

## 2007 Entry & Patio Door Study Sponsorship Form

1. The company sponsorship fee of \$5,000 for the entire project will include all written reports, programming, data entry, mailing expenses, telephone and office expenses.
2. A PowerPoint® presentation by John Cashmore of MRA® can be arranged at your selected facility for an additional \$2,500 plus expenses.
3. The study is the sole property of Market Resource Associates, Inc. All further use, duplication, use in promotional materials, etc. must receive prior written approval from Market Resource Associates, Inc. (MRA).
4. The total amount of your company's sponsorship fee is payable in U.S. Currency.
5. To sponsor the 2007 Entry & Patio Door Study, this form must be received by MRA on or before September 28, 2007. Please fax this form to (612) 334-3121 to ensure your sponsorship today or e-mail Matt Brown at [matt.brown@mraonline.com](mailto:matt.brown@mraonline.com). An invoice will be sent for full payment. Net terms are 30 days after receipt of invoice.

**Circle Payment Type: Pre-Purchase Sponsorship Fee: \$5,000**

**\*Reserve Fee: \$5,500**

**(\*A copy of the study is reserved, with payment due no later than January 15<sup>th</sup>, 2008)**

**Post Publication Price: \$6,000**

**Please Check All Boxes That Apply:**

- I would like to receive my copy of the 2007 Entry & Patio Door Study as a Printed Copy. (please add \$150)
- I would like to receive my copy of the 2007 Entry & Patio Door Study on a CD-Rom.
- I would like both a Printed Copy and a CD-Rom (please add \$150).
- I would like a telephone call to discuss adding questions to the study for my firm. **(No obligation call) I understand only my firm will see the data for these questions.**
- I would like to arrange a PowerPoint presentation to be presented by John Cashmore of MRA at my selected facility (\$2,500 plus expenses).
- I would like to remain on the list for consideration of sponsorship for future industry studies.
- I would like to be removed from the list for consideration of sponsorship for future industry studies.

**As a sponsor of the 2007 Entry & Patio Door Study I agree to the above terms.**

Company Name: \_\_\_\_\_ P.O. #: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_ E-mail: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ Address: \_\_\_\_\_



**2007 Entry & Patio  
Door Study**

*Prospectus*

July 2007

Prepared By:

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800-795-305

## Introduction

Market Resource Associates, Inc., a Minneapolis-based market research firm, will conduct an industry-wide phone survey of 1,000 retailers, wholesalers/distributors, home builders and remodeling contractors in the United States who use exterior entry and patio doors, and ask them to rate manufacturers and suppliers of their entry and patio doors against specific performance criteria.

Data will be collected from October of 2007 through January of 2008 and the report will be available to sponsors in February 2008. Only sponsors will receive the results of this important study; **only after the study is concluded will top line results be published in Window and Door Magazine.**

An industry-wide Best in Class Award (BICA) will be awarded to the top-rated entry and patio door manufacturers based on door material type, class of trade, or other criteria. BICA awards are presented to pre-purchase and reserve purchase sponsors only. **The use of the results of this study in the public domain is restricted to sponsors only.**

**All data illustrated in this prospectus is fabricated to allow the reader to view how the 2007 Entry & Patio Door results are anticipated to be presented.**

## Method

The questionnaire used for this study consists of seventeen multi-part, closed-end questions, three screening questions, and two open-ended questions (See enclosed questionnaire at the end of this prospectus). The survey will be conducted via outbound telephone interviews. Potential respondents will first be screened to ensure they are the person responsible for making the purchasing decisions for exterior entry and patio doors for their company.

Survey participants will be asked to rate the importance and satisfaction of four **PURCHASE DECISION DRIVERS**:

1. Price (*not rated on satisfaction*)
2. Supplier service performance
3. Supplier relationship with you
4. Availability of product (*not rated on satisfaction*)

Respondents will then rate the sixteen performance attributes listed below, individually, on their importance in the decision making process. Respondents will also rate their satisfaction with their brands and suppliers of entry and patio doors on their ability to meet these same 16 performance attributes listed below. A nine point scale will be used, with a rating of one representing 'not important' and a rating of nine representing 'very important'.

- |                              |   |   |
|------------------------------|---|---|
| <b>Product Quality</b>       | { | 1. Brand provides my customers good value       |
|                              |   | 2. Consistent product quality from door to door |
|                              |   | 3. Energy efficiency                            |
|                              |   | 4. Assortment of styles                         |
|                              |   | 5. Assortment of glass or window options        |
|                              |   | 6. Material the door is made of                 |
| <b>Supplier Performance</b>  | { | 7. Shipment arrives undamaged                   |
|                              |   | 8. Packaging correctly marked as to contents    |
|                              |   | 9. Shipment arrives as ordered and complete     |
|                              |   | 10. On-time shipment                            |
|                              |   | 11. Effective literature that sells product     |
| <b>Supplier Relationship</b> | { | 12. Contact is easy to reach by phone           |
|                              |   | 13. Knowledgeable sales personnel               |
|                              |   | 14. Easy to order from                          |
|                              |   | 15. Supplier handles problems well              |
|                              |   | 16. Supplier considers my company important     |

Respondents will also be asked two successive open-ended questions:

Thinking about the newest product development in Entry/Patio Doors that you use as a sales point, what is it? And Why?

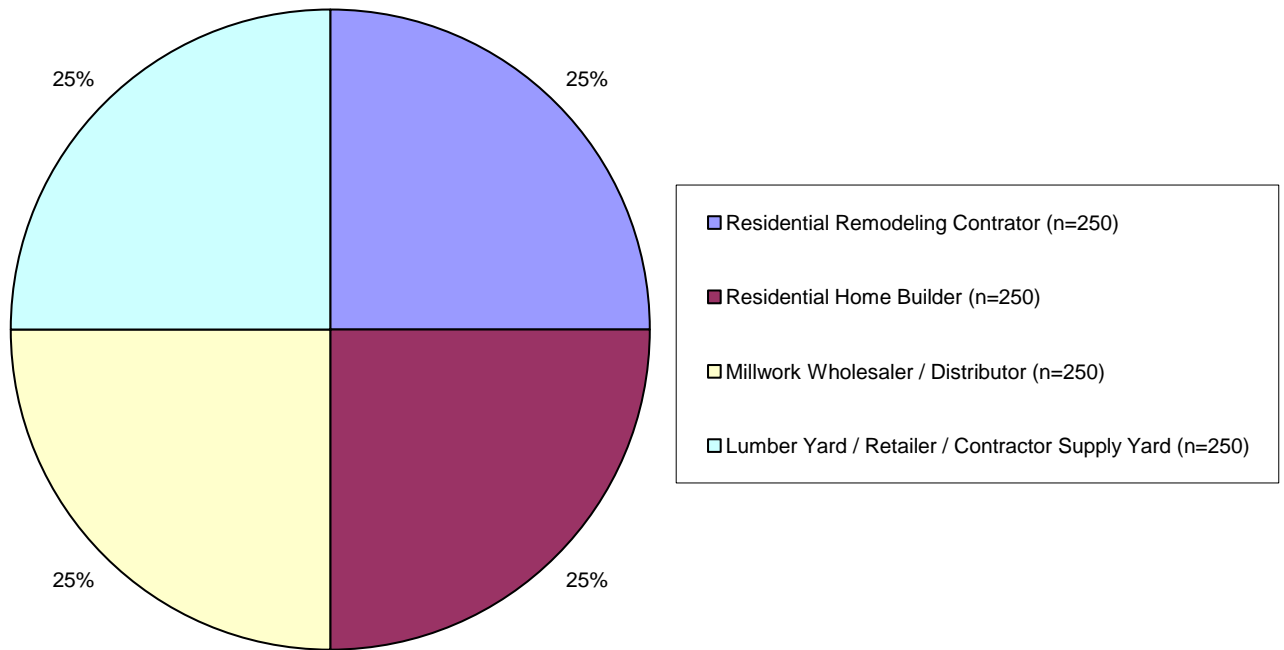
**Sponsors will be permitted to add questions for an additional fee.**

**Please call 1-800-795-3056 and ask for John Cashmore or Matt Brown if you would like to discuss adding additional questions.**

# Respondent Profile

## Sample Data

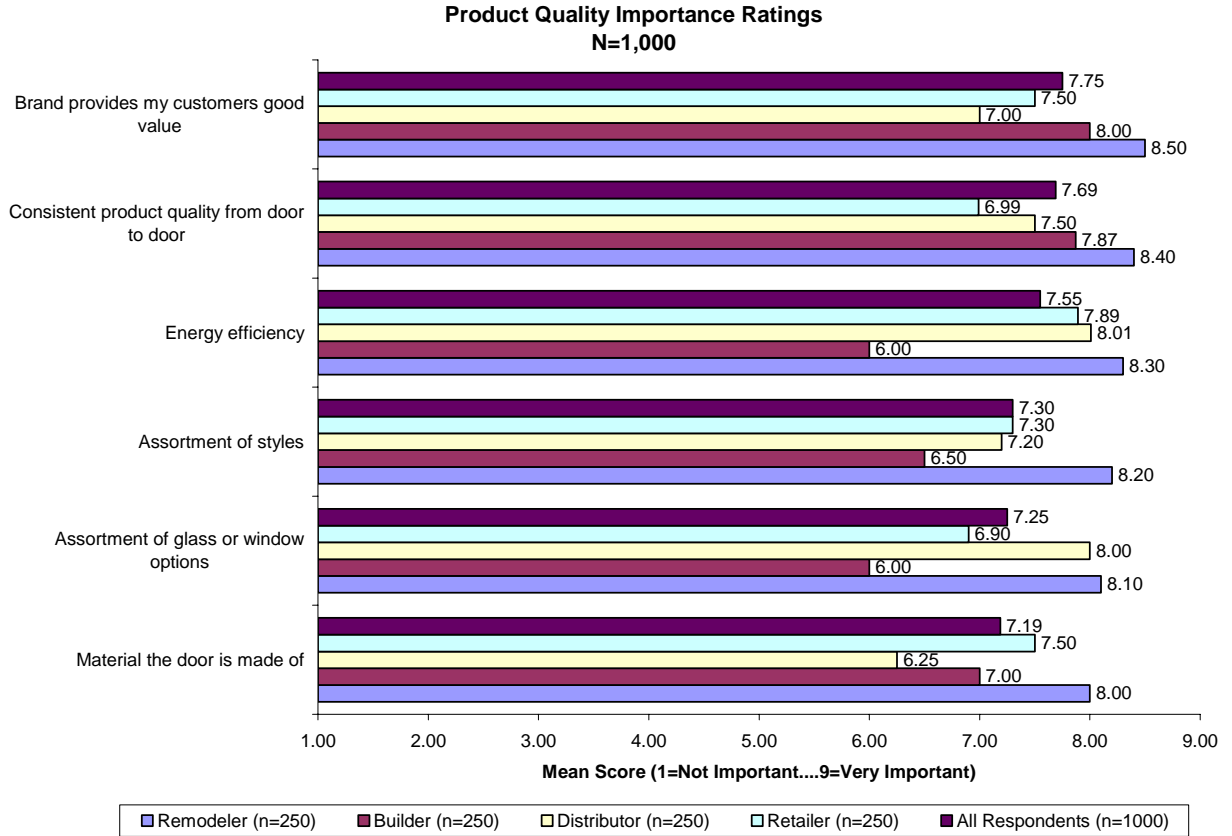
Which of the following best describes the work your company does?  
N=1,000



# Product Quality Importance Ratings

## Sample Data

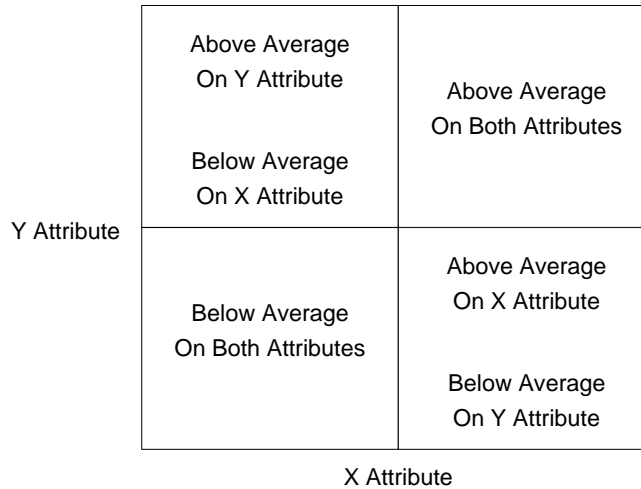
**10B)** Now I am going to read some product quality characteristics you may consider when you purchase exterior entry doors and patio doors. Please rate each attribute on a scale from 1 to 9, with 1 representing Not Important and 9 representing Very Important.



# Cluster Analysis: Consistent Product Quality from Door to Door vs. Brand Provides My Customers Good Value

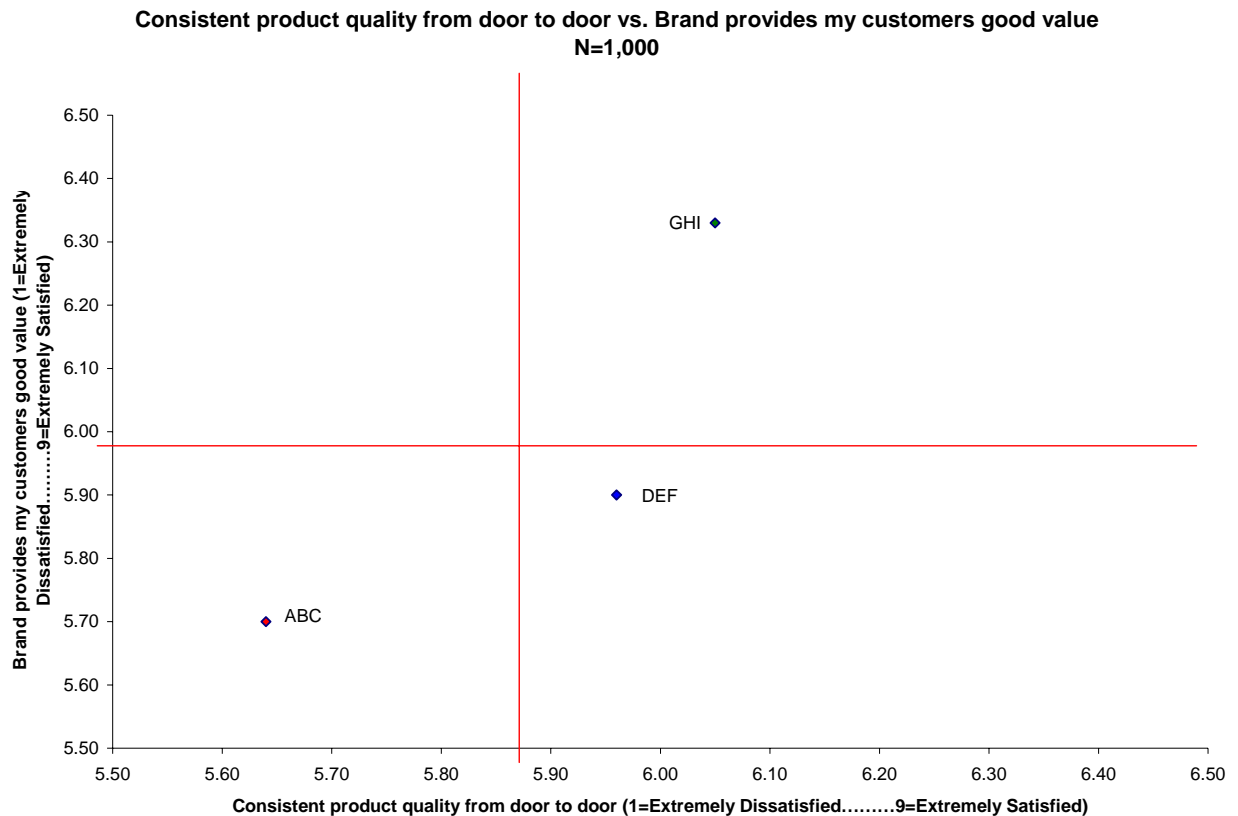
## Sample Data

Each company will be plotted based on their scores of specific attributes along a vertical and a horizontal axis. This style of plot displays a good snapshot of the suppliers in the market relative to each other. The red lines mark the average score for the attributes and divide the graphs into four quadrants:



### Example:

GHI scored above average on both *Consistent product quality from door to door* and *Brand provides my customers good value* and are therefore located in the top right quadrant. ABC, in the bottom left quadrant, scored below average on both *Consistent product quality from door to door* and *Brand provides my customers good value*.



# Questionnaire

**Entry & Patio Door Study  
903-703  
FINAL**

**Time began:**

**Time Ended:**

Dialer:	DATE:	
<b>RESPONDENT IDENTIFICATION</b>		
Name (Mr. Ms. Mrs.)		
Title		
Company Name		
Address		
City	State	Zip Code
Phone Number (Day):		

This is \_\_\_\_\_ calling from Market Resource Associates in Minneapolis. We are conducting an industry study regarding entry and patio doors used in residential home building and remodeling. Could I speak to the person responsible for purchasing decisions regarding entry and patio doors for your company?

This will only take a few minutes of your time. Before we start, I want to let you know that all responses will be reported only as an industry summary. The identity of individual respondents will remain confidential. Further, we are not selling anything, and you will never be contacted to buy anything as a result of your participation in this study. Results of the study will be published in Window & Door Magazine.

**1) Which of the following best describes the work your company does? (Must mention one of these to continue; select only one.)**

- Lumber Yard/Retailer/Contractor Supply Yard..... 1
- Millwork Wholesaler / Distributor .....2
- Residential Home Builder .....3
- Residential Remodeling Contractor.....4

**NQ1**

**2) Which of the following types of doors do you personally use or sell: (READ LIST)(Circle all that apply.) (Must mention Exterior Entry and Exterior Patio to continue.)**

- Exterior Entry .....1
- Exterior Patio .....2

**IF ONLY THESE SELECTED, THANK AND TERMINATE**

- Exterior Storm.....3
- Interior.....4
- Garage Entry .....5
- Don't know .....99

**NQ2**

## Questionnaire

3) What is your level of influence regarding the purchase of exterior entry or patio doors for your company? (Read List)

- I sign the purchase order but have no involvement in choosing brands..... 1  
**TERMINATE**
- I am primarily responsible for choosing what brands to buy .....2  
**CONTINUE**
- I don't choose what brands to buy, but I influence someone who does .....3  
**CONTINUE**
- I have no influence and don't choose what brands to buy .....4  
**TERMINATE**

**NQ3**

**NOTE: AT THIS POINT, IF RESPONDENT IS A RESIDENTIAL HOMEBUILDER OR REMODELER, CONTINUE TO Q4; OTHERWISE SKIP TO Q6.**

4) Approximately how many homes did your company [choose appropriate word] BUILD/REMODEL in the last 12 months? (DO NOT READ LIST)

- 0.....**TERMINATE**
- 1-10.....1
- 11-25.....2
- 26-50.....3
- 51-100.....4
- 101+.....5
- (DO NOT READ)** Don't Know.....99

**NQ4**

5) Approximately what was the average market price or value of the homes your company worked on in the last 12 months? (DO NOT READ LIST)

- Under \$149K 1
- \$150K-\$249K.....2
- \$250K-\$349K.....3
- \$350K-\$449K.....4
- \$450K-\$549K.....5
- \$550K-\$1 million.....6
- \$1 million+ .....7
- (DO NOT READ)** Don't Know.....99

## Questionnaire

6) Thinking about your current brands of residential exterior entry doors, could you please name up to **two BRANDS used most often?** *(If hesitant or refuse)* The purpose of this study is to gather the opinions of the industry as a whole. The identity of individual respondents will remain confidential. **(INSERT CODE FROM BRAND SHEET-DO NOT READ BRANDS)**

**What material is (BRAND A) made of? Brand B?**

**From which of the following suppliers do you most often buy (BRAND A)? Brand B?**  
**(ASK OF ALL BRANDS MENTIONED) (READ LIST OF SUPPLIERS)(ACCEPT ONLY 1 SUPPLIER)**

1=Manufacturer, 2=Distributor, 3=Dealer / Pro Lumberyard

Dialer Note: Ask if to be sure each brand is an EXTERIOR ENTRY DOOR and NOT a storm, patio or French door brand. An exterior entry door opens from an interior hallway or other interior space onto a porch or other exterior environment. An example would be a swing door which opens on the front entrance to the house.

	Brand A	Brand B
Exterior Entry Door Brand Name		
Exterior Entry Door Brand Code		
Exterior Entry Door Brand Material Code		
Exterior Entry Door Brand Supplier Code		

7) Now, thinking about your current brands of residential patio doors, could you please name up to **two BRANDS used most often?** *(If hesitant or refuse)* The purpose of this study is to gather the opinions of the industry as a whole. The identity of individual respondents will remain confidential. **(INSERT CODE FROM BRAND SHEET—DO NOT READ BRANDS)**

**What material is (BRAND C) made of? Brand D?**

**From which of the following suppliers do you most often buy (BRAND C)? Brand D?**  
**(ASK OF ALL BRANDS MENTIONED) (READ LIST OF SUPPLIERS)(ACCEPT ONLY 1 SUPPLIER)**

1=Manufacturer, 2=Distributor, 3=Dealer / Pro Lumberyard

Dialer Note: Ask if to be sure each brand is a PATIO DOOR and NOT a storm, entry or French door brand. A patio door opens from an interior living space onto a deck, patio or other exterior environment. An example would be a sliding glass door opening onto a deck.

	Brand C	Brand D
Patio Door Brand Name		
Patio Door Brand Code		
Patio Door Brand Material Code		
Exterior Entry Door Brand Supplier Code		

**RESPONDENT MUST GIVE AT LEAST ONE ENTRY DOOR BRAND AND PATIO DOOR BRAND TO QUALIFY TO CONTINUE**

NQ5

## Questionnaire

8) Thinking about everything overall, please rate **(BRAND A NAME)** using a 1-9 scale, with 1 being Extremely Dissatisfied and 9 being Extremely Satisfied. So, overall, how would you rate **(BRAND B)**? Now **(BRAND C)**? Now **(BRAND D)**? **(Write in and say supplier names in same order given above)**

	Brand A	Brand B	Brand C	Brand D
	Extremely Dissatisfied      Extremely Satisfied	Extremely Dissatisfied      Extremely Satisfied	Extremely Dissatisfied      Extremely Satisfied	Extremely Dissatisfied      Extremely Satisfied
OVERALL RATING	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused

9) Now I am going to read **four** features that you may consider when you purchase residential **exterior entry doors or patio doors**. **(READ LIST, ROTATE ORDER)** Now, please divide 100 points among the **four** attributes according to how important each attribute is to you in the selection of an entry door.

ATTRIBUTE	IMPORTANCE
A. Price	
B. Supplier service and performance	
C. Supplier relationship with you	
D. Availability of product	
	<b>MUST ADD TO 100 POINTS</b>

## PRODUCT QUALITY

10A) Thinking about **overall product quality**, please rate **(BRAND A NAME)** using a 1-9 scale, with 1 being Extremely Dissatisfied and 9 being Extremely Satisfied. So, overall, how would you rate **(BRAND B)**? Now **(BRAND C)**? Now **(BRAND D)**? **(Write in and say supplier names in same order given above.)**

	Brand A	Brand B	Brand C	Brand D
	Extremely Dissatisfied      Extremely Satisfied	Extremely Dissatisfied      Extremely Satisfied	Extremely Dissatisfied      Extremely Satisfied	Extremely Dissatisfied      Extremely Satisfied
OVERALL PRODUCT QUALITY RATING	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused

## Questionnaire

**10B)** Now I am going to read some product quality characteristics you may consider when you purchase exterior entry doors and patio doors. Please rate each attribute on a scale from 1 to 9, 1 being Not Important and 9 being Very Important.

Product Quality Importance Characteristics	Not	Very
	Important	Important
1. Brand provides my customers good value	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>	
2. Consistent product quality from door to door	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>	
3. Energy efficiency	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>	
4. Assortment of styles	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>	
5. Assortment of glass or window options	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>	
6. Material the door is made of	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>	

**10C1)** Now, thinking about those same product quality characteristics, please rate EACH ENTRY DOOR BRAND using a 1-9 scale, with 1 being Extremely Dissatisfied and 9 being Extremely Satisfied.

**(ROTATE ORDER OF LIST)**

So, for Entry Door **BRAND A**, how would you rate.....

For Entry Door **BRAND B**, how would you rate.....

Product Quality Performance Characteristics (ENTRY DOOR BRANDS)	Brand A		Brand B	
	Extremely Dissatisfied	Extremely Satisfied	Extremely Dissatisfied	Extremely Satisfied
1. Brand provides my customers good value	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>		1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>	
2. Consistent product quality from door to door	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>		1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>	
3. Energy efficiency	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>		1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>	
4. Assortment of styles	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>		1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>	
5. Assortment of glass or window options	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>		1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>	
6. Material the door is made of	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>		1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>	

## Questionnaire

**10C2)** Now, thinking about those same product quality characteristics, please rate EACH PATIO DOOR BRAND using a 1-9 scale, with 1 being Extremely Dissatisfied and 9 being Extremely Satisfied.

**(ROTATE ORDER OF LIST)**

So, for Patio Door **BRAND C**, how would you rate...  
 For Patio Door **BRAND D**, how would you rate...

Product Quality Performance Characteristics (PATIO DOOR BRANDS)	Brand C		Brand D	
	Extremely Dissatisfied	Extremely Satisfied	Extremely Dissatisfied	Extremely Satisfied
1. Brand provides my customers good value	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>
2. Consistent product quality from door to door	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>
3. Energy efficiency	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>
4. Assortment of styles	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>
5. Assortment of glass or window options	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>
6. Material the door is made of	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>

# Questionnaire

## SERVICE AND PERFORMANCE

**11A)** Now, thinking about overall service and performance, please rate (BRAND A NAME) using a 1-9 scale, with 1 being Extremely Dissatisfied and 9 being Extremely Satisfied. So, overall, how would you rate (BRAND B)? Now (BRAND C)? Now (BRAND D)? (Write in and say supplier names in same order given above.)

	Brand A		Brand B		Brand C		Brand D	
	Extremely Dissatisfied	Extremely Satisfied	Extremely Dissatisfied	Extremely Satisfied	Extremely Dissatisfied	Extremely Satisfied	Extremely Dissatisfied	Extremely Satisfied
OVERALL SERVICE AND PERFORMANCE RATING	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>		1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>		1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>		1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>	

**11B)** Now I am going to read some service and performance characteristics you may consider when you purchase exterior entry doors and patio doors. Please rate each attribute on a scale from 1 to 9, 1 being Not Important and 9 being Very Important.

<b>Service and Performance Importance Characteristics</b>	Not Important							Very Important	
1. Shipment arrives undamaged	1	2	3	4	5	6	7	8	9
	<b>99=Don't know/Refused</b>								
2. Packaging clearly marked as to contents	1	2	3	4	5	6	7	8	9
	<b>99=Don't know/Refused</b>								
3. Shipment arrives as ordered & complete	1	2	3	4	5	6	7	8	9
	<b>99=Don't know/Refused</b>								
4. On-time shipment	1	2	3	4	5	6	7	8	9
	<b>99=Don't know/Refused</b>								
5. Effective literature that sells product	1	2	3	4	5	6	7	8	9
	<b>99=Don't know/Refused</b>								

## Questionnaire

**11C1)** Now, thinking about those same service and performance characteristics, please rate EACH ENTRY DOOR BRAND using a 1-9 scale, with 1 being Extremely Dissatisfied and 9 being Extremely Satisfied.

**(ROTATE ORDER OF LIST)**

So, for Entry Door **BRAND A**, how would you rate.....

For Entry Door **BRAND B**, how would you rate.....

Service and Performance Characteristics (ENTRY DOOR BRANDS)	Brand A		Brand B	
	Extremely Dissatisfied	Extremely Satisfied	Extremely Dissatisfied	Extremely Satisfied
1. Shipment arrives undamaged	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused
2. Packaging clearly marked as to contents	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused
3. Shipment arrives as ordered & complete	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused
4. On-time shipment	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused
5. Effective literature that sells product	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused

**11C2)** Now, thinking about those same service and performance characteristics, please rate EACH PATIO DOOR BRAND using a 1-9 scale, with 1 being Extremely Dissatisfied and 9 being Extremely Satisfied.

**(ROTATE ORDER OF LIST)**

So, for Patio Door **BRAND C**, how would you rate...

For Patio Door **BRAND D**, how would you rate...

Service and Performance Characteristics (PATIO DOOR BRANDS)	Brand C		Brand D	
	Extremely Dissatisfied	Extremely Satisfied	Extremely Dissatisfied	Extremely Satisfied
1. Shipment arrives undamaged	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused
2. Packaging clearly marked as to contents	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused
3. Shipment arrives as ordered & complete	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused
4. On-time shipment	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused
5. Effective literature that sells product	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused

# Questionnaire

## SUPPLIER RELATIONSHIP

**12A)** Now, thinking about overall **supplier relationship**, please rate **(BRAND A NAME)** using a 1-9 scale, with 1 being Extremely Dissatisfied and 9 being Extremely Satisfied. So, overall, how would you rate **(BRAND B)**? Now **(BRAND C)**? Now **(BRAND D)**? **(Write in and say supplier names in same order given above.)**

	Brand A	Brand B	Brand C	Brand D
	Extremely Dissatisfied      Extremely Satisfied	Extremely Dissatisfied      Extremely Satisfied	Extremely Dissatisfied      Extremely Satisfied	Extremely Dissatisfied      Extremely Satisfied
OVERALL SUPPLIER RELATIONSHIP RATING	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>	1 2 3 4 5 6 7 8 9 <b>99=Don't know/Refused</b>

**12B)** Now I am going to read some supplier relationship characteristics you may consider when you purchase exterior entry doors and patio doors. Please rate each attribute on a scale from 1 to 9, 1 being Not Important and 9 being Very Important.

<b>Supplier Relationship Importance Characteristics</b>	Not Important	Very Important
1) Contact is easy to reach by phone	1 2 3 4 5 6 7 8 9	99=Don't know/Refused
2) Knowledgeable sales personnel	1 2 3 4 5 6 7 8 9	99=Don't know/Refused
3) Easy to order from	1 2 3 4 5 6 7 8 9	99=Don't know/Refused
4) Supplier handles problems well	1 2 3 4 5 6 7 8 9	99=Don't know/Refused
5) Supplier considers my company important	1 2 3 4 5 6 7 8 9	99=Don't know/Refused

## Questionnaire

**12C1)** Now, thinking about those same supplier relationship characteristics, please rate EACH ENTRY DOOR BRAND using a 1-9 scale, with 1 being Extremely Dissatisfied and 9 being Extremely Satisfied.

**(ROTATE ORDER OF LIST)**

So, for Entry Door **BRAND A**, how would you rate.....  
For Entry Door **BRAND B**, how would you rate.....

Supplier Relationship Performance Characteristics (ENTRY DOOR BRANDS)	Brand A		Brand B	
	Extremely Dissatisfied	Extremely Satisfied	Extremely Dissatisfied	Extremely Satisfied
1) Contact is easy to reach by phone	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused
2) Knowledgeable sales personnel	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused
3) Easy to order from	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused
4) Supplier handles problems well	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused
5) Supplier considers my company important	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused

**12C2)** Now, thinking about those same supplier relationship characteristics, please rate EACH PATIO DOOR BRAND using a 1-9 scale, with 1 being Extremely Dissatisfied and 9 being Extremely Satisfied.

**(ROTATE ORDER OF LIST)**

So, for Patio Door **BRAND C**, how would you rate...  
For Patio Door **BRAND D**, how would you rate...

Supplier Relationship Performance Characteristics (PATIO DOOR BRANDS)	Brand C		Brand D	
	Extremely Dissatisfied	Extremely Satisfied	Extremely Dissatisfied	Extremely Satisfied
1) Contact is easy to reach by phone	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused
2) Knowledgeable sales personnel	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused
3) Easy to order from	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused
4) Supplier handles problems well	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused
5) Supplier considers my company important	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused	1 2 3 4 5 6 7 8 9 99=Don't know/Refused

## Questionnaire

**13A)** Thinking about the newest product development in Entry Doors that you use as a sales point, what is it? (Why?) **[PROBE]**

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**13B)** Thinking about the newest product development in Patio Doors that you use as a sales point, what is it? (Why?) **[PROBE]**

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