63%	26%
Arlington Industries Inc.	87	1.0-4C	76%	79%	63%	76%	57%	16%
Arlington Industries Inc.	17	1.0-4C	77%	78%	64%	70%	60%	17%
Arlington Industries Inc.	51	1.0-4C	77%	78%	62%	68%	56%	22%
Category averages:			81%	83%	69%	77%	64%	16%
Regional ad								
Xcel Energy Services Inc.	77	1.0-4C	54%	80%	30%	48%	34%	48%

Base = 118

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

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

	Page	Size & Color	*Exposure* Recall Seeing	*Involvement* **One or More Buying Actions**	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
Boxes, conduit bodies & enclosures												
Arlington Industries Inc.	3	1.0-4C	91%	73%	5%	18%	14%	6%	9%	27%	12%	28%
Arlington Industries Inc.	41	1.0-4C	82%	73%	7%	23%	18%	6%	9%	32%	18%	19%
Arlington Industries Inc.	89	1.0-4C	81%	73%	7%	17%	16%	6%	8%	31%	16%	25%
Arlington Industries Inc.	7	1.0-4C	80%	71%	9%	25%	19%	7%	8%	26%	18%	26%
Arlington Industries Inc.	25	1.0-4C	88%	70%	7%	19%	13%	8%	5%	30%	14%	24%
Arlington Industries Inc.	29	1.0-4C	86%	70%	5%	17%	17%	7%	7%	32%	16%	25%
Arlington Industries Inc.	33	1.0-4C	76%	70%	3%	27%	14%	9%	7%	33%	11%	16%
Arlington Industries Inc.	11	1.0-4C	85%	68%	9%	21%	17%	8%	4%	26%	14%	22%
Arlington Industries Inc.	51	1.0-4C	77%	68%	7%	19%	13%	9%	8%	33%	16%	19%
Arlington Industries Inc.	65	1.0-4C	78%	67%	5%	22%	10%	9%	4%	33%	14%	11%
Arlington Industries Inc.	37	1.0-4C	80%	65%	3%	20%	11%	4%	6%	24%	7%	20%
Hubbell RACO	35	.50-4C	77%	64%	7%	22%	11%	7%	5%	27%	15%	16%
Arlington Industries Inc.	5	1.0-4C	82%	63%	6%	20%	13%	5%	7%	32%	10%	20%
Arlington Industries Inc.	13	1.0-4C	78%	63%	3%	23%	12%	4%	5%	32%	9%	12%
Arlington Industries Inc.	17	1.0-4C	77%	63%	3%	21%	13%	4%	4%	27%	16%	14%
Arlington Industries Inc.	43	1.0-4C	77%	62%	4%	23%	14%	3%	4%	29%	9%	14%
Hubbell RACO	15	.50-4C	71%	60%	6%	19%	15%	10%	4%	24%	11%	17%
Category averages:			80%	67%	6%	21%	14%	7%	6%	29%	13%	19%

(continued)

Definitions:

One or More Buying Actions (Audience Involvement) represents the percentage of respondents who, after seeing an ad, indicated they have done, or are likely to do, one or more of the eight listed items.

All Buying Action scores are a percentage of the "Recall Seeing" score.

Percentage totals may not equal 100, due to rounding.

Please see Definitions of Scores (3.0), and Methodology (9.1), for complete information.

Base = 118

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

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

	Page	Size & Color	*Exposure* Recall Seeing	*Involvement* **One or More Buying Actions**	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
Conduit/tubing												
Arlington Industries Inc.	13	1.0-4C	78%	63%	3%	23%	12%	4%	5%	32%	9%	12%
Champion Fiberglass, Inc.	LC C4	1.0-4C	62%	56%	5%	18%	22%	10%	1%	27%	10%	3%
Champion Fiberglass, Inc.	Cvr 2	1.0-4C	68%	55%	10%	21%	14%	11%	4%	20%	8%	5%
Category averages:			69%	58%	6%	21%	16%	8%	3%	26%	9%	7%
Contractor equipment												
Uline	73	.50-4C	71%	63%	5%	19%	15%	8%	6%	27%	11%	15%
HotBend	59	.125-4C	64%	58%	12%	30%	25%	13%	5%	17%	6%	10%
Automation Direct	1	1.0-4C	67%	54%	6%	22%	23%	9%	4%	24%	10%	5%
Category averages:			67%	58%	8%	24%	21%	10%	5%	23%	9%	10%
Electrical distributor (incl. low volt.)												
Uline	73	.50-4C	71%	63%	5%	19%	15%	8%	6%	27%	11%	15%
Fasteners, hangers, clamps, supports												
Arlington Industries Inc.	81	1.0-4C	82%	74%	7%	22%	15%	2%	6%	36%	15%	20%
Arlington Industries Inc.	27	1.0-4C	81%	68%	6%	22%	15%	6%	7%	37%	11%	20%
SP Products	9	1.0-4C	70%	67%	10%	24%	14%	7%	4%	33%	16%	8%
Arlington Industries Inc.	5	1.0-4C	82%	63%	6%	20%	13%	5%	7%	32%	10%	20%
Atkore	19	1.0-4C	57%	46%	6%	24%	15%	9%	4%	10%	7%	7%
Category averages:			74%	64%	7%	22%	14%	6%	6%	30%	12%	15%
Hand tools												
HotBend	59	.125-4C	64%	58%	12%	30%	25%	13%	5%	17%	6%	10%
Raceway/cable tray/conduit												
SP Products	9	1.0-4C	70%	67%	10%	24%	14%	7%	4%	33%	16%	8%

(continued)

Base = 118

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

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

	Page	Size & Color	*Exposure* Recall Seeing	*Involvement* **One or More Buying Actions**	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
Raceway/cable tray/conduit *continued*												
Snake Tray	45	.33-4C	78%	61%	11%	22%	18%	5%	7%	24%	11%	13%
Champion Fiberglass, Inc.	Cvr 2	1.0-4C	68%	55%	10%	21%	14%	11%	4%	20%	8%	5%
ROBROY Raceway Division	57	1.0-4C	64%	50%	5%	12%	9%	7%	1%	18%	9%	12%
Atkore	19	1.0-4C	57%	46%	6%	24%	15%	9%	4%	10%	7%	7%
Category averages:			67%	56%	8%	21%	14%	8%	4%	21%	10%	9%
Training/Safety organization												
Powering America	LC 17	.25-4C	61%	39%	7%	21%	20%	7%	3%	7%	7%	1%
Powering America	75	.50-4C	60%	39%	3%	17%	17%	8%	3%	7%	10%	1%
Institute for Safety in Powerline Construction (ISPC)	LC 10	.25-4C	54%	39%	6%	17%	13%	6%	2%	5%	8%	2%
Category averages:			58%	39%	5%	18%	17%	7%	3%	6%	8%	1%
Wire & cable												
Southwire Co.	Cvr 4	1.0-4C	72%	49%	7%	21%	14%	5%	5%	15%	12%	9%
Atkore	19	1.0-4C	57%	46%	6%	24%	15%	9%	4%	10%	7%	7%
Category averages:			65%	48%	7%	23%	15%	7%	5%	13%	10%	8%
Wire & cable connectors/ terminators												
Arlington Industries Inc.	67	1.0-4C	88%	74%	9%	22%	17%	8%	10%	38%	17%	26%
Arlington Industries Inc.	55	1.0-4C	90%	67%	8%	17%	13%	6%	10%	24%	14%	27%
Arlington Industries Inc.	Cvr 3	1.0-4C	81%	67%	5%	20%	11%	7%	3%	31%	8%	19%
Hubbell RACO	35	.50-4C	77%	64%	7%	22%	11%	7%	5%	27%	15%	16%
Hubbell RACO	15	.50-4C	71%	60%	6%	19%	15%	10%	4%	24%	11%	17%
Category averages:			81%	66%	7%	20%	13%	8%	6%	29%	13%	21%

(continued)

Base = 118

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

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

	Page	Size & Color	*Exposure* Recall Seeing	*Involvement* **One or More Buying Actions**	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
Wire & cable management												
Arlington Industries Inc.	81	1.0-4C	82%	74%	7%	22%	15%	2%	6%	36%	15%	20%
Arlington Industries Inc.	41	1.0-4C	82%	73%	7%	23%	18%	6%	9%	32%	18%	19%
Arlington Industries Inc.	33	1.0-4C	76%	70%	3%	27%	14%	9%	7%	33%	11%	16%
Arlington Industries Inc.	27	1.0-4C	81%	68%	6%	22%	15%	6%	7%	37%	11%	20%
Arlington Industries Inc.	51	1.0-4C	77%	68%	7%	19%	13%	9%	8%	33%	16%	19%
Arlington Industries Inc.	85	.50-4C	84%	67%	5%	20%	11%	6%	3%	31%	14%	17%
Arlington Industries Inc.	13	1.0-4C	78%	63%	3%	23%	12%	4%	5%	32%	9%	12%
Champion Fiberglass, Inc.	LC C4	1.0-4C	62%	56%	5%	18%	22%	10%	1%	27%	10%	3%
Underground Devices	21	.50-4C	73%	55%	8%	20%	14%	6%	7%	21%	11%	3%
Champion Fiberglass, Inc.	Cvr 2	1.0-4C	68%	55%	10%	21%	14%	11%	4%	20%	8%	5%
Automation Direct	1	1.0-4C	67%	54%	6%	22%	23%	9%	4%	24%	10%	5%
ROBROY Raceway Division	57	1.0-4C	64%	50%	5%	12%	9%	7%	1%	18%	9%	12%
Southwire Co.	Cvr 4	1.0-4C	72%	49%	7%	21%	14%	5%	5%	15%	12%	9%
Category averages:			74%	62%	6%	21%	15%	7%	5%	28%	12%	12%
Wiring devices												
Arlington Industries Inc.	3	1.0-4C	91%	73%	5%	18%	14%	6%	9%	27%	12%	28%
Arlington Industries Inc.	89	1.0-4C	81%	73%	7%	17%	16%	6%	8%	31%	16%	25%
Arlington Industries Inc.	7	1.0-4C	80%	71%	9%	25%	19%	7%	8%	26%	18%	26%
Arlington Industries Inc.	11	1.0-4C	85%	68%	9%	21%	17%	8%	4%	26%	14%	22%
Arlington Industries Inc.	51	1.0-4C	77%	68%	7%	19%	13%	9%	8%	33%	16%	19%
Arlington Industries Inc.	85	.50-4C	84%	67%	5%	20%	11%	6%	3%	31%	14%	17%
Arlington Industries Inc.	65	1.0-4C	78%	67%	5%	22%	10%	9%	4%	33%	14%	11%
Arlington Industries Inc.	87	1.0-4C	76%	66%	6%	20%	12%	7%	3%	34%	9%	26%
Arlington Industries Inc.	17	1.0-4C	77%	63%	3%	21%	13%	4%	4%	27%	16%	14%
Category averages:			81%	68%	6%	20%	14%	7%	6%	30%	14%	21%
Regional ad												
Xcel Energy Services Inc.	77	1.0-4C	54%	36%	5%	19%	19%	6%	2%	11%	2%	2%

Base = 118

Demographics: Influence and Action Totals

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

Total ad influence for national ads*

After seeing an ad in *Electrical Contractor*, **93%** of respondents reported one or more of the following:

86%	Associated ads with respective brands
90%	Liked one or more ads
85%	Have improved opinion
69%	Became newly aware of a product/service

Base = 236

Total Buying Behavior **88%**

Eighty-eight percent (**88%**) 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 purchasing actions:

22%	Save the ad
48%	Discuss the advertised product
42%	Visit ad's website
25%	Request more information

Preliminary Buying Behavior **67%**

22%	Try product/service (or schedule meeting, visit location, etc.)
58%	Consider use/purchase
34%	Recommend or specify
42%	Purchase

Active Buying Behavior **71%**

Base = 236

Ad scores by size for national ads*

	Number of Ads	Recall Seeing	Read Some	Read Most
One page	28	78%	65%	52%
One-half page	6	73%	58%	44%
One-third page	1	78%	63%	47%
One-fourth page	2	58%	60%	41%
One-eighth page	1	64%	52%	42%
Issue Averages:		**76%**	**63%**	**50%**

Base = 118
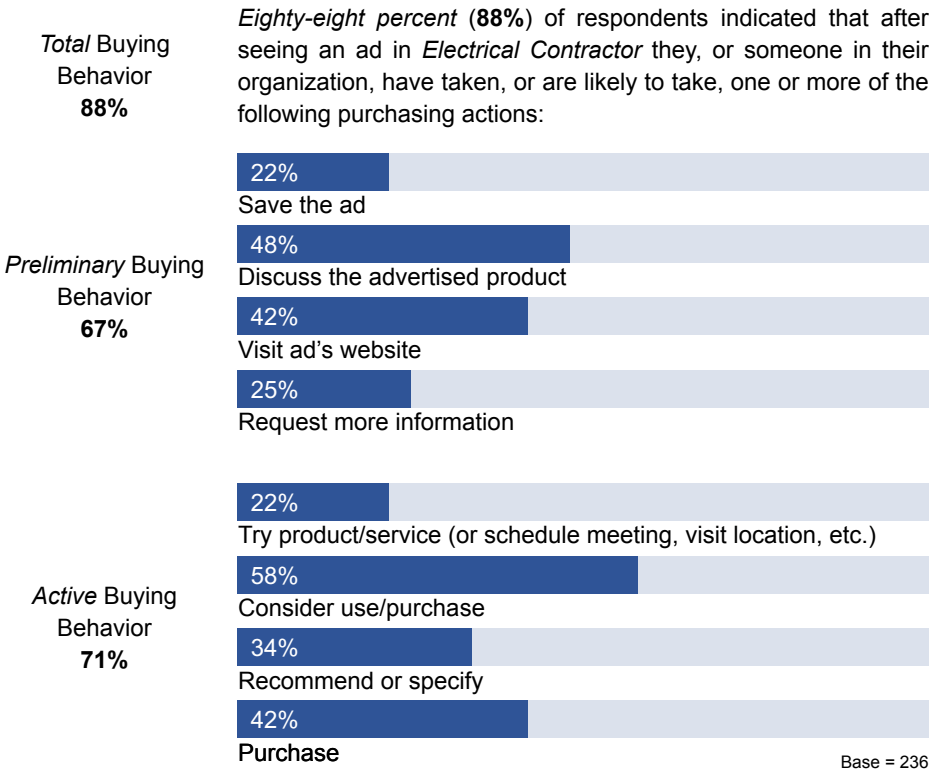
Building types

Commercial 87%
    Includes hotel, motel, resort, restaurant, food service, entertainment, sports, gaming, financial (banking/insurance), retail stores (all types), and office buildings

Institutional 65%
    Includes hospital, nursing home, education (K12, college, university), govt., administration, police, correctional, military, transportation (airport/rail/other)

Industrial 64%
    Includes manufacturing plants, power generation and utility

Residential 64%

Non-building 31%
    Includes road, airport, traffic lighting, line work, waste/water treatment, etc.
    Includes single family and multi-family

Emerging/alternative energy sources 30%
    Includes solar, wind, geothermal, etc.

None of the above 1%

No response 0%

Base = 236

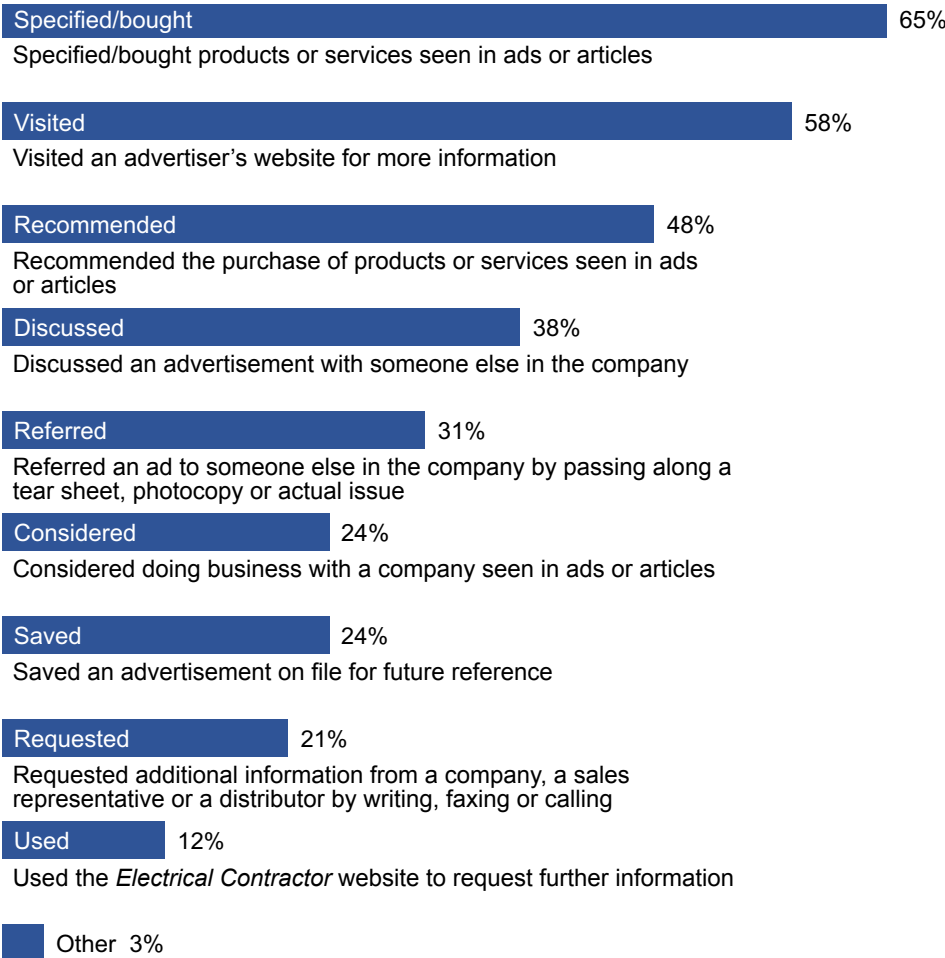* Scores from regional ads are not included in these calculations.

Demographics: Purchasing and Reader Profile

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

Purchasing actions taken

Ninety-four percent (**94%**) of the respondents report taking one or more purchasing actions during the past year as a result of ads/editorials appearing in *Electrical Contractor.*

Specified/bought — 65%
Specified/bought products or services seen in ads or articles

Visited — 58%
Visited an advertiser's website for more information

Recommended — 48%
Recommended the purchase of products or services seen in ads or articles

Discussed — 38%
Discussed an advertisement with someone else in the company

Referred — 31%
Referred an ad to someone else in the company by passing along a tear sheet, photocopy or actual issue

Considered — 24%
Considered doing business with a company seen in ads or articles

Saved — 24%
Saved an advertisement on file for future reference

Requested — 21%
Requested additional information from a company, a sales representative or a distributor by writing, faxing or calling

Used — 12%
Used the *Electrical Contractor* website to request further information

Other 3%

No actions taken = 6%
No response = 0%   Base = 236

Primary job title or function

Executive management: owner, partner, president, VP, general manager, etc.	56%
Management: project manager, superintendent, supervisor, foreman	17%
Electrician (field), journeyman, technician, installer, service person	11%
Estimator	4%
Staff engineer, designer, electrical engineer.	3%
Inspector.	2%
Apprentice	1%
Purchasing agent, buyer.	1%
Other	5%
No response	0%

Base = 236

Primary business

Electrical contracting/low-voltage contracting.	81%
Engineering/architecture/consulting	4%
Systems integration/consulting.	2%
Wholesaler/distributor.	2%
Other	11%
No response	0%

Base = 236

Building systems installed

Maintenance, service, repair	87%
Lighting.	83%
Premises wiring	73%
Security (includes CCTV, access/motion/intrusion systems)	62%
Power quality systems (includes standby, co-gen, etc.).	61%
Fire/life safety systems.	58%
Total building automation systems (includes HVAC, lighting).	48%
Communications systems (VDV)	43%
Alternative-energy systems	36%
Fiber optics.	34%
None of the above	1%
No response	0%

Base = 236

About adViewPRO

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

BAXTER
adView PRO ™

What are some of the concepts behind adViewPRO Ad Campaign Analytics?

- Ad campaigns setting primary and intermediate objectives are more accountable and more effective.[1]

- Only primary business objectives such as increasing profit or market share are true final measures of business success.[2]

- A significant change across a wide range of intermediate objectives is a reliable predictor of business success.

- Because the importance of individual intermediate objectives varies by ad campaign, no single intermediate measure can be an infallible predictor.

- Best practice requires tracking multiple intermediate effects.[3]

- Assigning greater or lesser value to each intermediate objective, to better align with your specific campaign goals, improves campaign accountability and effectiveness.[4]

Why does adViewPRO focus on intermediate objectives?

Intermediate objectives are the means to achieving primary ad campaign objectives. Taken individually, each intermediate objective offers insight into how your campaign is working in comparison with other campaigns reaching your audience.

Total Ad Recall
Audience Exposure

Total Ad Influence
Audience Engagement

Total Buying Action
Audience Involvement

- Recall seeing (reader exposure)
- Read some of the ad (reader engagement)
- Read most of the ad (reader involvement)

- Make ad-brand connection
- Like the ad
- Better opinion of product or service
- Newly aware of product or service
- Previously aware of product or service

Preliminary Buying Action
- Save the ad
- Discuss the advertised product
- Visit ad's website
- Request more information

Active Buying Action
- Try product/service
- Consider use/purchase
- Recommend or specify
- Purchase

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

About adViewPRO: Methodology

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

Baxter Research Center's (BRC) *adViewPRO* study programs are conducted online using accepted advertising and editorial reader research methods and practices.

The reader panel was selected from the sponsoring publication's circulation of 83,102* using a structured random-interval selection process. Preparation of the survey instrument, sample selection, emailing, processing, tabulation and generation of final reports are conducted under the supervision of BRC.

Readers invited to participate via email are provided with a secure link to the questionnaire. To ensure optimal delivery, all surveys are sent using BRC's bonded email servers.

In those cases where two versions of the questionnaire are produced to maintain an appropriate level of reader response, both are identical with the exception of the ad listings, which are divided equally between the two. Ad recall data is based on a minimum of 100 returns. Splitting the survey into two or three versions to accommodate more ads will result in editorial and respondent profiles increasing to 200 and 300, respectively. Ad recall data will achieve a lesser number, but no fewer than 100 returns.

Ad and editorial reader recall data are fully disclosed in this report and online through advertiser micro-sites. Advertiser access to their micro-site is controlled by the sponsoring publication. Advertisers wishing to view online data should contact their magazine advertising sales representative for a link and password. A copy of the online survey is available upon request from BRC.

* June 2023 Alliance for Audited Media

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