

THE COOKWARE IS ON US



Please rank the three most important factors that influenced your purchasing decision:

- | | | | | |
|---|---|--|---|---|
| <input type="checkbox"/> Price | <input type="checkbox"/> Advertising | <input type="checkbox"/> Website | <input type="checkbox"/> Quality | <input type="checkbox"/> Product features |
| <input type="checkbox"/> Salesperson's recommendation | <input type="checkbox"/> Friend's/relative's recommendation | <input type="checkbox"/> Prior experience with brand | <input type="checkbox"/> In-store display | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Image/reputation | | | | |

How important was this cookware offer in your decision to purchase Thermador? (Rank 1-5 in importance, 1=Not important 5=Very important) _____

Which other brands did you consider before you purchased Thermador?

- | | | | | | |
|-------------------------------------|--------------------------------------|--------------------------------|-----------------------------------|--|----------------------------------|
| <input type="checkbox"/> Kenmore | <input type="checkbox"/> Kitchen Aid | <input type="checkbox"/> Dacor | <input type="checkbox"/> LG | <input type="checkbox"/> DCS | <input type="checkbox"/> Maytag |
| <input type="checkbox"/> Electrolux | <input type="checkbox"/> Miele | <input type="checkbox"/> Bosch | <input type="checkbox"/> Samsung | <input type="checkbox"/> Fisher & Paykel | <input type="checkbox"/> Siemens |
| <input type="checkbox"/> Gaggenau | <input type="checkbox"/> Viking | <input type="checkbox"/> Wolf | <input type="checkbox"/> Jenn-Air | <input type="checkbox"/> Other (please specify): _____ | |

Why did you buy Thermador? _____

What other products (if any) did you purchase at the same time?

- | | | | | | |
|-------------------------------|-------------------------------------|-------------------------------|------------------------------------|---|--|
| <input type="checkbox"/> Oven | <input type="checkbox"/> Dishwasher | <input type="checkbox"/> Hood | <input type="checkbox"/> Microwave | <input type="checkbox"/> Warming Drawer | <input type="checkbox"/> Refrigeration |
|-------------------------------|-------------------------------------|-------------------------------|------------------------------------|---|--|

Which product (of any brand) do you intend to purchase within the next six months?

- | | | | | | |
|---------------------------------------|---|--|--|--|---|
| <input type="checkbox"/> Gas Cooktop | <input type="checkbox"/> Outdoor Barbecue | <input type="checkbox"/> Convection Oven | <input type="checkbox"/> Pro-style Range/Cooktop | <input type="checkbox"/> Convection Microwave Oven | |
| <input type="checkbox"/> Refrigerator | <input type="checkbox"/> Dishwasher | <input type="checkbox"/> Small Appliance | <input type="checkbox"/> Electric Cooktop | <input type="checkbox"/> Cooking Range | <input type="checkbox"/> Ventilation/Hood |

Number of people living in your residence: _____ How many of them are children: Under 18 years _____ 18 years+ _____

Please select your age from one of the following groups:

- | | | | | | | |
|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|------------------------------|
| <input type="checkbox"/> 18-24 | <input type="checkbox"/> 25-29 | <input type="checkbox"/> 30-34 | <input type="checkbox"/> 35-44 | <input type="checkbox"/> 45-54 | <input type="checkbox"/> 55-64 | <input type="checkbox"/> 65+ |
|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|------------------------------|

Which best describes your household income?

- | | | | | | |
|---|--|--|--|--|-------------------------------------|
| <input type="checkbox"/> Under \$50,000 | <input type="checkbox"/> \$50,000-\$74,999 | <input type="checkbox"/> \$75,000-\$99,999 | <input type="checkbox"/> \$100,000-\$149,999 | <input type="checkbox"/> \$150,000-\$249,999 | <input type="checkbox"/> \$250,000+ |
|---|--|--|--|--|-------------------------------------|

- Yes! I want to receive offers or communications from Thermador.
- Yes! I want to receive offers or communications from other companies that may interest me. I understand that my personal information may be shared with and/or combined with information from other sources.

If you elected to receive future offers or communications, how do you prefer we contact you? Telephone Mail E-mail

