

SUPPLEMENTAL DATA REPORT



Air Conditioning | Heating | Refrigeration

the NEWS

BNP Media
2401 W. Big Beaver Road, Ste. 700
P.O. Box 2600, Troy, MI 48084

PASS-ALONG RESEARCH STUDY

Projection of Pass-Along Receivership for: November 27, 2006 Issue

General Information. This report presents the results of a pass-along research study in which ABC participated in the verification at the request of *The Air Conditioning, Heating & Refrigeration News*, a business publication member of the Audit Bureau of Circulations and which was conducted in strict conformance with guidelines prescribed for the Advertising Research Foundation. The research process was monitored by ABC. The pass-along analyses presented in this report are derived from the total paid and qualified non-paid circulation in the domestic United States and its possessions based on the December 31, 2006 Publisher's Statement, which analyzed the November 27, 2006 issue.

Projected Data. This report provides data about the research of *The Air Conditioning, Heating & Refrigeration News* developed through mail and telephone survey research techniques. The study was conducted by BNP Media in conjunction with Aspen Media & Market Research. BNP Media also tabulated the data and computed the statistical information appearing in this report.



Audit Bureau of Circulations
900 N. Meacham Road
Schaumburg, IL 60173-4968

Scope of Verification. ABC's examination, in addition to the annual circulation audit, included verification that the actual field execution conformed to the design described in the research proposal in the following areas: sample selection; monitoring of research gathering procedures; coding of the data and the tabulation and projection of the data. **This verification does not include ABC participation in the publisher's choice of research methodology nor should it be construed as approval of that methodology.**

Sample and Methodology. The sample for this study was drawn to specifications provided by BNP Media. The Audit Bureau of Circulations selected a total sample of 1,028 subscribers on an Nth name basis from a file the publisher obtained from the fulfillment house for *The Air Conditioning, Heating & Refrigeration News*. The file included the total domestic paid subscription circulation and qualified non-paid circulation among six business and industry classes. Business classifications included: Dealers/Contractors, Wholesalers, Manufacturers, Consulting Engineers and Architects, Public Utilities and Industrial and Commercial Buyers and Users.

On January 11, 2007, the sample subscribers were mailed a packet consisting of a 1-page questionnaire, a cover letter from the publisher of *The Air Conditioning, Heating & Refrigeration News*, asking for their participation, and a postage-paid return envelope addressed to *The Air Conditioning, Heating & Refrigeration News*. The letter included a \$2.00 bill incentive for completing the questionnaire. In an effort to obtain demographic information from Dealers/Contractors, two versions of the questionnaire were designed. The questionnaire that was sent to Dealers/Contractors contained two additional questions that the other business classifications did not receive (as displayed on Page 6 of this report). A total of 439 responses were returned/completed for a final response rate of 42.70%.

Circulation Projection Base. In this report, the data has been projected to correspond to the recipient file size, which the sample was drawn from within each business category based on *The Air Conditioning, Heating & Refrigeration News*' December 31, 2006 Publisher's Statement, which analyzed the November 27, 2006 issue.

Classification by Business & Industry	Qualified Recipients	Recipients Analyzed (Domestic Qualified)	Pass-Along	Qualified Recipients + Pass-Along
Dealers-contractors, distributors-contractors, service & installation contractors and sales agents, including their engineering, installation, sales and service departments	28,299	28,179	56,076	84,375
Wholesalers	1,962	1,919	8,136	10,098
Manufacturers	2,092	2,053	5,810	7,902
Consulting Engineers & Architects.....	873	865	1,194	2,067
Public Utilities.....	142	139	70	212
Industrial & Commercial Buyers & Users.....	783	768	3,264	4,047
Government Agencies & Associations*	268			268
Exporters & Importers (plus International not classified elsewhere)*	88			88
Libraries, Schools, Students*	850			850
Others Allied to the Field*	603			603
Other Paid Circulation				
Subscriptions*	2,277			2,277
Single Copy Sales*				
Total Qualified Recipients and Pass-Along.....	38,237	33,923	74,550	112,787

*Not included in survey

The following tables include projections based only on the recipients analyzed in this study (listed above).

TABLE	TITLES
1	Job Titles of Total Receivership (Including Respondent)
2	Job Title of Total Respondents
3	Demographic Analysis - Dealers/Contractors - Number of Employees
4	Demographic Analysis - Dealers/Contractors - Business Involvement

TABLE 1
JOB TITLES OF TOTAL RECEIVERSHIP
(Including Respondent)

	Total Analyzed	Dealers/ Contractors	Wholesalers	Manufacturers	Consulting Engineers/ Architects	Public Utilities	Industrial & Commercial Buyers/Users
Total Analyzed Circulation (Domestic Qualified)	33,923	28,179	1,919	2,053	865	139	768
Total Pass-Along (Domestic Qualified)	74,550	56,076	8,136	5,810	1,194	70	3,264
Total Receivership (Domestic Qualified)	108,473 100.00%	84,255 100.00%	10,055 100.00%	7,863 100.00%	2,059 100.00%	209 100.00%	4,032 100.00%
Total Management	48,173 44.41%	40,443 48.00%	3,198 31.81%	2,727 34.68%	688 33.41%		1,117 27.70%
A. Top Executive	22,947 21.15%	21,738 25.80%	453 4.51%	447 5.69%	115 5.58%		194 4.81%
B. Vice President	3,501 3.23%	2,528 3.00%	453 4.50%	243 3.09%	229 11.12%		48 1.19%
C. Management	6,283 5.79%	4,550 5.40%	804 8.00%	590 7.50%			339 8.41%
D. Middle Management	15,442 14.24%	11,627 13.80%	1,488 14.80%	1,447 18.40%	344 16.71%		536 13.29%
Sales/Marketing (N.S.)	13,024 12.01%	8,089 9.60%	3,428 34.09%	755 9.60%	344 16.71%	69 33.01%	339 8.41%
Engineering (N.S.)	5,469 5.04%	3,539 4.20%		1,038 13.20%	457 22.19%		435 10.79%
Maintenance/Service Technicians (N.S.)	33,749 31.11%	27,382 32.50%	1,257 12.50%	2,925 37.20%	344 16.71%	139 66.51%	1,702 42.21%
Consultants	200 0.18%	84 0.10%		1 0.02%	115 5.59%		
Other	7,762 7.16%	4,634 5.50%	2,172 21.60%	409 5.20%	111 5.39%	1 0.48%	435 10.79%
Title Unknown	96 0.09%	84 0.10%		8 0.10%			4 0.10%
Mean (total receivership per copy)	3.20	2.99	5.24	3.83	2.38	1.50	5.25

(N.S.) - Non-Supervisory

- A. Top Executive includes Owners, Chairman, Chief Executive Officer, Chief Financial Officer, President.
- B. Vice President includes Corporate/Executive/General Management, Sales/Marketing V.P., Engineering V.P.
- C. Management includes General Manager, Administrator/Director, Treasurer, Controller.
- D. Middle Management includes Managers, Chiefs and Supervisors.

TABLE 2
JOB TITLES OF TOTAL RESPONDENTS

	Total Analyzed	Dealers/ Contractors	Wholesalers	Manufacturers	Consulting Engineers & Architects	Public Utilities	Industrial & Commercial Buyers/Users
Total Analyzed Circulation (Domestic Qualified)	33,923 100.00%	28,179 100.00%	1,919 100.00%	2,053 100.00%	865 100.00%	139 100.00%	768 100.00%
Total Management	26,828 79.08%	23,445 83.20%	1,244 64.83%	1,443 70.29%	216 24.97%		480 62.50%
A. Top Executive	18,196 53.64%	17,443 61.90%	226 11.78%	322 15.69%	108 12.49%		96 12.50%
B. Vice President	1,106 3.26%	620 2.20%	226 11.78%	152 7.40%	108 12.48%		
C. Management	3,108 9.16%	2,113 7.50%	566 29.49%	238 11.59%			192 25.00%
D. Middle Management	4,418 13.02%	3,269 11.60%	226 11.78%	731 35.61%			192 25.00%
Sales/Marketing (N.S.)	3,210 9.46%	2,084 7.40%	675 35.17%	187 9.11%	216 24.97%		48 6.25%
Engineering (N.S.)	901 2.66%	254 0.90%		286 13.93%	217 25.08%		144 18.75%
Maintenance/Service Technicians (N.S.)	2,395 7.06%	2,001 7.10%		51 2.48%	108 12.49%	139 100.00%	96 12.50%
Consultants	108 0.32%				108 12.49%		
Other	481 1.42%	395 1.40%		86 4.19%			
Title Unknown							

(N.S.) - Non-Supervisory

- A. Top Executive includes Owners, Chairman, Chief Executive Officer, Chief Financial Officer, President.
- B. Vice President includes Corporate/Executive/General Management, Sales/Marketing V.P., Engineering V.P.
- C. Management includes General Manager, Administrator/Director, Treasurer, Controller.
- D. Middle Management includes Managers, Chiefs and Supervisors.

**DEMOGRAPHIC ANALYSIS
DEALERS/CONTRACTORS**

**TABLE 3
NUMBER OF EMPLOYEES**

	Dealers/ Contractors
Total Analyzed Circulation (Domestic Qualified)	28,179
Total Receivership	84,255
1-3 employees	21,232 25.20%
4-7 employees	21,738 25.80%
8-19 employees	21,569 25.60%
20-49 employees	11,206 13.30%
50-99 employees	2,528 3.00%
100 or more employees	4,634 5.50%
Not reported	1,348 1.60%

**TABLE 4
BUSINESS INVOLVEMENT**

	Dealers/ Contractors*
Total Analyzed Circulation (Domestic Qualified)	28,179
Total Receivership	84,255
Residential	64,118 76.10%
Light Commercial	61,928 73.50%
Commercial	46,425 55.10%
Not reported	253 0.30%
*Multiple Business Involvement allowed.	

QUESTIONNAIRE

Please indicate each of your answers by writing it on the line provided.

- 1. What is your job title or position?** *(Please be specific. For example: Project Manager, Quality Control Manager, Technical Specialist, Office Manager, etc.)*

(Write-in)

- 2. How many other people received, or were routed your last issue of *THE AIR CONDITIONING, HEATING AND REFRIGERATION NEWS*?** *(Please include all the people who received your copy on an office routing slip, borrowed it when they saw it in your office, or saw your copy in some other way.) (If none, please write "0.")*

Number of other recipients _____

- 3. For each of the other people who received or were routed your last issue of *THE AIR CONDITIONING, HEATING AND REFRIGERATION NEWS*, please tell me his or her job title.** *(If you do not know a person's job title, please write what department they work in.)*

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

For classification purposes only...

- 4. In which of the following areas is your company involved?** *(Please check all that apply.)*

- Residential
- Light Commercial
- Commercial

- 5. Including yourself, how many employees are at your company location?** # _____ Employees

THANK YOU VERY MUCH FOR YOUR HELP!

Please return your reply in the enclosed postage paid envelope to:

ABC
c/o *The NEWS*
PO Box 2600
Troy, MI 48007

This is a confidential questionnaire; it is coded with a number only to avoid troubling you with a follow-up correspondence once your questionnaire is received.