

**Express Test Sample
September 2007 – Draft 2 TRADES
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1-800-601-0833**

Dialer:	DATE:	
RESPONDENT IDENTIFICATION		
Name (Mr. Ms. Mrs.)		
Company Name		
Title		
Address		
City	State	Zip Code
County / Location Code:		
Phone Number:		

Good morning (afternoon), this is _____ with Market Resource Associates. We're conducting a brief study concerning **Toilets**. We are very interested in your opinions about these products. Would you mind taking a few minutes to answer a few questions?

P1. Have you purchased and installed a **Toilet** for a customer in the last 12 months?

Yes.....1
 No2 **[TERMINATE]**

P2. Are you the person in your firm responsible for the purchase decision of which **Toilet** brand is used on your jobs?

Yes.....1
 No2 **[TERMINATE]**

ACCEPTANCE

2. Now I'm going to read you a list of four components of a toilet: the lid, the seat, the bowl, and the handle. Please tell me how important you believe the finish of each one is to your customers by taking 100 points, splitting them up, assigning more points to more important components and less to those not so important: **[ROTATE ORDER OF LIST]**

	Score
A. Toilet Bowl	
B. Toilet Lid	
C. Toilet Seat	
D. Toilet Handle	
Must Total	100

BELIVABILITY

Suppose a manufacturer were to introduce a new toilet with parts with an additive that would guarantee the finish for 50 years of each of the parts never to dull, chip or fade. The additive is processed into the toilet parts and will not wear off over time.

3. I'm going to read a series of statements relative to this new product and I would like you to tell me how strongly you agree or disagree with each statement using a 1 to 9 agreement scale where 1 means strongly disagree and 9 means strongly agree.

	Strongly Disagree	Strongly Agree	DK
A. I believe such a toilet would be a necessary product for a home and I would recommend it to my customers.	1	2 3 4 5 6 7 8 9	99
B. I believe the manufacturer's claim that the product would sustain the finish on all parts for 50 years.	1	2 3 4 5 6 7 8 9	99
C. I believe the manufacturer's claim that the product additive will not wear off over time.	1	2 3 4 5 6 7 8 9	99
D. I believe such a toilet would be easier to keep clean and sanitary.	1	2 3 4 5 6 7 8 9	99
E. I believe such a toilet would help me increase my sales dramatically and give me an edge over my competition.	1	2 3 4 5 6 7 8 9	99

Those are all the questions I have for you today. Thank you very much for your time.

For phone survey:

10% of all surveys completed will receive a call back to verify completion of the survey; for that reason may I get your name and location? **(GO TO FRONT. FILL OUT RESPONDENT DATA.)**