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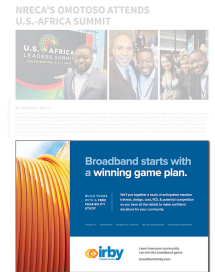
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**85%** | Make the ad-brand connection  
Like the ad  
Have more favorable opinion  
And/or are newly aware

**23%** | Report one or more  
buying actions



Ad Exposure	Ad Engagement	Ad Involvement
Saw the Ad	Read Some	Read Most
<b>44%</b>	<b>30%</b>	<b>38%</b>

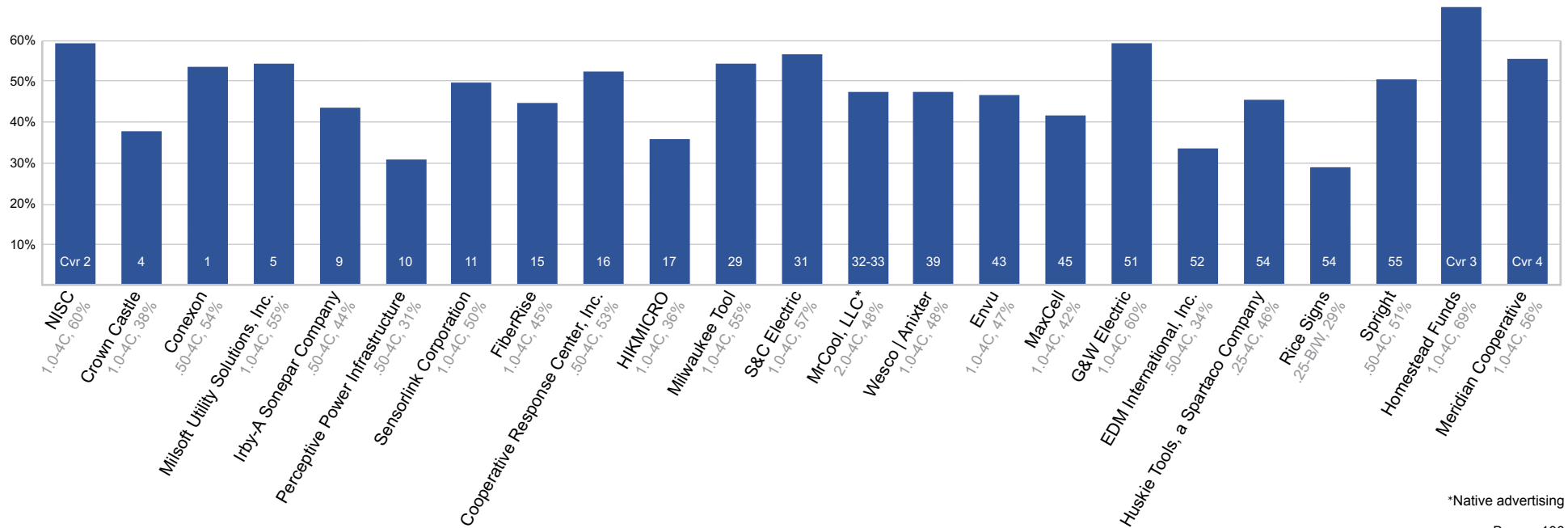
Audience Engagement			
Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
<b>55%</b>	<b>60%</b>	<b>30%</b>	<b>38%</b>

Preliminary Buying Actions			
Save Ad	Discuss the Ad	Visit Ad's Website	Request More Information
<b>0%</b>	<b>11%</b>	<b>6%</b>	<b>4%</b>

Active Buying Actions			
Try Product/Service	Consider Use/Purchase	Recommend or Specify	Purchase
<b>2%</b>	<b>2%</b>	<b>6%</b>	<b>4%</b>



## Executive Summary: Ad Traffic by Page Number



\*Native advertising

Base = 106

## 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
Homestead Funds — Cvr 3	69%	MaxCell — 45	42%	89%	Milwaukee Tool — 29	55%	39%
G&W Electric — 51	60%	Homestead Funds — Cvr 3	69%	86%	MrCool, LLC — 32-33	48%	35%
NISC — Cvr 2	60%	Sensorlink Corporation — 11	50%	85%	G&W Electric* — 51	60%	32%
S&C Electric — 31	57%	Irby-A Sonepar Company — 9	44%	85%	Sensorlink Corporation — 11	50%	32%
Meridian Cooperative — Cvr 4	56%	S&C Electric — 31	57%	84%	Cooperative Response... — 16	53%	30%
Milsoft Utility Solutions, Inc. — 5	55%	NISC — Cvr 2	60%	83%	Spright — 55	51%	28%
Milwaukee Tool — 29	55%	Milwaukee Tool — 29	55%	83%	Homestead Funds — Cvr 3	69%	26%
Conexon — 4	54%	Huskie Tools, a Spartaco... — 54	46%	81%	HIKMICRO — 17	36%	26%
Cooperative Response Center, Inc. — 16	53%	Meridian Cooperative — Cvr 4	56%	80%	S&C Electric — 31	57%	25%
Spright — 55	51%	Milsoft Utility Solutions, Inc. — 5	55%	80%	Meridian Cooperative — Cvr 4	56%	25%

## 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

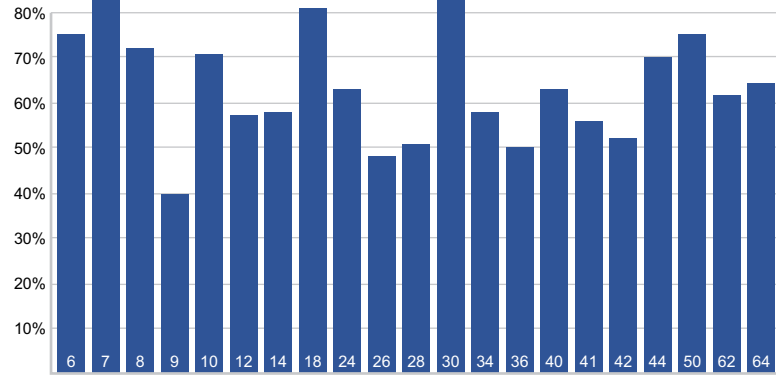
One or More Buying Actions, or Audience Involvement, represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad further influenced their buying actions. These audience members saw an ad and indicated that they, or someone in their organization either 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 6.

	Page Number	Recall Seeing	Read Some	Read Most
NEWS+ ANALYSIS: NRECA's political action committee...	6	75%	72%	61%
INFOGRAPHIC: Grow houses	7	85%	73%	73%
NEWS+ ANALYSIS: Co-op stand-down honors fallen...	8	72%	82%	58%
NEWS+ ANALYSIS: NRECA's Omotosa attends US...	9	40%	50%	20%
NEWS+ ANALYSIS: Co-op cyber goals	10	71%	75%	36%
CO-OP FORUM: Why did you adopt a Member Loyalty...	12	57%	67%	47%
BEHIND THE SCENES: Retail choice	14	58%	69%	40%
COVER STORY: 'Co-ops need to be prepared'	18	81%	84%	59%
FEATURE STORY: The Member Loyalty Index	24	63%	73%	54%
PUBLIC POLICY	26	48%	83%	38%
LAWMAKER PROFILE: Rep. John Curtis	28	51%	47%	50%
CO-OP SHOTS: 2022 photo of the year	30	83%	60%	62%
THINKING BIG: 'It opened some eyes'	34	58%	72%	43%
ECH INSIGHTS: Highlighted goals and solutions	36	50%	66%	30%
TECH INSIGHTS: Heat pump tech	40	63%	62%	59%
TECH INSIGHTS: Paperless billing	41	56%	55%	58%
TECH INSIGHTS: Consumer segmentation	42	52%	56%	24%
NEW PRODUCTS	44	70%	59%	22%
CO-OP PEOPLE	50	75%	77%	50%
NEW EMPLOYEE SPOTLIGHT: Zach Finn	62	62%	66%	46%
CLOSING THOUGHTS: A new PAC identity	64	64%	78%	44%

Base = 106

### 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



RE has been invaluable over the years as a trusted resource for industry trends, best practices, products and technology, HR issues, legislative information, workforce development and a variety of other topics.

—CEO/General Manager

I work in the electrical industry and the magazine covers the latest trends and visions for the future.

—Communications Specialist

[Rural Electric Magazine] helps keep me to keep up-to-date with what's happening with co-ops across the country.

—President/CEO

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

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

<p><b>Frequency</b></p> <ul style="list-style-type: none"> <li>4 of 4 most recent issues . . . . . 45%</li> <li>3 of 4 most recent issues . . . . . 25%</li> <li>2 of 4 most recent issues . . . . . 25%</li> <li>1 of 4 most recent issues . . . . . 5%</li> <li>No response . . . . . 0%</li> </ul> <p>Base = 106</p>	<p><b>When read</b></p> <ul style="list-style-type: none"> <li>Same day the issue is received . . . . 13%</li> <li>Within three days . . . . . 41%</li> <li>Within a week . . . . . 31%</li> <li>One week or later . . . . . 15%</li> <li>No response . . . . . 0%</li> </ul> <p>Base = 106</p>
<p><b>Time spent reading</b></p> <ul style="list-style-type: none"> <li>45 minutes or more . . . . . 11%</li> <li>30 - 44 minutes . . . . . 25%</li> <li>15 - 29 minutes . . . . . 42%</li> <li>Less than 15 minutes . . . . . 22%</li> <li>No response . . . . . 0%</li> </ul> <p>Base = 106</p>	<p><b>How often each issue is read</b></p> <ul style="list-style-type: none"> <li>4 or more times . . . . . 12%</li> <li>3 times . . . . . 21%</li> <li>2 times . . . . . 39%</li> <li>1 time . . . . . 28%</li> <li>No response . . . . . 0%</li> </ul> <p>Base = 106</p>
<p><b>Respondents rate <i>Rural Electric</i></b></p> <ul style="list-style-type: none"> <li>Personal favorite . . . . . 9%</li> <li>Very important . . . . . 34%</li> <li>Important . . . . . 37%</li> <li>Somewhat important . . . . . 18%</li> <li>Not important . . . . . 2%</li> <li>No response . . . . . 0%</li> </ul> <p>Base = 106</p>	<p><b>Pass-along readership</b></p> <p>Respondents report that they pass along their issues of <i>Rural Electric</i> to a mean number of 1.1 other professionals.</p> <p><b>1.1</b> Other People</p> <p>Base = 106</p>

## 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>							
Wesco   Anixter	39	1.0-4C	48%	35%	35%	78%	20%
<b>Appliances</b>							
MrCool, LLC*	32-33	2.0-4C	48%	48%	48%	79%	35%
<b>Asset Management</b>							
Spright	55	.50-4C	51%	47%	33%	80%	28%
<b>Billing/Financial</b>							
Homestead Funds	Cvr 3	1.0-4C	69%	52%	44%	86%	26%
NISC	Cvr 2	1.0-4C	60%	40%	33%	83%	22%
Meridian Cooperative	Cvr 4	1.0-4C	56%	38%	29%	80%	25%
Perceptive Power Infrastructure	10	.50-4C	31%	32%	40%	75%	6%
Category averages:			54%	41%	37%	81%	20%
<b>Broadband Infrastructure</b>							
Conexon	4	.50-4C	54%	37%	40%	76%	12%
Crown Castle	1	1.0-4C	38%	34%	38%	78%	7%
Category averages:			46%	36%	39%	77%	10%
<b>Cables &amp; Wires</b>							
MaxCell	45	1.0-4C	42%	14%	17%	89%	9%
<b>Call Centers</b>							
Cooperative Response Center, Inc. (CRC)	16	.50-4C	53%	45%	38%	75%	30%
<b>Consulting Services</b>							
Conexon	4	.50-4C	54%	37%	40%	76%	12%
*Native advertising (continued)							
							Base = 106

## 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*



*I'm the CEO of a cooperative—I try to stay current on what NRECA is up to.*  
—President/CEO

*[I read Rural Electric Magazine] to get new ideas and see what is going on in industry.*  
—Administrator of Safety & Compliance

*I like the featured stories and new briefs informing us of important issues affecting cooperatives. The efficiency tips are always helpful too.*  
—Executive Assist./Human Resource

	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	60%	40%	33%	83%	22%
Meridian Cooperative	Cvr 4	1.0-4C	56%	38%	29%	80%	25%
Milsoft Utility Solutions, Inc.	5	1.0-4C	55%	45%	44%	80%	24%
Category averages:			57%	41%	35%	81%	24%
<b>Demand-Side Management</b>							
MrCool, LLC*	32-33	2.0-4C	48%	48%	48%	79%	35%
<b>Distribution Automation Equipment</b>							
S&C Electric	31	1.0-4C	57%	35%	40%	84%	25%
<b>Engineering Consulting</b>							
FiberRise	15	1.0-4C	45%	51%	43%	77%	19%
<b>Fault Detection</b>							
Spright	55	.50-4C	51%	47%	33%	80%	28%
HIKMICRO	17	1.0-4C	36%	28%	10%	79%	26%
Category averages:			44%	38%	22%	80%	27%
<b>Heat Pumps</b>							
MrCool, LLC*	32-33	2.0-4C	48%	48%	48%	79%	35%
<b>Information Technology</b>							
NISC	Cvr 2	1.0-4C	60%	40%	33%	83%	22%
FiberRise	15	1.0-4C	45%	51%	43%	77%	19%
Category averages:			53%	46%	38%	80%	21%

\*Native advertising  
(continued)

Base = 106

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

*I read RE Magazine for industry information and innovations. I like to know what others are doing and what impacts co-ops across different areas of our country. Sometimes it is curiosity that makes me want to know, and other times it is different perspectives that interest me.*

—President/CEO

*There always seems to be some informative information that applies to my job. You are never too old to learn.*

—VP of Engineering

*[Rural Electric Magazine] helps me stay up-to-date with what is going on in the electric and co-op world, and at times bring new ideas back to my co-op.*

—Customer & Member Service Representative

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
<b>Mapping/GIS</b>							
Meridian Cooperative	Cvr 4	1.0-4C	56%	38%	29%	80%	25%
Milsoft Utility Solutions, Inc.	5	1.0-4C	55%	45%	44%	80%	24%
Category averages:			56%	42%	37%	80%	25%
<b>Meters</b>							
Irby-A Sonepar Company	9	.50-4C	44%	30%	38%	85%	23%
<b>Mobile Workforce Management</b>							
Milsoft Utility Solutions, Inc.	5	1.0-4C	55%	45%	44%	80%	24%
<b>Outage Management Systems</b>							
Milsoft Utility Solutions, Inc.	5	1.0-4C	55%	45%	44%	80%	24%
<b>Pole Inspection &amp; Treatment</b>							
Spright	55	.50-4C	51%	47%	33%	80%	28%
<b>Pole Line Hardware</b>							
Irby-A Sonepar Company	9	.50-4C	44%	30%	38%	85%	23%
<b>Poles and Crossarms</b>							
Wesco   Anixter	39	1.0-4C	48%	35%	35%	78%	20%
<b>Safety</b>							
Milwaukee Tool	29	1.0-4C	55%	44%	50%	83%	39%
Irby-A Sonepar Company	9	.50-4C	44%	30%	38%	85%	23%
Category averages:			50%	37%	44%	84%	31%
<b>Signs</b>							
Rice Signs	54	.25-B/W	29%	24%	0%	73%	10%

(continued)

Base = 106



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



[Rural Electric Magazine is] *the only publication that focuses on our industry and what may effect our members.*

—President/CEO

*I read Rural Electric Magazine to stay informed and see how different issues or applications may be applied to our cooperative/Tribal Utility Authority.*

—General Manager

*I work for a statewide association and [Rural Electric Magazine] helps me understand what triumphs and challenges the co-ops are facing*

—Benefit Trust & HR Manager

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
<b>Substation Equipment</b>							
S&C Electric	31	1.0-4C	57%	35%	40%	84%	25%
<b>Substation Maintenance</b>							
HIKMICRO	17	1.0-4C	36%	28%	10%	79%	26%
<b>Supply Chain Solutions</b>							
Wesco   Anixter	39	1.0-4C	48%	35%	35%	78%	20%
<b>System Engineering &amp; Design</b>							
FiberRise	15	1.0-4C	45%	51%	43%	77%	19%
<b>T&amp;D Line Construction</b>							
Huskie Tools, a Spartaco Company	54	.25-4C	46%	28%	38%	81%	23%
<b>T&amp;D System Equipment</b>							
G&W Electric	51	1.0-4C	60%	45%	26%	79%	32%
S&C Electric	31	1.0-4C	57%	35%	40%	84%	25%
Huskie Tools, a Spartaco Company	54	.25-4C	46%	28%	38%	81%	23%
Category averages:			54%	36%	35%	81%	27%
<b>Telecommunications</b>							
Conexon	4	.50-4C	54%	37%	40%	76%	12%
MaxCell	45	1.0-4C	42%	14%	17%	89%	9%
Category averages:			48%	26%	29%	83%	11%
<b>Test Equipment</b>							
Milwaukee Tool	29	1.0-4C	55%	44%	50%	83%	39%
Sensorlink Corporation	11	1.0-4C	50%	40%	30%	85%	32%
HIKMICRO	17	1.0-4C	36%	28%	10%	79%	26%
Category averages:			47%	37%	30%	82%	32%

(continued)

Base = 106

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



*I enjoy staying in touch with my peers within the industry.*

—CEO/General Manager

*[I read Rural Electric Magazine for] insights to other cooperatives' interests around our country, as well as how they operate in comparison to my co-op. It keeps me up-to-date on trends in the industry.*

— VP of Human Resources

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
<b>Tools</b>							
Milwaukee Tool	29	1.0-4C	55%	44%	50%	83%	39%
Huskie Tools, a Spartaco Company	54	.25-4C	46%	28%	38%	81%	23%
Category averages:			51%	36%	44%	82%	31%
<b>Vegetation Management</b>							
Spright	55	.50-4C	51%	47%	33%	80%	28%
Envu	43	1.0-4C	47%	34%	31%	70%	14%
Category averages:			49%	41%	32%	75%	21%
<b>Wildlife Protection</b>							
EDM International, Inc.	52	.50-4C	34%	32%	27%	78%	22%

Base = 106

## 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>								
Wesco   Anixter	39	1.0-4C	48%	78%	53%	65%	37%	29%
<b>Appliances</b>								
MrCool, LLC*	32-33	2.0-4C	48%	79%	37%	63%	44%	48%
<b>Asset Management</b>								
Spright	55	.50-4C	51%	80%	41%	65%	35%	54%
<b>Billing/Financial</b>								
Homestead Funds	Cvr 3	1.0-4C	69%	86%	68%	77%	47%	22%
NISC	Cvr 2	1.0-4C	60%	83%	73%	78%	42%	14%
Meridian Cooperative	Cvr 4	1.0-4C	56%	80%	49%	75%	37%	36%
Perceptive Power Infrastructure	10	.50-4C	31%	75%	31%	44%	25%	50%
Category averages:			54%	81%	55%	69%	38%	31%
<b>Broadband Infrastructure</b>								
Crown Castle	1	1.0-4C	38%	78%	34%	63%	32%	51%
Conexon	4	.50-4C	54%	76%	41%	60%	33%	34%
Category averages:			46%	77%	38%	62%	33%	43%
<b>Cables &amp; Wires</b>								
MaxCell	45	1.0-4C	42%	89%	23%	55%	20%	68%
<b>Call Centers</b>								
Cooperative Response Center, Inc. (CRC)	16	.50-4C	53%	75%	54%	70%	46%	25%
<b>Consulting Services</b>								
Conexon	4	.50-4C	54%	76%	41%	60%	33%	34%
*Native advertising (continued)								
								Base = 106

**Definitions:**

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

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

Percentage totals may not equal 100, due to rounding.

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

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

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
<b>Customer Information Systems</b>								
NISC	Cvr 2	1.0-4C	60%	83%	73%	78%	42%	14%
Meridian Cooperative	Cvr 4	1.0-4C	56%	80%	49%	75%	37%	36%
Milsoft Utility Solutions, Inc.	5	1.0-4C	55%	80%	63%	75%	47%	25%
Category averages:			57%	81%	62%	76%	42%	25%
<b>Demand-Side Management</b>								
MrCool, LLC*	32-33	2.0-4C	48%	79%	37%	63%	44%	48%
<b>Distribution Automation Equipment</b>								
S&C Electric	31	1.0-4C	57%	84%	46%	70%	38%	44%
<b>Engineering Consulting</b>								
FiberRise	15	1.0-4C	45%	77%	29%	54%	25%	52%
<b>Fault Detection</b>								
Spright	55	.50-4C	51%	80%	41%	65%	35%	54%
HIKMICRO	17	1.0-4C	36%	79%	38%	62%	36%	51%
Category averages:			44%	80%	40%	64%	36%	53%
<b>Heat Pumps</b>								
MrCool, LLC*	32-33	2.0-4C	48%	79%	37%	63%	44%	48%
<b>Information Technology</b>								
NISC	Cvr 2	1.0-4C	60%	83%	73%	78%	42%	14%
FiberRise	15	1.0-4C	45%	77%	29%	54%	25%	52%
Category averages:			53%	80%	51%	66%	34%	33%
*Native advertising (continued)								
								Base = 106

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>Mapping/GIS</b>								
Meridian Cooperative	Cvr 4	1.0-4C	56%	80%	49%	75%	37%	36%
Milsoft Utility Solutions, Inc.	5	1.0-4C	55%	80%	63%	75%	47%	25%
Category averages:			56%	80%	56%	75%	42%	31%
<b>Meters</b>								
Irby-A Sonepar Company	9	.50-4C	44%	85%	55%	60%	30%	38%
<b>Mobile Workforce Management</b>								
Milsoft Utility Solutions, Inc.	5	1.0-4C	55%	80%	63%	75%	47%	25%
<b>Outage Management Systems</b>								
Milsoft Utility Solutions, Inc.	5	1.0-4C	55%	80%	63%	75%	47%	25%
<b>Pole Inspection &amp; Treatment</b>								
Spright	55	.50-4C	51%	80%	41%	65%	35%	54%
<b>Pole Line Hardware</b>								
Irby-A Sonepar Company	9	.50-4C	44%	85%	55%	60%	30%	38%
<b>Poles and Crossarms</b>								
Wesco   Anixter	39	1.0-4C	48%	78%	53%	65%	37%	29%
<b>Safety</b>								
Irby-A Sonepar Company	9	.50-4C	44%	85%	55%	60%	30%	38%
Milwaukee Tool	29	1.0-4C	55%	83%	83%	76%	51%	5%
Category averages:			50%	84%	69%	68%	41%	22%
<b>Signs</b>								
Rice Signs	54	.25-B/W	29%	73%	33%	53%	27%	40%

*(continued)*

Base = 106

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>Substation Equipment</b>								
S&C Electric	31	1.0-4C	57%	84%	46%	70%	38%	44%
<b>Substation Maintenance</b>								
HIKMICRO	17	1.0-4C	36%	79%	38%	62%	36%	51%
<b>Supply Chain Solutions</b>								
Wesco   Anixter	39	1.0-4C	48%	78%	53%	65%	37%	29%
<b>System Engineering &amp; Design</b>								
FiberRise	15	1.0-4C	45%	77%	29%	54%	25%	52%
<b>T&amp;D Line Construction</b>								
Huskie Tools, a Spartaco Company	54	.25-4C	46%	81%	58%	69%	44%	27%
<b>T&amp;D System Equipment</b>								
S&C Electric	31	1.0-4C	57%	84%	46%	70%	38%	44%
Huskie Tools, a Spartaco Company	54	.25-4C	46%	81%	58%	69%	44%	27%
G&W Electric	51	1.0-4C	60%	79%	51%	71%	44%	38%
Category averages:			54%	81%	52%	70%	42%	36%
<b>Telecommunications</b>								
MaxCell	45	1.0-4C	42%	89%	23%	55%	20%	68%
Conexon	4	.50-4C	54%	76%	41%	60%	33%	34%
Category averages:			48%	83%	32%	58%	27%	51%
<b>Test Equipment</b>								
Sensorlink Corporation	11	1.0-4C	50%	85%	55%	75%	47%	38%
Milwaukee Tool	29	1.0-4C	55%	83%	83%	76%	51%	5%
HIKMICRO	17	1.0-4C	36%	79%	38%	62%	36%	51%
Category averages:			47%	82%	59%	71%	45%	31%

*(continued)*

Base = 106

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>Tools</b>								
Milwaukee Tool	29	1.0-4C	55%	83%	83%	76%	51%	5%
Huskie Tools, a Spartaco Company	54	.25-4C	46%	81%	58%	69%	44%	27%
Category averages:			51%	82%	71%	73%	48%	16%
<b>Vegetation Management</b>								
Spright	55	.50-4C	51%	80%	41%	65%	35%	54%
Envu	43	1.0-4C	47%	70%	22%	52%	28%	56%
Category averages:			49%	75%	32%	59%	32%	55%
<b>Wildlife Protection</b>								
EDM International, Inc.	52	.50-4C	34%	78%	36%	61%	22%	47%

Base = 106

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



	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
<b>AMI/AMR</b>												
Wesco   Anixter	39	1.0-4C	48%	20%	4%	6%	8%	2%	0%	6%	4%	4%
<b>Appliances</b>												
MrCool, LLC*	32-33	2.0-4C	48%	35%	2%	13%	21%	4%	0%	6%	0%	0%
<b>Asset Management</b>												
Spright	55	.50-4C	51%	28%	4%	9%	11%	2%	0%	2%	2%	0%
<b>Billing/Financial</b>												
Homestead Funds	Cvr 3	1.0-4C	69%	26%	1%	10%	10%	4%	1%	3%	4%	1%
Meridian Cooperative	Cvr 4	1.0-4C	56%	25%	2%	5%	10%	0%	2%	2%	7%	0%
NISC	Cvr 2	1.0-4C	60%	22%	3%	5%	3%	2%	3%	3%	8%	2%
Perceptive Power Infrastructure	10	.50-4C	31%	6%	0%	0%	6%	0%	0%	0%	0%	0%
Category averages:			54%	20%	2%	5%	7%	2%	2%	2%	5%	1%

\*Native advertising

(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 = 106





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

	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
<b>Broadband Infrastructure</b>												
Conexon	4	.50-4C	54%	12%	3%	5%	5%	0%	0%	0%	0%	0%
Crown Castle	1	1.0-4C	38%	7%	0%	2%	5%	0%	0%	0%	0%	0%
Category averages:			46%	10%	2%	4%	5%	0%	0%	0%	0%	0%
<b>Cables &amp; Wires</b>												
MaxCell	45	1.0-4C	42%	9%	2%	5%	2%	0%	0%	0%	0%	0%
<b>Call Centers</b>												
Cooperative Response Center, Inc. (CRC)	16	.50-4C	53%	30%	5%	16%	7%	5%	0%	7%	2%	2%
<b>Consulting Services</b>												
Conexon	4	.50-4C	54%	12%	3%	5%	5%	0%	0%	0%	0%	0%
<b>Customer Information Systems</b>												
Meridian Cooperative	Cvr 4	1.0-4C	56%	25%	2%	5%	10%	0%	2%	2%	7%	0%
Milsoft Utility Solutions, Inc.	5	1.0-4C	55%	24%	2%	14%	3%	7%	3%	7%	3%	2%
NISC	Cvr 2	1.0-4C	60%	22%	3%	5%	3%	2%	3%	3%	8%	2%
Category averages:			57%	24%	2%	8%	5%	3%	3%	4%	6%	1%
<b>Demand-Side Management</b>												
MrCool, LLC*	32-33	2.0-4C	48%	35%	2%	13%	21%	4%	0%	6%	0%	0%
<b>Distribution Automation Equipment</b>												
S&C Electric	31	1.0-4C	57%	25%	5%	8%	8%	2%	0%	3%	2%	0%
<b>Engineering Consulting</b>												
FiberRise	15	1.0-4C	45%	19%	2%	13%	4%	0%	0%	0%	2%	0%

\*Native advertising  
(continued)

Base = 106

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

	Page	Size & Color	Exposure Recall Seeing	Involvement <b>One or More Buying Actions</b>	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
<b>Fault Detection</b>												
Spright	55	.50-4C	51%	28%	4%	9%	11%	2%	0%	2%	2%	0%
HIKMICRO	17	1.0-4C	36%	26%	5%	13%	3%	0%	0%	3%	3%	0%
Category averages:			44%	27%	5%	11%	7%	1%	0%	3%	3%	0%
<b>Heat Pumps</b>												
MrCool, LLC*	32-33	2.0-4C	48%	35%	2%	13%	21%	4%	0%	6%	0%	0%
<b>Information Technology</b>												
NISC	Cvr 2	1.0-4C	60%	22%	3%	5%	3%	2%	3%	3%	8%	2%
FiberRise	15	1.0-4C	45%	19%	2%	13%	4%	0%	0%	0%	2%	0%
Category averages:			53%	21%	3%	9%	4%	1%	2%	2%	5%	1%
<b>Mapping/GIS</b>												
Meridian Cooperative	Cvr 4	1.0-4C	56%	25%	2%	5%	10%	0%	2%	2%	7%	0%
Milsoft Utility Solutions, Inc.	5	1.0-4C	55%	24%	2%	14%	3%	7%	3%	7%	3%	2%
Category averages:			56%	25%	2%	10%	7%	4%	3%	5%	5%	1%
<b>Meters</b>												
Irby-A Sonepar Company	9	.50-4C	44%	23%	0%	11%	6%	4%	2%	2%	6%	4%
<b>Mobile Workforce Management</b>												
Milsoft Utility Solutions, Inc.	5	1.0-4C	55%	24%	2%	14%	3%	7%	3%	7%	3%	2%
<b>Outage Management Systems</b>												
Milsoft Utility Solutions, Inc.	5	1.0-4C	55%	24%	2%	14%	3%	7%	3%	7%	3%	2%
<b>Pole Inspection &amp; Treatment</b>												
Spright	55	.50-4C	51%	28%	4%	9%	11%	2%	0%	2%	2%	0%

\*Native advertising

*(continued)*

Base = 106

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

	Page	Size & Color	Exposure Recall Seeing	Involvement <b>One or More Buying Actions</b>	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
<b>Pole Line Hardware</b>												
Irby-A Sonepar Company	9	.50-4C	44%	23%	0%	11%	6%	4%	2%	2%	6%	4%
<b>Poles and Crossarms</b>												
Wesco   Anixter	39	1.0-4C	48%	20%	4%	6%	8%	2%	0%	6%	4%	4%
<b>Safety</b>												
Milwaukee Tool	29	1.0-4C	55%	39%	3%	17%	8%	5%	7%	19%	10%	10%
Irby-A Sonepar Company	9	.50-4C	44%	23%	0%	11%	6%	4%	2%	2%	6%	4%
Category averages:			50%	31%	2%	14%	7%	5%	5%	11%	8%	7%
<b>Signs</b>												
Rice Signs	54	.25-B/W	29%	10%	3%	3%	3%	0%	0%	0%	0%	0%
<b>Substation Equipment</b>												
S&C Electric	31	1.0-4C	57%	25%	5%	8%	8%	2%	0%	3%	2%	0%
<b>Substation Maintenance</b>												
HIKMICRO	17	1.0-4C	36%	26%	5%	13%	3%	0%	0%	3%	3%	0%
<b>Supply Chain Solutions</b>												
Wesco   Anixter	39	1.0-4C	48%	20%	4%	6%	8%	2%	0%	6%	4%	4%
<b>System Engineering &amp; Design</b>												
FiberRise	15	1.0-4C	45%	19%	2%	13%	4%	0%	0%	0%	2%	0%
<b>T&amp;D Line Construction</b>												
Huskie Tools, a Spartaco Company	54	.25-4C	46%	23%	2%	4%	10%	0%	4%	8%	4%	0%

*(continued)*

Base = 106

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

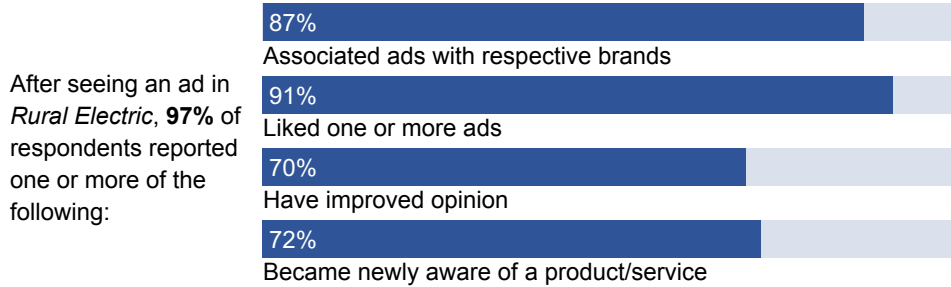
	Page	Size & Color	Exposure Recall Seeing	Involvement <b>One or More Buying Actions</b>	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
<b>T&amp;D System Equipment</b>												
G&W Electric	51	1.0-4C	60%	32%	0%	14%	8%	2%	2%	6%	8%	3%
S&C Electric	31	1.0-4C	57%	25%	5%	8%	8%	2%	0%	3%	2%	0%
Huskie Tools, a Spartaco Company	54	.25-4C	46%	23%	2%	4%	10%	0%	4%	8%	4%	0%
Category averages:			54%	27%	2%	9%	9%	1%	2%	6%	5%	1%
<b>Telecommunications</b>												
Conexon	4	.50-4C	54%	12%	3%	5%	5%	0%	0%	0%	0%	0%
MaxCell	45	1.0-4C	42%	9%	2%	5%	2%	0%	0%	0%	0%	0%
Category averages:			48%	11%	3%	5%	4%	0%	0%	0%	0%	0%
<b>Test Equipment</b>												
Milwaukee Tool	29	1.0-4C	55%	39%	3%	17%	8%	5%	7%	19%	10%	10%
Sensorlink Corporation	11	1.0-4C	50%	32%	2%	13%	8%	4%	2%	11%	2%	0%
HIKMICRO	17	1.0-4C	36%	26%	5%	13%	3%	0%	0%	3%	3%	0%
Category averages:			47%	32%	3%	14%	6%	3%	3%	11%	5%	3%
<b>Tools</b>												
Milwaukee Tool	29	1.0-4C	55%	39%	3%	17%	8%	5%	7%	19%	10%	10%
Huskie Tools, a Spartaco Company	54	.25-4C	46%	23%	2%	4%	10%	0%	4%	8%	4%	0%
Category averages:			51%	31%	3%	11%	9%	3%	6%	14%	7%	5%
<b>Vegetation Management</b>												
Spright	55	.50-4C	51%	28%	4%	9%	11%	2%	0%	2%	2%	0%
Envu	43	1.0-4C	47%	14%	2%	8%	4%	0%	0%	0%	0%	0%
Category averages:			49%	21%	3%	9%	8%	1%	0%	1%	1%	0%
<b>Wildlife Protection</b>												
EDM International, Inc.	52	.50-4C	34%	22%	3%	6%	8%	0%	0%	6%	3%	0%

Base = 106

# Demographics: Influence and Action Totals

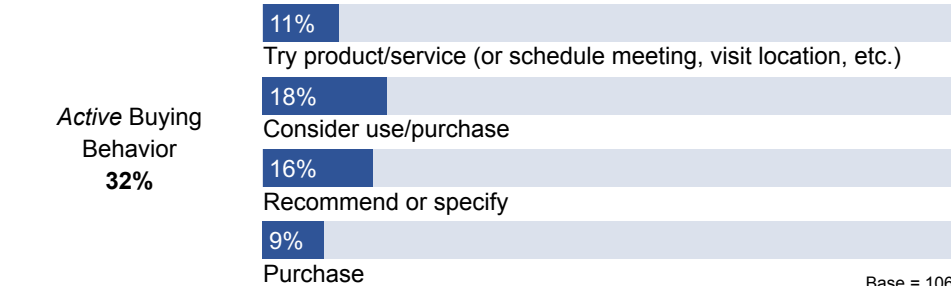
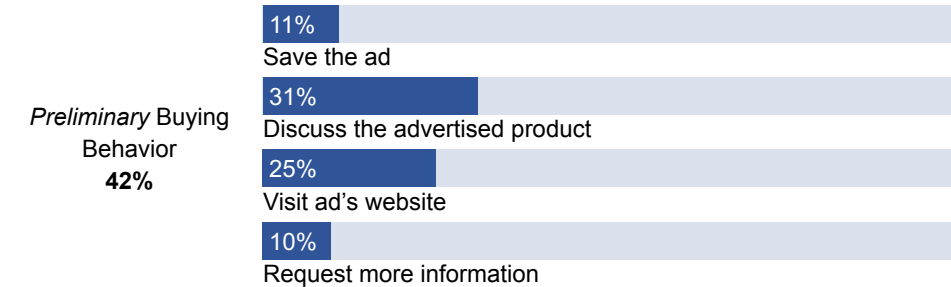


## Total ad influence for all studied ads



Base = 106

**Total Buying Behavior 52%** Fifty-two percent (52%) 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:



Base = 106

## Ad scores by size



	Number of Ads	Recall Seeing	Read Some	Read Most
Two pages	1	48%	48%	48%
One page	14	51%	38%	34%
One-half page	6	45%	37%	36%
One-fourth page	2	38%	26%	19%
<b>Issue Averages:</b>		<b>48%</b>	<b>37%</b>	<b>34%</b>

Base = 106

## Demographics: Reader Profile



### Company role/title

General Manager . . . . .	33%
Marketing and Communications . . . . .	12%
Engineering Services . . . . .	9%
Accounting and Financial Services . . . . .	7%
Administrative Services . . . . .	7%
Human Resources . . . . .	7%
Member Services . . . . .	7%
Equipment Repairs and Operations . . . . .	6%
Information Technology . . . . .	4%
Operations . . . . .	3%
Power Production . . . . .	2%
Accountant - Mid Level . . . . .	1%
Procurement . . . . .	1%
Telecommunications . . . . .	1%
Unknown . . . . .	0%
No response . . . . .	0%

Base = 106

### Consumers served

125,000 or more . . . . .	4%
75,000-124,999 . . . . .	6%
50,000-74,999 . . . . .	1%
25,000-49,999 . . . . .	12%
10,000-24,999 . . . . .	39%
5,000-9,999 . . . . .	22%
0-4,999 . . . . .	7%
Not applicable . . . . .	9%
No response . . . . .	0%

Base = 106

### Member type

Distribution . . . . .	90%
G&T . . . . .	7%
Statewide . . . . .	3%
Service . . . . .	0%
No response . . . . .	0%

Base = 106

## Demographics: Purchasing



### Purchasing involvement

*Eighty-three percent (83%)* of respondents report involvement in buying, recommending, specifying or approving one or more of the following products for their company:

AMI/AMR . . . . .	43%	Meters . . . . .	.30%
Outage Management Systems . . . . .	41%	Buildings, Enclosures, Shelters . . . . .	.29%
Consulting Services . . . . .	39%	Customer Information Systems . . . . .	.29%
Mapping/GIS . . . . .	39%	Mobile Workforce Management . . . . .	.28%
Pole Inspection & Treatment . . . . .	39%	Transformer Maintenance . . . . .	.28%
SCADA . . . . .	36%	Wildlife Protection . . . . .	.28%
Tools . . . . .	35%	Transformer Pads . . . . .	.27%
Lighting . . . . .	34%	Call Centers . . . . .	.26%
Test Equipment . . . . .	34%	Distribution Automation Equipment . . . . .	.23%
Renewable Energy . . . . .	33%	Wireless Communications . . . . .	.23%
Protective Clothing . . . . .	32%	Equipment Distributor . . . . .	.22%
Signs . . . . .	32%	T&D Line Construction . . . . .	.22%
Cables & Wires . . . . .	31%	T&D System Equipment . . . . .	.22%
Distributed Generation . . . . .	31%	Power Theft Prevention . . . . .	.20%
Insurance . . . . .	31%	Cable Restoration . . . . .	.17%
Meter Data Management . . . . .	31%	Meter Recycling . . . . .	.13%
Substation Security . . . . .	31%	None of the above . . . . .	.17%
Vegetation Management . . . . .	31%	No response . . . . .	.0%
Bank/Lending Institution . . . . .	30%		

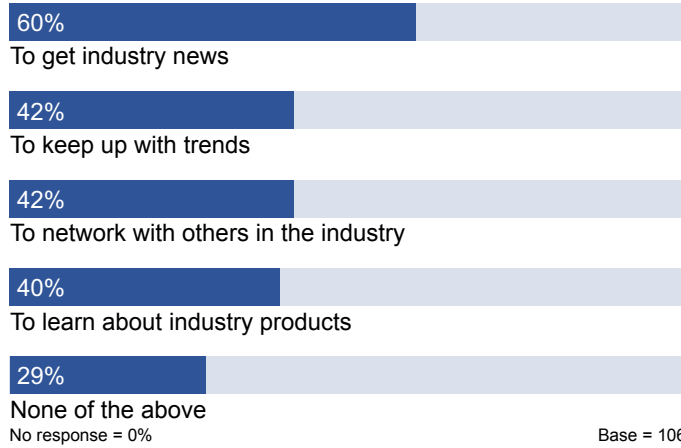
Base = 106

## Demographics: Social Media



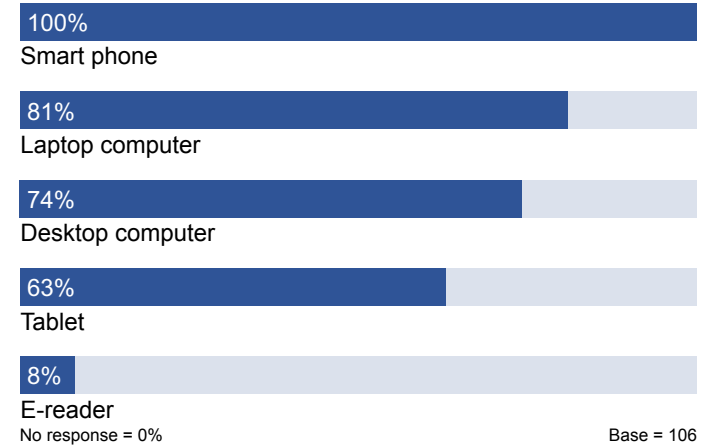
### Professional use of social media

Seventy-one percent (71%) of Rural Electric respondents report one or more of these reasons for using social media.



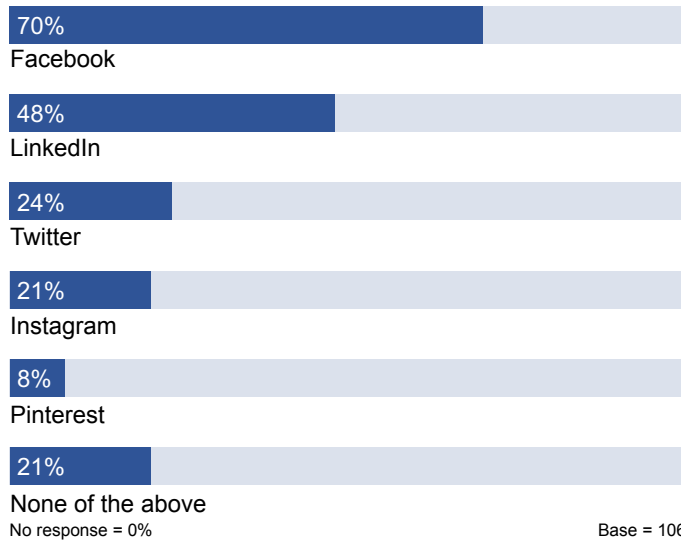
### Digital devices owned or used by respondents

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-one percent (71%) of Rural Electric respondents report using one or more of these social media platforms for work.



## Ad Study Schedule

Reserve your space now!

**March**  
closing  
January 26, 2023

**June**  
closing  
April 25, 2023

**September**  
closing  
July 25, 2023

**December**  
closing  
October 25, 2023

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 adViewPRO



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

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

### Why does adViewPRO focus on intermediate objectives?

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

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

### Total Ad Recall *Audience Exposure*

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

### Total Ad Influence *Audience Engagement*

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

### Total Buying Action *Audience Involvement*

#### Preliminary Buying Action

- Save the ad
- 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 19,581\* 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 2022 BPA Worldwide<sup>SM</sup> Brand Report

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*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.

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