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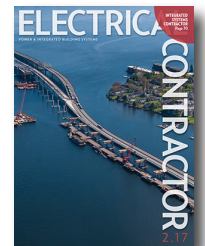
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# mediaView™ Pro

Complete Ad  
Campaign Analytics

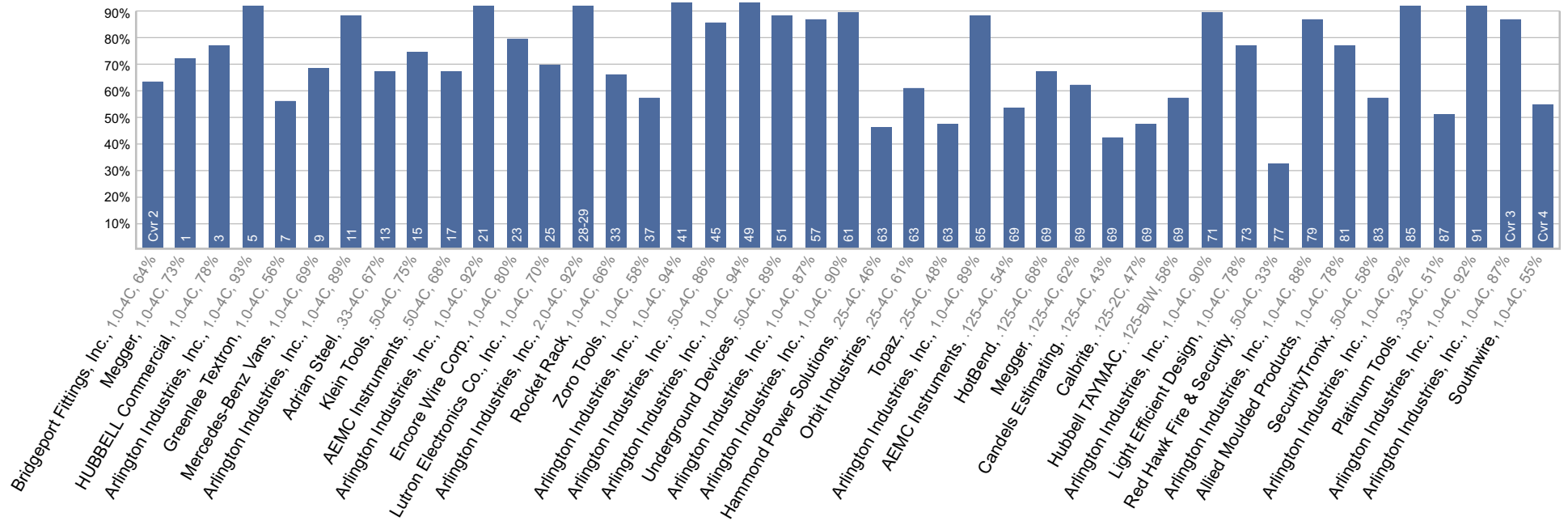


February 2017

**Independent Ad Performance News:**  
*Advertising Exposure  
Audience Engagement and Involvement  
Preliminary and Active Buying Actions*



## Executive Summary: Ad Traffic by Page Number



Base = 101

## Top-performing ads based on audience 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. (pg 41)	94%	Bridgeport Fittings, Inc.	64%	100%	Arlington Industries (pg 71)	90%	89%
Arlington Industries, Inc. (pg 49)	94%	Red Hawk Fire & Security	33%	100%	Arlington Industries (pg 91)	92%	88%
Arlington Industries, Inc. (pg 5)	93%	Arlington Industries (pg 41)	94%	99%	Arlington Industries (pg 41)	94%	87%
Arlington Industries, Inc. (pg 21)	92%	Arlington Industries (pg 65)	89%	99%	Arlington Industries (pg 65)	89%	87%
Arlington Industries, Inc. (pg 28-29)	92%	Arlington Industries (cvr 3)	87%	99%	Arlington Industries (pg 28-29)	92%	85%
Arlington Industries, Inc. (pg 85)	92%	Allied Moulded Products	78%	99%	Arlington Industries (pg 79)	88%	85%
Arlington Industries, Inc. (pg 91)	92%	Arlington Industries (pg 28-29)	92%	98%	HUBBELL Commercial...	78%	85%
Arlington Industries, Inc. (pg 71)	90%	Arlington Industries (pg 85)	86%	98%	Arlington Industries (pg 85)	92%	84%
Arlington Industries, Inc. (pg 61)	90%	AEMC Instruments	68%	98%	Arlington Industries (pg 11)	89%	84%
Arlington Industries, Inc. (pg 65)	89%	Rocket Rack	66%	98%	Arlington Industries (cvr 3)	87%	83%

## Definitions of Scores



# mediaView™ Pro

## Complete Ad Campaign Analytics

### 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 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

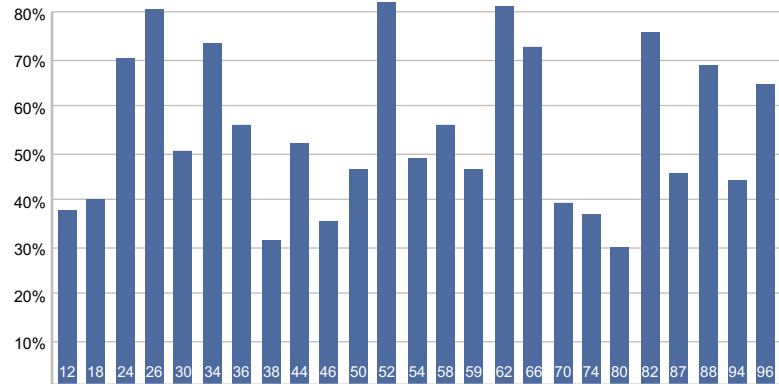
One or More Buying Actions, or Audience Involvement, represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad further influenced their buying actions. These audience members saw an ad and indicated that they, or someone in their organization, either 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** – Those 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.
- **Contact Salesperson** – Respondents who report they would likely contact, or have contacted, a salesperson in response to an advertised product or service.
- **Try Product/Service** – Those respondents who report they would try, or had already tried, an advertised product or service.
- **Consider Purchase** – Those 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 either actively purchased, or are likely to purchase, a product/service after seeing an advertisement.

Editorial



### 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 12.

	Page Number	Recall Seeing	Read Some	Read Most
INDUSTRY WATCH: Potential for color tuning in senior...	12	38%	58%	41%
FOCUS: Supply in search of demand: Microgrids	18	40%	63%	40%
LIGHTING: Certifiably skilled	24	71%	72%	53%
CODE FAQs: Conductors, unfinished basements and more	26	81%	80%	75%
FOCUS: Balance of power: Women in contracting	30	51%	57%	45%
ESTIMATING: Laboring over change orders	34	74%	72%	57%
IDEAS THAT WORK: Dealing with grout, tape solution and...	36	56%	68%	68%
PROFILE: Power floats: DBE Electric and Amaya Electric	38	31%	52%	44%
CODE APPLICATIONS: Passing gas	44	52%	67%	54%
FOCUS: Phasing in intelligence	46	35%	69%	33%
SERVICE/MAINTENANCE: Do women make better...	50	47%	72%	50%
PRODUCTS: Tools and accessories	52	83%	77%	67%
FOCUS: Tunable white lighting	54	49%	63%	42%
ALTERNATIVE ENERGY: Back to reality	58	56%	71%	40%
TECHNOLOGY: The 24/7 power era	59	47%	57%	56%
NEW PRODUCTS	62	82%	79%	62%
CODE IN FOCUS: General installation requirements, part...	66	73%	81%	64%
FOCUS: Smarter and safer cities	70	39%	54%	38%
ON THE MARKET: The right sales pitch	74	37%	59%	41%
MEET THE INTEGRATOR: On the road to success	80	30%	50%	47%
COOL TOOLS: Fish sticks and fishing tools	82	76%	75%	65%
INTEGRATED SYSTEMS PRODUCTS	87	46%	59%	48%
COOL TOOLS: Saws	88	69%	74%	69%
YOUR BUSINESS: The right environment	94	44%	70%	39%
CODE COMMENTS: Chemicals, fuels and hazardous...	96	65%	72%	60%

Base = 202

### 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.



## Editorial: Reading Habits



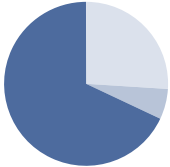
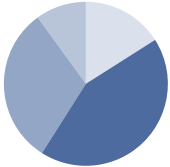
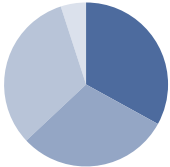
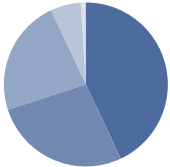
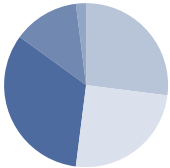
### How, when, how long and how often respondents read *Electrical Contractor*

#### 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.

Cell phone . . . . .	95%
Desktop computer . . . . .	80%
Laptop computer . . . . .	66%
Tablet . . . . .	48%
E-reader . . . . .	5%
None of the above . . . . .	0%
No response . . . . .	1%

Base = 202

<p><b>Format preference</b></p> <p>Print . . . . . 68%</p> <p>Print and digital . . . . . 26%</p> <p>Digital . . . . . 6%</p> <p>No response . . . . . 0%</p> 	<p><b>When read</b></p> <p>Same day the issue is received . . . . 16%</p> <p>Within three days . . . . . 43%</p> <p>Within a week . . . . . 31%</p> <p>One week or later . . . . . 10%</p> <p>No response . . . . . 0%</p> 
<p><b>Time spent reading</b></p> <p>45 minutes or more . . . . . 33%</p> <p>30 - 44 minutes . . . . . 30%</p> <p>15 - 29 minutes . . . . . 32%</p> <p>Less than 15 minutes . . . . . 5%</p> <p>No response . . . . . 0%</p> 	<p><b>How often each issue is read</b></p> <p>4 or more times . . . . . 43%</p> <p>3 times . . . . . 27%</p> <p>2 times . . . . . 23%</p> <p>1 time . . . . . 6%</p> <p>No response . . . . . 1%</p> 
<p><b>Respondents rate <i>Electrical Contractor</i></b></p> <p>Personal favorite . . . . . 27%</p> <p>Very important . . . . . 25%</p> <p>Important . . . . . 33%</p> <p>Somewhat important . . . . . 13%</p> <p>Not important . . . . . 2%</p> <p>No response . . . . . 0%</p> 	<p><b>Pass-along readership</b></p> <p>Respondents report that they pass along their issues of <i>Electrical Contractor</i> to a mean number of 1.3 other professionals.</p> <p><b>1.3</b> Other People</p>

Base = 202

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



	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
<b>Boxes, conduit bodies &amp; enclosures</b>							
Arlington Industries, Inc.	41	1.0-4C	94%	77%	51%	99%	87%
Arlington Industries, Inc.	49	1.0-4C	94%	71%	60%	97%	81%
Arlington Industries, Inc.	5	1.0-4C	93%	57%	57%	97%	73%
Arlington Industries, Inc.	28-29	2.0-4C	92%	67%	58%	98%	85%
Arlington Industries, Inc.	91	1.0-4C	92%	62%	58%	96%	88%
Arlington Industries, Inc.	71	1.0-4C	90%	69%	60%	97%	89%
Arlington Industries, Inc.	11	1.0-4C	89%	70%	58%	97%	84%
Underground Devices	51	.50-4C	89%	53%	34%	95%	58%
Arlington Industries, Inc.	79	1.0-4C	88%	60%	55%	97%	85%
Arlington Industries, Inc.	57	1.0-4C	87%	75%	57%	97%	76%
Arlington Industries, Inc.	Cvr 3	1.0-4C	87%	62%	61%	99%	83%
Arlington Industries, Inc.	45	.50-4C	86%	66%	44%	98%	76%
Allied Moulded Products	81	1.0-4C	78%	71%	35%	99%	81%
HUBBELL Commercial Construction	3	1.0-4C	78%	68%	28%	97%	85%
Orbit Industries	63	.25-4C	61%	51%	45%	95%	69%
Hubbell TAYMAC	69	.125-B/W	58%	48%	29%	95%	58%
Calbrite	69	.125-2C	47%	53%	16%	94%	61%
Category averages:			83%	64%	47%	97%	78%
<b>Contractor equipment</b>							
HotBend	69	.125-4C	68%	49%	36%	93%	66%
<b>Contractor services (incl. rental &amp; mechanical)</b>							
Candels Estimating	69	.125-4C	43%	37%	19%	91%	52%
<b>Electrical distributor (incl. low volt.)</b>							
Zoro Tools	37	1.0-4C	58%	53%	19%	90%	54%

**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.

Base = 101  
(continued)

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

### Readers comment on the magazine



*Very interested in the new products and articles.*

— Owner

*I like to keep up on the latest technological  
advances in the industry.*

— Electrician

*I always learn something every month.*

— Owner

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
<b>Electronic equipment</b>							
SecurityTronix	83	.50-4C	58%	48%	43%	97%	56%
<b>Fasteners, hangers, clamps, supports</b>							
Arlington Industries, Inc.	85	1.0-4C	92%	67%	58%	97%	84%
Arlington Industries, Inc.	65	1.0-4C	89%	72%	61%	99%	87%
Rocket Rack	33	1.0-4C	66%	64%	43%	98%	64%
Platinum Tools	87	.33-4C	51%	39%	35%	92%	53%
Category averages:			75%	61%	49%	97%	72%
<b>Grounding/bonding</b>							
Arlington Industries, Inc.	65	1.0-4C	89%	72%	61%	99%	87%
<b>Hand tools</b>							
Klein Tools	15	.50-4C	75%	65%	53%	97%	75%
HotBend	69	.125-4C	68%	49%	36%	93%	66%
Category averages:			72%	57%	45%	95%	71%
<b>Lighting controls</b>							
Lutron Electronics Co., Inc.	25	1.0-4C	70%	71%	56%	96%	72%
<b>Lighting products/fixtures</b>							
Light Efficient Design	73	1.0-4C	78%	56%	48%	97%	73%
Topaz	63	.25-4C	48%	50%	29%	97%	53%
Category averages:			63%	53%	39%	97%	63%
<b>Meters/instru (test) power &amp; low volt.</b>							
Megger	1	1.0-4C	73%	47%	44%	97%	67%
AEMC Instruments	17	.50-4C	68%	43%	41%	98%	60%

Base = 101  
(continued)

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

[I read Electrical Contractor to] keep up with codes, new products, trends.

— Owner

Provides updated industry information that I would not have the time to investigate, and also new industry changes and advancements. Very important!

— Pres.

[I read Electrical Contractor] to stay abreast of news/changes in the industry.

— Supt.

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
<b>Meters/instru (test) power &amp; low volt. <i>continued</i></b>							
Megger	69	.125-4C	62%	48%	40%	95%	51%
AEMC Instruments	69	.125-4C	54%	43%	35%	94%	59%
Platinum Tools	87	.33-4C	51%	39%	35%	92%	53%
Category averages:			62%	44%	39%	95%	58%
<b>Power tools</b>							
Greenlee Textron	7	1.0-4C	56%	63%	40%	96%	65%
<b>Security products &amp; systems</b>							
SecurityTronix	83	.50-4C	58%	48%	43%	97%	56%
Red Hawk Fire & Security	77	.50-4C	33%	30%	30%	100%	54%
Category averages:			46%	39%	37%	99%	55%
<b>Transformers</b>							
Hammond Power Solutions	63	.25-4C	46%	43%	25%	97%	52%
<b>Vehicle equipment</b>							
Adrian Steel	13	.33-4C	67%	40%	22%	92%	47%
<b>Vehicles</b>							
Mercedes-Benz Vans	9	1.0-4C	69%	43%	37%	90%	38%
<b>Wire &amp; cable</b>							
Encore Wire Corp.	23	1.0-4C	80%	48%	37%	95%	68%
Southwire	Cvr 4	1.0-4C	55%	62%	38%	88%	73%
Category averages:			68%	55%	38%	92%	71%

Base = 101  
(continued)



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



*Helps us keep up with progression of our industry, awareness of new ideas, products, methods, etc.*

— Owner

*[I read Electrical Contractor] to keep up with new products, trends, codes and business climate.*

— Partner

*Helps me keep up with new practices and equipment.*

— Project Manager

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
<b>Wire &amp; cable connectors/terminators</b>							
Arlington Industries, Inc.	41	1.0-4C	94%	77%	51%	99%	87%
Arlington Industries, Inc.	21	1.0-4C	92%	72%	58%	97%	82%
Arlington Industries, Inc.	61	1.0-4C	90%	64%	57%	97%	76%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	64%	56%	47%	100%	78%
Greenlee Textron	7	1.0-4C	56%	63%	40%	96%	65%
Category averages:			79%	66%	51%	98%	78%
<b>Wire &amp; cable management</b>							
Calbrite	69	.125-2C	47%	53%	16%	94%	61%
<b>Wiring devices</b>							
Arlington Industries, Inc.	61	1.0-4C	90%	64%	57%	97%	76%

Base = 101

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



	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
<b>Boxes, conduit bodies &amp; enclosures</b>								
Arlington Industries, Inc.	41	1.0-4C	94%	99%	88%	94%	82%	91%
Arlington Industries, Inc.	Cvr 3	1.0-4C	87%	99%	85%	96%	70%	89%
Allied Moulded Products	81	1.0-4C	78%	99%	63%	87%	76%	75%
Arlington Industries, Inc.	28-29	2.0-4C	92%	98%	85%	94%	74%	88%
Arlington Industries, Inc.	45	.50-4C	86%	98%	77%	92%	73%	77%
Arlington Industries, Inc.	49	1.0-4C	94%	97%	84%	91%	74%	84%
Arlington Industries, Inc.	5	1.0-4C	93%	97%	77%	92%	71%	80%
Arlington Industries, Inc.	71	1.0-4C	90%	97%	83%	92%	79%	86%
Arlington Industries, Inc.	11	1.0-4C	89%	97%	80%	90%	78%	84%
Arlington Industries, Inc.	79	1.0-4C	88%	97%	80%	93%	72%	86%
Arlington Industries, Inc.	57	1.0-4C	87%	97%	81%	90%	75%	81%
HUBBELL Commercial Construction	3	1.0-4C	78%	97%	64%	90%	75%	69%
Arlington Industries, Inc.	91	1.0-4C	92%	96%	83%	90%	73%	89%
Underground Devices	51	.50-4C	89%	95%	39%	87%	60%	45%
Orbit Industries	63	.25-4C	61%	95%	49%	90%	64%	62%
Hubbell TAYMAC	69	.125-B/W	58%	95%	48%	68%	48%	63%
Calbrite	69	.125-2C	47%	94%	45%	79%	55%	39%
Category averages:			83%	97%	71%	89%	71%	76%
<b>Contractor equipment</b>								
HotBend	69	.125-4C	68%	93%	50%	78%	59%	55%
<b>Contractor services (incl. rental &amp; mechanical)</b>								
Candels Estimating	69	.125-4C	43%	91%	27%	61%	39%	33%
<b>Electrical distributor (incl. low volt.)</b>								
Zoro Tools	37	1.0-4C	58%	90%	37%	68%	49%	37%

**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.

Base = 101  
(continued)

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



*Keeps me familiar with new products.*

— Owner

*Provides up-to-date information on the electrical industry and its heartbeat. The code section keeps me thinking about my installations and their compliance.*

— VP Operations

*Keeps me up on new products.*

— Operation Manager

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
<b>Electronic equipment</b>								
SecurityTronix	83	.50-4C	58%	97%	31%	64%	49%	31%
<b>Fasteners, hangers, clamps, supports</b>								
Arlington Industries, Inc.	65	1.0-4C	89%	99%	85%	96%	83%	87%
Rocket Rack	33	1.0-4C	66%	98%	40%	84%	65%	40%
Arlington Industries, Inc.	85	1.0-4C	92%	97%	80%	91%	75%	88%
Platinum Tools	87	.33-4C	51%	92%	45%	63%	45%	42%
Category averages:			75%	97%	63%	84%	67%	64%
<b>Grounding/bonding</b>								
Arlington Industries, Inc.	65	1.0-4C	89%	99%	85%	96%	83%	87%
<b>Hand tools</b>								
Klein Tools	15	.50-4C	75%	97%	88%	84%	59%	94%
HotBend	69	.125-4C	68%	93%	50%	78%	59%	55%
Category averages:			72%	95%	69%	81%	59%	75%
<b>Lighting controls</b>								
Lutron Electronics Co., Inc.	25	1.0-4C	70%	96%	68%	86%	70%	58%
<b>Lighting products/fixtures</b>								
Light Efficient Design	73	1.0-4C	78%	97%	43%	87%	72%	48%
Topaz	63	.25-4C	48%	97%	37%	60%	50%	40%
Category averages:			63%	97%	40%	74%	61%	44%
<b>Meters/instru (test) power &amp; low volt.</b>								
AEMC Instruments	17	.50-4C	68%	98%	42%	77%	58%	46%
Megger	1	1.0-4C	73%	97%	62%	83%	65%	65%

Base = 101  
(continued)

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



*I am always looking for new ideas, new tools to make my job easier, and always looking to better understand the electrical code.*

— Owner

*I enjoy the new products and code sections.*

— President

*Keeps me up-to-date with tools and materials for the field.*

— Electrician

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
<b>Meters/instru (test) power &amp; low volt. <i>continued</i></b>								
Megger	69	.125-4C	62%	95%	54%	73%	54%	51%
AEMC Instruments	69	.125-4C	54%	94%	38%	65%	47%	47%
Platinum Tools	87	.33-4C	51%	92%	45%	63%	45%	42%
Category averages:			62%	95%	48%	72%	54%	50%
<b>Power tools</b>								
Greenlee Textron	7	1.0-4C	56%	96%	70%	83%	67%	61%
<b>Security products &amp; systems</b>								
Red Hawk Fire & Security	77	.50-4C	33%	100%	42%	65%	50%	38%
SecurityTronix	83	.50-4C	58%	97%	31%	64%	49%	31%
Category averages:			46%	99%	37%	65%	50%	35%
<b>Transformers</b>								
Hammond Power Solutions	63	.25-4C	46%	97%	45%	70%	55%	48%
<b>Vehicle equipment</b>								
Adrian Steel	13	.33-4C	67%	92%	39%	69%	43%	43%
<b>Vehicles</b>								
Mercedes-Benz Vans	9	1.0-4C	69%	90%	62%	71%	54%	58%
<b>Wire &amp; cable</b>								
Encore Wire Corp.	23	1.0-4C	80%	95%	51%	81%	67%	53%
Southwire	Cvr 4	1.0-4C	55%	88%	69%	67%	60%	77%
Category averages:			68%	92%	60%	74%	64%	65%

Base = 101  
(continued)

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

*I read E.C. magazine for new ideas and trends. I also read it for information about where our industry is going such as LED lighting. I find it very informative. Like the "Ideas that Work" column every month and the articles from code to installation. All of this makes for good reading.*

— Owner

*Keeps me up-to-date on trends and new products.*

— Supervisor Electrical Group

*Helps me keep up with the market.*

— Owner

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
<b>Wire &amp; cable connectors/terminators</b>								
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	64%	100%	61%	90%	69%	63%
Arlington Industries, Inc.	41	1.0-4C	94%	99%	88%	94%	82%	91%
Arlington Industries, Inc.	21	1.0-4C	92%	97%	83%	94%	79%	90%
Arlington Industries, Inc.	61	1.0-4C	90%	97%	76%	89%	73%	81%
Greenlee Textron	7	1.0-4C	56%	96%	70%	83%	67%	61%
Category averages:			79%	98%	76%	90%	74%	77%
<b>Wire &amp; cable management</b>								
Calbrite	69	.125-2C	47%	94%	45%	79%	55%	39%
<b>Wiring devices</b>								
Arlington Industries, Inc.	61	1.0-4C	90%	97%	76%	89%	73%	81%

Base = 101



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

	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/Service	Consider Purchase	Recommend or Specify	Purchase
<b>Boxes, conduit bodies &amp; enclosures</b>												
Arlington Industries, Inc.	71	1.0-4C	90%	89%	13%	11%	14%	4%	18%	37%	5%	32%
Arlington Industries, Inc.	91	1.0-4C	92%	88%	8%	9%	14%	3%	21%	29%	11%	43%
Arlington Industries, Inc.	41	1.0-4C	94%	87%	8%	9%	12%	0%	23%	31%	5%	45%
Arlington Industries, Inc.	28-29	2.0-4C	92%	85%	6%	14%	11%	2%	23%	27%	15%	35%
Arlington Industries, Inc.	79	1.0-4C	88%	85%	13%	14%	8%	1%	18%	34%	10%	25%
HUBBELL Commercial Construction	3	1.0-4C	78%	85%	12%	18%	13%	1%	16%	45%	1%	18%
Arlington Industries, Inc.	11	1.0-4C	89%	84%	9%	10%	10%	1%	19%	29%	4%	34%
Arlington Industries, Inc.	Cvr 3	1.0-4C	87%	83%	13%	13%	8%	0%	17%	38%	14%	28%
Arlington Industries, Inc.	49	1.0-4C	94%	81%	6%	8%	14%	0%	21%	36%	6%	30%
Allied Moulded Products	81	1.0-4C	78%	81%	10%	10%	16%	4%	18%	43%	4%	13%
Arlington Industries, Inc.	57	1.0-4C	87%	76%	3%	11%	11%	1%	21%	36%	3%	22%
Arlington Industries, Inc.	45	.50-4C	86%	76%	5%	10%	8%	2%	21%	26%	10%	34%
Arlington Industries, Inc.	5	1.0-4C	93%	73%	9%	8%	8%	1%	15%	27%	11%	35%
Orbit Industries	63	.25-4C	61%	69%	13%	10%	8%	0%	8%	31%	3%	13%
Calbrite	69	.125-2C	47%	61%	12%	15%	12%	0%	9%	27%	0%	6%
Underground Devices	51	.50-4C	89%	58%	11%	10%	8%	2%	8%	21%	2%	15%
Hubbell TAYMAC	69	.125-B/W	58%	58%	8%	10%	10%	3%	13%	30%	8%	15%
Category averages:			83%	78%	9%	11%	11%	1%	17%	32%	7%	26%

### 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 = 101  
(continued)



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

	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
<b>Contractor equipment</b>												
HotBend	69	.125-4C	68%	66%	9%	16%	19%	0%	3%	29%	0%	7%
<b>Contractor services (incl. rental &amp; mechanical)</b>												
Candels Estimating	69	.125-4C	43%	52%	9%	12%	18%	0%	12%	12%	0%	3%
<b>Electrical distributor (incl. low volt.)</b>												
Zoro Tools	37	1.0-4C	58%	54%	12%	2%	7%	0%	10%	20%	2%	7%
<b>Electronic equipment</b>												
SecurityTronix	83	.50-4C	58%	56%	10%	13%	8%	3%	8%	21%	8%	0%
<b>Fasteners, hangers, clamps, supports</b>												
Arlington Industries, Inc.	65	1.0-4C	89%	87%	7%	8%	13%	3%	21%	28%	10%	52%
Arlington Industries, Inc.	85	1.0-4C	92%	84%	7%	11%	12%	3%	13%	33%	9%	42%
Rocket Rack	33	1.0-4C	66%	64%	7%	9%	11%	2%	9%	35%	2%	7%
Platinum Tools	87	.33-4C	51%	53%	21%	13%	16%	0%	8%	13%	5%	5%
Category averages:			75%	72%	11%	10%	13%	2%	13%	27%	7%	27%
<b>Grounding/bonding</b>												
Arlington Industries, Inc.	65	1.0-4C	89%	87%	7%	8%	13%	3%	21%	28%	10%	52%
<b>Hand tools</b>												
Klein Tools	15	.50-4C	75%	75%	5%	6%	13%	2%	14%	27%	3%	39%
HotBend	69	.125-4C	68%	66%	9%	16%	19%	0%	3%	29%	0%	7%
Category averages:			72%	71%	7%	11%	16%	1%	9%	28%	2%	23%
<b>Lighting controls</b>												
Lutron Electronics Co., Inc.	25	1.0-4C	70%	72%	7%	9%	23%	2%	16%	39%	5%	18%

Base = 101  
(continued)



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

	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/Service	Consider Purchase	Recommend or Specify	Purchase
<b>Lighting products/fixtures</b>												
Light Efficient Design	73	1.0-4C	78%	73%	15%	10%	13%	2%	10%	37%	5%	8%
Topaz	63	.25-4C	48%	53%	10%	13%	3%	0%	10%	23%	3%	3%
Category averages:			63%	63%	13%	12%	8%	1%	10%	30%	4%	6%
<b>Meters/instru (test) power &amp; low volt.</b>												
Megger	1	1.0-4C	73%	67%	8%	13%	13%	0%	11%	25%	5%	10%
AEMC Instruments	17	.50-4C	68%	60%	10%	10%	8%	0%	2%	27%	2%	6%
AEMC Instruments	69	.125-4C	54%	59%	9%	18%	9%	3%	12%	15%	12%	9%
Platinum Tools	87	.33-4C	51%	53%	21%	13%	16%	0%	8%	13%	5%	5%
Megger	69	.125-4C	62%	51%	10%	10%	7%	5%	10%	22%	2%	5%
Category averages:			62%	58%	12%	13%	11%	2%	9%	20%	5%	7%
<b>Power tools</b>												
Greenlee Textron	7	1.0-4C	56%	65%	13%	11%	26%	2%	15%	20%	2%	7%
<b>Security products &amp; systems</b>												
SecurityTronix	83	.50-4C	58%	56%	10%	13%	8%	3%	8%	21%	8%	0%
Red Hawk Fire & Security	77	.50-4C	33%	54%	0%	23%	12%	0%	12%	19%	4%	8%
Category averages:			46%	55%	5%	18%	10%	2%	10%	20%	6%	4%
<b>Transformers</b>												
Hammond Power Solutions	63	.25-4C	46%	52%	12%	15%	12%	3%	6%	15%	0%	9%
<b>Vehicle equipment</b>												
Adrian Steel	13	.33-4C	67%	47%	12%	8%	10%	0%	4%	12%	4%	6%

Base = 101  
(continued)





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

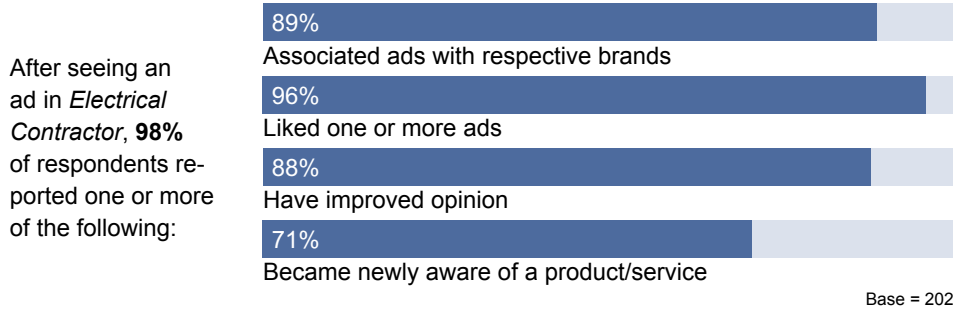
	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
<b>Vehicles</b>												
Mercedes-Benz Vans	9	1.0-4C	69%	38%	4%	8%	2%	2%	8%	21%	2%	6%
<b>Wire &amp; cable</b>												
Southwire	Cvr 4	1.0-4C	55%	73%	8%	13%	8%	2%	17%	27%	2%	19%
Encore Wire Corp.	23	1.0-4C	80%	68%	9%	5%	9%	2%	14%	33%	9%	19%
Category averages:			68%	71%	9%	9%	9%	2%	16%	30%	6%	19%
<b>Wire &amp; cable connectors/terminators</b>												
Arlington Industries, Inc.	41	1.0-4C	94%	87%	8%	9%	12%	0%	23%	31%	5%	45%
Arlington Industries, Inc.	21	1.0-4C	92%	82%	6%	12%	12%	0%	17%	35%	3%	37%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	64%	78%	12%	12%	10%	2%	20%	31%	6%	20%
Arlington Industries, Inc.	61	1.0-4C	90%	76%	8%	13%	6%	2%	24%	22%	10%	30%
Greenlee Textron	7	1.0-4C	56%	65%	13%	11%	26%	2%	15%	20%	2%	7%
Category averages:			79%	78%	9%	11%	13%	1%	20%	28%	5%	28%
<b>Wire &amp; cable management</b>												
Calbrite	69	.125-2C	47%	61%	12%	15%	12%	0%	9%	27%	0%	6%
<b>Wiring devices</b>												
Arlington Industries, Inc.	61	1.0-4C	90%	76%	8%	13%	6%	2%	24%	22%	10%	30%

Base = 101



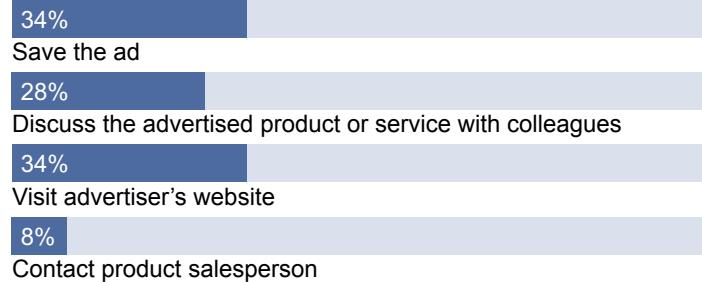
## Demographics: Influence and Action Totals

### Total ad influence for all studied ads

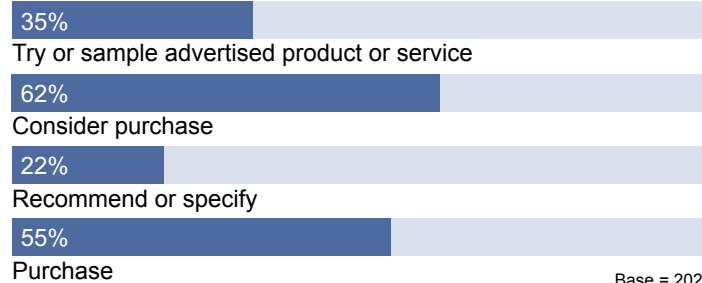


#### Total Buying Behavior **92%**

Ninety-two percent (92%) 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:



#### Preliminary Buying Behavior **61%**



#### Active Buying Behavior **82%**

### Ad scores by size

	Number of Ads	Recall Seeing	Read Some	Read Most
Two pages	1	92%	67%	58%
One page	25	80%	63%	49%
One-half page	6	68%	51%	41%
One-third page	2	59%	40%	29%
One-fourth page	3	52%	48%	33%
One-eighth page	6	55%	46%	29%
<b>Issue averages:</b>	<b>43</b>	<b>72%</b>	<b>57%</b>	<b>43%</b>

Base = 101

### Primary business

Electrical contracting/low-voltage contracting	87%
Engineering/architecture/consulting	2%
Other	9%
No response	2%

Base = 202

### Building types

<b>Commercial</b>	87%
Includes hotel, motel, resort, restaurant, food service, entertainment, sports, gaming, financial (banking/insurance), retail stores (all types), and office buildings	
<b>Residential</b>	80%
Includes single family and multi-family	
<b>Industrial</b>	60%
Includes manufacturing plants, power generation and utility	
<b>Institutional</b>	49%
Includes hospital, nursing home, education (K12, college, university), govt., administration, police, correctional, military, transportation (airport/rail/other)	
<b>Non-building</b>	23%
Includes road, airport, traffic lighting, line work, waste/water treatment, etc.	
<b>Emerging/alternative energy sources</b>	21%
Includes solar, wind, geothermal, etc.	
No response	0%

Base = 202

## Demographics *continued*



### Readership comparison

Eighty-nine percent (89%) of respondents are regular readers of *Electrical Contractor* and report reading three or four of the four most recent issues.

	Read 3 or 4 of 4	Read 4 of 4	Read 3 of 4	Read 2 of 4	Read 1 of 4	Receive & Don't Read	Do Not Receive	No Response
<b>Electrical Contractor</b>	<b>89%</b>	<b>74%</b>	<b>15%</b>	<b>9%</b>	<b>2%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
<i>EC&amp;M</i>	50%	41%	9%	11%	2%	2%	21%	14%
<i>Cabling Installation &amp; Maintenance</i>	4%	2%	2%	0%	2%	5%	46%	43%
<i>Security Dealer</i>	3%	3%	0%	1%	2%	3%	48%	43%
<i>Security Magazine</i>	3%	3%	0%	1%	2%	5%	46%	43%
<i>Communications News</i>	2%	1%	1%	0%	2%	3%	48%	45%

Base = 202

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

### Actions taken

Electrical contracting/low-voltage contracting . . . . .	87%
Specified/bought products or services seen in ads or articles . . . . .	66%
Visited an advertiser's website for more information . . . . .	63%
Recommended the purchase of products or services seen in ads or articles . . . . .	53%
Discussed an advertisement with someone else in the company . . . . .	35%
Referred an ad to someone else in the company by passing along a tear sheet, photocopy or actual issue . . . . .	27%
Saved an advertisement on file for future reference. . . . .	24%
Requested additional information from a company, a sales representative or a distributor by writing, faxing or calling . . . . .	23%
Considered doing business with a company seen in ads or articles . . . . .	22%
Used the <i>Electrical Contractor</i> website to request further information . . . . .	9%
Other. . . . .	1%
No actions taken. . . . .	8%
No response . . . . .	0%

Base = 202

### Primary job title or function

Executive management: owner, partner, president, VP, general manager, etc. . . . .	70%
Electrician (field), journeyman, technician, installer, serviceperson . . . . .	15%
Management: project manager, superintendent, supervisor, foreman . . . . .	7%
Estimator . . . . .	2%
Inspector. . . . .	1%
Staff engineer, designer, electrical engr. . . . .	1%
Other . . . . .	4%
No response. . . . .	0%

Base = 202

### Building systems installed

Lighting. . . . .	91%
Maintenance, service, repair . . . . .	88%
Premises wiring . . . . .	77%
Power quality systems (includes standby, co-gen, etc.) . . . . .	61%
Fire/life safety systems. . . . .	52%
Security (includes CCTV, access/motion/intrusion systems) . . . . .	52%
Total building automation systems (includes HVAC, lighting). . . . .	35%
Communications systems (VDV) . . . . .	32%
Alternative-energy systems . . . . .	30%
Fiber optics. . . . .	26%
No response. . . . .	0%

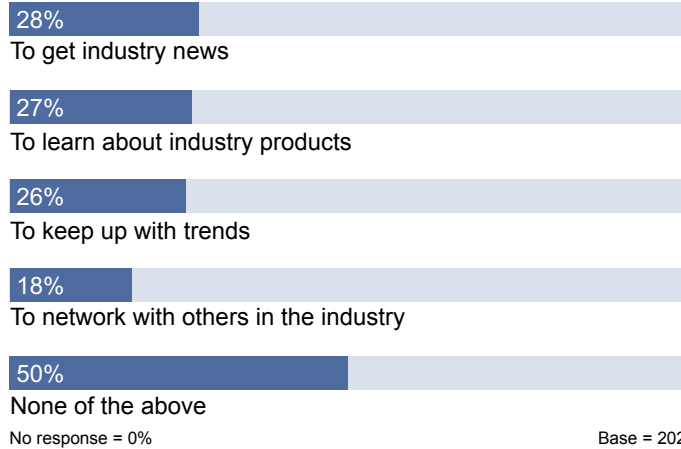
Base = 202

## Demographics: Social Media



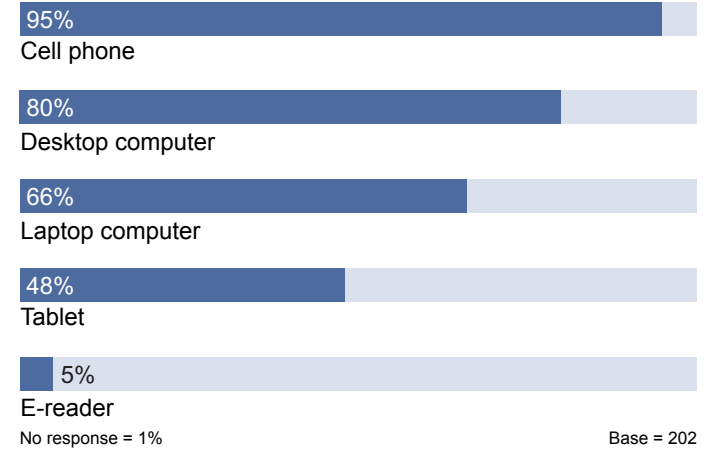
### Professional use of social media

Fifty percent (50%) of Electrical Contractor respondents report one or more of these reasons for using social media.



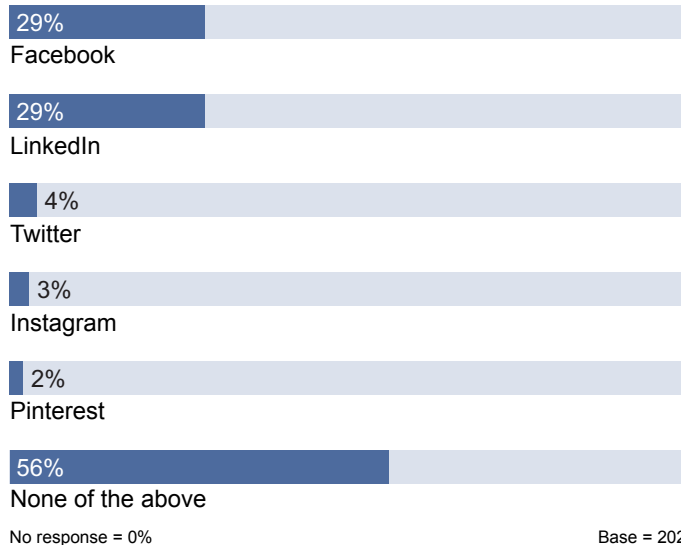
### Digital devices owned or used by respondents

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



### Social media platforms used for work

Forty-four percent (44%) of Electrical Contractor respondents report using one or more of these social media platforms for work.



# 2017

## Ad Study Schedule

Reserve your space now!

February	May	August	November
<i>closing</i> January 10	<i>closing</i> April 10	<i>closing</i> July 10	<i>closing</i> October 10

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

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

## About mediaView Pro



*about*

# mediaView™ Pro

## Complete Ad Campaign Analytics

### What are some of the concepts behind mediaView Pro Ad Campaign Analytics?

- Ad campaigns setting primary and intermediate objectives are more accountable and more effective.<sup>1</sup>
- Only primary business objectives such as increasing profit or market share are true final measures of business success.<sup>2</sup>
- 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.<sup>3</sup>
- Assigning greater or lesser value to each intermediate objective, to better align with your specific campaign goals, improves campaign accountability and effectiveness.<sup>4</sup>

### Why does mediaView Pro 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.

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

### Total Ad Recall *Audience Exposure*

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

### Total Ad Influence *Audience Engagement*

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

### Total Buying Action *Audience Involvement*

- Preliminary Buying Action
- Save the ad for future reference
  - Discuss the advertised product
  - Visit advertiser website
  - Contact advertiser salesperson

### Active Buying Action

- Try advertised product or service
- Consider purchasing
- Recommend or specify
- Purchase the product or service

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RESEARCH CENTER.

## About mediaView Pro: Methodology



*about*

### mediaView™ Pro

Complete Ad Campaign Analytics

Baxter Research Center Inc.'s (BRC) *mediaView Pro* study programs are conducted via email using accepted advertising and editorial reader research methods and practices.

The reader panel was selected from the sponsoring publication's qualified circulation of 80,040\* 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 are 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 questionnaire is available on request from BRC.

\* June 2016 BPA Worldwide Statement

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* provides the total spectrum of information needs of electrical contractors involved in every aspect of traditional electric power and integrated low-voltage building systems, including security; life/fire safety; communications; and building automation controls. Technical information includes code, standards, installation, and technique, all written by the largest staff of acknowledged industry leaders in their fields.

Baxter Research Center Inc. (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.

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