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91%

Make the ad-brand connection  
Like the ad  
Have more favorable opinion  
And/or are newly aware

28%

Report one or more  
buying actions



Pg 36

#### Ad Exposure

Saw the Ad

59%

#### Ad Engagement

Read Some

46%

#### Ad Involvement

Read Most

26%

#### Audience Engagement

Make Ad-Brand Connection

63%

Like the Ad

76%

More Favorable Opinion

43%

Newly Aware

73%

#### Preliminary Buying Actions

Save the Ad

3%

Discuss the Ad

7%

Visit Ad's Website

5%

Contact Salesperson

2%

#### Active Buying Actions

Try Product/Service

4%

Consider Purchase

4%

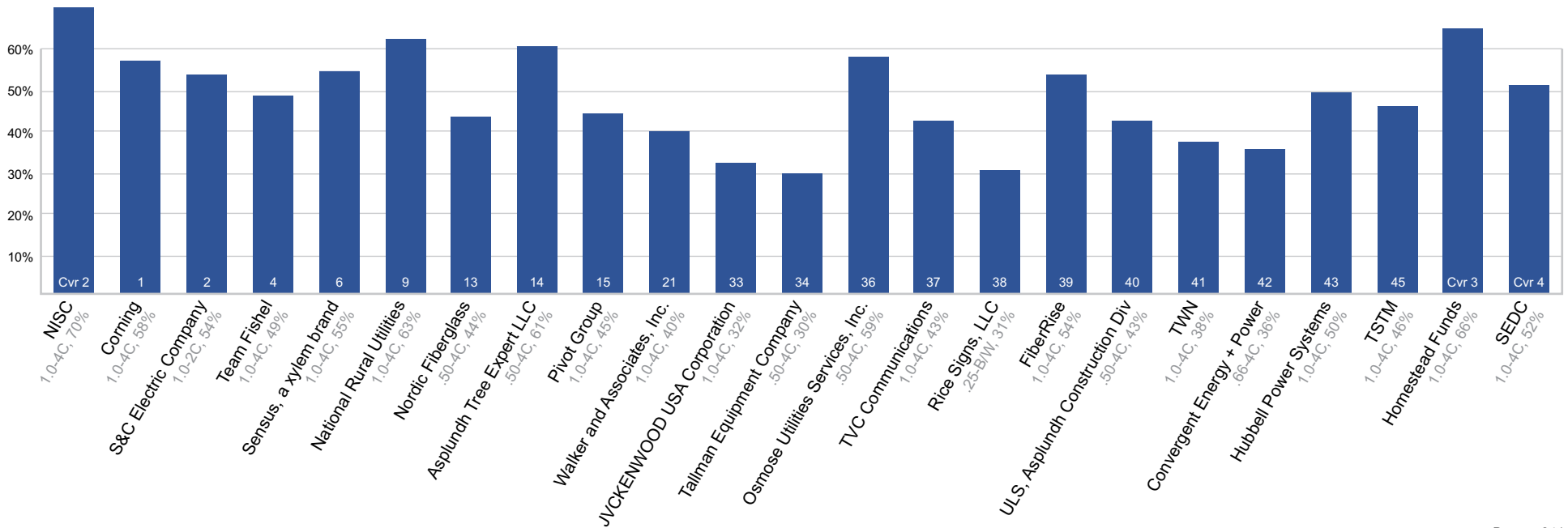
Recommend or Specify

5%

Purchase

4%

## Executive Summary: Ad Traffic by Page Number



Base = 241

## 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
NISC	70%	Walker and Associates, Inc.	40%	100%	Homestead Funds	66%	41%
Homestead Funds	66%	TWN	38%	100%	JVCKENWOOD USA Corp.	32%	40%
National Rural Utilities... (CFC)	63%	Homestead Funds	66%	99%	Hubbell Power Systems	50%	35%
Asplundh Tree Expert LLC	61%	Coming	58%	99%	TWN	38%	34%
Osmose Utilities Services, Inc.	59%	FiberRise	54%	99%	Nordic Fiberglass	44%	33%
Coming	58%	Nordic Fiberglass	44%	99%	Tallman Equipment Company	30%	33%
Sensus, a xylem brand	55%	U.S. Asplundh Construction Div	43%	99%	National Rural Utilities... (CFC)	63%	32%
S&C Electric Company	54%	TVC Communications	43%	99%	Pivot Group	45%	32%
FiberRise	54%	Asplundh Tree Expert LLC	61%	98%	S&C Electric Company	54%	31%
SEDC	52%	S&C Electric Company	54%	98%	Convergent Energy + Power	36%	31%

## Definitions of Scores



**mediaView**Pro™

Independent Ad Campaign Analytics

### Total Ad Recall - Audience Exposure

- **Recall Seeing** – Respondents who recalled seeing an item; total exposure. Shows the ability of an item to attract reader attention.
- **Read Some** – Respondents who, seeing an item, were sufficiently engaged to be drawn into the copy by the headline, layout or content.
- **Read Most** – Respondents who, after beginning to read an item, were interested enough to read most of it.

### Total Ad Influence - Audience Engagement

Total Ad Influence scores are based on the percentage of respondents who, after seeing an ad, indicated how it influenced them:

- **Make Ad-Brand Connection** – Those respondents who, after seeing an ad, were able to associate the ad with a company or brand.
- **Like the Ad** – Respondents who report finding an ad appealing.
- **More Favorable Opinion** – Respondents who, after seeing an ad, developed a more positive opinion of the advertised product or service.
- **Newly Aware** – Those respondents who, prior to seeing an ad, were not familiar with the advertised item and are now newly aware of it.

NOTE: Percentage totals may not equal 100, due to rounding.

### Total Buying Actions - Audience Involvement

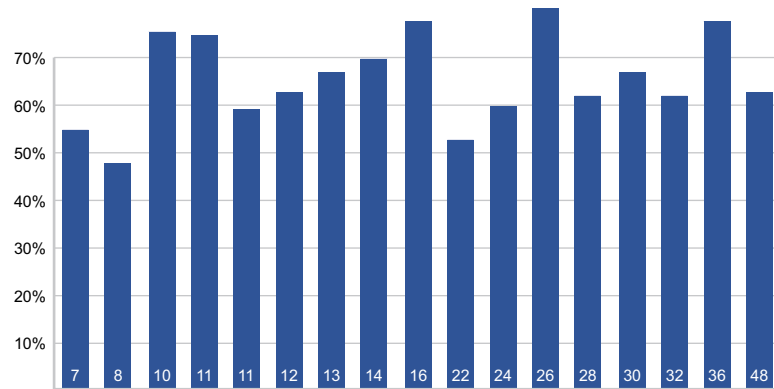
One or More Buying Actions, or Audience Involvement, represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad further influenced their buying actions. These audience members saw an ad and indicated that they, or someone in their organization, either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

- **Save the Ad** – Respondents who indicate interest in an advertised item by either saving an ad for future reference, or are likely to do so in the future.
- **Discuss the Advertised Product** – Those respondents who report they are likely to discuss, or have discussed, an advertised item with a colleague.
- **Visit Ad's Website** – Respondents who report they would likely access, or have already accessed, an advertiser's website after seeing an ad.
- **Contact Salesperson** – Respondents who report they would likely contact, or have contacted, a salesperson in response to an advertised product or service.
- **Try Product/Service** – Those respondents who report they would try, or had already tried, an advertised product or service.
- **Consider Purchase** – Those respondents who have considered purchasing a product, or are likely to consider purchasing in the future.
- **Recommend or Specify** – Respondents who have, or are likely to, recommend or specify a product or service.
- **Purchase** – Respondents who have either actively purchased, or are likely to purchase, a product/service after seeing an advertisement.

## Editorial



### Recall Scores by Page Number



**Editorial reader recall scores** are based on each editorial item's "Recall Seeing" score. The score for each item studied is expressed as a percentage and presented by page number in the chart above. The first editorial item listed is found on page 7.

	Page Number	Recall Seeing	Read Some	Read Most
FLASHBACKS: Dakota Electric's angry summer of 79	7	55%	73%	60%
COMMENTARY	8	48%	75%	33%
PLUGGED IN: Serving the 'Tiger King'	10	76%	75%	56%
PLUGGED IN: Rural hospitals closing at record rates	11	75%	83%	56%
PLUGGED IN: Solar and storms: helping PV panels survive...	11	59%	71%	45%
PLUGGED IN: Nearly stranded in Guatemala City	12	63%	70%	50%
PLUGGED IN: Boom to bust for the solar industry	13	67%	75%	52%
PLUGGED IN: Right at home with EVs	14	70%	74%	48%
COVER STORY: Meeting members where they are	16	78%	86%	57%
FEATURE: Collaborative learning	22	53%	72%	45%
FEATURE: Helping mother nature	24	60%	70%	36%
CO-OP SHOTS: April 2020 photo challenge winners	26	80%	66%	60%
CO-OP TECH: Advancing the self+healing grid	28	62%	68%	48%
PROJECT PROFILES: Co-ops deploying new technologies	30	67%	76%	43%
MARKETPLACE: New products & services	32	62%	66%	29%
CO-OP PEOPLE	36	78%	74%	45%
NEW EMPLOYEE SPOTLIGHT: Jessica Lash	48	63%	59%	51%

Base = 241

### Definitions:

**Recall Seeing** is a percentage of the base number.

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

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

Percentage totals may not equal 100, due to rounding.

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



## Editorial: Reading Habits



### Readers comment on the magazine



[Rural Electric Magazine] *relates to all aspects of my job at the cooperative.*  
— Chief Financial Officer

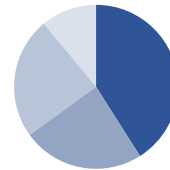
*I am the marketing manager at my co-op and it is important to stay informed on industry trends and advancements through RE Magazine.*  
— Manager, Marketing and Strategic Services

Rural Electric Magazine *helps us to stay connected.*  
— Interim GM

### How, when, how long and how often respondents read *Rural Electric*

#### Frequency

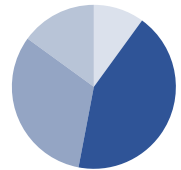
4 of 4 most recent issues . . . . .	41%
3 of 4 most recent issues . . . . .	24%
2 of 4 most recent issues . . . . .	24%
1 of 4 most recent issues . . . . .	22%
No response . . . . .	0%



Base = 241

#### When read

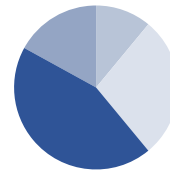
Same day the issue is received . . . .	10%
Within three days . . . . .	43%
Within a week . . . . .	32%
One week or later . . . . .	15%
No response . . . . .	0%



Base = 241

#### Time spent reading

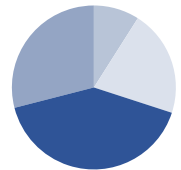
45 minutes or more. . . . .	11%
30 - 44 minutes. . . . .	28%
15 - 29 minutes. . . . .	44%
Less than 15 minutes . . . . .	17%
No response . . . . .	0%



Base = 241

#### How often each issue is read

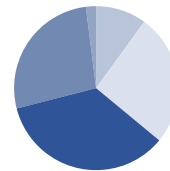
4 or more times. . . . .	9%
3 times . . . . .	21%
2 times . . . . .	41%
1 time . . . . .	29%
No response . . . . .	0%



Base = 241

#### Respondents rate *Rural Electric*

Personal favorite. . . . .	10%
Very important . . . . .	26%
Important . . . . .	35%
Somewhat important. . . . .	27%
Not important . . . . .	2%
No response . . . . .	0%



Base = 241

#### Pass-along readership

Respondents report that they pass along their issues of *Rural Electric* to a mean number of 1.0 other professionals.

**1.0**  
Other  
People

Base = 241

## 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>AMI/AMR</b>							
Sensus, a xylem brand	6	1.0-4C	55%	45%	28%	96%	26%
TSTM	45	1.0-4C	46%	37%	24%	98%	21%
Category averages:			51%	41%	26%	97%	24%
<b>Asset Management</b>							
Asplundh Tree Expert LLC	14	.50-4C	61%	39%	29%	98%	21%
Osmose Utilities Services, Inc.	36	.50-4C	59%	46%	26%	91%	28%
Category averages:			60%	43%	28%	95%	25%
<b>Bank/Lending Institution</b>							
National Rural Utilities Cooperative Finance Corporation (CFC)	9	1.0-4C	63%	46%	62%	97%	32%
<b>Billing/Financial</b>							
NISC	Cvr 2	1.0-4C	70%	47%	45%	95%	28%
Homestead Funds	Cvr 3	1.0-4C	66%	53%	40%	99%	41%
SEDC	Cvr 4	1.0-4C	52%	48%	40%	96%	24%
Category averages:			63%	49%	42%	97%	31%
<b>Broadband Infrastructure</b>							
Corning	1	1.0-4C	58%	38%	32%	99%	26%
TVC Communications	37	1.0-4C	43%	42%	17%	99%	24%
Walker and Associates, Inc.	21	1.0-4C	40%	38%	13%	100%	19%
TWN	41	1.0-4C	38%	34%	38%	100%	34%
Category averages:			45%	38%	25%	100%	26%
<b>Cables &amp; Wires</b>							
Corning	1	1.0-4C	58%	38%	32%	99%	26%
TVC Communications	37	1.0-4C	43%	42%	17%	99%	24%
Category averages:			51%	40%	25%	99%	25%

### 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.

(continued)

Base = 241

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



[Rural Electric Magazine] has a good mix of topics and brings both technology and human interest in its coverage.

— Manager of Cooperative Communications and Public Relations

I review articles that are geared toward projects we are working on or those in the long-term planning process.

— General Manager/CEO

[I read Rural Electric Magazine] to learn more about our industry, so I can provide a better experience for our members.

— Vice President

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
<b>Customer Information Systems</b>							
NISC	Cvr 2	1.0-4C	70%	47%	45%	95%	28%
SEDC	Cvr 4	1.0-4C	52%	48%	40%	96%	24%
Category averages:			61%	48%	43%	96%	26%
<b>Distribution Automation Equipment</b>							
S&C Electric Company	2	1.0-2C	54%	48%	27%	98%	31%
<b>Distributors and Manufacturing Representatives</b>							
Walker and Associates, Inc.	21	1.0-4C	40%	38%	13%	100%	19%
Tallman Equipment Company	34	.50-4C	30%	37%	36%	96%	33%
Category averages:			35%	38%	25%	98%	26%
<b>Energy Storage</b>							
Convergent Energy + Power	42	.66-4C	36%	39%	14%	96%	31%
<b>Engineering Consulting</b>							
FiberRise	39	1.0-4C	54%	46%	28%	99%	30%
<b>Information Technology</b>							
NISC	Cvr 2	1.0-4C	70%	47%	45%	95%	28%
FiberRise	39	1.0-4C	54%	46%	28%	99%	30%
Category averages:			62%	47%	37%	97%	29%
<b>Lighting</b>							
Sensus, a xylem brand	6	1.0-4C	55%	45%	28%	96%	26%
<b>Mapping/GIS</b>							
Osmose Utilities Services, Inc.	36	.50-4C	59%	46%	26%	91%	28%
SEDC	Cvr 4	1.0-4C	52%	48%	40%	96%	24%
Category averages:			56%	47%	33%	94%	26%

(continued)

Base = 241

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



*It is interesting to see what others are doing and get ideas for projects and community efforts. I like to keep up with the latest technologies.*  
— Director of Member Services

*[I read Rural Electric Magazine] to learn more about energy trends and to get ideas for my electric cooperative.*  
— VP of Marketing and Business Development

*I like to stay updated on the industry and see what other cooperatives are doing in areas similar to my cooperative.*  
— Manager of Marketing and Member Services

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
<b>Marketing Services</b>							
Pivot Group	15	1.0-4C	45%	42%	37%	97%	32%
<b>Meters</b>							
Sensus, a xylem brand	6	1.0-4C	55%	45%	28%	96%	26%
TSTM	45	1.0-4C	46%	37%	24%	98%	21%
Category averages:			51%	41%	26%	97%	24%
<b>Pole Inspection &amp; Treatment</b>							
Osmose Utilities Services, Inc.	36	.50-4C	59%	46%	26%	91%	28%
<b>Signs</b>							
Rice Signs, LLC	38	.25-B/W	31%	39%	25%	96%	29%
<b>Substation Construction</b>							
ULS, Asplundh Construction Div	40	.50-4C	43%	44%	26%	99%	29%
<b>Substation Equipment</b>							
S&C Electric Company	2	1.0-2C	54%	48%	27%	98%	31%
<b>System Engineering &amp; Design</b>							
FiberRise	39	1.0-4C	54%	46%	28%	99%	30%
<b>T&amp;D Line Construction</b>							
Asplundh Tree Expert LLC	14	.50-4C	61%	39%	29%	98%	21%
Team Fishel	4	1.0-4C	49%	43%	43%	95%	27%
ULS, Asplundh Construction Div	40	.50-4C	43%	44%	26%	99%	29%
Category averages:			51%	42%	33%	97%	26%
<b>T&amp;D System Equipment</b>							
S&C Electric Company	2	1.0-2C	54%	48%	27%	98%	31%
Hubbell Power Systems	43	1.0-4C	50%	52%	35%	98%	35%
Category averages:			52%	50%	31%	98%	33%

(continued)

Base = 241



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



*It provides relevant industry-specific information and resources.*

— Vice President, Human Resources

*Keeps me up to date on our industry.*

— General Manager/CEO

*[Rural Electric Magazine] keeps me informed on what is happening with rural cooperatives.*

— Key Accounts Specialist

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
<b>Telecommunications</b>							
Corning	1	1.0-4C	58%	38%	32%	99%	26%
Walker and Associates, Inc.	21	1.0-4C	40%	38%	13%	100%	19%
TWN	41	1.0-4C	38%	34%	38%	100%	34%
Category averages:			45%	37%	28%	100%	26%
<b>Transformer Pads</b>							
TSTM	45	1.0-4C	46%	37%	24%	98%	21%
Nordic Fiberglass	13	.50-4C	44%	43%	37%	99%	33%
Category averages:			45%	40%	31%	99%	27%
<b>Vegetation Management</b>							
Asplundh Tree Expert LLC	14	.50-4C	61%	39%	29%	98%	21%
<b>Wireless Communications</b>							
JVCKENWOOD USA Corporation	33	1.0-4C	32%	34%	36%	98%	40%

Base = 241

## 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>AMI/AMR</b>								
TSTM	45	1.0-4C	46%	98%	21%	68%	37%	18%
Sensus, a xylem brand	6	1.0-4C	55%	96%	31%	74%	30%	44%
Category averages:			51%	97%	26%	71%	34%	31%
<b>Asset Management</b>								
Asplundh Tree Expert LLC	14	.50-4C	61%	98%	65%	85%	47%	72%
Osmose Utilities Services, Inc.	36	.50-4C	59%	91%	63%	76%	43%	73%
Category averages:			60%	95%	64%	81%	45%	73%
<b>Bank/Lending Institution</b>								
National Rural Utilities Cooperative Finance Corporation (CFC)	9	1.0-4C	63%	97%	83%	81%	54%	89%
<b>Billing/Financial</b>								
Homestead Funds	Cvr 3	1.0-4C	66%	99%	75%	93%	56%	82%
SEDC	Cvr 4	1.0-4C	52%	96%	32%	88%	51%	53%
NISC	Cvr 2	1.0-4C	70%	95%	75%	82%	49%	88%
Category averages:			63%	97%	61%	88%	52%	74%
<b>Broadband Infrastructure</b>								
Walker and Associates, Inc.	21	1.0-4C	40%	100%	24%	78%	44%	18%
TWN	41	1.0-4C	38%	100%	35%	63%	44%	28%
Corning	1	1.0-4C	58%	99%	35%	90%	44%	33%
TVC Communications	37	1.0-4C	43%	99%	22%	77%	35%	26%
Category averages:			45%	100%	29%	77%	42%	26%
<b>Cables &amp; Wires</b>								
Corning	1	1.0-4C	58%	99%	35%	90%	44%	33%
TVC Communications	37	1.0-4C	43%	99%	22%	77%	35%	26%
Category averages:			51%	99%	29%	84%	40%	30%

### 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.

(continued)

Base = 241

## 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>Customer Information Systems</b>								
SEDC	Cvr 4	1.0-4C	52%	96%	32%	88%	51%	53%
NISC	Cvr 2	1.0-4C	70%	95%	75%	82%	49%	88%
Category averages:			61%	96%	54%	85%	50%	71%
<b>Distribution Automation Equipment</b>								
S&C Electric Company	2	1.0-2C	54%	98%	38%	91%	55%	43%
<b>Distributors and Manufacturing Representatives</b>								
Walker and Associates, Inc.	21	1.0-4C	40%	100%	24%	78%	44%	18%
Tallman Equipment Company	34	.50-4C	30%	96%	39%	76%	45%	27%
Category averages:			35%	98%	32%	77%	45%	23%
<b>Energy Storage</b>								
Convergent Energy + Power	42	.66-4C	36%	96%	28%	71%	41%	31%
<b>Engineering Consulting</b>								
FiberRise	39	1.0-4C	54%	99%	29%	88%	47%	27%
<b>Information Technology</b>								
FiberRise	39	1.0-4C	54%	99%	29%	88%	47%	27%
NISC	Cvr 2	1.0-4C	70%	95%	75%	82%	49%	88%
Category averages:			62%	97%	52%	85%	48%	58%
<b>Lighting</b>								
Sensus, a xylem brand	6	1.0-4C	55%	96%	31%	74%	30%	44%
<b>Mapping/GIS</b>								
SEDC	Cvr 4	1.0-4C	52%	96%	32%	88%	51%	53%
Osiose Utilities Services, Inc.	36	.50-4C	59%	91%	63%	76%	43%	73%
Category averages:			56%	94%	48%	82%	47%	63%

(continued)

Base = 241

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>Marketing Services</b>								
Pivot Group	15	1.0-4C	45%	97%	26%	81%	40%	28%
<b>Meters</b>								
TSTM	45	1.0-4C	46%	98%	21%	68%	37%	18%
Sensus, a xylem brand	6	1.0-4C	55%	96%	31%	74%	30%	44%
Category averages:			51%	97%	26%	71%	34%	31%
<b>Pole Inspection &amp; Treatment</b>								
Osiose Utilities Services, Inc.	36	.50-4C	59%	91%	63%	76%	43%	73%
<b>Signs</b>								
Rice Signs, LLC	38	.25-B/W	31%	96%	41%	61%	39%	43%
<b>Substation Construction</b>								
ULS, Asplundh Construction Div	40	.50-4C	43%	99%	39%	79%	43%	51%
<b>Substation Equipment</b>								
S&C Electric Company	2	1.0-2C	54%	98%	38%	91%	55%	43%
<b>System Engineering &amp; Design</b>								
FiberRise	39	1.0-4C	54%	99%	29%	88%	47%	27%
<b>T&amp;D Line Construction</b>								
ULS, Asplundh Construction Div	40	.50-4C	43%	99%	39%	79%	43%	51%
Asplundh Tree Expert LLC	14	.50-4C	61%	98%	65%	85%	47%	72%
Team Fishel	4	1.0-4C	49%	95%	35%	83%	46%	34%
Category averages:			51%	97%	46%	82%	45%	52%
<b>T&amp;D System Equipment</b>								
S&C Electric Company	2	1.0-2C	54%	98%	38%	91%	55%	43%
Hubbell Power Systems	43	1.0-4C	50%	98%	35%	93%	55%	34%
Category averages:			52%	98%	37%	92%	55%	39%

(continued)

Base = 241

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>Telecommunications</b>								
Walker and Associates, Inc.	21	1.0-4C	40%	100%	24%	78%	44%	18%
TWN	41	1.0-4C	38%	100%	35%	63%	44%	28%
Corning	1	1.0-4C	58%	99%	35%	90%	44%	33%
Category averages:			45%	100%	31%	77%	44%	26%
<b>Transformer Pads</b>								
Nordic Fiberglass	13	.50-4C	44%	99%	48%	82%	42%	52%
TSTM	45	1.0-4C	46%	98%	21%	68%	37%	18%
Category averages:			45%	99%	35%	75%	40%	35%
<b>Vegetation Management</b>								
Asplundh Tree Expert LLC	14	.50-4C	61%	98%	65%	85%	47%	72%
<b>Wireless Communications</b>								
JVCKENWOOD USA Corporation	33	1.0-4C	32%	98%	47%	81%	42%	42%

Base = 241

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



	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	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
<b>AMI/AMR</b>												
Sensus, a xylem brand	6	1.0-4C	55%	26%	8%	6%	7%	0%	4%	2%	3%	3%
TSTM	45	1.0-4C	46%	21%	9%	6%	7%	0%	2%	1%	1%	1%
Category averages:			51%	24%	9%	6%	7%	0%	3%	2%	2%	2%
<b>Asset Management</b>												
Osmoste Utilities Services, Inc.	36	.50-4C	59%	28%	3%	7%	5%	2%	4%	4%	5%	4%
Asplundh Tree Expert LLC	14	.50-4C	61%	21%	4%	5%	4%	2%	3%	4%	1%	2%
Category averages:			60%	25%	4%	6%	5%	2%	4%	4%	3%	3%
<b>Bank/Lending Institution</b>												
National Rural Utilities Cooperative Finance Corporation (CFC)	9	1.0-4C	63%	32%	5%	8%	5%	2%	2%	2%	11%	8%
<b>Billing/Financial</b>												
Homestead Funds	Cvr 3	1.0-4C	66%	41%	8%	9%	6%	1%	9%	2%	6%	4%
NISC	Cvr 2	1.0-4C	70%	28%	5%	6%	4%	1%	5%	3%	11%	6%
SEDC	Cvr 4	1.0-4C	52%	24%	5%	8%	7%	1%	3%	1%	4%	2%
Category averages:			63%	31%	6%	8%	6%	1%	6%	2%	7%	4%

(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 = 241

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



	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
<b>Broadband Infrastructure</b>												
TWN	41	1.0-4C	38%	34%	13%	10%	4%	0%	3%	1%	1%	4%
Corning	1	1.0-4C	58%	26%	6%	8%	8%	0%	4%	4%	1%	3%
TVC Communications	37	1.0-4C	43%	24%	9%	8%	6%	0%	0%	1%	0%	1%
Walker and Associates, Inc.	21	1.0-4C	40%	19%	6%	7%	7%	1%	0%	1%	3%	3%
Category averages:			45%	26%	9%	8%	6%	0%	2%	2%	1%	3%
<b>Cables &amp; Wires</b>												
Corning	1	1.0-4C	58%	26%	6%	8%	8%	0%	4%	4%	1%	3%
TVC Communications	37	1.0-4C	43%	24%	9%	8%	6%	0%	0%	1%	0%	1%
Category averages:			51%	25%	8%	8%	7%	0%	2%	3%	1%	2%
<b>Customer Information Systems</b>												
NISC	Cvr 2	1.0-4C	70%	28%	5%	6%	4%	1%	5%	3%	11%	6%
SEDC	Cvr 4	1.0-4C	52%	24%	5%	8%	7%	1%	3%	1%	4%	2%
Category averages:			61%	26%	5%	7%	6%	1%	4%	2%	8%	4%
<b>Distribution Automation Equipment</b>												
S&C Electric Company	2	1.0-2C	54%	31%	9%	9%	7%	0%	2%	3%	4%	3%
<b>Distributors and Manufacturing Representatives</b>												
Tallman Equipment Company	34	.50-4C	30%	33%	6%	6%	12%	4%	0%	4%	0%	8%
Walker and Associates, Inc.	21	1.0-4C	40%	19%	6%	7%	7%	1%	0%	1%	3%	3%
Category averages:			35%	26%	6%	7%	10%	3%	0%	3%	2%	6%
<b>Energy Storage</b>												
Convergent Energy + Power	42	.66-4C	36%	31%	10%	15%	9%	3%	1%	3%	0%	0%
<b>Engineering Consulting</b>												
FiberRise	39	1.0-4C	54%	30%	13%	9%	9%	0%	1%	2%	2%	0%

(continued)

Base = 241

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



	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
<b>Information Technology</b>												
FiberRise	39	1.0-4C	54%	30%	13%	9%	9%	0%	1%	2%	2%	0%
NISC	Cvr 2	1.0-4C	70%	28%	5%	6%	4%	1%	5%	3%	11%	6%
Category averages:			62%	29%	9%	8%	7%	1%	3%	3%	7%	3%
<b>Lighting</b>												
Sensus, a xylem brand	6	1.0-4C	55%	26%	8%	6%	7%	0%	4%	2%	3%	3%
<b>Mapping/GIS</b>												
Osmose Utilities Services, Inc.	36	.50-4C	59%	28%	3%	7%	5%	2%	4%	4%	5%	4%
SEDC	Cvr 4	1.0-4C	52%	24%	5%	8%	7%	1%	3%	1%	4%	2%
Category averages:			56%	26%	4%	8%	6%	2%	4%	3%	5%	3%
<b>Marketing Services</b>												
Pivot Group	15	1.0-4C	45%	32%	13%	4%	9%	0%	5%	0%	3%	5%
<b>Meters</b>												
Sensus, a xylem brand	6	1.0-4C	55%	26%	8%	6%	7%	0%	4%	2%	3%	3%
TSTM	45	1.0-4C	46%	21%	9%	6%	7%	0%	2%	1%	1%	1%
Category averages:			51%	24%	9%	6%	7%	0%	3%	2%	2%	2%
<b>Pole Inspection &amp; Treatment</b>												
Osmose Utilities Services, Inc.	36	.50-4C	59%	28%	3%	7%	5%	2%	4%	4%	5%	4%
<b>Signs</b>												
Rice Signs, LLC	38	.25-B/W	31%	29%	6%	10%	8%	0%	6%	0%	0%	4%
<b>Substation Construction</b>												
ULS, Asplundh Construction Div	40	.50-4C	43%	29%	8%	6%	5%	1%	3%	4%	4%	3%
<b>Substation Equipment</b>												
S&C Electric Company	2	1.0-2C	54%	31%	9%	9%	7%	0%	2%	3%	4%	3%

(continued)

Base = 241



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

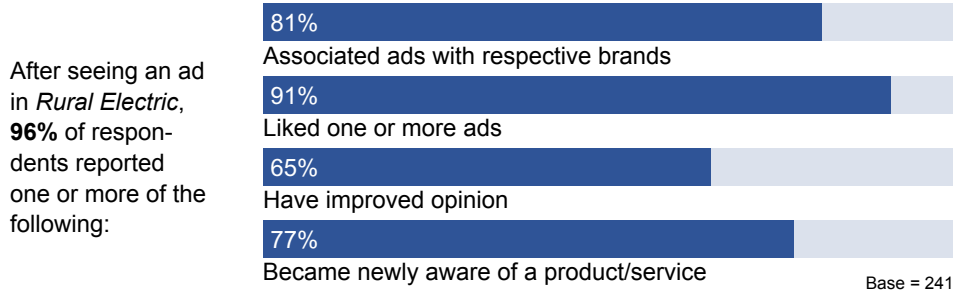


	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
<b>System Engineering &amp; Design</b>												
FiberRise	39	1.0-4C	54%	30%	13%	9%	9%	0%	1%	2%	2%	0%
<b>T&amp;D Line Construction</b>												
ULS, Asplundh Construction Div	40	.50-4C	43%	29%	8%	6%	5%	1%	3%	4%	4%	3%
Team Fishel	4	1.0-4C	49%	27%	12%	7%	9%	1%	2%	4%	1%	1%
Asplundh Tree Expert LLC	14	.50-4C	61%	21%	4%	5%	4%	2%	3%	4%	1%	2%
Category averages:			51%	26%	8%	6%	6%	1%	3%	4%	2%	2%
<b>T&amp;D System Equipment</b>												
Hubbell Power Systems	43	1.0-4C	50%	35%	10%	10%	8%	1%	0%	3%	5%	1%
S&C Electric Company	2	1.0-2C	54%	31%	9%	9%	7%	0%	2%	3%	4%	3%
Category averages:			52%	33%	10%	10%	8%	1%	1%	3%	5%	2%
<b>Telecommunications</b>												
TWN	41	1.0-4C	38%	34%	13%	10%	4%	0%	3%	1%	1%	4%
Corning	1	1.0-4C	58%	26%	6%	8%	8%	0%	4%	4%	1%	3%
Walker and Associates, Inc.	21	1.0-4C	40%	19%	6%	7%	7%	1%	0%	1%	3%	3%
Category averages:			45%	26%	8%	8%	6%	0%	2%	2%	2%	3%
<b>Transformer Pads</b>												
Nordic Fiberglass	13	.50-4C	44%	33%	8%	6%	8%	0%	6%	4%	4%	6%
TSTM	45	1.0-4C	46%	21%	9%	6%	7%	0%	2%	1%	1%	1%
Category averages:			45%	27%	9%	6%	8%	0%	4%	3%	3%	4%
<b>Vegetation Management</b>												
Asplundh Tree Expert LLC	14	.50-4C	61%	21%	4%	5%	4%	2%	3%	4%	1%	2%
<b>Wireless Communications</b>												
JVCKENWOOD USA Corporation	33	1.0-4C	32%	40%	6%	9%	9%	0%	2%	6%	8%	4%
												Base = 241

## Demographics: Influence and Action Totals

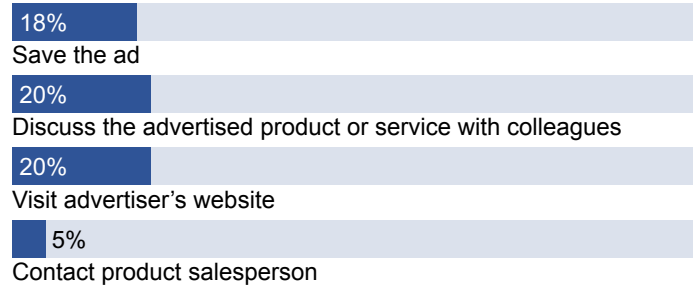


### Total ad influence for all studied ads

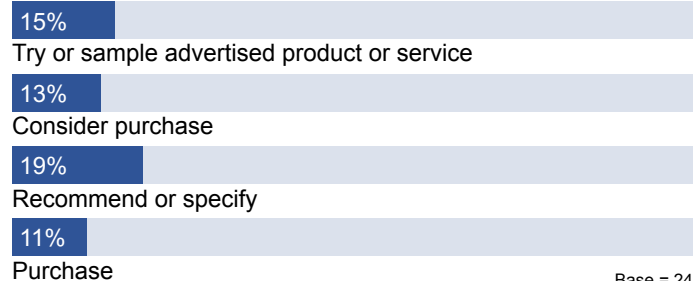


#### Total Buying Behavior 49%

Forty-nine percent (49%) of respondents indicated that after seeing an ad in *Rural Electric* they, or someone in their organization, have taken, or are likely to take, one or more of the following purchasing actions:

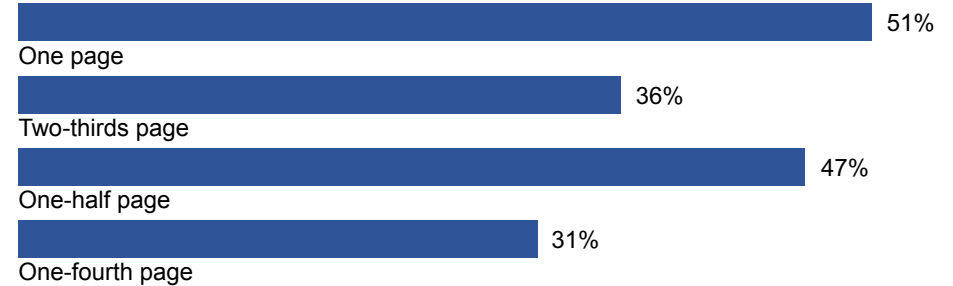


#### Preliminary Buying Behavior 37%



#### Active Buying Behavior 35%

### Ad scores by size



	Number of Ads	Recall Seeing	Read Some	Read Most
One page	16	51%	43%	34%
Two-thirds page	1	36%	39%	14%
One-half page	5	47%	42%	31%
One-fourth page	1	31%	39%	25%
<b>Issue averages:</b>		<b>49%</b>	<b>43%</b>	<b>32%</b>

Base = 241

### Consumers served

125,000 or more	.2%
75,000-124,999	.6%
50,000-74,999	.5%
25,000-49,999	.19%
10,000-24,999	.33%
5,000-9,999	.17%
0-4,999	.11%
Not applicable	.7%
No response	.0%

Base = 241

### Member type

Distribution	.93%
G&T	.7%
No response	.0%

Base = 241

## Demographics *continued*



### Company role/title

General Manager . . . . .	.24%
Accounting and Financial Services . . . . .	.15%
Marketing and Communications . . . . .	.12%
Member Services . . . . .	.10%
Human Resources . . . . .	.8%
Engineering Services . . . . .	.7%
Administrative Services . . . . .	.5%
Equipment Repairs and Operations . . . . .	.5%
Operations . . . . .	.5%
Legal and Compliance . . . . .	.3%
Information Technology . . . . .	.2%
Power Production . . . . .	.2%
Procurement . . . . .	.1%
Subsidiary and Utility Services . . . . .	.1%
No response . . . . .	.0%

Base = 241

### Purchasing involvement

*Seventy-nine percent (79%)* of respondents report involvement in buying, recommending, specifying or approving one or more of the following products for their company:

Consulting Services . . . . .	.37%
AMI/AMR . . . . .	.33%
Outage Management Systems . . . . .	.31%
Customer Information Systems . . . . .	.29%
Bank/Lending Institution . . . . .	.28%
Insurance . . . . .	.28%
Signs . . . . .	.28%

Meter Data Management . . . . .	.27%
Tools . . . . .	.27%
Mapping/GIS . . . . .	.24%
Meters . . . . .	.24%
Pole Inspection & Treatment . . . . .	.24%
Call Centers . . . . .	.23%
SCADA . . . . .	.23%
Transformer Maintenance . . . . .	.23%
Buildings, Enclosures, Shelters . . . . .	.22%
Cables & Wires . . . . .	.22%
Lighting . . . . .	.22%
Protective Clothing . . . . .	.22%
Renewable Energy . . . . .	.22%
Mobile Workforce Management . . . . .	.21%
Vegetation Management . . . . .	.20%
Wireless Communications . . . . .	.20%
T&D System Equipment . . . . .	.18%
Test Equipment . . . . .	.18%
Distributed Generation . . . . .	.17%
Power Theft Prevention . . . . .	.17%
T&D Line Construction . . . . .	.17%
Transformer Pads . . . . .	.17%
Wildlife Protection . . . . .	.17%
Distribution Automation Equipment . . . . .	.15%
Substation Security . . . . .	.14%
Equipment Distributor . . . . .	.11%
Cable Restoration . . . . .	.9%
Meter Recycling . . . . .	.9%
None of the above . . . . .	.21%
No response . . . . .	.0%

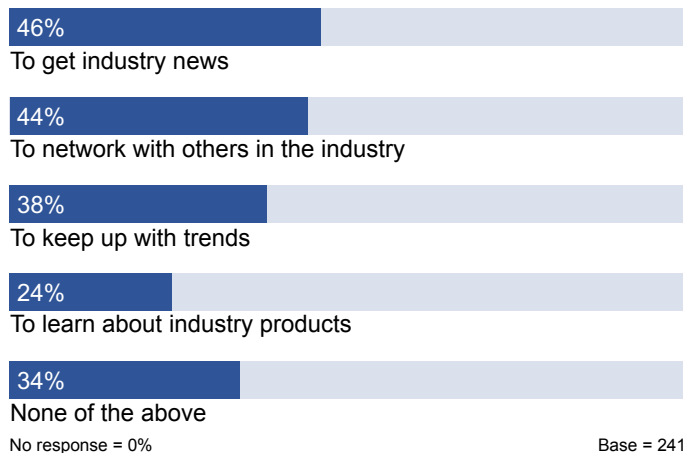
Base = 241

## Demographics: Social Media



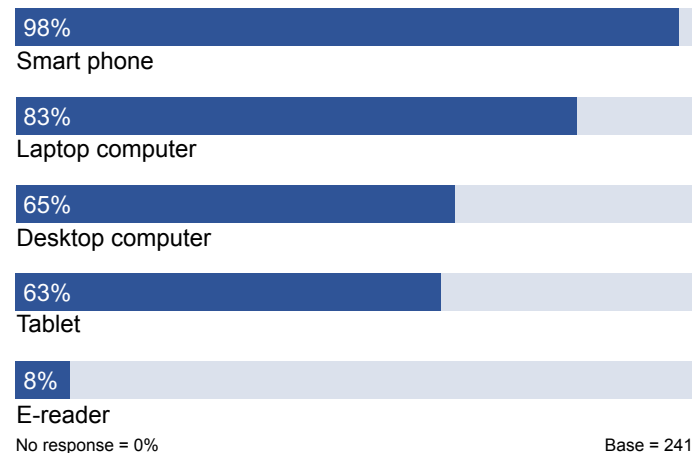
### Professional use of social media

Sixty-six percent (66%) of Rural Electric respondents report one or more of these reasons for using social media.



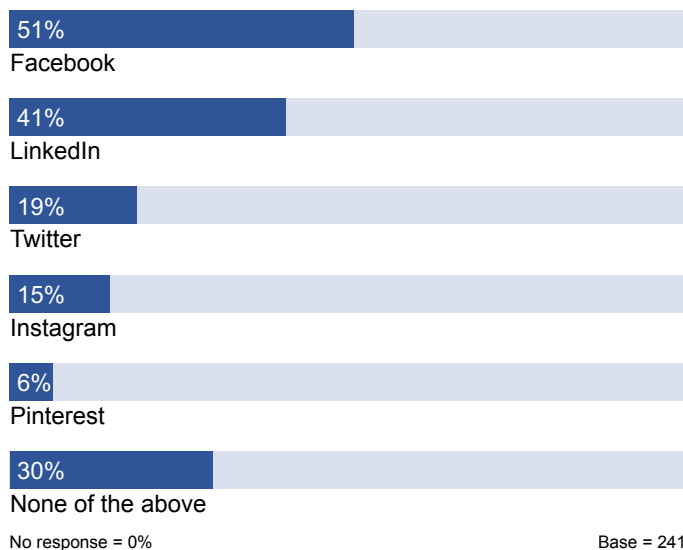
### Digital devices owned or used by respondents

One hundred percent (100%) of Rural Electric respondents report having access to one or more of these digital devices.



### Social media platforms used for work

Seventy percent (70%) of Rural Electric respondents report using one or more of these social media platforms for work.



# 2020

## Ad Study Schedule

Reserve your space now!

**March**  
closing  
January 24

**June**  
closing  
April 24

**September**  
closing  
July 24

**December**  
closing  
October 23

Contact your Rural Electric sales representative now to reserve your space in the next ad study issue.

Rural Electric reserves the right to change this research schedule without notice.

## About mediaViewPro



### about mediaViewPro™

#### Independent Ad Campaign Analytics

##### What are some of the concepts behind mediaViewPro 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 mediaViewPro 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

**BAXTER**  
RESEARCH CENTER

## About mediaViewPro: Methodology



### about mediaViewPro™ Independent Ad Campaign Analytics

Baxter Research Center Inc.'s (BRC) *mediaViewPro* study programs are conducted on-line using accepted advertising and editorial reader research methods and practices.

The reader panel was selected from the sponsoring publication's qualified circulation of 19,994\* 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.

\* December 2019 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.



#### National Rural Electric Cooperative Association (NRECA)

**Editor**  
Scot Hoffman

4301 Wilson Blvd.  
Arlington, VA 22203  
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Fax: 703-907-5531



*Rural Electric (RE) Magazine*, the flagship publication of the National Rural Electric Cooperative Association (NRECA), is written for CEOs, directors and front-line employees in the electric cooperative industry, which includes distribution cooperatives; generation and transmission cooperatives; public power districts; and public utility districts. Articles include case studies of technological deployments and analysis of regulatory and power supply issues affecting cooperatives and the 42 million-plus consumer-members they serve, across 47 states.

Baxter Research Center Inc. (BRC)  
is a leading provider of independent,  
mixed-media audience analytics.

BRC's audience metrics guide, optimize  
and inspire ad-campaign effectiveness in  
print, digital and online media.

**BAXTER**  
RESEARCH CENTER

# mediaViewPro™

Independent Ad Campaign Analytics

Reader comments are collected when respondents who recall seeing, reading some, or reading most of an ad, are asked, "Do you like this ad?"

Depending on the answer, respondents are then asked:

"Please tell us why you like this ad"

or

"Please tell us why you don't like this ad"

Total ad comments: ..... 19

Liked the ad:..... 16

Did not like the ad: ..... 02

Did not like or dislike the ad: ..... 01



**Osmose Utilities Services, Inc.**

Page: 36

## Osmose Utilities Services, Inc.

June 2020

Page: 36

### Verbatim Comments: Liked the ad

1. Good ad. Not too busy, but still informative. —
2. Great field crews!! — assistant GM/Operations Mgr
3. Well done imagery and layout — attorney
4. Nice graphic use. — Communication Specialist
5. Again, this ad reinforces the services of this company that occur on a national scale, which reinforces confidence in a company we utilize at our cooperative. — Director of Business Development and Communications
6. Have a relationship with the vendor. — Director, System Engineering
7. Great company — Executive Director - Engineering
8. I know of company. We buy poles from them sometimes. — Manager of administrative Services
9. Promotes pole inspections — Manager of Marketing and Member Services
10. Was not aware they did this kind of service, good to know! — Manager of Operations
11. Always interested in fiber and pole attachments. — office Manager



**Osmose Utilities Services, Inc.**

June 2020

Page: 36

[Verbatim Comments: Liked the ad](#)

- 12. recognize the company — Operations Manager
- 13. I work on easement issues. — System Counsel
- 14. Stood Out — Trans. and Substation Eng. Director
- 15. The statement grabs your attention (if applicable) and a simple explanation of what they do. — Vice President of information Technology, Communication and COOperative Services
- 16. good use of icons and fewer words — VP of Marketing and Business Development

**Osmose Utilities Services, Inc.**

June 2020

Page: 36

Verbatim Comments: [Did not like the ad](#)

1. covers up a good photo with a box. :) — Public Relations Director
2. I noticed the power line in the picture otherwise I would not have even noticed it — Svp/Finance & administration



**Osmose Utilities Services, Inc.**

June 2020

Page: 36

Verbatim Comments: Did not like or dislike the ad

1. READ SOME — Member Service Rep.