



Market Resource Associates Inc.

Your Express Test Results

Client - Toilets 'R Us

Class of Trade - Plumbers

Data Collection Date - January 1st, 2008

Acceptance Test

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.

	<u>Toilet Bowl</u>	<u>Toilet Lid</u>	<u>Toilet Seat</u>	<u>Toilet Handle</u>
Participant 1	20	40	20	20
Participant 2	40	20	0	40
Participant 3	25	75	0	0
Participant 4	33	33	33	0
Participant 5	0	10	70	20
Participant 6	50	0	50	0
Average	28.00	29.67	28.83	13.33



Your Express Test Results

Believableability Test

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.

Statement A

I believe such a toilet would be a necessary product for a home and I would recommend it to my customers.

Statement B

I believe the manufacturer's claim that the product would repel surface dirt and grime by continuously inhibiting the growth of stain and odor causing bacteria, mould, and mildew.

Statement C

I believe the manufacturer's claim that the product additive will not wear off over time.

Statement D

I believe such a toilet would be easier to keep clean and sanitary.

Statement E

I believe such a toilet would help me increase my sales dramatically and give me an edge over my competition.

	<u>Statement A</u>	<u>Statement B</u>	<u>Statement C</u>	<u>Statement D</u>	<u>Statement E</u>
Participant 1	9	1	2	6	2
Participant 2	5	4	3	9	1
Participant 3	2	8	3	7	3
Participant 4	2	6	5	8	5
Participant 5	4	4	2	8	7
Participant 6	4	8	3	5	5
Average	4.33	5.17	3.00	7.17	3.83