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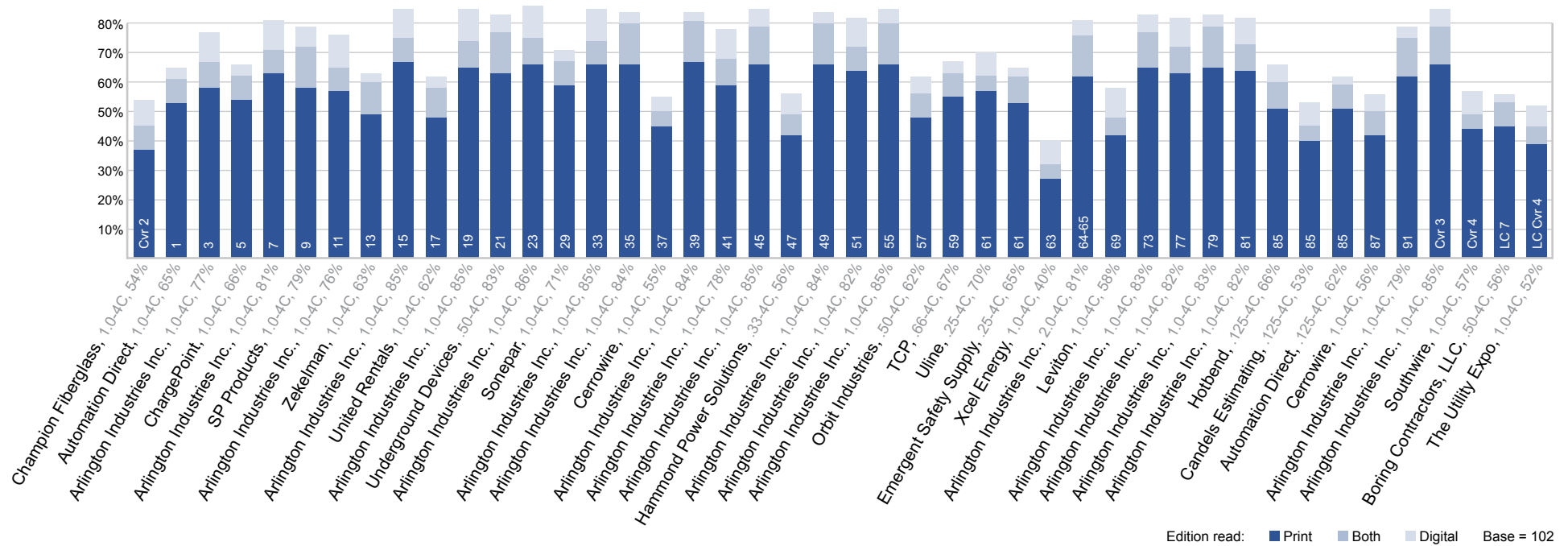
Independent Print Ad Performance News:

Total Ad Recall – Ad Exposure

Total Ad Influence – Audience Engagement & Involvement

Total Buying Action – Preliminary & Active

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. — 23	86%	Cerrowire — 87	56%	86%	Arlington Industries Inc. — 35	84%	71%
Arlington Industries Inc. — 19	85%	Arlington Industries Inc. — 77	82%	85%	Arlington Industries Inc. — 41	78%	70%
Arlington Industries Inc. — 55	85%	Arlington Industries Inc. — 23	86%	83%	Arlington Industries Inc. — 15	85%	68%
Arlington Industries Inc. — 15	85%	Xcel Energy — 63	40%	83%	Arlington Industries Inc. — 77	82%	68%
Arlington Industries Inc. — Cv3	85%	Arlington Industries Inc. — 15	85%	82%	Arlington Industries Inc. — 51	82%	66%
Arlington Industries Inc. — 33	85%	Arlington Industries Inc. — 33	85%	82%	Arlington Industries Inc. — 11	76%	65%
Arlington Industries Inc. — 45	85%	Arlington Industries Inc. — 51	82%	82%	Arlington Industries Inc. — 23	86%	63%
Arlington Industries Inc. — 35	84%	Arlington Industries Inc. — 35	84%	81%	Arlington Industries Inc. — 55	85%	63%
Arlington Industries Inc. — 49	84%	Arlington Industries Inc. — 81	82%	81%	Arlington Industries Inc. — Cv3	85%	63%
Arlington Industries Inc. — 39	84%	Arlington Industries Inc. — 3	77%	81%	Arlington Industries Inc. — 81	82%	63%

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

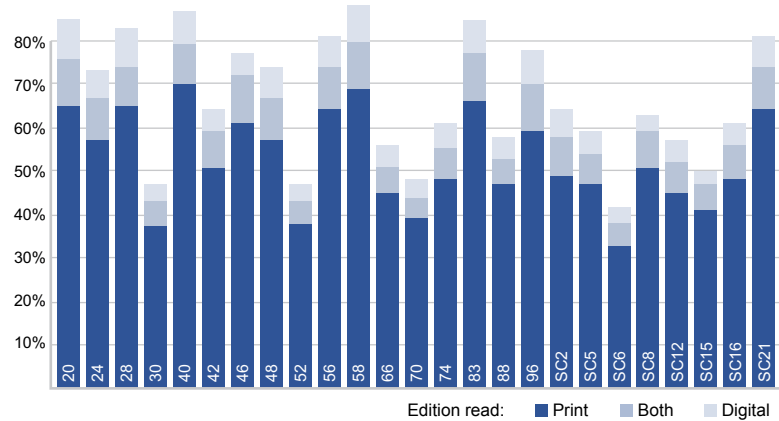
One or More Buying Actions, or Audience Involvement, represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad further influenced their buying actions. These audience members saw an ad and indicated that they, or someone in their organization either 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 20.

	Page Number	Recall Seeing	Read Some	Read Most
Code FAQs	20	85%	81%	71%
Bringing Buildings to the Modern Age	24	73%	71%	46%
Service and Maintenance	28	83%	78%	55%
Part and Parcel	30	47%	62%	28%
Code Applications	40	87%	86%	67%
The All-Electric Revolution	42	64%	72%	48%
Code Insider	46	77%	84%	62%
Power Quality	48	74%	72%	42%
Where Court Was in Session	52	47%	53%	44%
Featured Products: Hand tools	56	81%	78%	60%
New Products	58	88%	80%	61%
Innovation Nation	66	56%	66%	41%
Welcome to My Crib	70	48%	48%	43%
On The Market: Exhibiting Emerging Technology	74	61%	62%	37%
Code Quiz	83	85%	79%	66%
Building a Strong Foundation	88	58%	64%	46%
Code Comments	96	78%	81%	63%
Building the Workforce of the Future	LC 2	64%	67%	33%
Compliance: Raising Awareness of Struck-by Incidents	LC 5	59%	58%	50%
Behind the Scenes: Matthew R. Hallowell	LC 6	42%	62%	35%
Demystifying Safety Clothing	LC 8	63%	60%	42%
Where There's Smoke...	LC 12	57%	75%	37%
Safety Briefing: Wildfire Safety and Prevention	LC 15	50%	64%	34%
Preparing for Planned Outages	LC 16	61%	72%	43%
Products	LC 21	81%	80%	54%

Base = 204

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

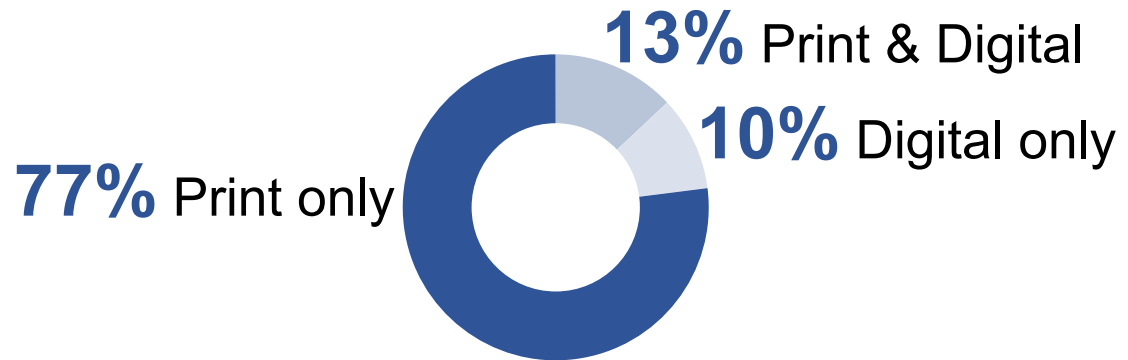


[Electrical Contractor] assists in keeping us up-to-date on industry standards and changes. It keeps me updated with the latest NEC changes. The pictures and applications of new products for the electrical industry are eye catching. The articles about LED lighting are very interesting and educational. Also the articles regarding the future of our industry and the new generation of electricians read like science fiction that is becoming a reality. Finally the tips for power quality and service maintenance are geared for safety and how the human factor is important for any installation.

[Electrical Contractor is] really the only magazine that one in this trade can call their very own. I can relate to just about everything in it. I see it come in the mail and can understand the feeling of why my wife reads novels. I look forward to this magazine.

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

Print & Digital Edition Magazine Readership



A combined 90% of Electrical Contractor respondents read the print edition: 77% read print only. A combined 23% of respondents read the digital edition: 10% read the digital version only. And 13% read both print and digital formats.

Print only	77%
Print and digital	13%
Digital only	10%
No response	0%

Base = 204

Format preference

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

Print	66%
Print and digital	25%
Digital	9%
No response	0%

Base = 204

Respondents rate Electrical Contractor

Personal favorite	23%
Very important	33%
Important	29%
Somewhat important	12%
Not important	2%
No response	1%

Base = 204

Editorial: Reading Habits

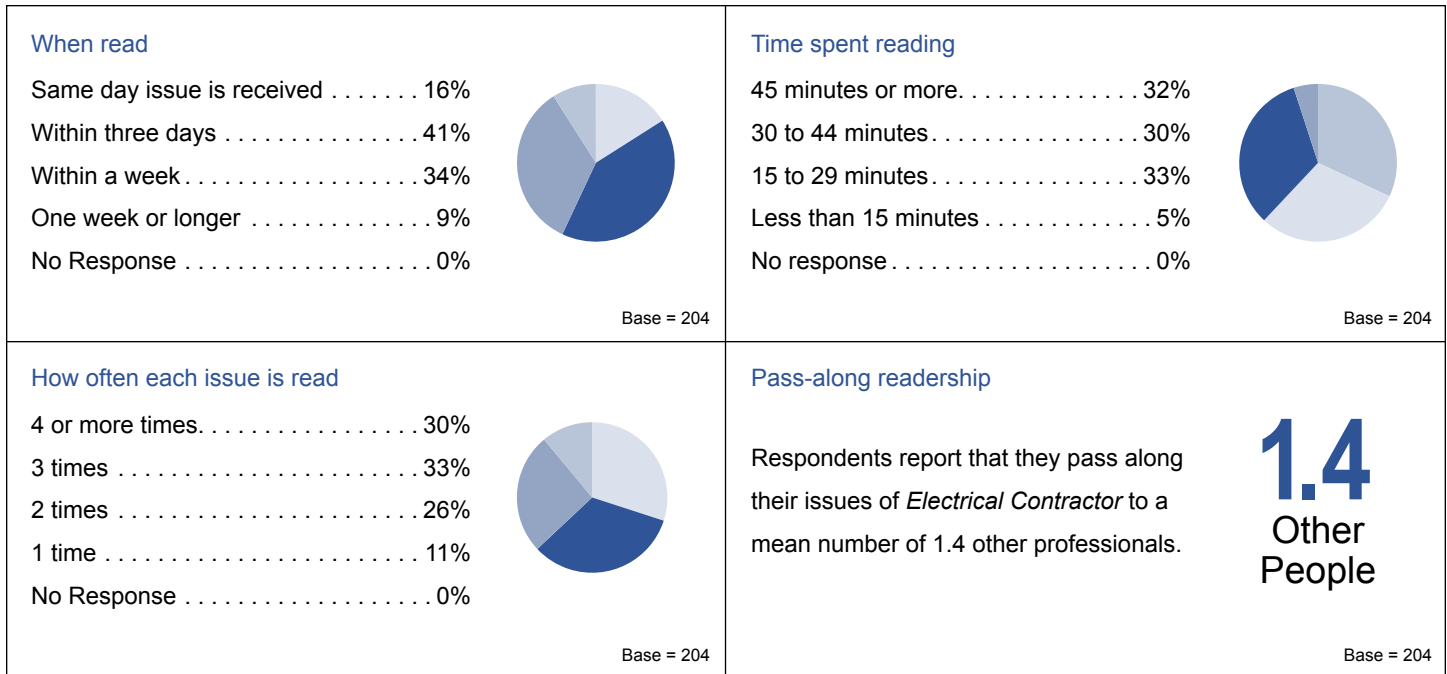


[Electrical Contractor] brings my focus back to the materials and the code that has made me successful.

Ultimately, reading Electrical Contractor magazine can help you stay up-to-date with industry news, expand your knowledge and skills, improve your business acumen, and connect you with others in the field. It's a valuable resource for professionals in the electrical contracting industry.

[Electrical Contractor] has great articles and code references that help keep me up-to-date on the industry. I look forward to seeing the product listings and getting an idea where the industry is going.

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





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
<i>Electrical Contractor Magazine</i>	63%	17%	14%	6%	0%	0%	0%	
<i>EC&M</i>	35%	9%	11%	5%	3%	23%	14%	
<i>Electrical Products & Solutions</i>	6%	4%	5%	5%	1%	54%	25%	
<i>Electrical News</i>	5%	4%	5%	4%	1%	56%	25%	
<i>LD&A</i>	3%	0%	2%	3%	3%	61%	28%	
<i>ICT Today</i>	2%	2%	2%	2%	1%	64%	27%	

Base = 204

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
Boxes, conduit bodies & enclosures							
Arlington Industries Inc.	19	1.0-4C	85%	66%	41%	77%	61%
Arlington Industries Inc.	55	1.0-4C	85%	65%	56%	77%	63%
Arlington Industries Inc.	Cvr 3	1.0-4C	85%	58%	57%	75%	63%
Arlington Industries Inc.	33	1.0-4C	85%	56%	33%	82%	62%
Arlington Industries Inc.	45	1.0-4C	85%	52%	61%	79%	59%
Arlington Industries Inc.	35	1.0-4C	84%	62%	63%	81%	71%
Arlington Industries Inc.	39	1.0-4C	84%	60%	60%	74%	62%
Arlington Industries Inc.	79	1.0-4C	83%	59%	57%	76%	58%
Arlington Industries Inc.	73	1.0-4C	83%	57%	64%	73%	59%
Arlington Industries Inc.	77	1.0-4C	82%	62%	37%	85%	68%
Arlington Industries Inc.	81	1.0-4C	82%	59%	48%	81%	63%
Arlington Industries Inc.	51	1.0-4C	82%	51%	45%	82%	66%
Arlington Industries Inc.	64-65	2.0-4C	81%	59%	60%	76%	60%
Arlington Industries Inc.	7	1.0-4C	81%	49%	53%	77%	63%
Arlington Industries Inc.	3	1.0-4C	77%	58%	44%	81%	57%
Arlington Industries Inc.	11	1.0-4C	76%	67%	43%	79%	65%
Emergent Safety Supply	61	.25-4C	65%	58%	53%	79%	50%
Orbit Industries	57	.50-4C	62%	55%	35%	79%	60%
Category averages:			80%	59%	51%	79%	62%
Circuit protection							
Leviton	69	1.0-4C	58%	53%	39%	80%	46%
Conduit/tubing							
Zekelman	13	1.0-4C	63%	49%	48%	77%	39%
Contractor equipment							
Uline	61	.25-4C	70%	57%	38%	80%	54%
Hotbend	85	.125-4C	66%	64%	43%	79%	55%
Category averages:			68%	61%	41%	80%	55%
<i>(continued)</i>							Base = 102

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
Contractor services (incl. rental & mechanical)							
United Rentals	17	1.0-4C	62%	47%	41%	70%	33%
Candels Estimating	85	.125-4C	53%	55%	21%	81%	40%
Category averages:			58%	51%	31%	76%	37%
Distribution equipment							
Hammond Power Solutions	47	.33-4C	56%	55%	35%	79%	39%
Electrical distributor (incl. low volt.)							
Sonepar	29	1.0-4C	71%	62%	45%	75%	42%
Uline	61	.25-4C	70%	57%	38%	80%	54%
Category averages:			71%	60%	42%	78%	48%
Electronic equipment							
ChargePoint	5	1.0-4C	66%	58%	45%	73%	48%
Energy management							
Xcel Energy	63	1.0-4C	40%	48%	26%	83%	40%
EV charging stations							
Boring Contractors, LLC	LC 7	.50-4C	56%	50%	39%	75%	35%
Fasteners, hangers, clamps, supports							
Arlington Industries Inc.	Cvr 3	1.0-4C	85%	58%	57%	75%	63%
Arlington Industries Inc.	49	1.0-4C	84%	62%	48%	77%	61%
Arlington Industries Inc.	81	1.0-4C	82%	59%	48%	81%	63%
Arlington Industries Inc.	91	1.0-4C	79%	65%	51%	74%	61%
SP Products	9	1.0-4C	79%	53%	48%	75%	41%
Arlington Industries Inc.	3	1.0-4C	77%	58%	44%	81%	57%
Arlington Industries Inc.	11	1.0-4C	76%	67%	43%	79%	65%

(continued)

Base = 102

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
Fasteners, hangers, clamps, supports <i>continued</i>							
Orbit Industries	57	.50-4C	62%	55%	35%	79%	60%
Category averages:			78%	60%	47%	78%	59%
Hand tools							
Hotbend	85	.125-4C	66%	64%	43%	79%	55%
Lighting products/fixtures							
TCP	59	.66-4C	67%	55%	51%	76%	50%
Southwire	Cvr 4	1.0-4C	57%	61%	40%	77%	56%
Category averages:			62%	58%	46%	77%	53%
Raceway/cable tray/conduit							
SP Products	9	1.0-4C	79%	53%	48%	75%	41%
Emergent Safety Supply	61	.25-4C	65%	58%	53%	79%	50%
Zekelman	13	1.0-4C	63%	49%	48%	77%	39%
Champion Fiberglass	Cvr 2	1.0-4C	54%	46%	20%	80%	47%
Category averages:			65%	52%	42%	78%	44%
Regional ad							
Xcel Energy	63	1.0-4C	40%	48%	26%	83%	40%
Sensors							
Automation Direct	1	1.0-4C	65%	57%	38%	77%	36%
Training/Safety organization							
The Utility Expo	LC Cvr 4	1.0-4C	52%	52%	11%	81%	31%
Transformers							
Hammond Power Solutions	47	.33-4C	56%	55%	35%	79%	39%

(continued)

Base = 102

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
Trench conduit installation							
Boring Contractors, LLC	LC 7	.50-4C	56%	50%	39%	75%	35%
Utility locating							
Boring Contractors, LLC	LC 7	.50-4C	56%	50%	39%	75%	35%
Vehicle equipment							
ChargePoint	5	1.0-4C	66%	58%	45%	73%	48%
Wire & cable							
Southwire	Cvr 4	1.0-4C	57%	61%	40%	77%	56%
Cerrowire	87	1.0-4C	56%	63%	43%	86%	61%
Cerrowire	37	1.0-4C	55%	58%	16%	79%	61%
Category averages:			56%	61%	33%	81%	59%
Wire & cable connectors/terminators							
Arlington Industries Inc.	23	1.0-4C	86%	58%	48%	83%	63%
Arlington Industries Inc.	15	1.0-4C	85%	64%	43%	82%	68%
Arlington Industries Inc.	7	1.0-4C	81%	49%	53%	77%	63%
Arlington Industries Inc.	41	1.0-4C	78%	63%	47%	80%	70%
Category averages:			83%	59%	48%	81%	66%
Wire & cable management							
Arlington Industries Inc.	49	1.0-4C	84%	62%	48%	77%	61%
Arlington Industries Inc.	79	1.0-4C	83%	59%	57%	76%	58%
Underground Devices	21	.50-4C	83%	51%	45%	74%	43%
Arlington Industries Inc.	7	1.0-4C	81%	49%	53%	77%	63%
Arlington Industries Inc.	11	1.0-4C	76%	67%	43%	79%	65%
Automation Direct	85	.125-4C	62%	53%	45%	73%	41%
Southwire	Cvr 4	1.0-4C	57%	61%	40%	77%	56%

(continued)

Base = 102

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

	Page	Size & Color	<i>Exposure</i> Total Recall Seeing	Read Some	Read Most	<i>Engagement</i> Total Ad Influence	<i>Involvement</i> One or More Buying Actions
Wire & cable management <i>continued</i>							
Champion Fiberglass	Cvr 2	1.0-4C	54%	46%	20%	80%	47%
Category averages:			73%	56%	44%	77%	54%
Wiring devices							
Arlington Industries Inc.	23	1.0-4C	86%	58%	48%	83%	63%
Arlington Industries Inc.	15	1.0-4C	85%	64%	43%	82%	68%
Arlington Industries Inc.	35	1.0-4C	84%	62%	63%	81%	71%
Arlington Industries Inc.	79	1.0-4C	83%	59%	57%	76%	58%
Arlington Industries Inc.	41	1.0-4C	78%	63%	47%	80%	70%
Category averages:			83%	61%	52%	80%	66%

Base = 102

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

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Boxes, conduit bodies & enclosures								
Arlington Industries Inc.	77	1.0-4C	82%	85%	71%	73%	63%	15%
Arlington Industries Inc.	33	1.0-4C	85%	82%	62%	69%	56%	24%
Arlington Industries Inc.	51	1.0-4C	82%	82%	70%	73%	64%	14%
Arlington Industries Inc.	35	1.0-4C	84%	81%	73%	74%	59%	7%
Arlington Industries Inc.	81	1.0-4C	82%	81%	68%	73%	50%	17%
Arlington Industries Inc.	3	1.0-4C	77%	81%	67%	70%	54%	18%
Arlington Industries Inc.	45	1.0-4C	85%	79%	68%	71%	56%	16%
Arlington Industries Inc.	11	1.0-4C	76%	79%	66%	74%	58%	12%
Emergent Safety Supply	61	.25-4C	65%	79%	42%	61%	52%	38%
Orbit Industries	57	.50-4C	62%	79%	43%	67%	57%	38%
Arlington Industries Inc.	19	1.0-4C	85%	77%	64%	69%	54%	21%
Arlington Industries Inc.	55	1.0-4C	85%	77%	67%	70%	53%	8%
Arlington Industries Inc.	7	1.0-4C	81%	77%	62%	70%	51%	16%
Arlington Industries Inc.	79	1.0-4C	83%	76%	66%	68%	52%	19%
Arlington Industries Inc.	64-65	2.0-4C	81%	76%	70%	72%	54%	8%
Arlington Industries Inc.	Cvr 3	1.0-4C	85%	75%	70%	72%	57%	11%
Arlington Industries Inc.	39	1.0-4C	84%	74%	69%	69%	53%	7%
Arlington Industries Inc.	73	1.0-4C	83%	73%	65%	69%	53%	18%
Category averages:			80%	79%	65%	70%	55%	17%
Circuit protection								
Leviton	69	1.0-4C	58%	80%	47%	53%	44%	41%
Conduit/tubing								
Zekelman	13	1.0-4C	63%	77%	39%	61%	42%	39%
Contractor equipment								
Uline	61	.25-4C	70%	80%	61%	69%	49%	23%
Hotbend	85	.125-4C	66%	79%	47%	61%	50%	36%
Category averages:			68%	80%	54%	65%	50%	30%
<i>(continued)</i>								

Base = 102

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	85	.125-4C	53%	81%	34%	42%	40%	51%
United Rentals	17	1.0-4C	62%	70%	38%	48%	32%	32%
Category averages:			58%	76%	36%	45%	36%	42%
Distribution equipment								
Hammond Power Solutions	47	.33-4C	56%	79%	35%	54%	47%	46%
Electrical distributor (incl. low volt.)								
Uline	61	.25-4C	70%	80%	61%	69%	49%	23%
Sonepar	29	1.0-4C	71%	75%	36%	57%	42%	43%
Category averages:			71%	78%	49%	63%	46%	33%
Electronic equipment								
ChargePoint	5	1.0-4C	66%	73%	40%	58%	46%	43%
Energy management								
Xcel Energy	63	1.0-4C	40%	83%	48%	58%	50%	50%
EV charging stations								
Boring Contractors, LLC	LC 7	.50-4C	56%	75%	32%	56%	42%	42%
Fasteners, hangers, clamps, supports								
Arlington Industries Inc.	81	1.0-4C	82%	81%	68%	73%	50%	17%
Arlington Industries Inc.	3	1.0-4C	77%	81%	67%	70%	54%	18%
Arlington Industries Inc.	11	1.0-4C	76%	79%	66%	74%	58%	12%
Orbit Industries	57	.50-4C	62%	79%	43%	67%	57%	38%
Arlington Industries Inc.	49	1.0-4C	84%	77%	66%	71%	53%	17%

(continued)

Base = 102

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
Fasteners, hangers, clamps, supports <i>continued</i>								
Arlington Industries Inc.	Cvr 3	1.0-4C	85%	75%	70%	72%	57%	11%
SP Products	9	1.0-4C	79%	75%	44%	60%	41%	30%
Arlington Industries Inc.	91	1.0-4C	79%	74%	68%	68%	55%	10%
Category averages:			78%	78%	62%	69%	53%	19%
Hand tools								
Hotbend	85	.125-4C	66%	79%	47%	61%	50%	36%
Lighting products/fixtures								
Southwire	Cvr 4	1.0-4C	57%	77%	49%	53%	42%	28%
TCP	59	.66-4C	67%	76%	41%	62%	47%	35%
Category averages:			62%	77%	45%	58%	45%	32%
Raceway/cable tray/conduit								
Champion Fiberglass	Cvr 2	1.0-4C	54%	80%	42%	64%	49%	42%
Emergent Safety Supply	61	.25-4C	65%	79%	42%	61%	52%	38%
Zekelman	13	1.0-4C	63%	77%	39%	61%	42%	39%
SP Products	9	1.0-4C	79%	75%	44%	60%	41%	30%
Category averages:			65%	78%	42%	62%	46%	37%
Regional ad								
Xcel Energy	63	1.0-4C	40%	83%	48%	58%	50%	50%
Sensors								
Automation Direct	1	1.0-4C	65%	77%	30%	53%	30%	55%
Training/Safety organization								
The Utility Expo	LC Cvr 4	1.0-4C	52%	81%	35%	46%	40%	46%
<i>(continued)</i>								
								Base = 102

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
Transformers								
Hammond Power Solutions	47	.33-4C	56%	79%	35%	54%	47%	46%
Trench conduit installation								
Boring Contractors, LLC	LC 7	.50-4C	56%	75%	32%	56%	42%	42%
Utility locating								
Boring Contractors, LLC	LC 7	.50-4C	56%	75%	32%	56%	42%	42%
Vehicle equipment								
ChargePoint	5	1.0-4C	66%	73%	40%	58%	46%	43%
Wire & cable								
Cerrowire	87	1.0-4C	56%	86%	48%	71%	46%	36%
Cerrowire	37	1.0-4C	55%	79%	45%	71%	48%	25%
Southwire	Cvr 4	1.0-4C	57%	77%	49%	53%	42%	28%
Category averages:			56%	81%	47%	65%	45%	30%
Wire & cable connectors/ terminators								
Arlington Industries Inc.	23	1.0-4C	86%	83%	76%	76%	55%	16%
Arlington Industries Inc.	15	1.0-4C	85%	82%	71%	72%	61%	14%
Arlington Industries Inc.	41	1.0-4C	78%	80%	71%	73%	55%	13%
Arlington Industries Inc.	7	1.0-4C	81%	77%	62%	70%	51%	16%
Category averages:			83%	81%	70%	73%	56%	15%
Wire & cable management								
Champion Fiberglass	Cvr 2	1.0-4C	54%	80%	42%	64%	49%	42%
Arlington Industries Inc.	11	1.0-4C	76%	79%	66%	74%	58%	12%
Arlington Industries Inc.	49	1.0-4C	84%	77%	66%	71%	53%	17%

(continued)

Base = 102

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
Wire & cable management <i>continued</i>								
Arlington Industries Inc.	7	1.0-4C	81%	77%	62%	70%	51%	16%
Southwire	Cvr 4	1.0-4C	57%	77%	49%	53%	42%	28%
Arlington Industries Inc.	79	1.0-4C	83%	76%	66%	68%	52%	19%
Underground Devices	21	.50-4C	83%	74%	36%	52%	39%	32%
Automation Direct	85	.125-4C	62%	73%	37%	49%	41%	38%
Category averages:			73%	77%	53%	63%	48%	26%
Wiring devices								
Arlington Industries Inc.	23	1.0-4C	86%	83%	76%	76%	55%	16%
Arlington Industries Inc.	15	1.0-4C	85%	82%	71%	72%	61%	14%
Arlington Industries Inc.	35	1.0-4C	84%	81%	73%	74%	59%	7%
Arlington Industries Inc.	41	1.0-4C	78%	80%	71%	73%	55%	13%
Arlington Industries Inc.	79	1.0-4C	83%	76%	66%	68%	52%	19%
Category averages:			83%	80%	71%	73%	56%	14%

(continued)

Base = 102

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
Boxes, conduit bodies & enclosures												
Arlington Industries Inc.	35	1.0-4C	84%	71%	6%	13%	17%	5%	12%	36%	10%	26%
Arlington Industries Inc.	77	1.0-4C	82%	68%	11%	14%	7%	4%	5%	30%	6%	18%
Arlington Industries Inc.	51	1.0-4C	82%	66%	8%	8%	7%	2%	7%	28%	12%	23%
Arlington Industries Inc.	11	1.0-4C	76%	65%	13%	10%	8%	4%	5%	34%	12%	12%
Arlington Industries Inc.	55	1.0-4C	85%	63%	7%	9%	9%	5%	6%	30%	7%	23%
Arlington Industries Inc.	Cvr 3	1.0-4C	85%	63%	2%	7%	13%	3%	7%	28%	10%	21%
Arlington Industries Inc.	81	1.0-4C	82%	63%	8%	7%	12%	2%	10%	30%	12%	21%
Arlington Industries Inc.	7	1.0-4C	81%	63%	12%	9%	9%	1%	5%	23%	12%	17%
Arlington Industries Inc.	33	1.0-4C	85%	62%	13%	13%	10%	3%	6%	22%	10%	11%
Arlington Industries Inc.	39	1.0-4C	84%	62%	6%	9%	9%	5%	10%	24%	10%	22%
Arlington Industries Inc.	19	1.0-4C	85%	61%	5%	8%	9%	5%	9%	33%	11%	10%
Arlington Industries Inc.	64-65	2.0-4C	81%	60%	5%	10%	11%	4%	6%	34%	6%	19%
Orbit Industries	57	.50-4C	62%	60%	11%	11%	11%	3%	5%	25%	5%	8%
Arlington Industries Inc.	45	1.0-4C	85%	59%	6%	9%	11%	5%	5%	28%	7%	13%
Arlington Industries Inc.	73	1.0-4C	83%	59%	7%	9%	12%	6%	9%	21%	12%	16%
Arlington Industries Inc.	79	1.0-4C	83%	58%	7%	5%	11%	7%	8%	32%	7%	19%

(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 = 102

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>												
Arlington Industries Inc.	3	1.0-4C	77%	57%	10%	14%	10%	1%	8%	22%	9%	18%
Emergent Safety Supply	61	.25-4C	65%	50%	11%	11%	12%	2%	6%	17%	6%	9%
Category averages:			80%	62%	8%	10%	10%	4%	7%	28%	9%	17%
Circuit protection												
Leviton	69	1.0-4C	58%	46%	10%	14%	10%	5%	5%	12%	5%	3%
Conduit/tubing												
Zekelman	13	1.0-4C	63%	39%	9%	8%	13%	2%	2%	16%	5%	2%
Contractor equipment												
Hotbend	85	.125-4C	66%	55%	5%	20%	15%	3%	5%	24%	5%	6%
Uline	61	.25-4C	70%	54%	13%	11%	7%	1%	3%	20%	6%	11%
Category averages:			68%	55%	9%	16%	11%	2%	4%	22%	6%	9%
Contractor services (incl. rental & mechanical)												
Candels Estimating	85	.125-4C	53%	40%	9%	8%	9%	2%	0%	13%	4%	4%
United Rentals	17	1.0-4C	62%	33%	6%	8%	6%	0%	2%	10%	3%	3%
Category averages:			58%	37%	8%	8%	8%	1%	1%	12%	4%	4%
Distribution equipment												
Hammond Power Solutions	47	.33-4C	56%	39%	12%	9%	14%	2%	4%	11%	5%	0%
Electrical distributor (incl. low volt.)												
Uline	61	.25-4C	70%	54%	13%	11%	7%	1%	3%	20%	6%	11%
Sonepar	29	1.0-4C	71%	42%	11%	13%	11%	7%	3%	14%	7%	1%
Category averages:			71%	48%	12%	12%	9%	4%	3%	17%	7%	6%

(continued)

Base = 102

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
Electronic equipment												
ChargePoint	5	1.0-4C	66%	48%	12%	16%	13%	6%	7%	15%	7%	7%
Energy management												
Xcel Energy	63	1.0-4C	40%	40%	15%	13%	8%	10%	0%	10%	5%	0%
EV charging stations												
Boring Contractors, LLC	LC 7	.50-4C	56%	35%	7%	7%	7%	0%	2%	14%	4%	4%
Fasteners, hangers, clamps, supports												
Arlington Industries Inc.	11	1.0-4C	76%	65%	13%	10%	8%	4%	5%	34%	12%	12%
Arlington Industries Inc.	Cvr 3	1.0-4C	85%	63%	2%	7%	13%	3%	7%	28%	10%	21%
Arlington Industries Inc.	81	1.0-4C	82%	63%	8%	7%	12%	2%	10%	30%	12%	21%
Arlington Industries Inc.	49	1.0-4C	84%	61%	6%	7%	10%	3%	5%	33%	10%	16%
Arlington Industries Inc.	91	1.0-4C	79%	61%	7%	9%	10%	5%	12%	26%	13%	20%
Orbit Industries	57	.50-4C	62%	60%	11%	11%	11%	3%	5%	25%	5%	8%
Arlington Industries Inc.	3	1.0-4C	77%	57%	10%	14%	10%	1%	8%	22%	9%	18%
SP Products	9	1.0-4C	79%	41%	5%	13%	9%	4%	4%	16%	9%	6%
Category averages:			78%	59%	8%	10%	10%	3%	7%	27%	10%	15%
Hand tools												
Hotbend	85	.125-4C	66%	55%	5%	20%	15%	3%	5%	24%	5%	6%
Lighting products/fixtures												
Southwire	Cvr 4	1.0-4C	57%	56%	7%	12%	18%	5%	4%	19%	12%	9%
TCP	59	.66-4C	67%	50%	7%	10%	12%	1%	0%	22%	4%	3%
Category averages:			62%	53%	7%	11%	15%	3%	2%	21%	8%	6%

(continued)

Base = 102

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
Raceway/cable tray/conduit												
Emergent Safety Supply	61	.25-4C	65%	50%	11%	11%	12%	2%	6%	17%	6%	9%
Champion Fiberglass	Cvr 2	1.0-4C	54%	47%	11%	20%	15%	11%	2%	16%	2%	0%
SP Products	9	1.0-4C	79%	41%	5%	13%	9%	4%	4%	16%	9%	6%
Zekelman	13	1.0-4C	63%	39%	9%	8%	13%	2%	2%	16%	5%	2%
Category averages:			65%	44%	9%	13%	12%	5%	4%	16%	6%	4%
Regional ad												
Xcel Energy	63	1.0-4C	40%	40%	15%	13%	8%	10%	0%	10%	5%	0%
Sensors												
Automation Direct	1	1.0-4C	65%	36%	6%	12%	9%	5%	2%	6%	3%	9%
Training/Safety organization												
The Utility Expo	LC Cvr 4	1.0-4C	52%	31%	12%	13%	2%	6%	2%	12%	0%	0%
Transformers												
Hammond Power Solutions	47	.33-4C	56%	39%	12%	9%	14%	2%	4%	11%	5%	0%
Trench conduit installation												
Boring Contractors, LLC	LC 7	.50-4C	56%	35%	7%	7%	7%	0%	2%	14%	4%	4%
Utility locating												
Boring Contractors, LLC	LC 7	.50-4C	56%	35%	7%	7%	7%	0%	2%	14%	4%	4%
Vehicle equipment												
ChargePoint	5	1.0-4C	66%	48%	12%	16%	13%	6%	7%	15%	7%	7%
Wire & cable												
Cerrowire	87	1.0-4C	56%	61%	18%	13%	11%	4%	4%	25%	5%	9%

(continued)

Base = 102

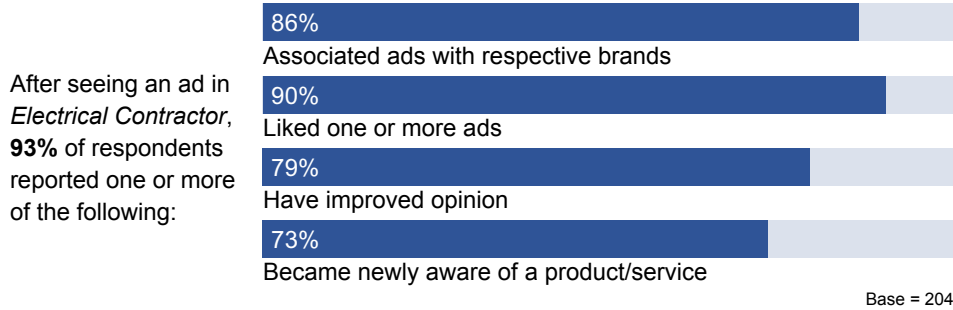
Ad Scores: Involvement Totals with Buying Action Details by Product Category *continued*

	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 <i>continued</i>												
Cerrowire	37	1.0-4C	55%	61%	5%	9%	13%	5%	5%	30%	9%	7%
Southwire	Cvr 4	1.0-4C	57%	56%	7%	12%	18%	5%	4%	19%	12%	9%
Category averages:			56%	59%	10%	11%	14%	5%	4%	25%	9%	8%
Wire & cable connectors/ terminators												
Arlington Industries Inc.	41	1.0-4C	78%	70%	15%	13%	8%	0%	6%	30%	6%	19%
Arlington Industries Inc.	15	1.0-4C	85%	68%	9%	8%	8%	1%	6%	32%	8%	17%
Arlington Industries Inc.	23	1.0-4C	86%	63%	11%	7%	8%	0%	3%	26%	10%	22%
Arlington Industries Inc.	7	1.0-4C	81%	63%	12%	9%	9%	1%	5%	23%	12%	17%
Category averages:			83%	66%	12%	9%	8%	1%	5%	28%	9%	19%
Wire & cable management												
Arlington Industries Inc.	11	1.0-4C	76%	65%	13%	10%	8%	4%	5%	34%	12%	12%
Arlington Industries Inc.	7	1.0-4C	81%	63%	12%	9%	9%	1%	5%	23%	12%	17%
Arlington Industries Inc.	49	1.0-4C	84%	61%	6%	7%	10%	3%	5%	33%	10%	16%
Arlington Industries Inc.	79	1.0-4C	83%	58%	7%	5%	11%	7%	8%	32%	7%	19%
Southwire	Cvr 4	1.0-4C	57%	56%	7%	12%	18%	5%	4%	19%	12%	9%
Champion Fiberglass	Cvr 2	1.0-4C	54%	47%	11%	20%	15%	11%	2%	16%	2%	0%
Underground Devices	21	.50-4C	83%	43%	5%	13%	10%	5%	5%	21%	10%	6%
Automation Direct	85	.125-4C	62%	41%	6%	11%	11%	3%	2%	16%	6%	6%
Category averages:			73%	54%	8%	11%	12%	5%	5%	24%	9%	11%
Wiring devices												
Arlington Industries Inc.	35	1.0-4C	84%	71%	6%	13%	17%	5%	12%	36%	10%	26%
Arlington Industries Inc.	41	1.0-4C	78%	70%	15%	13%	8%	0%	6%	30%	6%	19%
Arlington Industries Inc.	15	1.0-4C	85%	68%	9%	8%	8%	1%	6%	32%	8%	17%
Arlington Industries Inc.	23	1.0-4C	86%	63%	11%	7%	8%	0%	3%	26%	10%	22%
Arlington Industries Inc.	79	1.0-4C	83%	58%	7%	5%	11%	7%	8%	32%	7%	19%
Category averages:			83%	66%	10%	9%	10%	3%	7%	31%	8%	21%

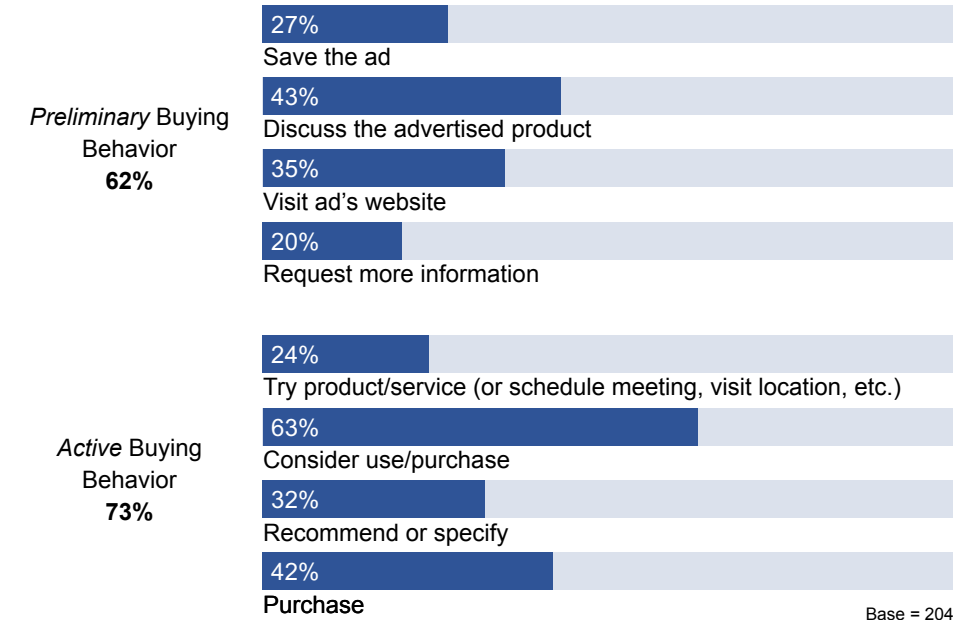
Base = 102

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	81%	59%	60%
One page	33	74%	58%	44%
Two-thirds page	1	67%	55%	51%
One-half page	3	67%	52%	40%
One-third page	1	56%	55%	35%
One-fourth page	2	68%	58%	46%
One-eighth page	3	60%	57%	36%
Issue Averages:		72%	57%	44%

Base = 102

Building types

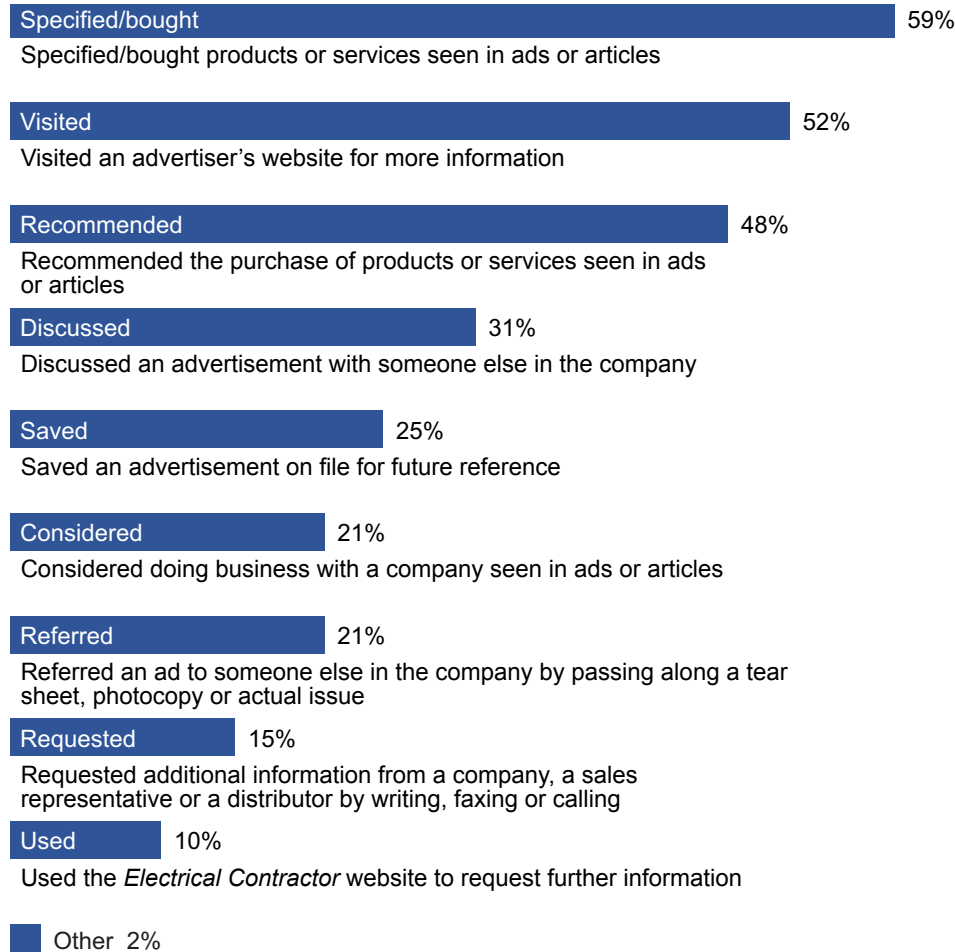
Commercial	87%
Includes hotel, motel, resort, restaurant, food service, entertainment, sports, gaming, financial (banking/insurance), retail stores (all types), and office buildings	
Residential	67%
Includes single family and multi-family	
Industrial	62%
Includes manufacturing plants, power generation and utility	
Institutional	50%
Includes hospital, nursing home, education (K12, college, university), govt., administration, police, correctional, military, transportation (airport/rail/other)	
Emerging/alternative energy sources	24%
Includes solar, wind, geothermal, etc.	
Non-building	24%
Includes road, airport, traffic lighting, line work, waste/water treatment, etc.	
None of the above	0%
No response	0%

Base = 204

Demographics: Purchasing and Reader Profile

Purchasing actions taken

Eighty-eight percent (88%) 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 = 12%

No response = 0%

Base = 204

Primary job title or function

Executive management: owner, partner, president, VP, general manager, etc.	53%
Management: project manager, superintendent, supervisor, foreman	18%
Electrician (field), journeyman, technician, installer, service person	16%
Staff engineer, designer, electrical engineer	3%
Estimator	2%
Purchasing agent, buyer	2%
Inspector	1%
Apprentice	0%
Other	5%
No response	0%

Base = 204

Primary business

Electrical contracting/low-voltage contracting	84%
Engineering/architecture/consulting	5%
Systems integration/consulting	1%
Wholesaler/distributor	1%
Other	8%
No response	1%

Base = 204

Building systems installed

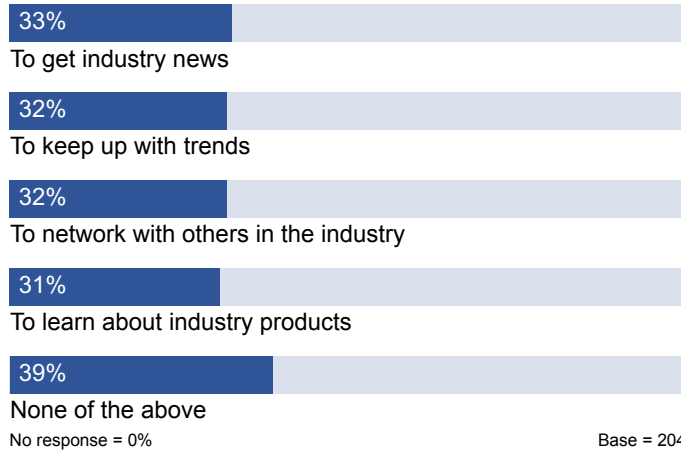
Lighting	85%
Maintenance, service, repair	83%
Premises wiring	73%
Security (includes CCTV, access/motion/intrusion systems)	62%
Fire/life safety systems	61%
Power quality systems (includes standby, co-gen, etc.)	60%
Total building automation systems (includes HVAC, lighting)	41%
Communications systems (VDV)	37%
Fiber optics	34%
Alternative-energy systems	29%
None of the above	2%
No response	0%

Base = 204

Demographics: Social Media

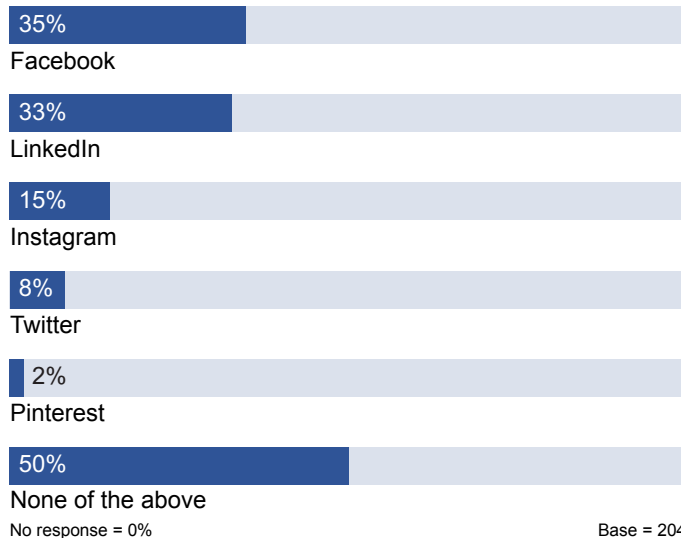
Professional use of social media

Sixty-one percent (61%) of *Electrical Contractor* respondents report one or more of these reasons for using social media.



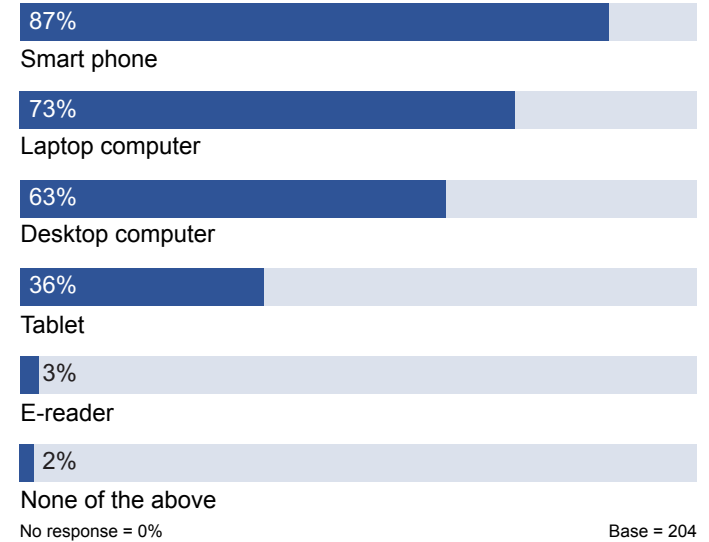
Social media platforms used for work

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-eight percent (98%) 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
- Previously 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



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 83,102* 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.

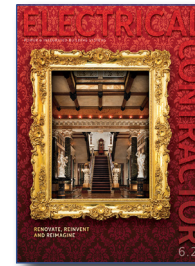
In those cases where two versions of the questionnaire are produced to maintain an appropriate level of reader response, both are identical with the exception of the ad listings, which are divided equally between the two. Ad recall data is based on a minimum of 100 returns. Splitting the survey into 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

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**ELECTRICAL
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POWER & INTEGRATED BUILDING SYSTEMS



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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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