**Home improvement Survey Questionnaire:**

**Gender:** Please indicate your gender.

Female (coded 1 in Excel)

Male (coded 2 in Excel)

**Q1:** In the last 12 months how many times did you visit the following retailers for Home improvement supplies?

Big Buy \_\_\_\_

Red Price \_\_\_\_

Thrifty Authority \_\_\_\_

Leo’s Everyday Supplies \_\_\_\_

PriceMarket \_\_\_\_

Other \_\_\_\_

**Q2:** In the last 12 months how much did you spend on Home improvement supplies at the following retailers?

Big Buy $\_\_\_\_

Red Price $\_\_\_\_

Thrifty Authority $\_\_\_\_

Leo’s Everyday Supplies $\_\_\_\_

PriceMarket $\_\_\_\_

Other $\_\_\_\_

**Brand Survey Questionnaire:**

**QGender:** Please indicate your gender.

Male (coded 1 in excel)

Female (coded 2)

**Q1:** How is the product selection at Big Buy compared to other stores?

Very poor Excellent

0 1 2 3 4 5 6 7 8 9 10

**Q2:** How is the service at Big Buy compared to other stores?

Very poor Excellent

0 1 2 3 4 5 6 7 8 9 10

**Q3:** How are the prices at Big Buy compared to other stores?

Very poor Excellent

0 1 2 3 4 5 6 7 8 9 10