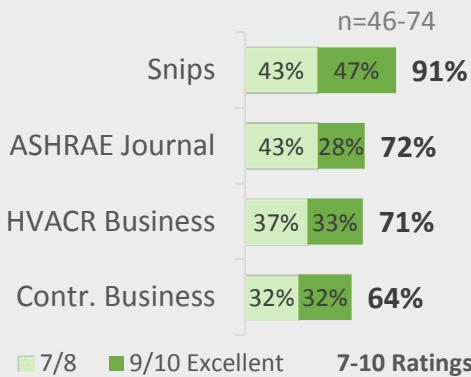
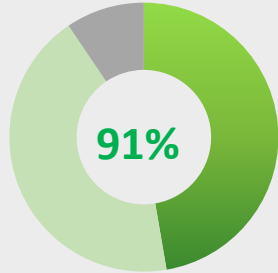


Subscriber Media Engagement

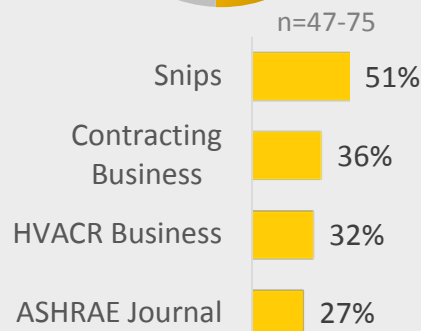
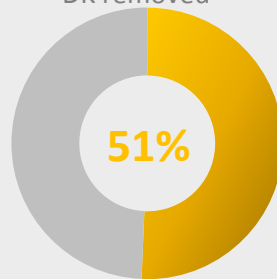
Overall Perception

Q340 (7-10 Ratings) n=74
DK removed



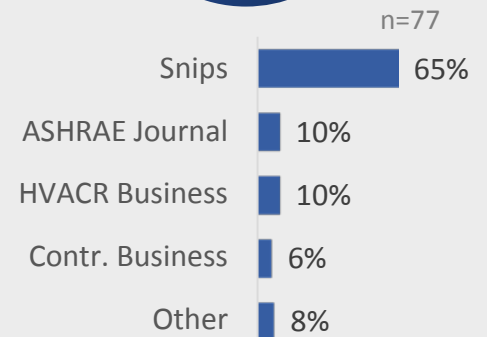
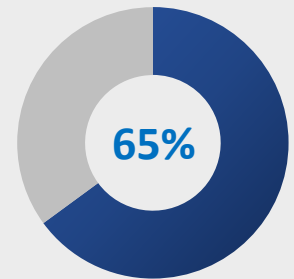
Recommend

Q350 (Top 2 Box) n=75
DK removed



Most Useful

Q330 n=77

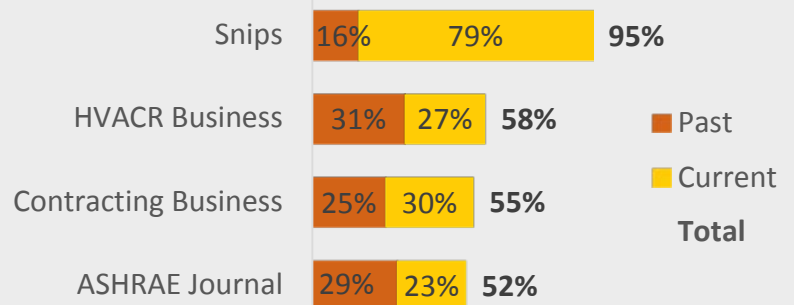


Note - Brand names truncated on some charts for better spacing

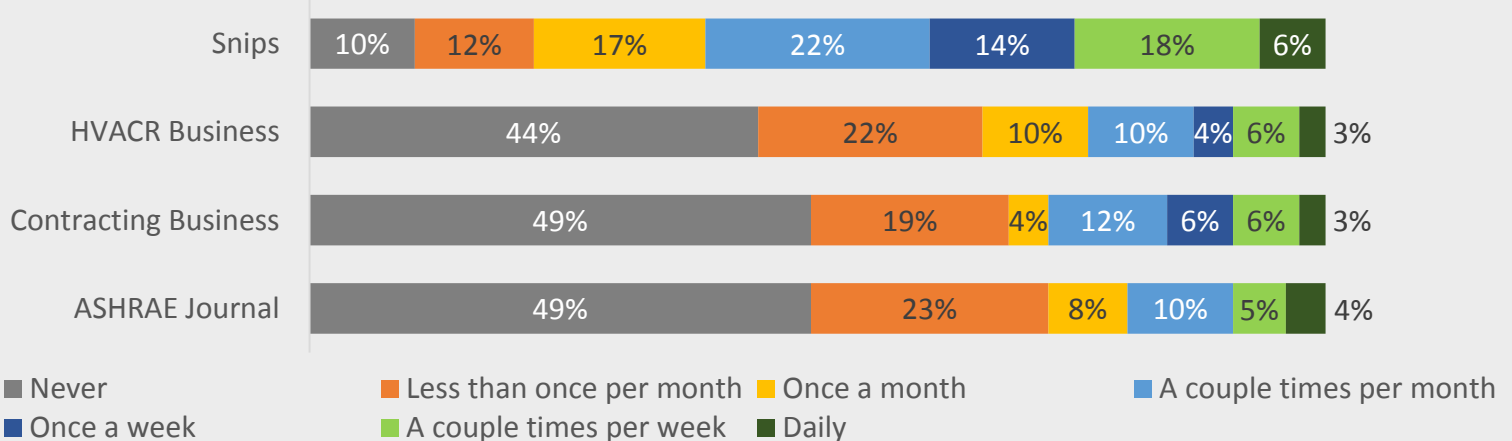
Awareness (Q200) n=77



Usage (Q200) n=77

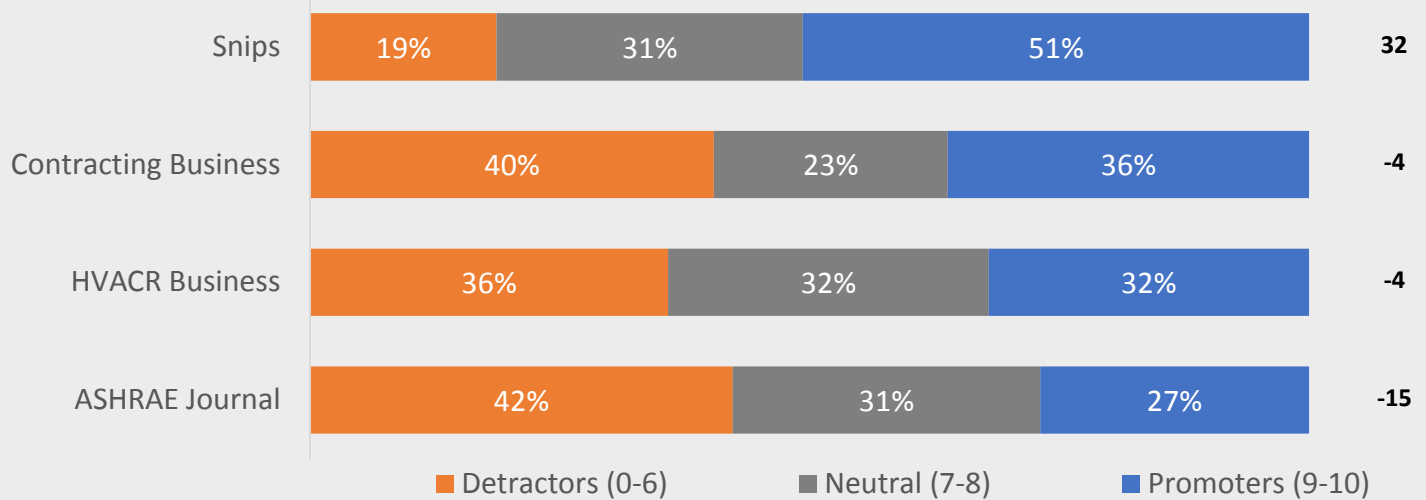


Interaction Frequency (Q210) n=77



Word-of-Mouth (NPS) (Q350) n=47-75

NPS



Improvements & Recommendations (Q360)

n=21* NA/No changes responses removed

- More videos (2)
- Add technical articles
- Better video offerings
- Continue to improve and work towards reporting advances in the construction industry and continue to provide detail articles
- Contractor spotlights
- Ensure that your content can easily be forwarded to others and that your past content can be found through a robust search function by keyword or subject
- Have more architectural sheet metal content
- I pretty much only read print format so your magazine is all I need unless I need to research further
- Keep original format for the online version of the magazine
- Keep up-to-date
- Make articles more relevant to readers
- Make it easier to print from the digital version; make it easier to cull out segments and forward only the sections that I want
- Maybe when manufactures are in the area to talk about their products
- More local industry events listed
- More publications available from experts in digital format; many people have no time to read anyway; so if I have a Netflix smorgasbord of tech journals in subscription but almost no time to read, that negates the vast selection; maybe a variable pricing when members do not use the offerings
- Present offerings that meet the needs of my organization and I can't add any details at this time
- Pricing
- Promote their website
- Provide information on my job such as duct layout tables, load calculation charts
- Provide more detailed/ technical articles

**Interpret with caution due to low sample size*

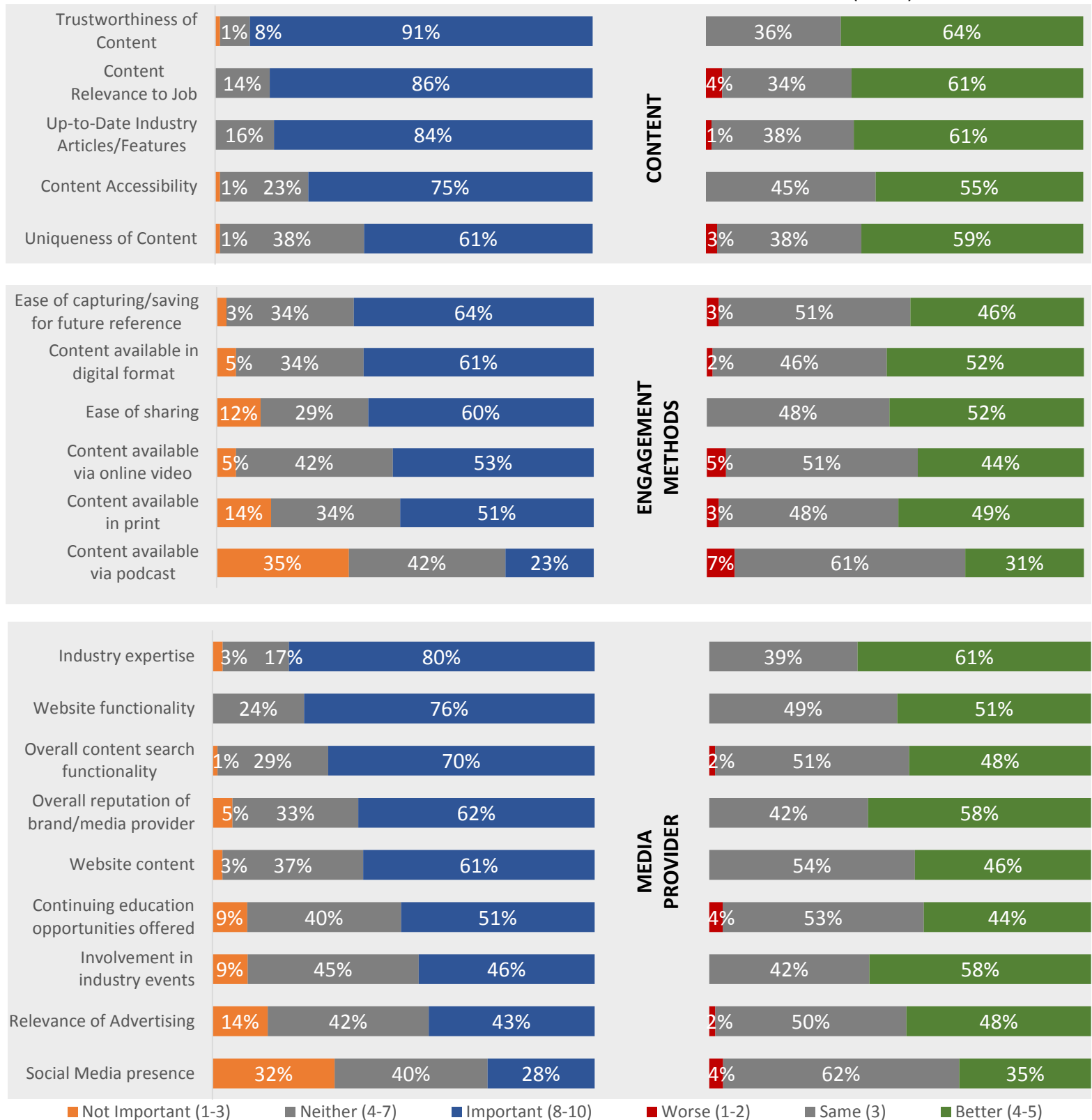
Media Source Selection Criteria

Important Attributes

(Q100) n=75-77

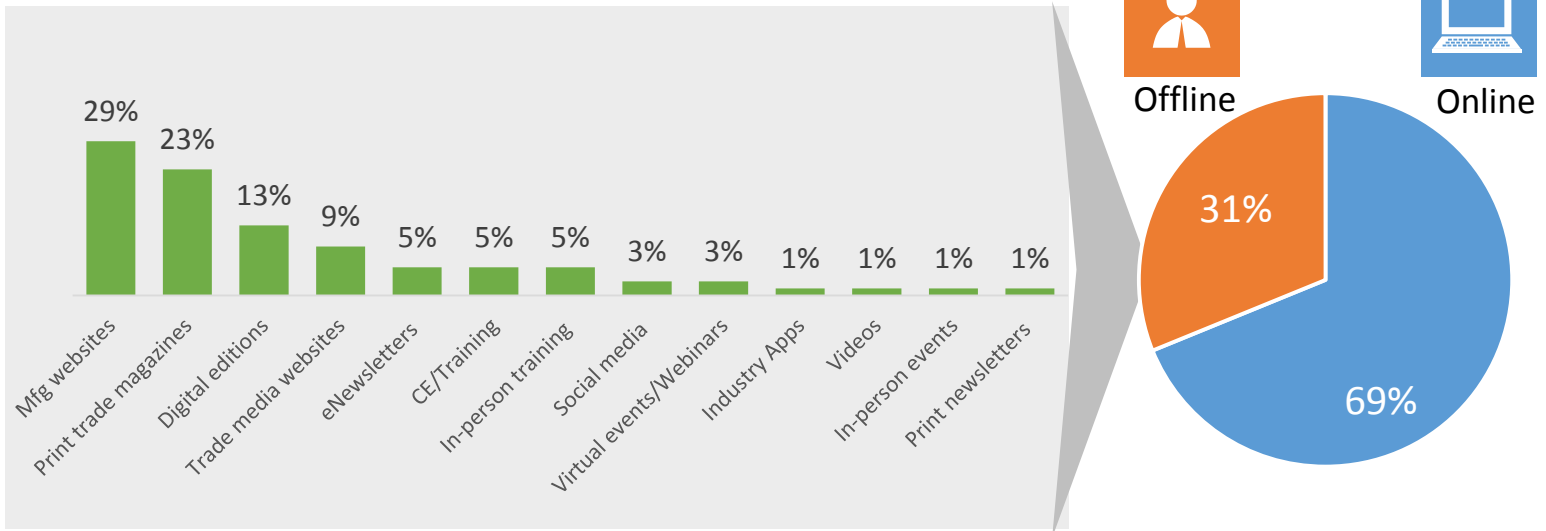
Snips vs. Competitor Performance

(Q300) n=54-70

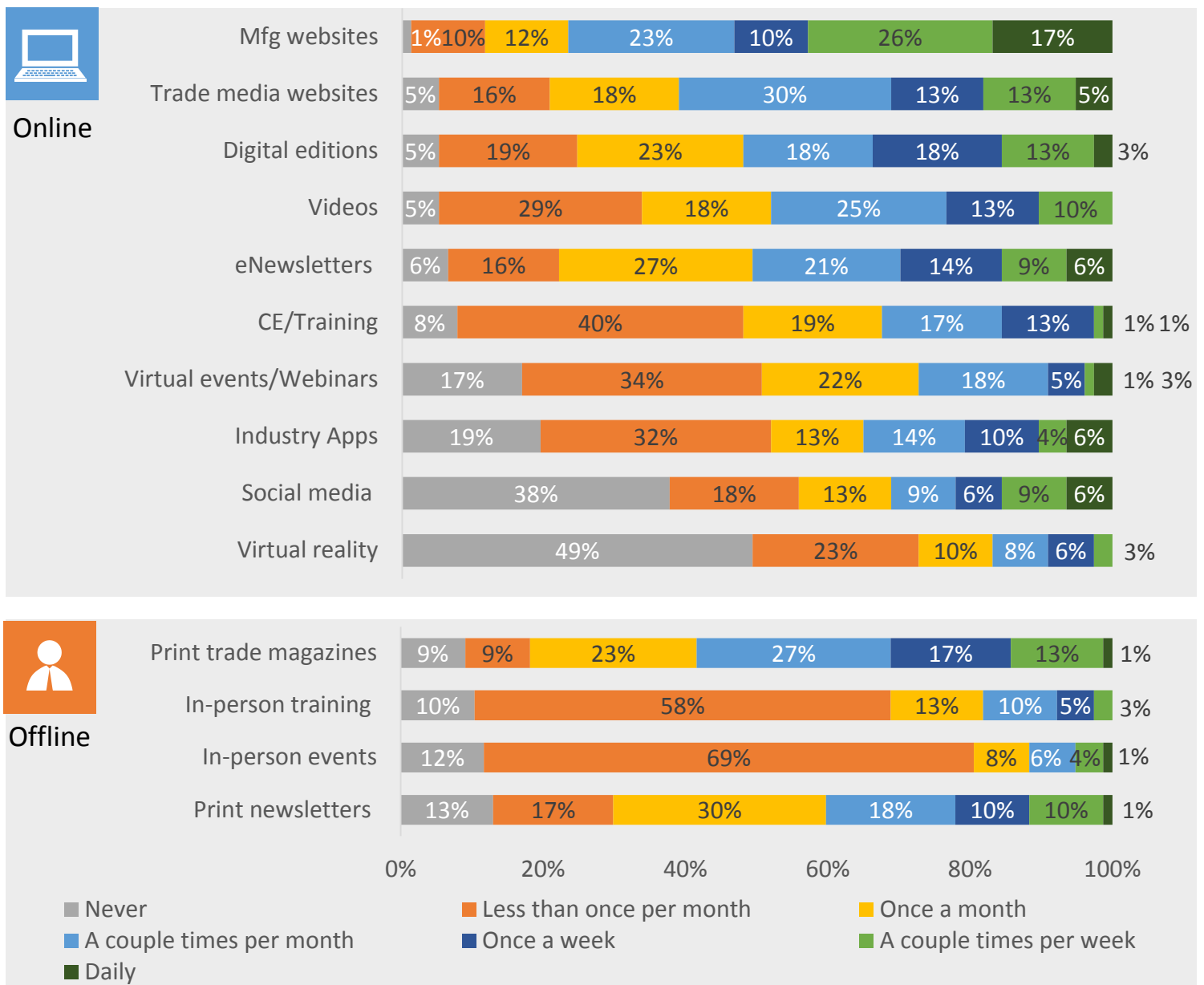


*NA/DK removed

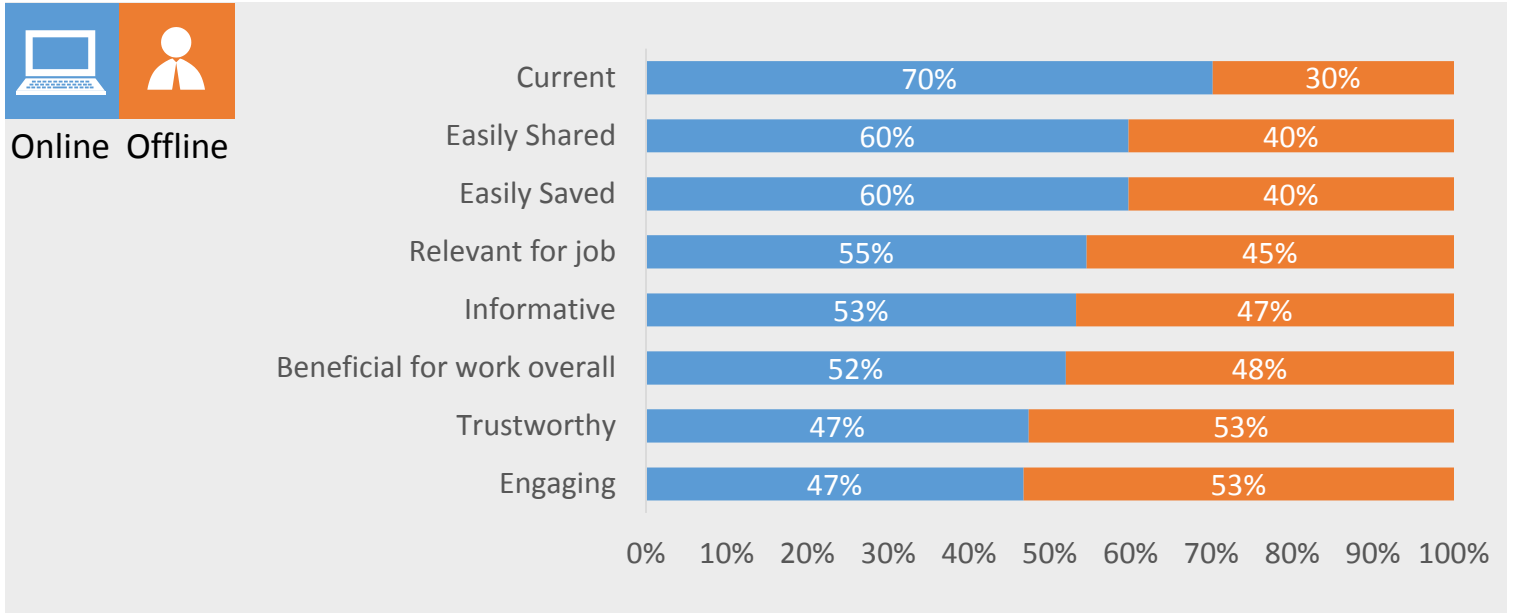
Top 10 Preferred Formats (Q420) n=77



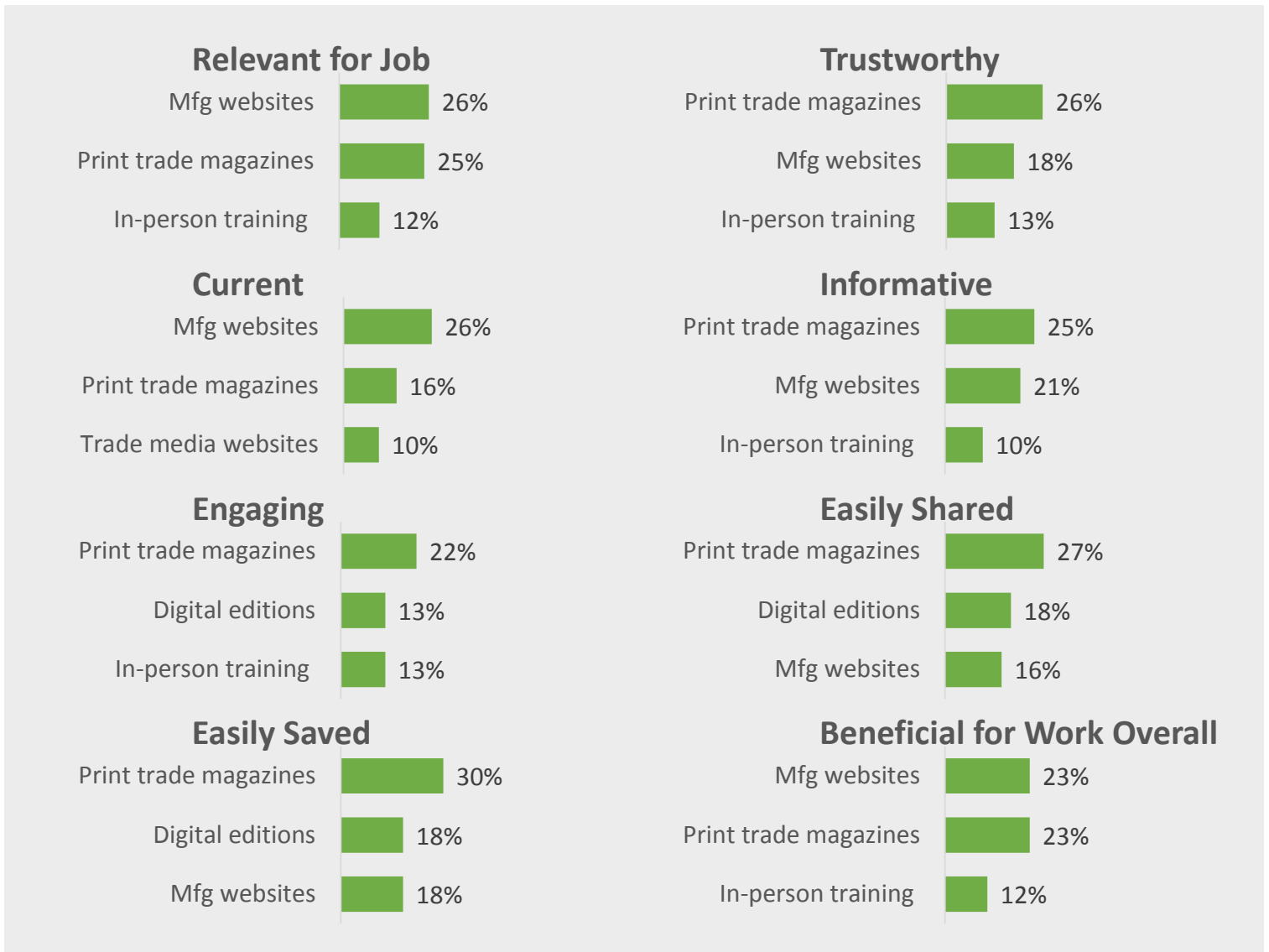
Interaction Expectations Next 12 Months (Q400) n=77



Online/Offline Formats Considered Most... (Q410) n=76-77



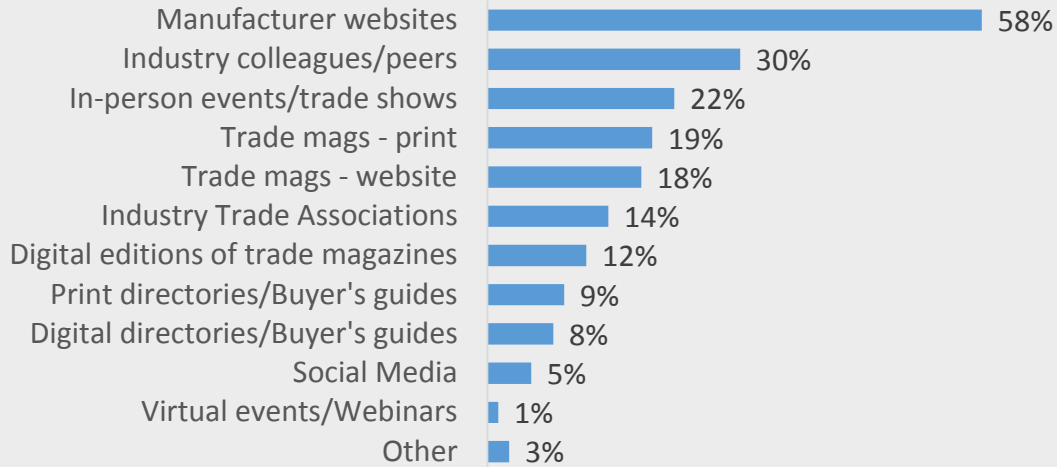
Top 3 Formats Considered Most... (Q410) n=77



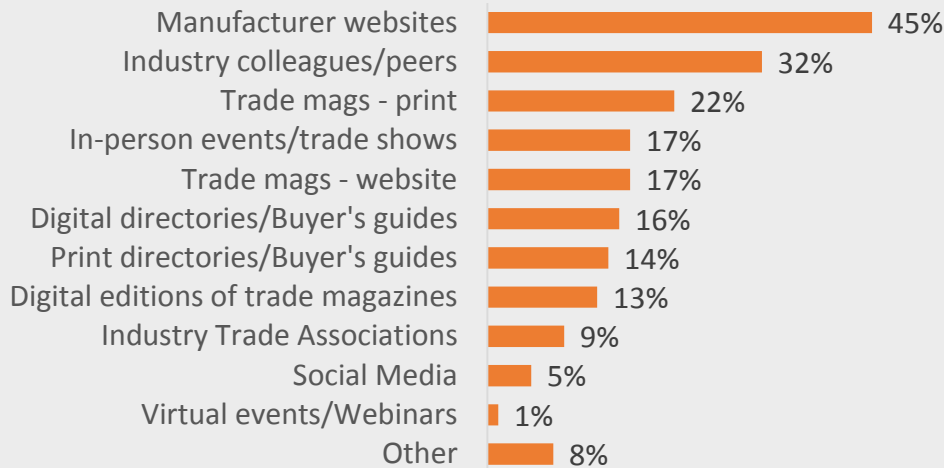
Formats Most Relied on Within Purchase Process (Q370) n=75-77



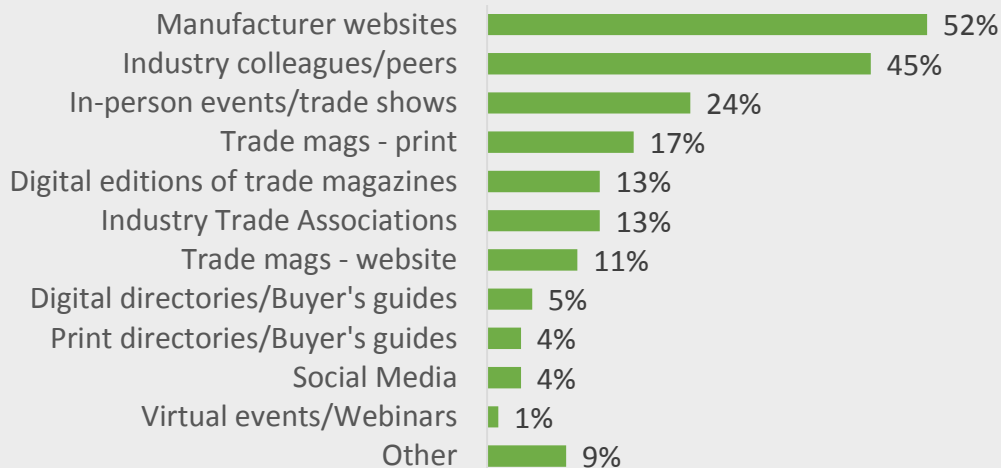
Stage 1: Information Gathering (Sum of Top 2 Mentions)



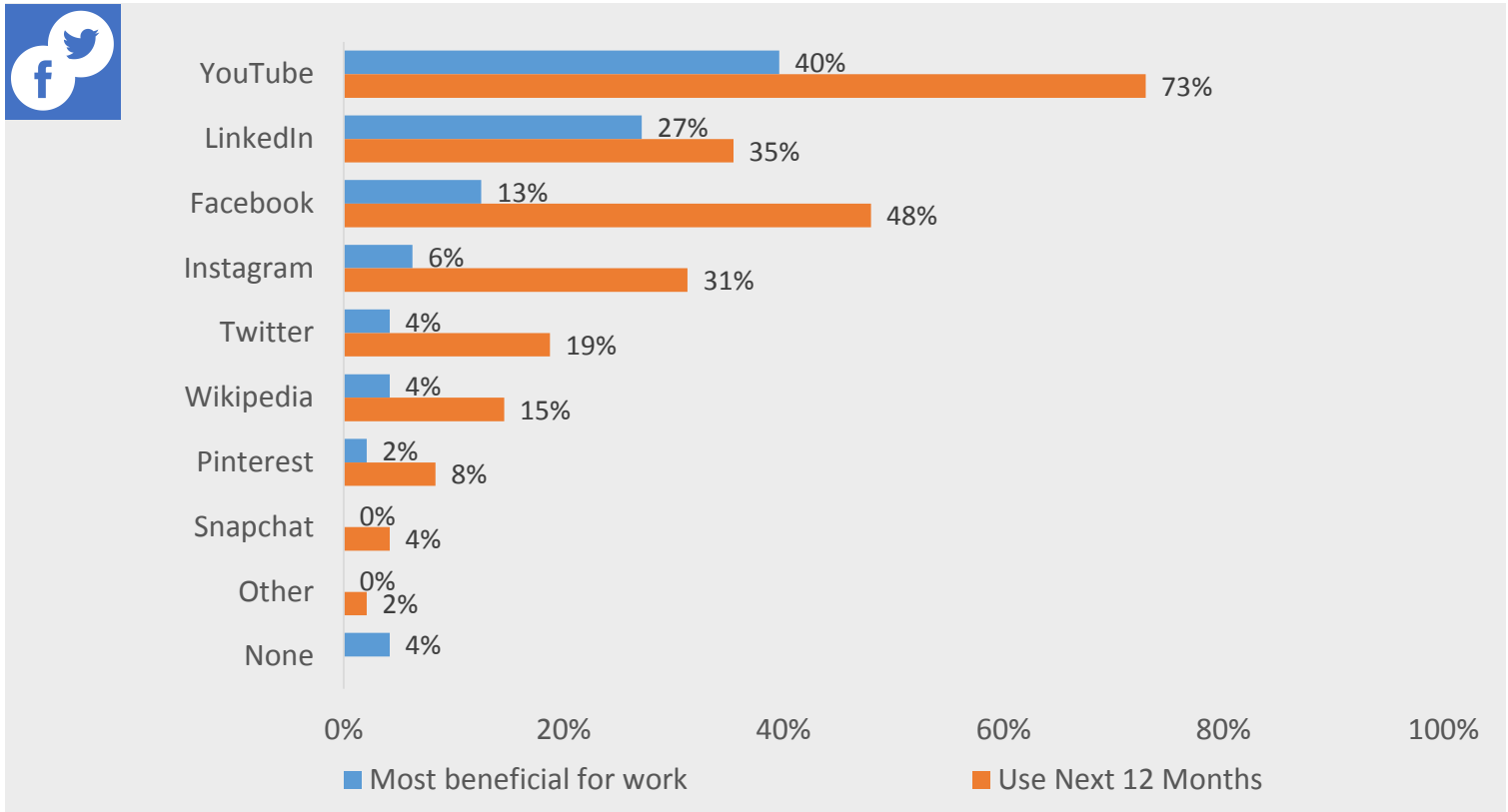
Stage 2: Product/Provider Comparisons (Sum of Top 2 Mentions)



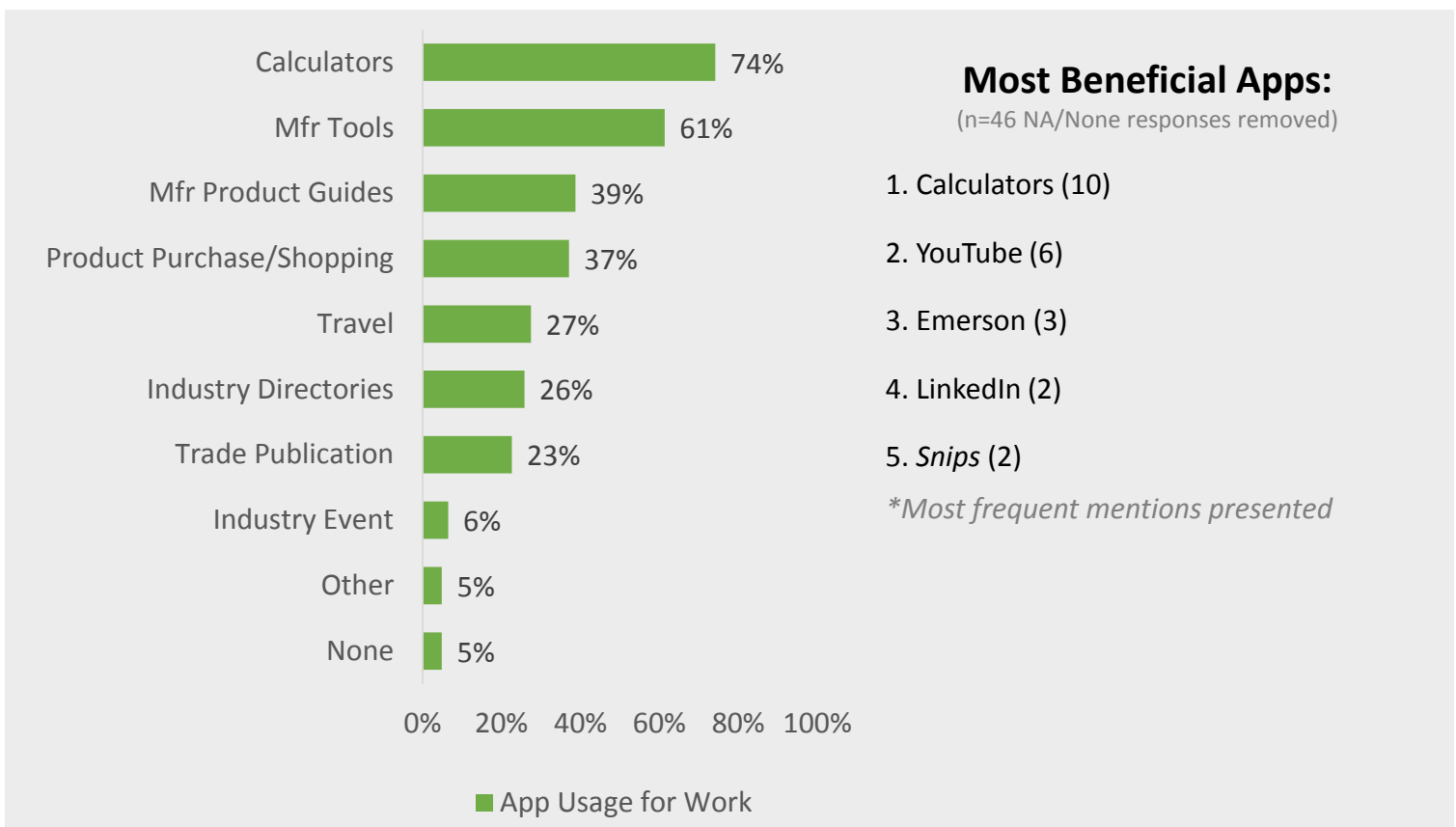
Stage 3: Final Purchase/Specification (Sum of Top 2 Mentions)



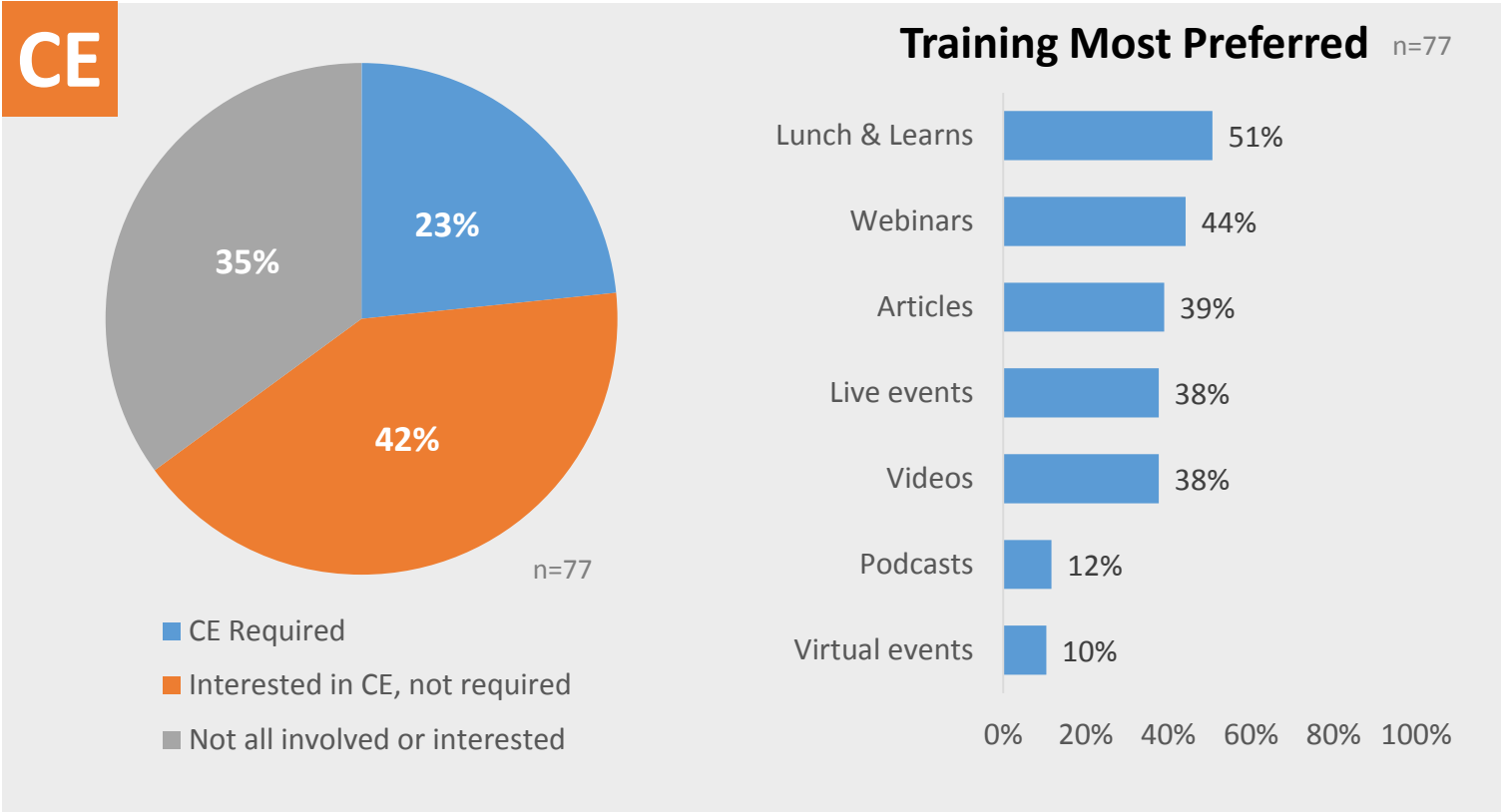
Social Media Usage & Value (Q500/Q510) n=48



Mobile Device App Usage & Value (Q600/Q610) n=62



Continuing Education (Q700/Q720)



Certifications (Q710) n=39, NA/None responses removed

Commonly Held Certifications:

1. HVAC (8)
2. Professional Engineer/P.E. (8)
3. NATE (6)
4. Contractors License (4)
5. Electrical/Electrician (4)
6. LEED AP/BD+C (2)
7. OSHA (2)
8. Plumbing (2)

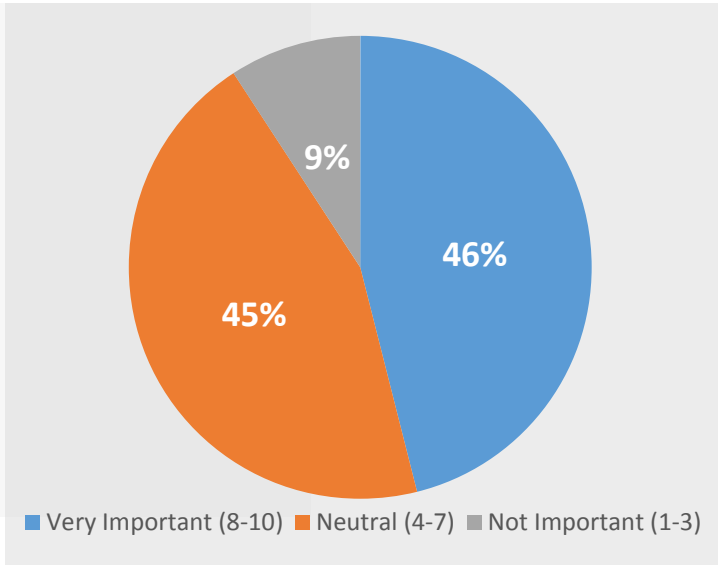
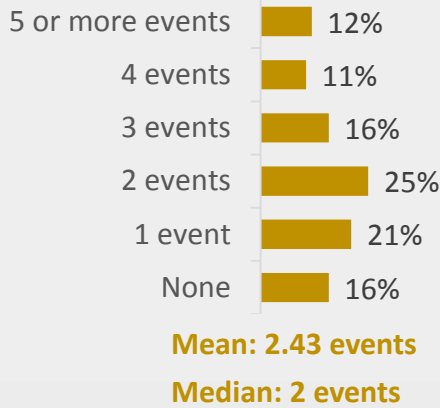
**Most frequent mentions presented*

Annual Number Attended (Q800) n=76

Industry Event Importance (Q100) n=76

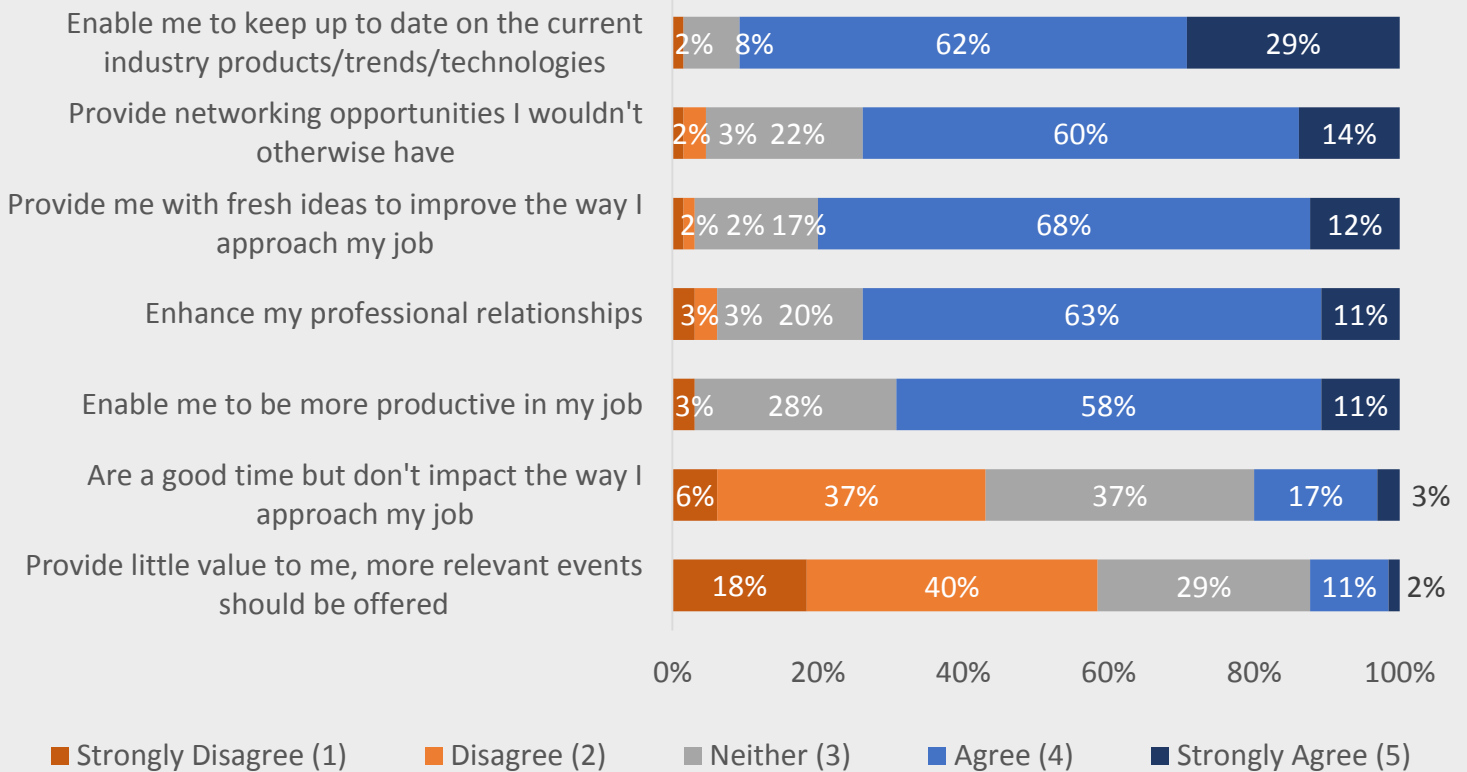


Live Events

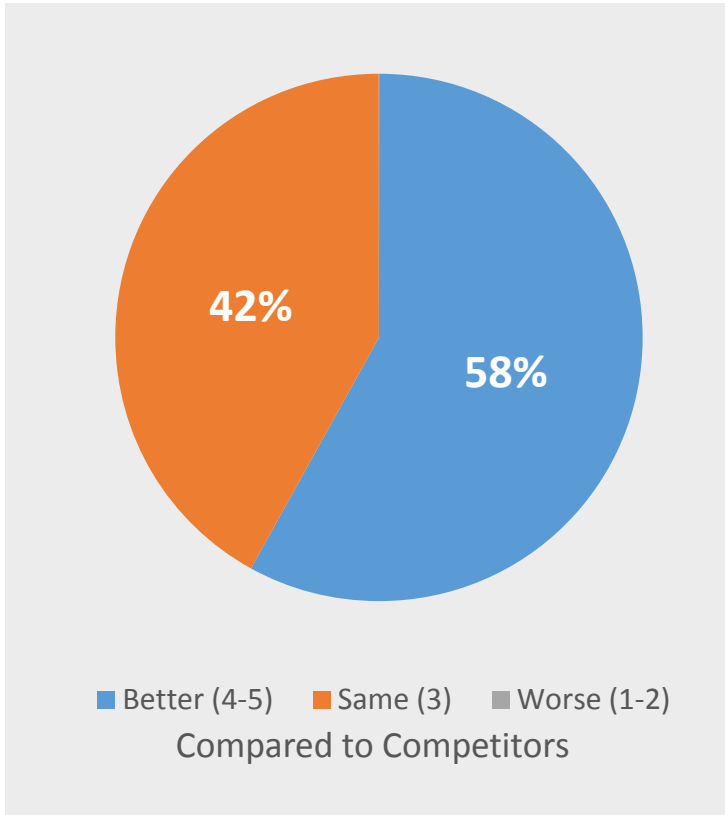


Industry Event Statement Agreement (Q810) n=65

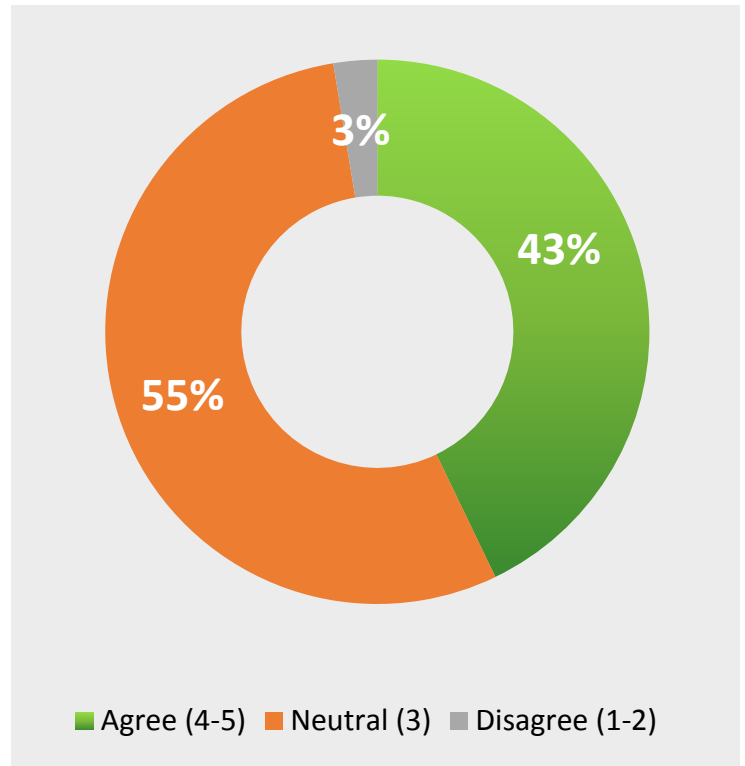
Industry events...



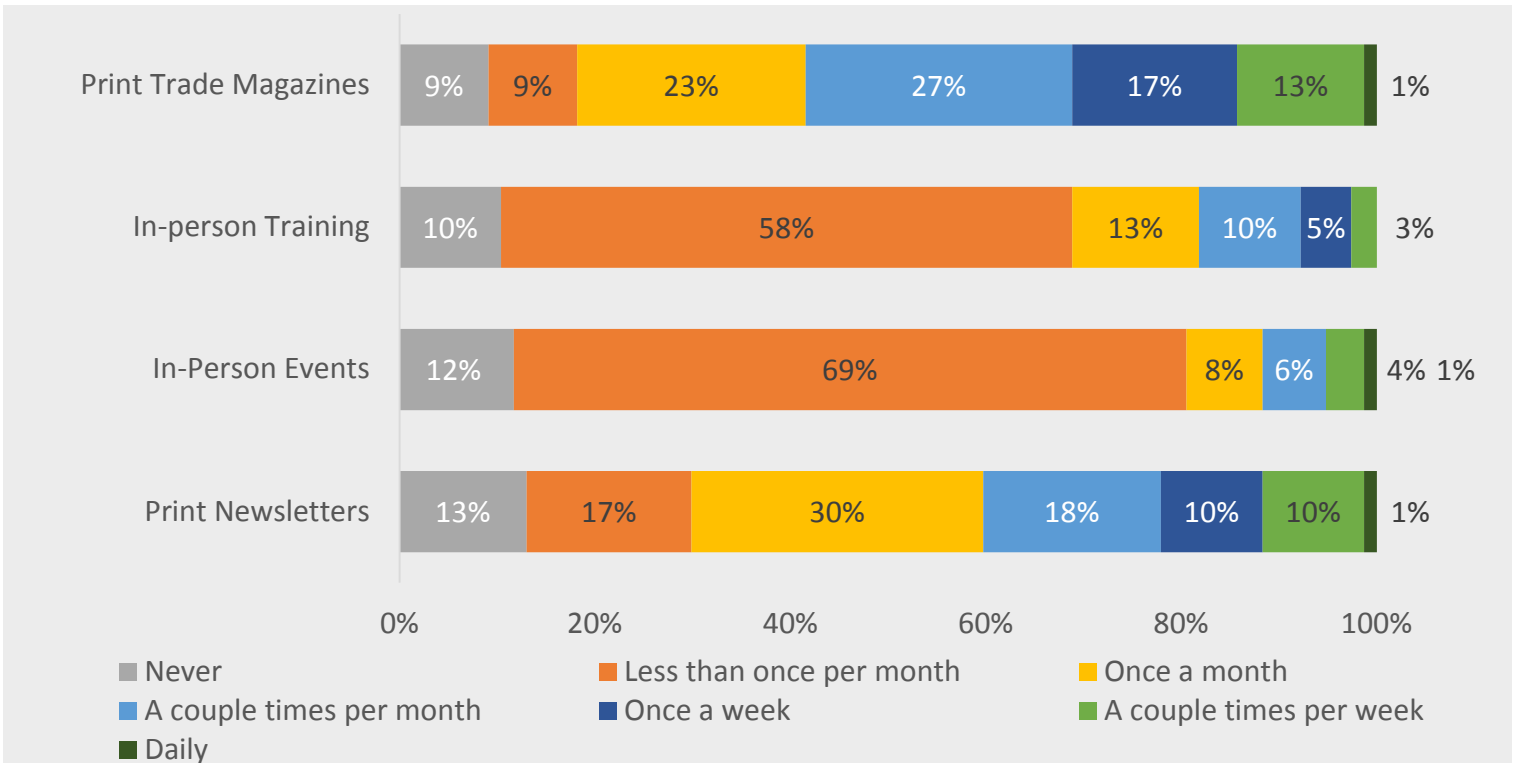
Snips Events Perception (Q300) n=62



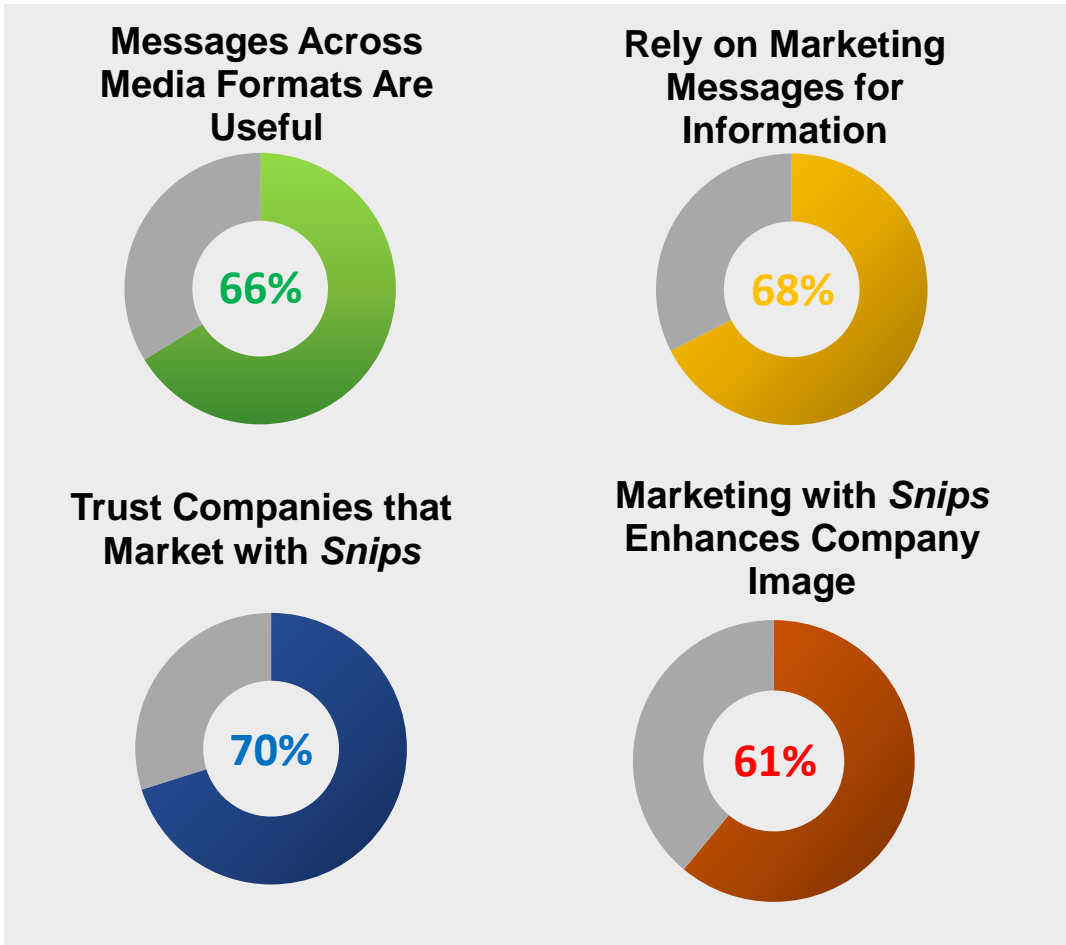
Perception - Snips Events Are Positive Experience (Q310) n=77



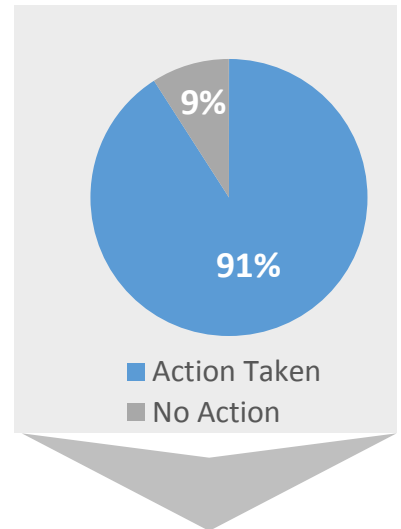
Interaction Expectations In Next 12 Months (Q400) n=77



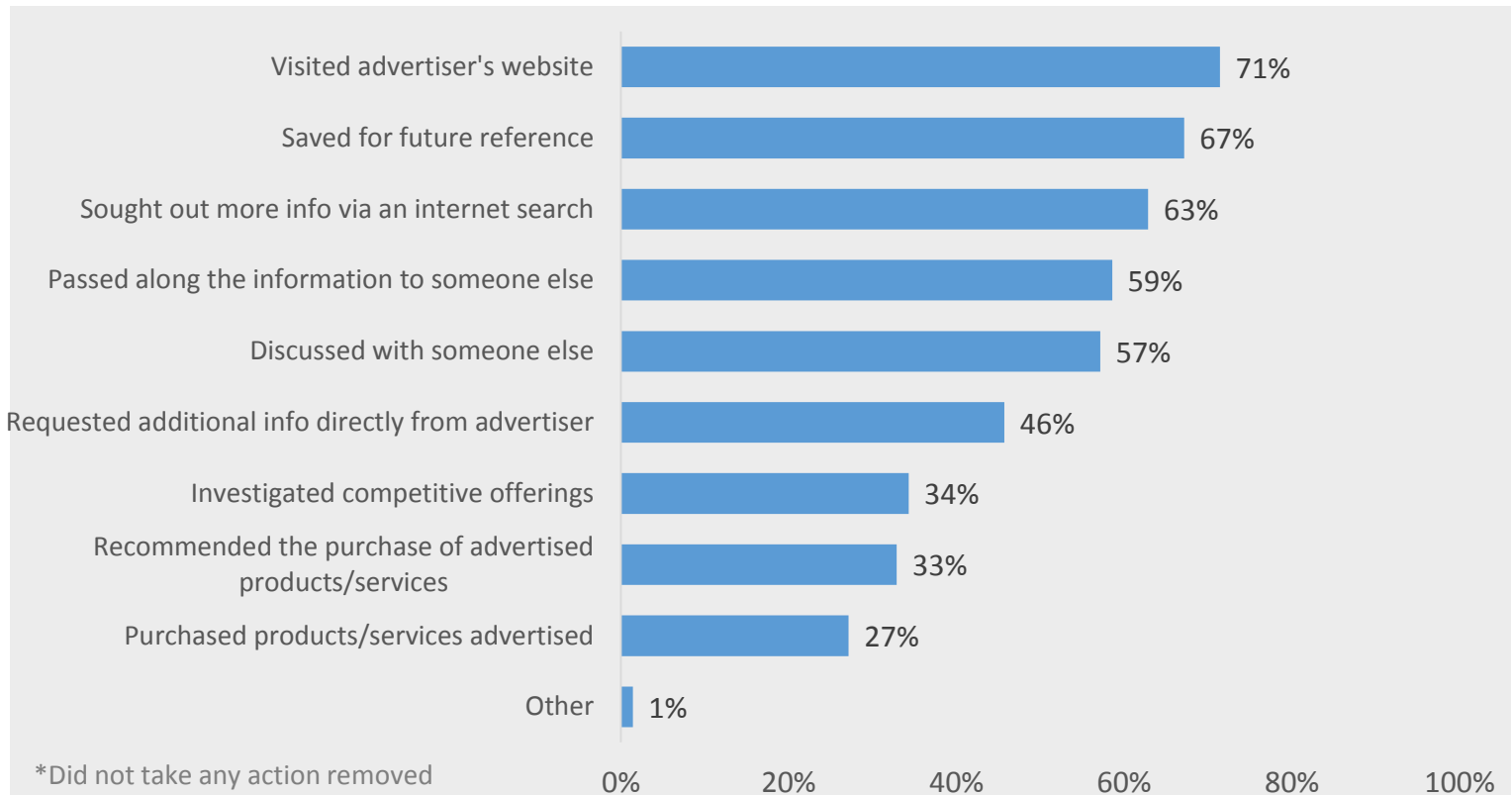
Snips Advertising Perception Agreement (Q310) n=77



Take Action As a Result of Marketing Communications (Q320) n=77



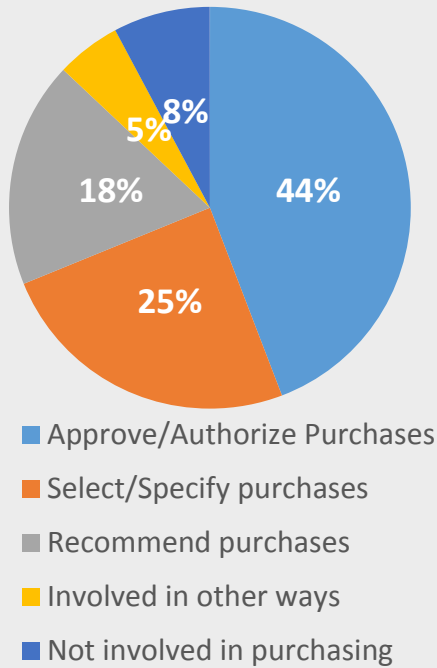
Actions Taken Based on Marketing Communications (Q320) n=70



Audience Reach

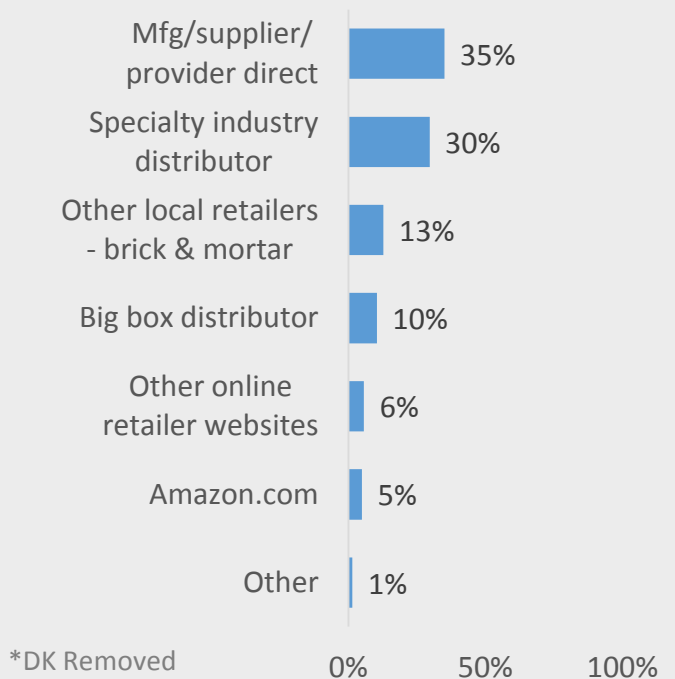
Purchase Involvement

n=77



Purchase Channels (Avg %)

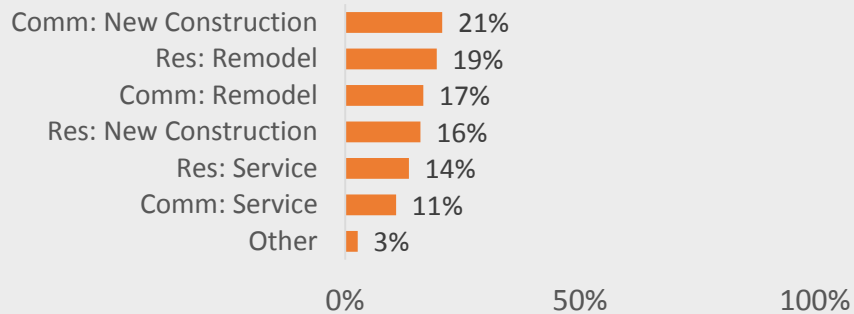
n=66



Project Involvement (Avg %)

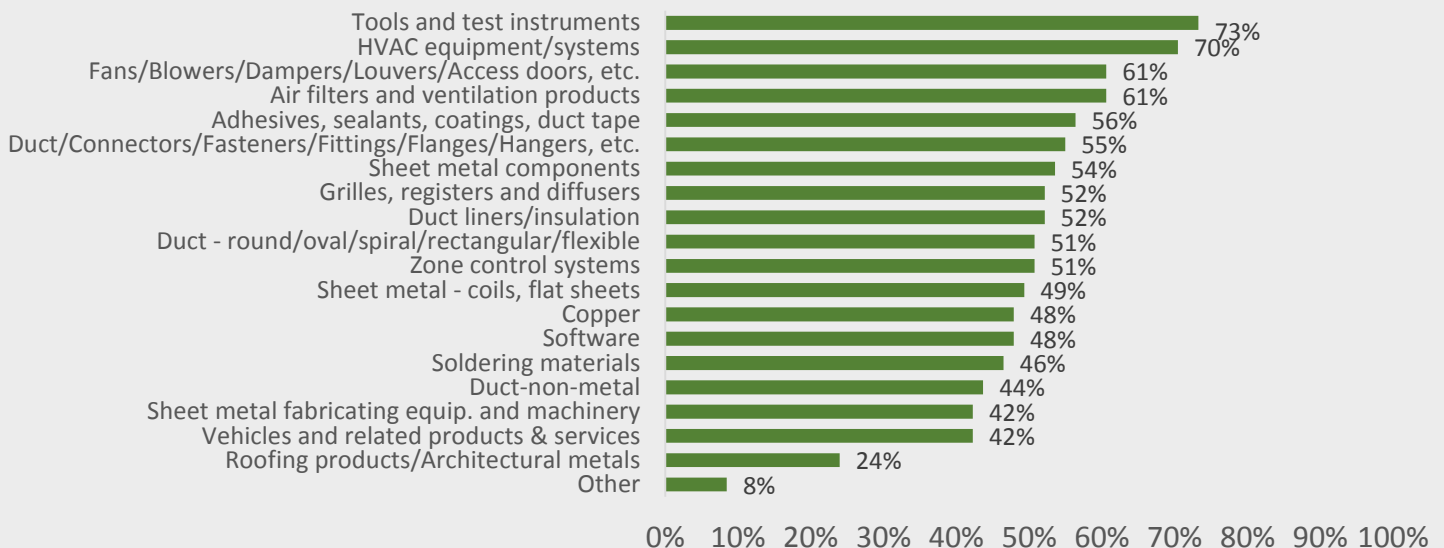
n=71

*NA Removed



Product Purchase Involvement

n=71



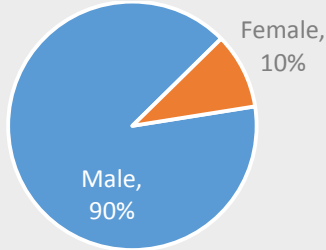
Audience Reach

Reader Profile

Gender



n=71



Years Experience



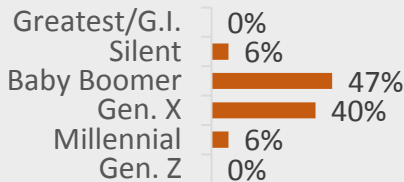
n=74



Generation



n=77

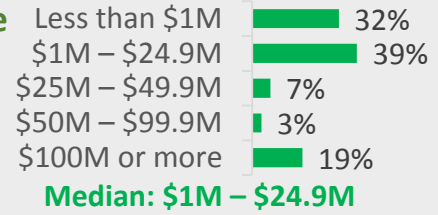


Business Profile

Revenue



n=59



Employees

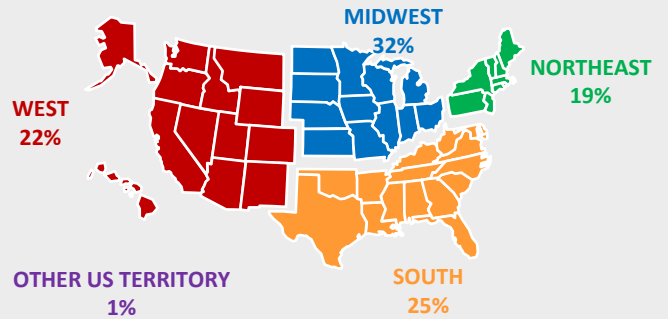


n=73



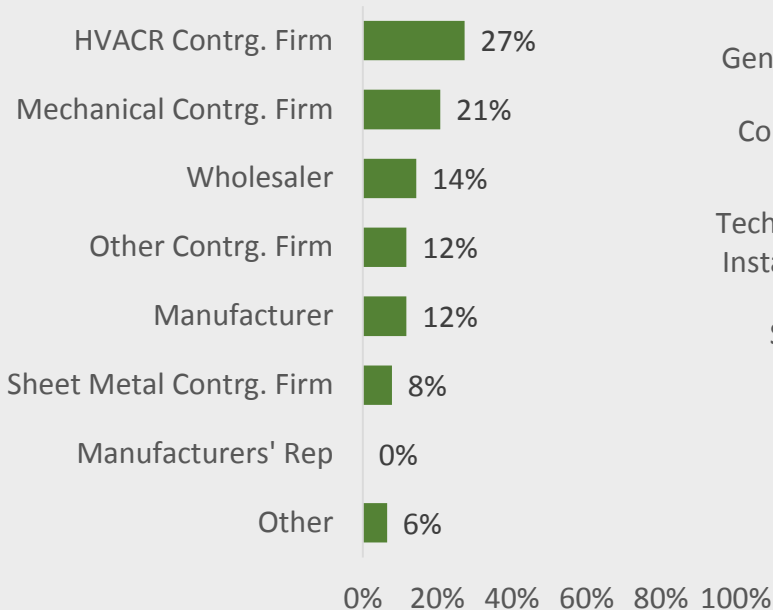
Region

n=77



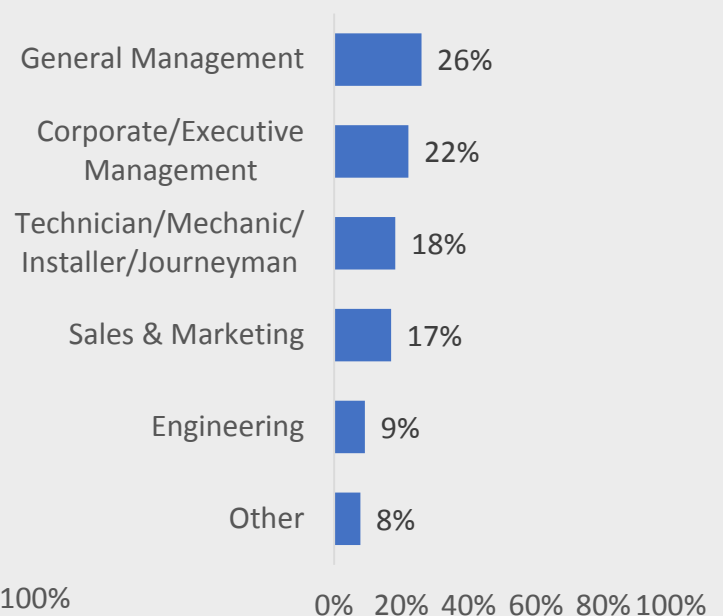
Industry Reach

n=77



Job Title

n=77



Research Methodology

- **Target Audience:** Domestic individuals who have engaged with the brand through one or more formats
- **Sample Source:**
 - Website visitors in past 6 months with an email address on file
 - Individuals who have opened any email from a BNP product in past 6 months, who also have an active, qualified subscription to the brand’s print/digital and/or eNews format(s)
- **Survey Method:** Online
- **Average Survey Length:** 10 minutes
- **Field Dates:** May 6 - 16, 2019
- **Incentive:** Each respondent that participated in the study received one entry into a drawing for eight \$50 gift cards.

Data Analysis & Reporting

- Tabulations were generated using a statistical software package. Additional analysis was conducted using SPSS, a statistical software program.
- The data is presented in graphic and tabular format detailing the number of respondents who answered each question.
- Sample sizes may vary due to skip logic or data cleaning. If n<30, interpret results with caution.
- Data for some charts may not equal 100% due to rounding.

Completed Returns Summary

Overall Invites	28,219
Delivered	26,120
Hard bounce/Bad emails	749
Deferred/Not delivered	1,350
Opt Outs	176
Terms	2
Completes	87
Respondents removed during data cleaning -	
- No engagement with BNP brand	6
- All other bad data	4
Usable completes	77