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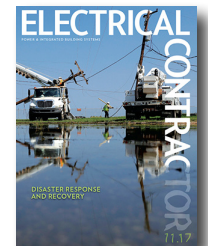
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mediaView™ Pro

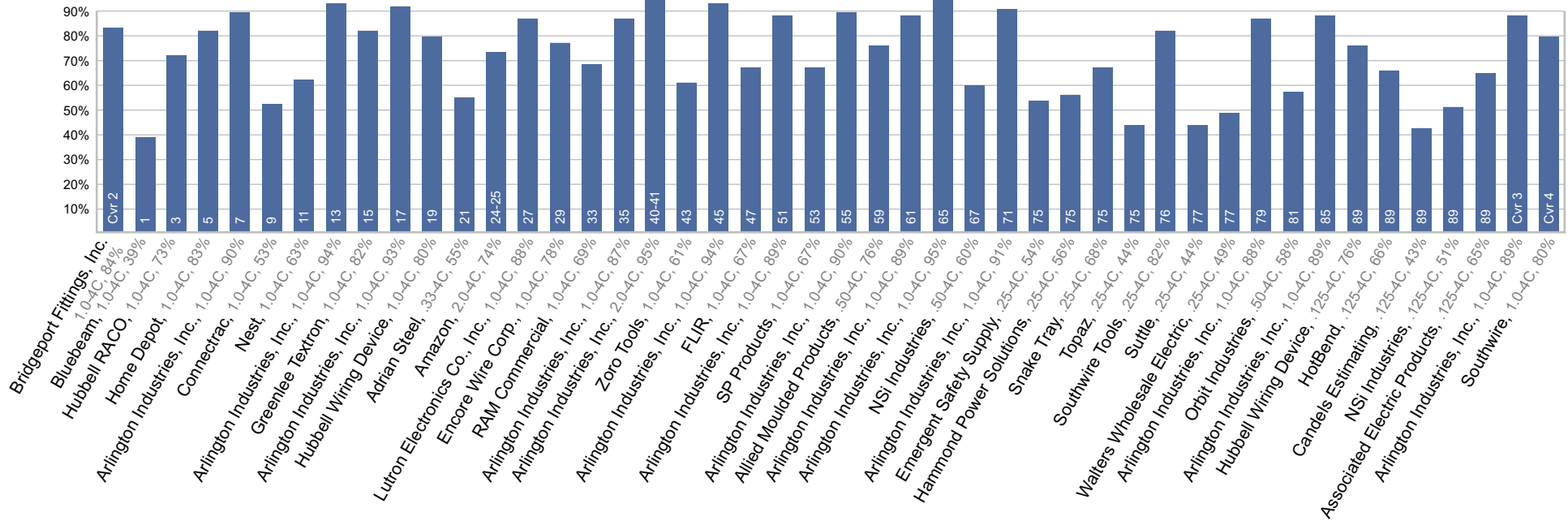
Complete Ad
Campaign Analytics



November 2017

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

Executive Summary: Ad Traffic by Page Number



Base = 147

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.	95%	Arlington Industries, Inc.	91%	100%	Arlington Industries, Inc.	89%	89%
Arlington Industries, Inc.	95%	Arlington Industries, Inc.	90%	100%	Arlington Industries, Inc.	89%	84%
Arlington Industries, Inc.	94%	Arlington Industries, Inc.	88%	100%	Arlington Industries, Inc.	87%	83%
Arlington Industries, Inc.	94%	Arlington Industries, Inc.	87%	100%	Arlington Industries, Inc.	91%	82%
Arlington Industries, Inc.	93%	Hubbell RACO	73%	100%	Arlington Industries, Inc.	90%	82%
Arlington Industries, Inc.	91%	SP Products	67%	100%	Arlington Industries, Inc.	88%	81%
Arlington Industries, Inc.	90%	Nest	63%	100%	Greenlee Textron	82%	81%
Arlington Industries, Inc.	90%	Arlington Industries, Inc.	89%	99%	Arlington Industries, Inc.	95%	80%
Arlington Industries, Inc.	89%	Arlington Industries, Inc.	89%	99%	Arlington Industries, Inc.	93%	80%
Arlington Industries, Inc.	89%	Bridgeport Fittings, Inc.	84%	99%	Arlington Industries, Inc.	90%	79%

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

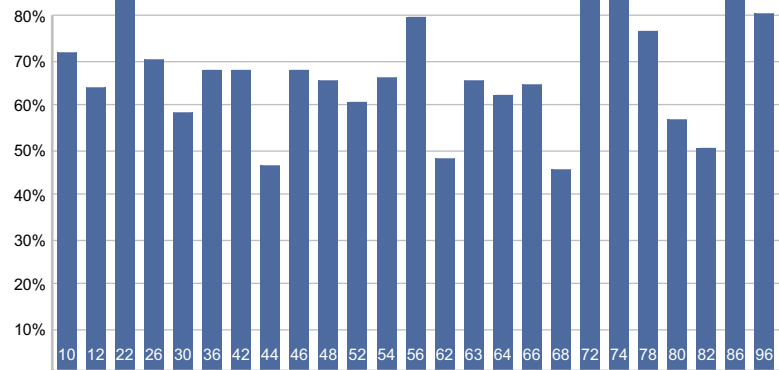
One or More Buying Actions, or Audience Involvement, represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad further influenced their buying actions. These audience members saw an ad and indicated that they, or someone in their organization, either 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: After the flood	10	72%	72%	42%
INDUSTRY WATCH: Utility scrambles to respond...	12	64%	70%	40%
CODE FAQs: Temporary power, patient-care IG receptacles...	22	85%	79%	63%
LIGHTING: Creative destruction	26	71%	77%	51%
FOCUS: Keeping stock: Cable management	30	59%	64%	37%
FOCUS: All hands on deck: Hurricane recovery	36	68%	62%	45%
IDEAS THAT WORK: Laser measurement and headgear...	42	68%	72%	59%
FIBER OPTICS: Small cells, big business	44	47%	51%	29%
CODE APPLICATIONS: Spraying, dipping, coating...	46	68%	66%	60%
FOCUS: Knowing the full story: Is it safe?	48	66%	73%	50%
UTILITY BUSINESS: Utilities pitch in	52	61%	62%	37%
RESIDENTIAL: In the event of a fire	54	67%	73%	59%
CODE IN FOCUS: General installation requirements...	56	80%	81%	60%
SECURITY: Blurred lines	62	48%	65%	39%
ESTIMATING: The estimating tug of war	63	66%	70%	52%
YOUR BUSINESS: Pricing pitfalls	64	63%	71%	49%
POWER QUALITY: Flicker can lead to flickering	66	65%	75%	51%
PROFILE: Mile-high healing: Berwick Electric Co.	68	46%	59%	41%
PRODUCTS: Tools and accessories	72	87%	82%	61%
NEW PRODUCTS	74	87%	82%	65%
ARC FLASH SAFETY: No details required! (Maybe)	78	77%	82%	56%
LEGAL: This can’t go on forever	80	57%	67%	42%
FOCUS: Eggs and baskets: Retirements portfolio...	82	51%	63%	34%
COOL TOOLS: Gadgets	86	86%	79%	63%
CODE COMMENTS: A safety system that works	96	81%	80%	60%

Base = 294

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



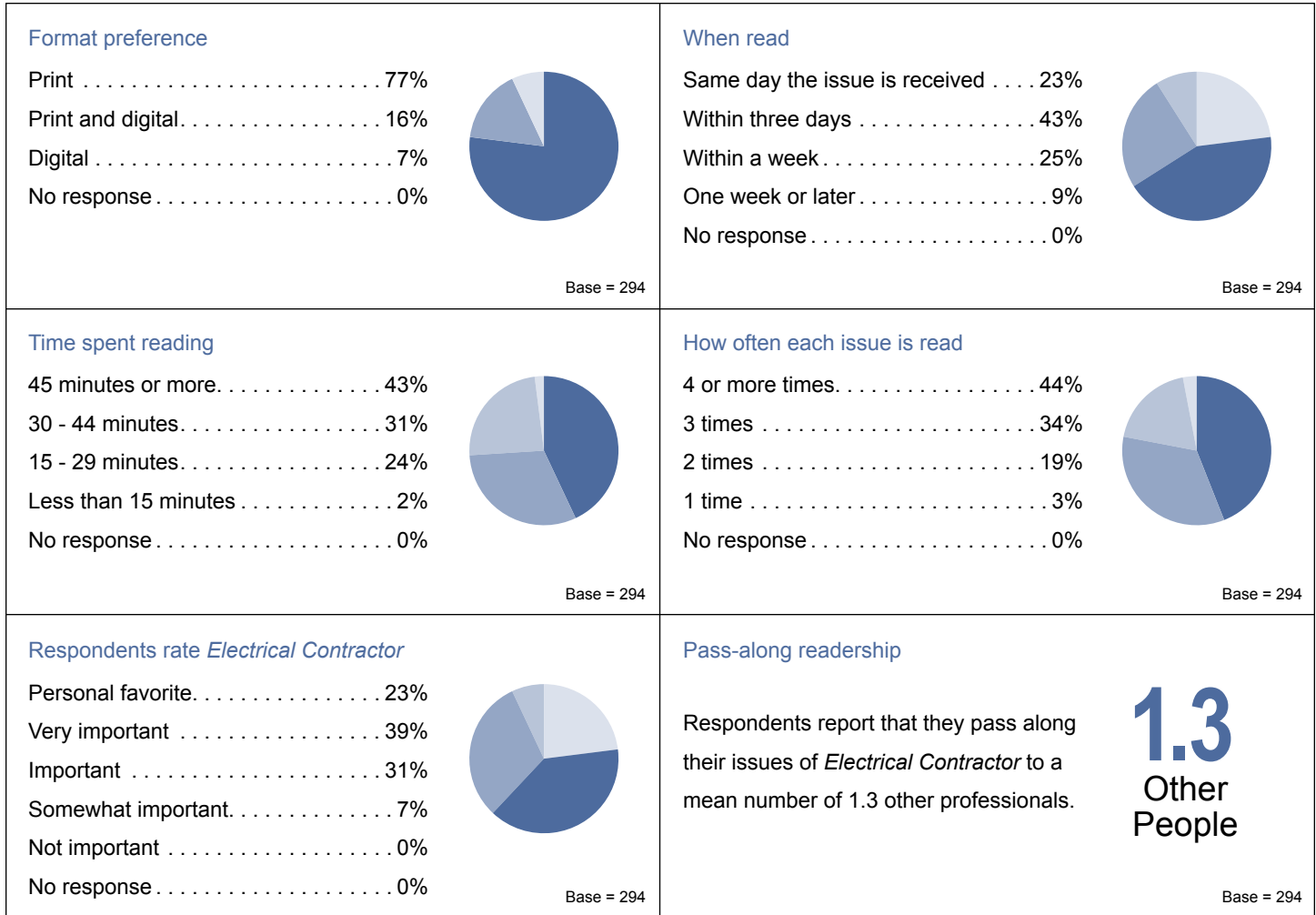
How, when, how long and how often respondents read *Electrical Contractor*

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.

Smart phone	81%
Laptop computer	71%
Desktop computer	68%
Tablet	47%
E-reader	9%
None of the above	0%
No response	0%

Base = 294





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
Alarm & signal systems							
Nest	11	1.0-4C	63%	57%	25%	100%	61%
Boxes, conduit bodies & enclosures							
Arlington Industries, Inc.	40-41	2.0-4C	95%	72%	54%	95%	78%
Arlington Industries, Inc.	65	1.0-4C	95%	63%	52%	98%	80%
Arlington Industries, Inc.	45	1.0-4C	94%	74%	53%	96%	77%
Arlington Industries, Inc.	13	1.0-4C	94%	69%	60%	93%	77%
Arlington Industries, Inc.	17	1.0-4C	93%	75%	54%	94%	80%
Arlington Industries, Inc.	71	1.0-4C	91%	69%	48%	100%	82%
Arlington Industries, Inc.	55	1.0-4C	90%	73%	53%	96%	79%
Arlington Industries, Inc.	7	1.0-4C	90%	71%	55%	100%	82%
Arlington Industries, Inc.	61	1.0-4C	89%	73%	51%	95%	79%
Arlington Industries, Inc.	51	1.0-4C	89%	71%	57%	94%	78%
Arlington Industries, Inc.	79	1.0-4C	88%	61%	46%	100%	81%
Arlington Industries, Inc.	35	1.0-4C	87%	71%	50%	100%	83%
Allied Moulded Products	59	.50-4C	76%	51%	38%	97%	72%
Hubbell RACO	3	1.0-4C	73%	55%	45%	100%	74%
Orbit Industries	81	.50-4C	58%	60%	29%	95%	64%
Suttle	77	.25-4C	44%	34%	33%	98%	53%
Category averages:			84%	65%	49%	97%	76%
Computer software							
Bluebeam	1	1.0-4C	39%	41%	25%	92%	41%
Contractor equipment							
Home Depot	5	1.0-4C	83%	58%	38%	92%	64%
HotBend	89	.125-4C	66%	50%	42%	94%	72%
Associated Electric Products	89	.125-4C	65%	55%	39%	94%	59%
Category averages:			71%	54%	40%	93%	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 = 147
(continued)

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

Readers comment on the magazine



I always find and read Ideas That Work before I read any of the articles. Code in Focus is also a must read. I enjoy looking at the ads associated with new products and tools.

— Owner

It provides new and exciting information on products and trends in the electrical field. I enjoy reading about the code reviews, and like that it provides the new code revision explanations and the picture reviews of dangerous installations.

— Estimator

I have been in the trade 44 yrs. I enjoy seeing the new products and taking the quizzes, helps me to stay current, have been doing a lot of fire alarms lately and your articles help me stay up with recent changes to codes and practices. I may be getting old but I'm still learning new things.

— 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	89	.125-4C	43%	56%	29%	87%	44%
Data comm equipment							
Connectrac	9	1.0-4C	53%	55%	24%	94%	51%
Electrical distributor (incl. low volt.)							
Amazon	24-25	2.0-4C	74%	58%	37%	96%	68%
Zoro Tools	43	1.0-4C	61%	54%	21%	95%	53%
Walters Wholesale Electric	77	.25-4C	49%	53%	23%	91%	40%
Category averages:			61%	55%	27%	94%	54%
Energy management							
Lutron Electronics Co., Inc.	27	1.0-4C	88%	76%	52%	92%	79%
NSi Industries	67	.50-4C	60%	67%	30%	94%	61%
NSi Industries	89	.125-4C	51%	59%	17%	95%	70%
Category averages:			66%	67%	33%	94%	70%
Fasteners, hangers, clamps, supports							
Arlington Industries, Inc.	17	1.0-4C	93%	75%	54%	94%	80%
Arlington Industries, Inc.	Cvr 3	1.0-4C	89%	74%	59%	99%	89%
Arlington Industries, Inc.	79	1.0-4C	88%	61%	46%	100%	81%
Allied Moulded Products	59	.50-4C	76%	51%	38%	97%	72%
SP Products	53	1.0-4C	67%	63%	36%	100%	65%
Category averages:			83%	65%	47%	98%	77%
Grounding/bonding							
Arlington Industries, Inc.	7	1.0-4C	90%	71%	55%	100%	82%
Arlington Industries, Inc.	Cvr 3	1.0-4C	89%	74%	59%	99%	89%
Category averages:			90%	73%	57%	100%	86%

Base = 147
(continued)

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



Keeps me up to date on code applications in my business. Research new methods to create better efficiency. Often purchase products that I see in the magazine as well as tools and other items.

— Owner

I read Electrical Contractor to get some insight on how the electrical contractor side of things go. Since we design projects, it's valuable knowledge knowing how things actually work and get applied in the field.

— Electrical Designer

I utilize for relevant safety information to share with our electricians. EC has some pretty good safety articles.

— Safety Director

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Hand tools							
Southwire Tools	76	.25-4C	82%	66%	41%	93%	67%
HotBend	89	.125-4C	66%	50%	42%	94%	72%
Category averages:			74%	58%	42%	94%	70%
Home automation							
Nest	11	1.0-4C	63%	57%	25%	100%	61%
Suttle	77	.25-4C	44%	34%	33%	98%	53%
Category averages:			54%	46%	29%	99%	57%
Lighting controls							
Lutron Electronics Co., Inc.	27	1.0-4C	88%	76%	52%	92%	79%
Hubbell RACO	3	1.0-4C	73%	55%	45%	100%	74%
NSi Industries	67	.50-4C	60%	67%	30%	94%	61%
NSi Industries	89	.125-4C	51%	59%	17%	95%	70%
Category averages:			68%	64%	36%	95%	71%
Lighting products/fixtures							
Hubbell RACO	3	1.0-4C	73%	55%	45%	100%	74%
Topaz	75	.25-4C	44%	43%	26%	96%	58%
Category averages:			59%	49%	36%	98%	66%
Meters/instru (test) power & low volt.							
FLIR	47	1.0-4C	67%	49%	30%	96%	57%
Power tools							
Greenlee Textron	15	1.0-4C	82%	70%	49%	98%	81%
Raceway/cable tray/conduit							
Snake Tray	75	.25-4C	68%	47%	31%	97%	59%
Connectrac	9	1.0-4C	53%	55%	24%	94%	51%
Category averages:			61%	51%	28%	96%	55%

Base = 147
(continued)

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



Electrical Contractor is my bridge to new products.

— Owner

Perhaps the most applicable and most specific publication to actually help my process.

— Sr. Systems Spec.

Just to keep up with new trends, safety and business practices. I like to know what other companies are doing to stay profitable and better their employees.

— President

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Safety equipment/apparel							
Emergent Safety Supply	75	.25-4C	54%	56%	40%	95%	70%
Security products & systems							
Nest	11	1.0-4C	63%	57%	25%	100%	61%
Transformers							
Hammond Power Solutions	75	.25-4C	56%	38%	29%	97%	54%
Vehicle equipment							
Adrian Steel	21	.33-4C	55%	53%	34%	94%	49%
Vehicles							
RAM Commercial	33	1.0-4C	69%	52%	28%	95%	47%
Wire & cable							
Southwire	Cvr 4	1.0-4C	80%	65%	29%	93%	70%
Encore Wire Corp.	29	1.0-4C	78%	44%	35%	95%	67%
SP Products	53	1.0-4C	67%	63%	36%	100%	65%
Category averages:			75%	57%	33%	96%	67%
Wire & cable connectors/terminators							
Arlington Industries, Inc.	55	1.0-4C	90%	73%	53%	96%	79%
Arlington Industries, Inc.	7	1.0-4C	90%	71%	55%	100%	82%
Arlington Industries, Inc.	85	1.0-4C	89%	72%	45%	99%	84%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	84%	67%	45%	99%	79%
Home Depot	5	1.0-4C	83%	58%	38%	92%	64%
Greenlee Textron	15	1.0-4C	82%	70%	49%	98%	81%
Category averages:			86%	69%	48%	97%	78%

Base = 147
(continued)

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



Very informative on codes, like NEC, and new products as well as news on the electrical industry overall.

— Electrician

This publication can always bring attention to small things that can affect my business and the electrical industry itself, along with helpful information about products that are helping to move us into the next century.

— Owner

EC provides a wealth of knowledge in a single package that's always applicable to my trade. I use the articles as a source of continuing education and information in business.

— President

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Wire & cable management							
Southwire	Cvr 4	1.0-4C	80%	65%	29%	93%	70%
Encore Wire Corp.	29	1.0-4C	78%	44%	35%	95%	67%
Connectrac	9	1.0-4C	53%	55%	24%	94%	51%
Category averages:			70%	55%	29%	94%	63%
Wiring devices							
Arlington Industries, Inc.	85	1.0-4C	89%	72%	45%	99%	84%
Hubbell Wiring Device-Kellems	19	1.0-4C	80%	64%	35%	97%	69%
Hubbell Wiring Device-Kellems	89	.125-4C	76%	66%	32%	92%	66%
SP Products	53	1.0-4C	67%	63%	36%	100%	65%
Suttle	77	.25-4C	44%	34%	33%	98%	53%
Category averages:			71%	60%	36%	97%	67%

Base = 147

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
Alarm & signal systems								
Nest	11	1.0-4C	63%	100%	57%	73%	60%	49%
Boxes, conduit bodies & enclosures								
Arlington Industries, Inc.	71	1.0-4C	91%	100%	79%	94%	79%	77%
Arlington Industries, Inc.	7	1.0-4C	90%	100%	90%	97%	76%	91%
Arlington Industries, Inc.	79	1.0-4C	88%	100%	74%	93%	76%	72%
Arlington Industries, Inc.	35	1.0-4C	87%	100%	77%	93%	79%	63%
Hubbell RACO	3	1.0-4C	73%	100%	65%	85%	72%	56%
Arlington Industries, Inc.	65	1.0-4C	95%	98%	82%	90%	70%	84%
Suttle	77	.25-4C	44%	98%	32%	66%	49%	32%
Allied Moulded Products	59	.50-4C	76%	97%	58%	82%	67%	54%
Arlington Industries, Inc.	45	1.0-4C	94%	96%	84%	93%	72%	87%
Arlington Industries, Inc.	55	1.0-4C	90%	96%	84%	92%	67%	81%
Arlington Industries, Inc.	40-41	2.0-4C	95%	95%	81%	92%	69%	87%
Arlington Industries, Inc.	61	1.0-4C	89%	95%	81%	93%	75%	79%
Orbit Industries	81	.50-4C	58%	95%	44%	84%	64%	40%
Arlington Industries, Inc.	17	1.0-4C	93%	94%	76%	90%	67%	83%
Arlington Industries, Inc.	51	1.0-4C	89%	94%	80%	92%	68%	78%
Arlington Industries, Inc.	13	1.0-4C	94%	93%	78%	90%	70%	79%
Category averages:			84%	97%	73%	89%	70%	71%
Computer software								
Bluebeam	1	1.0-4C	39%	92%	35%	63%	39%	31%
Contractor equipment								
HotBend	89	.125-4C	66%	94%	52%	77%	58%	58%
Associated Electric Products	89	.125-4C	65%	94%	51%	75%	59%	56%
Home Depot	5	1.0-4C	83%	92%	74%	74%	51%	79%
Category averages:			71%	93%	59%	75%	56%	64%

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 = 147
(continued)

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



I read it to stay up on industry trends and code changes. Also like to see what new tools and products are hitting the market and how they can increase my business or lower my costs.

— Maintenance Engineer

I love the informative articles.

— Owner

I have been in the industry for 40 years and it has been a diversified and important resource of my career development.

— Specialist - Application Engineering

	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	89	.125-4C	43%	87%	24%	59%	43%	31%
Data comm equipment								
Connectrac	9	1.0-4C	53%	94%	31%	65%	49%	24%
Electrical distributor (incl. low volt.)								
Amazon	24-25	2.0-4C	74%	96%	51%	78%	62%	59%
Zoro Tools	43	1.0-4C	61%	95%	48%	66%	49%	51%
Walters Wholesale Electric	77	.25-4C	49%	91%	26%	50%	34%	26%
Category averages:			61%	94%	42%	65%	48%	45%
Energy management								
NSi Industries	89	.125-4C	51%	95%	58%	81%	53%	70%
NSi Industries	67	.50-4C	60%	94%	58%	70%	49%	49%
Lutron Electronics Co., Inc.	27	1.0-4C	88%	92%	79%	85%	64%	77%
Category averages:			66%	94%	65%	79%	55%	65%
Fasteners, hangers, clamps, supports								
Arlington Industries, Inc.	79	1.0-4C	88%	100%	74%	93%	76%	72%
SP Products	53	1.0-4C	67%	100%	51%	80%	68%	50%
Arlington Industries, Inc.	Cvr 3	1.0-4C	89%	99%	89%	98%	83%	96%
Allied Moulded Products	59	.50-4C	76%	97%	58%	82%	67%	54%
Arlington Industries, Inc.	17	1.0-4C	93%	94%	76%	90%	67%	83%
Category averages:			83%	98%	70%	89%	72%	71%
Grounding/bonding								
Arlington Industries, Inc.	7	1.0-4C	90%	100%	90%	97%	76%	91%
Arlington Industries, Inc.	Cvr 3	1.0-4C	89%	99%	89%	98%	83%	96%
Category averages:			90%	100%	90%	98%	80%	94%

Base = 147
(continued)

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



Keeps me up with the new trends and installation items. Also like the legal and professional types of articles.

— President - CEO

Focuses on emerging trends and clarification of code that we hadn't thought much of... Presents new products/tools that make work easier or more efficient.

— Owner

[I read Electrical Contractor for] ideas on what works, what others in the industry are using, and info on new technologies and requirements.

— Building Engineer

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Hand tools								
HotBend	89	.125-4C	66%	94%	52%	77%	58%	58%
Southwire Tools	76	.25-4C	82%	93%	66%	87%	63%	74%
Category averages:			74%	94%	59%	82%	61%	66%
Home automation								
Nest	11	1.0-4C	63%	100%	57%	73%	60%	49%
Suttle	77	.25-4C	44%	98%	32%	66%	49%	32%
Category averages:			54%	99%	45%	70%	55%	41%
Lighting controls								
Hubbell RACO	3	1.0-4C	73%	100%	65%	85%	72%	56%
NSi Industries	89	.125-4C	51%	95%	58%	81%	53%	70%
NSi Industries	67	.50-4C	60%	94%	58%	70%	49%	49%
Lutron Electronics Co., Inc.	27	1.0-4C	88%	92%	79%	85%	64%	77%
Category averages:			68%	95%	65%	80%	60%	63%
Lighting products/fixtures								
Hubbell RACO	3	1.0-4C	73%	100%	65%	85%	72%	56%
Topaz	75	.25-4C	44%	96%	44%	73%	52%	52%
Category averages:			59%	98%	55%	79%	62%	54%
Meters/instru (test) power & low volt.								
FLIR	47	1.0-4C	67%	96%	56%	79%	54%	57%
Power tools								
Greenlee Textron	15	1.0-4C	82%	98%	83%	94%	75%	87%
Raceway/cable tray/conduit								
Snake Tray	75	.25-4C	68%	97%	41%	73%	55%	46%
Connectrac	9	1.0-4C	53%	94%	31%	65%	49%	24%
Category averages:			61%	96%	36%	69%	52%	35%

Base = 147
(continued)

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



The publication is professionally presented, easy to read, covers complementary subjects.

— Owner

[I read Electrical Contractor] to keep up on code issues. New products, new tools. I use various articles as instructional aids for electrical apprentices.

— Electrician Supervisor

Allows me to stay current in areas that we don't use every day. Keeps us up to date on new products, ideas and processes. Love to take the various quizzes to see if we are current in our continuing ed. Same with both code features.

— President/CEO

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Safety equipment/apparel								
Emergent Safety Supply	75	.25-4C	54%	95%	40%	78%	65%	33%
Security products & systems								
Nest	11	1.0-4C	63%	100%	57%	73%	60%	49%
Transformers								
Hammond Power Solutions	75	.25-4C	56%	97%	42%	67%	52%	43%
Vehicle equipment								
Adrian Steel	21	.33-4C	55%	94%	45%	57%	52%	45%
Vehicles								
RAM Commercial	33	1.0-4C	69%	95%	69%	72%	45%	71%
Wire & cable								
SP Products	53	1.0-4C	67%	100%	51%	80%	68%	50%
Encore Wire Corp.	29	1.0-4C	78%	95%	56%	81%	65%	64%
Southwire	Cvr 4	1.0-4C	80%	93%	66%	86%	66%	56%
Category averages:			75%	96%	58%	82%	66%	57%
Wire & cable connectors/terminators								
Arlington Industries, Inc.	7	1.0-4C	90%	100%	90%	97%	76%	91%
Arlington Industries, Inc.	85	1.0-4C	89%	99%	86%	92%	77%	84%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	84%	99%	65%	93%	70%	50%
Greenlee Textron	15	1.0-4C	82%	98%	83%	94%	75%	87%
Arlington Industries, Inc.	55	1.0-4C	90%	96%	84%	92%	67%	81%
Home Depot	5	1.0-4C	83%	92%	74%	74%	51%	79%
Category averages:			86%	97%	80%	90%	69%	79%

Base = 147
(continued)

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

Keeping up with code changes and new equipment, materials and tools. Staying informed.

— Pres.

[I read Electrical Contractor to] keep abreast of new ideas, tools, products and legal challenges that pop up.

— Senior Project Manager

It keeps me teachable.

— Principal

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Wire & cable management								
Encore Wire Corp.	29	1.0-4C	78%	95%	56%	81%	65%	64%
Connectrac	9	1.0-4C	53%	94%	31%	65%	49%	24%
Southwire	Cvr 4	1.0-4C	80%	93%	66%	86%	66%	56%
Category averages:			70%	94%	51%	77%	60%	48%
Wiring devices								
SP Products	53	1.0-4C	67%	100%	51%	80%	68%	50%
Arlington Industries, Inc.	85	1.0-4C	89%	99%	86%	92%	77%	84%
Suttle	77	.25-4C	44%	98%	32%	66%	49%	32%
Hubbell Wiring Device-Kellems	19	1.0-4C	80%	97%	67%	81%	67%	65%
Hubbell Wiring Device-Kellems	89	.125-4C	76%	92%	68%	76%	62%	70%
Category averages:			71%	97%	61%	79%	65%	60%

Base = 147



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
Alarm & signal systems												
Nest	11	1.0-4C	63%	61%	11%	7%	11%	2%	16%	30%	10%	10%
Boxes, conduit bodies & enclosures												
Arlington Industries, Inc.	35	1.0-4C	87%	83%	9%	13%	9%	3%	18%	43%	13%	23%
Arlington Industries, Inc.	71	1.0-4C	91%	82%	11%	15%	14%	3%	18%	37%	10%	19%
Arlington Industries, Inc.	7	1.0-4C	90%	82%	8%	11%	10%	5%	22%	31%	13%	42%
Arlington Industries, Inc.	79	1.0-4C	88%	81%	11%	13%	10%	4%	16%	38%	13%	23%
Arlington Industries, Inc.	65	1.0-4C	95%	80%	11%	11%	16%	4%	20%	33%	12%	28%
Arlington Industries, Inc.	17	1.0-4C	93%	80%	15%	6%	9%	5%	13%	31%	8%	35%
Arlington Industries, Inc.	55	1.0-4C	90%	79%	10%	11%	13%	5%	10%	29%	8%	32%
Arlington Industries, Inc.	61	1.0-4C	89%	79%	12%	8%	9%	6%	12%	30%	8%	36%
Arlington Industries, Inc.	40-41	2.0-4C	95%	78%	12%	9%	11%	5%	14%	34%	8%	29%
Arlington Industries, Inc.	51	1.0-4C	89%	78%	9%	8%	9%	5%	11%	31%	10%	33%
Arlington Industries, Inc.	45	1.0-4C	94%	77%	12%	11%	12%	4%	12%	27%	6%	35%
Arlington Industries, Inc.	13	1.0-4C	94%	77%	15%	10%	10%	7%	10%	36%	7%	27%
Hubbell RACO	3	1.0-4C	73%	74%	11%	13%	10%	2%	17%	33%	10%	20%
Allied Moulded Products	59	.50-4C	76%	72%	10%	11%	9%	2%	13%	27%	11%	17%
Orbit Industries	81	.50-4C	58%	64%	10%	10%	14%	5%	8%	27%	4%	12%
Suttle	77	.25-4C	44%	53%	9%	8%	13%	4%	8%	28%	2%	2%
Category averages:			84%	76%	11%	11%	11%	4%	14%	32%	9%	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 = 147
(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
Computer software												
Bluebeam	1	1.0-4C	39%	41%	12%	4%	10%	6%	8%	18%	6%	6%
Contractor equipment												
HotBend	89	.125-4C	66%	72%	12%	10%	11%	4%	16%	36%	7%	11%
Home Depot	5	1.0-4C	83%	64%	8%	10%	11%	2%	13%	26%	4%	26%
Associated Electric Products	89	.125-4C	65%	59%	11%	19%	14%	1%	9%	27%	1%	4%
Category averages:			71%	65%	10%	13%	12%	2%	13%	30%	4%	14%
Contractor services (incl. rental & mechanical)												
Candels Estimating	89	.125-4C	43%	44%	9%	0%	15%	6%	17%	11%	4%	6%
Data comm equipment												
Connectrac	9	1.0-4C	53%	51%	7%	9%	9%	6%	12%	22%	10%	6%
Electrical distributor (incl. low volt.)												
Amazon	24-25	2.0-4C	74%	68%	8%	5%	14%	2%	14%	29%	7%	16%
Zoro Tools	43	1.0-4C	61%	53%	12%	8%	17%	3%	8%	17%	6%	8%
Walters Wholesale Electric	77	.25-4C	49%	40%	3%	3%	14%	2%	16%	12%	2%	3%
Category averages:			61%	54%	8%	5%	15%	2%	13%	19%	5%	9%
Energy management												
Lutron Electronics Co., Inc.	27	1.0-4C	88%	79%	11%	9%	15%	6%	16%	31%	6%	34%
NSi Industries	89	.125-4C	51%	70%	14%	19%	14%	6%	14%	28%	13%	17%
NSi Industries	67	.50-4C	60%	61%	11%	8%	14%	6%	10%	31%	6%	11%
Category averages:			66%	70%	12%	12%	14%	6%	13%	30%	8%	21%
Fasteners, hangers, clamps, supports												
Arlington Industries, Inc.	Cvr 3	1.0-4C	89%	89%	4%	14%	10%	6%	20%	40%	15%	44%
Arlington Industries, Inc.	79	1.0-4C	88%	81%	11%	13%	10%	4%	16%	38%	13%	23%
Arlington Industries, Inc.	17	1.0-4C	93%	80%	15%	6%	9%	5%	13%	31%	8%	35%

Base = 147
(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
Fasteners, hangers, clamps, supports <i>continued</i>												
Allied Moulded Products	59	.50-4C	76%	72%	10%	11%	9%	2%	13%	27%	11%	17%
SP Products	53	1.0-4C	67%	65%	13%	17%	13%	4%	14%	30%	7%	6%
Category averages:			83%	77%	11%	12%	10%	4%	15%	33%	11%	25%
Grounding/bonding												
Arlington Industries, Inc.	Cvr 3	1.0-4C	89%	89%	4%	14%	10%	6%	20%	40%	15%	44%
Arlington Industries, Inc.	7	1.0-4C	90%	82%	8%	11%	10%	5%	22%	31%	13%	42%
Category averages:			90%	86%	6%	13%	10%	6%	21%	36%	14%	43%
Hand tools												
HotBend	89	.125-4C	66%	72%	12%	10%	11%	4%	16%	36%	7%	11%
Southwire Tools	76	.25-4C	82%	67%	11%	9%	12%	3%	13%	30%	3%	24%
Category averages:			74%	70%	12%	10%	12%	4%	15%	33%	5%	18%
Home automation												
Nest	11	1.0-4C	63%	61%	11%	7%	11%	2%	16%	30%	10%	10%
Suttle	77	.25-4C	44%	53%	9%	8%	13%	4%	8%	28%	2%	2%
Category averages:			54%	57%	10%	8%	12%	3%	12%	29%	6%	6%
Lighting controls												
Lutron Electronics Co., Inc.	27	1.0-4C	88%	79%	11%	9%	15%	6%	16%	31%	6%	34%
Hubbell RACO	3	1.0-4C	73%	74%	11%	13%	10%	2%	17%	33%	10%	20%
NSi Industries	89	.125-4C	51%	70%	14%	19%	14%	6%	14%	28%	13%	17%
NSi Industries	67	.50-4C	60%	61%	11%	8%	14%	6%	10%	31%	6%	11%
Category averages:			68%	71%	12%	12%	13%	5%	14%	31%	9%	21%
Lighting products/fixtures												
Hubbell RACO	3	1.0-4C	73%	74%	11%	13%	10%	2%	17%	33%	10%	20%
Topaz	75	.25-4C	44%	58%	6%	6%	17%	2%	10%	25%	4%	2%
Category averages:			59%	66%	9%	10%	14%	2%	14%	29%	7%	11%

Base = 147
(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.												
FLIR	47	1.0-4C	67%	57%	12%	10%	11%	4%	14%	27%	6%	7%
Power tools												
Greenlee Textron	15	1.0-4C	82%	81%	10%	14%	15%	3%	21%	35%	9%	19%
Raceway/cable tray/conduit												
Snake Tray	75	.25-4C	68%	59%	10%	12%	10%	3%	10%	22%	6%	8%
Connectrac	9	1.0-4C	53%	51%	7%	9%	9%	6%	12%	22%	10%	6%
Category averages:			61%	55%	9%	11%	10%	5%	11%	22%	8%	7%
Safety equipment/apparel												
Emergent Safety Supply	75	.25-4C	54%	70%	13%	11%	19%	8%	11%	29%	11%	16%
Security products & systems												
Nest	11	1.0-4C	63%	61%	11%	7%	11%	2%	16%	30%	10%	10%
Transformers												
Hammond Power Solutions	75	.25-4C	56%	54%	7%	10%	16%	4%	9%	18%	10%	6%
Vehicle equipment												
Adrian Steel	21	.33-4C	55%	49%	9%	7%	13%	3%	9%	19%	6%	12%
Vehicles												
RAM Commercial	33	1.0-4C	69%	47%	8%	5%	7%	6%	7%	16%	2%	9%
Wire & cable												
Southwire	Cvr 4	1.0-4C	80%	70%	12%	15%	14%	9%	18%	31%	10%	14%
Encore Wire Corp.	29	1.0-4C	78%	67%	9%	11%	9%	4%	14%	27%	8%	18%
SP Products	53	1.0-4C	67%	65%	13%	17%	13%	4%	14%	30%	7%	6%
Category averages:			75%	67%	11%	14%	12%	6%	15%	29%	8%	13%

Base = 147
(continued)



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

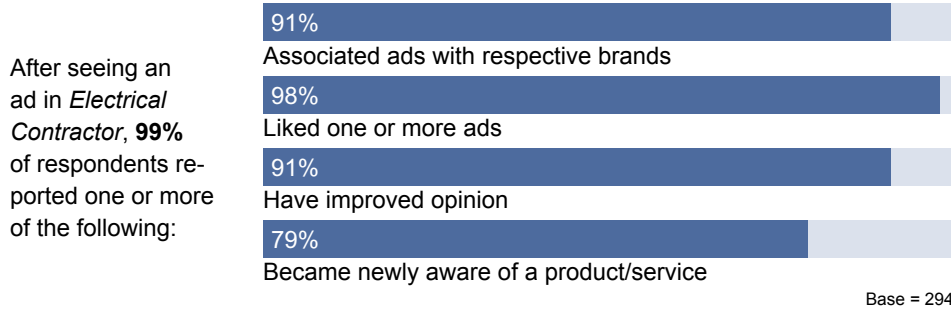
	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/Service	Consider Purchase	Recommend or Specify	Purchase
Wire & cable connectors/terminators												
Arlington Industries, Inc.	85	1.0-4C	89%	84%	5%	16%	9%	6%	19%	39%	11%	33%
Arlington Industries, Inc.	7	1.0-4C	90%	82%	8%	11%	10%	5%	22%	31%	13%	42%
Greenlee Textron	15	1.0-4C	82%	81%	10%	14%	15%	3%	21%	35%	9%	19%
Arlington Industries, Inc.	55	1.0-4C	90%	79%	10%	11%	13%	5%	10%	29%	8%	32%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	84%	79%	9%	16%	13%	3%	20%	41%	13%	16%
Home Depot	5	1.0-4C	83%	64%	8%	10%	11%	2%	13%	26%	4%	26%
Category averages:			86%	78%	8%	13%	12%	4%	18%	34%	10%	28%
Wire & cable management												
Southwire	Cvr 4	1.0-4C	80%	70%	12%	15%	14%	9%	18%	31%	10%	14%
Encore Wire Corp.	29	1.0-4C	78%	67%	9%	11%	9%	4%	14%	27%	8%	18%
Connectrac	9	1.0-4C	53%	51%	7%	9%	9%	6%	12%	22%	10%	6%
Category averages:			70%	63%	9%	12%	11%	6%	15%	27%	9%	13%
Wiring devices												
Arlington Industries, Inc.	85	1.0-4C	89%	84%	5%	16%	9%	6%	19%	39%	11%	33%
Hubbell Wiring Device-Kellems	19	1.0-4C	80%	69%	8%	14%	15%	3%	16%	32%	9%	13%
Hubbell Wiring Device-Kellems	89	.125-4C	76%	66%	11%	7%	12%	6%	11%	26%	4%	18%
SP Products	53	1.0-4C	67%	65%	13%	17%	13%	4%	14%	30%	7%	6%
Suttle	77	.25-4C	44%	53%	9%	8%	13%	4%	8%	28%	2%	2%
Category averages:			71%	67%	9%	12%	12%	5%	14%	31%	7%	14%

Base = 147

Demographics: Influence and Action Totals

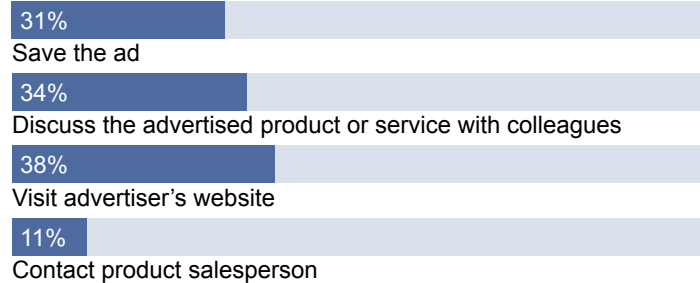


Total ad influence for all studied ads

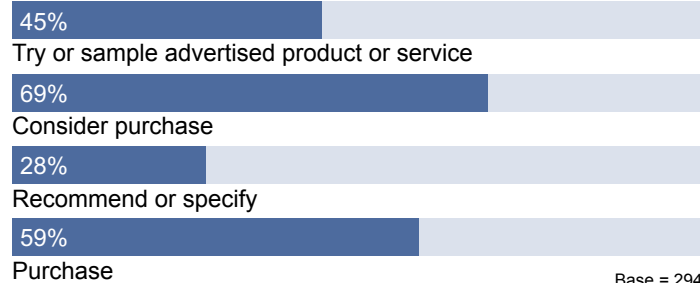


Total Buying Behavior **93%**

Ninety-three percent (93%) 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 **63%**



Active Buying Behavior **89%**

Ad scores by size

	Number of Ads	Recall Seeing	Read Some	Read Most
Two pages	2	85%	65%	46%
One page	28	80%	64%	43%
One-half page	3	65%	59%	32%
One-third page	1	55%	53%	34%
One-fourth page	7	57%	48%	32%
One-eighth page	5	60%	57%	32%
Issue averages:	46	73%	60%	39%

Base = 147

Primary business

Electrical contracting/low-voltage contracting	83%
Engineering/architecture/consulting	4%
Systems integration/consulting	2%
Wholesaler/distributor	1%
Other	10%
No response	0%

Base = 294

Building types

Commercial	82%
Includes hotel, motel, resort, restaurant, food service, entertainment, sports, gaming, financial (banking/insurance), retail stores (all types), and office buildings	
Residential	70%
Includes single family and multi-family	
Industrial	59%
Includes manufacturing plants, power generation and utility	
Institutional	48%
Includes hospital, nursing home, education (K12, college, university), govt., administration, police, correctional, military, transportation (airport/rail/other)	
Emerging/alternative energy sources	24%
Includes solar, wind, geothermal, etc.	
Non-building	21%
Includes road, airport, traffic lighting, line work, waste/water treatment, etc.	
None of the above	2%
No response	0%

Base = 294

Demographics *continued*



Industry magazine readership

Ninety percent (90%) 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	90%	77%	13%	8%	2%	0%	0%	0%
<i>EC&M</i>	51%	43%	8%	5%	2%	2%	22%	18%
<i>Cabling Installation & Maintenance</i>	10%	9%	1%	2%	3%	2%	52%	31%
<i>Security Magazine</i>	9%	7%	2%	2%	1%	3%	52%	33%
<i>Security Dealer</i>	5%	4%	1%	1%	2%	3%	55%	34%
<i>Communications News</i>	4%	3%	1%	3%	2%	2%	56%	33%

Base = 294

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

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

Specified/bought products or services seen in ads or articles	64%
Visited an advertiser's website for more information	61%
Recommended the purchase of products or services seen in ads or articles	52%
Discussed an advertisement with someone else in the company	38%
Referred an ad to someone else in the company by passing along a tear sheet, photocopy or actual issue	32%
Considered doing business with a company seen in ads or articles	29%
Kept an advertisement on file for future reference	26%
Requested additional information from a company, a sales representative or a distributor by writing, faxing or calling	20%
Used the <i>Electrical Contractor</i> website to request further information	7%
No actions taken	6%
Other	2%
No response	0%

Base = 294

Primary job title or function

Executive management: owner, partner, president, VP, general manager, etc.	59%
Electrician (field), journeyman, technician, installer, serviceperson	16%
Management: project manager, superintendent, supervisor, foreman	16%
Inspector	2%
Staff engineer, designer, electrical engineer	2%
Estimator	1%
Purchasing agent, buyer	1%
Other	3%
No response	0%

Base = 294

Building systems installed

Lighting	89%
Maintenance, service, repair	87%
Premises wiring	79%
Power quality systems (includes standby, co-gen, etc.)	59%
Fire/life safety systems	55%
Security (includes CCTV, access/motion/intrusion systems)	50%
Total building automation systems (includes HVAC, lighting)	39%
Communications systems (VDV)	36%
Alternative-energy systems	31%
Fiber optics	28%
None of the above	2%
No response	0%

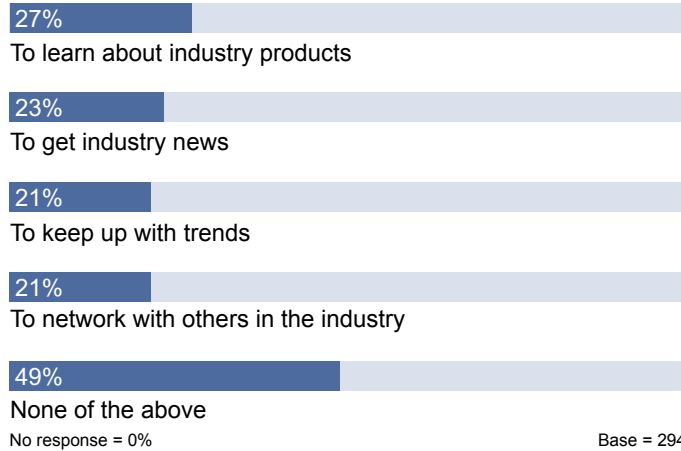
Base = 294

Demographics: Social Media



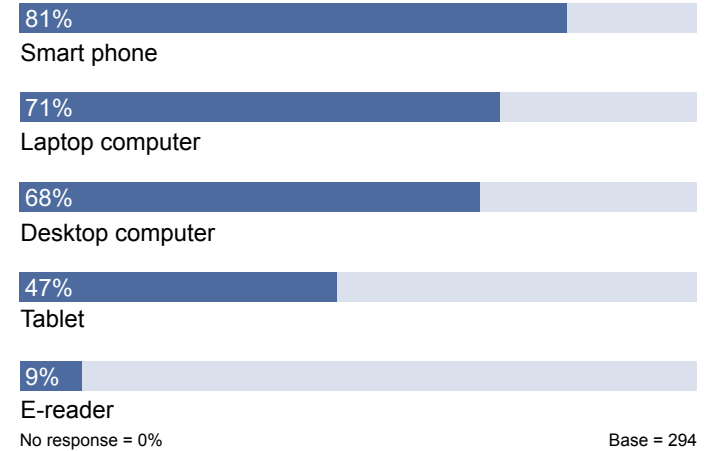
Professional use of social media

Fifty-one percent (51%) of Electrical Contractor respondents report one or more of these reasons for using social media.



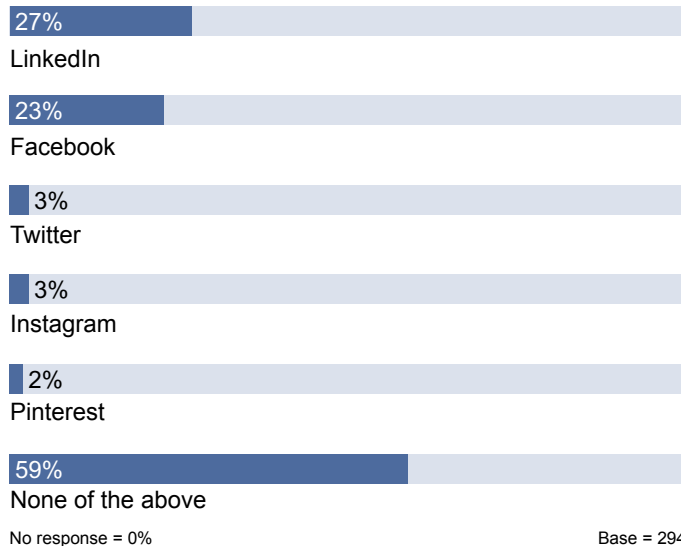
Digital devices owned or used by respondents

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-one percent (41%) of Electrical Contractor respondents report using one or more of these social media platforms for work.



2018

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

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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 WorldwideSM 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 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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