

Table of Contents

OVERVIEW	1
A. Purpose	
B. Methodology	
C. Coding, Tabulation, and Analysis	
D. Presentation	
E. Executive Summary	
<i>You & Your Company:</i>	
Purchase Responsibility	7
Type of Firm	7
Number of Employees	8
Amount Purchased Annually	9
Expected Change in Amount Purchased.....	10
Annual Sales Volume	12
Usefulness of Product Information Sources	13
<i>Brand Buying Trends:</i>	
Influence of Professionals Over the Next Five Years	15
Purchase Patterns - Currently and in the Next Five Years	16
Factors Important in Brand Selection	18
Reasons Which Would Cause a Brand Change	19
Product Sales Lost To Competition	20
Products Purchased by the Homeowner	23
Installation Business Lost to Competition	24
Installation of ADA Compliant Products	27
<i>Buying from Wholesalers:</i>	
Number of Wholesalers Contractors Buy From	29
Wholesalers' Level of Product Knowledge	31
Wholesalers' Products in Stock	32
On-Time Delivery	33
Special Services Influencing Brand Selection	34
Effectiveness of Point-of-Purchase Displays	37
<i>Buying from Home Centers:</i>	
Plumbing/Hydronics Purchases from Home Centers	39
Product Knowledge of Home Center Employees	42
Home Center Products in Stock	43
Special Services Influencing Brand Selection	44
Referral/Contract Work	45
Use of Home Centers for Selection/Purchase of Plumbing Products	46
<i>Buying from Manufacturers (including Mail Order Firms):</i>	
Purchase of Plumbing/Hydronics Products from Manufacturer	49
On-Time Delivery from Manufacturer	50
Manufacturer Reps. Product Knowledge	51
Interest in Buying Trade-Only Branded Products	52
Avoidance of Buying Brand Name Products Found in Home Centers	53
<i>Working with Specifying Engineers/Architects:</i>	
On-Staff Engineer or Independent Engineer/Consultant	55
Areas of Plumbing/Piping/Hydronic/Fire Sprinklers Work	56
"Value Engineering" Improvements	57
Influence on Product Selection	58
Design/Build Software Use	59
Frequency of Changing Brands Using the "Or Equal" Clause	60
APPENDIX	61