

Contents:

Executive Summary

All ads by page number.....	2.0
Top ads by exposure, engagement, involvement	

Definitions of Scores.....	3.0
----------------------------	-----

Editorial

Recall scores by page number.....	4.0
Reading habits	4.1

Ad Scores by product or service category:

Exposure, engagement and involvement totals	5.0
Audience engagement totals with details	6.0
Involvement totals with buying action details	7.0

Demographics

Influence and action totals	8.0
Social media.....	8.2

About mediaView Pro

About mediaView Pro.....	9.0
Methodology.....	9.1
About the survey sponsor.....	9.1
About Baxter Research Center	9.1



mediaView™ Pro

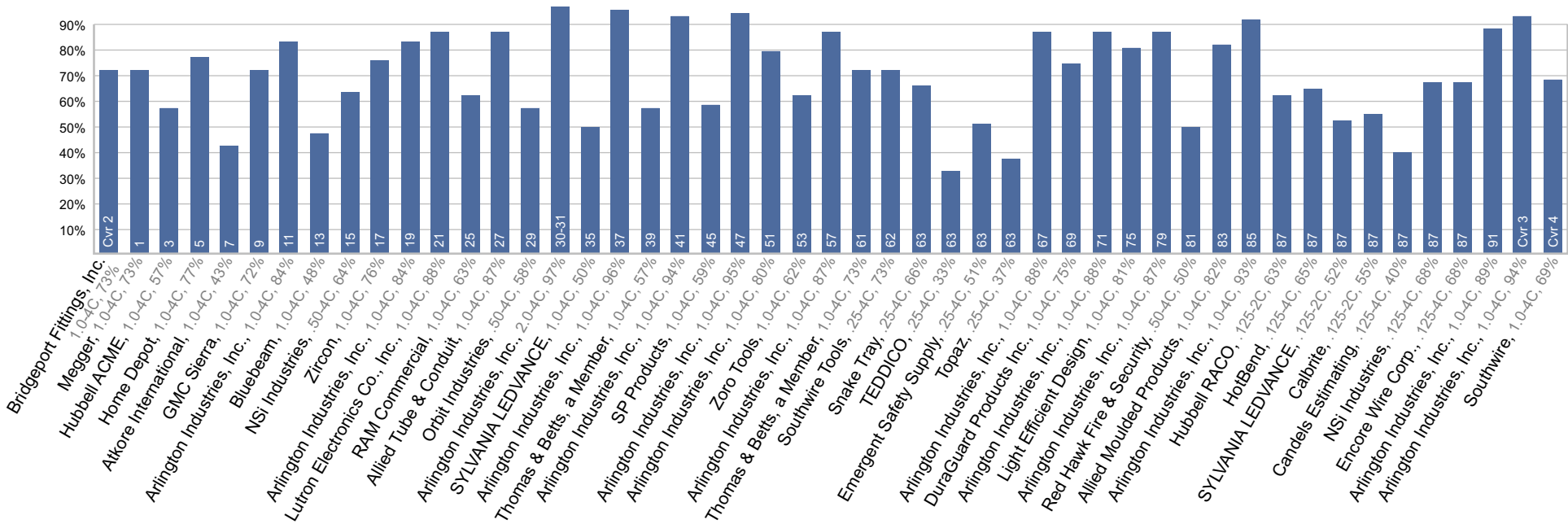
Complete Ad
Campaign Analytics



August 2017

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

Executive Summary: Ad Traffic by Page Number



Base = 103

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.	97%	Home Depot	77%	99%	Arlington Industries, Inc.	89%	88%
Arlington Industries, Inc.	96%	Zircon	76%	97%	Arlington Industries, Inc.	84%	85%
Arlington Industries, Inc.	95%	Bridgeport Fittings, Inc.	73%	97%	Arlington Industries, Inc.	93%	83%
Arlington Industries, Inc.	94%	Arlington Industries, Inc.	96%	96%	Arlington Industries, Inc.	80%	83%
Arlington Industries, Inc.	94%	Arlington Industries, Inc.	95%	96%	Arlington Industries, Inc.	94%	81%
Arlington Industries, Inc.	93%	Arlington Industries, Inc.	94%	96%	Arlington Industries, Inc.	88%	81%
Arlington Industries, Inc.	89%	Lutron Electronics Co., Inc.	88%	95%	Arlington Industries, Inc.	87%	81%
Arlington Industries, Inc.	88%	Allied Tube & Conduit, a part...	87%	95%	Arlington Industries, Inc.	87%	81%
Lutron Electronics Co., Inc.	88%	Arlington Industries, Inc.	80%	95%	Arlington Industries, Inc.	94%	78%
Arlington Industries, Inc.	88%	Arlington Industries, Inc.	94%	94%	Arlington Industries, Inc.	97%	77%

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 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

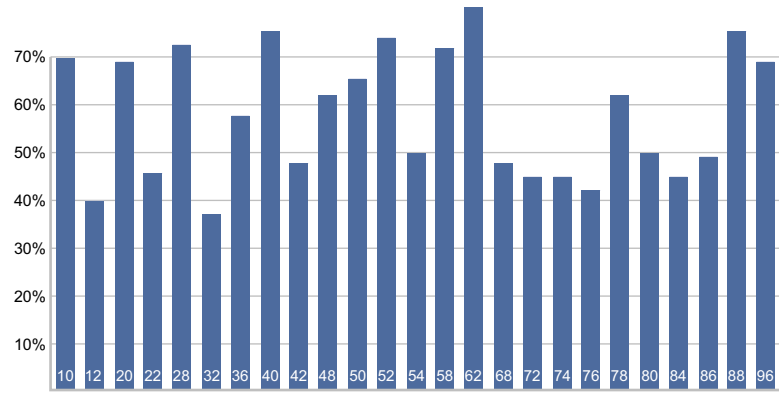
One or More Buying Actions, or Audience Involvement, represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad further influenced their buying actions. These audience members saw an ad and indicated that they, or someone in their organization, either 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** – 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 10.

	Page Number	Recall Seeing	Read Some	Read Most
SAFETY: What goes up	10	70%	76%	60%
INDUSTRY WATCH: EC helps revitalize Buffalo’s medical...	12	40%	53%	38%
LIGHTING: Reimagining building power	20	69%	72%	46%
FOCUS: Lay of the land: BIM and collaboration	22	46%	59%	41%
CODE FAQs: Locker room GFCIs, invasive procedures...	28	73%	82%	65%
FOCUS: Scaling up net zero	32	37%	51%	32%
POWER QUALITY: Has this ever happened to you?	36	58%	71%	49%
CODE APPLICATIONS: Stay classy	40	76%	82%	66%
FOCUS: Changing the voltage game	42	48%	75%	50%
SERVICE/MAINTENANCE: Smarter material management	48	62%	76%	47%
PRODUCTS: Lamps	50	66%	71%	57%
IDEAS THAT WORK	52	74%	77%	63%
FOCUS: Grid intelligence	54	50%	62%	42%
CODE IN FOCUS: General installation requirements, part...	58	72%	82%	63%
NEW PRODUCTS	62	80%	79%	67%
TECHNOLOGY: Beyond the tech: The EC’s changing role...	68	48%	65%	39%
ON THE MARKET: Maintenance with intelligence	72	45%	67%	37%
MEET THE INTEGRATOR: Parts, smarts and labor	74	45%	64%	45%
FIRE FOCUS: Who moved your cheese?	76	42%	64%	37%
LIFE SAFETY QUIZ: Inspection and testing	78	62%	74%	59%
ISC COOL TOOLS: Renting testers	80	50%	74%	38%
INTEGRATED SYSTEMS PRODUCTS	84	45%	58%	38%
TECHNOLOGY: Building and integrating together	86	49%	65%	41%
COOL TOOLS: Circuit detectors	88	76%	76%	64%
CODE COMMENTS: Caution, high voltage	96	69%	75%	67%

Base = 206

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



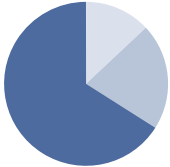
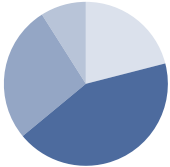
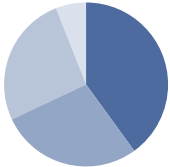
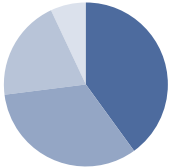
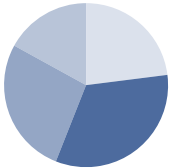
How, when, how long and how often respondents read *Electrical Contractor*

Digital devices used by respondents

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

Cell phone	94%
Desktop computer	73%
Laptop computer	71%
Tablet	48%
E-reader	7%
None of the above	0%
No response	0%

Base = 206

<p>Format preference</p> <p>Print 66%</p> <p>Print and digital 21%</p> <p>Digital 13%</p> <p>No response 0%</p> 	<p>When read</p> <p>Same day the issue is received 21%</p> <p>Within three days 43%</p> <p>Within a week 27%</p> <p>One week or later 9%</p> <p>No response 0%</p> 
<p>Time spent reading</p> <p>45 minutes or more 40%</p> <p>30 - 44 minutes 28%</p> <p>15 - 29 minutes 26%</p> <p>Less than 15 minutes 6%</p> <p>No response 0%</p> 	<p>How often each issue is read</p> <p>4 or more times 40%</p> <p>3 times 33%</p> <p>2 times 20%</p> <p>1 time 7%</p> <p>No response 0%</p> 
<p>Respondents rate <i>Electrical Contractor</i></p> <p>Personal favorite 23%</p> <p>Very important 33%</p> <p>Important 27%</p> <p>Somewhat important 17%</p> <p>Not important 0%</p> <p>No response 0%</p> 	<p>Pass-along readership</p> <p>Respondents report that they pass along their issues of <i>Electrical Contractor</i> to a mean number of 1.7 other professionals.</p> <p>1.7 Other People</p>

Base = 206



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
Boxes, conduit bodies & enclosures							
Arlington Industries, Inc.	30-31	2.0-4C	97%	69%	58%	93%	77%
Arlington Industries, Inc.	47	1.0-4C	95%	68%	68%	96%	77%
Arlington Industries, Inc.	Cvr 3	1.0-4C	94%	73%	55%	94%	81%
Arlington Industries, Inc.	41	1.0-4C	94%	70%	61%	96%	78%
Arlington Industries, Inc.	85	1.0-4C	93%	74%	51%	94%	83%
Arlington Industries, Inc.	91	1.0-4C	89%	75%	48%	92%	88%
Arlington Industries, Inc.	67	1.0-4C	88%	72%	51%	91%	81%
Arlington Industries, Inc.	71	1.0-4C	88%	67%	53%	91%	74%
Arlington Industries, Inc.	79	1.0-4C	87%	69%	52%	91%	81%
Arlington Industries, Inc.	19	1.0-4C	84%	69%	50%	92%	85%
Arlington Industries, Inc.	11	1.0-4C	84%	67%	50%	93%	75%
Allied Moulded Products	83	1.0-4C	82%	63%	42%	90%	73%
Arlington Industries, Inc.	51	1.0-4C	80%	64%	57%	95%	83%
Hubbell RACO	87	.125-2C	63%	68%	33%	92%	63%
SP Products	45	1.0-4C	59%	58%	29%	88%	72%
Orbit Industries	29	.50-4C	58%	47%	44%	87%	61%
Hubbell ACME	3	1.0-4C	57%	53%	33%	87%	59%
Calbrite	87	.125-2C	55%	62%	29%	90%	57%
Category averages:			80%	66%	48%	92%	75%
Circuit protection							
Home Depot	5	1.0-4C	77%	55%	48%	99%	65%
Computer software							
Bluebeam	13	1.0-4C	48%	46%	32%	89%	42%
Contractor equipment							
Home Depot	5	1.0-4C	77%	55%	48%	99%	65%
Southwire Tools	62	.25-4C	73%	68%	42%	91%	67%
HotBend	87	.125-4C	65%	62%	38%	87%	63%
Category averages:			72%	62%	43%	92%	65%

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 = 103
(continued)

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

Readers comment on the magazine



I like your ads and articles covering the latest tools of the trade. Your articles on NEC rules and safety are very informative.

— Vice President

It keeps me up on current trends and products, and helps me understand how others perceive the electrical code.

— Owner

[I read Electrical Contractor] to extend my knowledge.

— President

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Contractor services (incl. rental & mechanical)							
Candels Estimating	87	.125-4C	40%	55%	18%	87%	30%
Electrical distributor (incl. low volt.)							
Zoro Tools	53	1.0-4C	62%	60%	32%	90%	61%
Energy management							
NSi Industries	15	.50-4C	64%	53%	41%	88%	67%
Fasteners, hangers, clamps, supports							
Arlington Industries, Inc.	85	1.0-4C	93%	74%	51%	94%	83%
Allied Tube & Conduit, a part of Atkore International	27	1.0-4C	87%	62%	50%	95%	72%
Allied Moulded Products	83	1.0-4C	82%	63%	42%	90%	73%
Arlington Industries, Inc.	51	1.0-4C	80%	64%	57%	95%	83%
SP Products	45	1.0-4C	59%	58%	29%	88%	72%
Atkore International	7	1.0-4C	43%	51%	23%	85%	62%
Category averages:			74%	62%	42%	91%	74%
Grounding/bonding							
Arlington Industries, Inc.	30-31	2.0-4C	97%	69%	58%	93%	77%
Arlington Industries, Inc.	11	1.0-4C	84%	67%	50%	93%	75%
Thomas & Betts, a Member of the ABB Group	61	1.0-4C	73%	60%	30%	93%	68%
Category averages:			85%	65%	46%	93%	73%
Hand tools							
Zircon	17	1.0-4C	76%	72%	44%	97%	74%
Southwire Tools	62	.25-4C	73%	68%	42%	91%	67%
HotBend	87	.125-4C	65%	62%	38%	87%	63%
Category averages:			71%	67%	41%	92%	68%

Base = 103
(continued)

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



This magazine is a good resource for legal, technical, and code matters and issues, plus new product reviews and advertising. Well-done, balanced magazine with excellently written articles. Good job, folks.

— Owner

[I read Electrical Contractor] to keep updated on new products and ideas.

— Vice President

Helps me to stay on top of the industry.

— Owner

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Lighting controls							
Lutron Electronics Co., Inc.	21	1.0-4C	88%	70%	52%	95%	72%
NSi Industries	87	.125-4C	68%	54%	41%	90%	64%
NSi Industries	15	.50-4C	64%	53%	41%	88%	67%
Category averages:			73%	59%	45%	91%	68%
Lighting products/fixtures							
Light Efficient Design	75	1.0-4C	81%	67%	35%	90%	70%
DuraGuard Products Inc.	69	1.0-4C	75%	60%	20%	92%	65%
Hubbell RACO	87	.125-2C	63%	68%	33%	92%	63%
Hubbell ACME	3	1.0-4C	57%	53%	33%	87%	59%
SYLVANIA LEDVANCE	87	.125-2C	52%	62%	31%	83%	63%
SYLVANIA LEDVANCE	35	1.0-4C	50%	46%	9%	89%	68%
Topaz	63	.25-4C	37%	46%	29%	89%	56%
TEDDICO	63	.25-4C	33%	39%	15%	91%	70%
Category averages:			56%	55%	26%	89%	64%
Meters/instru (test) power & low volt.							
Megger	1	1.0-4C	73%	55%	50%	94%	61%
Raceway/cable tray/conduit							
Snake Tray	63	.25-4C	66%	50%	36%	89%	56%
SP Products	45	1.0-4C	59%	58%	29%	88%	72%
Thomas & Betts, a Member of the ABB Group	39	1.0-4C	57%	63%	19%	93%	67%
Category averages:			61%	57%	28%	90%	65%
Safety equipment/apparel							
Emergent Safety Supply	63	.25-4C	51%	59%	40%	92%	72%
Security products & systems							
Red Hawk Fire & Security	81	.50-4C	50%	48%	25%	87%	51%

Base = 103
(continued)

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



Helps me keep up with the latest codes, equipment, and tools in our market.

— President

[I read Electrical Contractor for] new products and tools to make the jobs run smoother.

— Owner

It gives me the latest perspective on the industry overall.

— CEO

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Vehicles							
GMC Sierra	9	1.0-4C	72%	32%	30%	94%	43%
RAM Commercial	25	1.0-4C	63%	44%	32%	83%	38%
Category averages:			68%	38%	31%	89%	41%
Wire & cable							
Southwire	Cvr 4	1.0-4C	69%	65%	38%	90%	70%
Encore Wire Corp.	87	.125-4C	68%	60%	39%	87%	63%
Atkore International	7	1.0-4C	43%	51%	23%	85%	62%
Category averages:			60%	59%	33%	87%	65%
Wire & cable connectors/terminators							
Arlington Industries, Inc.	37	1.0-4C	96%	69%	58%	96%	77%
Arlington Industries, Inc.	57	1.0-4C	87%	71%	52%	92%	81%
Allied Tube & Conduit, a part of Atkore International	27	1.0-4C	87%	62%	50%	95%	72%
Arlington Industries, Inc.	11	1.0-4C	84%	67%	50%	93%	75%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	73%	64%	36%	97%	67%
Thomas & Betts, a Member of the ABB Group	39	1.0-4C	57%	63%	19%	93%	67%
Category averages:			81%	66%	44%	94%	73%
Wire & cable management							
Arlington Industries, Inc.	30-31	2.0-4C	97%	69%	58%	93%	77%
Arlington Industries, Inc.	85	1.0-4C	93%	74%	51%	94%	83%
Arlington Industries, Inc.	19	1.0-4C	84%	69%	50%	92%	85%
Southwire	Cvr 4	1.0-4C	69%	65%	38%	90%	70%
Encore Wire Corp.	87	.125-4C	68%	60%	39%	87%	63%
Calbrite	87	.125-2C	55%	62%	29%	90%	57%
Category averages:			78%	67%	44%	91%	73%

Base = 103



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
Boxes, conduit bodies & enclosures								
Arlington Industries, Inc.	47	1.0-4C	95%	96%	74%	88%	70%	72%
Arlington Industries, Inc.	41	1.0-4C	94%	96%	69%	85%	67%	69%
Arlington Industries, Inc.	51	1.0-4C	80%	95%	69%	86%	71%	74%
Arlington Industries, Inc.	Cvr 3	1.0-4C	94%	94%	80%	87%	67%	84%
Arlington Industries, Inc.	85	1.0-4C	93%	94%	77%	88%	65%	79%
Arlington Industries, Inc.	30-31	2.0-4C	97%	93%	79%	86%	70%	76%
Arlington Industries, Inc.	11	1.0-4C	84%	93%	71%	87%	68%	76%
Arlington Industries, Inc.	91	1.0-4C	89%	92%	76%	90%	78%	82%
Arlington Industries, Inc.	19	1.0-4C	84%	92%	73%	91%	70%	77%
Hubbell RACO	87	.125-2C	63%	92%	63%	78%	63%	67%
Arlington Industries, Inc.	67	1.0-4C	88%	91%	76%	87%	72%	84%
Arlington Industries, Inc.	71	1.0-4C	88%	91%	73%	83%	67%	77%
Arlington Industries, Inc.	79	1.0-4C	87%	91%	74%	84%	64%	83%
Allied Moulded Products	83	1.0-4C	82%	90%	58%	79%	63%	74%
Calbrite	87	.125-2C	55%	90%	31%	59%	45%	43%
SP Products	45	1.0-4C	59%	88%	51%	79%	65%	47%
Orbit Industries	29	.50-4C	58%	87%	26%	76%	61%	26%
Hubbell ACME	3	1.0-4C	57%	87%	43%	67%	41%	57%
Category averages:			80%	92%	65%	82%	65%	69%
Circuit protection								
Home Depot	5	1.0-4C	77%	99%	72%	85%	62%	81%
Computer software								
Bluebeam	13	1.0-4C	48%	89%	32%	71%	42%	29%
Contractor equipment								
Home Depot	5	1.0-4C	77%	99%	72%	85%	62%	81%
Southwire Tools	62	.25-4C	73%	91%	54%	80%	56%	67%
HotBend	87	.125-4C	65%	87%	47%	72%	50%	50%
Category averages:			72%	92%	58%	79%	56%	66%

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 = 103
(continued)

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



[I read Electrical Contractor for] new products, code questions and answers.

— Owner

Preview magazine in order to point out articles and products to the owner.

— Electrician

I like to see the new products that are being introduced. I also find the Code Q & A interesting.

— Principal

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Contractor services (incl. rental & mechanical)								
Candels Estimating	87	.125-4C	40%	87%	30%	50%	40%	23%
Electrical distributor (incl. low volt.)								
Zoro Tools	53	1.0-4C	62%	90%	37%	67%	45%	39%
Energy management								
NSi Industries	15	.50-4C	64%	88%	63%	71%	43%	67%
Fasteners, hangers, clamps, supports								
Allied Tube & Conduit, a part of Atkore International	27	1.0-4C	87%	95%	49%	86%	58%	45%
Arlington Industries, Inc.	51	1.0-4C	80%	95%	69%	86%	71%	74%
Arlington Industries, Inc.	85	1.0-4C	93%	94%	77%	88%	65%	79%
Allied Moulded Products	83	1.0-4C	82%	90%	58%	79%	63%	74%
SP Products	45	1.0-4C	59%	88%	51%	79%	65%	47%
Atkore International	7	1.0-4C	43%	85%	35%	68%	47%	38%
Category averages:			74%	91%	57%	81%	62%	60%
Grounding/bonding								
Arlington Industries, Inc.	30-31	2.0-4C	97%	93%	79%	86%	70%	76%
Arlington Industries, Inc.	11	1.0-4C	84%	93%	71%	87%	68%	76%
Thomas & Betts, a Member of the ABB Group	61	1.0-4C	73%	93%	63%	85%	62%	67%
Category averages:			85%	93%	71%	86%	67%	73%
Hand tools								
Zircon	17	1.0-4C	76%	97%	69%	89%	68%	66%
Southwire Tools	62	.25-4C	73%	91%	54%	80%	56%	67%
HotBend	87	.125-4C	65%	87%	47%	72%	50%	50%
Category averages:			71%	92%	57%	80%	58%	61%

Base = 103
(continued)

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


Simply put, I feel it is the most useful publication out there.

— Owner

Like reading about electrical code questions.

— Electrician

We enjoy having the resource in our office for staff and electricians. Easy access and availability helps foster interest in all things electrical.

— Owner

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Lighting controls								
Lutron Electronics Co., Inc.	21	1.0-4C	88%	95%	81%	86%	65%	84%
NSi Industries	87	.125-4C	68%	90%	57%	72%	57%	67%
NSi Industries	15	.50-4C	64%	88%	63%	71%	43%	67%
Category averages:			73%	91%	67%	76%	55%	73%
Lighting products/fixtures								
DuraGuard Products Inc.	69	1.0-4C	75%	92%	46%	79%	52%	43%
Hubbell RACO	87	.125-2C	63%	92%	63%	78%	63%	67%
TEDDICO	63	.25-4C	33%	91%	43%	70%	52%	39%
Light Efficient Design	75	1.0-4C	81%	90%	41%	84%	59%	51%
SYLVANIA LEDVANCE	35	1.0-4C	50%	89%	58%	66%	53%	58%
Topaz	63	.25-4C	37%	89%	26%	63%	37%	37%
Hubbell ACME	3	1.0-4C	57%	87%	43%	67%	41%	57%
SYLVANIA LEDVANCE	87	.125-2C	52%	83%	49%	57%	51%	57%
Category averages:			56%	89%	46%	71%	51%	51%
Meters/instru (test) power & low volt.								
Megger	1	1.0-4C	73%	94%	48%	79%	58%	52%
Raceway/cable tray/conduit								
Thomas & Betts, a Member of the ABB Group	39	1.0-4C	57%	93%	63%	81%	58%	72%
Snake Tray	63	.25-4C	66%	89%	40%	61%	49%	35%
SP Products	45	1.0-4C	59%	88%	51%	79%	65%	47%
Category averages:			61%	90%	51%	74%	57%	51%
Safety equipment/apparel								
Emergent Safety Supply	63	.25-4C	51%	92%	33%	77%	62%	26%
Security products & systems								
Red Hawk Fire & Security	81	.50-4C	50%	87%	24%	67%	42%	31%

Base = 103
(continued)

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



I have interest in staying informed on the latest trends and methods by reading the advertisements and articles.

— President

[I read Electrical Contractor for] staying up on the codes and new products.

— Owner

Your magazine is very beneficial in our line of work. It has new items shown before they are out in the supply houses and it is very helpful in code compliance items.

— Secretary

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Vehicles								
GMC Sierra	9	1.0-4C	72%	94%	67%	68%	44%	71%
RAM Commercial	25	1.0-4C	63%	83%	58%	67%	40%	69%
Category averages:			68%	89%	63%	68%	42%	70%
Wire & cable								
Southwire	Cvr 4	1.0-4C	69%	90%	59%	76%	60%	59%
Encore Wire Corp.	87	.125-4C	68%	87%	46%	73%	60%	46%
Atkore International	7	1.0-4C	43%	85%	35%	68%	47%	38%
Category averages:			60%	87%	47%	72%	56%	48%
Wire & cable connectors/terminators								
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	73%	97%	71%	84%	65%	62%
Arlington Industries, Inc.	37	1.0-4C	96%	96%	78%	88%	67%	78%
Allied Tube & Conduit, a part of Atkore International	27	1.0-4C	87%	95%	49%	86%	58%	45%
Arlington Industries, Inc.	11	1.0-4C	84%	93%	71%	87%	68%	76%
Thomas & Betts, a Member of the ABB Group	39	1.0-4C	57%	93%	63%	81%	58%	72%
Arlington Industries, Inc.	57	1.0-4C	87%	92%	75%	87%	68%	79%
Category averages:			81%	94%	68%	86%	64%	69%
Wire & cable management								
Arlington Industries, Inc.	85	1.0-4C	93%	94%	77%	88%	65%	79%
Arlington Industries, Inc.	30-31	2.0-4C	97%	93%	79%	86%	70%	76%
Arlington Industries, Inc.	19	1.0-4C	84%	92%	73%	91%	70%	77%
Southwire	Cvr 4	1.0-4C	69%	90%	59%	76%	60%	59%
Calbrite	87	.125-2C	55%	90%	31%	59%	45%	43%
Encore Wire Corp.	87	.125-4C	68%	87%	46%	73%	60%	46%
Category averages:			78%	91%	61%	79%	62%	63%

Base = 103



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
Boxes, conduit bodies & enclosures												
Arlington Industries, Inc.	91	1.0-4C	89%	88%	8%	12%	8%	4%	21%	29%	8%	47%
Arlington Industries, Inc.	19	1.0-4C	84%	85%	8%	18%	12%	2%	17%	36%	5%	29%
Arlington Industries, Inc.	85	1.0-4C	93%	83%	9%	11%	10%	2%	18%	44%	6%	27%
Arlington Industries, Inc.	51	1.0-4C	80%	83%	12%	10%	14%	5%	21%	36%	14%	24%
Arlington Industries, Inc.	Cvr 3	1.0-4C	94%	81%	10%	9%	10%	4%	19%	33%	7%	37%
Arlington Industries, Inc.	67	1.0-4C	88%	81%	4%	4%	9%	0%	10%	25%	12%	42%
Arlington Industries, Inc.	79	1.0-4C	87%	81%	3%	7%	14%	3%	16%	28%	10%	45%
Arlington Industries, Inc.	41	1.0-4C	94%	78%	11%	14%	6%	5%	14%	35%	5%	23%
Arlington Industries, Inc.	30-31	2.0-4C	97%	77%	12%	15%	10%	2%	12%	31%	8%	30%
Arlington Industries, Inc.	47	1.0-4C	95%	77%	7%	13%	6%	4%	12%	33%	7%	32%
Arlington Industries, Inc.	11	1.0-4C	84%	75%	6%	4%	13%	0%	13%	28%	7%	34%
Arlington Industries, Inc.	71	1.0-4C	88%	74%	6%	9%	6%	3%	17%	26%	8%	39%
Allied Moulded Products	83	1.0-4C	82%	73%	2%	3%	8%	2%	18%	34%	8%	21%
SP Products	45	1.0-4C	59%	72%	12%	16%	19%	0%	16%	40%	9%	14%
Hubbell RACO	87	.125-2C	63%	63%	6%	10%	10%	0%	6%	14%	10%	24%
Orbit Industries	29	.50-4C	58%	61%	5%	21%	16%	0%	16%	21%	5%	5%
Hubbell ACME	3	1.0-4C	57%	59%	9%	9%	22%	2%	4%	24%	7%	13%
Calbrite	87	.125-2C	55%	57%	20%	10%	8%	6%	4%	16%	0%	6%
Category averages:			80%	75%	8%	11%	11%	2%	14%	30%	8%	27%

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 = 103
(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
Circuit protection												
Home Depot	5	1.0-4C	77%	65%	13%	6%	7%	1%	4%	13%	6%	38%
Computer software												
Bluebeam	13	1.0-4C	48%	42%	16%	11%	3%	0%	5%	5%	3%	3%
Contractor equipment												
Southwire Tools	62	.25-4C	73%	67%	9%	7%	11%	2%	11%	31%	6%	17%
Home Depot	5	1.0-4C	77%	65%	13%	6%	7%	1%	4%	13%	6%	38%
HotBend	87	.125-4C	65%	63%	13%	13%	10%	3%	10%	20%	2%	12%
Category averages:			72%	65%	12%	9%	9%	2%	8%	21%	5%	22%
Contractor services (incl. rental & mechanical)												
Candels Estimating	87	.125-4C	40%	30%	3%	3%	3%	7%	7%	7%	0%	7%
Electrical distributor (incl. low volt.)												
Zoro Tools	53	1.0-4C	62%	61%	14%	8%	16%	4%	10%	16%	2%	10%
Energy management												
NSi Industries	15	.50-4C	64%	67%	8%	8%	12%	0%	16%	29%	4%	20%
Fasteners, hangers, clamps, supports												
Arlington Industries, Inc.	85	1.0-4C	93%	83%	9%	11%	10%	2%	18%	44%	6%	27%
Arlington Industries, Inc.	51	1.0-4C	80%	83%	12%	10%	14%	5%	21%	36%	14%	24%
Allied Moulded Products	83	1.0-4C	82%	73%	2%	3%	8%	2%	18%	34%	8%	21%
Allied Tube & Conduit, a part of Atkore International	27	1.0-4C	87%	72%	14%	11%	12%	1%	15%	32%	4%	9%
SP Products	45	1.0-4C	59%	72%	12%	16%	19%	0%	16%	40%	9%	14%
Atkore International	7	1.0-4C	43%	62%	9%	6%	6%	0%	9%	35%	3%	12%
Category averages:			74%	74%	10%	10%	12%	2%	16%	37%	7%	18%

Base = 103
(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
Grounding/bonding												
Arlington Industries, Inc.	30-31	2.0-4C	97%	77%	12%	15%	10%	2%	12%	31%	8%	30%
Arlington Industries, Inc.	11	1.0-4C	84%	75%	6%	4%	13%	0%	13%	28%	7%	34%
Thomas & Betts, a Member of the ABB Group	61	1.0-4C	73%	68%	12%	10%	5%	0%	10%	30%	7%	17%
Category averages:			85%	73%	10%	10%	9%	1%	12%	30%	7%	27%
Hand tools												
Zircon	17	1.0-4C	76%	74%	8%	11%	14%	2%	11%	37%	5%	25%
Southwire Tools	62	.25-4C	73%	67%	9%	7%	11%	2%	11%	31%	6%	17%
HotBend	87	.125-4C	65%	63%	13%	13%	10%	3%	10%	20%	2%	12%
Category averages:			71%	68%	10%	10%	12%	2%	11%	29%	4%	18%
Lighting controls												
Lutron Electronics Co., Inc.	21	1.0-4C	88%	72%	11%	16%	16%	8%	11%	31%	7%	32%
NSi Industries	15	.50-4C	64%	67%	8%	8%	12%	0%	16%	29%	4%	20%
NSi Industries	87	.125-4C	68%	64%	5%	12%	16%	3%	14%	22%	3%	19%
Category averages:			73%	68%	8%	12%	15%	4%	14%	27%	5%	24%
Lighting products/fixtures												
Light Efficient Design	75	1.0-4C	81%	70%	11%	12%	14%	3%	12%	34%	7%	10%
TEDDICO	63	.25-4C	33%	70%	9%	13%	9%	0%	9%	35%	4%	9%
SYLVANIA LEDVANCE	35	1.0-4C	50%	68%	11%	13%	13%	3%	16%	26%	5%	8%
DuraGuard Products Inc.	69	1.0-4C	75%	65%	13%	10%	11%	5%	10%	22%	3%	11%
Hubbell RACO	87	.125-2C	63%	63%	6%	10%	10%	0%	6%	14%	10%	24%
SYLVANIA LEDVANCE	87	.125-2C	52%	63%	6%	9%	11%	3%	11%	31%	6%	6%
Hubbell ACME	3	1.0-4C	57%	59%	9%	9%	22%	2%	4%	24%	7%	13%
Topaz	63	.25-4C	37%	56%	4%	0%	22%	0%	4%	26%	4%	11%
Category averages:			56%	64%	9%	10%	14%	2%	9%	27%	6%	12%

Base = 103
(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
Meters/instru (test) power & low volt.												
Megger	1	1.0-4C	73%	61%	13%	6%	11%	2%	11%	26%	2%	3%
Raceway/cable tray/conduit												
SP Products	45	1.0-4C	59%	72%	12%	16%	19%	0%	16%	40%	9%	14%
Thomas & Betts, a Member of the ABB Group	39	1.0-4C	57%	67%	9%	12%	14%	2%	9%	21%	14%	23%
Snake Tray	63	.25-4C	66%	56%	12%	9%	11%	0%	9%	21%	2%	11%
Category averages:			61%	65%	11%	12%	15%	1%	11%	27%	8%	16%
Safety equipment/apparel												
Emergent Safety Supply	63	.25-4C	51%	72%	23%	13%	15%	0%	8%	18%	5%	15%
Security products & systems												
Red Hawk Fire & Security	81	.50-4C	50%	51%	13%	9%	13%	0%	4%	11%	7%	4%
Vehicles												
GMC Sierra	9	1.0-4C	72%	43%	10%	2%	6%	2%	3%	24%	0%	10%
RAM Commercial	25	1.0-4C	63%	38%	4%	6%	6%	4%	2%	10%	6%	2%
Category averages:			68%	41%	7%	4%	6%	3%	3%	17%	3%	6%
Wire & cable												
Southwire	Cvr 4	1.0-4C	69%	70%	6%	17%	13%	5%	19%	33%	6%	10%
Encore Wire Corp.	87	.125-4C	68%	63%	11%	16%	8%	0%	11%	24%	8%	14%
Atkore International	7	1.0-4C	43%	62%	9%	6%	6%	0%	9%	35%	3%	12%
Category averages:			60%	65%	9%	13%	9%	2%	13%	31%	6%	12%
Wire & cable connectors/terminators												
Arlington Industries, Inc.	57	1.0-4C	87%	81%	8%	8%	14%	5%	17%	33%	14%	25%
Arlington Industries, Inc.	37	1.0-4C	96%	77%	7%	10%	7%	5%	12%	29%	10%	34%

Base = 103
(continued)



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

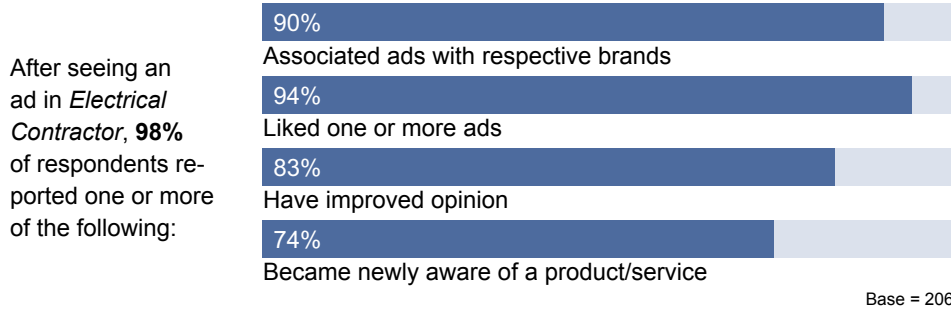
	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
Wire & cable connectors/terminators <i>continued</i>												
Arlington Industries, Inc.	11	1.0-4C	84%	75%	6%	4%	13%	0%	13%	28%	7%	34%
Allied Tube & Conduit, a part of Atkore International	27	1.0-4C	87%	72%	14%	11%	12%	1%	15%	32%	4%	9%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	73%	67%	6%	10%	14%	2%	16%	27%	6%	30%
Thomas & Betts, a Member of the ABB Group	39	1.0-4C	57%	67%	9%	12%	14%	2%	9%	21%	14%	23%
Category averages:			81%	73%	8%	9%	12%	3%	14%	28%	9%	26%
Wire & cable management												
Arlington Industries, Inc.	19	1.0-4C	84%	85%	8%	18%	12%	2%	17%	36%	5%	29%
Arlington Industries, Inc.	85	1.0-4C	93%	83%	9%	11%	10%	2%	18%	44%	6%	27%
Arlington Industries, Inc.	30-31	2.0-4C	97%	77%	12%	15%	10%	2%	12%	31%	8%	30%
Southwire	Cvr 4	1.0-4C	69%	70%	6%	17%	13%	5%	19%	33%	6%	10%
Encore Wire Corp.	87	.125-4C	68%	63%	11%	16%	8%	0%	11%	24%	8%	14%
Calbrite	87	.125-2C	55%	57%	20%	10%	8%	6%	4%	16%	0%	6%
Category averages:			78%	73%	11%	15%	10%	3%	14%	31%	6%	19%

Base = 103



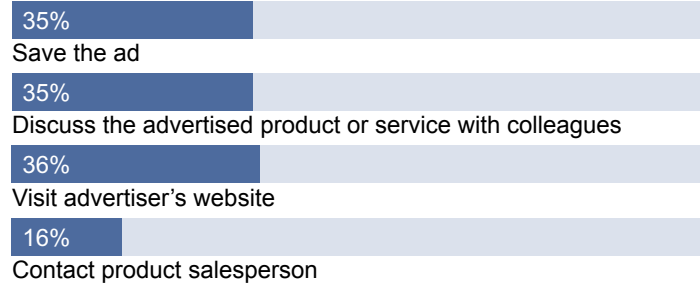
Demographics: Influence and Action Totals

Total ad influence for all studied ads

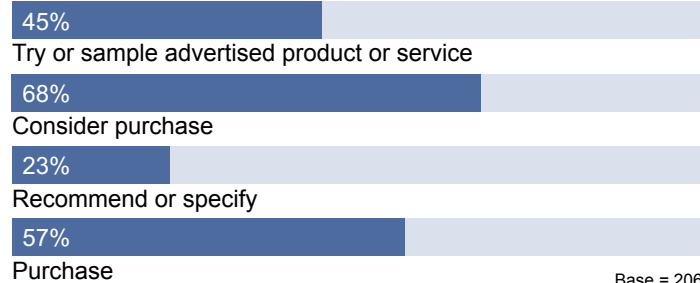


Total Buying Behavior **89%**

Eighty-nine percent (89%) 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 **65%**



Active Buying Behavior **85%**

Ad scores by size

	Number of Ads	Recall Seeing	Read Some	Read Most
Two pages	1	97%	69%	58%
One page	33	76%	62%	42%
One-half page	3	57%	49%	37%
One-fourth page	5	52%	52%	32%
One-eighth page	7	59%	60%	33%
Issue averages:	49	71%	60%	40%

Base = 103

Primary business

Electrical contracting/low-voltage contracting	88%
Engineering/architecture/consulting	2%
Systems integration/consulting	1%
Wholesaler/distributor	1%
Other	8%
No response	0%

Base = 206

Building types

Commercial	85%
Includes hotel, motel, resort, restaurant, food service, entertainment, sports, gaming, financial (banking/insurance), retail stores (all types), and office buildings	
Residential	73%
Includes single family and multi-family	
Industrial	51%
Includes manufacturing plants, power generation and utility	
Institutional	50%
Includes hospital, nursing home, education (K12, college, university), govt., administration, police, correctional, military, transportation (airport/rail/other)	
Non-building	25%
Includes road, airport, traffic lighting, line work, waste/water treatment, etc.	
Emerging/alternative energy sources	21%
Includes solar, wind, geothermal, etc.	
None of the above	1%
No response	0%

Base = 206

Demographics *continued*



Readership comparison

Eighty-four percent (84%) 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	84%	68%	16%	11%	5%	0%	0%	0%
<i>EC&M</i>	48%	36%	12%	13%	3%	1%	21%	14%
<i>Cabling Installation & Maintenance</i>	9%	6%	3%	3%	1%	0%	52%	35%
<i>Security Dealer</i>	5%	3%	2%	2%	0%	2%	54%	37%
<i>Security Magazine</i>	5%	4%	1%	3%	2%	2%	51%	37%
<i>Communications News</i>	4%	2%	2%	1%	1%	2%	53%	39%

Base = 206

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

Specified/bought products or services seen in ads or articles	63%
Visited an advertiser's website for more information	53%
Recommended the purchase of products or services seen in ads or articles	47%
Discussed an advertisement with someone else in the company	37%
Kept an advertisement on file for future reference	24%
Referred an ad to someone else in the company by passing along a tear sheet, photocopy or actual issue	23%
Requested additional information from a company, a sales representative or a distributor by writing, faxing or calling	21%
Considered doing business with a company seen in ads or articles	20%
Used the <i>Electrical Contractor</i> website to request further information	7%
Other	3%
No actions taken	7%
No response	0%

Base = 206

Primary job title or function

Executive management: owner, partner, president, VP, general manager, etc.	61%
Electrician (field), journeyman, technician, installer, serviceperson	18%
Management: project manager, superintendent, supervisor, foreman	14%
Staff engineer, designer, electrical engineer	2%
Inspector	1%
Purchasing agent, buyer	1%
Other	3%
No response	0%

Base = 206

Building systems installed

Lighting	85%
Maintenance, service, repair	81%
Premises wiring	77%
Power quality systems (includes standby, co-gen, etc.)	61%
Fire/life safety systems	51%
Security (includes CCTV, access/motion/intrusion systems)	47%
Communications systems (VDV)	37%
Total building automation systems (includes HVAC, lighting)	34%
Fiber optics	31%
Alternative-energy systems	27%
None of the above	2%
No response	0%

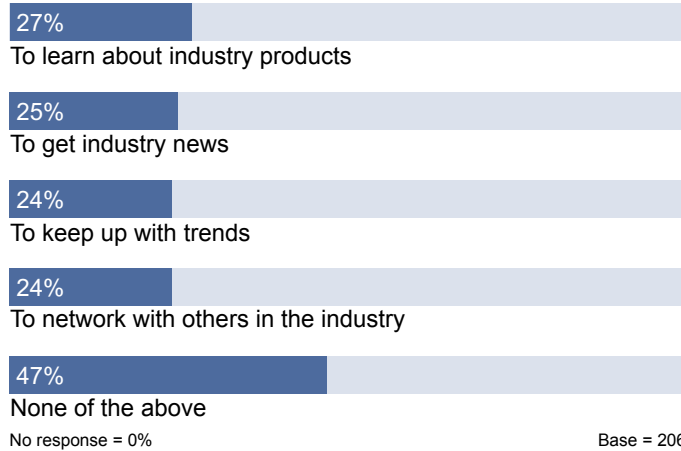
Base = 206

Demographics: Social Media



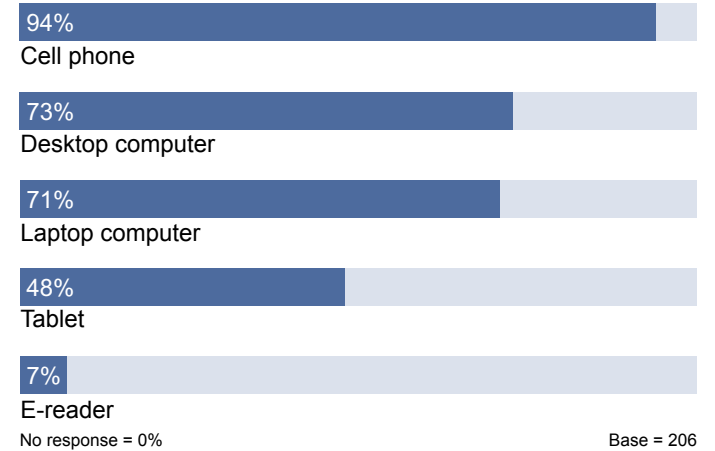
Professional use of social media

Fifty-three percent (53%) of Electrical Contractor respondents report one or more of these reasons for using social media.



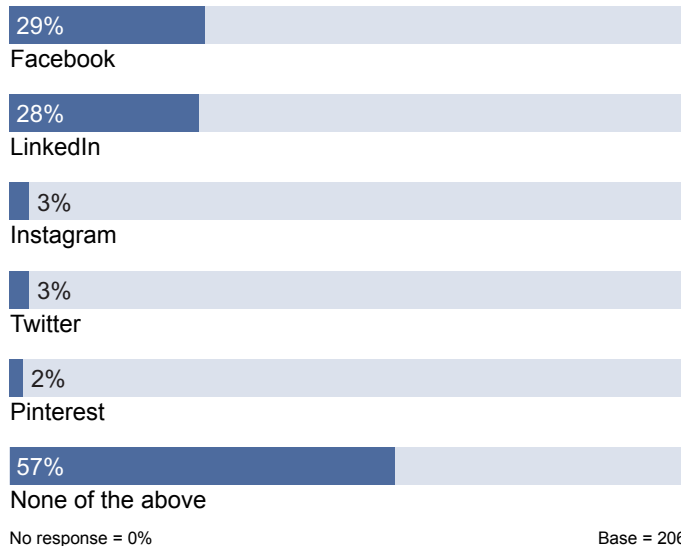
Digital devices owned or used by respondents

One hundred percent (100%) of Electrical Contractor respondents report having access to one or more of these digital devices.



Social media platforms used for work

Forty-three percent (43%) of Electrical Contractor respondents report using one or more of these social media platforms for work.



2017

Ad Study Schedule

Reserve your space now!

<p>February <i>closing</i> January 10</p>	<p>May <i>closing</i> April 10</p>	<p>August <i>closing</i> July 10</p>	<p>November <i>closing</i> October 10</p>
<p>Contact your <i>Electrical Contractor</i> sales representative now to reserve your space in the next ad study issue.</p>			
<p><i>Electrical Contractor</i> reserves the right to change this research schedule without notice.</p>			

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.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 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.

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]

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

BAXTER
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 80,145* 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.

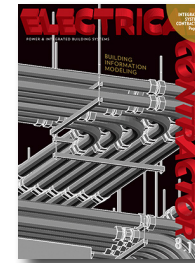
Readers invited to participate via email are provided with a secure link to the questionnaire. To ensure optimal delivery, all surveys are sent using BRC's bonded email servers.

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 2017 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.



Publisher
Andrea E. Klee

NECA
3 Bethesda Metro Center, Suite 1100
Bethesda, MD 20814-5372

Phone: 301-657-3110
Fax: 301-215-4501

**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.

BAXTER
RESEARCH CENTER.