



ELECTRICAL CONTRACTOR

Electrical Contractor

Media Preference Study
2024



Conducted By

SIGNET
RESEARCH INC.

201.945.6903 | signetresearch.com



October 21, 2024

To Whom It May Concern:

The following report provides the results of a survey recently conducted for *Electrical Contractor* by Signet Research, Inc., an independent research company.

The primary objective of this study was to gather comprehensive feedback on media channel preferences from the *Electrical Contractor* audience. This study aimed to provide valuable insights into the effectiveness of each media channel, helping to inform future marketing strategies and optimize communication efforts across the most impactful platforms.

An email was broadcast on September 16, 2024, to the *Electrical Contractor* email database, asking them to click on a URL and participate in a survey. An additional email was broadcast to non-respondents on September 19th to encourage responses. The net effective mailing from this effort was 41,620. As an incentive, respondents were offered a chance to win a \$200 gift card.

By the closing date of October 15, 2024, 508 returns have been received. This report is based on total answering each question.

The findings of this survey may be accepted as accurate, at a 95% confidence level, within a sampling tolerance of approximately +/-4.3%.

Sincerely,

Joanna S. Zanopoulo
President



Question 1 (Multiple Choice)

In the past 3 months, which formats of Electrical Contractor content have you accessed?

(Please check ALL that apply.)

| | Percent | Counts |
|---|------------------------|------------|
| Print/Digital Magazine (NET) | 94% | 476 |
| E-news/Website (NET) | 21% | 105 |
| Electrical Contractor print magazine | 91% | 460 |
| Electrical Contractor digital replica/PDF of magazine | 20% | 101 |
| Electrical Contractor e-newsletter | 17% | 85 |
| Electrical Contractor.com | 8% | 42 |
| None of the above | 3% | 17 |
| | No Response | 20 |
| | Total Answering | 508 |

Question 3 (Single Choice)

In the last 3 months, did you take any action after seeing an ad or sponsor-driven content in Electrical Contractor’s print or digital/PDF issue (i.e., referred to a peer or colleague, visited a website, saved for future reference or investigated/bought a product or service)?

| | Percent | Counts |
|---|------------------------|------------|
| Took at least one action in last 3 months (NET) | 72% | 335 |
| Yes, more than 5 times | 6% | 29 |
| Yes, about 3 – 5 times | 18% | 85 |
| Yes, at least once | 48% | 221 |
| No | 28% | 128 |
| | Total Answering | 463 |

**Base = Accessed Electrical Contractor print magazine and/or digital edition*

Question 4 (Single Choice)

In the last 30 days, about how much time, altogether, have you spent reading or looking through Electrical Contractor’s print or digital/PDF issue?

| | Percent | Counts |
|-----------------------------------|------------------------|------------|
| Less than 15 minutes | 6% | 30 |
| 15 minutes – less than 30 minutes | 22% | 102 |
| 30 minutes – less than an hour | 37% | 171 |
| One hour – less than two hours | 26% | 119 |
| Two hours or more | 9% | 43 |
| | Total Answering | 465 |
| | Mean | 59 min. |

**Base = Accessed Electrical Contractor print magazine and/or digital edition*



Question 5 (Single Choice)

In the last 3 months, did you take any action after seeing an ad or sponsor-driven content in Electrical Contractor’s e-newsletter or website (i.e., referred to a peer or colleague, visited a website, saved for future reference or investigated/bought a product or service)?

| | Percent | Counts |
|---|---------|-----------|
| Took at least one action in last 3 months (NET) | 71% | 70 |
| Yes, more than 5 times | 8% | 8 |
| Yes, about 3 – 5 times | 18% | 18 |
| Yes, at least once | 44% | 44 |
| No | 29% | 29 |
| Total Answering | | 99 |

**Base = Accessed Electrical Contractor e-newsletter and/or website*

Question 6 (Single Choice)

In the last 30 days, about how much time, altogether, have you spent reading or browsing through Electrical Contractor’s e-newsletter or website?

| | Percent | Counts |
|-----------------------------------|---------|----------------|
| Less than 15 minutes | 11% | 11 |
| 15 minutes – less than 30 minutes | 30% | 29 |
| 30 minutes – less than an hour | 33% | 32 |
| One hour – less than two hours | 21% | 20 |
| Two hours or more | 5% | 5 |
| Total Answering | | 97 |
| Mean | | 49 min. |

**Base = Accessed Electrical Contractor e-newsletter and/or website*

Question 7 (Single Choice)

**Which format do you generally prefer for accessing articles/content from Electrical Contractor?
(Please check ONE only.)**

| | Percent | Counts |
|---|---------|------------|
| Print magazine / digital edition (replica or PDF) | 93% | 447 |
| E-newsletter / website | 7% | 32 |
| No Response | | 49 |
| Total Answering | | 479 |



Question 8 (Multiple Choice Matrix)

When you access Electrical Contractor articles and content, which format...

(Please check ALL that apply.)

| | Print magazine / digital edition | | E-newsletter / website | |
|--|----------------------------------|-----|------------------------|-----|
| do you find more comfort in reading? | 95% | 441 | 7% | 31 |
| is easier to reference again? | 89% | 406 | 13% | 58 |
| enables you to retain more of what you read? | 97% | 435 | 5% | 24 |
| gives you a deeper understanding of the topics of interest to you? | 95% | 427 | 8% | 35 |
| are you more likely to save? | 90% | 397 | 13% | 57 |
| allows you read more quickly? | 87% | 387 | 14% | 63 |
| are you more easily distracted from reading? | 38% | 153 | 64% | 254 |

**Base = Total Answering per row*

Question 9 (Multiple Choice Matrix)

In which format of Electrical Contractor...

(Please check ALL that apply.)

| | Print magazine / digital edition | | E-newsletter / website | |
|--|----------------------------------|-----|------------------------|----|
| are you more likely to notice the ads? | 95% | 422 | 9% | 38 |
| do you pay more attention to the ads? | 94% | 411 | 8% | 35 |
| are you more likely to recall the ads? | 95% | 407 | 8% | 33 |
| do the ads better convey the message? | 95% | 400 | 7% | 31 |
| are you more likely to take action after seeing ads? | 95% | 380 | 9% | 36 |
| do you trust the ads more? | 98% | 376 | 6% | 22 |

**Base = Total Answering per row*

Question 10 (Multiple Choice Matrix)

Please select your top preferred channel/format for the Electrical Contractor content listed below.

(Please check ALL that apply.)

| | Print magazine / digital edition | | E-newsletter / website | |
|------------------------|----------------------------------|-----|------------------------|----|
| News | 90% | 391 | 12% | 53 |
| Photos | 91% | 395 | 12% | 51 |
| Shorter articles | 86% | 365 | 16% | 70 |
| Long-form articles | 92% | 377 | 10% | 40 |
| Ads | 91% | 366 | 12% | 47 |
| Directories/Guidebooks | 90% | 352 | 14% | 55 |
| Sponsored Content | 90% | 347 | 13% | 49 |
| Interviews | 90% | 335 | 13% | 47 |

**Base = Total Answering per row*



Question 11 (Single Choice Matrix)

Please indicate the extent to which you agree or disagree with each of the following statements.

If I see something online that I need to read carefully, I print it out.

| | Percent | Counts |
|-------------------------------|-----------------|--------|
| Strongly/somewhat agree (NET) | 68% | 309 |
| Strongly agree | 31% | 139 |
| Somewhat agree | 37% | 170 |
| Somewhat disagree | 15% | 69 |
| Strongly disagree | 17% | 77 |
| | No Response | 73 |
| | Total Answering | 455 |

**Base = Total Answering per row*

Question 11 (Single Choice Matrix)

Please indicate the extent to which you agree or disagree with each of the following statements.

If I see a story online in which I'm really interested, I print it out.

| | Percent | Counts |
|-------------------------------|-----------------|--------|
| Strongly/somewhat agree (NET) | 63% | 281 |
| Strongly agree | 28% | 125 |
| Somewhat agree | 35% | 156 |
| Somewhat disagree | 19% | 85 |
| Strongly disagree | 19% | 86 |
| | No Response | 76 |
| | Total Answering | 452 |

**Base = Total Answering per row*

Question 11 (Single Choice Matrix)

Please indicate the extent to which you agree or disagree with each of the following statements.

If I read a story in a printed magazine in which I'm interested, I usually go online to learn more.

| | Percent | Counts |
|-------------------------------|-----------------|--------|
| Strongly/somewhat agree (NET) | 64% | 287 |
| Strongly agree | 22% | 99 |
| Somewhat agree | 42% | 188 |
| Somewhat disagree | 19% | 87 |
| Strongly disagree | 17% | 75 |
| | No Response | 79 |
| | Total Answering | 449 |

**Base = Total Answering per row*



Question 11 (Single Choice Matrix)

Please indicate the extent to which you agree or disagree with each of the following statements.

If I want to get in-depth knowledge about a subject, I usually read about it online rather than on paper.

| | Percent | Counts |
|-------------------------------|-----------------|--------|
| Strongly/somewhat agree (NET) | 53% | 240 |
| Strongly agree | 19% | 87 |
| Somewhat agree | 34% | 153 |
| Somewhat disagree | 26% | 117 |
| Strongly disagree | 20% | 90 |
| | No Response | 81 |
| | Total Answering | 447 |

**Base = Total Answering per row*

Question 11 (Single Choice Matrix)

Please indicate the extent to which you agree or disagree with each of the following statements.

If I want to get in-depth knowledge about a subject, I usually read about it on paper rather than online.

| | Percent | Counts |
|-------------------------------|-----------------|--------|
| Strongly/somewhat agree (NET) | 72% | 326 |
| Strongly agree | 38% | 172 |
| Somewhat agree | 34% | 154 |
| Somewhat disagree | 22% | 97 |
| Strongly disagree | 6% | 28 |
| | No Response | 77 |
| | Total Answering | 451 |

**Base = Total Answering per row*

Question 11 (Single Choice Matrix)

Please indicate the extent to which you agree or disagree with each of the following statements.

Summary Table: Strongly/somewhat agree (NET)

| | Percent | Counts |
|---|---------|--------|
| If I see something online that I need to read carefully, I print it out. | 68% | 309 |
| If I see a story online in which I'm really interested, I print it out. | 63% | 281 |
| If I read a story in a printed magazine in which I'm interested, I usually go online to learn more. | 64% | 287 |
| If I want to get in-depth knowledge about a subject, I usually read about it online rather than on paper. | 53% | 240 |
| If I want to get in-depth knowledge about a subject, I usually read about it on paper rather than online. | 72% | 326 |

**Bases vary*



Question 12 (Single Choice)

Do you think a brand has a stronger presence if it publishes a magazine or PDF/digital replica along with a website and e-newsletter?

| | Percent | Counts |
|-----|-----------------|--------|
| Yes | 82% | 378 |
| No | 18% | 85 |
| | No Response | 65 |
| | Total Answering | 463 |

Question 15 (Single Choice)

Which best describes the primary business of your company or employer? (Please check ONE only.)

| | Percent | Counts |
|--|-----------------|--------|
| Electrical contracting/low-voltage contracting - includes power (inside, line, maintenance, control, etc.), electrical work, and/or all VDV, security, fire/life safety, fiber optics, home/building automation systems and integrated building systems applications | 92% | 395 |
| Other | 8% | 33 |
| | No Response | 100 |
| | Total Answering | 428 |

Question 16 (Single Choice)

Which best describes your primary job title/function? (Please check ONE only.)

| | Percent | Counts |
|---|-----------------|--------|
| Executive management: owner, partner, president, VP, general manager, etc. | 53% | 236 |
| Management: project manager, superintendent, supervisor, foreman, etc. | 20% | 89 |
| Electrician (field), journeyman, technician, installer, serviceperson, etc. | 18% | 81 |
| Estimator | 3% | 12 |
| Staff engineer, designer, electrical engineer | 2% | 7 |
| Inspector | 1% | 3 |
| Purchasing agent, buyer | 1% | 3 |
| Lineworker | 0% | 1 |
| Apprentice | 0% | 1 |
| Other | 4% | 16 |
| | No Response | 79 |
| | Total Answering | 449 |