

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: September 13, 2010 Issue

General Information. This is a report on a pass-along research study in which ABC participated in the verification at the request of the publisher of Air Conditioning, Heating and 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 September 13, 2010 issue as reported on the ABC Audit Report for the 12 months ended December 31, 2010.

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
48 W. Seegers Road
Arlington Heights, IL 60005-3913

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 1,018 subscribers on an Nth name basis from a file the publisher obtained from the fulfillment house for The Air Conditioning, Heating and 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.

The sample subscribers were mailed a packet consisting of a 1-page questionnaire, a cover letter from the publisher of The Air Conditioning, Heating and Refrigeration News, asking for their participation, and a postage-paid return envelope addressed to the Air Conditioning, Heating and Refrigeration News. The letter included a \$2.00 dollar 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. A total of 428 responses were returned/completed for a final response rate of 42.0%.

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 and Refrigeration News as reported on the ABC Audit Report for the 12 months ended December 31, 2010.

Classification by Business & Industry	Gross Qualified Recipients	Recipients Analyzed (Domestic Qualified)	Pass-Along	Gross Qualified Recipients + Pass-Along
Dealers-contractors, distributors-contractors, service & installation contractors and sales agents, including their engineering, installation, sales and service depts.....	29,522	29,054	60,148	89,670
Wholesalers	2,222	2,075	9,098	11,320
Manufacturers	1,360	1,335	1,942	3,302
Consulting Engineers & Architects.....	476	459	459	935
Public Utilities.....	132	131	295	427
Industrial & Commercial Buyers And Users.....	581	522	1,984	2,565
Government Agencies And Associations *	307			307
Exports and Importers (plus int'l not classified elsewhere) *.....	19			19
Libraries, Schools, Students *	1,254			1,254
Others Allied to the Field *	479			479
Other paid circulation subscriptions *	1,472			1,472
Single copy sales *				
Total Qualified Recipients and Pass-Along.....	37,824	33,576	73,926	111,750

* 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

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)	33,576	29,054	2,075	1,335	459	131	522
Total Pass-Along (Domestic Qualified)	73,926	60,148	9,098	1,942	459	295	1,984
Total Receivership (Domestic Qualified)	107,502	89,202	11,173	3,277	918	426	2,506
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total Management	50,303	44,532	3,369	1,670	301	66	365
	46.8%	49.9%	30.2%	50.9%	32.8%	15.5%	14.6%
A. Top Executive	23,001	21,694	618	470	167		52
	21.4%	24.3%	5.6%	14.3%	18.2%		2.1%
B. Vice President	3,165	2,623	237	305			
	2.9%	2.9%	2.1%	9.3%			
C. Management	3,207	2,546	461	50	46		104
	3.0%	2.9%	4.1%	1.5%	5.0%		4.2%
D. Middle Management	20,930	17,669	2,053	845	88	66	209
	19.5%	19.8%	18.4%	25.8%	9.6%	15.5%	8.3%
Sales/Marketing (N.S.)	6,950	3,922	2,380	488	42	66	52
	6.4%	4.4%	21.3%	14.9%	4.6%	15.5%	2.1%
Engineering (N.S.)	1,879	492	236	534	304		313
	1.7%	0.6%	2.1%	16.3%	33.1%		12.5%
Maintenance/Service Technicians (N.S.)	35,884	30,376	3,357	222	42	164	1,723
	33.4%	34.0%	30.0%	6.8%	4.6%	38.5%	68.7%
Consultants	180	82				98	
	0.2%	0.1%				23.0%	
Other	3,968	2,780	874		229	32	53
	3.7%	3.1%	7.8%		24.9%	7.5%	2.1%
Title Unknown	8,338	7,018	957	363			
	7.8%	7.9%	8.6%	11.1%			
Mean (total receivership per copy)	3.2	3.1	5.4	2.5	2.0	3.3	4.8

(N.S.) - Non-Supervisory

A. Top Executive includes Owners, Chairman, Chief Executive Officer, Chief Financial Officer and 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)	33,576	29,054	2,075	1,335	459	131	522
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total Management	28,995	26,009	1,614	817	209	33	313
	86.4%	89.5%	77.8%	61.2%	45.5%	25.2%	60.0%
A. Top Executive	18,720	17,614	538	349	167		52
	55.8%	60.6%	25.9%	26.1%	36.4%		10.0%
B. Vice President	1,660	1,399	77	184			
	4.9%	4.8%	3.7%	13.8%			
C. Management	2,590	1,975	461	50			104
	7.7%	6.8%	22.2%	3.7%			19.9%
D. Middle Management	6,025	5,021	538	234	42	33	157
	17.9%	17.3%	25.9%	17.5%	9.2%	25.2%	30.1%
Sales/Marketing (N.S.)	1,407	658	307	367	42	33	
	4.2%	2.3%	14.8%	27.5%	9.2%	25.2%	
Engineering (N.S.)	510	165	77	50	166		52
	1.5%	0.6%	3.7%	3.7%	36.2%		10.0%
Maintenance/Service Technicians (N.S.)	1,762	1,482		101	42	33	104
	5.2%	5.1%		7.6%	9.2%	25.2%	19.9%
Consultants	82	82					
	0.2%	0.3%					
Other	820	658	77			32	53
	2.4%	2.3%	3.7%			24.4%	10.2%
Title Unknown							

(N.S.) - Non-Supervisory

A. Top Executive includes Owners, Chairman, Chief Executive Officer, Chief Financial Officer and 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.