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BAXTER

RESEARCH CENTERTM

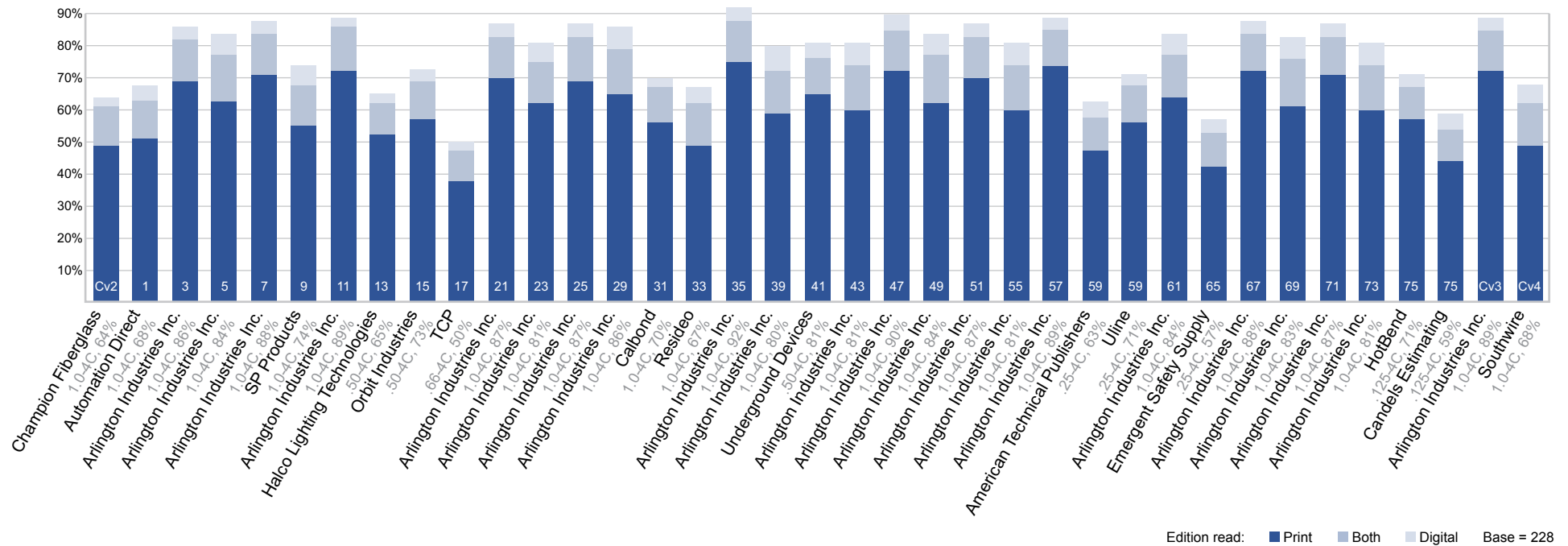
POWERFUL INSIGHTS. ACTIONABLE INTELLIGENCE.



February 2023

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

Executive Summary: Ad Traffic by Page Number



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. — 35	92%	Arlington Industries Inc. — 29	86%	84%	Arlington Industries Inc. — 43	81%	70%
Arlington Industries Inc. — 47	90%	Arlington Industries Inc. — 23	81%	84%	Arlington Industries Inc. — 69	83%	67%
Arlington Industries Inc. — Cvr 3	89%	Southwire — Cvr 4	68%	84%	Arlington Industries Inc. — 73	81%	66%
Arlington Industries Inc. — 57	89%	TCP — 17	50%	84%	Arlington Industries Inc. — 47	90%	65%
Arlington Industries Inc. — 11	89%	Arlington Industries Inc. — 61	84%	83%	Arlington Industries Inc. — 67	88%	64%
Arlington Industries Inc. — 67	88%	Arlington Industries Inc. — 49	84%	82%	Arlington Industries Inc. — 29	86%	64%
Arlington Industries Inc. — 7	88%	Arlington Industries Inc. — 69	83%	82%	Arlington Industries Inc. — 23	81%	63%
Arlington Industries Inc. — 51	87%	Arlington Industries Inc. — 55	81%	81%	Arlington Industries Inc. — 25	87%	62%
Arlington Industries Inc. — 71	87%	SP Products — 9	74%	81%	Arlington Industries Inc. — 61	84%	62%
Arlington Industries Inc. — 25	87%	Candels Estimating — 75	59%	81%	Arlington Industries Inc. — 49	84%	61%

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

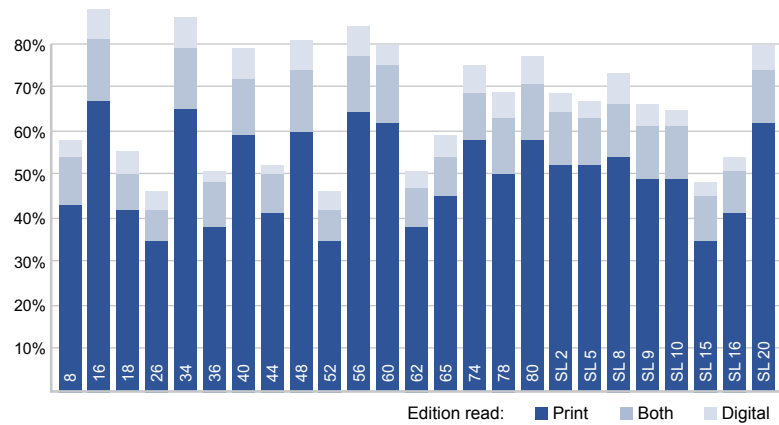
One or More Buying Actions, or Audience Involvement, represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad further influenced their buying actions. These audience members saw an ad and indicated that they, or someone in their organization either 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 to do so in the future.
- **Discuss the Advertised Product** – 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.
- **Request More Information** – Respondents who report they would likely, or have already, requested more information in response to an advertised product or service.
- **Try Product/Service** – Respondents who report they would try, or had already tried, an advertised product or service (or schedule a meeting, visit a location, etc.).
- **Consider Use/Purchase** – 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, or are likely to, purchase an advertised product or service.

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 8.

	Page Number	Recall Seeing	Read Some	Read Most
President’s Desk	8	58%	67%	36%
Code FAQs	16	88%	86%	75%
New Students to the Trade	18	55%	75%	44%
Open Doors, Open Minds	26	46%	78%	39%
Code Applications	34	86%	87%	69%
New Ways to Link Up	36	51%	67%	38%
Code Insider	40	79%	86%	63%
Moving Toward Workplace Equality	44	52%	56%	38%
Code Quiz	48	81%	81%	68%
Top of the Line: Gunnar Electric	52	46%	46%	38%
New Products	56	84%	83%	66%
Featured Products: Boxes, switches, receptacles	60	80%	81%	66%
On the Market: Convention centers	62	51%	55%	25%
Integrated Systems Products	65	59%	64%	34%
Cool Tools: Thermal Imagers	74	75%	79%	54%
NECA Notes	78	69%	77%	60%
Code Comments	80	77%	86%	71%
OSHA Outlook	SL 2	69%	81%	39%
News in Brief	SL 5	67%	78%	38%
Toolbox Talk	SL 8	73%	79%	50%
Quiz	SL 9	66%	74%	57%
The Right State of Safety	SL 10	65%	72%	43%
First Person: Spotlight on 70B	SL 15	48%	56%	33%
Mysteries of Electrical Trauma	SL 16	54%	70%	39%
New Products	SL 20	80%	84%	66%

Base = 228

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



I read Electrical Contractor to keep up with new products and ideas, to find new sources, and quiz my code knowledge.

—OWNER

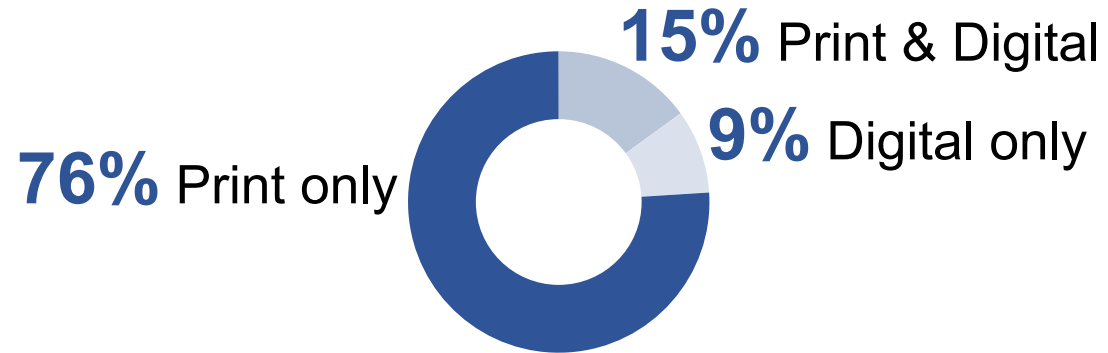
[I read Electrical Contractor] to keep up with the latest trends, code applications, and new products.

—President

[Electrical Contractor] helps to keep me up-to-date with industry news and trends.

—Business Development Manager

Print & Digital Edition Magazine Readership



A combined 91% of *Electrical Contractor* respondents read the print edition: 76% read print only. A combined 24% of respondents read the digital edition: 9% read the digital version only. And 15% read both print and digital formats.

Print only	76%
Print and digital	15%
Digital only	9%
No response	0%

Base = 228

Format preference

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

Print	68%
Print and digital	25%
Digital	7%
No response	0%

Base = 228

Respondents rate *Electrical Contractor*

Personal favorite	26%
Very important	28%
Important	34%
Somewhat important	11%
Not important	1%
No response	0%

Base = 228

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 try to stay abreast of the dynamic state of our industry.
—Chief Operating Officer

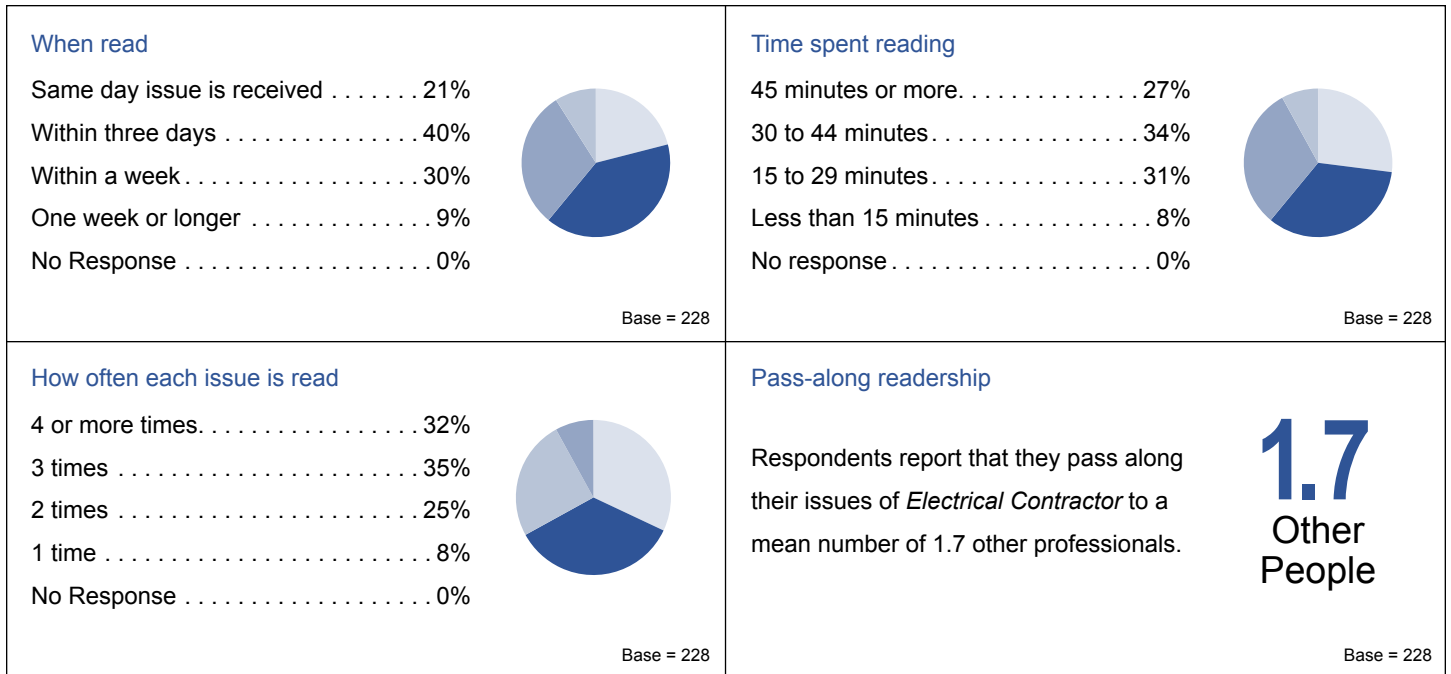
Electrical Contractor is beneficial to the electrical industry to keep up with the latest upgrades, and code updates.

—Owner

[Electrical Contractor is the] most informative overall outlook on the industry.

—VDC Design

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



Editorial: Reading Habits *continued*



This magazine helps me stay in touch with other areas of the trade and the newest products available.

—Electrical and Fire Alarm Technician

[Electrical Contractor] keeps me and my company employees updated with all electrical news and products. Keeps us up-to-date with all electrical code changes.

—Owner

Industry magazine readership

Eighty-three percent (83%) 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 Magazine	83%	68%	15%	10%	7%	0%	0%	0%
EC&M	44%	36%	8%	10%	7%	3%	24%	12%
Electrical Products & Solutions	15%	10%	5%	4%	4%	3%	49%	25%
Electrical News	13%	8%	5%	4%	3%	3%	50%	27%
LD&A	7%	5%	2%	4%	1%	4%	52%	32%
ICT Today	6%	4%	2%	2%	2%	6%	54%	30%

Base = 228

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
Alarm & signal systems							
Resideo	33	1.0-4C	67%	63%	50%	78%	55%
Boxes, conduit bodies & enclosures							
Arlington Industries Inc.	35	1.0-4C	92%	61%	43%	70%	53%
Arlington Industries Inc.	47	1.0-4C	90%	60%	43%	75%	65%
Arlington Industries Inc.	Cvr 3	1.0-4C	89%	62%	45%	71%	58%
Arlington Industries Inc.	57	1.0-4C	89%	61%	43%	72%	58%
Arlington Industries Inc.	11	1.0-4C	89%	60%	53%	73%	56%
Arlington Industries Inc.	51	1.0-4C	87%	63%	44%	72%	57%
Arlington Industries Inc.	71	1.0-4C	87%	63%	42%	65%	54%
Arlington Industries Inc.	21	1.0-4C	87%	55%	54%	69%	54%
Arlington Industries Inc.	3	1.0-4C	86%	60%	42%	71%	59%
Arlington Industries Inc.	29	1.0-4C	86%	59%	59%	84%	64%
Arlington Industries Inc.	49	1.0-4C	84%	64%	57%	82%	61%
Arlington Industries Inc.	5	1.0-4C	84%	61%	63%	77%	57%
Arlington Industries Inc.	55	1.0-4C	81%	64%	62%	81%	61%
Arlington Industries Inc.	43	1.0-4C	81%	63%	59%	79%	70%
Arlington Industries Inc.	23	1.0-4C	81%	60%	59%	84%	63%
Orbit Industries	15	.50-4C	73%	51%	41%	65%	49%
Calbond	31	1.0-4C	70%	56%	41%	73%	48%
Automation Direct	1	1.0-4C	68%	53%	50%	79%	48%
Emergent Safety Supply	65	.25-4C	57%	56%	59%	80%	49%
Category averages:			82%	60%	50%	75%	57%
Contractor equipment							
Uline	59	.25-4C	71%	46%	33%	75%	41%
HotBend	75	.125-4C	71%	44%	23%	74%	46%
Southwire	Cvr 4	1.0-4C	68%	66%	51%	84%	58%
Category averages:			70%	52%	36%	78%	48%

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.

(continued)

Base = 228

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
Contractor services (incl. rental & mechanical)							
Candels Estimating	75	.125-4C	59%	54%	53%	81%	42%
Electrical distributor (incl. low volt.)							
Uline	59	.25-4C	71%	46%	33%	75%	41%
Fasteners, hangers, clamps, supports							
Arlington Industries Inc.	71	1.0-4C	87%	63%	42%	65%	54%
Arlington Industries Inc.	25	1.0-4C	87%	59%	53%	72%	62%
Arlington Industries Inc.	3	1.0-4C	86%	60%	42%	71%	59%
Arlington Industries Inc.	39	1.0-4C	80%	61%	57%	79%	60%
SP Products	9	1.0-4C	74%	47%	57%	81%	56%
Orbit Industries	15	.50-4C	73%	51%	41%	65%	49%
Category averages:			81%	57%	49%	72%	57%
Hand tools							
HotBend	75	.125-4C	71%	44%	23%	74%	46%
Lighting products/fixtures							
Southwire	Cvr 4	1.0-4C	68%	66%	51%	84%	58%
Halco Lighting Technologies	13	.50-4C	65%	62%	33%	79%	53%
TCP	17	.66-4C	50%	48%	54%	84%	36%
Category averages:			61%	59%	46%	82%	49%
Raceway/cable tray/conduit							
SP Products	9	1.0-4C	74%	47%	57%	81%	56%
Calbond	31	1.0-4C	70%	56%	41%	73%	48%
Champion Fiberglass	Cvr 2	1.0-4C	64%	47%	30%	67%	40%
Emergent Safety Supply	65	.25-4C	57%	56%	59%	80%	49%
Category averages:			66%	52%	47%	75%	48%

(continued)

Base = 228

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
Training/Safety organization							
American Technical Publishers	59	.25-4C	63%	60%	42%	77%	46%
Wire & cable							
Champion Fiberglass	Cvr 2	1.0-4C	64%	47%	30%	67%	40%
Wire & cable connectors/terminators							
Arlington Industries Inc.	7	1.0-4C	88%	59%	50%	70%	57%
Arlington Industries Inc.	25	1.0-4C	87%	59%	53%	72%	62%
Arlington Industries Inc.	61	1.0-4C	84%	64%	56%	83%	62%
Arlington Industries Inc.	73	1.0-4C	81%	60%	55%	80%	66%
Category averages:			85%	61%	54%	76%	62%
Wire & cable management							
Arlington Industries Inc.	57	1.0-4C	89%	61%	43%	72%	58%
Arlington Industries Inc.	67	1.0-4C	88%	60%	45%	76%	64%
Arlington Industries Inc.	51	1.0-4C	87%	63%	44%	72%	57%
Arlington Industries Inc.	25	1.0-4C	87%	59%	53%	72%	62%
Arlington Industries Inc.	61	1.0-4C	84%	64%	56%	83%	62%
Underground Devices	41	.50-4C	81%	33%	33%	67%	40%
Arlington Industries Inc.	39	1.0-4C	80%	61%	57%	79%	60%
Automation Direct	1	1.0-4C	68%	53%	50%	79%	48%
Category averages:			83%	57%	48%	75%	56%
Wiring devices							
Arlington Industries Inc.	35	1.0-4C	92%	61%	43%	70%	53%
Arlington Industries Inc.	57	1.0-4C	89%	61%	43%	72%	58%
Arlington Industries Inc.	67	1.0-4C	88%	60%	45%	76%	64%
Arlington Industries Inc.	7	1.0-4C	88%	59%	50%	70%	57%
Arlington Industries Inc.	21	1.0-4C	87%	55%	54%	69%	54%

(continued)

Base = 228

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
Wiring devices <i>continued</i>							
Arlington Industries Inc.	29	1.0-4C	86%	59%	59%	84%	64%
Arlington Industries Inc.	49	1.0-4C	84%	64%	57%	82%	61%
Arlington Industries Inc.	5	1.0-4C	84%	61%	63%	77%	57%
Arlington Industries Inc.	69	1.0-4C	83%	67%	55%	82%	67%
Arlington Industries Inc.	55	1.0-4C	81%	64%	62%	81%	61%
Arlington Industries Inc.	43	1.0-4C	81%	63%	59%	79%	70%
Automation Direct	1	1.0-4C	68%	53%	50%	79%	48%
Category averages:			84%	61%	53%	77%	60%

Base = 228



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

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Alarm & signal systems								
Resideo	33	1.0-4C	67%	78%	60%	68%	49%	16%
Boxes, conduit bodies & enclosures								
Arlington Industries Inc.	29	1.0-4C	86%	84%	79%	83%	64%	12%
Arlington Industries Inc.	23	1.0-4C	81%	84%	75%	73%	59%	14%
Arlington Industries Inc.	49	1.0-4C	84%	82%	75%	76%	63%	12%
Arlington Industries Inc.	55	1.0-4C	81%	81%	73%	73%	57%	10%
Emergent Safety Supply	65	.25-4C	57%	80%	43%	57%	48%	38%
Arlington Industries Inc.	43	1.0-4C	81%	79%	71%	76%	62%	12%
Automation Direct	1	1.0-4C	68%	79%	38%	58%	45%	38%
Arlington Industries Inc.	5	1.0-4C	84%	77%	70%	71%	55%	7%
Arlington Industries Inc.	47	1.0-4C	90%	75%	68%	71%	59%	13%
Arlington Industries Inc.	11	1.0-4C	89%	73%	60%	64%	55%	21%
Calbond	31	1.0-4C	70%	73%	38%	56%	46%	38%
Arlington Industries Inc.	57	1.0-4C	89%	72%	65%	65%	55%	16%
Arlington Industries Inc.	51	1.0-4C	87%	72%	64%	65%	51%	17%
Arlington Industries Inc.	Cvr 3	1.0-4C	89%	71%	63%	62%	55%	14%
Arlington Industries Inc.	3	1.0-4C	86%	71%	66%	64%	52%	12%
Arlington Industries Inc.	35	1.0-4C	92%	70%	63%	63%	52%	13%
Arlington Industries Inc.	21	1.0-4C	87%	69%	62%	62%	54%	10%
Arlington Industries Inc.	71	1.0-4C	87%	65%	56%	56%	48%	11%
Orbit Industries	15	.50-4C	73%	65%	42%	55%	45%	29%
Category averages:			82%	75%	62%	66%	54%	18%
Contractor equipment								
Southwire	Cvr 4	1.0-4C	68%	84%	58%	66%	56%	32%
Uline	59	.25-4C	71%	75%	48%	58%	44%	26%
HotBend	75	.125-4C	71%	74%	43%	52%	44%	44%
Category averages:			70%	78%	50%	59%	48%	34%
<i>(continued)</i>								Base = 228

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
Contractor services (incl. rental & mechanical)								
Candels Estimating	75	.125-4C	59%	81%	37%	54%	42%	46%
Electrical distributor (incl. low volt.)								
Uline	59	.25-4C	71%	75%	48%	58%	44%	26%
Fasteners, hangers, clamps, supports								
SP Products	9	1.0-4C	74%	81%	51%	71%	59%	24%
Arlington Industries Inc.	39	1.0-4C	80%	79%	67%	74%	60%	14%
Arlington Industries Inc.	25	1.0-4C	87%	72%	61%	65%	58%	13%
Arlington Industries Inc.	3	1.0-4C	86%	71%	66%	64%	52%	12%
Arlington Industries Inc.	71	1.0-4C	87%	65%	56%	56%	48%	11%
Orbit Industries	15	.50-4C	73%	65%	42%	55%	45%	29%
Category averages:			81%	72%	57%	64%	54%	17%
Hand tools								
HotBend	75	.125-4C	71%	74%	43%	52%	44%	44%
Lighting products/fixtures								
Southwire	Cvr 4	1.0-4C	68%	84%	58%	66%	56%	32%
TCP	17	.66-4C	50%	84%	34%	52%	38%	48%
Halco Lighting Technologies	13	.50-4C	65%	79%	52%	69%	51%	21%
Category averages:			61%	82%	48%	62%	48%	34%
Raceway/cable tray/conduit								
SP Products	9	1.0-4C	74%	81%	51%	71%	59%	24%
Emergent Safety Supply	65	.25-4C	57%	80%	43%	57%	48%	38%
Calbond	31	1.0-4C	70%	73%	38%	56%	46%	38%
Champion Fiberglass	Cvr 2	1.0-4C	64%	67%	30%	48%	30%	44%
Category averages:			66%	75%	41%	58%	46%	36%

(continued)

Base = 228

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
Training/Safety organization								
American Technical Publishers	59	.25-4C	63%	77%	55%	65%	49%	28%
Wire & cable								
Champion Fiberglass	Cvr 2	1.0-4C	64%	67%	30%	48%	30%	44%
Wire & cable connectors/terminators								
Arlington Industries Inc.	61	1.0-4C	84%	83%	77%	78%	60%	13%
Arlington Industries Inc.	73	1.0-4C	81%	80%	75%	75%	60%	9%
Arlington Industries Inc.	25	1.0-4C	87%	72%	61%	65%	58%	13%
Arlington Industries Inc.	7	1.0-4C	88%	70%	63%	64%	55%	12%
Category averages:			85%	76%	69%	71%	58%	12%
Wire & cable management								
Arlington Industries Inc.	61	1.0-4C	84%	83%	77%	78%	60%	13%
Arlington Industries Inc.	39	1.0-4C	80%	79%	67%	74%	60%	14%
Automation Direct	1	1.0-4C	68%	79%	38%	58%	45%	38%
Arlington Industries Inc.	67	1.0-4C	88%	76%	67%	69%	57%	12%
Arlington Industries Inc.	57	1.0-4C	89%	72%	65%	65%	55%	16%
Arlington Industries Inc.	51	1.0-4C	87%	72%	64%	65%	51%	17%
Arlington Industries Inc.	25	1.0-4C	87%	72%	61%	65%	58%	13%
Underground Devices	41	.50-4C	81%	67%	33%	56%	38%	36%
Category averages:			83%	75%	59%	66%	53%	20%
Wiring devices								
Arlington Industries Inc.	29	1.0-4C	86%	84%	79%	83%	64%	12%
Arlington Industries Inc.	49	1.0-4C	84%	82%	75%	76%	63%	12%
Arlington Industries Inc.	69	1.0-4C	83%	82%	77%	77%	58%	11%
Arlington Industries Inc.	55	1.0-4C	81%	81%	73%	73%	57%	10%
Arlington Industries Inc.	43	1.0-4C	81%	79%	71%	76%	62%	12%

(continued)

Base = 228



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
Wiring devices <i>continued</i>								
Automation Direct	1	1.0-4C	68%	79%	38%	58%	45%	38%
Arlington Industries Inc.	5	1.0-4C	84%	77%	70%	71%	55%	7%
Arlington Industries Inc.	67	1.0-4C	88%	76%	67%	69%	57%	12%
Arlington Industries Inc.	57	1.0-4C	89%	72%	65%	65%	55%	16%
Arlington Industries Inc.	35	1.0-4C	92%	70%	63%	63%	52%	13%
Arlington Industries Inc.	7	1.0-4C	88%	70%	63%	64%	55%	12%
Arlington Industries Inc.	21	1.0-4C	87%	69%	62%	62%	54%	10%
Category averages:			84%	77%	67%	70%	56%	14%

Base = 228



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
Alarm & signal systems												
Resideo	33	1.0-4C	67%	55%	6%	16%	3%	8%	12%	23%	9%	25%
Boxes, conduit bodies & enclosures												
Arlington Industries Inc.	43	1.0-4C	81%	70%	7%	16%	11%	11%	8%	24%	18%	25%
Arlington Industries Inc.	47	1.0-4C	90%	65%	8%	19%	9%	9%	16%	33%	13%	13%
Arlington Industries Inc.	29	1.0-4C	86%	64%	8%	18%	6%	8%	12%	31%	11%	18%
Arlington Industries Inc.	23	1.0-4C	81%	63%	9%	14%	10%	8%	8%	22%	14%	18%
Arlington Industries Inc.	49	1.0-4C	84%	61%	6%	14%	9%	5%	8%	23%	12%	21%
Arlington Industries Inc.	55	1.0-4C	81%	61%	8%	17%	8%	6%	8%	25%	12%	22%
Arlington Industries Inc.	3	1.0-4C	86%	59%	9%	12%	10%	6%	13%	26%	16%	19%
Arlington Industries Inc.	Cvr 3	1.0-4C	89%	58%	6%	12%	9%	5%	13%	34%	15%	19%
Arlington Industries Inc.	57	1.0-4C	89%	58%	6%	17%	10%	8%	11%	34%	9%	15%
Arlington Industries Inc.	51	1.0-4C	87%	57%	6%	16%	10%	6%	10%	31%	13%	11%
Arlington Industries Inc.	5	1.0-4C	84%	57%	7%	14%	8%	3%	14%	22%	14%	18%
Arlington Industries Inc.	11	1.0-4C	89%	56%	5%	12%	6%	5%	12%	32%	13%	13%
Arlington Industries Inc.	71	1.0-4C	87%	54%	9%	13%	10%	6%	7%	23%	9%	17%
Arlington Industries Inc.	21	1.0-4C	87%	54%	11%	13%	14%	8%	11%	26%	13%	18%
Arlington Industries Inc.	35	1.0-4C	92%	53%	4%	11%	8%	3%	8%	23%	13%	14%

(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 = 228



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
Boxes, conduit bodies & enclosures <i>continued</i>												
Orbit Industries	15	.50-4C	73%	49%	11%	10%	12%	8%	1%	23%	6%	7%
Emergent Safety Supply	65	.25-4C	57%	49%	9%	9%	9%	5%	5%	18%	11%	3%
Calbond	31	1.0-4C	70%	48%	9%	15%	15%	4%	3%	23%	8%	3%
Automation Direct	1	1.0-4C	68%	48%	10%	9%	9%	10%	4%	19%	3%	12%
Category averages:			82%	57%	8%	14%	10%	7%	9%	26%	12%	15%
Contractor equipment												
Southwire	Cvr 4	1.0-4C	68%	58%	10%	12%	14%	9%	8%	26%	9%	14%
HotBend	75	.125-4C	71%	46%	11%	15%	16%	7%	4%	21%	5%	5%
Uline	59	.25-4C	71%	41%	5%	8%	13%	4%	1%	16%	6%	10%
Category averages:			70%	48%	9%	12%	14%	7%	4%	21%	7%	10%
Contractor services (incl. rental & mechanical)												
Candels Estimating	75	.125-4C	59%	42%	9%	9%	10%	6%	4%	10%	7%	3%
Electrical distributor (incl. low volt.)												
Uline	59	.25-4C	71%	41%	5%	8%	13%	4%	1%	16%	6%	10%
Fasteners, hangers, clamps, supports												
Arlington Industries Inc.	25	1.0-4C	87%	62%	9%	17%	10%	3%	10%	30%	12%	19%
Arlington Industries Inc.	39	1.0-4C	80%	60%	5%	13%	5%	7%	10%	31%	13%	14%
Arlington Industries Inc.	3	1.0-4C	86%	59%	9%	12%	10%	6%	13%	26%	16%	19%
SP Products	9	1.0-4C	74%	56%	7%	16%	9%	4%	8%	27%	7%	8%
Arlington Industries Inc.	71	1.0-4C	87%	54%	9%	13%	10%	6%	7%	23%	9%	17%
Orbit Industries	15	.50-4C	73%	49%	11%	10%	12%	8%	1%	23%	6%	7%
Category averages:			81%	57%	8%	14%	9%	6%	8%	27%	11%	14%
Hand tools												
HotBend	75	.125-4C	71%	46%	11%	15%	16%	7%	4%	21%	5%	5%
<i>(continued)</i>												Base = 228

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
Lighting products/fixtures												
Southwire	Cvr 4	1.0-4C	68%	58%	10%	12%	14%	9%	8%	26%	9%	14%
Halco Lighting Technologies	13	.50-4C	65%	53%	9%	8%	3%	15%	7%	20%	7%	9%
TCP	17	.66-4C	50%	36%	14%	2%	7%	9%	2%	9%	2%	5%
Category averages:			61%	49%	11%	7%	8%	11%	6%	18%	6%	9%
Raceway/cable tray/conduit												
SP Products	9	1.0-4C	74%	56%	7%	16%	9%	4%	8%	27%	7%	8%
Emergent Safety Supply	65	.25-4C	57%	49%	9%	9%	9%	5%	5%	18%	11%	3%
Calbond	31	1.0-4C	70%	48%	9%	15%	15%	4%	3%	23%	8%	3%
Champion Fiberglass	Cvr 2	1.0-4C	64%	40%	11%	15%	12%	8%	5%	14%	10%	3%
Category averages:			66%	48%	9%	14%	11%	5%	5%	21%	9%	4%
Training/Safety organization												
American Technical Publishers	59	.25-4C	63%	46%	8%	10%	10%	6%	3%	14%	13%	11%
Wire & cable												
Champion Fiberglass	Cvr 2	1.0-4C	64%	40%	11%	15%	12%	8%	5%	14%	10%	3%
Wire & cable connectors/terminators												
Arlington Industries Inc.	73	1.0-4C	81%	66%	7%	13%	9%	4%	12%	33%	16%	22%
Arlington Industries Inc.	25	1.0-4C	87%	62%	9%	17%	10%	3%	10%	30%	12%	19%
Arlington Industries Inc.	61	1.0-4C	84%	62%	7%	12%	11%	5%	11%	28%	16%	16%
Arlington Industries Inc.	7	1.0-4C	88%	57%	7%	12%	10%	5%	10%	20%	11%	21%
Category averages:			85%	62%	8%	14%	10%	4%	11%	28%	14%	20%

(continued)

Base = 228



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

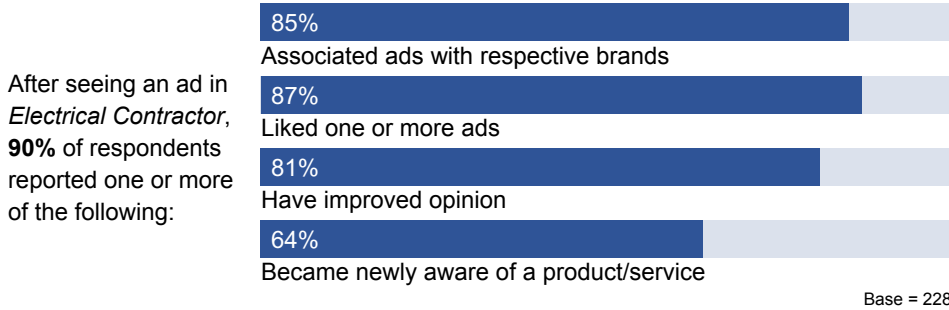
	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
Wire & cable management												
Arlington Industries Inc.	67	1.0-4C	88%	64%	11%	16%	9%	6%	11%	23%	13%	26%
Arlington Industries Inc.	25	1.0-4C	87%	62%	9%	17%	10%	3%	10%	30%	12%	19%
Arlington Industries Inc.	61	1.0-4C	84%	62%	7%	12%	11%	5%	11%	28%	16%	16%
Arlington Industries Inc.	39	1.0-4C	80%	60%	5%	13%	5%	7%	10%	31%	13%	14%
Arlington Industries Inc.	57	1.0-4C	89%	58%	6%	17%	10%	8%	11%	34%	9%	15%
Arlington Industries Inc.	51	1.0-4C	87%	57%	6%	16%	10%	6%	10%	31%	13%	11%
Automation Direct	1	1.0-4C	68%	48%	10%	9%	9%	10%	4%	19%	3%	12%
Underground Devices	41	.50-4C	81%	40%	5%	12%	8%	4%	2%	18%	9%	2%
Category averages:			83%	56%	7%	14%	9%	6%	9%	27%	11%	14%
Wiring devices												
Arlington Industries Inc.	43	1.0-4C	81%	70%	7%	16%	11%	11%	8%	24%	18%	25%
Arlington Industries Inc.	69	1.0-4C	83%	67%	11%	11%	7%	5%	12%	27%	15%	26%
Arlington Industries Inc.	67	1.0-4C	88%	64%	11%	16%	9%	6%	11%	23%	13%	26%
Arlington Industries Inc.	29	1.0-4C	86%	64%	8%	18%	6%	8%	12%	31%	11%	18%
Arlington Industries Inc.	49	1.0-4C	84%	61%	6%	14%	9%	5%	8%	23%	12%	21%
Arlington Industries Inc.	55	1.0-4C	81%	61%	8%	17%	8%	6%	8%	25%	12%	22%
Arlington Industries Inc.	57	1.0-4C	89%	58%	6%	17%	10%	8%	11%	34%	9%	15%
Arlington Industries Inc.	7	1.0-4C	88%	57%	7%	12%	10%	5%	10%	20%	11%	21%
Arlington Industries Inc.	5	1.0-4C	84%	57%	7%	14%	8%	3%	14%	22%	14%	18%
Arlington Industries Inc.	21	1.0-4C	87%	54%	11%	13%	14%	8%	11%	26%	13%	18%
Arlington Industries Inc.	35	1.0-4C	92%	53%	4%	11%	8%	3%	8%	23%	13%	14%
Automation Direct	1	1.0-4C	68%	48%	10%	9%	9%	10%	4%	19%	3%	12%
Category averages:			84%	60%	8%	14%	9%	7%	10%	25%	12%	20%

Base = 228

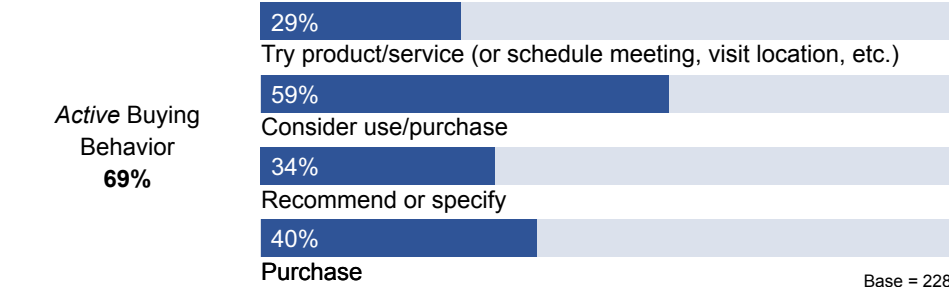
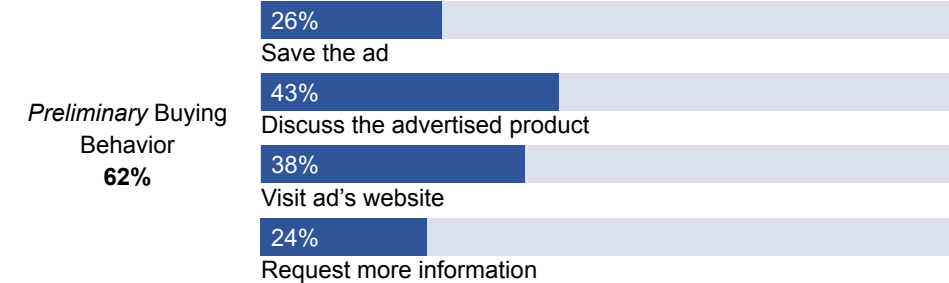


Demographics: Influence and Action Totals

Total ad influence for all studied ads



Total Buying Behavior 81% *Eighty-one percent (81%) 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

	Number of Ads	Recall Seeing	Read Some	Read Most
One page	28	82%	60%	51%
Two-thirds page	1	50%	48%	54%
One-half page	3	73%	49%	36%
One-fourth page	3	64%	54%	45%
One-eighth page	2	65%	49%	38%
Issue Averages:		78%	58%	48%

Base = 228

Building types

Commercial	86%
Includes hotel, motel, resort, restaurant, food service, entertainment, sports, gaming, financial (banking/insurance), retail stores (all types), and office buildings	
Residential	71%
Includes single family and multi-family	
Industrial	59%
Includes manufacturing plants, power generation and utility	
Institutional	52%
Includes hospital, nursing home, education (K12, college, university), govt., administration, police, correctional, military, transportation (airport/rail/other)	
Non-building	25%
Includes road, airport, traffic lighting, line work, waste/water treatment, etc.	
Emerging/alternative energy sources	23%
Includes solar, wind, geothermal, etc.	
None of the above	0%
No response	0%

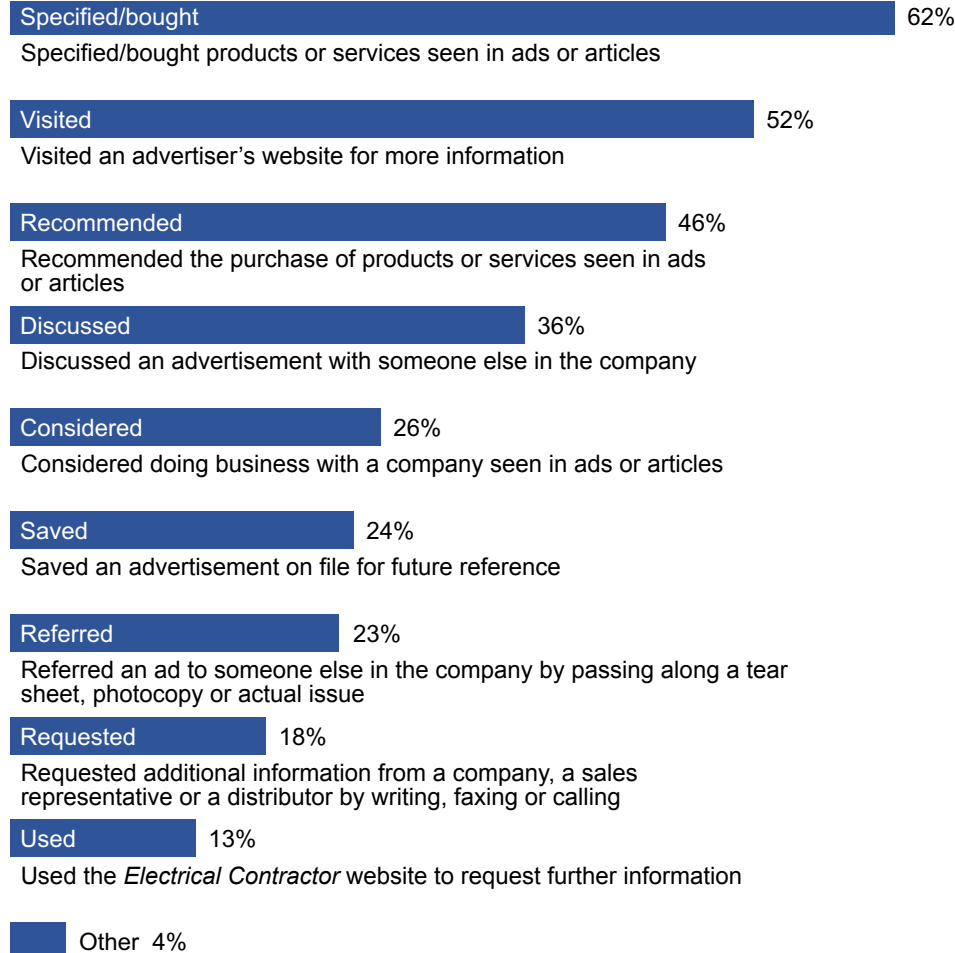
Base = 228

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 = 228

Primary job title or function

Executive management: owner, partner, president, VP, general manager, etc.	56%
Electrician (field), journeyman, technician, installer, service person	18%
Management: project manager, superintendent, supervisor, foreman	15%
Estimator	3%
Inspector	2%
Purchasing agent, buyer.	2%
Staff engineer, designer, electrical engineer.	2%
Apprentice	0%
Other.	2%
No response	0%

Base = 228

Primary business

Electrical contracting/low-voltage contracting	86%
Engineering/architecture/consulting	5%
Systems integration/consulting	3%
Wholesaler/distributor	1%
Other.	5%
No response	0%

Base = 228

Building systems installed

Lighting	85%
Maintenance, service, repair	83%
Premises wiring	75%
Fire/life safety systems	57%
Power quality systems (includes standby, co-gen, etc.)	55%
Security (includes CCTV, access/motion/intrusion systems)	53%
Total building automation systems (includes HVAC, lighting)	38%
Communications systems (VDV)	36%
Fiber optics	30%
Alternative-energy systems	24%
None of the above	3%
No response	0%

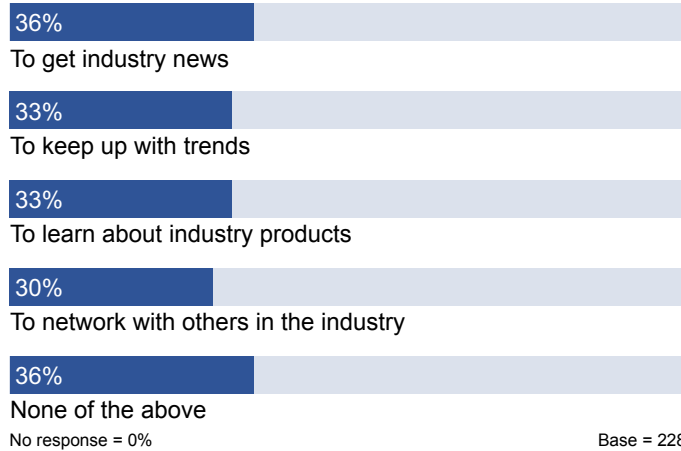
Base = 228

Demographics: Social Media



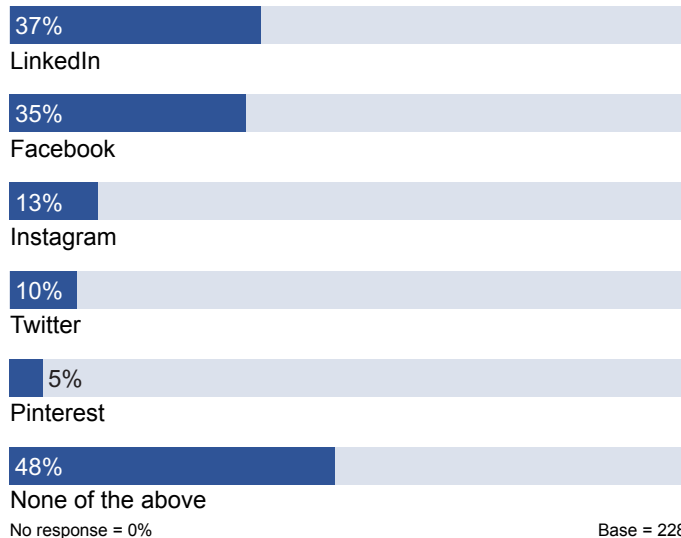
Professional use of social media

Sixty-four percent (64%) of Electrical Contractor respondents report one or more of these reasons for using social media.



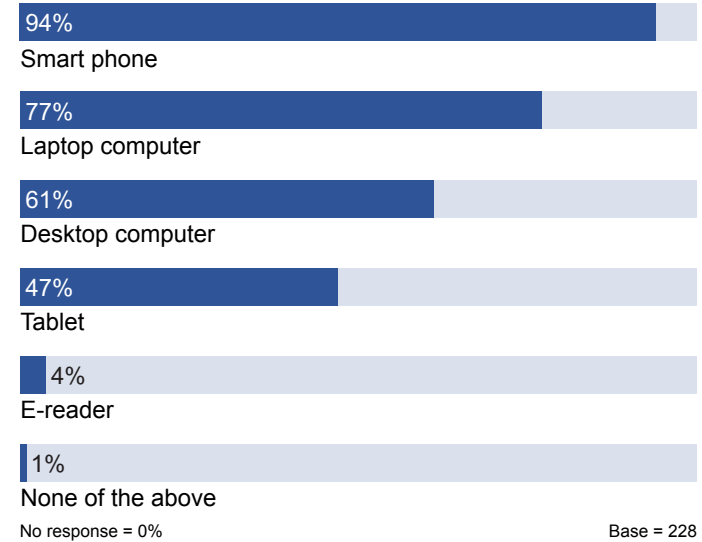
Social media platforms used for work

Fifty-two percent (52%) 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.



2023

Ad Study Schedule

Reserve your space now!

February
closing
January 5

June
closing
May 5

August
closing
July 5

December
closing
November 5

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.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 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.

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

Total Ad Recall *Audience Exposure*

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

Total Ad Influence *Audience Engagement*

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

Total Buying Action *Audience Involvement*

Preliminary Buying Action

- Save the ad
- Discuss the advertised product
- Visit ad's website
- Request more information

Active Buying Action

- Try product/service
- Consider use/purchase
- Recommend or specify
- Purchase

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 Brand Report

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
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POWER & INTEGRATED BUILDING SYSTEMS

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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