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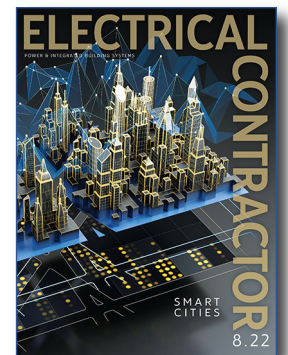
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# BAXTER

## RESEARCH CENTER<sup>TM</sup>

POWERFUL INSIGHTS. ACTIONABLE INTELLIGENCE.

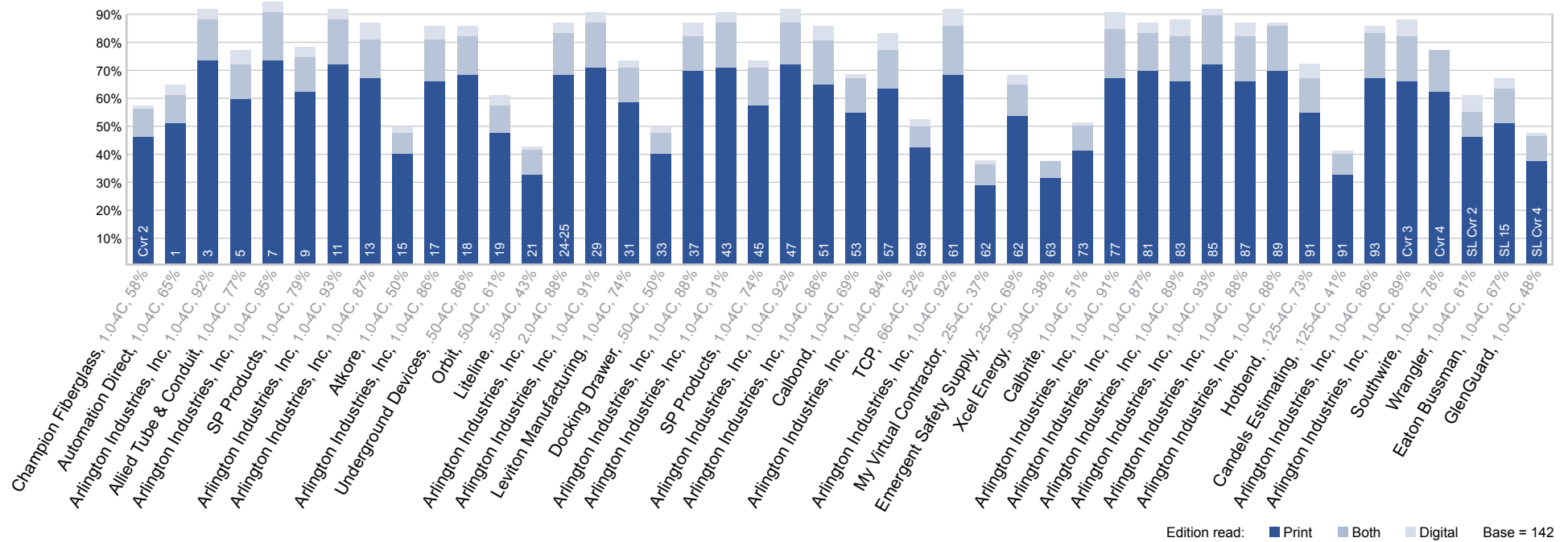


August 2022

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



## Executive Summary: Ad Traffic by Page Number



Edition read: ■ Print ■ Both ■ Digital Base = 142

## Top-performing ads based on respondent 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 – 7	95%	Arlington Industries, Inc – Cv 3	89%	99%	Arlington Industries, Inc – 85	93%	82%
Arlington Industries, Inc – 11	93%	Arlington Industries, Inc – 37	88%	99%	Arlington Industries, Inc – 43	91%	82%
Arlington Industries, Inc – 85	93%	Arlington Industries, Inc – 87	88%	98%	Arlington Industries, Inc – 29	91%	82%
Arlington Industries, Inc – 61	92%	Arlington Industries, Inc – 13	87%	98%	Arlington Industries, Inc – 57	84%	79%
Arlington Industries, Inc – 47	92%	Arlington Industries, Inc – 17	86%	98%	Arlington Industries, Inc – Cv 3	89%	78%
Arlington Industries, Inc – 3	92%	Arlington Industries, Inc – 51	86%	98%	Arlington Industries, Inc – 37	88%	78%
Arlington Industries, Inc – 77	91%	Arlington Industries, Inc – 93	86%	98%	Arlington Industries, Inc – 13	87%	78%
Arlington Industries, Inc – 43	91%	Arlington Industries, Inc – 77	91%	97%	Arlington Industries, Inc – 81	87%	78%
Arlington Industries, Inc – 29	91%	Arlington Industries, Inc – 83	89%	97%	Southwire – Cv 4	78%	78%
Arlington Industries, Inc – 83	89%	Arlington Industries, Inc – 81	87%	97%	Arlington Industries, Inc – 61	92%	77%

## Definitions of Scores



### 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

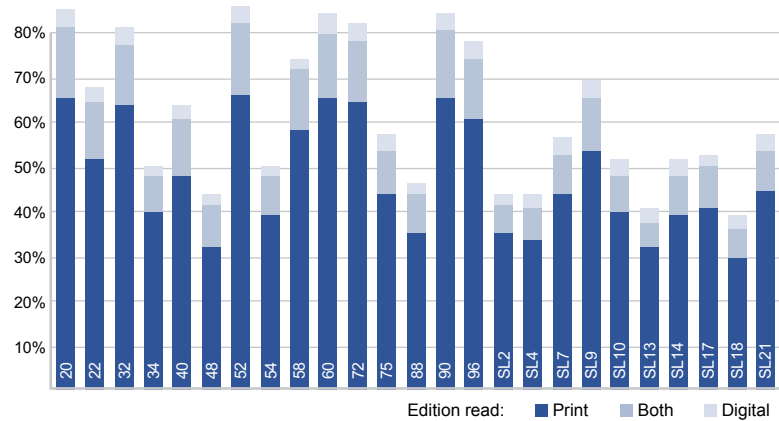
One or More Buying Actions, or Audience Involvement, represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad further influenced their buying actions. These audience members saw an ad and indicated that they, or someone in their organization either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



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 20.

	Page Number	Recall Seeing	Read Some	Read Most
Code FAQs	20	86%	79%	72%
Feature: 2022 Profile of the Electrical Contractor, Part 2	22	68%	71%	40%
Code Insider	32	82%	79%	65%
Feature: An Electrical Formation	34	51%	71%	33%
Feature: Lighting the Way for Savings	40	64%	73%	43%
Feature: Hole in One	48	44%	59%	42%
Code Quiz	52	87%	78%	74%
Feature: The Connected Community	54	51%	69%	34%
Featured Products: Testers and meters	58	75%	80%	55%
New Products	60	85%	79%	66%
Code Applications	72	83%	77%	72%
Feature: A Broad Spectrum of Office Lighting	75	58%	76%	39%
Integrated systems products	88	47%	68%	38%
Cool Tools: hand tool improvements	90	85%	79%	60%
Code Comments	96	79%	80%	68%
From the Field: Adam Geller	SL 2	44%	68%	33%
Feature: Enhancing Psychological Safety	SL 4	44%	59%	38%
Training: Low Voltage	SL 7	57%	70%	43%
Best Practices	SL 9	70%	74%	50%
Feature: Adding Intelligence to PPE	SL 10	52%	75%	36%
First Person	SL 13	41%	63%	46%
NFPA 70E Human performance factor	SL 14	52%	71%	46%
Management	SL 17	53%	74%	54%
Feature: Friends in High Places	SL 18	39%	59%	35%
Products: safety apps	SL 21	58%	66%	45%

Base = 284

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: Platform Use/Reader Preferences



### Readers comment on the magazine



*Of course I read Electrical Contractor. It's the best source for new changes in the code and new stuff available to improve our operation.*

— Owner

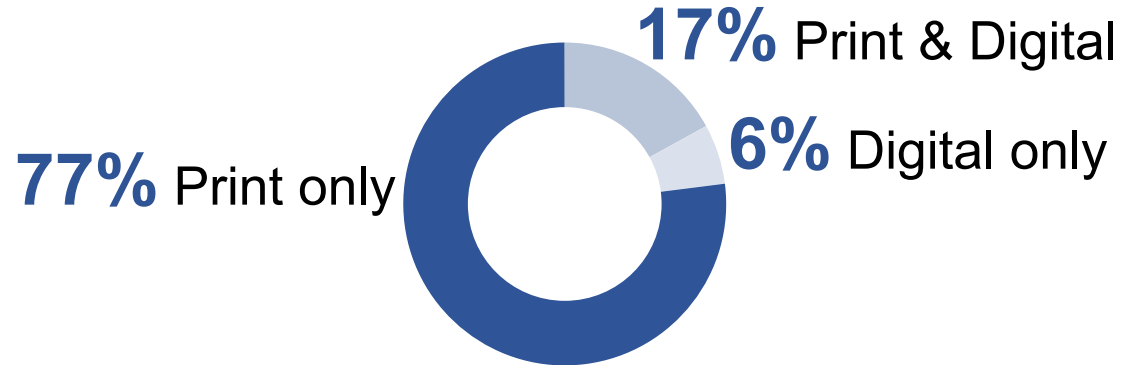
*[I read Electrical Contractor] to keep up with industry changes and new products.*

— Project Manager

*[Electrical Contractor is] very informative in many ways.*

— President

### Print & Digital Edition Magazine Readership



**A combined 94% of *Electrical Contractor* respondents read the print edition:** 77% read print only, and 17% read both print and digital editions. A combined 23% of respondents read the digital edition: 6% read the digital version only, and 17% read both print and digital formats.

Print only . . . . .	77%
Print and digital . . . . .	17%
Digital only . . . . .	6%
No response . . . . .	0%

Base = 284

#### Format preference

The following percentages of respondents *prefer* to receive *Electrical Contractor* in these formats:

Print . . . . .	70%
Print and digital . . . . .	24%
Digital . . . . .	6%
No response . . . . .	0%

Base = 284

#### Respondents rate *Electrical Contractor*

Personal favorite . . . . .	34%
Very important . . . . .	28%
Important . . . . .	27%
Somewhat important . . . . .	10%
Not important . . . . .	1%
No response . . . . .	0%

Base = 284

Note: The square brackets show that words have been added to direct quotations to provide enough context for the quote to make sense.

## Editorial: Reading Habits

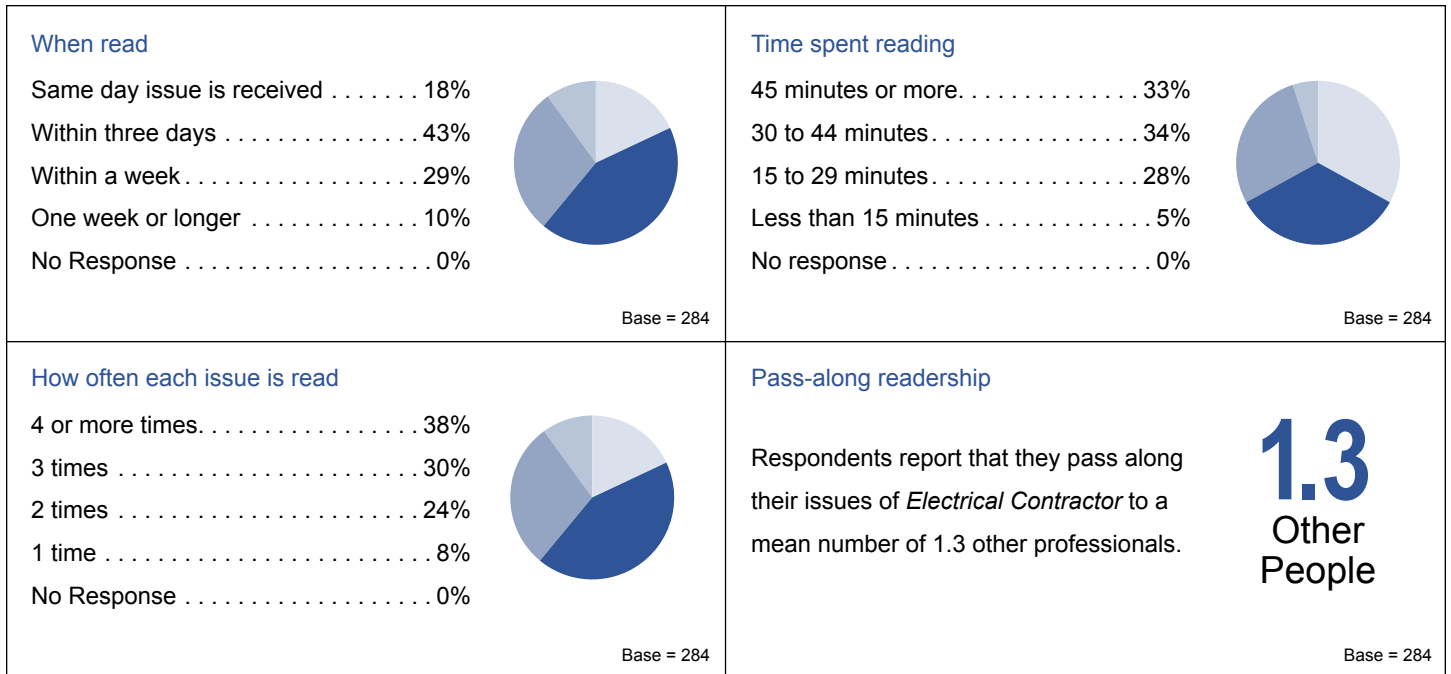


*[I read Electrical Contractor to] keep current about new trends, products and information.*  
— President

*EC is a great publication. I would not recommend changing anything.*  
— Ferguson Electric

*EC is up-to-date, relevant and useful to me as an educator and as an electrician. New products, industry trends, business outlook, and best practices with code and theory all enhance the value of your publication.*  
— Owner

### When, how long and how often respondents read *Electrical Contractor*



Editorial: Reading Habits *continued*



[I read Electrical Contractor] to help understand the constant changes going on in the code.

— Master Journeyman Electrician

One of the best electrical publications out there!

— Vice President

Interesting and I always see new ways and materials to work with!

— Owner

**Industry magazine readership**

Eighty-eight percent (88%) of respondents are regular readers of *Electrical Contractor* and report reading three or four of the four most recent issues.

	Read 3 or 4 of 4	Read 4 of 4	Read 3 of 4	Read 2 of 4	Read 1 of 4	Receive & Don't Read	Do Not Receive	No Response
<b>Electrical Contractor</b>	<b>88%</b>	<b>77%</b>	<b>11%</b>	7%	5%	0%	0%	0%
<i>EC&amp;M</i>	<b>53%</b>	<b>41%</b>	<b>12%</b>	7%	6%	2%	16%	16%
<i>Electrical Products &amp; Solutions</i>	<b>9%</b>	<b>7%</b>	<b>2%</b>	5%	3%	1%	49%	33%
<i>Electrical News</i>	<b>7%</b>	<b>4%</b>	<b>3%</b>	2%	4%	0%	51%	36%
<i>LD&amp;A</i>	<b>3%</b>	<b>1%</b>	<b>2%</b>	1%	1%	1%	54%	40%
<i>ICT Today</i>	<b>2%</b>	<b>1%</b>	<b>1%</b>	1%	1%	1%	57%	38%

Base = 284

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



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

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
<b>Boxes, conduit bodies &amp; enclosures</b>							
Arlington Industries, Inc	7	1.0-4C	95%	54%	53%	93%	74%
Arlington Industries, Inc	11	1.0-4C	93%	56%	48%	93%	69%
Arlington Industries, Inc	85	1.0-4C	93%	56%	48%	96%	82%
Arlington Industries, Inc	47	1.0-4C	92%	61%	50%	94%	77%
Arlington Industries, Inc	3	1.0-4C	92%	60%	51%	96%	76%
Arlington Industries, Inc	77	1.0-4C	91%	66%	50%	97%	72%
Arlington Industries, Inc	43	1.0-4C	91%	63%	47%	94%	82%
Arlington Industries, Inc	29	1.0-4C	91%	62%	55%	94%	82%
Arlington Industries, Inc	83	1.0-4C	89%	73%	46%	97%	71%
Arlington Industries, Inc	87	1.0-4C	88%	70%	52%	98%	73%
Arlington Industries, Inc	24-25	2.0-4C	88%	65%	53%	96%	75%
Arlington Industries, Inc	37	1.0-4C	88%	64%	54%	99%	78%
Arlington Industries, Inc	89	1.0-4C	88%	61%	50%	96%	73%
Arlington Industries, Inc	81	1.0-4C	87%	60%	48%	97%	78%
Arlington Industries, Inc	17	1.0-4C	86%	69%	51%	98%	74%
Arlington Industries, Inc	93	1.0-4C	86%	58%	46%	98%	71%
Arlington Industries, Inc	57	1.0-4C	84%	69%	52%	97%	79%
Emergent Safety Supply	62	.25-4C	69%	58%	38%	94%	50%
Calbond	53	1.0-4C	69%	49%	32%	94%	54%
Orbit	19	.50-4C	61%	54%	36%	95%	58%
Calbrite	73	1.0-4C	51%	41%	29%	90%	54%
Docking Drawer	33	.50-4C	50%	48%	38%	92%	49%
Category averages:			83%	60%	47%	95%	71%
<b>Circuit protection</b>							
Leviton Manufacturing	31	1.0-4C	74%	62%	54%	97%	76%
<b>Computer software</b>							
My Virtual Contractor	62	.25-4C	37%	41%	27%	91%	47%
<i>(continued)</i>							

Base = 142

### 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.



**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
<b>Contractor equipment</b>							
Hotbend	91	.125-4C	73%	49%	36%	94%	44%
<b>Contractor services (incl. rental &amp; mechanical)</b>							
Candels Estimating	91	.125-4C	41%	44%	22%	93%	40%
<b>Energy management</b>							
Xcel Energy	63	.50-4C	38%	34%	15%	86%	35%
<b>Fasteners, hangers, clamps, supports</b>							
Arlington Industries, Inc	77	1.0-4C	91%	66%	50%	97%	72%
Arlington Industries, Inc	51	1.0-4C	86%	65%	46%	98%	72%
SP Products	9	1.0-4C	79%	62%	31%	94%	66%
SP Products	45	1.0-4C	74%	66%	43%	92%	65%
Orbit	19	.50-4C	61%	54%	36%	95%	58%
Docking Drawer	33	.50-4C	50%	48%	38%	92%	49%
Category averages:			74%	60%	41%	95%	64%
<b>Hand tools</b>							
Hotbend	91	.125-4C	73%	49%	36%	94%	44%
<b>Lighting products/fixtures</b>							
TCP	59	.66-4C	52%	56%	38%	95%	69%
Liteline	21	.50-4C	43%	40%	24%	89%	55%
Category averages:			48%	48%	31%	92%	62%
<b>Power tools</b>							
Hotbend	91	.125-4C	73%	49%	36%	94%	44%

*(continued)*

Base = 142

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
<b>Raceway/cable tray/conduit</b>							
Arlington Industries, Inc	51	1.0-4C	86%	65%	46%	98%	72%
SP Products	9	1.0-4C	79%	62%	31%	94%	66%
Allied Tube & Conduit	5	1.0-4C	77%	43%	36%	95%	65%
SP Products	45	1.0-4C	74%	66%	43%	92%	65%
Emergent Safety Supply	62	.25-4C	69%	58%	38%	94%	50%
Calbond	53	1.0-4C	69%	49%	32%	94%	54%
Champion Fiberglass	Cvr 2	1.0-4C	58%	45%	31%	96%	57%
Atkore	15	1.0-4C	50%	36%	22%	95%	40%
Category averages:			70%	53%	35%	95%	59%
<b>Regional ad</b>							
Xcel Energy	63	.50-4C	38%	34%	15%	86%	35%
<b>Safety equipment/apparel</b>							
Eaton Bussman	SL 15	1.0-4C	67%	45%	40%	94%	55%
Wrangler	SL Cvr 2	1.0-4C	61%	43%	23%	96%	51%
GlenGuard	SL Cvr 4	1.0-4C	48%	38%	28%	95%	45%
Category averages:			59%	42%	30%	95%	50%
<b>Wire &amp; cable</b>							
Southwire	Cvr 4	1.0-4C	78%	59%	50%	97%	78%
Automation Direct	1	1.0-4C	65%	54%	37%	97%	55%
Atkore	15	1.0-4C	50%	36%	22%	95%	40%
Category averages:			64%	50%	36%	96%	58%
<b>Wire &amp; cable connectors/terminators</b>							
Arlington Industries, Inc	61	1.0-4C	92%	62%	53%	96%	77%
Arlington Industries, Inc	43	1.0-4C	91%	63%	47%	94%	82%
Arlington Industries, Inc	Cvr 3	1.0-4C	89%	64%	54%	99%	78%

(continued)

Base = 142

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
<b>Wire &amp; cable connectors/terminators</b> <i>continued</i>							
Arlington Industries, Inc	13	1.0-4C	87%	66%	49%	98%	78%
Arlington Industries, Inc	17	1.0-4C	86%	69%	51%	98%	74%
Allied Tube & Conduit	5	1.0-4C	77%	43%	36%	95%	65%
Category averages:			87%	61%	48%	97%	76%
<b>Wire &amp; cable management</b>							
Arlington Industries, Inc	85	1.0-4C	93%	56%	48%	96%	82%
Arlington Industries, Inc	87	1.0-4C	88%	70%	52%	98%	73%
Arlington Industries, Inc	89	1.0-4C	88%	61%	50%	96%	73%
Arlington Industries, Inc	81	1.0-4C	87%	60%	48%	97%	78%
Arlington Industries, Inc	93	1.0-4C	86%	58%	46%	98%	71%
Underground Devices	18	.50-4C	86%	37%	44%	94%	55%
Southwire	Cvr 4	1.0-4C	78%	59%	50%	97%	78%
Champion Fiberglass	Cvr 2	1.0-4C	58%	45%	31%	96%	57%
Calbrite	73	1.0-4C	51%	41%	29%	90%	54%
Atkore	15	1.0-4C	50%	36%	22%	95%	40%
Category averages:			77%	52%	42%	96%	66%
<b>Wiring devices</b>							
Arlington Industries, Inc	85	1.0-4C	93%	56%	48%	96%	82%
Arlington Industries, Inc	61	1.0-4C	92%	62%	53%	96%	77%
Arlington Industries, Inc	83	1.0-4C	89%	73%	46%	97%	71%
Arlington Industries, Inc	Cvr 3	1.0-4C	89%	64%	54%	99%	78%
Arlington Industries, Inc	87	1.0-4C	88%	70%	52%	98%	73%
Arlington Industries, Inc	89	1.0-4C	88%	61%	50%	96%	73%
Arlington Industries, Inc	13	1.0-4C	87%	66%	49%	98%	78%
Arlington Industries, Inc	81	1.0-4C	87%	60%	48%	97%	78%
Arlington Industries, Inc	17	1.0-4C	86%	69%	51%	98%	74%
Category averages:			89%	65%	50%	97%	76%

Base = 142



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

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
<b>Boxes, conduit bodies &amp; enclosures</b>								
Arlington Industries, Inc	37	1.0-4C	88%	99%	83%	90%	75%	89%
Arlington Industries, Inc	87	1.0-4C	88%	98%	83%	90%	68%	86%
Arlington Industries, Inc	17	1.0-4C	86%	98%	75%	93%	73%	75%
Arlington Industries, Inc	93	1.0-4C	86%	98%	76%	91%	70%	73%
Arlington Industries, Inc	77	1.0-4C	91%	97%	80%	90%	67%	87%
Arlington Industries, Inc	83	1.0-4C	89%	97%	84%	90%	69%	83%
Arlington Industries, Inc	81	1.0-4C	87%	97%	80%	93%	74%	82%
Arlington Industries, Inc	57	1.0-4C	84%	97%	80%	94%	78%	84%
Arlington Industries, Inc	85	1.0-4C	93%	96%	79%	92%	76%	81%
Arlington Industries, Inc	3	1.0-4C	92%	96%	75%	91%	67%	72%
Arlington Industries, Inc	24-25	2.0-4C	88%	96%	76%	91%	70%	86%
Arlington Industries, Inc	89	1.0-4C	88%	96%	81%	94%	72%	79%
Orbit	19	.50-4C	61%	95%	33%	71%	58%	42%
Arlington Industries, Inc	47	1.0-4C	92%	94%	76%	92%	70%	85%
Arlington Industries, Inc	43	1.0-4C	91%	94%	82%	93%	72%	87%
Arlington Industries, Inc	29	1.0-4C	91%	94%	80%	93%	71%	86%
Emergent Safety Supply	62	.25-4C	69%	94%	35%	63%	54%	39%
Calbond	53	1.0-4C	69%	94%	47%	77%	58%	53%
Arlington Industries, Inc	7	1.0-4C	95%	93%	72%	90%	63%	77%
Arlington Industries, Inc	11	1.0-4C	93%	93%	71%	91%	65%	75%
Docking Drawer	33	.50-4C	50%	92%	22%	64%	51%	24%
Calbrite	73	1.0-4C	51%	90%	46%	72%	51%	46%
Category averages:			83%	95%	69%	87%	67%	72%
<b>Circuit protection</b>								
Leviton Manufacturing	31	1.0-4C	74%	97%	69%	87%	67%	77%
<b>Computer software</b>								
My Virtual Contractor	62	.25-4C	37%	91%	33%	62%	44%	27%
<i>(continued)</i>								

Base = 142

### 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*

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
<b>Contractor equipment</b>								
Hotbend	91	.125-4C	73%	94%	33%	65%	47%	43%
<b>Contractor services (incl. rental &amp; mechanical)</b>								
Candels Estimating	91	.125-4C	41%	93%	36%	60%	55%	33%
<b>Energy management</b>								
Xcel Energy	63	.50-4C	38%	86%	28%	58%	33%	42%
<b>Fasteners, hangers, clamps, supports</b>								
Arlington Industries, Inc	51	1.0-4C	86%	98%	81%	93%	77%	72%
Arlington Industries, Inc	77	1.0-4C	91%	97%	80%	90%	67%	87%
Orbit	19	.50-4C	61%	95%	33%	71%	58%	42%
SP Products	9	1.0-4C	79%	94%	49%	76%	61%	63%
SP Products	45	1.0-4C	74%	92%	49%	70%	56%	50%
Docking Drawer	33	.50-4C	50%	92%	22%	64%	51%	24%
Category averages:			74%	95%	52%	77%	62%	56%
<b>Hand tools</b>								
Hotbend	91	.125-4C	73%	94%	33%	65%	47%	43%
<b>Lighting products/fixtures</b>								
TCP	59	.66-4C	52%	95%	53%	78%	66%	46%
Liteline	21	.50-4C	43%	89%	36%	77%	53%	23%
Category averages:			48%	92%	45%	78%	60%	35%
<b>Power tools</b>								
Hotbend	91	.125-4C	73%	94%	33%	65%	47%	43%

*(continued)*

Base = 142

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

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
<b>Raceway/cable tray/conduit</b>								
Arlington Industries, Inc	51	1.0-4C	86%	98%	81%	93%	77%	72%
Champion Fiberglass	Cvr 2	1.0-4C	58%	96%	39%	82%	51%	45%
Allied Tube & Conduit	5	1.0-4C	77%	95%	60%	81%	64%	74%
Atkore	15	1.0-4C	50%	95%	32%	63%	46%	39%
SP Products	9	1.0-4C	79%	94%	49%	76%	61%	63%
Emergent Safety Supply	62	.25-4C	69%	94%	35%	63%	54%	39%
Calbond	53	1.0-4C	69%	94%	47%	77%	58%	53%
SP Products	45	1.0-4C	74%	92%	49%	70%	56%	50%
Category averages:			70%	95%	49%	76%	58%	54%
<b>Regional ad</b>								
Xcel Energy	63	.50-4C	38%	86%	28%	58%	33%	42%
<b>Safety equipment/apparel</b>								
Wrangler	SL Cvr 2	1.0-4C	61%	96%	49%	83%	52%	55%
GlenGuard	SL Cvr 4	1.0-4C	48%	95%	36%	74%	57%	48%
Eaton Bussman	SL 15	1.0-4C	67%	94%	60%	87%	62%	65%
Category averages:			59%	95%	48%	81%	57%	56%
<b>Wire &amp; cable</b>								
Southwire	Cvr 4	1.0-4C	78%	97%	73%	94%	66%	80%
Automation Direct	1	1.0-4C	65%	97%	28%	78%	64%	32%
Atkore	15	1.0-4C	50%	95%	32%	63%	46%	39%
Category averages:			64%	96%	44%	78%	59%	50%
<b>Wire &amp; cable connectors/terminators</b>								
Arlington Industries, Inc	Cvr 3	1.0-4C	89%	99%	84%	93%	72%	89%
Arlington Industries, Inc	13	1.0-4C	87%	98%	83%	91%	74%	85%
Arlington Industries, Inc	17	1.0-4C	86%	98%	75%	93%	73%	75%

*(continued)*

Base = 142

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



	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
<b>Wire &amp; cable connectors/terminators</b> <i>continued</i>								
Arlington Industries, Inc	61	1.0-4C	92%	96%	83%	91%	71%	88%
Allied Tube & Conduit	5	1.0-4C	77%	95%	60%	81%	64%	74%
Arlington Industries, Inc	43	1.0-4C	91%	94%	82%	93%	72%	87%
Category averages:			87%	97%	78%	90%	71%	83%
<b>Wire &amp; cable management</b>								
Arlington Industries, Inc	87	1.0-4C	88%	98%	83%	90%	68%	86%
Arlington Industries, Inc	93	1.0-4C	86%	98%	76%	91%	70%	73%
Arlington Industries, Inc	81	1.0-4C	87%	97%	80%	93%	74%	82%
Southwire	Cvr 4	1.0-4C	78%	97%	73%	94%	66%	80%
Arlington Industries, Inc	85	1.0-4C	93%	96%	79%	92%	76%	81%
Arlington Industries, Inc	89	1.0-4C	88%	96%	81%	94%	72%	79%
Champion Fiberglass	Cvr 2	1.0-4C	58%	96%	39%	82%	51%	45%
Atkore	15	1.0-4C	50%	95%	32%	63%	46%	39%
Underground Devices	18	.50-4C	86%	94%	53%	88%	60%	60%
Calbrite	73	1.0-4C	51%	90%	46%	72%	51%	46%
Category averages:			77%	96%	64%	86%	63%	67%
<b>Wiring devices</b>								
Arlington Industries, Inc	Cvr 3	1.0-4C	89%	99%	84%	93%	72%	89%
Arlington Industries, Inc	87	1.0-4C	88%	98%	83%	90%	68%	86%
Arlington Industries, Inc	13	1.0-4C	87%	98%	83%	91%	74%	85%
Arlington Industries, Inc	17	1.0-4C	86%	98%	75%	93%	73%	75%
Arlington Industries, Inc	83	1.0-4C	89%	97%	84%	90%	69%	83%
Arlington Industries, Inc	81	1.0-4C	87%	97%	80%	93%	74%	82%
Arlington Industries, Inc	85	1.0-4C	93%	96%	79%	92%	76%	81%
Arlington Industries, Inc	61	1.0-4C	92%	96%	83%	91%	71%	88%
Arlington Industries, Inc	89	1.0-4C	88%	96%	81%	94%	72%	79%
Category averages:			89%	97%	81%	92%	72%	83%

Base = 142





## 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	Request More Information	Try Product/Service	Consider Use/Purchase	Recommend or Specify	Purchase
<b>Boxes, conduit bodies &amp; enclosures</b>												
Arlington Industries, Inc	85	1.0-4C	93%	82%	13%	21%	12%	3%	9%	35%	12%	24%
Arlington Industries, Inc	43	1.0-4C	91%	82%	11%	24%	13%	3%	6%	30%	13%	26%
Arlington Industries, Inc	29	1.0-4C	91%	82%	11%	18%	15%	2%	6%	33%	10%	30%
Arlington Industries, Inc	57	1.0-4C	84%	79%	12%	10%	9%	7%	7%	42%	8%	11%
Arlington Industries, Inc	37	1.0-4C	88%	78%	8%	9%	16%	3%	7%	37%	14%	17%
Arlington Industries, Inc	81	1.0-4C	87%	78%	13%	19%	9%	4%	5%	30%	15%	24%
Arlington Industries, Inc	47	1.0-4C	92%	77%	11%	20%	15%	6%	8%	26%	18%	21%
Arlington Industries, Inc	3	1.0-4C	92%	76%	11%	21%	14%	6%	5%	40%	13%	20%
Arlington Industries, Inc	24-25	2.0-4C	88%	75%	7%	9%	13%	3%	10%	40%	8%	17%
Arlington Industries, Inc	7	1.0-4C	95%	74%	10%	23%	11%	4%	7%	34%	10%	15%
Arlington Industries, Inc	17	1.0-4C	86%	74%	7%	14%	10%	3%	6%	37%	8%	16%
Arlington Industries, Inc	87	1.0-4C	88%	73%	7%	11%	10%	6%	10%	30%	12%	22%
Arlington Industries, Inc	89	1.0-4C	88%	73%	12%	22%	13%	4%	8%	33%	17%	20%
Arlington Industries, Inc	77	1.0-4C	91%	72%	5%	9%	13%	5%	10%	33%	14%	18%
Arlington Industries, Inc	83	1.0-4C	89%	71%	7%	10%	8%	2%	6%	31%	10%	20%
Arlington Industries, Inc	93	1.0-4C	86%	71%	13%	29%	13%	7%	7%	30%	11%	21%
Arlington Industries, Inc	11	1.0-4C	93%	69%	11%	18%	8%	4%	5%	32%	17%	10%
Orbit	19	.50-4C	61%	58%	11%	16%	19%	4%	7%	19%	4%	7%

(continued)

### 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 = 142



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

	Page	Size & Color	Exposure Recall Seeing	Involvement <b>One or More Buying Actions</b>	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
<b>Boxes, conduit bodies &amp; enclosures</b> <i>continued</i>												
Calbond	53	1.0-4C	69%	54%	9%	21%	14%	4%	5%	21%	7%	5%
Calbrite	73	1.0-4C	51%	54%	8%	16%	13%	3%	3%	20%	10%	5%
Emergent Safety Supply	62	.25-4C	69%	50%	8%	9%	14%	1%	3%	20%	5%	4%
Docking Drawer	33	.50-4C	50%	49%	8%	12%	8%	5%	3%	29%	8%	2%
Category averages:			83%	71%	10%	16%	12%	4%	7%	31%	11%	16%
<b>Circuit protection</b>												
Leviton Manufacturing	31	1.0-4C	74%	76%	6%	10%	16%	2%	7%	36%	15%	20%
<b>Computer software</b>												
My Virtual Contractor	62	.25-4C	37%	47%	13%	24%	7%	2%	2%	18%	2%	4%
<b>Contractor equipment</b>												
Hotbend	91	.125-4C	73%	44%	5%	6%	10%	1%	3%	22%	2%	5%
<b>Contractor services (incl. rental &amp; mechanical)</b>												
Candels Estimating	91	.125-4C	41%	40%	10%	19%	7%	2%	5%	19%	2%	2%
<b>Energy management</b>												
Xcel Energy	63	.50-4C	38%	35%	9%	14%	9%	2%	2%	5%	7%	2%
<b>Fasteners, hangers, clamps, supports</b>												
Arlington Industries, Inc	77	1.0-4C	91%	72%	5%	9%	13%	5%	10%	33%	14%	18%
Arlington Industries, Inc	51	1.0-4C	86%	72%	8%	13%	12%	6%	5%	39%	10%	12%
SP Products	9	1.0-4C	79%	66%	12%	17%	16%	4%	3%	27%	7%	6%
SP Products	45	1.0-4C	74%	65%	9%	9%	17%	2%	7%	31%	7%	8%
Orbit	19	.50-4C	61%	58%	11%	16%	19%	4%	7%	19%	4%	7%
Docking Drawer	33	.50-4C	50%	49%	8%	12%	8%	5%	3%	29%	8%	2%
Category averages:			74%	64%	9%	13%	14%	4%	6%	30%	8%	9%

*(continued)*

Base = 142



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	Request More Information	Try Product/Service	Consider Use/Purchase	Recommend or Specify	Purchase
<b>Hand tools</b>												
Hotbend	91	.125-4C	73%	44%	5%	6%	10%	1%	3%	22%	2%	5%
<b>Lighting products/fixtures</b>												
TCP	59	.66-4C	52%	69%	10%	20%	20%	5%	2%	31%	8%	10%
Liteline	21	.50-4C	43%	55%	15%	17%	17%	13%	9%	13%	4%	0%
Category averages:			48%	62%	13%	19%	19%	9%	6%	22%	6%	5%
<b>Power tools</b>												
Hotbend	91	.125-4C	73%	44%	5%	6%	10%	1%	3%	22%	2%	5%
<b>Raceway/cable tray/conduit</b>												
Arlington Industries, Inc	51	1.0-4C	86%	72%	8%	13%	12%	6%	5%	39%	10%	12%
SP Products	9	1.0-4C	79%	66%	12%	17%	16%	4%	3%	27%	7%	6%
Allied Tube & Conduit	5	1.0-4C	77%	65%	8%	12%	10%	5%	4%	23%	4%	14%
SP Products	45	1.0-4C	74%	65%	9%	9%	17%	2%	7%	31%	7%	8%
Champion Fiberglass	Cvr 2	1.0-4C	58%	57%	10%	22%	16%	1%	6%	19%	9%	4%
Calbond	53	1.0-4C	69%	54%	9%	21%	14%	4%	5%	21%	7%	5%
Emergent Safety Supply	62	.25-4C	69%	50%	8%	9%	14%	1%	3%	20%	5%	4%
Atkore	15	1.0-4C	50%	40%	7%	11%	9%	7%	2%	16%	4%	5%
Category averages:			70%	59%	9%	14%	14%	4%	4%	25%	7%	7%
<b>Regional ad</b>												
Xcel Energy	63	.50-4C	38%	35%	9%	14%	9%	2%	2%	5%	7%	2%
<b>Safety equipment/apparel</b>												
Eaton Bussman	SL 15	1.0-4C	67%	55%	2%	15%	14%	8%	4%	22%	9%	5%
Wrangler	SL Cvr 2	1.0-4C	61%	51%	4%	7%	15%	3%	3%	27%	4%	4%
GlenGuard	SL Cvr 4	1.0-4C	48%	45%	2%	9%	21%	3%	3%	19%	5%	3%
Category averages:			59%	50%	3%	10%	17%	5%	3%	23%	6%	4%

(continued)

Base = 142



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	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
<b>Wire &amp; cable</b>												
Southwire	Cvr 4	1.0-4C	78%	78%	14%	21%	16%	9%	8%	41%	20%	27%
Automation Direct	1	1.0-4C	65%	55%	9%	15%	14%	6%	0%	23%	3%	3%
Atkore	15	1.0-4C	50%	40%	7%	11%	9%	7%	2%	16%	4%	5%
Category averages:			64%	58%	10%	16%	13%	7%	3%	27%	9%	12%
<b>Wire &amp; cable connectors/terminators</b>												
Arlington Industries, Inc	43	1.0-4C	91%	82%	11%	24%	13%	3%	6%	30%	13%	26%
Arlington Industries, Inc	Cvr 3	1.0-4C	89%	78%	5%	17%	15%	5%	13%	35%	9%	24%
Arlington Industries, Inc	13	1.0-4C	87%	78%	7%	14%	14%	5%	5%	29%	13%	25%
Arlington Industries, Inc	61	1.0-4C	92%	77%	7%	10%	8%	3%	8%	42%	13%	22%
Arlington Industries, Inc	17	1.0-4C	86%	74%	7%	14%	10%	3%	6%	37%	8%	16%
Allied Tube & Conduit	5	1.0-4C	77%	65%	8%	12%	10%	5%	4%	23%	4%	14%
Category averages:			87%	76%	8%	15%	12%	4%	7%	33%	10%	21%
<b>Wire &amp; cable management</b>												
Arlington Industries, Inc	85	1.0-4C	93%	82%	13%	21%	12%	3%	9%	35%	12%	24%
Arlington Industries, Inc	81	1.0-4C	87%	78%	13%	19%	9%	4%	5%	30%	15%	24%
Southwire	Cvr 4	1.0-4C	78%	78%	14%	21%	16%	9%	8%	41%	20%	27%
Arlington Industries, Inc	87	1.0-4C	88%	73%	7%	11%	10%	6%	10%	30%	12%	22%
Arlington Industries, Inc	89	1.0-4C	88%	73%	12%	22%	13%	4%	8%	33%	17%	20%
Arlington Industries, Inc	93	1.0-4C	86%	71%	13%	29%	13%	7%	7%	30%	11%	21%
Champion Fiberglass	Cvr 2	1.0-4C	58%	57%	10%	22%	16%	1%	6%	19%	9%	4%
Underground Devices	18	.50-4C	86%	55%	11%	21%	10%	5%	3%	21%	8%	9%
Calbrite	73	1.0-4C	51%	54%	8%	16%	13%	3%	3%	20%	10%	5%
Atkore	15	1.0-4C	50%	40%	7%	11%	9%	7%	2%	16%	4%	5%
Category averages:			77%	66%	11%	19%	12%	5%	6%	28%	12%	16%

Base = 142



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

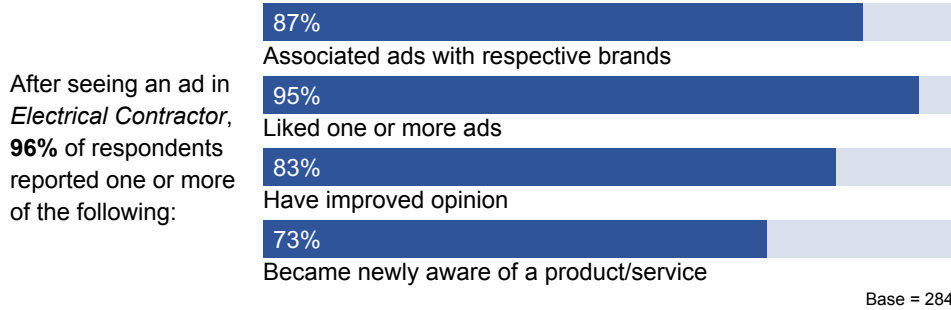
	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/Service	Consider Use/Purchase	Recommend or Specify	Purchase
<b>Wiring devices</b>												
Arlington Industries, Inc	85	1.0-4C	93%	82%	13%	21%	12%	3%	9%	35%	12%	24%
Arlington Industries, Inc	Cvr 3	1.0-4C	89%	78%	5%	17%	15%	5%	13%	35%	9%	24%
Arlington Industries, Inc	13	1.0-4C	87%	78%	7%	14%	14%	5%	5%	29%	13%	25%
Arlington Industries, Inc	81	1.0-4C	87%	78%	13%	19%	9%	4%	5%	30%	15%	24%
Arlington Industries, Inc	61	1.0-4C	92%	77%	7%	10%	8%	3%	8%	42%	13%	22%
Arlington Industries, Inc	17	1.0-4C	86%	74%	7%	14%	10%	3%	6%	37%	8%	16%
Arlington Industries, Inc	87	1.0-4C	88%	73%	7%	11%	10%	6%	10%	30%	12%	22%
Arlington Industries, Inc	89	1.0-4C	88%	73%	12%	22%	13%	4%	8%	33%	17%	20%
Arlington Industries, Inc	83	1.0-4C	89%	71%	7%	10%	8%	2%	6%	31%	10%	20%
Category averages:			89%	76%	9%	15%	11%	4%	8%	34%	12%	22%

Base = 142

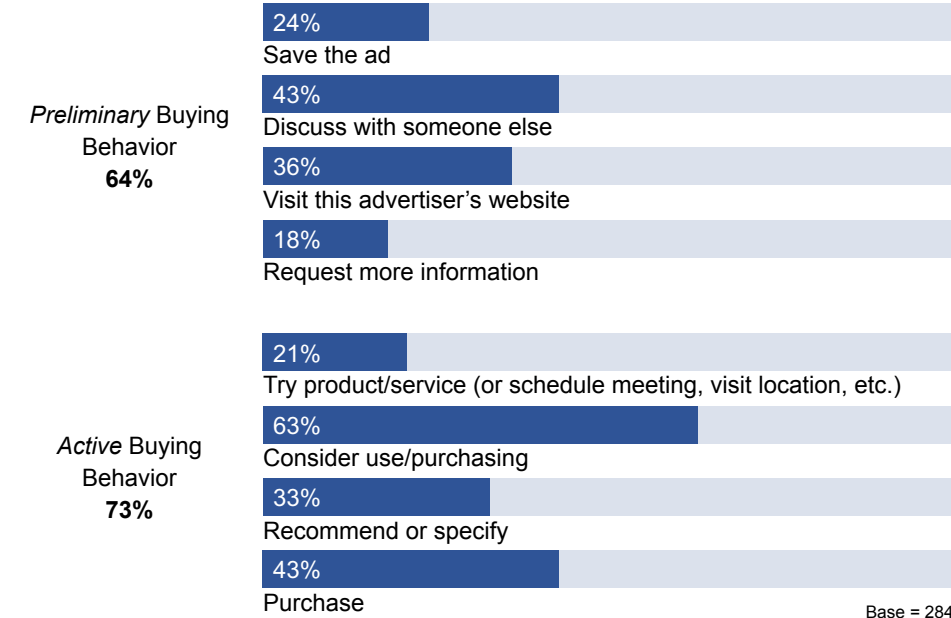


## Demographics: Influence and Action Totals

### Total ad influence for all studied ads



**Total Buying Behavior 85%** Eighty-five percent (85%) 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:



### Ad scores by size

Ad Size	Number of Ads	Recall Seeing	Read Some	Read Most
Two pages	1	88%	65%	53%
One page	33	80%	58%	44%
Two-thirds page	1	52%	56%	38%
One-half page	5	56%	43%	31%
One-fourth page	2	53%	50%	33%
One-eighth page	2	57%	47%	29%
<b>Issue averages:</b>		<b>74%</b>	<b>55%</b>	<b>42%</b>

Base = 142

### Building types

<b>Commercial</b>	86%
Includes hotel, motel, resort, restaurant, food service, entertainment, sports, gaming, financial (banking/insurance), retail stores (all types), and office buildings	
<b>Residential</b>	76%
Includes single family and multi-family	
<b>Industrial</b>	57%
Includes manufacturing plants, power generation and utility	
<b>Institutional</b>	55%
Includes hospital, nursing home, education (K12, college, university), govt., administration, police, correctional, military, transportation (airport/rail/other)	
<b>Non-building</b>	27%
Includes road, airport, traffic lighting, line work, waste/water treatment, etc.	
<b>Emerging/alternative energy sources</b>	25%
Includes solar, wind, geothermal, etc.	
None of the above	0%
No response	0%

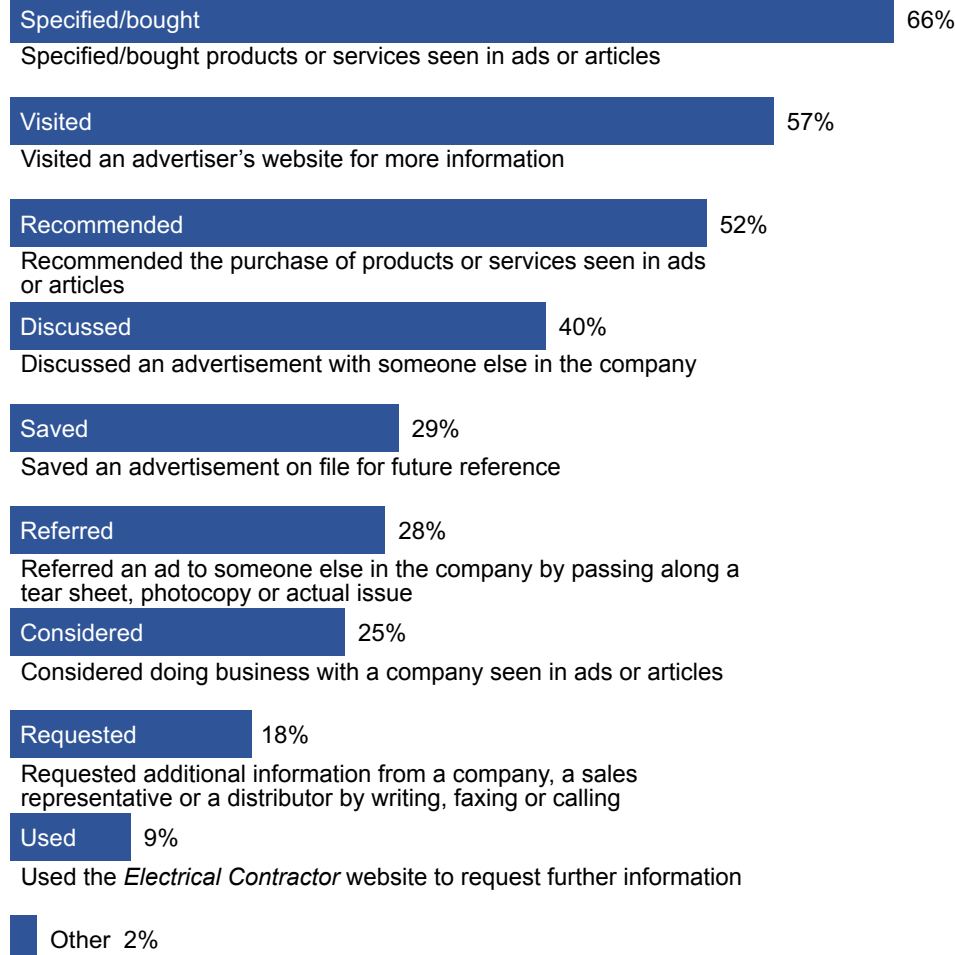
Base = 284

# Demographics: Purchasing and Reader Profile



## Purchasing actions taken

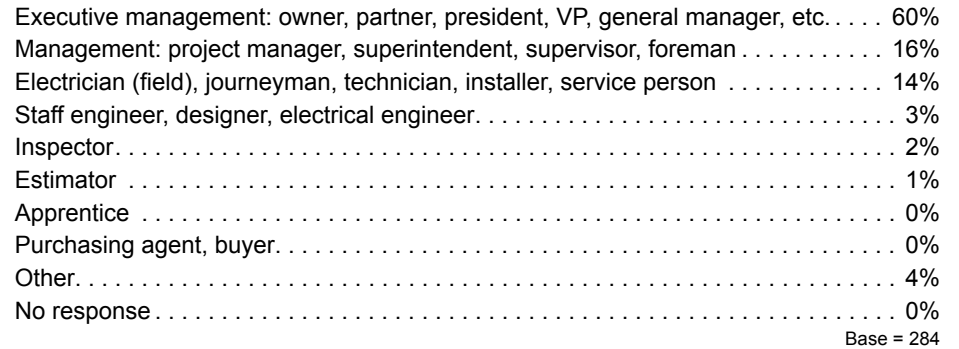
Ninety-two percent (92%) of the respondents report taking one or more purchasing actions during the past year as a result of ads/editorials appearing in *Electrical Contractor*.



No actions taken = 8%  
No response = 0%

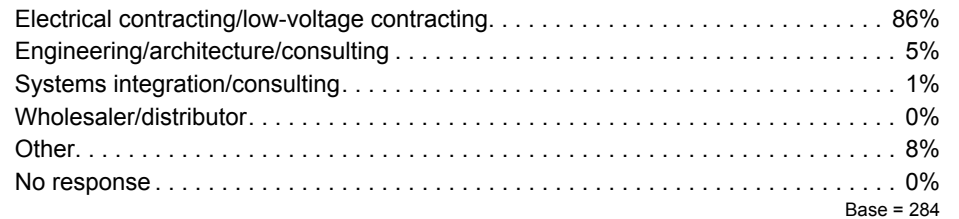
Base = 284

## Primary job title or function



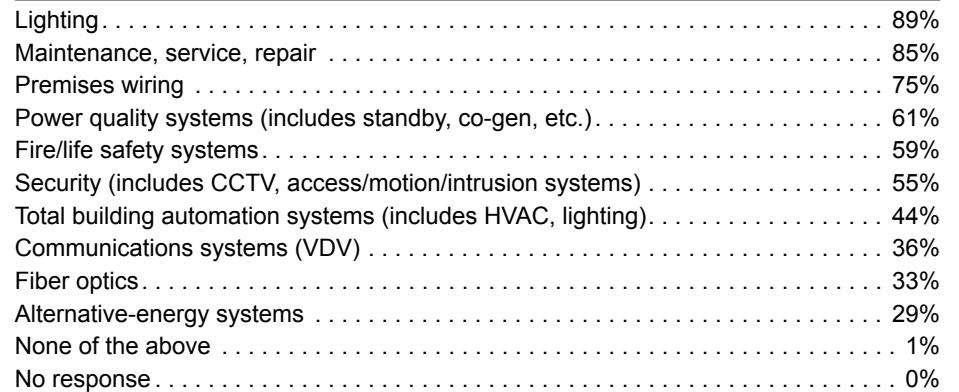
Base = 284

## Primary business



Base = 284

## Building systems installed



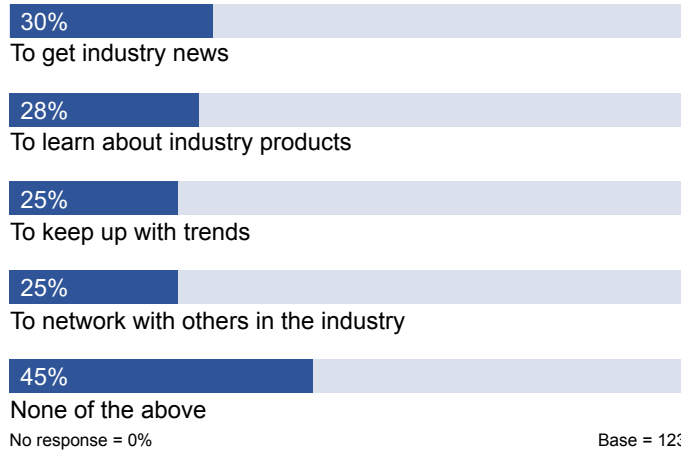
Base = 284

## Demographics: Social Media



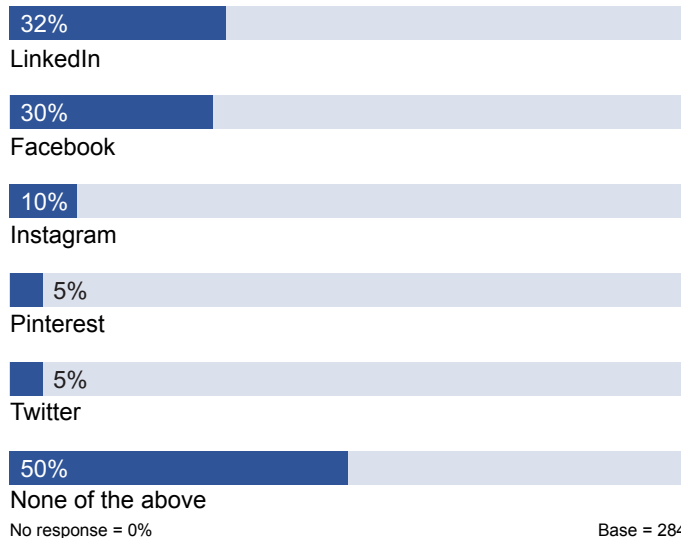
### Professional use of social media

Fifty-five percent (55%) of *Electrical Contractor* respondents report one or more of these reasons for using social media.



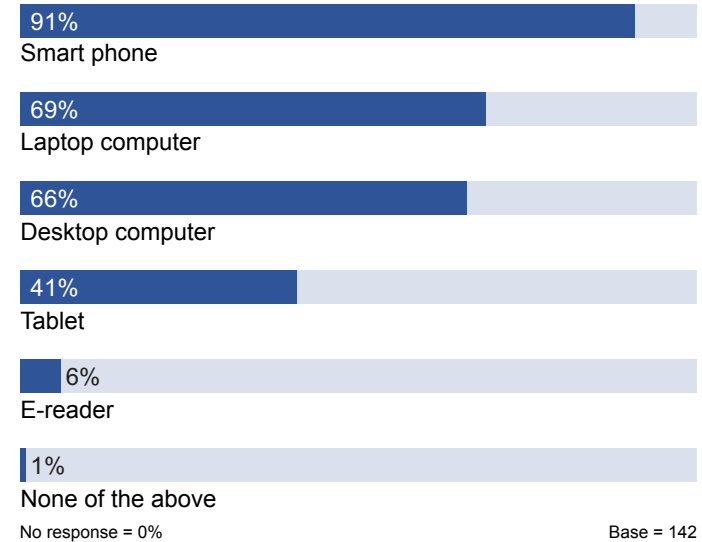
### Social media platforms used for work

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



### Digital devices owned or used by respondents

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



# 2022

## Ad Study Schedule

Reserve your space now!

**February**  
closing  
January 14

**June**  
closing  
May 10

**August**  
closing  
July 11

**December**  
closing  
November 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 adViewPRO



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

- Ad campaigns setting primary and intermediate objectives are more accountable and more effective.<sup>1</sup>
- Only primary business objectives such as increasing profit or market share are true final measures of business success.<sup>2</sup>
- A significant change across a wide range of intermediate objectives is a reliable predictor of business success.
- Because the importance of individual intermediate objectives varies by ad campaign, no single intermediate measure can be an infallible predictor.
- Best practice requires tracking multiple intermediate effects.<sup>3</sup>
- Assigning greater or lesser value to each intermediate objective, to better align with your specific campaign goals, improves campaign accountability and effectiveness.<sup>4</sup>

### Why does adViewPRO focus on intermediate objectives?

*Intermediate objectives* are the means to achieving primary ad campaign objectives. Taken individually, each intermediate objective offers insight into how your campaign is working in comparison with other campaigns reaching your audience.

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

#### Total Ad Recall *Audience Exposure*

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

#### Total Ad Influence *Audience Engagement*

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

#### Total Buying Action *Audience Involvement*

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

#### Active Buying Action

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



## About adViewPRO: Methodology

**ELECTRICAL  
CONTRACTOR**  
POWER & INTEGRATED BUILDING SYSTEMS



Baxter Research Center's (BRC) *adViewPRO* study programs are conducted online using accepted advertising and editorial reader research methods and practices.

The reader panel was selected from the sponsoring publication's qualified circulation of 80,138\* 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 is 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 online survey is available upon request from BRC.

\* June 2022 BPA Worldwide<sup>SM</sup> 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* is the only monthly publication strictly for electrical and low-voltage contractors. ECs consistently rank it as the most well read and preferred magazine in the industry. Readers are management-level decision-makers and specifiers, working across the construction spectrum, from commercial to residential, industrial, institutional and nonbuilding projects. Content spans a variety of topics, including codes, standards, installation tips, new products, advice for running a business, lighting and trends, all written by industry experts.

Baxter Research Center (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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POWERFUL INSIGHTS. ACTIONABLE INTELLIGENCE.