

Voice of Customer

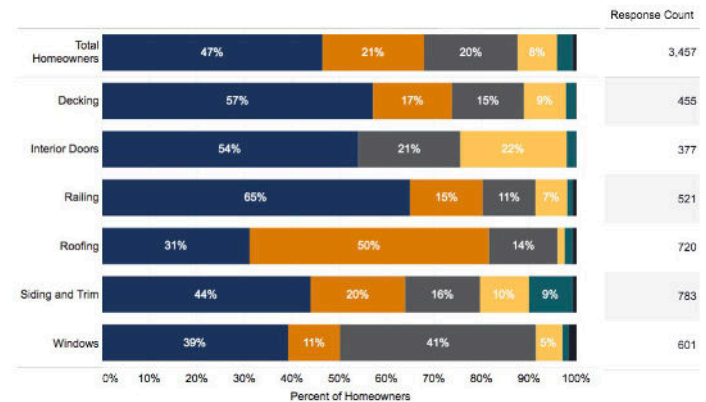
Dive into the perspective of residential property owners, building materials dealers, and contractors/ builders with Principia's data and insights

Understand Your Customers

Principia's Voice of Customer product provides perspectives from residential property owners, contractors/ builders, and dealers of major residential building products. Diving into the integral viewpoints of how products are distributed and installed to end user preferences, you gain access to superior primary research insights at a lower cost than custom research.



Survey Results, 2019



Audiences

Principia surveyed the following audiences about common topics across all product categories.

Homeowners	Contractors/ Builders	Dealers
<ul style="list-style-type: none">• Home characteristics such as house style, age, size, value, home environment (urban, suburban, rural), and location• Reasons for replacement (need-based, aesthetic, etc.)• Age of product upon replacement• Importance of decision factors (top two box)• Products used• Propensity to replace "like product with like product"• Material purchaser/influencer• Purchase source (big box, specialty-one step, lumberyard, etc.)	<ul style="list-style-type: none">• Work characteristics by unit type, construction type, use of top materials, number of brands used• Reasons for replacement (customer reasons, age, aesthetics, functionality, etc.) and work due to weather-related damage• Importance of product decision factors (top two box)• Expected growth trends by material• Brands used, brand performance, reasons for switching brands/ brand loyalty, and share of wallet by preferred brands• Extent and quality of sub-contractor hires• Pricing• Purchase source• Extent of backlog of work orders	<ul style="list-style-type: none">• Sales by product, product category, unit type, construction type, in-stock product versus special order• Materials sold and stocked for each product category, share of revenue for top material, expected growth trends by material• Primary and secondary brands sold, share of revenue by preferred brands• Gross margin percentage• Extent of sales territory (in miles)• Inventory level trends by product/ material• Pricing• Purchase source (direct vs. distribution)• Brand loyalty versus distributor loyalty• Products sold



Contact Principia for More Information About Product and Pricing

P: (610) 363-7815 | info@principiaconsulting.com | principiaconsulting.com

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Interactive Online Data Platform

Data for each dashboard topic can be filtered by product category, demographic, and buyer persona to analyze differences by respondent group.

Methodology

Principia's Voice of Customer product is based on annual, comprehensive research from over 5,000 web surveys with qualified homeowners, over 1,200 phone surveys with dealers, and more than 2,500 web surveys conducted with contractors/ builders.

The surveys are detailed and based on approximately 35 questions about specific topics related to the audience segment.



	Affluent Homeowner	Urban Suburban Homeowner	Established Suburban Homeowner	Older Rural Homeowner	Recent Young Suburban Buyer	Recent Young Value Buyer
Less than 2 years	1% 10				63% 292	36% 286
2 to less than 5 years	12% 91	0% 2			33% 154	58% 458
5 to less than 10 years	43% 334	17% 233	24% 257		4% 21	6% 45
10 years or more	44% 348	83% 1,145	76% 814			
Grand Total	100% 783	100% 1,380	100% 1,071		100% 467	100% 789

Product Categories Covered

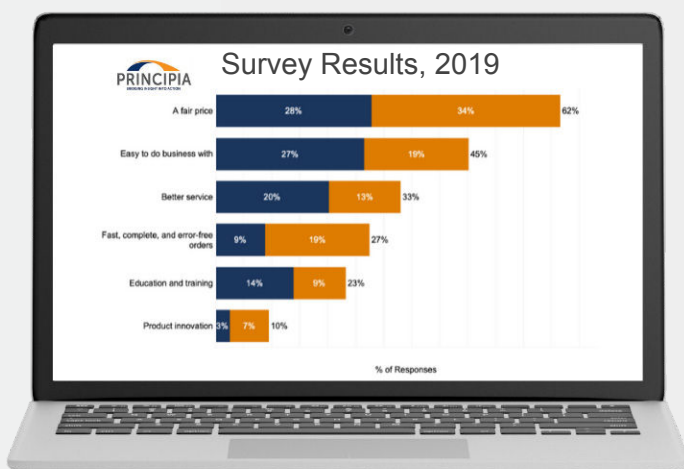
- Decking
- Doors
- Flooring
- Insulation
- Railing
- Roofing
- Siding & Trim
- Windows

Available for single purchase of all product categories or any single category. For more information about product and pricing, contact Principia at (610) 363-7815 or info@principiaconsulting.com.

How Can the Data Help?

Various views on any single or all product categories can support your efforts based on consumer household tendencies and preferences. Specific actions taken are able to support a range of company initiatives, including:

- Value Proposition
- Product Development
- Customer Segmentation
- Target Marketing
- Geographic Messaging and Planning



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