# mediaView™ Pro

Complete Ad Campaign Analytics

**ELECTRICAL CONTRACTOR**
POWER & INTEGRATED BUILDING SYSTEMS

# Contents:

**BAXTER**
R E S E A R C H  C E N T E R ®

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Pro Complete Ad Campaign Analytics

**ELECTRICAL CONTRACTOR**

DISASTER RESPONSE AND RECOVERY

November 2017

**Independent Ad Performance News:**

*Advertising Exposure*

*Audience Engagement and Involvement*

*Preliminary and Active Buying Actions*

# Executive Summary: Ad Traffic by Page Number

**ELECTRICAL CONTRACTOR**
POWER & INTEGRATED BUILDING SYSTEMS



Base = 147

## Top-performing ads based on audience exposure, engagement and involvement

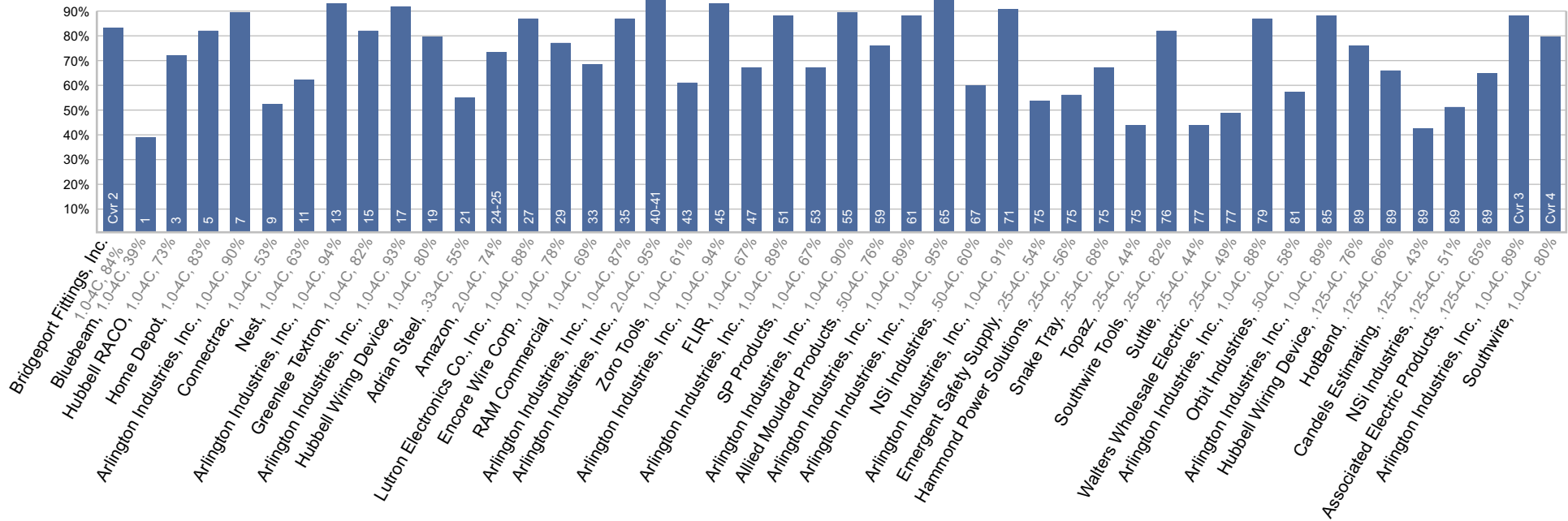| Recall Seeing Ad<br>Audience Exposure 5.0 | Total Recall Seeing | Ad Influence<br>Audience Engagement 6.0 | Total Recall Seeing | Total Ad Influence | Buying Action<br>Audience Involvement 7.0 | Total Recall Seeing | One or More Buying Actions |
|---|---|---|---|---|---|---|---|
| Arlington Industries, 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

**ELECTRICAL CONTRACTOR**
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## 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 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

**ELECTRICAL CONTRACTOR**
POWER & INTEGRATED BUILDING SYSTEMS

### Recall Scores by Page Number



| | 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 |

**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.

### Definitions:

Recall Seeing is a percentage of the base number.

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

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

Percentage totals may not equal 100, due to rounding.

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

**BAXTER**
RESEARCH CENTER.

## Editorial: Reading Habits

**ELECTRICAL CONTRACTOR**
POWER & INTEGRATED BUILDING SYSTEMS

### 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

**Format preference**

Print . . . . . . . . . . . . . . . . . . . . . . . 77%
Print and digital . . . . . . . . . . . . . . 16%
Digital . . . . . . . . . . . . . . . . . . . . . . 7%
No response . . . . . . . . . . . . . . . . . 0%

Base = 294

**When read**

Same day the issue is received . . . . 23%
Within three days . . . . . . . . . . . . . . 43%
Within a week . . . . . . . . . . . . . . . . . 25%
One week or later . . . . . . . . . . . . . . 9%
No response . . . . . . . . . . . . . . . . . 0%

Base = 294

**Time spent reading**

45 minutes or more . . . . . . . . . . . . 43%
30 - 44 minutes . . . . . . . . . . . . . . . 31%
15 - 29 minutes . . . . . . . . . . . . . . . 24%
Less than 15 minutes . . . . . . . . . . . 2%
No response . . . . . . . . . . . . . . . . . 0%

Base = 294

**How often each issue is read**

4 or more times . . . . . . . . . . . . . . . 44%
3 times . . . . . . . . . . . . . . . . . . . . . 34%
2 times . . . . . . . . . . . . . . . . . . . . . 19%
1 time . . . . . . . . . . . . . . . . . . . . . . 3%
No response . . . . . . . . . . . . . . . . . 0%

Base = 294

**Respondents rate *Electrical Contractor***

Personal favorite . . . . . . . . . . . . . . 23%
Very important . . . . . . . . . . . . . . . . 39%
Important . . . . . . . . . . . . . . . . . . . . 31%
Somewhat important . . . . . . . . . . . . 7%
Not important . . . . . . . . . . . . . . . . . 0%
No response . . . . . . . . . . . . . . . . . 0%

Base = 294

**Pass-along readership**

Respondents report that they pass along their issues of *Electrical Contractor* to a mean number of 1.3 other professionals.

# 1.3
Other People

Base = 294

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

**ELECTRICAL CONTRACTOR**
POWER & INTEGRATED BUILDING SYSTEMS

**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.

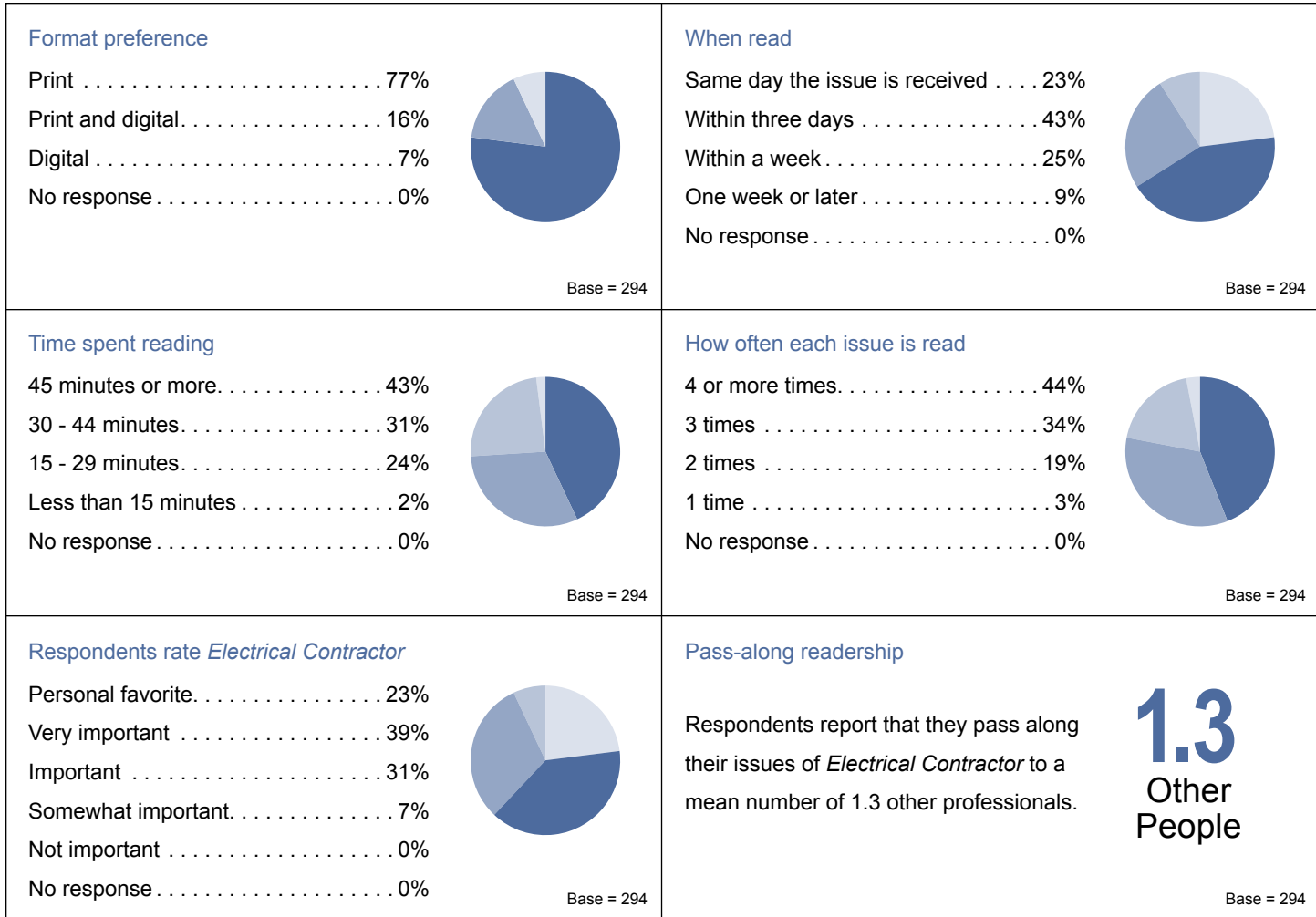Please see Definitions of Scores (3.0), and Methodology (9.1), for complete information.

| | 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% |

Base = 147
*(continued)*

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

**ELECTRICAL CONTRACTOR**
POWER & INTEGRATED BUILDING SYSTEMS

### 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<br>**Total**<br>**Recall Seeing** | Read Some | Read Most | Engagement<br>Total<br>Ad Influence | Involvement<br>One or More<br>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*

**ELECTRICAL CONTRACTOR**
POWER & INTEGRATED BUILDING SYSTEMS

*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**
POWER & INTEGRATED BUILDING SYSTEMS

*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*

| | 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

**ELECTRICAL CONTRACTOR**
POWER & INTEGRATED BUILDING SYSTEMS

| | Page | Size & Color | *Exposure* Recall Seeing | *Engagement* **Total Ad Influence** | Make Ad-Brand Connection | Like the Ad | More Favorable Opinion | Newly Aware |
|---|---|---|---|---|---|---|---|---|
| **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% |

Base = 147
*(continued)*

**Definitions:**

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

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

Percentage totals may not equal 100, due to rounding.

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

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

**ELECTRICAL CONTRACTOR**
POWER & INTEGRATED BUILDING SYSTEMS

*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*

**ELECTRICAL CONTRACTOR**
POWER & INTEGRATED BUILDING SYSTEMS

*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*

**ELECTRICAL CONTRACTOR**
POWER & INTEGRATED BUILDING SYSTEMS

*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*

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

*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

**ELECTRICAL CONTRACTOR**
POWER & INTEGRATED BUILDING SYSTEMS

| | Page | Size & Color | *Exposure* Recall Seeing | *Involvement* **One or More Buying Actions** | Save the Ad | Discuss the Advertised Product | Visit Ad's Website | 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*

ELECTRICAL CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

| | Page | Size & Color | *Exposure* Recall Seeing | *Involvement* **One or More Buying Actions** | Save the Ad | Discuss the Advertised Product | Visit Ad's Website | 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*

**ELECTRICAL CONTRACTOR**
POWER & INTEGRATED BUILDING SYSTEMS

| | Page | Size & Color | *Exposure* Recall Seeing | *Involvement* **One or More Buying Actions** | Save the Ad | Discuss the Advertised Product | Visit Ad's Website | Contact Salesperson | Try Product/ Service | Consider Purchase | Recommend or Specify | Purchase |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Fasteners, hangers, clamps, supports** *continued* | | | | | | | | | | | | |
| 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*

**ELECTRICAL CONTRACTOR**
POWER & INTEGRATED BUILDING SYSTEMS

| | Page | Size & Color | *Exposure* Recall Seeing | *Involvement* **One or More Buying Actions** | Save the Ad | Discuss the Advertised Product | Visit Ad's Website | 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)*

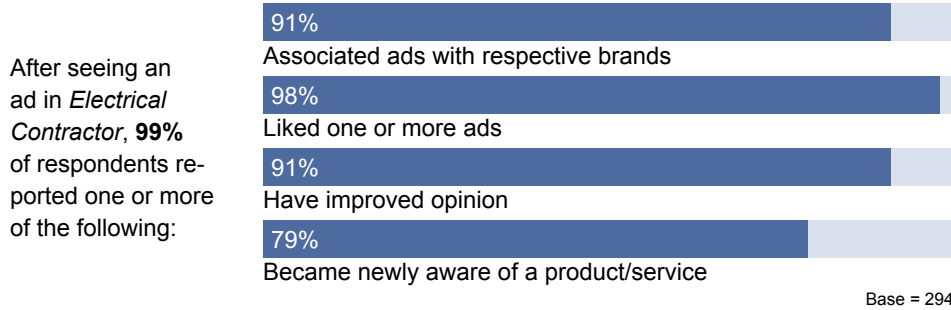## Ad Scores: Involvement Totals with Buying Action Details by Product Category *continued*

ELECTRICAL
CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS

| | Page | Size & Color | *Exposure* Recall Seeing | *Involvement* **One or More Buying Actions** | Save the Ad | Discuss the Advertised Product | Visit Ad's Website | 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

**ELECTRICAL CONTRACTOR**
POWER & INTEGRATED BUILDING SYSTEMS

### Total ad influence for all studied ads

After seeing an ad in *Electrical Contractor*, **99%** of respondents reported one or more of the following:

**91%**
Associated ads with respective brands

**98%**
Liked one or more ads

**91%**
Have improved opinion

**79%**
Became newly aware of a product/service
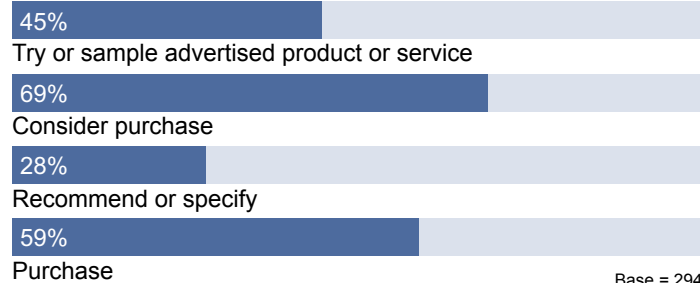
Base = 294

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*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:

**31%**
Save the ad

**34%**
Discuss the advertised product or service with colleagues
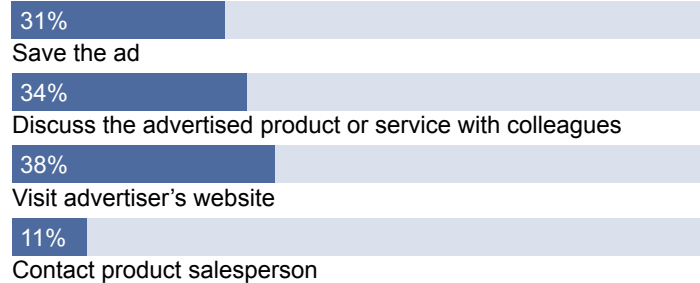
*Preliminary* Buying Behavior **63%**

**38%**
Visit advertiser's website

**11%**
Contact product salesperson

**45%**
Try or sample advertised product or service

**69%**
Consider purchase

*Active* Buying Behavior **89%**

**28%**
Recommend or specify

**59%**
Purchase

Base = 294

### 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*

**ELECTRICAL CONTRACTOR**
POWER & INTEGRATED BUILDING SYSTEMS

### 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%** |
| *EC&M* | 51% | 43% | 8% | 5% | 2% | 2% | 22% | 18% |
| *Cabling Installation & Maintenance* | 10% | 9% | 1% | 2% | 3% | 2% | 52% | 31% |
| *Security Magazine* | 9% | 7% | 2% | 2% | 1% | 3% | 52% | 33% |
| *Security Dealer* | 5% | 4% | 1% | 1% | 2% | 3% | 55% | 34% |
| *Communications News* | 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.

### 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

### 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 *Electrical Contractor* website to request further information . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .7%

No actions taken. . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .6%

Other. . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .2%

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

**ELECTRICAL CONTRACTOR**
POWER & INTEGRATED BUILDING SYSTEMS
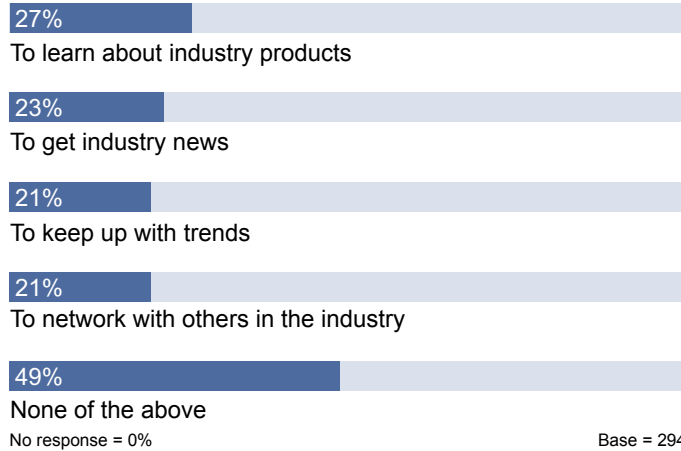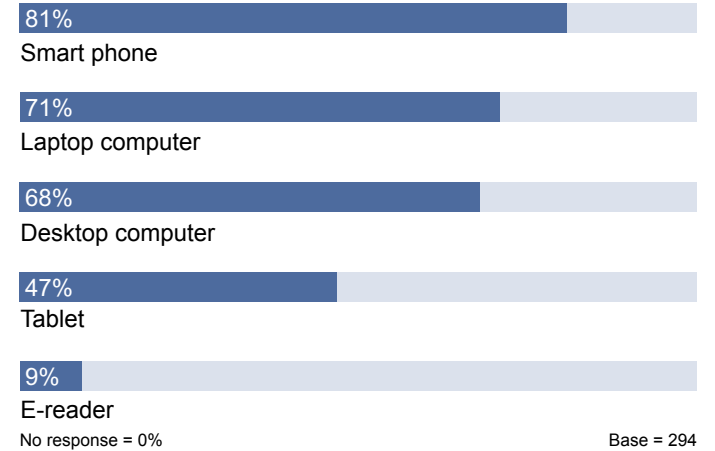
### Professional use of social media

*Fifty-one percent (**51%**) of Electrical Contractor respondents report one or more of these reasons for using social media.*
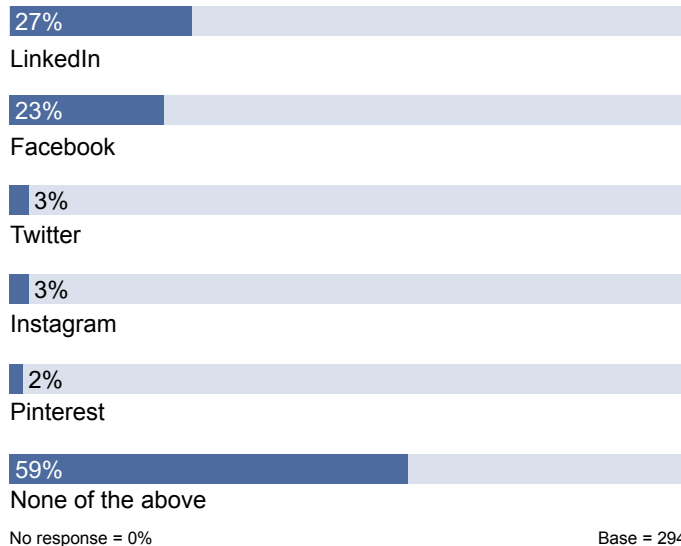
27%
To learn about industry products

23%
To get industry news

21%
To keep up with trends

21%
To network with others in the industry

49%
None of the above

No response = 0%                                    Base = 294

### 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.*

81%
Smart phone

71%
Laptop computer

68%
Desktop computer

47%
Tablet

9%
E-reader

No response = 0%                                    Base = 294

### 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.*

27%
LinkedIn

23%
Facebook

3%
Twitter

3%
Instagram

2%
Pinterest

59%
None of the above

No response = 0%                                    Base = 294

## 2018    Ad Study Schedule
### Reserve your space now!

**February**
*closing January 10*

**May**
*closing April 10*

**August**
*closing July 10*

**November**
*closing 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

**ELECTRICAL CONTRACTOR**
POWER & INTEGRATED BUILDING SYSTEMS

*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.

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**
R E S E A R C H   C E N T E R

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

## About mediaView Pro: Methodology

**ELECTRICAL CONTRACTOR**
POWER & INTEGRATED BUILDING SYSTEMS

*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.

**ELECTRICAL CONTRACTOR**
POWER & INTEGRATED BUILDING SYSTEMS
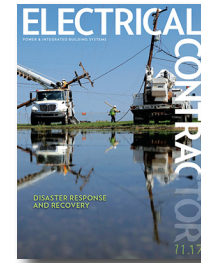
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ELECTRICAL CONTRACTOR provides the total spectrum of information needs of electrical contractors involved in every aspect of traditional electric power and integrated low-voltage building systems, including security; life/fire safety; communications; 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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RESEARCH CENTER