



***Customer
Satisfaction
Survey
Report***



Prepared Exclusively for:

XYZ Pet Supply, Co.

April 16, 2007

CONFIDENTIAL

Industry Insights Code = 1

©2007 Pet Industry Distributors
Association and Industry Insights, Inc.

Your PIDA *Customer Satisfaction Survey* report is designed to assist you in measuring and evaluating the characteristics, needs, attitudes and opinions of your customers with regard to the service that they receive from your company. In addition to providing an overall picture of your company's performance in terms of customer satisfaction, this report is also designed to emphasize areas where your performance was especially strong, as well as potential areas for improvement. The ultimate goal of the report is to assist you and your company in providing the best possible service to your customers.

The survey and this subsequent report focus on such key issues as:

- Demographics of the customers, including products carried, percent of products purchased from your firm, annual sales volume, other distributors used and whether your firm is considered the primary distributor
- Factors that influence purchase from your competitors
- Impact of your company on the customer's business
- Overall satisfaction with your company
- Plans for purchasing from your company in the future
- Satisfaction with your company in a variety of performance areas, including customer service, order processing, sales assistance, products and delivery.

SURVEY METHODOLOGY

This study was conducted by Industry Insights, Inc., an independent research and consulting firm headquartered in Columbus, Ohio. Although PIDA was deeply involved in the set-up and design of the questionnaires and study, it is important to note that *no one at PIDA will ever see the results of your survey unless you decide to show them*. Your results will only be seen by a select group of Industry Insights employees. **The confidentiality of your data is 100% guaranteed.**

The research instrument that was used for this survey was a printed questionnaire that was designed based on PIDA's extensive input to

ensure that the information gathered would be relevant and useful (a copy of the survey form can be found in the report's Appendix). Completed forms were returned directly to Industry Insights in business reply envelopes in complete anonymity. Upon receipt, data from the questionnaires were keyed for processing, and checks were run to ensure data validity.

For your particular study, a total of 3,000 forms were sent out, and 538 were returned in time for processing, representing a response rate of 18%. Based on 538 presumably random responses and 3,000 total customers, the margin of error for the study is +/- 4%.

It is believed that the data presented in the report represent a valid cross-section of your customers and is representative of the customers in total within the parameters listed above. However, the statistical validity of responses for any given question varies somewhat depending on sample sizes and the demographics of response. Industry Insights, therefore, makes no representations or warranties with respect to the results of this study and shall not be liable to PIDA, your company or anyone else for any informational inaccuracies, errors, or omissions in content.

REPORT ORGANIZATION

In order to make this report meaningful and informative, yet easy to use, it will be divided into two main sections: "Executive Summary" and "Detailed Survey Results." The Executive Summary will present a user-friendly overview of the survey's findings mainly via graphs, while the Detailed Survey Results will present the survey data in greater detail, showing the tabular results for various data groupings so that responses can be compared across differing respondent types.

Please address any questions you may have regarding the report or data compilation to either Steve Kretzer of Industry Insights (614-802-2310 ext 106 skretzer@indins.com) or Steve King of PIDA (phone 443-640-1060 ext. 101 steve@ksgroup.org).

Both PIDA and Industry Insights, Inc., are pleased to provide you with this report and hope you will find it most useful.

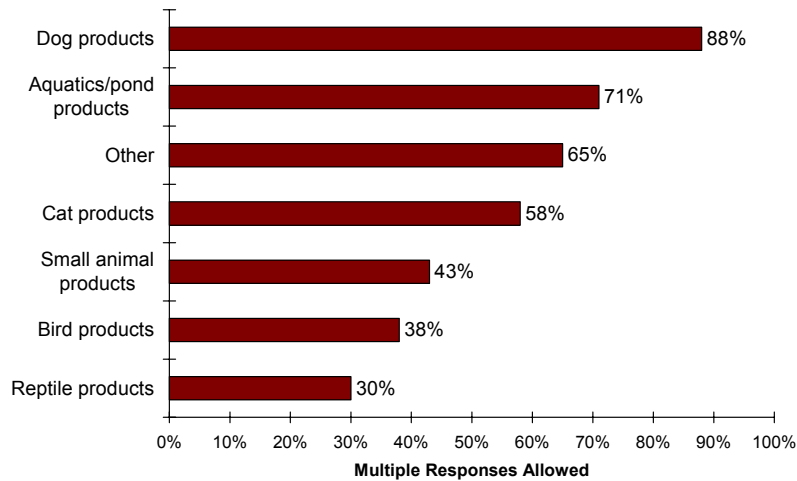
Executive Summary

The overall results of your PIDA *Customer Satisfaction Survey* are outlined below. Users of this information should bear in mind that because studies of this type measure perceptions and attitudes in addition to concrete facts, a certain amount of bias may have been introduced based on how individual respondents might have interpreted specific questions. The questions asked in this study were designed and phrased to be as clear and unambiguous as possible; it is therefore believed that any such biases are minimal and that the data reported are representative of the overall universe.

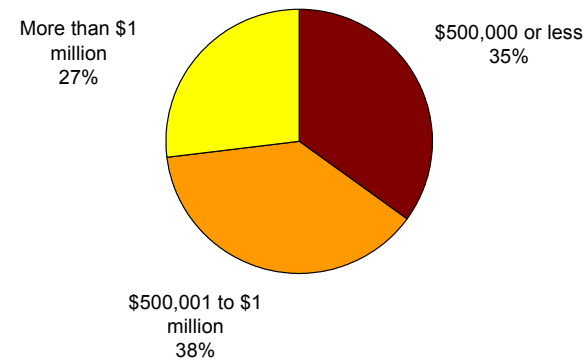
Respondent Demographics

The demographic makeup of your survey's respondents, including products carried, annual sales volume and percent of purchases that come from your company, is summarized in the graphs below. The method by which respondents first heard of your company are shown as well.

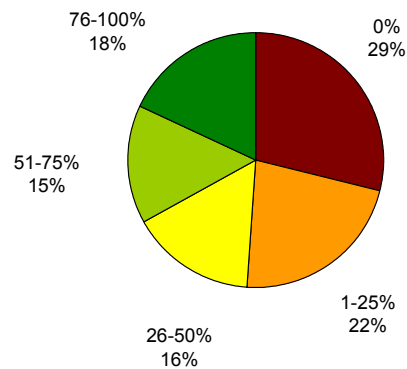
Which of the following products does your store carry?



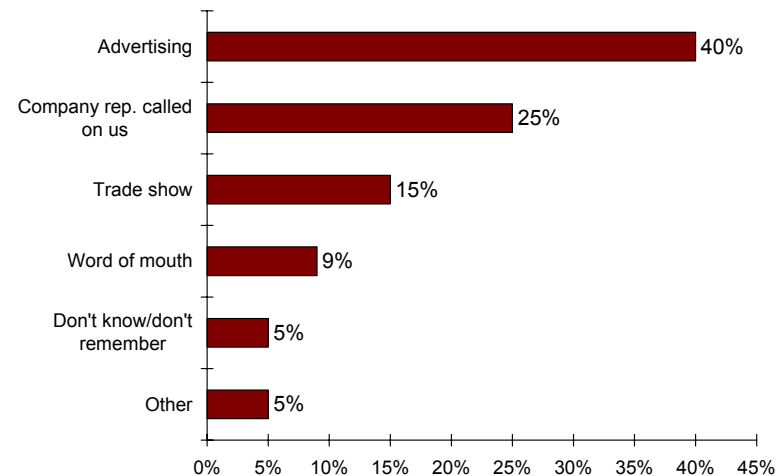
What was your store's annual sales volume in the latest completed fiscal year?



Approximately what percentage of your total product purchases come from XYZ Pet Supply Co.?



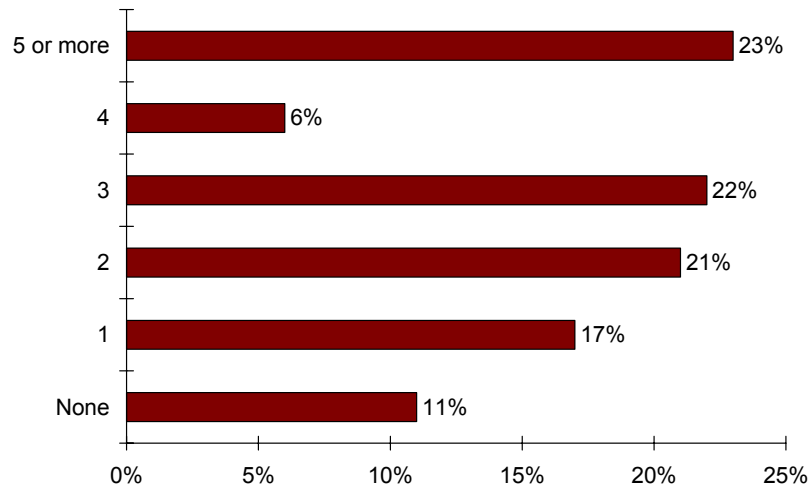
How did you first hear of XYZ Pet Supply Co.?



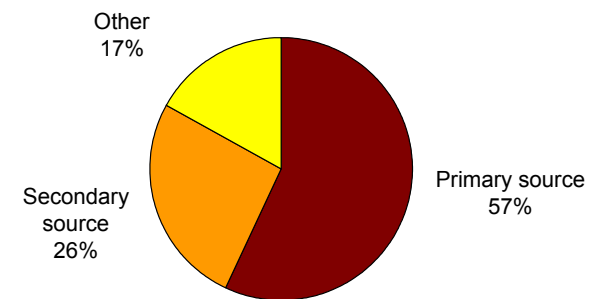
Other Distributors

Shown below are the number of other distributors from which the respondents purchase, followed by the percentage of respondents that consider your company to be their primary source of products. The third graph illustrates the various factors that influence respondents' decisions to purchase from your competitors.

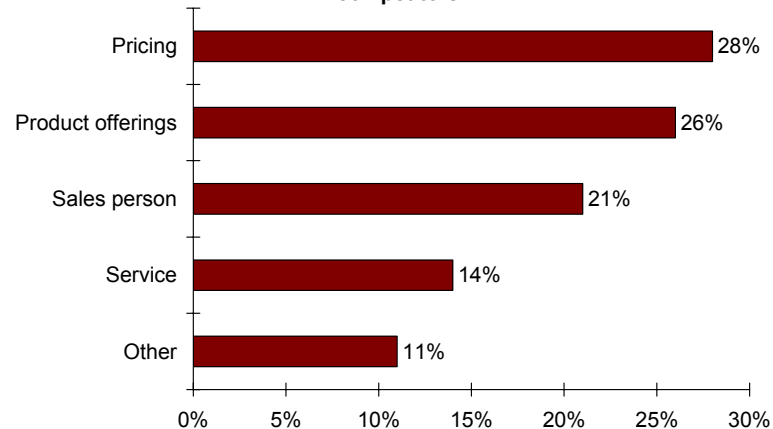
How many other wholesale distributors do you purchase from that offer the same product categories as XYZ Pet Supply Co.?



For the product categories it carries, do you consider XYZ Pet Supply Co. to be your...



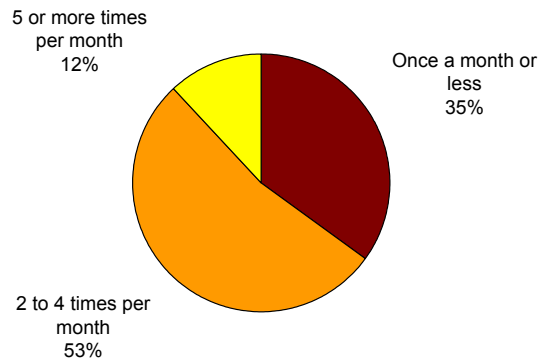
Which of the following items has the greatest influence on your decision to purchase from XYZ Pet Supply Co.'s competitors?



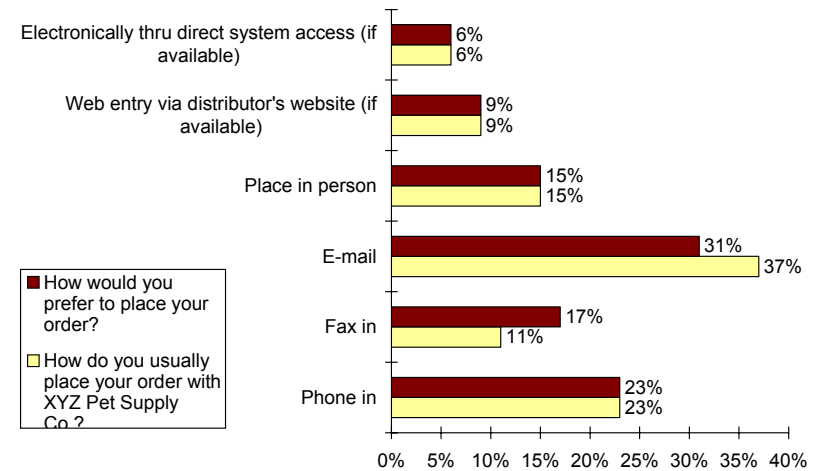
Order Placement

Order placement issues are addressed by graphs below. Specifically, the first graph shows the frequency with which respondents typically place orders, while the second graph compares how respondents *wish* to place their orders versus how they actually place them. Graph three shows the percentage of respondents whose order placement methods match their preferred method.

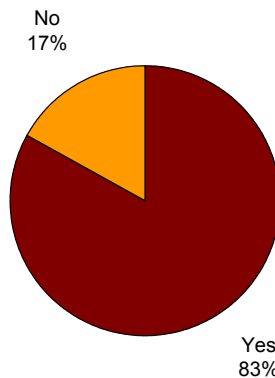
How many times per month do you typically order product from XYZ Pet Supply Co.?



Current vs. Preferred Order Placement Methods



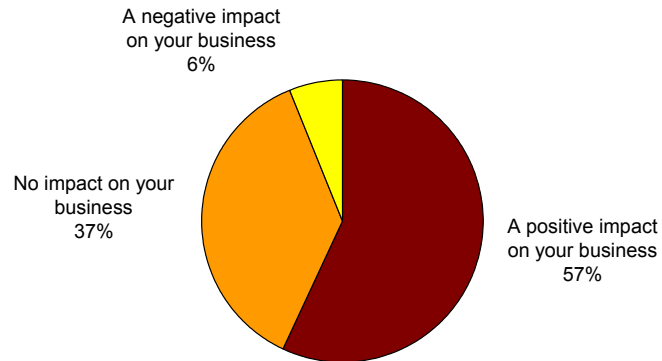
Does preferred order placing method match actual order placing method?



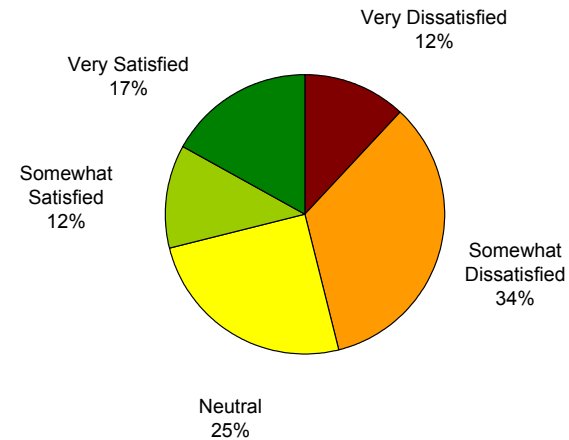
About Your Company

The graphs below highlight some of the survey's most important findings. Specifically, the type of impact your company has had on the respondents' business and their overall satisfaction with your company, as well as future purchasing plans and whether the respondent would recommend your company to a friend.

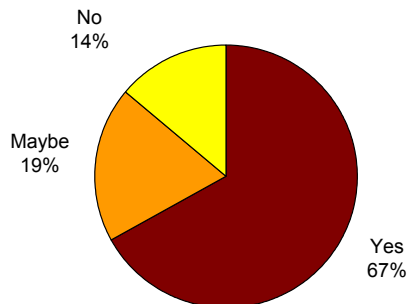
Overall, has XYZ Pet Supply Co. had...



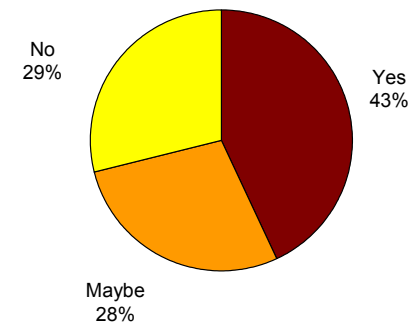
Overall, how satisfied are you with XYZ Pet Supply Co.?



Do you plan on purchasing from XYZ Pet Supply Co. again in the future?



If a friend ran a pet store, would you recommend they use XYZ Pet Supply Co.?



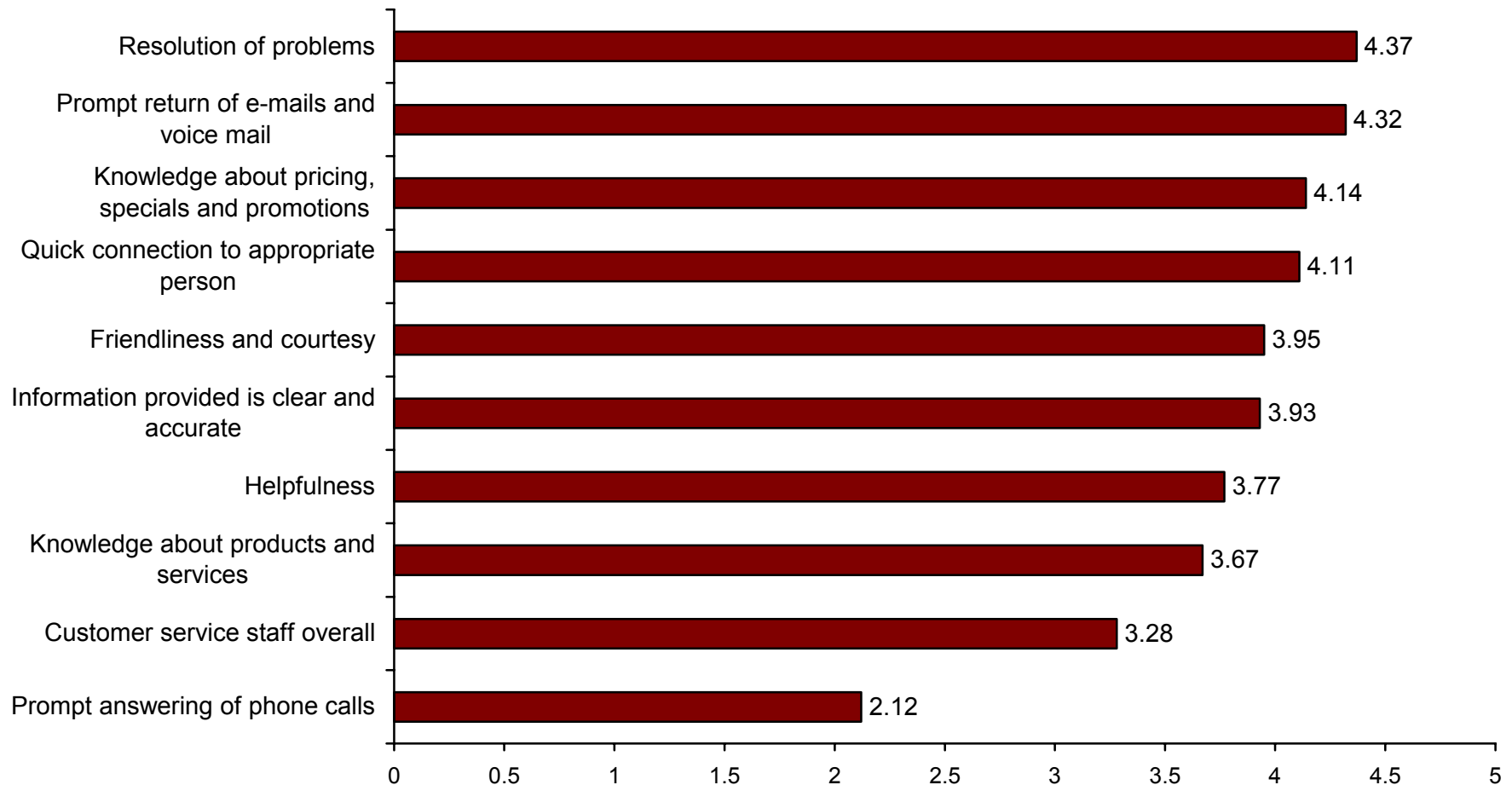
PIDA Customer Satisfaction Survey Report

Executive Summary

The survey next presented respondents with a series of functional areas and asked them to rate their satisfaction with each area. The results are summarized beginning below...

Customer Service Staff

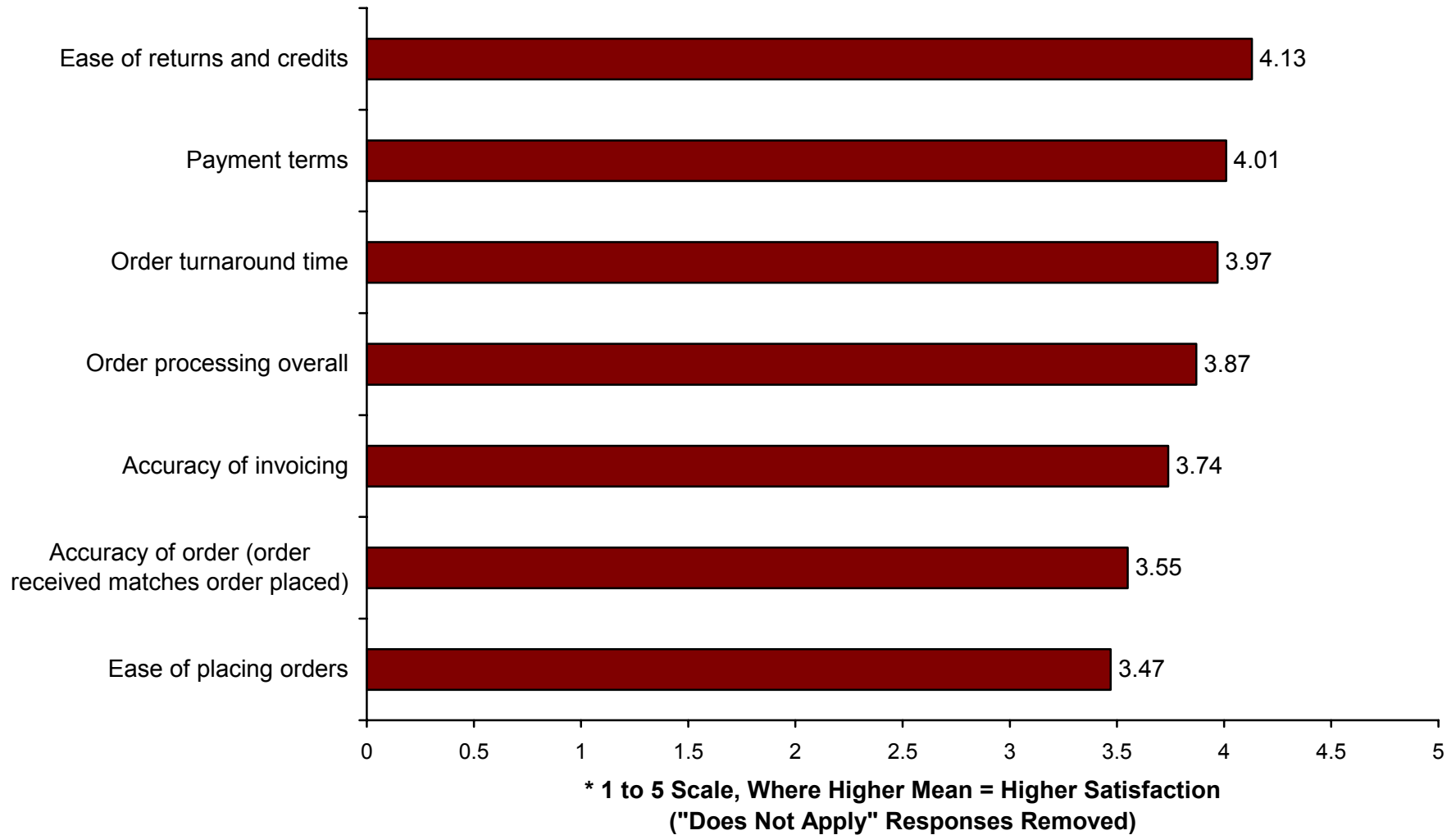
Mean* Satisfaction with Various Aspects of XYZ Pet Supply Co. CUSTOMER SERVICE STAFF



*** 1 to 5 Scale, Where Higher Mean = Higher Satisfaction
("Does Not Apply" Responses Removed)**

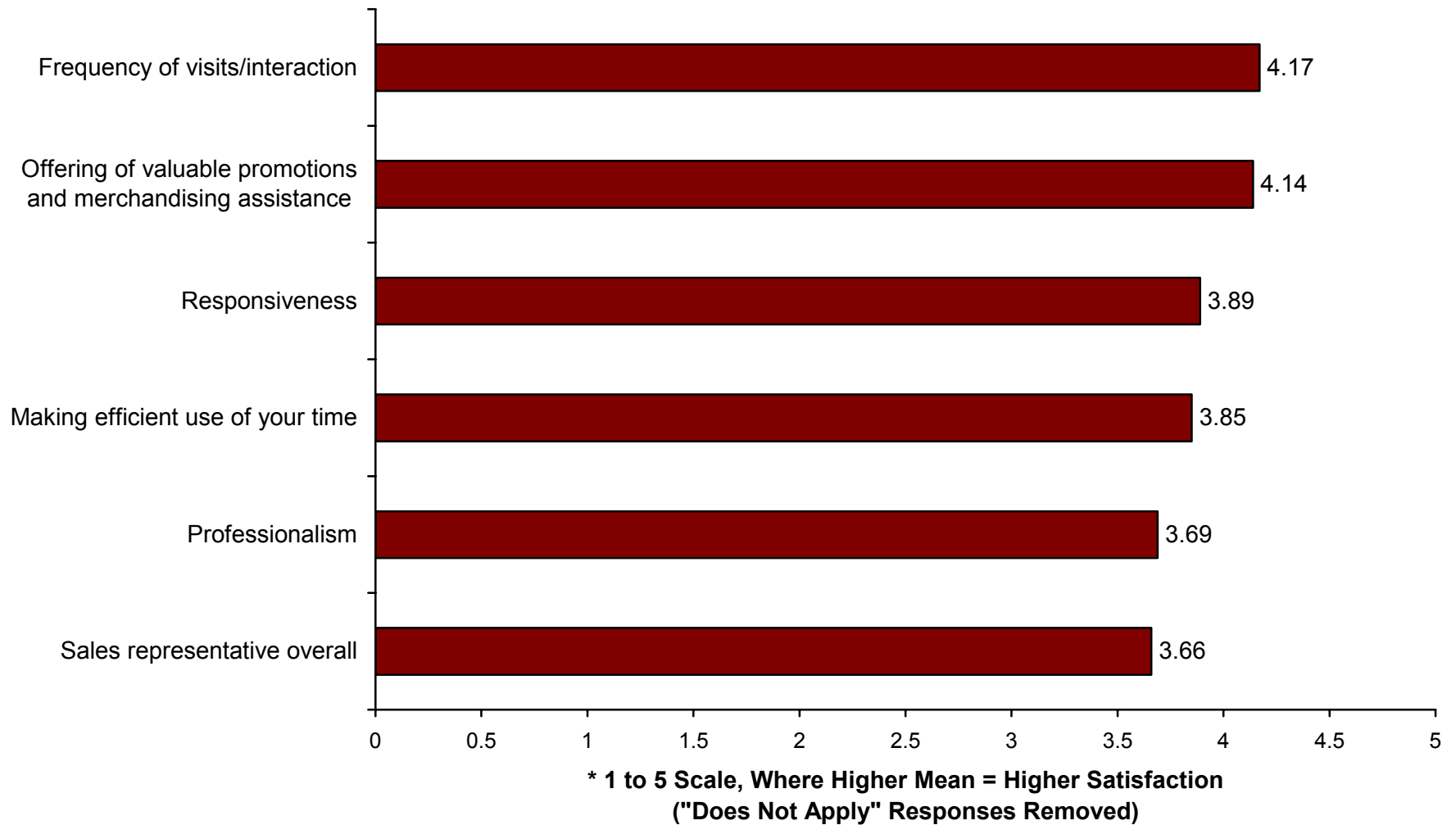
Order Processing

**Mean* Satisfaction with Various Aspects of XYZ Pet Supply Co.
ORDER PROCESSING**

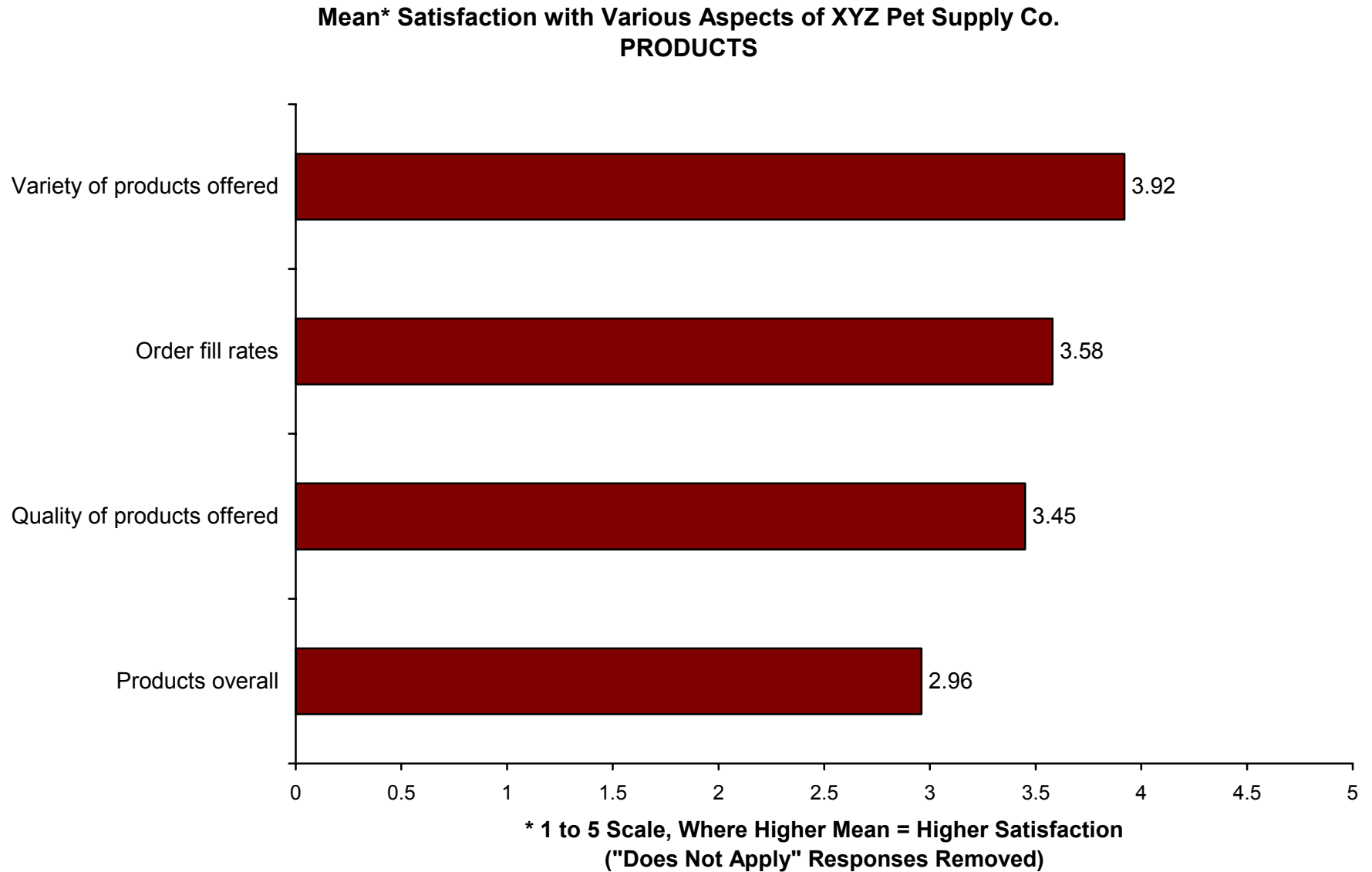


Sales Representative

**Mean* Satisfaction with Various Aspects of XYZ Pet Supply Co.
SALES REPRESENTATIVE**



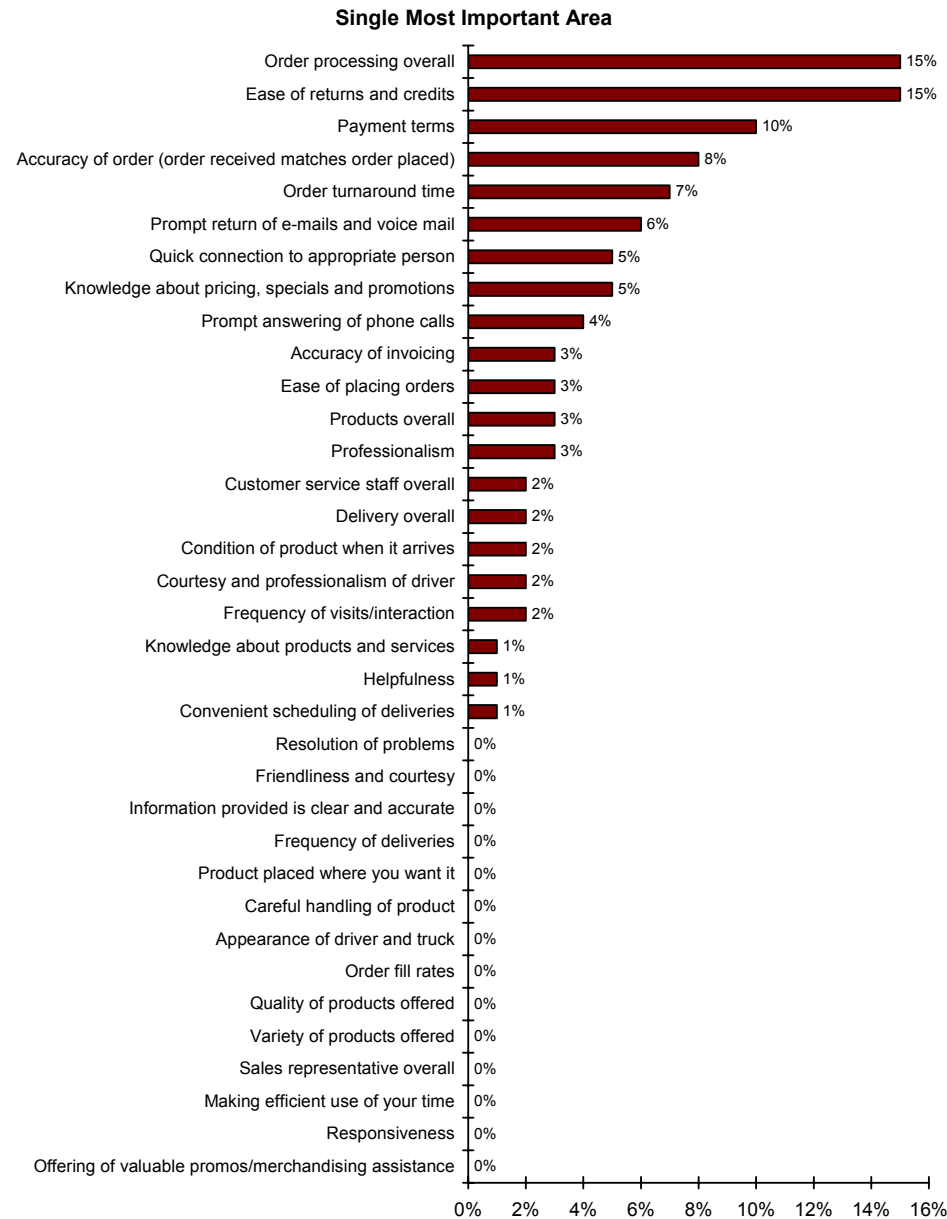
Products



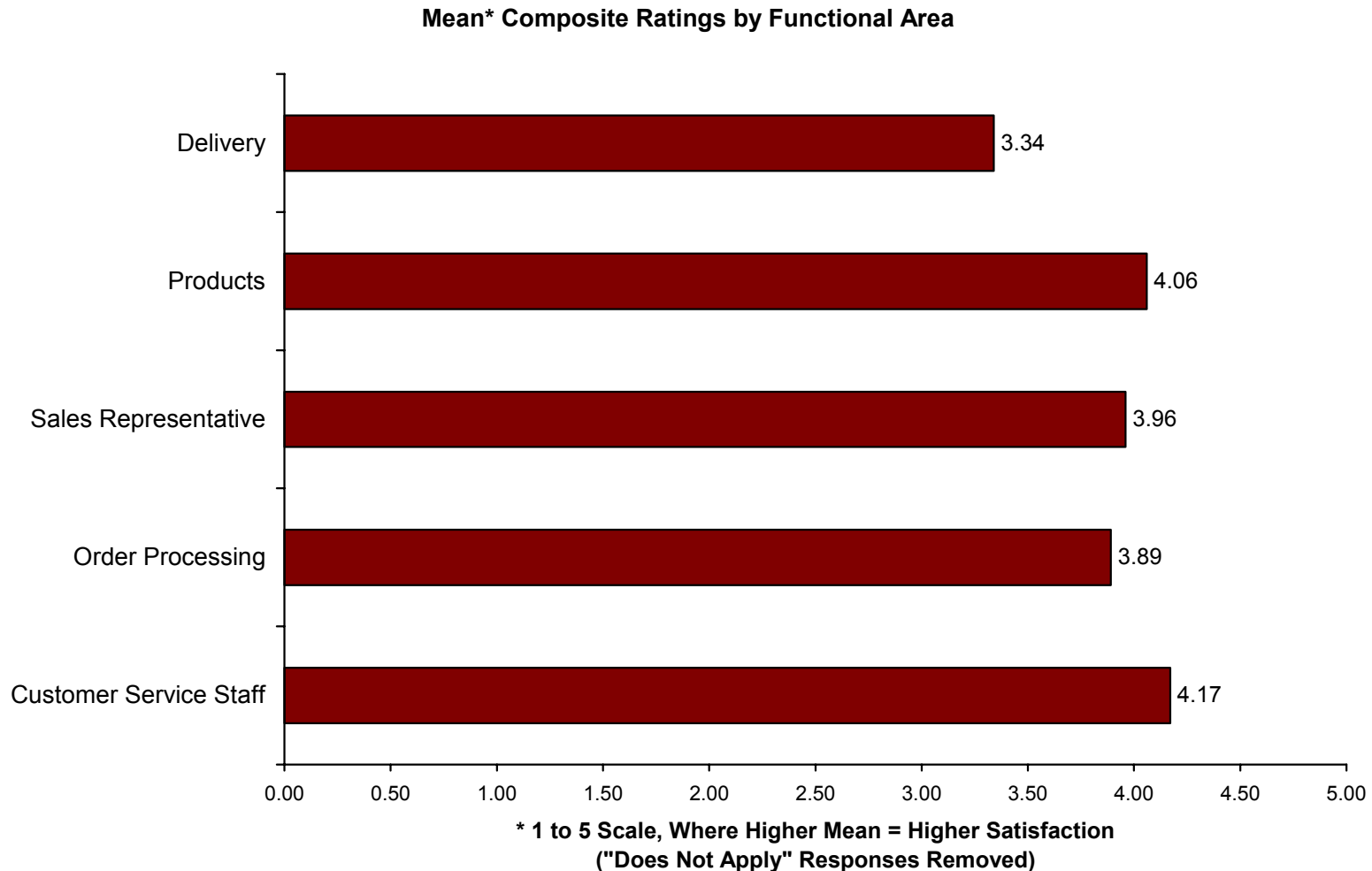
Delivery



The graph below illustrates the functional area that was considered by respondents to be the most important.



To allow your firm to gain a better understanding of levels of satisfaction in terms of broad operational areas, the individual ratings under each area were aggregated to create the composite averages displayed below. For example, the component questions under the Customer Service Staff section were averaged for each respondent to achieve a composite Customer Service Staff rating for that respondent. These respondent ratings were then averaged to obtain the data shown in the graphs below.



The next section of this report shows your surveys' detailed results in greater detail and aggregated by specific respondent characteristics to allow comparisons between differing respondent groups..

Detailed Survey Results

**Which of the following products does your store carry?
(Multiple responses allowed)**

Aquatics/pond products	71%
Bird products	38%
Small animal products	43%
Cat products	58%
Dog products	88%
Reptile products	30%
Other	65%
Number of Respondents	538

Respondent Demographics Information

Approximately what percentage of your total product purchases come from XYZ Pet Supply Co.?	0%	29%
	1-25%	22%
	26-50%	16%
	51-75%	15%
	76-100%	18%
	Total Responses	538
What was your store's annual sales volume in the latest completed fiscal year?	\$500,000 or less	35%
	\$500,001 to \$1 million	38%
	More than \$1 million	27%
	Total Responses	538
For the product categories it carries, do you consider XYZ Pet Supply Co. to be your...	Primary source	57%
	Secondary source	26%
	Other	17%
	Total Responses	538
How many other wholesale distributors do you purchase from that offer the same product categories as XYZ Pet Supply Co.?	None	11%
	1	17%
	2	21%
	3	22%
	4	6%
	5 or more	23%
	Total Responses	538

		How many times per month do you typically order product from XYZ Pet Supply Co.?			Total Number
		Once a month or less	2 to 4 times per month	5 or more times per month	
All Valid	Respondents	35%	53%	12%	538
Total Product Purchases That Come from XYZ Pet Supply Co.	0%	40%	60%		154
	1-25%	26%	74%		118
	26-50%	36%	64%		86
	51-75%	38%	62%		82
	76-100%	32%		68%	98
Store's Annual Sales Volume	\$500,000 or less	100%			186
	\$500,001 to \$1 million		100%		207
	More than \$1 million		54%	46%	145
Consider XYZ Pet Supply Co. to Be:	Primary source	61%	39%		307
	Secondary source		100%		140
	Other		26%	74%	91
Other Wholesale Distributors Purchased from	None	51%		49%	61
	1	34%	26%	40%	92
	2	27%	73%		113
	3	26%	74%		118
	4	100%			31
	5 or more	25%	75%		123
Products Carried	Aquatics/pond products	36%	51%	12%	383
	Bird products	33%	54%	12%	206
	Small animal products	36%	52%	12%	234
	Cat products	35%	52%	13%	311
	Dog products	36%	52%	12%	471
	Reptile products	34%	53%	13%	162
	Other	35%	52%	13%	350

		How do you usually place your order with XYZ Pet Supply Co.?						Total Number	How would you prefer to place your order?						Total Number
		Phone in	Fax in	E-mail	Place in person	Web entry via distributor's website (if available)	Electronically thru direct system access (if available)		Phone in	Fax in	E-mail	Place in person	Web entry via distributor's website (if available)	Electronically thru direct system access (if available)	
All Valid	Respondents	23%	11%	37%	15%	9%	6%	538	23%	17%	31%	15%	9%	6%	538
Total Product Purchases That Come from XYZ Pet Supply Co.	0%	80%					20%	154	60%		20%			20%	154
	1-25%		49%	51%				118		75%	25%				118
	26-50%			100%				86	36%		64%				86
	51-75%			62%	38%			82			62%	38%			82
	76-100%				52%	48%		98				52%	48%		98
Store's Annual Sales Volume	\$500,000 or less	17%		33%	17%	17%	17%	186	17%	17%	17%	17%	17%	17%	186
	\$500,001 to \$1 million	44%	28%	28%				207	44%	28%	28%				207
	More than \$1 million			54%	35%	11%		145			54%	35%	11%		145
Consider XYZ Pet Supply Co. to Be:	Primary source	40%	9%	20%	10%	10%	10%	307	40%	20%	10%	10%	10%	10%	307
	Secondary source		21%	79%				140		21%	79%				140
	Other			26%	56%	18%		91			26%	56%	18%		91
Other Wholesale Distributors Purchased from	None	51%			23%	26%		61			51%	23%	26%		61
	1			60%	40%			92		34%	26%	40%			92
	2			100%				113	27%		73%				113
	3		49%	25%	26%			118		49%	25%	26%			118
	4					100%		31					100%		31
	5 or more	75%					25%	123	75%					25%	123
Products Carried	Aquatics/pond products	23%	11%	35%	14%	10%	7%	383	21%	17%	31%	14%	10%	7%	383
	Bird products	21%	11%	39%	16%	10%	4%	206	24%	17%	31%	16%	10%	4%	206
	Small animal products	22%	8%	38%	14%	10%	8%	234	22%	13%	33%	14%	10%	8%	234
	Cat products	22%	13%	35%	13%	11%	5%	311	22%	20%	29%	13%	11%	5%	311
	Dog products	23%	11%	35%	15%	9%	6%	471	23%	16%	31%	15%	9%	6%	471
	Reptile products	21%	9%	42%	12%	12%	4%	162	22%	20%	30%	12%	12%	4%	162
	Other	21%	10%	36%	15%	11%	6%	350	22%	15%	31%	15%	11%	6%	350

		Does preferred order placing method match actual order placing method?		Total Number
		Yes	No	
All Valid	Respondents	83%	17%	538
Total Product Purchases That Come from XYZ Pet Supply Co.	0%	80%	20%	154
	1-25%	74%	26%	118
	26-50%	64%	36%	86
	51-75%	100%		82
	76-100%	100%		98
Store's Annual Sales Volume	\$500,000 or less	50%	50%	186
	\$500,001 to \$1 million	100%		207
	More than \$1 million	100%		145
Consider XYZ Pet Supply Co. to Be:	Primary source	70%	30%	307
	Secondary source	100%		140
	Other	100%		91
Other Wholesale Distributors Purchased from	None	49%	51%	61
	1	66%	34%	92
	2	73%	27%	113
	3	100%		118
	4	100%		31
	5 or more	100%		123
Products Carried	Aquatics/pond products	83%	17%	383
	Bird products	83%	17%	206
	Small animal products	84%	16%	234
	Cat products	81%	19%	311
	Dog products	83%	17%	471
	Reptile products	81%	19%	162
	Other	84%	16%	350

		Which of the following items has the greatest influence on your decision to purchase from XYZ Pet Supply Co.'s competitors?					Total Number
		Pricing	Product offerings	Sales person	Service	Other	
All Valid	Respondents	28%	26%	21%	14%	11%	538
Total Product Purchases That Come from XYZ Pet Supply Co.	0%	40%	20%	20%	19%		154
	1-25%	49%	26%			25%	118
	26-50%	33%	31%	36%			86
	51-75%		62%		38%		82
	76-100%			52%	16%	32%	98
Store's Annual Sales Volume	\$500,000 or less	33%	17%	17%	17%	17%	186
	\$500,001 to \$1 million	42%	15%	15%	14%	14%	207
	More than \$1 million		54%	35%	11%		145
Consider XYZ Pet Supply Co. to Be:	Primary source	20%	20%	20%	20%	20%	307
	Secondary source	61%	39%				140
	Other		26%	56%	18%		91
Other Wholesale Distributors Purchased from	None	51%		23%	26%		61
	1		60%	40%			92
	2	25%	48%	27%			113
	3	49%			26%	25%	118
	4					100%	31
	5 or more	25%	25%	25%	24%		123
Products Carried	Aquatics/pond products	29%	25%	19%	14%	12%	383
	Bird products	24%	27%	22%	14%	13%	206
	Small animal products	27%	26%	21%	16%	10%	234
	Cat products	28%	25%	22%	10%	14%	311
	Dog products	28%	24%	20%	15%	11%	471
	Reptile products	24%	33%	20%	8%	15%	162
	Other	25%	27%	21%	14%	13%	350

ABOUT XYZ PET SUPPLY CO.

		Overall, has XYZ Pet Supply Co. had...			Total Number
		A positive impact on your business	No impact on your business	A negative impact on your business	
All Valid	Respondents	57%	37%	6%	538
Total Product Purchases That Come from XYZ Pet Supply Co.	0%	100%			154
	1-25%	51%	49%		118
	26-50%	36%	64%		86
	51-75%	38%	62%		82
	76-100%	32%	38%	31%	98
Store's Annual Sales Volume	\$500,000 or less	100%			186
	\$500,001 to \$1 million	58%	42%		207
	More than \$1 million		79%	21%	145
Consider XYZ Pet Supply Co. to Be:	Primary source	100%			307
	Secondary source		100%		140
	Other		67%	33%	91
Other Wholesale Distributors Purchased from	None	51%		49%	61
	1	34%	66%		92
	2	27%	73%		113
	3	51%	49%		118
	4	100%			31
	5 or more	100%			123
Products Carried	Aquatics/pond products	58%	36%	6%	383
	Bird products	57%	37%	6%	206
	Small animal products	56%	38%	6%	234
	Cat products	59%	36%	6%	311
	Dog products	58%	36%	6%	471
	Reptile products	57%	38%	5%	162
	Other	57%	37%	6%	350

		Overall, how satisfied are you with XYZ Pet Supply Co.?					Mean*	Total Number
		Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied		
All Valid	Respondents	12%	34%	25%	12%	17%	2.90	538
Total Product Purchases That Come from XYZ Pet Supply Co.	0%		80%			20%	2.60	154
	1-25%		49%	25%		26%	3.03	118
	26-50%			64%		36%	3.72	86
	51-75%	38%		62%			2.24	82
	76-100%	32%			68%		3.05	98
Store's Annual Sales Volume	\$500,000 or less	33%	17%			50%	3.17	186
	\$500,001 to \$1 million		72%	28%			2.28	207
	More than \$1 million			54%	46%		3.46	145
Consider XYZ Pet Supply Co. to Be:	Primary source	20%	50%			30%	2.71	307
	Secondary source		21%	79%			2.79	140
	Other			26%	74%		3.74	91
Other Wholesale Distributors Purchased from	None				49%	51%	4.51	61
	1			26%	40%	34%	4.08	92
	2			73%		27%	3.55	113
	3	26%	49%	25%			1.98	118
	4	100%					1.00	31
	5 or more		100%				2.00	123
Products Carried	Aquatics/pond products	12%	34%	24%	12%	17%	2.89	383
	Bird products	13%	32%	27%	12%	17%	2.87	206
	Small animal products	12%	32%	28%	12%	16%	2.87	234
	Cat products	11%	35%	23%	13%	19%	2.95	311
	Dog products	12%	34%	24%	12%	17%	2.88	471
	Reptile products	11%	30%	27%	13%	19%	2.99	162
	Other	12%	33%	25%	13%	16%	2.88	350

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction

		How did you first hear of XYZ Pet Supply Co.?						Total Number
		Advertising	Company rep. called on us	Trade show	Word of mouth	Other	Don't know/don't remember	
All Valid	Respondents	40%	25%	15%	9%	5%	5%	538
Total Product Purchases That Come from XYZ Pet Supply Co.	0%	40%	20%	20%	19%			154
	1-25%	51%				25%	25%	118
	26-50%	36%	64%					86
	51-75%	38%	62%					82
	76-100%	32%		52%	16%			98
Store's Annual Sales Volume	\$500,000 or less	100%						186
	\$500,001 to \$1 million	14%	29%	15%	14%	14%	14%	207
	More than \$1 million		54%	35%	11%			145
Consider XYZ Pet Supply Co. to Be:	Primary source	61%	10%	10%	10%	9%		307
	Secondary source	21%	59%				21%	140
	Other		26%	56%	18%			91
Other Wholesale Distributors Purchased from	None	51%		23%	26%			61
	1	34%	26%	40%				92
	2	27%	73%					113
	3	51%				25%	25%	118
	4	100%						31
	5 or more	25%	25%	25%	24%			123
Products Carried	Aquatics/pond products	42%	23%	14%	9%	5%	6%	383
	Bird products	38%	28%	16%	7%	6%	4%	206
	Small animal products	41%	26%	15%	10%	3%	5%	234
	Cat products	41%	24%	16%	7%	7%	6%	311
	Dog products	41%	24%	14%	10%	5%	6%	471
	Reptile products	43%	27%	16%	6%	6%	3%	162
	Other	39%	27%	15%	9%	6%	4%	350

		Do you plan on purchasing from XYZ Pet Supply Co. again in the future?			Total Number
		Yes	Maybe	No	
All Valid	Respondents	67%	19%	14%	538
Total Product Purchases That Come from XYZ Pet Supply Co.	0%	100%			154
	1-25%	74%	26%		118
	26-50%	64%		36%	86
	51-75%	38%	62%		82
	76-100%	32%	20%	48%	98
Store's Annual Sales Volume	\$500,000 or less	67%	17%	17%	186
	\$500,001 to \$1 million	100%			207
	More than \$1 million	19%	49%	32%	145
Consider XYZ Pet Supply Co. to Be:	Primary source	80%	10%	10%	307
	Secondary source	81%	19%		140
	Other		48%	52%	91
Other Wholesale Distributors Purchased from	None	51%		49%	61
	1		82%	18%	92
	2	49%	24%	27%	113
	3	100%			118
	4	100%			31
	5 or more	100%			123
Products Carried	Aquatics/pond products	66%	20%	14%	383
	Bird products	67%	19%	15%	206
	Small animal products	64%	21%	15%	234
	Cat products	65%	21%	14%	311
	Dog products	67%	18%	15%	471
	Reptile products	61%	27%	12%	162
	Other	63%	21%	15%	350

		If a friend ran a pet store, would you recommend they use XYZ Pet Supply Co.?			Total Number
		Yes	Maybe	No	
All Valid	Respondents	43%	28%	29%	538
Total Product Purchases That Come from XYZ Pet Supply Co.	0%		80%	20%	154
	1-25%	49%	25%	26%	118
	26-50%	64%		36%	86
	51-75%	62%		38%	82
	76-100%	68%		32%	98
Store's Annual Sales Volume	\$500,000 or less		17%	83%	186
	\$500,001 to \$1 million	42%	58%		207
	More than \$1 million	100%			145
Consider XYZ Pet Supply Co. to Be:	Primary source		50%	50%	307
	Secondary source	100%			140
	Other	100%			91
Other Wholesale Distributors Purchased from	None	49%		51%	61
	1	66%		34%	92
	2	73%		27%	113
	3	49%	25%	26%	118
	4			100%	31
	5 or more		100%		123
Products Carried	Aquatics/pond products	42%	28%	29%	383
	Bird products	43%	27%	30%	206
	Small animal products	44%	27%	29%	234
	Cat products	41%	29%	30%	311
	Dog products	42%	28%	29%	471
	Reptile products	43%	27%	30%	162
	Other	43%	29%	28%	350

**Satisfaction with Various Aspects of XYZ Pet Supply Co.
CUSTOMER SERVICE STAFF**

	Does Not Apply	Very Low Satisfaction	Low Satisfaction	Neutral	High Satisfaction	Very High Satisfaction
Prompt answering of phone calls	15%	29%	31%	15%	8%	3%
Quick connection to appropriate person	4%	4%	6%	7%	39%	40%
Prompt return of e-mails and voice mail	3%	0%	1%	6%	50%	40%
Information provided is clear and accurate	17%	1%	2%	22%	34%	24%
Friendliness and courtesy	17%	1%	2%	20%	35%	24%
Knowledge about products and services	23%	1%	4%	26%	32%	13%
Knowledge about pricing, specials and promotions	8%	1%	5%	10%	41%	35%
Helpfulness	19%	1%	5%	23%	35%	17%
Resolution of problems	7%	0%	3%	8%	33%	49%
Customer service staff overall	34%	5%	8%	28%	16%	10%

**Satisfaction with Various Aspects of XYZ Pet Supply Co.
CUSTOMER SERVICE STAFF
("Does Not Apply" responses removed)**

	Very Low Satisfaction	Low Satisfaction	Neutral	High Satisfaction	Very High Satisfaction
Prompt answering of phone calls	34%	36%	17%	9%	3%
Quick connection to appropriate person	4%	6%	7%	41%	42%
Prompt return of e-mails and voice mail	0%	1%	6%	51%	41%
Information provided is clear and accurate	1%	2%	27%	41%	29%
Friendliness and courtesy	1%	3%	24%	42%	29%
Knowledge about products and services	2%	6%	34%	42%	17%
Knowledge about pricing, specials and promotions	1%	5%	11%	44%	38%
Helpfulness	2%	6%	28%	43%	22%
Resolution of problems	0%	3%	9%	36%	52%
Customer service staff overall	8%	11%	42%	24%	15%

**Mean* Satisfaction with Various Aspects of XYZ Pet Supply Co.
CUSTOMER SERVICE STAFF**

		Prompt answering of phone calls		Quick connection to appropriate person		Prompt return of e-mails and voice mail		Information provided is clear and accurate		Friendliness and courtesy	
		Mean	Responses	Mean	Responses	Mean	Responses	Mean	Responses	Mean	Responses
All Valid	Respondents	2.12	443	4.11	505	4.32	513	3.93	433	3.95	434
Total Product Purchases That Come from XYZ Pet Supply Co.	0%	2.18	127	4.06	144	4.33	148	3.92	122	3.98	122
	1-25%	1.92	93	4.14	111	4.27	113	3.93	101	3.93	97
	26-50%	2.01	70	4.18	80	4.44	82	3.90	70	3.88	69
	51-75%	2.07	70	4.20	75	4.36	76	3.96	67	4.05	66
	76-100%	2.35	83	4.01	95	4.23	94	3.95	73	3.89	80
Store's Annual Sales Volume	\$500,000 or less	2.12	154	4.03	178	4.31	179	3.95	151	3.94	151
	\$500,001 to \$1 million	2.07	165	4.14	192	4.34	198	3.92	171	3.94	167
	More than \$1 million	2.18	124	4.16	135	4.31	136	3.91	111	3.97	116
Consider XYZ Pet Supply Co. to Be:	Primary source	2.10	251	4.06	289	4.34	295	3.96	251	3.98	249
	Secondary source	2.09	115	4.17	130	4.28	134	3.81	113	3.87	110
	Other	2.21	77	4.19	86	4.33	84	3.99	69	3.96	75
Other Wholesale Distributors Purchased from	None	2.29	52	4.02	57	4.32	57	3.79	47	3.84	51
	1	2.03	77	4.23	88	4.35	86	3.99	74	4.03	75
	2	2.09	94	4.16	105	4.36	109	3.84	92	3.90	90
	3	1.99	93	4.12	110	4.29	112	3.95	99	3.91	96
	4	2.52	25	3.80	30	4.23	30	3.96	23	3.88	24
	5 or more	2.14	102	4.08	115	4.32	119	4.01	98	4.04	98
Products Carried	Aquatics/pond products	2.14	322	4.11	363	4.33	370	3.95	312	3.98	315
	Bird products	2.11	161	4.08	188	4.28	191	3.89	160	3.91	156
	Small animal products	2.14	196	4.06	222	4.32	226	3.95	195	4.00	192
	Cat products	2.12	251	4.13	288	4.30	293	3.90	241	3.93	244
	Dog products	2.13	394	4.11	446	4.34	454	3.94	383	3.96	384
	Reptile products	2.03	127	4.10	147	4.26	149	3.87	125	3.95	126
	Other	2.15	284	4.08	326	4.30	332	3.94	284	3.95	283

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction

("Does Not Apply" responses removed)

(Continued...)

**Mean* Satisfaction with Various Aspects of XYZ Pet Supply Co.
CUSTOMER SERVICE STAFF**

		Knowledge about products and services		Knowledge about pricing, specials and promotions		Helpfulness		Resolution of problems		Customer service staff overall	
		Mean	Responses	Mean	Responses	Mean	Responses	Mean	Responses	Mean	Responses
All Valid	Respondents	3.67	399	4.14	480	3.77	423	4.37	488	3.28	342
Total Product Purchases That Come from XYZ Pet Supply Co.	0%	3.68	112	4.16	135	3.82	119	4.38	144	3.36	91
	1-25%	3.72	88	4.08	106	3.74	97	4.32	108	3.35	77
	26-50%	3.66	67	4.13	79	3.90	69	4.41	80	3.23	60
	51-75%	3.67	60	4.34	70	3.72	64	4.35	69	3.00	53
	76-100%	3.61	72	4.02	90	3.66	74	4.38	87	3.36	61
Store's Annual Sales Volume	\$500,000 or less	3.61	136	4.16	165	3.78	144	4.37	169	3.32	117
	\$500,001 to \$1 million	3.70	156	4.13	184	3.78	163	4.34	190	3.27	131
	More than \$1 million	3.70	107	4.12	131	3.75	116	4.41	129	3.26	94
Consider XYZ Pet Supply Co. to Be:	Primary source	3.68	225	4.18	272	3.79	239	4.37	281	3.31	192
	Secondary source	3.63	106	4.07	124	3.76	112	4.31	127	3.27	94
	Other	3.71	68	4.11	84	3.72	72	4.45	80	3.21	56
Other Wholesale Distributors Purchased from	None	3.54	46	4.13	54	3.83	47	4.38	56	3.42	38
	1	3.81	69	4.12	86	3.73	75	4.47	81	3.27	56
	2	3.65	88	4.16	103	3.82	92	4.39	105	3.20	79
	3	3.65	85	4.08	102	3.68	92	4.26	105	3.22	77
	4	3.50	20	4.12	26	3.75	20	4.32	25	3.39	18
	5 or more	3.70	91	4.21	109	3.81	97	4.38	116	3.34	74
Products Carried	Aquatics/pond products	3.66	286	4.15	343	3.79	305	4.39	350	3.27	244
	Bird products	3.66	148	4.12	179	3.75	156	4.30	182	3.32	129
	Small animal products	3.65	175	4.16	208	3.84	188	4.37	214	3.24	148
	Cat products	3.68	224	4.09	274	3.72	236	4.37	277	3.33	195
	Dog products	3.65	355	4.18	425	3.78	375	4.37	433	3.28	302
	Reptile products	3.67	114	4.02	139	3.76	122	4.30	140	3.39	99
	Other	3.68	256	4.12	304	3.80	277	4.38	311	3.26	221

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
("Does Not Apply" responses removed)

**Satisfaction with Various Aspects of XYZ Pet Supply Co.
ORDER PROCESSING**

	Does Not Apply	Very Low Satisfaction	Low Satisfaction	Neutral	High Satisfaction	Very High Satisfaction
Ease of placing orders	42%	0%	3%	29%	22%	5%
Accuracy of order (order received matches order placed)	33%	2%	5%	25%	24%	11%
Accuracy of invoicing	36%	1%	3%	23%	22%	15%
Order turnaround time	17%	1%	2%	18%	41%	22%
Ease of returns and credits	14%	0%	2%	13%	42%	29%
Payment terms	9%	0%	1%	11%	63%	15%
Order processing overall	9%	1%	1%	20%	57%	13%

**Satisfaction with Various Aspects of XYZ Pet Supply Co.
ORDER PROCESSING
("Does Not Apply" responses removed)**

	Very Low Satisfaction	Low Satisfaction	Neutral	High Satisfaction	Very High Satisfaction
Ease of placing orders	1%	5%	49%	37%	8%
Accuracy of order (order received matches order placed)	2%	8%	38%	36%	16%
Accuracy of invoicing	2%	4%	36%	34%	24%
Order turnaround time	1%	2%	21%	49%	26%
Ease of returns and credits	0%	2%	15%	49%	33%
Payment terms	0%	1%	12%	70%	17%
Order processing overall	1%	1%	21%	62%	14%

**Mean* Satisfaction with Various Aspects of XYZ Pet Supply Co.
ORDER PROCESSING**

		Ease of placing orders		Accuracy of order (order received matches order placed)		Accuracy of invoicing		Order turnaround time		Ease of returns and credits		Payment terms		Order processing overall	
		Mean	Responses	Mean	Responses	Mean	Responses	Mean	Responses	Mean	Responses	Mean	Responses	Mean	Responses
All Valid	Respondents	3.47	297	3.55	343	3.74	324	3.97	429	4.13	449	4.01	417	3.87	411
Total Product Purchases That Come from XYZ Pet Supply Co.	0%	3.46	81	3.52	99	3.67	90	4.00	118	4.16	123	4.02	120	3.86	120
	1-25%	3.54	71	3.55	75	3.63	75	3.92	98	3.98	104	4.00	94	3.80	89
	26-50%	3.45	47	3.61	54	4.00	52	4.00	71	4.28	74	4.03	63	3.97	61
	51-75%	3.50	44	3.60	52	3.72	47	3.98	65	4.24	68	4.15	59	3.98	62
	76-100%	3.41	54	3.54	63	3.80	60	3.92	77	4.03	80	3.91	81	3.82	79
Store's Annual Sales Volume	\$500,000 or less	3.52	99	3.60	111	3.74	105	3.97	148	4.16	156	4.06	138	3.88	136
	\$500,001 to \$1 million	3.47	118	3.50	135	3.66	129	3.96	166	4.07	175	3.98	167	3.83	163
	More than \$1 million	3.41	80	3.57	97	3.87	90	3.97	115	4.17	118	4.02	112	3.93	112
Consider XYZ Pet Supply Co. to Be:	Primary source	3.50	168	3.62	190	3.72	179	4.00	241	4.17	256	4.04	239	3.84	238
	Secondary source	3.42	78	3.37	92	3.70	89	3.84	116	4.05	120	3.97	107	3.95	103
	Other	3.45	51	3.62	61	3.91	56	4.04	72	4.11	73	4.00	71	3.89	70
Other Wholesale Distributors Purchased from	None	3.36	36	3.26	39	3.70	37	3.92	50	4.02	50	3.93	42	3.81	42
	1	3.58	50	3.71	59	3.83	54	4.01	76	4.16	77	4.06	70	3.88	67
	2	3.43	63	3.49	75	3.89	71	3.95	95	4.27	98	4.02	83	3.98	83
	3	3.51	68	3.58	73	3.61	72	3.91	93	3.97	99	4.02	94	3.80	91
	4	3.33	15	3.63	16	3.65	17	3.87	23	4.00	26	3.85	26	3.81	26
	5 or more	3.48	65	3.60	81	3.71	73	4.04	92	4.21	99	4.05	102	3.89	102
Products	Aquatics/pond	3.54	212	3.55	245	3.78	230	4.01	311	4.13	327	4.03	300	3.87	293
	Bird products	3.32	109	3.52	126	3.68	122	3.88	160	4.13	164	3.99	156	3.89	156
	Small animal products	3.58	125	3.53	143	3.81	136	4.01	188	4.13	201	4.06	179	3.91	176
	Cat products	3.41	170	3.56	199	3.74	188	3.94	245	4.13	252	3.99	244	3.85	240
	Dog products	3.48	263	3.54	304	3.75	288	3.98	385	4.12	402	4.02	366	3.87	359
	Reptile products	3.44	85	3.52	98	3.70	93	3.90	123	4.20	128	4.03	126	3.88	124
	Other	3.53	187	3.58	217	3.80	206	3.99	274	4.14	289	4.04	269	3.90	267

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
("Does Not Apply" responses removed)

**Satisfaction with Various Aspects of XYZ Pet Supply Co.
SALES REPRESENTATIVE**

	Does Not Apply	Very Low Satisfaction	Low Satisfaction	Neutral	High Satisfaction	Very High Satisfaction
Professionalism	8%	2%	3%	27%	48%	12%
Frequency of visits/interaction	10%	1%	1%	8%	54%	27%
Offering of valuable promotions and merchandising assistance	12%		1%	9%	54%	24%
Responsiveness	21%	0%	2%	16%	47%	13%
Making efficient use of your time	10%	1%	3%	18%	56%	12%
Sales representative overall	27%	2%	5%	20%	35%	11%

**Satisfaction with Various Aspects of XYZ Pet Supply Co.
SALES REPRESENTATIVE
("Does Not Apply" responses removed)**

	Very Low Satisfaction	Low Satisfaction	Neutral	High Satisfaction	Very High Satisfaction
Professionalism	3%	4%	29%	52%	13%
Frequency of visits/interaction	1%	1%	8%	60%	30%
Offering of valuable promotions and merchandising assistance		1%	11%	61%	27%
Responsiveness	1%	3%	20%	60%	17%
Making efficient use of your time	1%	3%	20%	62%	14%
Sales representative overall	3%	6%	27%	48%	15%

**Mean* Satisfaction with Various Aspects of XYZ Pet Supply Co.
SALES REPRESENTATIVE**

		Professionalism		Frequency of visits/interaction		Offering of valuable promotions and merchandising		Responsiveness		Making efficient use of your time		Sales representative overall	
		Mean	Responses	Mean	Responses	Mean	Responses	Mean	Responses	Mean	Responses	Mean	Responses
All Valid	Respondents	3.69	416	4.17	406	4.14	394	3.89	352	3.85	405	3.66	368
Total Product Purchases That Come from XYZ Pet Supply Co.	0%	3.73	121	4.19	120	4.13	117	3.85	98	3.78	119	3.74	105
	1-25%	3.57	90	4.06	88	4.07	84	3.86	80	3.93	86	3.51	79
	26-50%	3.85	62	4.20	60	4.17	59	3.95	55	3.92	60	3.69	62
	51-75%	3.73	62	4.30	60	4.29	58	3.96	50	3.90	60	3.67	52
	76-100%	3.62	81	4.15	78	4.11	76	3.90	69	3.79	80	3.67	70
Store's Annual Sales Volume	\$500,000 or less	3.63	136	4.17	134	4.14	132	3.91	115	3.86	133	3.77	122
	\$500,001 to \$1	3.69	164	4.15	161	4.12	155	3.88	138	3.84	158	3.53	144
	More than \$1 million	3.77	116	4.21	111	4.18	107	3.89	99	3.87	114	3.72	102
Consider XYZ Pet Supply Co. to Be:	Primary source	3.67	239	4.17	234	4.14	228	3.91	197	3.82	232	3.68	212
	Secondary source	3.77	104	4.14	102	4.09	98	3.82	91	3.94	100	3.56	93
	Other	3.66	73	4.24	70	4.22	68	3.92	64	3.82	73	3.73	63
Other Wholesale Distributors Purchased from	None	3.58	43	4.21	42	4.20	41	3.77	39	3.74	43	3.76	37
	1	3.64	70	4.22	68	4.15	66	4.00	60	3.90	69	3.80	61
	2	3.86	84	4.17	81	4.17	78	3.92	72	3.93	81	3.73	80
	3	3.51	91	4.08	88	4.11	84	3.84	80	3.86	86	3.34	79
	4	3.72	25	4.16	25	4.08	25	4.00	19	3.80	25	3.59	22
	5 or more	3.79	103	4.21	102	4.14	100	3.88	82	3.81	101	3.76	89
Products	Aquatics/pond	3.67	298	4.18	291	4.16	281	3.90	251	3.85	288	3.65	266
	Bird products	3.74	157	4.13	152	4.12	147	3.91	129	3.86	155	3.68	134
	Small animal products	3.70	179	4.16	173	4.18	166	3.92	147	3.85	171	3.70	165
	Cat products	3.69	243	4.18	239	4.13	230	3.90	204	3.87	240	3.64	211
	Dog products	3.68	364	4.18	355	4.14	345	3.89	308	3.86	353	3.64	320
	Reptile products	3.75	126	4.15	122	4.17	117	3.96	101	3.86	125	3.71	112
	Other	3.70	271	4.16	264	4.17	254	3.92	225	3.83	261	3.70	245

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
("Does Not Apply" responses removed)

**Satisfaction with Various Aspects of XYZ Pet Supply Co.
PRODUCTS**

	Does Not Apply	Very Low Satisfaction	Low Satisfaction	Neutral	High Satisfaction	Very High Satisfaction
Variety of products offered	21%	3%	3%	13%	40%	21%
Quality of products offered	18%	4%	10%	24%	32%	12%
Order fill rates	18%	4%	9%	20%	32%	17%
Products overall	23%	8%	16%	30%	17%	6%

**Satisfaction with Various Aspects of XYZ Pet Supply Co.
PRODUCTS**

("Does Not Apply" responses removed)

	Very Low Satisfaction	Low Satisfaction	Neutral	High Satisfaction	Very High Satisfaction
Variety of products offered	4%	4%	16%	50%	27%
Quality of products offered	5%	12%	29%	39%	14%
Order fill rates	5%	11%	25%	39%	20%
Products overall	10%	21%	39%	21%	8%

**Mean* Satisfaction with Various Aspects of XYZ Pet Supply Co.
PRODUCTS**

		Variety of products offered		Quality of products offered		Order fill rates		Products overall	
		Mean	Responses	Mean	Responses	Mean	Responses	Mean	Responses
All Valid	Respondents	3.92	406	3.45	414	3.58	417	2.96	388
Total Product Purchases That Come from XYZ Pet Supply Co.	0%	3.93	120	3.48	120	3.60	119	2.98	107
	1-25%	3.80	79	3.35	85	3.48	89	2.89	83
	26-50%	4.01	72	3.66	67	3.65	71	3.13	70
	51-75%	3.74	57	3.34	59	3.47	55	2.83	54
	76-100%	4.08	78	3.43	83	3.69	83	2.92	74
Store's Annual Sales Volume	\$500,000 or less	3.99	138	3.52	142	3.62	143	3.01	132
	\$500,001 to \$1 million	3.83	156	3.39	157	3.49	160	2.93	150
	More than \$1 million	3.96	112	3.46	115	3.67	114	2.93	106
Consider XYZ Pet Supply Co. to Be:	Primary source	3.97	235	3.47	237	3.60	239	2.99	219
	Secondary source	3.77	101	3.44	103	3.47	105	2.93	103
	Other	3.97	70	3.42	74	3.68	73	2.89	66
Other Wholesale Distributors Purchased from	None	3.85	46	3.56	45	3.55	49	3.00	41
	1	4.00	68	3.33	76	3.64	75	2.78	68
	2	3.96	91	3.59	87	3.61	89	3.07	87
	3	3.70	79	3.32	81	3.40	83	2.91	81
	4	4.00	26	3.33	27	3.59	27	2.91	23
	5 or more	4.02	96	3.53	98	3.69	94	3.01	88
Products Carried	Aquatics/pond products	3.88	295	3.40	298	3.55	302	2.91	281
	Bird products	3.96	153	3.57	157	3.67	156	2.96	147
	Small animal products	3.93	182	3.50	184	3.64	184	2.90	174
	Cat products	3.89	236	3.44	239	3.56	241	2.93	223
	Dog products	3.89	358	3.43	362	3.57	366	2.96	343
	Reptile products	3.94	125	3.56	128	3.63	128	2.89	116
	Other	3.95	266	3.49	274	3.60	273	2.89	255

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
("Does Not Apply" responses removed)

**Satisfaction with Various Aspects of XYZ Pet Supply Co.
DELIVERY**

	Does Not Apply	Very Low Satisfaction	Low Satisfaction	Neutral	High Satisfaction	Very High Satisfaction
Courtesy and professionalism of driver	24%	9%	18%	32%	12%	5%
Appearance of driver and truck	33%	2%	9%	30%	20%	5%
Careful handling of product	27%	20%	21%	21%	9%	2%
Product placed where you want it	25%	4%	8%	25%	30%	9%
Frequency of deliveries	19%	3%	9%	26%	35%	8%
Convenient scheduling of deliveries	32%	2%	8%	29%	24%	5%
Condition of product when it arrives	31%	3%	12%	27%	21%	6%
Delivery overall	32%	3%	8%	27%	23%	7%

**Satisfaction with Various Aspects of XYZ Pet Supply Co.
DELIVERY
("Does Not Apply" responses removed)**

	Very Low Satisfaction	Low Satisfaction	Neutral	High Satisfaction	Very High Satisfaction
Courtesy and professionalism of driver	12%	24%	42%	15%	7%
Appearance of driver and truck	4%	14%	45%	30%	7%
Careful handling of product	27%	29%	28%	12%	3%
Product placed where you want it	5%	10%	33%	40%	12%
Frequency of deliveries	3%	11%	32%	43%	10%
Convenient scheduling of deliveries	2%	12%	43%	35%	8%
Condition of product when it arrives	4%	18%	39%	31%	9%
Delivery overall	4%	12%	40%	33%	11%

**Mean* Satisfaction with Various Aspects of XYZ Pet Supply Co.
DELIVERY**

		Courtesy and professionalism of driver		Appearance of driver and truck		Careful handling of product		Product placed where you want it	
		Mean	Responses	Mean	Responses	Mean	Responses	Mean	Responses
All Valid	Respondents	2.80	385	3.24	339	2.35	370	3.44	381
Total Product Purchases That Come from XYZ Pet Supply Co.	0%	2.75	105	3.37	94	2.33	104	3.50	105
	1-25%	2.71	82	3.28	76	2.35	79	3.41	81
	26-50%	2.87	69	3.18	60	2.21	63	3.51	68
	51-75%	2.75	55	3.04	51	2.46	54	3.40	57
	76-100%	2.96	74	3.22	58	2.43	70	3.34	70
Store's Annual Sales Volume	\$500,000 or less	2.80	128	3.28	115	2.29	123	3.41	134
	\$500,001 to \$1 million	2.70	149	3.23	132	2.29	139	3.50	139
	More than \$1 million	2.95	108	3.22	92	2.49	108	3.40	108
Consider XYZ Pet Supply Co. to Be:	Primary source	2.75	216	3.31	189	2.28	204	3.45	212
	Secondary source	2.72	100	3.12	91	2.40	95	3.40	100
	Other	3.07	69	3.20	59	2.49	71	3.45	69
Other Wholesale Distributors Purchased from	None	3.10	42	3.31	35	2.40	43	3.52	46
	1	2.80	70	3.28	64	2.44	70	3.41	71
	2	2.80	86	3.17	76	2.29	82	3.45	88
	3	2.76	78	3.12	75	2.32	75	3.43	76
	4	2.63	24	3.29	14	2.35	17	3.11	19
	5 or more	2.75	85	3.36	75	2.34	83	3.48	81
Products Carried	Aquatics/pond products	2.81	280	3.28	243	2.35	269	3.45	280
	Bird products	2.74	146	3.13	127	2.32	133	3.35	133
	Small animal products	2.77	169	3.24	143	2.34	166	3.49	169
	Cat products	2.77	226	3.22	197	2.33	206	3.37	213
	Dog products	2.83	342	3.24	302	2.37	331	3.44	342
	Reptile products	2.68	119	3.21	98	2.30	98	3.33	101
	Other	2.75	250	3.26	214	2.32	238	3.46	245

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction

("Does Not Apply" responses removed)

(Continued...)

Mean* Satisfaction with Various Aspects of XYZ Pet Supply Co.
DELIVERY

		Frequency of deliveries		Convenient scheduling of deliveries		Condition of product when it arrives		Delivery overall	
		Mean	Responses	Mean	Responses	Mean	Responses	Mean	Responses
All Valid	Respondents	3.46	413	3.35	346	3.22	347	3.34	344
Total Product Purchases That Come from XYZ Pet Supply Co.	0%	3.52	108	3.37	92	3.11	93	3.25	93
	1-25%	3.40	91	3.26	74	3.32	75	3.30	74
	26-50%	3.38	71	3.35	63	3.30	61	3.45	56
	51-75%	3.51	65	3.33	54	3.29	52	3.43	54
	76-100%	3.50	78	3.43	63	3.14	66	3.37	67
Store's Annual Sales Volume	\$500,000 or less	3.52	141	3.34	120	3.27	118	3.30	117
	\$500,001 to \$1 million	3.38	152	3.32	131	3.22	129	3.32	127
	More than \$1 million	3.49	120	3.39	95	3.15	100	3.42	100
Consider XYZ Pet Supply Co. to Be:	Primary source	3.50	225	3.36	193	3.24	190	3.31	193
	Secondary source	3.34	112	3.26	93	3.16	91	3.29	86
	Other	3.54	76	3.43	60	3.24	66	3.51	65
Other Wholesale Distributors Purchased from	None	3.61	49	3.30	37	2.87	39	3.28	40
	1	3.49	79	3.40	63	3.39	69	3.45	67
	2	3.41	94	3.35	82	3.20	79	3.39	74
	3	3.37	86	3.22	72	3.23	69	3.31	71
	4	3.43	21	3.47	19	3.28	18	3.16	19
	5 or more	3.50	84	3.41	73	3.23	73	3.32	73
Products Carried	Aquatics/pond products	3.49	301	3.41	248	3.24	251	3.36	250
	Bird products	3.37	150	3.31	129	3.19	125	3.29	119
	Small animal products	3.49	182	3.50	145	3.22	150	3.39	145
	Cat products	3.42	236	3.30	204	3.22	195	3.29	198
	Dog products	3.45	365	3.38	309	3.25	311	3.37	305
	Reptile products	3.41	121	3.38	96	3.14	90	3.14	93
	Other	3.51	268	3.39	218	3.21	219	3.37	220

*1 to 5 Scale, Where Higher Mean = Higher Satisfaction
 ("Does Not Apply" responses removed)

Three Most Important Items

		All Valid Respondents	Total Product Purchases That Come from XYZ Pet Supply Co.					Store's Annual Sales Volume		
			0%	1-25%	26-50%	51-75%	76-100%	\$500,000 or less	\$500,001 to \$1 million	More than \$1 million
The single most important item	Prompt answering of phone calls	4%	4%	3%	2%	5%	7%	4%	3%	6%
	Quick connection to appropriate person	4%	1%	3%	3%	6%	9%	4%	1%	9%
	Prompt return of e-mails and voice mail	4%	5%	3%	3%	2%	3%	3%	4%	4%
	Information provided is clear and accurate	4%	4%	8%	3%	4%	3%	8%	4%	1%
	Friendliness and courtesy	4%	4%	3%	9%	2%	4%	5%	4%	4%
	Knowledge about products and services	5%	6%	4%	3%	10%	2%	9%	4%	2%
	Knowledge about pricing, specials and promotions	3%	3%	6%	1%	1%	4%	4%	4%	1%
	Helpfulness	4%	6%	3%	6%	1%	2%	5%	4%	1%
	Resolution of problems	4%	6%	1%	2%	6%	4%	4%	4%	3%
	Customer service staff overall	4%	4%	4%	3%	2%	7%	2%	5%	6%
	Ease of placing orders	3%	6%	2%	1%	2%	2%	3%	4%	1%
	Accuracy of order (order received matches order placed)	2%	1%	4%		1%	1%		3%	1%
	Accuracy of invoicing	4%	4%	6%	5%	2%	2%	2%	6%	3%
	Order turnaround time	2%	3%	4%	1%	1%	1%	1%	4%	1%
	Ease of returns and credits	2%	1%	3%	6%	1%	2%	1%	4%	1%
	Payment terms	2%	1%	3%	5%	2%	1%	1%	2%	4%
	Order processing overall	2%	2%	3%		5%	1%	2%	2%	3%
	Professionalism	2%	1%	3%	3%	5%		2%	2%	3%
	Frequency of visits/interaction	2%	2%		7%		3%	2%	1%	4%
	Offering of valuable promotions and merchandising	2%	1%	2%	1%	6%	3%	2%	1%	5%
	Responsiveness	2%	3%	1%	1%	4%	3%	3%	1%	3%
	Making efficient use of your time	2%	3%	4%		2%	2%	4%	1%	2%
	Sales representative overall	2%	2%	2%	5%		3%	3%	2%	1%
	Variety of products offered	2%	2%	2%	2%	4%	2%	3%	1%	2%
	Quality of products offered	2%	2%		2%	2%	5%	3%	2%	2%
	Order fill rates	2%	3%	2%	1%	2%	3%	3%	1%	3%
	Products overall	2%	4%	2%		1%	3%	2%	3%	2%
	Courtesy and professionalism of driver	2%	4%	3%		1%	1%	2%	3%	1%
	Appearance of driver and truck	2%	4%	2%	3%		1%	2%	4%	1%
	Careful handling of product	2%	2%	3%	3%	1%	1%	2%	2%	2%
	Product placed where you want it	2%	1%	3%	2%	4%	2%	2%	2%	2%
	Frequency of deliveries	2%	1%	3%	2%	4%	1%	3%	2%	2%
	Convenient scheduling of deliveries	2%	2%	3%	2%	2%	3%	3%	2%	2%
	Condition of product when it arrives	2%	2%	1%	5%	1%	3%	2%	2%	3%
	Delivery overall	2%	3%		2%	4%	3%	1%	2%	4%
	Total Number	537	154	118	86	82	97	186	207	144
	Total Percent	100%	100%	100%	100%	100%	100%	100%	100%	100%

Three Most Important Items

		Consider XYZ Pet Supply Co. to Be:			Other Wholesale Distributors Purchased from						Products Carried Aquatics/ pond products	Bird products	S a pr
		Primary source	Secondary source	Other	None	1	2	3	4	5 or more			
The single most important item	Prompt answering of phone calls	4%	2%	8%	10%	4%	3%	3%	6%	3%	4%	4%	
	Quick connection to appropriate person	2%	4%	11%	8%	9%	4%	3%	3%	1%	4%	3%	
	Prompt return of e-mails and voice mail	3%	4%	4%	7%	4%	4%	3%		3%	3%	4%	
	Information provided is clear and accurate	6%	2%	2%	3%	8%	3%	5%	3%	4%	4%	4%	
	Friendliness and courtesy	5%	4%	3%	5%	2%	8%	3%	6%	4%	4%	5%	
	Knowledge about products and services	7%	4%		5%	1%	4%	8%	6%	5%	5%	5%	
	Knowledge about pricing, specials and promotions	4%	3%	1%	2%	4%	1%	3%	13%	3%	4%	2%	
	Helpfulness	5%	4%	1%		1%	4%	4%	3%	7%	3%	5%	
	Resolution of problems	5%	1%	4%	3%	4%	3%	3%	3%	7%	4%	3%	
	Customer service staff overall	4%	4%	7%	7%	4%	4%	3%	6%	4%	4%	3%	
	Ease of placing orders	5%	1%	1%	2%		2%	3%	3%	8%	4%	3%	
	Accuracy of order (order received matches order placed)	2%	1%	2%	2%	1%		4%		2%	2%	1%	
	Accuracy of invoicing	3%	7%	3%	3%	4%	4%	5%		3%	4%	4%	
	Order turnaround time	2%	4%	1%		2%	1%	4%		3%	2%	2%	
	Ease of returns and credits	2%	4%	1%	2%		5%	3%	3%	1%	2%	2%	
	Payment terms	1%	5%	2%	2%	1%	4%	4%		1%	2%	3%	
	Order processing overall	1%	6%		3%		4%	3%	3%	1%	2%	2%	
	Professionalism	1%	3%	4%		7%	3%	1%		2%	2%	3%	
	Frequency of visits/interaction	2%	3%	3%	2%	3%	5%			2%	2%	2%	
	Offering of valuable promotions and merchandising	2%	3%	3%		4%	4%	3%		1%	2%	3%	
	Responsiveness	2%	1%	3%	7%	2%	2%	1%	6%	1%	3%	1%	
	Making efficient use of your time	3%	1%	3%	3%	5%		3%		2%	2%	2%	
	Sales representative overall	3%	1%	2%	2%	3%	4%	1%	3%	2%	2%	2%	
	Variety of products offered	3%	1%	2%	2%	2%	2%	3%		2%	2%	2%	
	Quality of products offered	3%	1%	2%	3%		3%	1%	10%	2%	2%	2%	
	Order fill rates	3%	1%	3%	3%	1%	1%	3%	3%	3%	2%	2%	
	Products overall	2%	2%	2%	3%	1%	1%	2%	3%	4%	3%	1%	
	Courtesy and professionalism of driver	3%	1%	2%	2%	3%		3%		4%	2%	2%	
	Appearance of driver and truck	3%	2%	1%	2%	2%	3%	1%		4%	2%	2%	
	Careful handling of product	3%	2%	1%	2%	2%	3%	3%		2%	2%	3%	
	Product placed where you want it	2%	4%	1%	2%	1%	4%	3%	3%	1%	3%	2%	
	Frequency of deliveries	2%	3%	2%	2%	2%	2%	4%	3%	1%	2%	3%	
	Convenient scheduling of deliveries	2%	4%	2%	2%	3%	3%	3%	3%	2%	2%	3%	
	Condition of product when it arrives	2%	3%	3%		3%	4%	1%	3%	2%	2%	2%	
	Delivery overall	2%	3%	3%	3%	1%	4%	1%		3%	2%	2%	
	Total Number	307	140	90	61	91	113	118	31	123	382	206	
	Total Percent	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Three Most Important Items

		Cat products	Dog products	Reptile products	Other
The single most important item	Prompt answering of phone calls	5%	4%	4%	4%
	Quick connection to appropriate person	4%	4%	4%	4%
	Prompt return of e-mails and voice mail	5%	3%	5%	3%
	Information provided is clear and accurate	5%	5%	4%	4%
	Friendliness and courtesy	4%	5%	4%	4%
	Knowledge about products and services	5%	5%	6%	6%
	Knowledge about pricing, specials and promotions	4%	3%	4%	3%
	Helpfulness	4%	4%	5%	5%
	Resolution of problems	3%	4%	2%	4%
	Customer service staff overall	4%	4%	4%	3%
	Ease of placing orders	3%	3%	3%	4%
	Accuracy of order (order received matches order placed)	2%	2%	1%	1%
	Accuracy of invoicing	5%	4%	4%	3%
	Order turnaround time	2%	3%	2%	2%
	Ease of returns and credits	2%	3%	2%	2%
	Payment terms	3%	2%	2%	2%
	Order processing overall	2%	2%	2%	2%
	Professionalism	3%	2%	4%	2%
	Frequency of visits/interaction	2%	2%	1%	2%
	Offering of valuable promotions and merchandising	2%	2%	3%	3%
	Responsiveness	2%	3%	2%	3%
	Making efficient use of your time	3%	2%	3%	3%
	Sales representative overall	2%	2%	2%	2%
	Variety of products offered	2%	2%	2%	3%
	Quality of products offered	2%	2%	1%	3%
	Order fill rates	3%	2%	2%	3%
	Products overall	2%	2%	2%	2%
	Courtesy and professionalism of driver	3%	2%	2%	2%
	Appearance of driver and truck	2%	2%	1%	2%
	Careful handling of product	2%	3%	2%	2%
	Product placed where you want it	2%	3%	2%	2%
	Frequency of deliveries	3%	2%	4%	2%
	Convenient scheduling of deliveries	2%	2%	3%	3%
	Condition of product when it arrives	1%	2%	2%	3%
	Delivery overall	2%	2%	2%	3%
	Total Number	310	470	162	350
	Total Percent	100%	100%	100%	100%

Three Most Important Items

		All Valid Respondents	Total Product Purchases That Come from XYZ Pet Supply Co.					Store's Annual Sales Volume		
			0%	1-25%	26-50%	51-75%	76-100%	\$500,000 or less	\$500,001 to \$1 million	More than \$1 million
The second most important item	Prompt answering of phone calls	9%	10%	8%	8%	11%	11%	11%	8%	10%
	Quick connection to appropriate person	9%	7%	10%	10%	10%	11%	10%	8%	11%
	Prompt return of e-mails and voice mail	8%	11%	6%	6%	6%	8%	9%	7%	7%
	Information provided is clear and accurate	9%	6%	12%	8%	7%	12%	9%	7%	12%
	Friendliness and courtesy	2%	1%		6%		3%	3%	0%	2%
	Knowledge about products and services	2%	2%	1%		6%		4%	0%	1%
	Knowledge about pricing, specials and promotions	2%	1%	3%		1%	4%	3%	1%	1%
	Helpfulness	2%	3%	2%	3%		1%	4%	1%	1%
	Resolution of problems	2%	3%		2%	4%	1%	2%	3%	1%
	Customer service staff overall	2%	3%	1%	1%	1%	4%	2%	2%	1%
	Ease of placing orders	2%	5%	1%		1%	2%	2%	2%	1%
	Accuracy of order (order received matches order placed)	2%	3%	4%		1%	1%	1%	4%	1%
	Accuracy of invoicing	2%	3%	3%	1%		1%	1%	4%	1%
	Order turnaround time	2%	3%	4%	1%		1%	1%	4%	1%
	Ease of returns and credits	2%	1%	3%	6%	1%	1%	1%	4%	1%
	Payment terms	2%		3%	5%	2%	1%	1%	2%	4%
	Order processing overall	2%	1%	3%		5%	1%	2%	2%	3%
	Professionalism	2%	1%	3%	3%	5%		2%	2%	3%
	Frequency of visits/interaction	2%	1%		7%		3%	2%	1%	4%
	Offering of valuable promotions and merchandising	2%	1%	1%	1%	6%	3%	2%	0%	5%
	Responsiveness	2%	2%		1%	5%	3%	3%	0%	3%
	Making efficient use of your time	3%	4%	3%		4%	2%	4%	1%	3%
	Sales representative overall	2%	2%	3%	2%		3%	3%	1%	1%
	Variety of products offered	2%	3%	2%	2%	2%	1%	4%	1%	1%
	Quality of products offered	2%	2%	1%	2%	2%	3%	3%	2%	1%
	Order fill rates	2%	2%	2%	2%	1%	3%	3%	1%	1%
	Products overall	2%	4%	2%		2%	1%	3%	2%	1%
	Courtesy and professionalism of driver	2%	3%	3%		1%	1%	2%	3%	1%
	Appearance of driver and truck	2%	4%	1%	3%		1%	1%	4%	1%
	Careful handling of product	2%	3%	3%	2%	1%	1%	1%	3%	2%
	Product placed where you want it	2%	1%	3%	1%	4%	2%	1%	3%	2%
	Frequency of deliveries	2%	2%	4%	1%	2%	1%	2%	3%	2%
	Convenient scheduling of deliveries	3%	3%	5%	2%	1%	2%	2%	4%	2%
	Condition of product when it arrives	2%	1%	2%	6%	1%	2%	1%	3%	3%
	Delivery overall	2%	1%	1%	3%	4%	3%	1%	2%	5%
	Total Number	538	154	118	86	82	98	186	207	145
	Total Percent	100%	100%	100%	100%	100%	100%	100%	100%	100%

Three Most Important Items

		Consider XYZ Pet Supply Co. to Be:			Other Wholesale Distributors Purchased from						Products Carried Aquatics/ pond products	Bird products	
		Primary source	Secondary source	Other	None	1	2	3	4	5 or more			
The second most important item	Prompt answering of phone calls	10%	7%	11%	13%	10%	9%	8%	13%	9%	10%	10%	
	Quick connection to appropriate person	8%	11%	11%	11%	11%	11%	9%	10%	7%	10%	8%	
	Prompt return of e-mails and voice mail	9%	4%	9%	11%	10%	5%	6%	6%	9%	7%	8%	
	Information provided is clear and accurate	7%	9%	14%	15%	15%	8%	8%	3%	5%	8%	8%	
	Friendliness and courtesy	2%	1%	2%	3%		4%		3%	1%	2%	2%	
	Knowledge about products and services	3%	1%		3%		1%	4%		1%	2%	2%	
	Knowledge about pricing, specials and promotions	2%	1%	1%		3%		1%	13%	1%	2%	1%	
	Helpfulness	3%	1%	1%		2%	3%	1%		4%	2%	2%	
	Resolution of problems	3%	1%	1%		1%	2%	3%		4%	1%	2%	
	Customer service staff overall	3%	1%	1%	2%		1%	2%	10%	3%	2%	2%	
	Ease of placing orders	3%	1%	1%	2%		1%	1%	3%	6%	3%	2%	
	Accuracy of order (order received matches order placed)	3%	1%	2%	2%	1%		4%		3%	2%	1%	
	Accuracy of invoicing	2%	4%	1%	2%	1%	1%	3%		3%	1%	3%	
	Order turnaround time	2%	4%	1%		2%	1%	3%		3%	2%	2%	
	Ease of returns and credits	2%	4%	1%	2%		5%	3%		1%	2%	1%	
	Payment terms	1%	5%	2%	2%	1%	4%	4%			2%	2%	
	Order processing overall	1%	6%		3%		4%	3%	3%		2%	1%	
	Professionalism	1%	3%	4%		7%	3%	1%		1%	2%	2%	
	Frequency of visits/interaction	1%	3%	3%	2%	3%	5%			1%	2%	2%	
	Offering of valuable promotions and merchandising	1%	3%	3%		4%	4%	2%		1%	2%	3%	
	Responsiveness	2%	1%	4%	5%	3%	2%		6%	1%	3%	2%	
	Making efficient use of your time	3%	1%	3%	5%	4%	1%	2%		3%	3%	2%	
	Sales representative overall	3%	1%	2%	2%	4%	2%	1%	3%	2%	1%	3%	
	Variety of products offered	3%	1%	1%	3%	1%	2%	3%		2%	2%	2%	
	Quality of products offered	3%	1%	1%	2%	1%	2%	2%	6%	2%	3%	1%	
	Order fill rates	3%	1%	1%	2%		2%	3%	6%	2%	2%	2%	
	Products overall	3%	2%		2%		1%	3%	3%	4%	3%	1%	
	Courtesy and professionalism of driver	3%	1%	1%		2%		3%	3%	4%	2%	1%	
	Appearance of driver and truck	2%	2%	1%		1%	3%	1%		5%	2%	2%	
	Careful handling of product	2%	2%	1%		1%	2%	3%		3%	2%	3%	
	Product placed where you want it	2%	4%	1%	2%		3%	4%	3%	2%	3%	2%	
	Frequency of deliveries	2%	4%	2%	2%	2%	1%	4%	3%	2%	2%	2%	
	Convenient scheduling of deliveries	2%	5%	2%	2%	3%	3%	4%		2%	3%	3%	
	Condition of product when it arrives	1%	4%	3%		3%	4%	2%		2%	2%	2%	
	Delivery overall	1%	4%	3%	3%	1%	4%	2%		2%	2%	2%	
	Total Number	307	140	91	61	92	113	118	31	123	383	206	
	Total Percent	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Three Most Important Items

		Cat products	Dog products	Reptile products	Other
The second most important item	Prompt answering of phone calls	10%	10%	10%	10%
	Quick connection to appropriate person	10%	9%	9%	9%
	Prompt return of e-mails and voice mail	9%	8%	9%	7%
	Information provided is clear and accurate	8%	9%	7%	8%
	Friendliness and courtesy	1%	2%	1%	1%
	Knowledge about products and services	2%	2%	2%	2%
	Knowledge about pricing, specials and promotions	2%	2%	2%	1%
	Helpfulness	2%	2%	4%	2%
	Resolution of problems	2%	2%	1%	2%
	Customer service staff overall	1%	2%	1%	2%
	Ease of placing orders	3%	2%	3%	3%
	Accuracy of order (order received matches order placed)	2%	2%	1%	2%
	Accuracy of invoicing	3%	1%	4%	2%
	Order turnaround time	2%	2%	1%	2%
	Ease of returns and credits	1%	2%	1%	2%
	Payment terms	3%	2%	2%	3%
	Order processing overall	2%	2%	1%	1%
	Professionalism	3%	2%	4%	2%
	Frequency of visits/interaction	2%	2%		2%
	Offering of valuable promotions and merchandising	2%	2%	2%	2%
	Responsiveness	3%	2%	3%	3%
	Making efficient use of your time	2%	3%	2%	3%
	Sales representative overall	2%	1%	3%	2%
	Variety of products offered	1%	2%	2%	3%
	Quality of products offered	1%	2%	1%	3%
	Order fill rates	3%	2%	2%	3%
	Products overall	2%	2%	2%	2%
	Courtesy and professionalism of driver	2%	2%	3%	2%
	Appearance of driver and truck	2%	2%	1%	2%
	Careful handling of product	2%	2%	1%	2%
	Product placed where you want it	2%	3%	2%	3%
	Frequency of deliveries	3%	2%	3%	3%
	Convenient scheduling of deliveries	3%	3%	4%	3%
	Condition of product when it arrives	2%	2%	2%	3%
	Delivery overall	2%	2%	1%	3%
	Total Number	311	471	162	350
	Total Percent	100%	100%	100%	100%

Three Most Important Items

			Total Product Purchases That Come from XYZ Pet Supply Co.					Store's Annual Sales Volume		
		All Valid Respondents	0%	1-25%	26-50%	51-75%	76-100%	\$500,000 or less	\$500,001 to \$1 million	More than \$1 million
The third most important item	Quick connection to appropriate person	9%	10%	10%	10%	9%	8%	10%	10%	8%
	Prompt return of e-mails and voice mail	12%	12%	11%	9%	11%	14%	13%	11%	12%
	Information provided is clear and accurate	8%	6%	7%	9%	10%	8%	6%	7%	10%
	Friendliness and courtesy	9%	10%	10%	8%	9%	7%	10%	10%	7%
	Knowledge about products and services	2%			2%	2%	5%		0%	6%
	Knowledge about pricing, specials and promotions	2%	3%	1%	1%	1%	1%	3%	1%	
	Helpfulness	2%		3%	2%	2%	2%		2%	3%
	Resolution of problems	2%	3%	1%	1%	1%	4%	3%	1%	2%
	Customer service staff overall	2%	1%	3%	2%	2%	3%		2%	4%
	Ease of placing orders	2%	3%	3%	1%	1%	1%	3%	2%	
	Accuracy of order (order received matches order placed)	2%	1%	2%	2%	2%	4%	1%	1%	5%
	Accuracy of invoicing	2%	3%	3%	2%	1%	1%	2%	3%	
	Order turnaround time	2%	1%	1%	2%	2%	5%	2%		6%
	Ease of returns and credits	2%	3%	3%	2%	1%	1%	2%	3%	1%
	Payment terms	2%	3%	1%	1%	4%	1%	3%	1%	1%
	Order processing overall	2%		3%	2%	2%	4%		2%	5%
	Professionalism	2%	3%	3%	1%	1%	1%	3%	2%	
	Frequency of visits/interaction	2%	1%	2%	2%	2%	4%	1%	1%	5%
	Offering of valuable promotions and merchandising assistance	2%	3%	3%	2%	1%	1%	2%	3%	
	Responsiveness	2%	2%	1%	2%	4%	2%	3%	0%	3%
	Making efficient use of your time	2%	3%	3%	1%	1%	1%	3%	2%	
	Sales representative overall	3%	3%	3%	3%	4%		2%	3%	2%
	Variety of products offered	2%	3%	3%	2%	1%	1%	1%	3%	1%
	Quality of products offered	2%	3%	3%	1%	1%	1%	3%	2%	
	Order fill rates	2%	3%	2%	2%	1%	1%	3%	2%	
	Products overall	2%	1%	3%	2%	2%	3%	1%	2%	4%
	Courtesy and professionalism of driver	2%	3%	3%	1%	1%	1%	3%	3%	
	Appearance of driver and truck	2%	1%	1%	3%	2%	4%	2%	0%	5%
	Careful handling of product	2%	3%	3%	2%	1%	1%	2%	3%	1%
	Product placed where you want it	2%	3%	1%	1%	4%	2%	3%	1%	2%
	Frequency of deliveries	2%	1%	3%	2%	2%	2%	1%	2%	3%
	Convenient scheduling of deliveries	2%	3%	3%	3%	1%	1%	2%	3%	1%
	Condition of product when it arrives	3%	4%	2%	2%	4%	2%	6%	1%	1%
	Delivery overall	2%	3%	3%	2%	2%	1%	1%	3%	3%
	Total Number	538	154	118	86	82	98	186	207	145
	Total Percent	100%	100%	100%	100%	100%	100%	100%	100%	100%

Three Most Important Items

		Consider XYZ Pet Supply Co. to Be:			Other Wholesale Distributors Purchased from						Products Carried Aquatics/ pond products	Bird products
		Primary source	Secondary source	Other	None	1	2	3	4	5 or more		
The third most important item	Quick connection to appropriate person	10%	10%	8%	10%	8%	10%	10%	10%	10%	9%	10%
	Prompt return of e-mails and voice mail	12%	9%	13%	15%	12%	10%	11%	13%	12%	12%	12%
	Information provided is clear and accurate	7%	9%	10%	5%	11%	10%	7%	6%	7%	8%	8%
	Friendliness and courtesy	10%	9%	7%	8%	8%	8%	10%	10%	10%	9%	9%
	Knowledge about products and services		2%	7%	5%	3%	3%				2%	2%
	Knowledge about pricing, specials and promotions	3%			2%	1%	1%	1%	3%	3%	2%	1%
	Helpfulness	0%	4%	3%		3%	3%	3%			1%	1%
	Resolution of problems	3%		3%	7%	1%	1%	1%	3%	2%	2%	2%
	Customer service staff overall	1%	4%	4%	2%	3%	3%	3%		1%	2%	2%
	Ease of placing orders	3%	1%		2%	1%	1%	3%	3%	3%	2%	2%
	Accuracy of order (order received matches order placed)	1%	3%	5%	5%	4%	3%	1%			2%	2%
	Accuracy of invoicing	3%	2%				2%	3%	3%	3%	2%	2%
	Order turnaround time	1%	1%	7%	7%	4%	3%				2%	1%
	Ease of returns and credits	2%	3%				2%	3%	3%	3%	2%	2%
	Payment terms	3%	1%	1%	2%	2%	2%	1%	3%	3%	2%	2%
	Order processing overall	0%	4%	5%	3%	3%	3%	3%			2%	1%
	Professionalism	3%	1%		2%	1%	1%	3%	3%	3%	2%	2%
	Frequency of visits/interaction	1%	3%	5%	5%	4%	3%	1%			2%	1%
	Offering of valuable promotions and merchandising assistance	3%	2%				2%	3%	3%	3%	2%	2%
	Responsiveness	2%	1%	2%	2%	3%	3%	1%	3%	2%	2%	2%
	Making efficient use of your time	3%	1%		2%	1%	1%	3%	3%	2%	2%	2%
	Sales representative overall	3%	4%	1%	2%	2%	4%	3%		2%	3%	2%
	Variety of products offered	2%	4%				3%	3%	3%	3%	2%	2%
	Quality of products offered	3%	1%		2%	1%	1%	3%	3%	3%	2%	2%
	Order fill rates	3%	1%		2%	1%	2%	2%	3%	3%	2%	2%
	Products overall	1%	4%	4%	3%	3%	3%	3%			2%	2%
	Courtesy and professionalism of driver	3%	1%			1%	1%	3%	3%	3%	2%	2%
	Appearance of driver and truck	1%	2%	5%	5%	4%	4%				2%	1%
	Careful handling of product	2%	3%				2%	3%	3%	3%	2%	2%
	Product placed where you want it	3%	1%	2%	2%	3%	2%	1%	3%	2%	2%	2%
	Frequency of deliveries	1%	4%	3%	2%	4%	3%	3%		1%	3%	1%
	Convenient scheduling of deliveries	3%	3%				3%	3%	3%	3%	2%	3%
	Condition of product when it arrives	5%	1%		3%	2%	3%	2%	6%	3%	3%	3%
	Delivery overall	2%	4%	2%		2%	3%	3%		3%	2%	2%
	Total Number	307	140	91	61	92	113	118	31	123	383	206
	Total Percent	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Three Most Important Items

		Small animal products	Cat products	Dog products	Reptile products	Other
The third most important item	Quick connection to appropriate person	9%	10%	10%	10%	9%
	Prompt return of e-mails and voice mail	13%	12%	11%	13%	13%
	Information provided is clear and accurate	8%	8%	8%	7%	7%
	Friendliness and courtesy	9%	9%	9%	9%	9%
	Knowledge about products and services	3%	2%	1%	2%	3%
	Knowledge about pricing, specials and promotions	2%	2%	2%	1%	1%
	Helpfulness	1%	2%	1%	1%	1%
	Resolution of problems	2%	2%	2%	2%	2%
	Customer service staff overall	2%	2%	2%	2%	2%
	Ease of placing orders	2%	2%	2%	2%	2%
	Accuracy of order (order received matches order placed)	2%	2%	2%	2%	2%
	Accuracy of invoicing	2%	2%	2%	2%	2%
	Order turnaround time	2%	2%	2%	2%	2%
	Ease of returns and credits	3%	2%	2%	2%	3%
	Payment terms	2%	2%	2%	2%	2%
	Order processing overall	2%	2%	2%	2%	2%
	Professionalism	2%	2%	2%	2%	2%
	Frequency of visits/interaction	2%	2%	1%	2%	2%
	Offering of valuable promotions and merchandising assistance	2%	2%	2%	2%	2%
	Responsiveness	2%	2%	2%	2%	2%
	Making efficient use of your time	2%	2%	2%	2%	2%
	Sales representative overall	3%	2%	3%	2%	3%
	Variety of products offered	2%	2%	2%	2%	2%
	Quality of products offered	3%	2%	2%	2%	3%
	Order fill rates	2%	2%	2%	2%	2%
	Products overall	2%	2%	2%	2%	2%
	Courtesy and professionalism of driver	2%	2%	2%	2%	2%
	Appearance of driver and truck	2%	2%	2%	2%	2%
	Careful handling of product	2%	2%	2%	2%	2%
	Product placed where you want it	2%	2%	2%	2%	2%
	Frequency of deliveries	3%	2%	2%	2%	3%
	Convenient scheduling of deliveries	2%	2%	2%	2%	2%
	Condition of product when it arrives	3%	3%	3%	3%	3%
	Delivery overall	2%	3%	2%	2%	2%
	Total Number	234	311	471	162	350
	Total Percent	100%	100%	100%	100%	100%

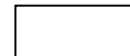
Appendix



Pet Industry Distributors Association

XYZ Pet Supply Co. Customer Satisfaction Survey

sponsoring
company
logo



If you are not the person responsible for purchasing pet products, please give this questionnaire to that person.

Please take a few moments to participate in this very important study--your input will be instrumental in helping XYZ Pet Supply Co. evaluate and improve the quality of service that you receive. **All responses will remain strictly anonymous, and no one outside the independent research firm Industry Insights will ever see your individual responses, so please be candid.** Only aggregated data will be presented to XYZ Pet Supply Co.

Return your completed form in the enclosed postage-paid envelope by May 30, 200x to:
Industry Insights, Inc., PO Box 20127, Columbus, OH 43220

Place a ✓ or x in the appropriate bubble or shade in the bubble. Use either pen or pencil.

DEMOGRAPHICS

1. Which of the following products does your store carry? (Check all that apply)

- 1 ☐ Aquatics/pond products 3 ☐ Small animal products 5 ☐ Dog products 7 ☐ Other _____
2 ☐ Bird products 4 ☐ Cat products 6 ☐ Reptile products

2. Approximately what percentage of your total product purchases come from XYZ Pet Supply Co.? (Check only one)

- 8-1 ☐ 0% 2 ☐ 1-25% 3 ☐ 26-50% 4 ☐ 51-75% 5 ☐ 76-100%

3. What was your store's annual sales volume in the latest completed fiscal year? (Check only one)

- 9-1 ☐ \$500,000 or less 2 ☐ \$500,001 to \$1 million 3 ☐ More than \$1 million

4. How many times per month do you typically order product from XYZ Pet Supply Co.? (Check only one)

- 10-1 ☐ Once a month or less 2 ☐ 2 to 4 times per month 3 ☐ 5 or more times per month

5a. How do you usually place your order with XYZ Pet Supply Co.? (Check only one)

- 11-1 ☐ Phone in order 4 ☐ Place order in person 6 ☐ Place order electronically through direct system
2 ☐ Fax in order 5 ☐ Web order entry via distributor's access connection with my computer (if available)
3 ☐ E-mail order website (if available)

5b. How would you prefer to place your order? (May be same as response to 5a) (Check only one)

- 12-1 ☐ Phone in order 4 ☐ Place order in person 6 ☐ Place order electronically through direct system
2 ☐ Fax in order 5 ☐ Web order entry via distributor's access connection with my computer (if available)
3 ☐ E-mail order website (if available)

6. For the product categories it carries, do you consider XYZ Pet Supply Co. to be your. . .

- 13-1 ☐ Primary source 2 ☐ Secondary source 3 ☐ Other

7. How many other wholesale distributors do you purchase from that offer the same product categories as XYZ Pet Supply Co.?

- 14-0 ☐ None ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 or more

8. Which of the following items has the greatest influence on your decision to purchase from XYZ Pet Supply Co.'s competitors? (Check only one)

- 15-1 ☐ Pricing 2 ☐ Product offerings 3 ☐ Sales person 4 ☐ Service 5 ☐ Other _____

ABOUT XYZ PET SUPPLY CO.

1. Overall, has XYZ Pet Supply Co. had. . . (Choose only one)

- 16-1 ☐ A positive impact on your business 2 ☐ No impact on your business 3 ☐ A negative impact on your business

2. Overall, how satisfied are you with XYZ Pet Supply Co.? (Choose only one)

- 17-1 ☐ Very Dissatisfied 2 ☐ Somewhat Dissatisfied 3 ☐ Neutral 4 ☐ Somewhat Satisfied 5 ☐ Very Satisfied

3. How did you first hear of XYZ Pet Supply Co.? (Choose only one)

- 18-1 ☐ Advertising 3 ☐ Trade show 5 ☐ Other _____
2 ☐ Company rep. called on us 4 ☐ Word of mouth 6 ☐ Don't know/don't remember

4a. Do you plan on purchasing from XYZ Pet Supply Co. again in the future? 19-1 ☐ Yes 2 ☐ Maybe 3 ☐ No

4b. If a friend ran a pet store, would you recommend they use XYZ Pet Supply Co.? 20-1 ☐ Yes 2 ☐ Maybe 3 ☐ No

5a. Please rate the following items based on your experience with XYZ Pet Supply Co.

Place a ✓ or x in the appropriate bubble or shade in the bubble. Use either pen or pencil.

	Does Not Apply	SATISFACTION				
		(1) Very Low	(2) Low	(3) Neutral	(4) High	(5) Very High
Customer Service Staff						
1. Prompt answering of phone calls	<input type="radio"/>	①	②	③	④	⑤
2. Quick connection to appropriate person	<input type="radio"/>	①	②	③	④	⑤
3. Prompt return of e-mails and voice mail	<input type="radio"/>	①	②	③	④	⑤
4. Information provided is clear and accurate	<input type="radio"/>	①	②	③	④	⑤
5. Friendliness and courtesy	<input type="radio"/>	①	②	③	④	⑤
6. Knowledge about products and services	<input type="radio"/>	①	②	③	④	⑤
7. Knowledge about pricing, specials and promotions	<input type="radio"/>	①	②	③	④	⑤
8. Helpfulness	<input type="radio"/>	①	②	③	④	⑤
9. Resolution of problems	<input type="radio"/>	①	②	③	④	⑤
10. Customer service staff overall	<input type="radio"/>	①	②	③	④	⑤
Order Processing						
11. Ease of placing orders	<input type="radio"/>	①	②	③	④	⑤
12. Accuracy of order (order received matches order placed)	<input type="radio"/>	①	②	③	④	⑤
13. Accuracy of invoicing	<input type="radio"/>	①	②	③	④	⑤
14. Order turnaround time	<input type="radio"/>	①	②	③	④	⑤
15. Ease of returns and credits	<input type="radio"/>	①	②	③	④	⑤
16. Payment terms	<input type="radio"/>	①	②	③	④	⑤
17. Order processing overall	<input type="radio"/>	①	②	③	④	⑤
Sales Representative						
18. Professionalism	<input type="radio"/>	①	②	③	④	⑤
19. Frequency of visits/interaction	<input type="radio"/>	①	②	③	④	⑤
20. Offering of valuable promotions and merchandising assistance	<input type="radio"/>	①	②	③	④	⑤
21. Responsiveness	<input type="radio"/>	①	②	③	④	⑤
22. Making efficient use of your time	<input type="radio"/>	①	②	③	④	⑤
23. Sales representative overall	<input type="radio"/>	①	②	③	④	⑤
Products						
24. Variety of products offered	<input type="radio"/>	①	②	③	④	⑤
25. Quality of products offered	<input type="radio"/>	①	②	③	④	⑤
26. Order fill rates	<input type="radio"/>	①	②	③	④	⑤
27. Products overall	<input type="radio"/>	①	②	③	④	⑤
Delivery						
28. Courtesy and professionalism of driver	<input type="radio"/>	①	②	③	④	⑤
29. Appearance of driver and truck	<input type="radio"/>	①	②	③	④	⑤
30. Careful handling of product	<input type="radio"/>	①	②	③	④	⑤
31. Product placed where you want it	<input type="radio"/>	①	②	③	④	⑤
32. Frequency of deliveries	<input type="radio"/>	①	②	③	④	⑤
33. Convenient scheduling of deliveries	<input type="radio"/>	①	②	③	④	⑤
34. Condition of product when it arrives	<input type="radio"/>	①	②	③	④	⑤
35. Delivery overall	<input type="radio"/>	①	②	③	④	⑤

5b. Of the above list, please indicate by using its number (1-35) ...

The single most important item: _____ 56

The second most important item: _____ 57

The third most important item: _____ 58

For example, if "Helpfulness of customer service staff" is the most important to you, place an "8" in the first blank.

6. Is there anything else you wish to share with XYZ Pet Sales Co.?

59

Thank you for your valuable feedback. Please return your form in the enclosed postage-paid envelope.