



TABB Ad Recognition & Familiarity Custom Study



Market Research Division
December 2006

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Study Overview

BACKGROUND

In an effort to better understand TABB (Testing, Adjusting and Balancing Bureau) ad recognition and familiarity among readers who have purchasing influence for HVACR mechanical systems and/or components, TABB commissioned SNIPS magazine and BNP Media's Market Research Division to conduct a custom research study.

PURPOSE AND OBJECTIVES

The purpose of the SNIPS TABB Custom Study is to measure TABB's ad recognition and familiarity amongst industry professionals, as well as to collect feedback regarding a 16-page advertisement (insert) appearing in the October issue.

- What is the level of recall of seeing and recall reading the 16-page insert in SNIPS magazine?
- How familiar are HVACR purchase influencers with TABB?
- How do HVACR purchase influencers rate the ad/insert on specific advertising elements?
- How important are selected TABB program elements to HVACR purchase influencers?

Study Overview

STUDY DETAILS

Target Audience: 1,000 active, qualified SNIPS subscribers whose primary business is: Contractor; job function: Management or Engineering/Technical; Fields: Commercial/Institutional or Industrial; and type of work: Sheet Metal Fabrication or AC/Ventilating, or Warm Air Heating, or Hydronic Heating.

Sample Selection Method: Systematic sample from the domestic circulation (on an Nth name basis)

Survey Method: Mail

Incentive: \$1

Fielding Dates: October 27 – November 29, 2006

Completed Returns Summary:

Number Mailed	Undeliverable/ Unusable	Usable Base
1,000	1	999

Usable Returns	Response Rate
178	18%

The methods used in this research study were conducted in accordance with BNP Media's Market Research Code of Ethics. A copy of the Code is available upon request.

ANALYSIS AND PRESENTATION

Upon receipt at BNP Media, the questionnaires were coded and entered into a computer database. Tabulations were generated using SPSS, a statistical software package.

The data produced by SPSS is presented in graphical and tabular format with the number of respondents who answered that particular question. This number will change throughout the report since some respondents may skip or incorrectly answer a question.

Some questions in this survey requested respondents to write in a response. Other than minor editing for readability, these responses are presented as written by the respondent.

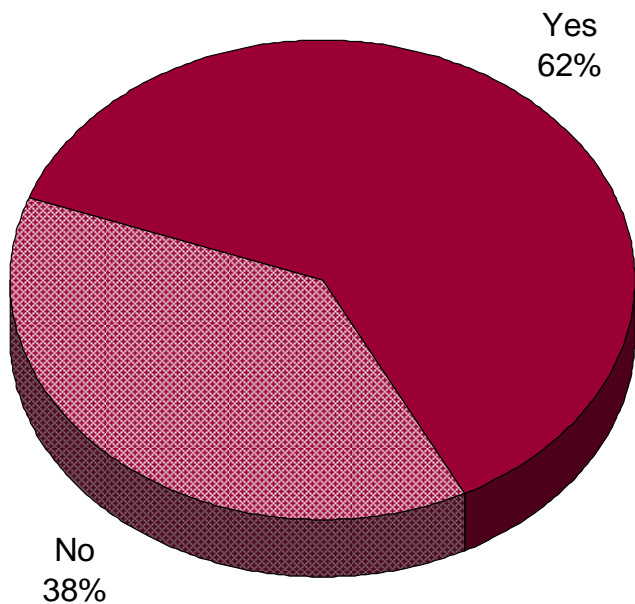
The questionnaire can be found in Appendix A. The glossary of terms can be found in Appendix B.

Study Results

Advertising Recall

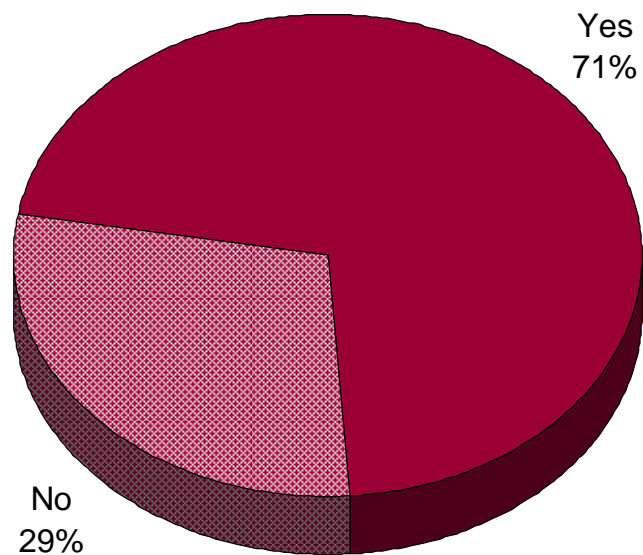
1a. Do you recall seeing and/or recall reading the TABB (Testing, Adjusting and Balancing Bureau) advertisement in SNIPS magazine?

Recall Seeing Advertisement
in SNIPS



Total Respondents = 178

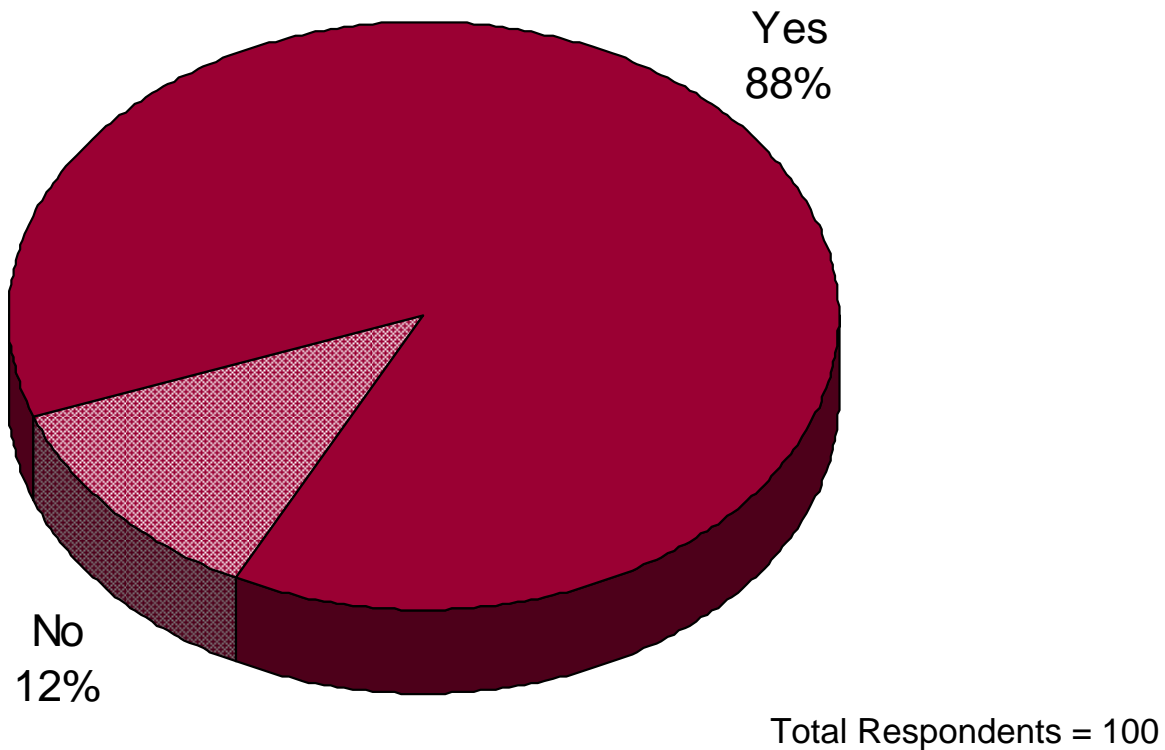
Recall Reading Advertisement
in SNIPS



Total Respondents = 75

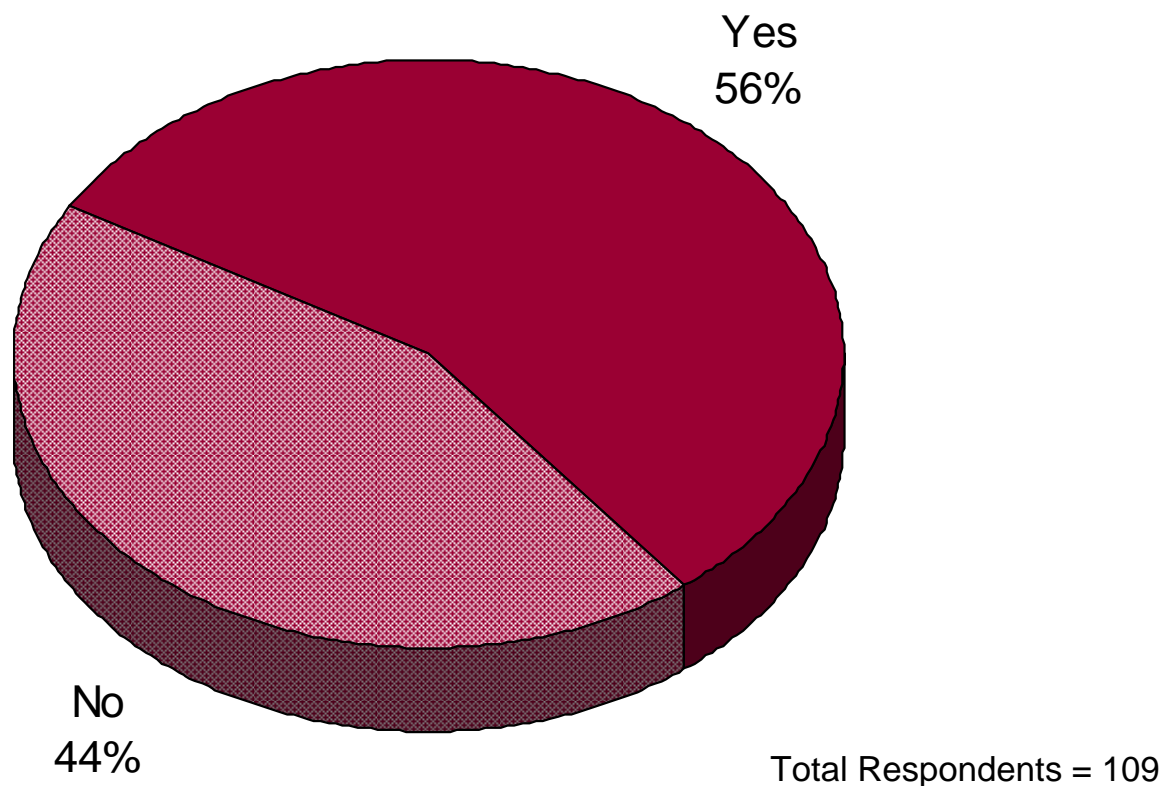
Found Ad to be of Interest

1b. Did you find the ad to be of interest?



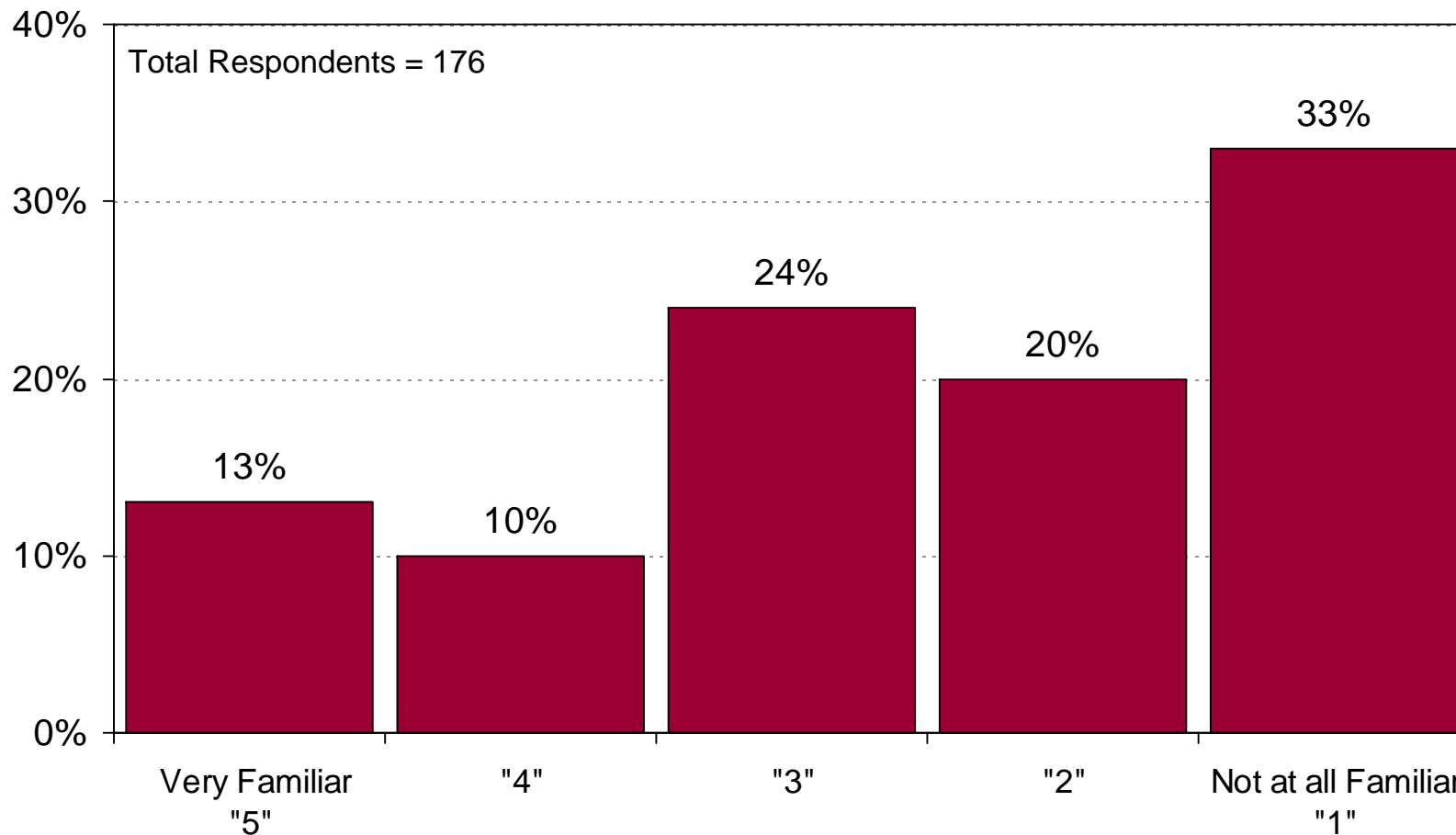
Awareness of TABB Prior to Seeing Ad in SNIPS

2. Were you aware of TABB (Testing, Adjusting and Balancing Bureau) prior to seeing the advertisement in SNIPS?



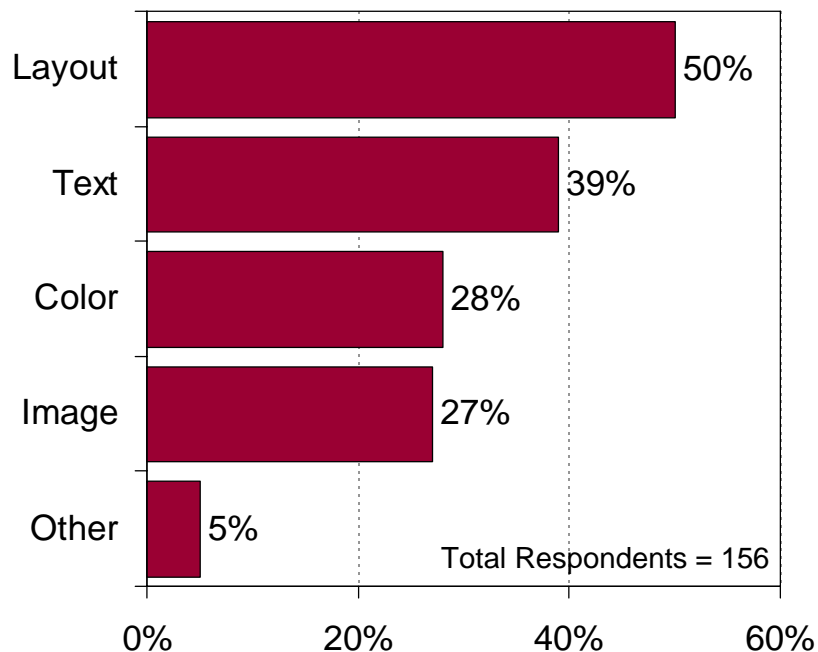
General Familiarity With TABB

3. In general, how familiar are you with TABB (Testing, Adjusting and Balancing Bureau)?



Most Appealing Aspects of Ad

4a. Which aspect(s) of TABB's ad do you find most appealing? (Multiple response allowed)



Other Mentions:

- Content (5)
- Name of company magazine
- Technical discussion
- Training information

4b. Do you think that the ad has...?

The right amount of information.....	82%
Too much information.....	14%
Too little information.....	4%
Total Respondents.....	158

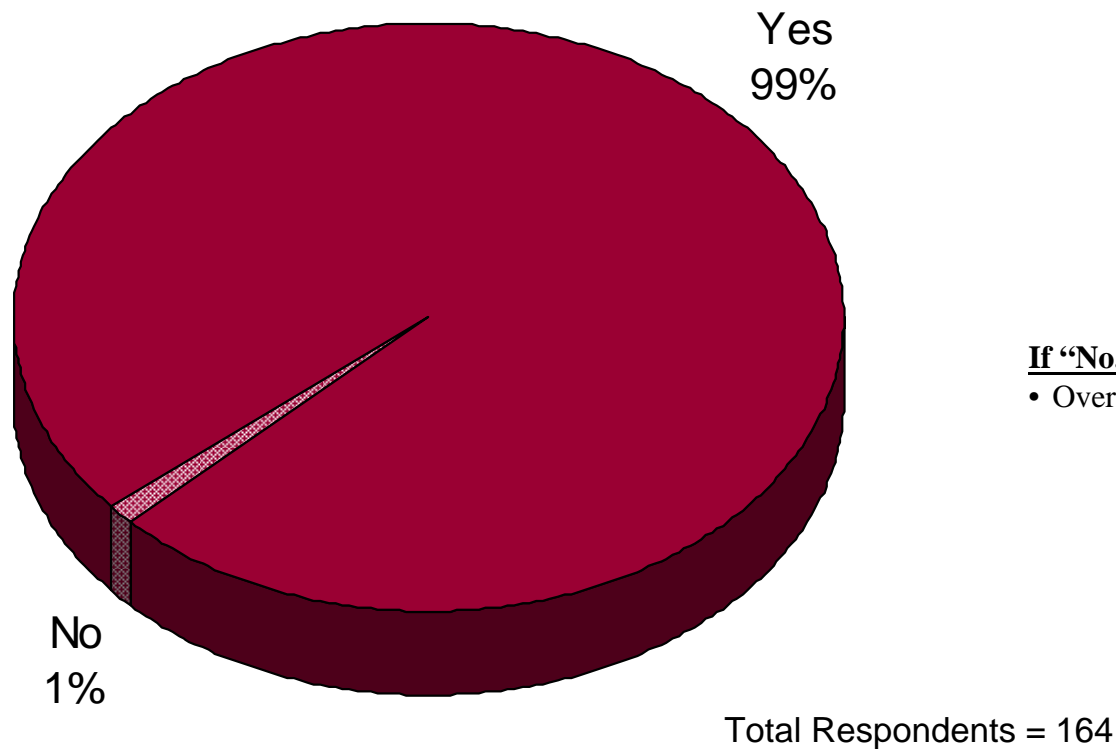
Evaluation of Advertisement

5. Please rate the advertisement on the factors listed below.

	Excellent (5)	(4)	(3)	(1)	Poor (1)	Total Respondents
Informative	24%	45%	29%	2%	<1%	161
Eye Appeal	23%	41%	33%	1%	2%	162
Easy to read and/or understand	18%	40%	37%	4%	1%	158
Length of ad	10%	31%	43%	11%	5%	159

Ad Reflects Positively on TABB

6. Do you feel that this ad reflects positively on TABB (Testing, Adjusting and Balancing Bureau)?

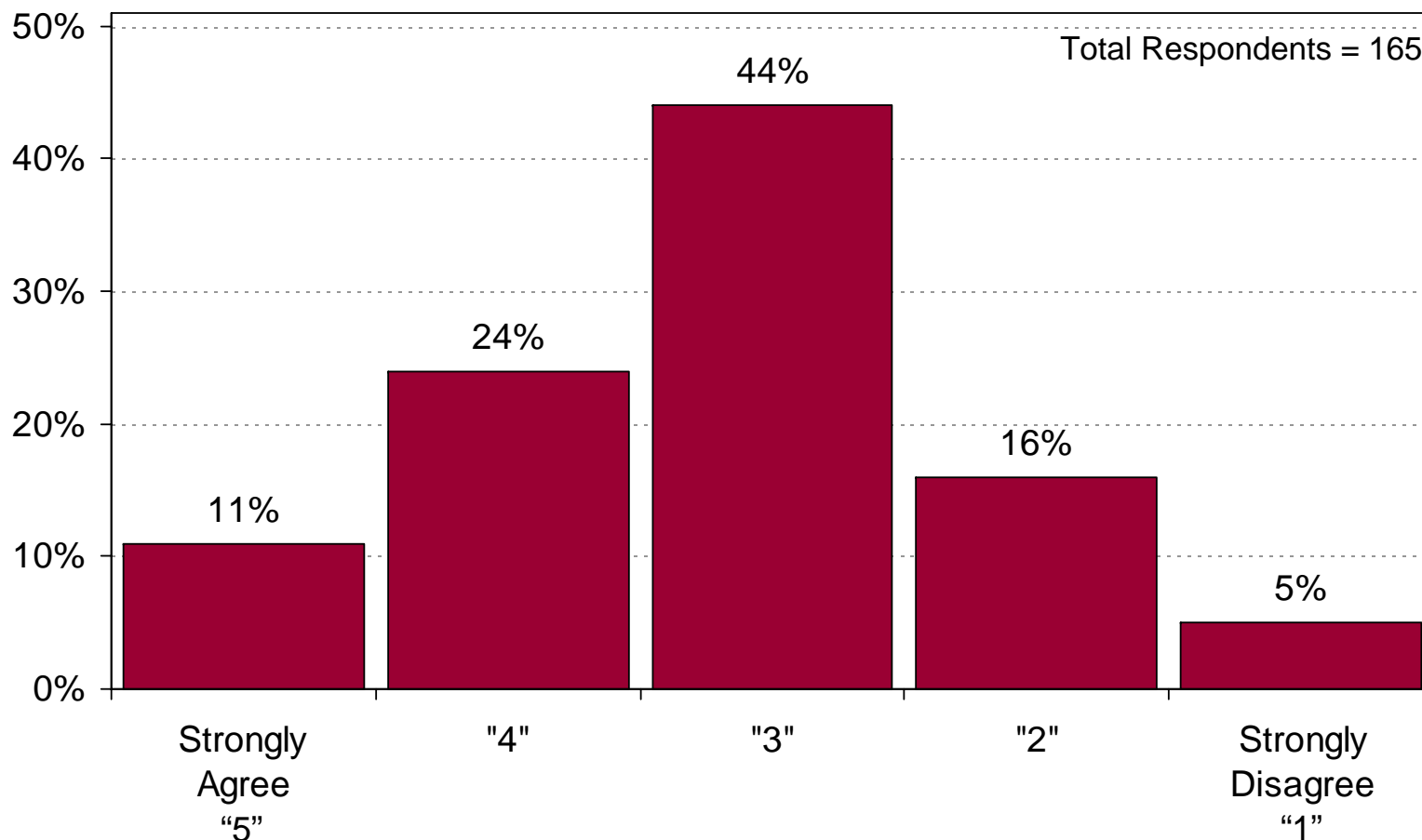


If "No," please explain why not:

- Overdone

Persuasiveness of Ad

7. *To what degree do you agree/disagree with the following statement: This ad influences me to use a TABB certified professional for future jobs.*





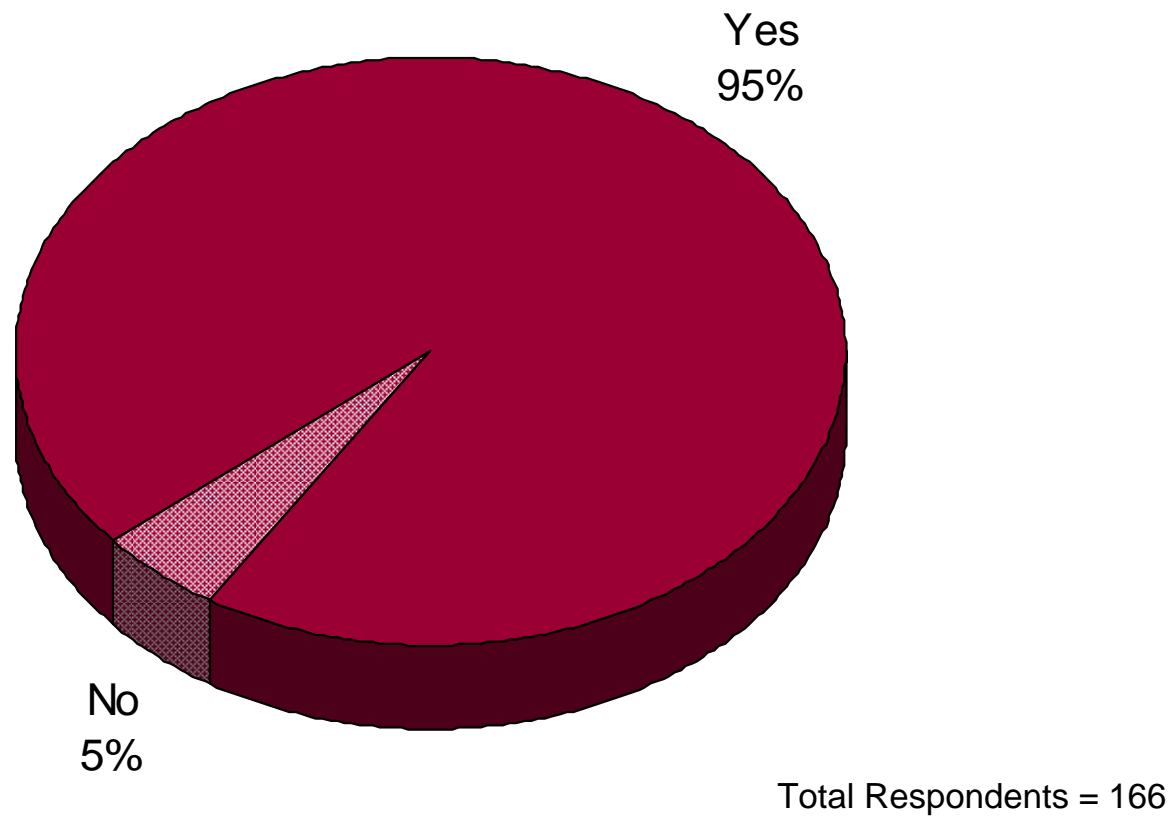
Ease of Understanding Ad- Verbatim Comments

8. *Do you find anything confusing or difficult to understand about this ad?*

- Fan and duct pressures
- Language
- Some of the information is very deep
- The fan and duct pressures article was too technical for most
- Too long

Interest in Ad Topics

9a. Do you find the topics covered in this ad to be of interest?



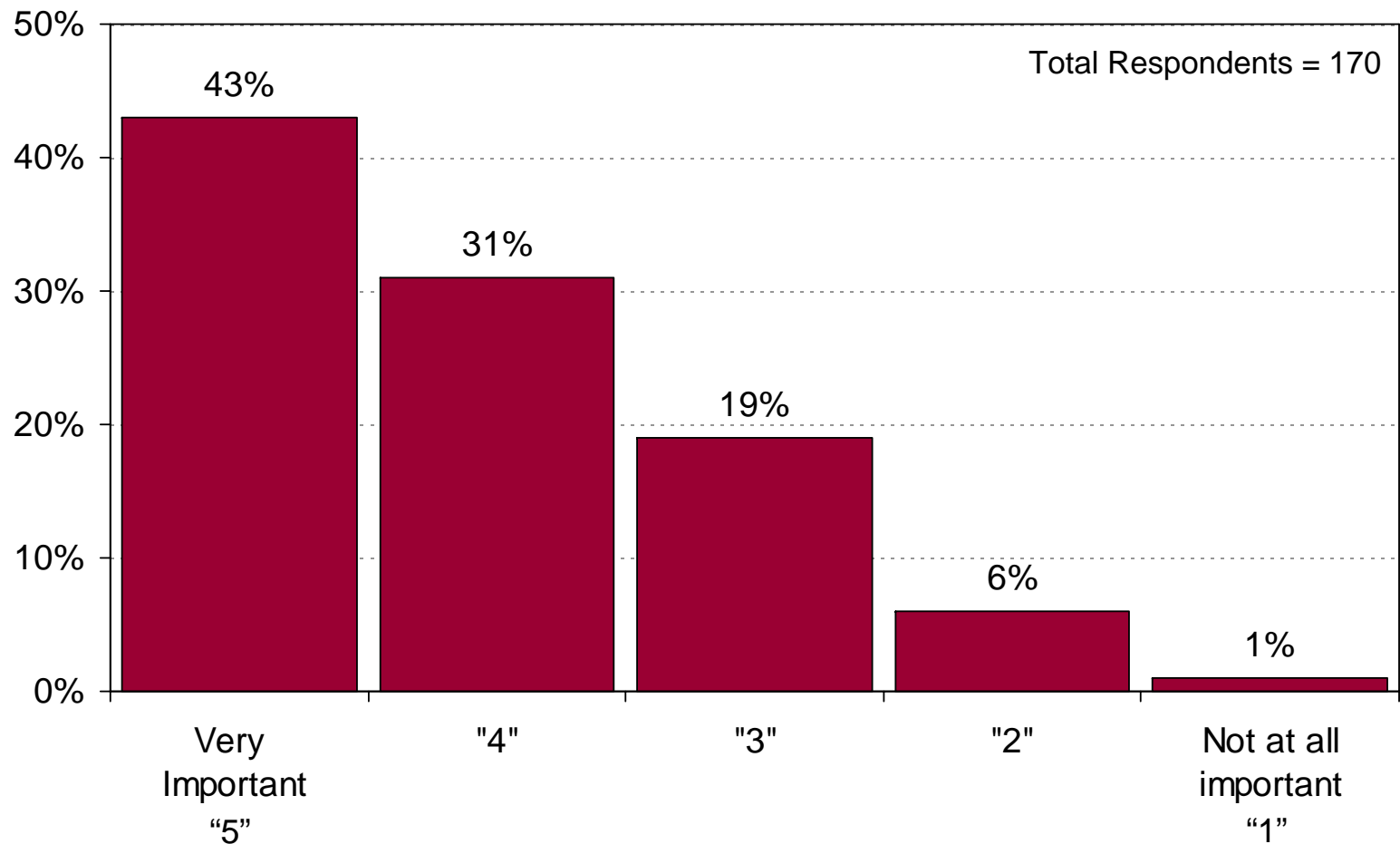
Potential Topics for Future TABB Talk Issues – Verbatim Comments

9b. Are there any other topics that you would like to see covered in future TABB Talk issues?

- Green building compliance (2)
- Technical information (2)
- Balance water, VAV systems
- Basic air balance technique
- Certification
- Duct design in relationship to taps for branches and airflow or lack of
- Duct leakage testing
- Duct system effect, hydronic balancing, and training TABB technicians to be certified
- Ductwork static pressure calculations
- Easy to understand installation and service tip or reference
- Fan laws
- More in the residential market
- Pre-construction/post construction balancing
- Relationship between HVAC/IAQ/T&B
- Technical and practical topics
- Types of ductwork and how they affect airflow
- Undersized/excessive resistance ductwork systems, heat pump loop piping systems
- Variable volume diffusers

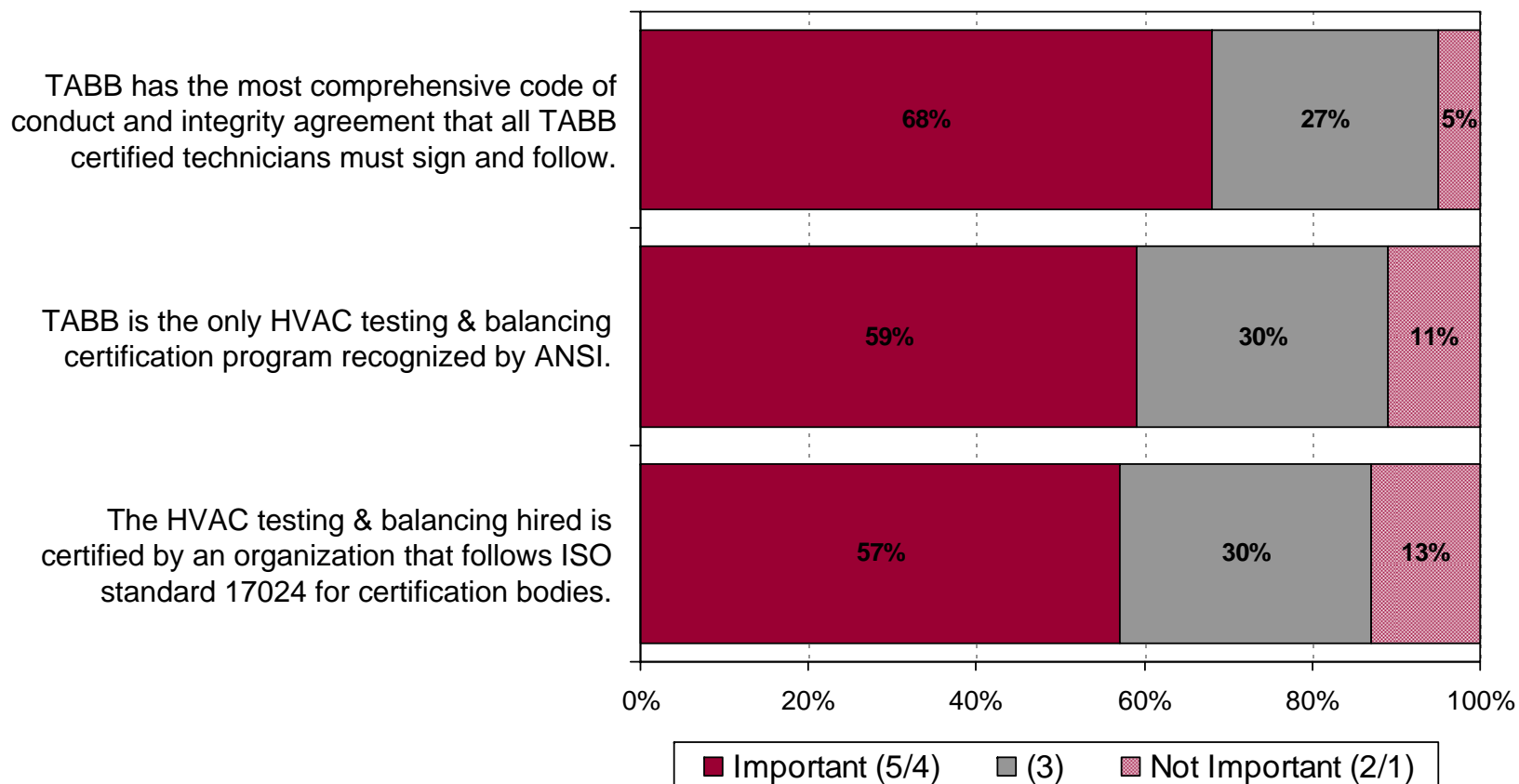
Certification Importance When Selecting Someone to do Testing and Balancing Work

10a. Overall, how important is HVAC testing & balancing certification in selecting someone to do testing & balancing work?



TABB Program Importance Ratings

10b. How important are each of the following statements regarding the TABB program when selecting someone to do testing & balancing work.



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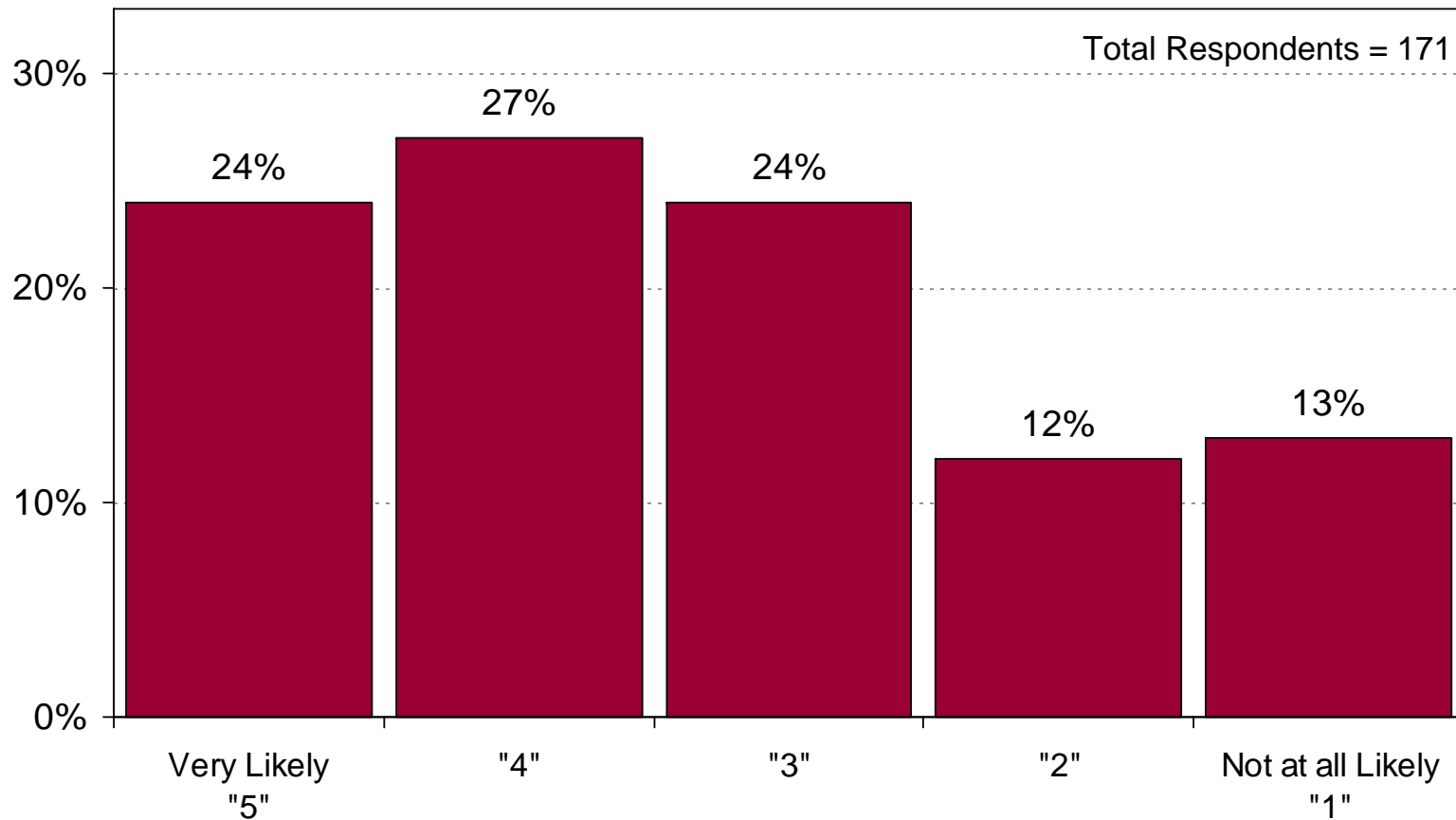
TABB Program Importance Ratings

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	Very Important (5)	(4)	(3)	(2)	Not at all Important (1)	Mean	Total Respondents
TABB has the most comprehensive code of conduct and integrity agreement that all TABB certified technicians must sign and follow.	30%	38%	27%	3%	2%	3.90	165
TABB is the only HVAC testing & balancing certification program recognized by ANSI.	23%	36%	30%	6%	5%	3.65	164
The HVAC testing & balancing hired is certified by an organization that follows ISO standard 17024 for certification bodies.	22%	35%	30%	10%	3%	3.64	164

Likelihood to Call TABB Certified Professional for Testing and Balancing Work

11. How likely are you to call a TABB certified professional the next time you need testing & balancing work done, and why?



Continued on next page...

Likelihood to Call TABB Certified Professional

...continued from previous page.

Why?

Very Likely “5”

- Union (2)
- A professional firm should know HVAC system is the best
- Accurate data, specifications
- Always use TABB certified balancer
- Best in area
- Certification
- Eliminates callbacks
- Experience and knowledge
- Forced compliance
- I believe all T&B contractors we use are TABB certified
- If we start that phase again
- It is a requirement
- It's our standard
- Level of quality and understanding
- Local code requirements
- Make sure equipment is running correctly
- Professional results
- TABB certified since 1991
- Training and ethics
- We are professionals wanting the best for our customers

Continued on next page...

Likelihood to Call TABB Certified Professional

...continued from previous page.

"4"

- Get job done correct (2)
- Good performance and standards
- He is certified
- If available in our area
- On smaller projects we do in-house T&B, on larger projects we always use a TABB certified professional
- Per engineers/architect specification
- Proper testing and balance for customer satisfaction
- Qualified to do job
- Reputation and reliability
- Specification required
- The adherence to national standards is important
- They are certified by a great organization
- They are more likely to be professional and knowledgeable
- Trained and qualified

"3"

- There may not be one in our area (2)
- Amount of work currently doing
- Confidence in their abilities
- Do it myself
- Not substantial presence locally
- To make sure it is correct
- We do most of our balancing
- Whoever I can get at the time

Continued on next page...

Likelihood to Call TABB Certified Professional

...continued from previous page.

"2"

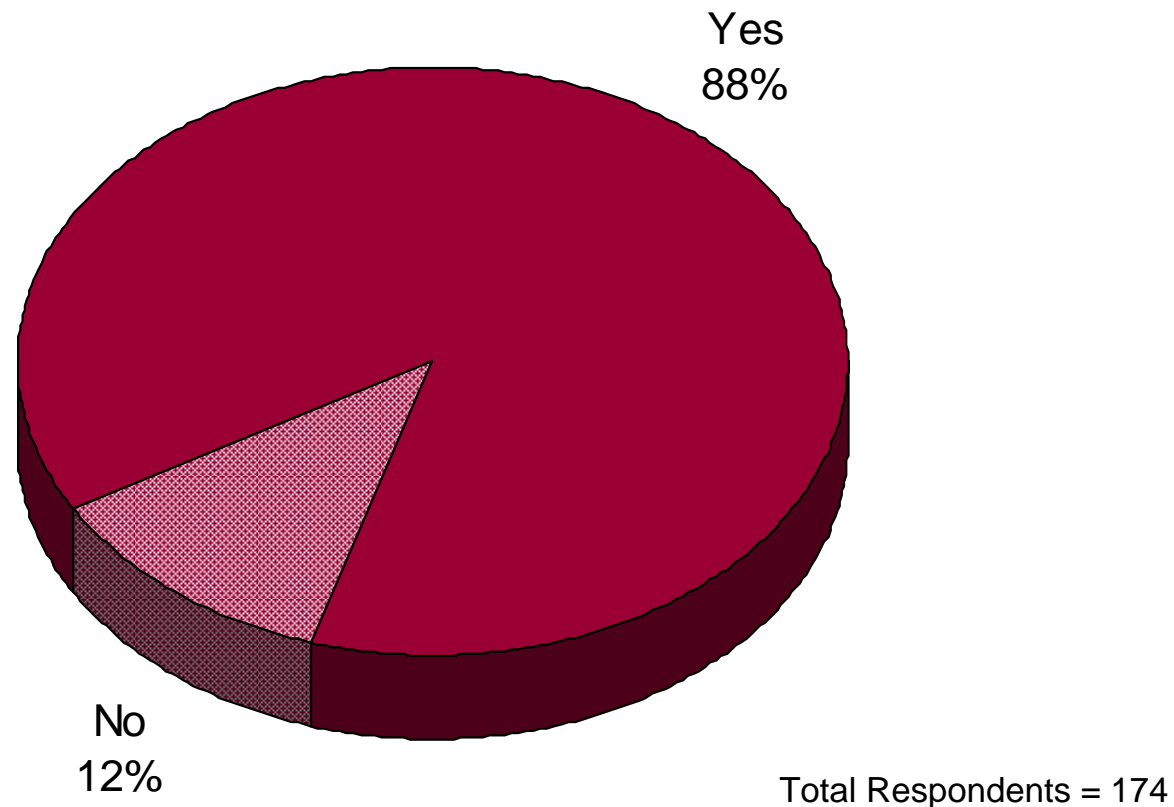
- Cost (3)
- Cost, availability
- Don't deal with this
- It all comes down to cost and low bid

Not at all Likely "1"

- Done by myself
- Don't know of any in our area (2)
- I am certified by NCI
- I am certified by the National Comfort Institute
- If required, usually NEBB or AABC
- I'm a certified duct balancer
- Not called for on our jobs
- Satisfied with NEBB and non-union
- We do not work on the big jobs
- We perform our own start-ups and balancing using the best instrumentation available
- We provide our testing and reporting, have had bad experience with TABB

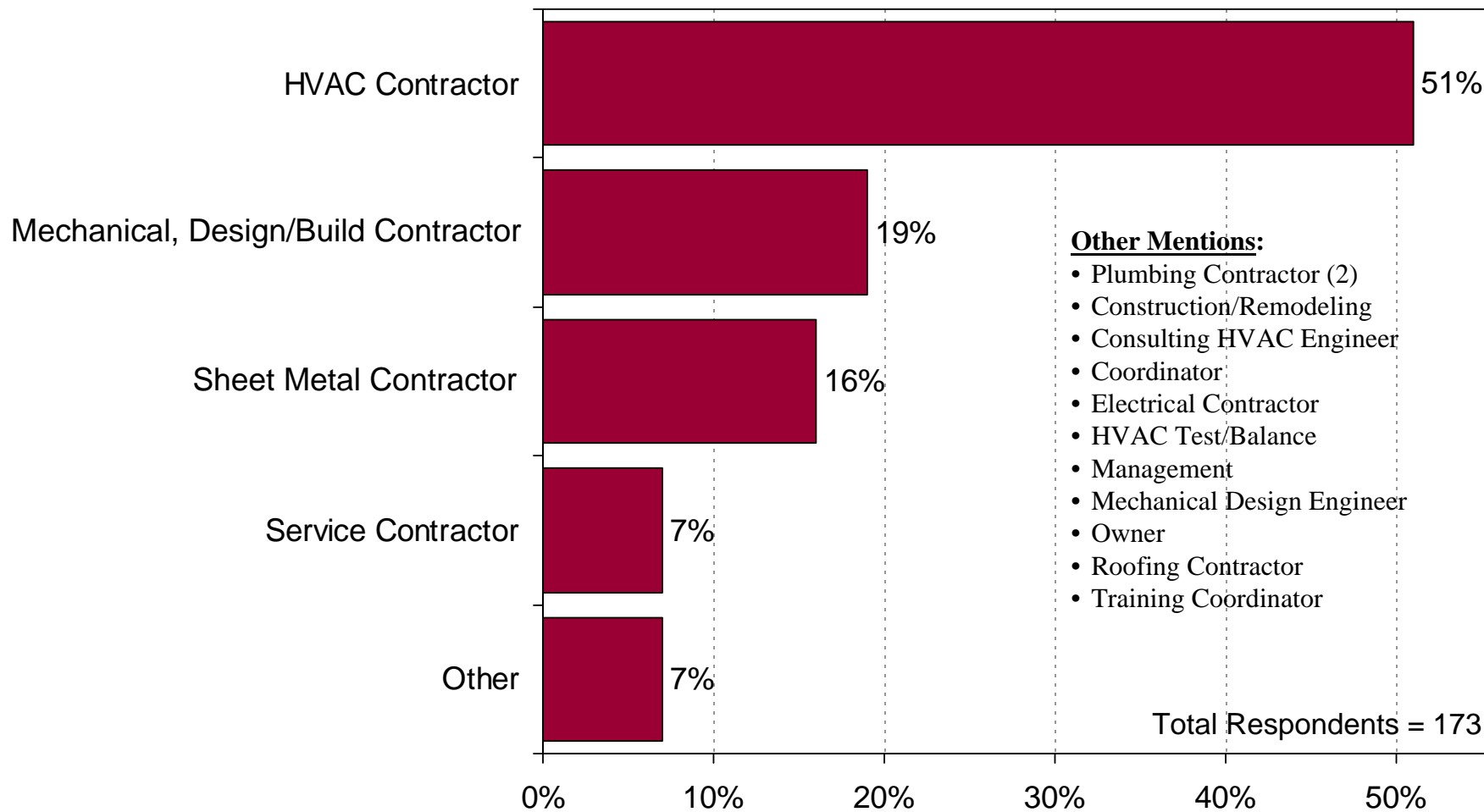
Purchase Influence for Mechanical Systems, Equipment, Components and/or Services

12a. Are you responsible for, or do you have influence in the design, specification or purchase of mechanical systems, equipment, components and/or services?



Occupation

12b. Which of the following best describes your occupation?



Company Location

12c. In what state is your company located?

Northeast (Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont)	23%
Midwest (Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, Ohio, North Dakota, South Dakota, Wisconsin)	38%
South (Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia)	18%
West (Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming)	21%
Total Respondents	173

**States have been grouped into the regions listed above.*

Appendix A

Questionnaire



Dear SNIPS reader:

One of our advertisers would like to measure how well they communicate with you through their trade advertising. By providing accurate awareness and preference data, we can help them to be more responsive to your needs in terms of both products and services.

Included with this questionnaire is a copy of TABB's (Testing, Adjusting and Balancing Bureau) advertisement, which appeared in the October issue of SNIPS magazine. Please review the enclosed ad and then take a few minutes to answer the questions that follow. Since this survey is being sent to only a selected group of decision-makers, your reply is essential to the accuracy of the study. Keep in mind that all information you give will remain CONFIDENTIAL – and will only be reported in aggregate form.

After completing the questionnaire, please return it in the enclosed postage-paid envelope by November 29, 2006. Your help with this project is greatly appreciated!

Sincerely,

Vincent Schneider
Market Research Manager

PS - Please accept the enclosed \$1 bill as a small token of our appreciation. This, of course, is not meant to compensate you for your time, but is a way we can say thank you in advance for your help.

QUESTIONNAIRE

1a. Do you recall seeing and/or recall reading the TABB (Testing, Adjusting and Balancing Bureau) advertisement in SNIPS magazine? (Please review enclosed copy of ad)

	<u>Yes</u>	<u>No</u>
Recall Seeing	<input type="checkbox"/>	<input type="checkbox"/> *If you do not recall seeing the ad, please skip to question # 3.
Recall Reading	<input type="checkbox"/>	<input type="checkbox"/>

1b. Did you find the ad to be of interest?

Yes No

2. Were you aware of TABB (Testing, Adjusting and Balancing Bureau) prior to seeing the advertisement in SNIPS?

Yes No

3. In general, how familiar are you with TABB (Testing, Adjusting and Balancing Bureau), where "5"=very familiar and "1"=not at all familiar? (Please circle one number only.)

Very Familiar	5	4	3	2	1	Not at all Familiar
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4a. Which aspect(s) of TABB's ad do you find most appealing? (Please check all that apply.)

<input type="checkbox"/> Color	<input type="checkbox"/> Layout	<input type="checkbox"/> Other, (please specify) _____
<input type="checkbox"/> Image	<input type="checkbox"/> Text	

4b. Do you think that the ad has...? (Please check one only.)

Too much information The right amount of information Too little information

Over, please . . .

5. Please rate the advertisement on the factors listed below, where 5 = "excellent" and 1 = "poor".
 (Please circle one number for each factor.)

Eye Appeal	Informative	Length of ad	Easy to read and/or understand
5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1

6. Do you feel that this ad reflects positively on TABB (*Testing, Adjusting and Balancing Bureau*)?
 Yes
 No – If "No," please explain why not: _____

7. To what degree do you agree/disagree with the following statement:

(Please circle <u>one</u> number only.)	Strongly Agree				Strongly Disagree
This ad influences me to use a TABB certified professional for future jobs.	5	4	3	2	1

8. Do you find anything confusing or difficult to understand about this ad? (Please explain.)

9a. Do you find the topics covered in this ad to be of interest? Yes No

9b. Are there any other topics that you would like to see covered in future TABB Talk issues? (Please explain.)

10a. Overall, how important is HVAC testing & balancing certification in selecting someone to do testing & balancing work? (Please circle one number only.)

Very Important 5 4 3 2 1 Not at all Important

10b. How important are each of the following statements regarding the TABB program when selecting someone to do testing & balancing work. (Please circle one number for each statement.)

	Very Important				Not at all Important
TABB has the most comprehensive code of conduct and integrity agreement that all TABB certified technicians must sign and follow.	5	4	3	2	1
TABB is the only HVAC testing & balancing certification program recognized by ANSI.	5	4	3	2	1
The HVAC testing & balancing hired is certified by an organization that follows ISO standard 17024 for certification bodies.	5	4	3	2	1

11. How likely are you to call a TABB certified professional the next time you need testing & balancing work done, and why? (Please circle one number only.)

Very Likely 5 4 3 2 1 Not at all Likely

Why? _____

12a. Are you responsible for, or do you have influence in the design, specification or purchase of HVAC and mechanical systems, equipment, components and/or services?

Yes No

12b. Which of the following **best** describes your occupation? (Please check one only.)

- HVAC Contractor Mechanical, Design/Build Contractor
 Sheet Metal Contractor Service Contractor
 Other, (please specify) _____

12c. In what state is your company located? _____

Thank you for your help! Please return survey in the enclosed postage-paid envelope.

Appendix B

Glossary of Statistical Terms

Glossary of Statistical Terms

Descriptive/Summary Statistics

Mean - The arithmetic average; the sum divided by the number of cases.

Median - The middle value in an ordered list of responses, with 50% of the values above it and 50% of the values below it.

Mode - The most frequently occurring value. If several values share the greatest frequency of occurrence, each of them is a mode.

Linear Regression is a statistical technique used to explain or predict the variation of one variable (an outcome) by the variation of one or more other variables (or predictors) by fitting a straight line to the data. For example, regression can be used to predict or explain an outcome we want to influence such as sales, by the variation in product ratings, satisfaction, demographics, or other variables which may be associated with sales. The results are often referred to as a “model.” The variables associated with the outcome are typically referred to as “key drivers.” If the objective of the regression analysis is to predict an outcome, a formula is shown with the regression results.

Commonly used terms with regression analysis:

Correlation Coefficient (r) – A measure of association between two variables. Values of the correlation coefficient range from -1 to +1. The sign of the coefficient indicates the direction of the relationship, and its absolute value indicates the strength, with larger absolute values indicating stronger relationships.

Dependent, or Outcome variable – The variable of interest being predicted or explained by one or more independent variables.

Independent, or Predictor variable – One or more variables selected as predictors and potential explanatory variables of the dependent or outcome variable.

Linear – Refers to a relationship, that when graphed, is a straight line.

R Squared (R²) - Goodness-of-fit measure of a linear model, sometimes called the coefficient of determination. It is the proportion of variation in the dependent, or outcome variable explained by the regression model. It ranges in value from 0 to 1. Small values indicate that the model does not fit the data well.

Standard Error of the Estimate - A measure in the variation of the predicted value derived from a regression model.

Significance – The probability that the relationship or result is true and representative of the population. In a regression model, significance measures the likelihood that the observed relationship among two or more variables in the model is not due to chance. Typically a value of at least 95% is considered significant.

Unstandardized Coefficients (B) - Coefficients of the predictor variables used to create the regression equation. The values are stated in the original data scale and indicate the amount of change in the outcome variable, given a one-unit change in the predictor variable.

Standardized Coefficients, or Beta - Beta coefficients, sometimes called standardized regression coefficients, are the regression coefficients when all variables are expressed in standardized form and show the relative importance of the predictor variables. Transforming the predictor variables to standardized form makes the coefficients more comparable when they have different units of measure.

Factor Analysis is a statistical technique used to analyze interrelationships among a large number of variables and to explain these variables in terms of their “common” underlying dimensions (factors). Ultimately it allows a large number of original variables in a data set to be “condensed” into a smaller set of variates (factors) – for ease of interpretation.