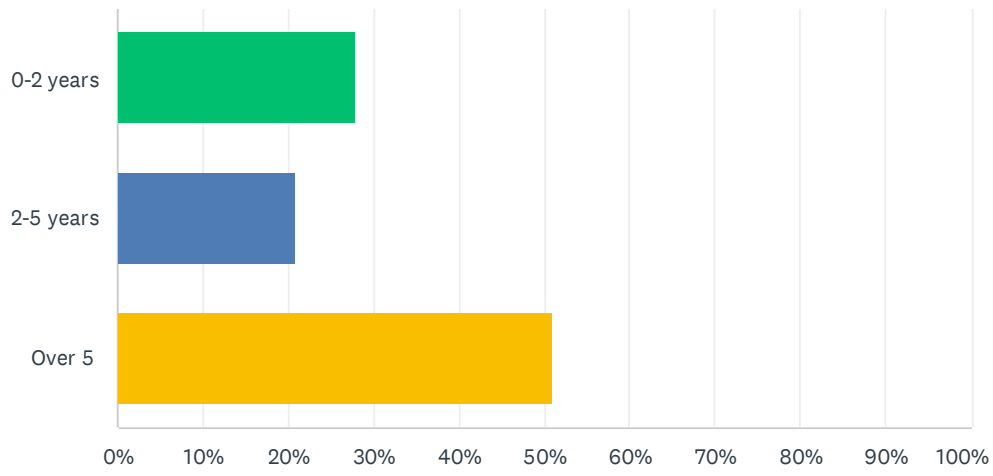


Q1 How long have you been an authorized Kirby Builder?

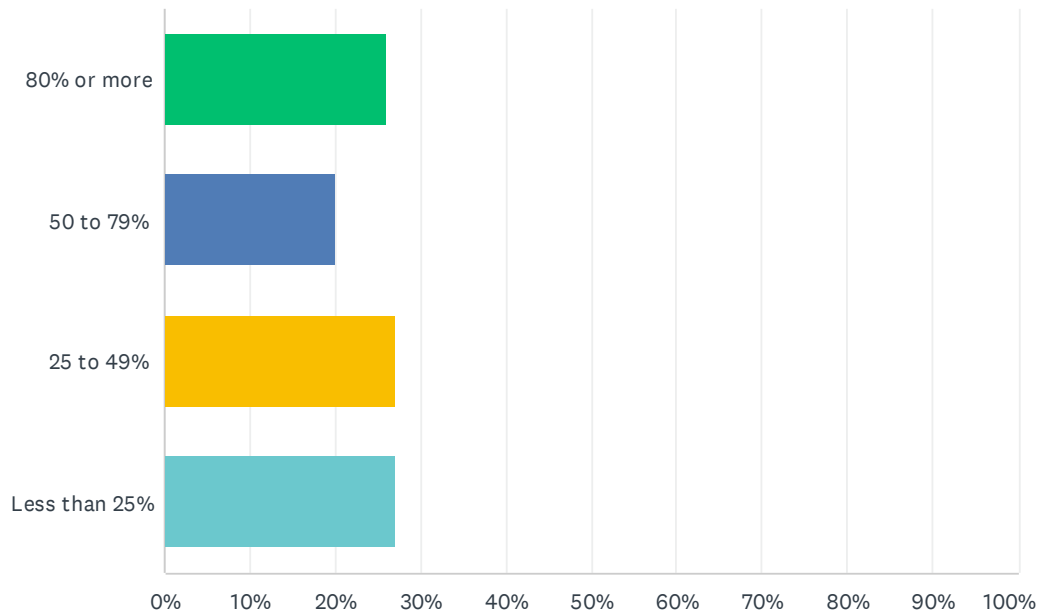
Answered: 100 Skipped: 0



ANSWER CHOICES	RESPONSES	
0-2 years	28.00%	28
2-5 years	21.00%	21
Over 5	51.00%	51
TOTAL		100

Q2 What % of your projects include a metal building?

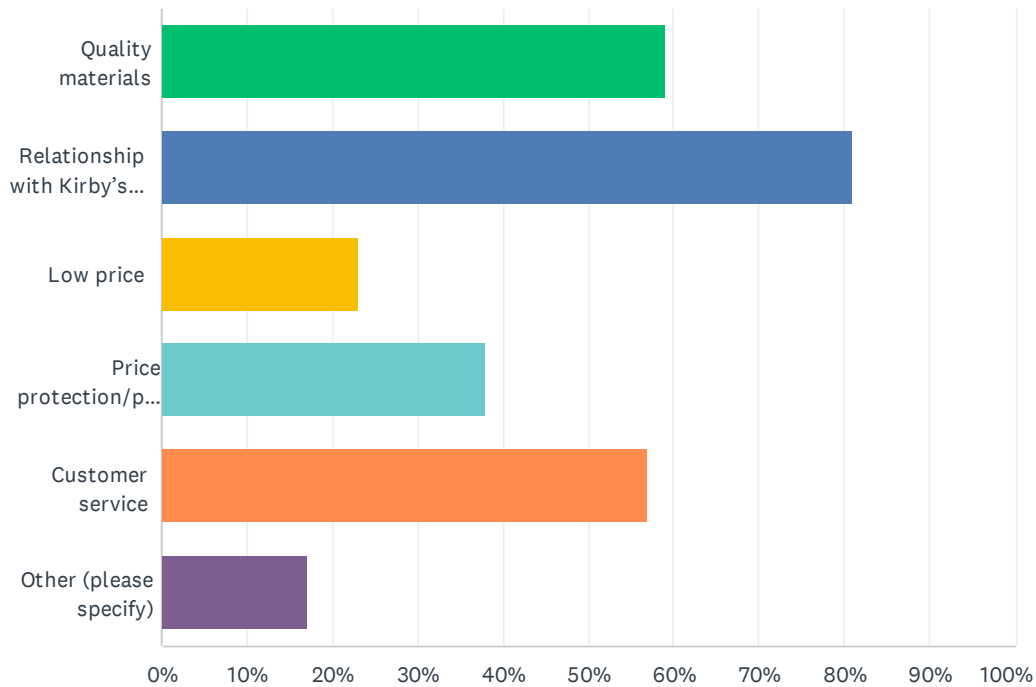
Answered: 100 Skipped: 0



ANSWER CHOICES	RESPONSES
80% or more	26.00% 26
50 to 79%	20.00% 20
25 to 49%	27.00% 27
Less than 25%	27.00% 27
TOTAL	100

Q3 Why do you buy from Kirby? Check all that apply.

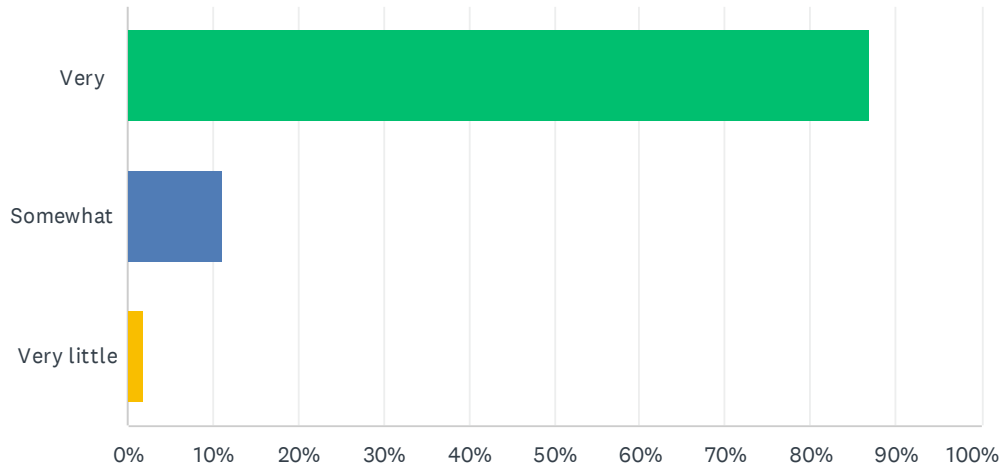
Answered: 100 Skipped: 0



ANSWER CHOICES	RESPONSES	
Quality materials	59.00%	59
Relationship with Kirby's District Sales Manager	81.00%	81
Low price	23.00%	23
Price protection/predictability	38.00%	38
Customer service	57.00%	57
Other (please specify)	17.00%	17
Total Respondents: 100		

Q4 How important is your District Sales Manager?

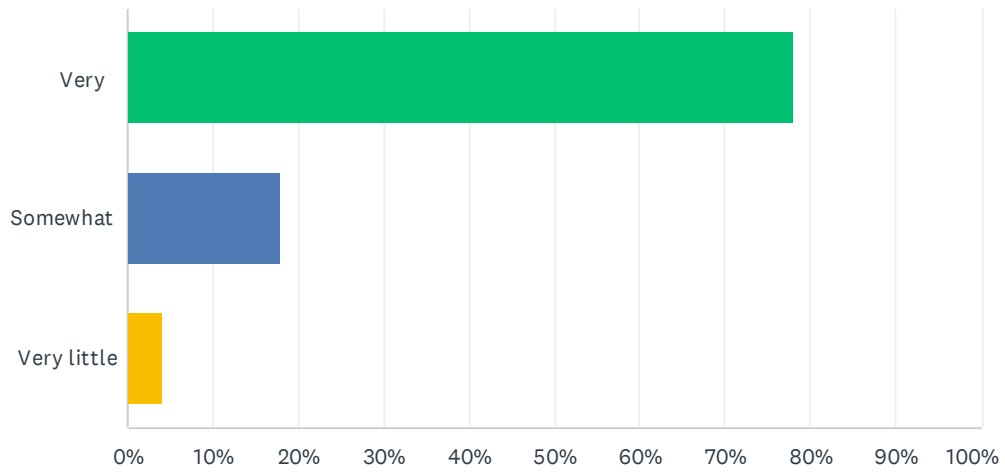
Answered: 100 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very	87.00%	87
Somewhat	11.00%	11
Very little	2.00%	2
TOTAL		100

Q5 How important is your Project Coordinator?

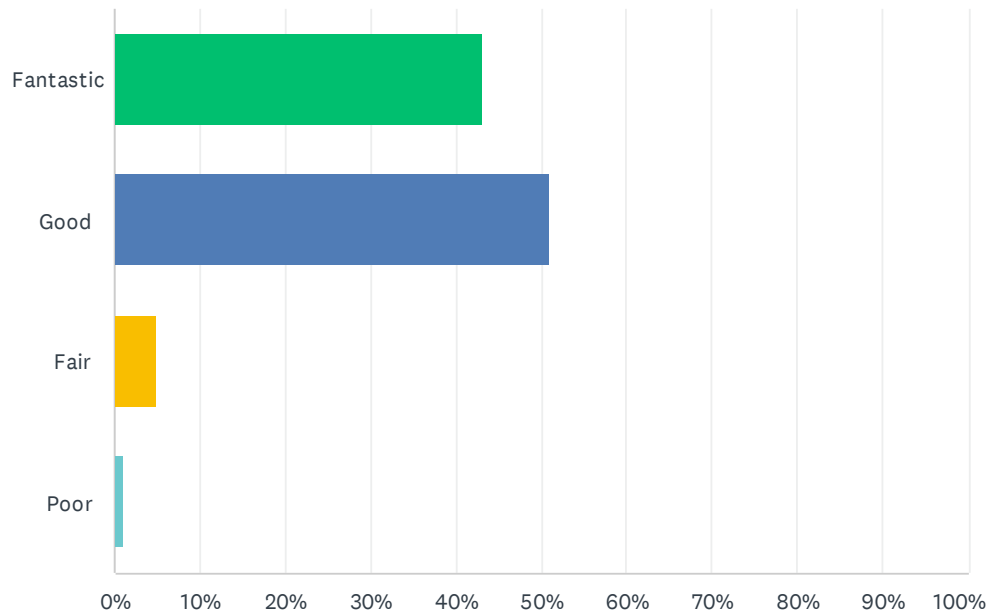
Answered: 100 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very	78.00%	78
Somewhat	18.00%	18
Very little	4.00%	4
TOTAL		100

Q6 How do you rate your overall customer service experience?

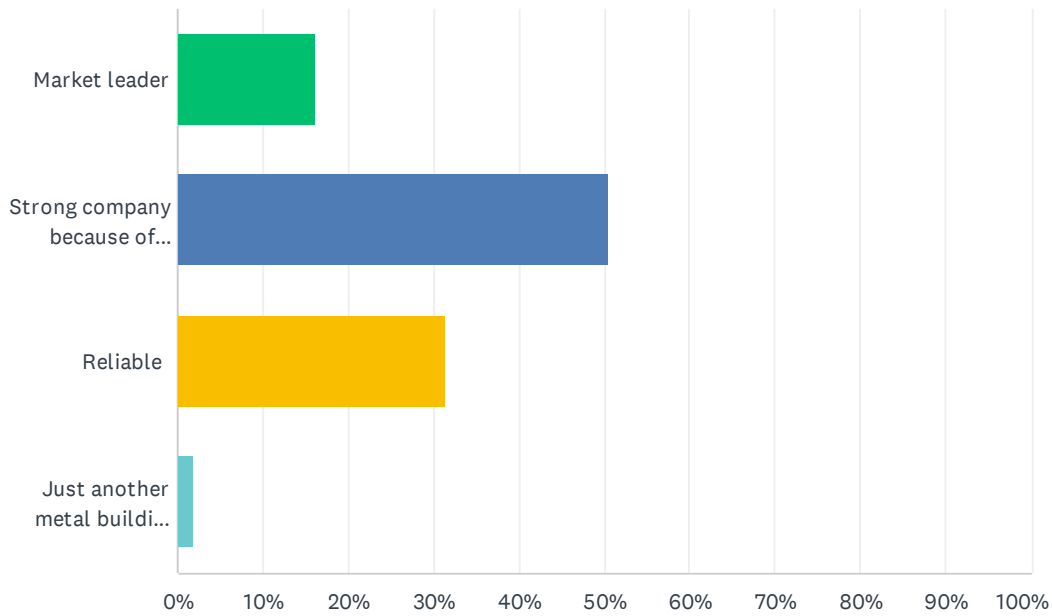
Answered: 100 Skipped: 0



ANSWER CHOICES	RESPONSES
Fantastic	43.00% 43
Good	51.00% 51
Fair	5.00% 5
Poor	1.00% 1
TOTAL	100

Q7 How do you see the Kirby Brand?

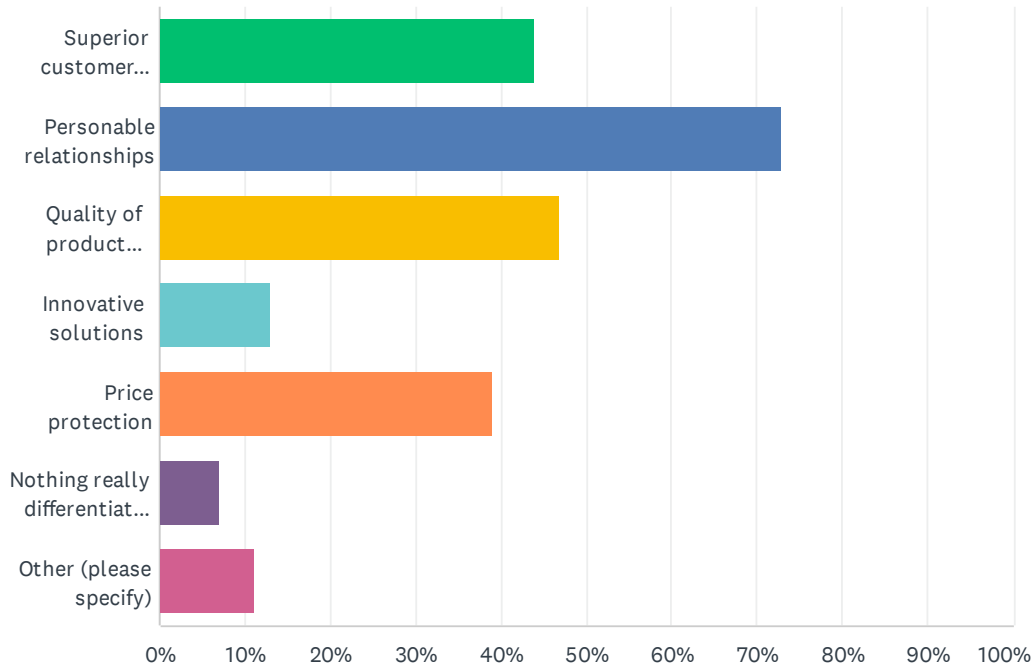
Answered: 99 Skipped: 1



ANSWER CHOICES	RESPONSES	
Market leader	16.16%	16
Strong company because of parent company (Nucor)	50.51%	50
Reliable	31.31%	31
Just another metal building company	2.02%	2
TOTAL		99

Q8 What differentiates Kirby from other PEMB brands? Check all that apply.

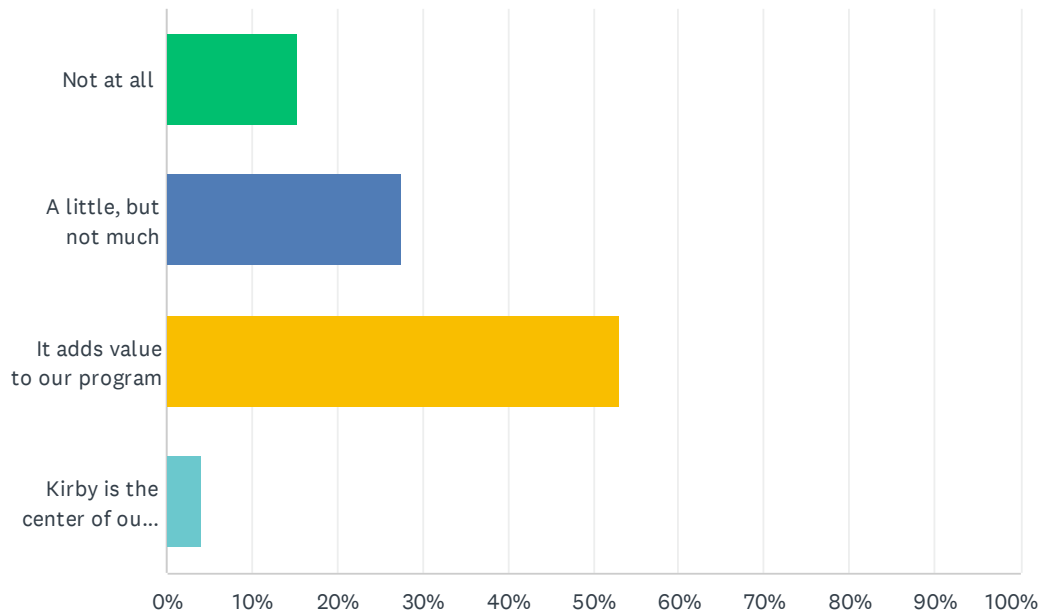
Answered: 100 Skipped: 0



ANSWER CHOICES	RESPONSES	
Superior customer service	44.00%	44
Personable relationships	73.00%	73
Quality of product delivered	47.00%	47
Innovative solutions	13.00%	13
Price protection	39.00%	39
Nothing really differentiates Kirby from other PEMB brands	7.00%	7
Other (please specify)	11.00%	11
Total Respondents: 100		

Q10 Does being a Kirby Builder help in your marketing efforts?

Answered: 98 Skipped: 2



ANSWER CHOICES	RESPONSES	
Not at all	15.31%	15
A little, but not much	27.55%	27
It adds value to our program	53.06%	52
Kirby is the center of our marketing program	4.08%	4
TOTAL		98