

ProSales

Economic/Operations Outlook Survey Partial Results, December 2009

Dec. 4, 2009

Between Nov. 18 and Dec. 1, 2009, PROSALES conducted an online survey of LBM dealers, distributors, and manufacturers regarding how their businesses fared in 2009 and what they predicted would happen at their companies, both economically and operationally, in 2010. A total of 362 people responded to at least one part of the survey, which was managed via the *SurveyMonkey.com* Web site. Here is a partial summary of the results.

All participants were asked to provide basic information about themselves, such as what type of institution they work for and where they live. All participants also got the opportunity to discuss the economic situation at their facilities. Questions regarding installed sales were restricted solely to those people who said their company was active in that area.

Aside from providing the results for all respondents, this report also provides data for several subgroups:

- **Dealers:** All people who said their primary business was a building material dealers/lumberyard, molding/millwork specialty company, and short line specialty dealer. This category *excludes* building material wholesalers, manufacturers, and “other” respondents. (308 respondents)
- **Dealers—Northeast:** Those who met the “Dealers” category above and whose worksite was located in New England (Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut) or the Mid-Atlantic region (New York, New Jersey, Pennsylvania, Delaware, Maryland, West Virginia, or the District of Columbia). (47 respondents)
- **Dealers—Southeast:** Those who met the “Dealers” category above whose worksite was in Virginia, North Carolina, South Carolina, Tennessee, Kentucky, Georgia, Florida, Alabama, Mississippi, Louisiana, or Texas. (94 respondents)
- **Dealers—Central:** Those who met the “Dealers” category above and who worked in Ohio, Indiana, Michigan, or Illinois, Wisconsin, Minnesota, Iowa, North Dakota, South Dakota, Nebraska, Missouri, Kansas, Arkansas, or Oklahoma. (91 respondents)
- **Dealers—West:** Those who met the “Dealers” category and who worked in Colorado, Wyoming, Utah, New Mexico, Arizona, California, Nevada, Montana, Idaho, Oregon, Washington, Alaska, or Hawaii. (76 respondents)
- **Dealers Below \$10mln:** All those who met the “Dealers” category above and who said their organization had annual sales up to \$9,999,999. (131 respondents)

- **Dealers \$10-25mln:** All those who met the “Dealers” category above and who said their organization had annual sales of \$10 million to \$24,999,999. (80 respondents)
- **Dealers \$25-100mln:** All those who met the “Dealers” category above and who said their organization had annual sales of \$25 million to \$99,999,999. (80 respondents)

There also was a category for dealers with \$100 million or more in sales. Because only 16 respondents identified themselves in this category, breakouts for this group have been omitted.

Please contact PROSALES editor Craig Webb with questions or comments, as well as with ideas for future surveys.

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(Note: The numbers in parentheses below refer to the number of people in each group who responded to that particular question.)

1. What Is Your Firm’s Primary Business?

	All respondents (362)
Building Material Dealer/Lumberyard	79.8%
Molding/Millwork Company	2.5%
Short Line Specialty Dealer/Distributor	2.8%
Building Material Wholesaler	7.2%
Building Product Manufacturers	4.1%
Other	3.6%

2. What Is Your Job Title?

	All (362)	Dealers (308)
Corporate executive (Chairman, president, owner/partner, EVP, other administrator)	75.7%	79.2%
General manager, store manager, department manager	16.3%	15.6%
Any other title	8.0%	5.2%

Dealer Responses by Region

	Northeast (47)	Southeast (94)	Central (91)	West (76)
Corporate executive (Chairman, president, owner/partner, EVP, other administrator)	68.1%	80.9%	83.5%	78.9%
General manager, store manager, department manager	21.3%	12.8%	14.3%	17.1%
Any other title	10.6%	6.4%	2.2%	3.9%

Dealer Responses by Size

	Below \$10mln (131)	\$10 to \$25mln (80)	\$25 to \$100mln (80)
Corporate executive (Chairman, president, owner/partner, EVP, other administrator)	79.4%	78.8%	78.8%
General manager, store manager, department manager	16.8%	15.0%	13.8%
Any other title	3.8%	6.3%	7.5%

3. In Which Region of the U.S. Is Your Company Based?

	All (362)	Dealers (308)
New England (ME, NH, VT, MA, RI, CT)	3.9%	4.2%
Mid-Atlantic (NY, NJ, PA, DE, MD, WV, DC)	10.5%	11.0%
Mid-South (VA, NC, SC, TN, KY)	20.7%	20.5%
Deep South (GA, FL, AL, MS)	8.0%	6.2%
Mideast (OH, IN, MI, IL)	11.0%	10.4%
Mid-America (MO, KS, AR, OK)	11.0%	11.0%
Midwest/Plains States (WI, MN, IA, ND, SD, NE)	7.7%	8.1%
Texas and Louisiana (TX, LA)	4.1%	3.9%
Mountain West (CO, WY, UT, NM, AZ)	5.8%	5.8%
California-Nevada (CA, NV)	7.7%	8.4%
Northwest/Pacific (MT, ID, OR, WA, AK, HI)	9.4%	10.4%

Dealer Responses by Size

	Below \$10mln	\$10 to \$25mln	\$25 to \$100mln
	<u>(131)</u>	<u>(80)</u>	<u>(80)</u>
New England (ME, NH, VT, MA, RI, CT)	1.5%	8.8%	3.8%
Mid-Atlantic (NY, NJ, PA, DE, MD, WV, DC)	10.7%	11.3%	13.8%
Mid-South (VA, NC, SC, TN, KY)	24.4%	26.3%	12.5%
Deep South (GA, FL, AL, MS)	6.9%	8.8%	3.8%
Mideast (OH, IN, MI, IL)	9.2%	8.8%	16.3%
Mid-America (MO, KS, AR, OK)	10.7%	7.5%	12.5%
Midwest/Plains States (WI, MN, IA, ND, SD, NE)	7.6%	2.5%	11.3%
Texas and Louisiana (TX, LA)	2.3%	3.8%	5.0%
Mountain West (CO, WY, UT, NM, AZ)	4.6%	3.8%	10.0%
California-Nevada (CA, NV)	7.6%	7.5%	7.5%
Northwest/Pacific (MT, ID, OR, WA, AK, HI)	14.5%	11.3%	3.8%

4. What Is the Annual Sales Volume of Your Organization?

	All	Dealers
	<u>(360)</u>	<u>(307)</u>
Below \$10 million	42.5%	42.7%
\$10 million to \$24,999,999	25.3%	26.1%
\$25 million to \$99,999,999	24.4%	26.1%
Over \$100 million	7.8%	5.2%

Dealer Responses by Region

	Northeast	Southeast	Central	West
	<u>(47)</u>	<u>(94)</u>	<u>(90)</u>	<u>(76)</u>
Below \$10 million	34.0%	46.8%	40.0%	46.1%
\$10 million to \$24,999,999	34.0%	33.0%	16.7%	23.7%
\$25 million to \$99,999,999	29.8%	18.1%	35.6%	22.4%
Over \$100 million	2.1%	2.1%	7.8%	7.9%

5. What Percentage of Your Company's Sales Come from Building Professionals?

	All	Dealers
	<u>(362)</u>	<u>(308)</u>
0% to 24%	4.7%	3.2%
25% to 49%	8.8%	9.1%
50% to 74%	24.3%	24.4%
75% or higher	62.2%	63.3%

Dealer Responses by Region

	Northeast	Southeast	Central	West
	<u>(47)</u>	<u>(94)</u>	<u>(91)</u>	<u>(76)</u>
0% to 24%	0.0%	2.1%	6.6%	2.6%
25% to 49%	8.5%	8.5%	7.7%	11.8%
50% to 74%	29.8%	18.1%	20.9%	32.9%
75% or higher	61.7%	71.3%	64.8%	52.6%

Dealer Responses by Size

	Below \$10mln	\$10 to \$25mln	\$25 to \$100mln
	<u>(131)</u>	<u>(80)</u>	<u>(80)</u>
0% to 24%	5.3%	0.0%	3.8%
25% to 49%	14.5%	6.3%	3.8%
50% to 74%	32.1%	27.5%	12.5%
75% or higher	48.1%	66.3%	80.0%

6. How Do You Expect Sales at Your Particular Facility To Compare This Year With Your Sales in 2008?

	All <u>(345)</u>	Dealers <u>(295)</u>
Down at least 50%	5.2%	4.7%
Down 40% to 49%	4.9%	5.1%
Down 30% to 39%	17.7%	17.3%
Down 20% to 29%	31.0%	32.5%
Down 10% to 19%	19.4%	20.0%
Down 1% to 9%	9.6%	8.8%
Roughly equal	5.8%	5.1%
Up 1% to 9%	3.8%	3.7%
Up 10% to 19%	2.6%	2.7%
Up 20% or more	0.0%	0.0%

Dealer Responses by Region

	Northeast	Southeast	Central	West
	<u>(46)</u>	<u>(90)</u>	<u>(85)</u>	<u>(74)</u>
Down at least 50%	2.2%	8.9%	0.0%	6.8%
Down 40% to 49%	2.2%	7.8%	3.5%	5.4%
Down 30% to 39%	6.5%	25.6%	14.1%	17.6%
Down 20% to 29%	30.4%	25.6%	36.5%	37.8%
Down 10% to 19%	34.8%	14.4%	21.2%	16.2%
Down 1% to 9%	10.9%	7.8%	9.4%	8.1%
Roughly equal	8.7%	2.2%	8.2%	2.7%
Up 1% to 9%	2.2%	3.3%	5.9%	2.7%
Up 10% to 19%	2.2%	4.4%	1.2%	2.7%
Up 20% or more	0.0%	0.0%	0.0%	0.0%

Dealer Responses by Size

	Below \$10mln <u>(126)</u>	\$10 to \$25mln <u>(78)</u>	\$25 to \$100mln <u>(74)</u>
Down at least 50%	6.3%	6.4%	0.0%
Down 40% to 49%	4.8%	3.8%	8.1%
Down 30% to 39%	18.3%	20.5%	14.9%
Down 20% to 29%	34.9%	23.1%	31.1%
Down 10% to 19%	15.1%	28.2%	21.6%
Down 1% to 9%	6.3%	5.1%	17.6%
Roughly equal	5.6%	5.1%	4.1%
Up 1% to 9%	4.8%	5.1%	1.4%
Up 10% to 19%	4.0%	2.6%	1.4%
Up 20% or more	0.0%	0.0%	0.0%

7. How Were Your Profit Margins This Year? Did They...

	All <u>(345)</u>	Dealers <u>(295)</u>
Rise Markedly?	2.0%	2.4%
Rise a Bit?	25.2%	26.4%
Stay About the Same?	28.1%	28.1%
Shrink a Bit?	34.5%	33.9%
Shrink Markedly?	10.1%	9.2%

Dealer Responses by Region

	Northeast <u>(46)</u>	Southeast <u>(90)</u>	Central <u>(85)</u>	West <u>(74)</u>
Rise Markedly?	2.2%	1.1%	2.4%	4.1%
Rise a Bit?	26.1%	33.3%	20.0%	25.7%
Stay About the Same?	34.8%	27.8%	25.9%	27.0%
Shrink a Bit?	28.3%	28.9%	41.2%	35.1%
Shrink Markedly?	8.7%	8.9%	10.6%	8.1%

Dealer Responses by Size

	Below \$10mln <u>(126)</u>	\$10 to \$25mln <u>(78)</u>	\$25 to \$100mln <u>(74)</u>
Rise Markedly?	3.2%	1.3%	2.7%
Rise a Bit?	29.4%	23.1%	25.7%
Stay About the Same?	27.0%	37.2%	25.7%
Shrink a Bit?	28.6%	34.6%	36.5%
Shrink Markedly?	11.9%	3.8%	9.5%

8. Looking Forward, How Do You Think Sales in 2010 at Your Location Will Compare With Your Expected Total Sales This Year?

	All (345)	Dealers (295)
Down at least 50%	0.6%	0.3%
Down 40% to 49%	0.6%	0.7%
Down 30% to 39%	0.6%	0.7%
Down 20% to 29%	2.0%	2.4%
Down 10% to 19%	10.4%	10.8%
Down 1% to 9%	10.4%	11.9%
Roughly equal	27.0%	27.1%
Up 1% to 9%	31.3%	29.8%
Up 10% to 19%	13.6%	14.2%
Up 20% to 29%	3.2%	1.7%
Up 30% or more	0.3%	0.3%

Dealer Responses by Region

	Northeast (46)	Southeast (90)	Central (86)	West (73)
Down at least 50%	2.2%	0.0%	0.0%	0.0%
Down 40% to 49%	0.0%	1.1%	0.0%	1.4%
Down 30% to 39%	0.0%	0.0%	0.0%	2.7%
Down 20% to 29%	2.2%	3.3%	1.2%	2.7%
Down 10% to 19%	6.5%	12.2%	12.8%	9.6%
Down 1% to 9%	10.9%	6.7%	11.6%	19.2%
Roughly equal	32.6%	25.6%	27.9%	24.7%
Up 1% to 9%	30.4%	33.3%	30.2%	24.7%
Up 10% to 19%	10.9%	16.7%	15.1%	12.3%
Up 20% to 29%	4.3%	0.0%	1.2%	2.7%
Up 30% or more	0.0%	1.1%	0.0%	0.0%

Dealer Responses by Size

	Below \$10mln	\$10 to \$25mln	\$25 to \$100mln
	<u>(127)</u>	<u>(78)</u>	<u>(73)</u>
Down at least 50%	0.8%	0.0%	0.0%
Down 40% to 49%	0.0%	0.0%	2.7%
Down 30% to 39%	1.6%	0.0%	0.0%
Down 20% to 29%	3.1%	1.3%	2.7%
Down 10% to 19%	14.2%	9.0%	6.8%
Down 1% to 9%	10.2%	14.1%	8.2%
Roughly equal	22.0%	28.2%	32.9%
Up 1% to 9%	29.9%	33.3%	28.8%
Up 10% to 19%	15.7%	12.8%	16.4%
Up 20% to 29%	1.6%	1.3%	1.4%
Up 30% or more	0.8%	0.0%	0.0%

9. If You Work at a Company With Multiple Locations, How Do You Think Your Sales in 2010 Across the Entire Company Will Compare With Your Expected Total Sales in 2009?

	All <u>(196)</u>	Dealers <u>(167)</u>
Down at least 50%	1.0%	0.6%
Down 40% to 49%	0.5%	0.6%
Down 30% to 39%	0.0%	0.0%
Down 20% to 29%	2.6%	2.4%
Down 10% to 19%	9.7%	9.6%
Down 1% to 9%	12.2%	13.8%
Roughly equal	26.5%	27.5%
Up 1% to 9%	35.2%	33.5%
Up 10% to 19%	11.2%	11.4%
Up 20% to 29%	1.0%	0.6%
Up 30% or more	0.0%	0.0%

Dealer Responses by Region

	Northeast (32)	Southeast (41)	Central (59)	West (35)
Down at least 50%	3.1%	0.0%	0.0%	0.0%
Down 40% to 49%	0.0%	0.0%	0.0%	2.9%
Down 30% to 39%	0.0%	0.0%	0.0%	0.0%
Down 20% to 29%	0.0%	2.4%	0.0%	8.6%
Down 10% to 19%	12.5%	9.8%	8.5%	8.6%
Down 1% to 9%	6.3%	9.8%	16.9%	20.0%
Roughly equal	28.1%	29.3%	28.8%	22.9%
Up 1% to 9%	34.4%	39.0%	33.9%	25.7%
Up 10% to 19%	12.5%	9.8%	11.9%	11.4%
Up 20% to 29%	3.1%	0.0%	0.0%	0.0%
Up 30% or more	0.0%	0.0%	0.0%	0.0%

Dealer Responses by Size

	Below \$10mln (32)	\$10 to \$25mln (49)	\$25 to \$100mln (69)
Down at least 50%	3.1%	0.0%	0.0%
Down 40% to 49%	0.0%	0.0%	1.4%
Down 30% to 39%	0.0%	0.0%	0.0%
Down 20% to 29%	0.0%	2.0%	2.9%
Down 10% to 19%	15.6%	10.2%	5.8%
Down 1% to 9%	21.9%	10.2%	8.7%
Roughly equal	25.0%	26.5%	29.0%
Up 1% to 9%	25.0%	42.9%	34.8%
Up 10% to 19%	9.4%	8.2%	17.4%
Up 20% to 29%	0.0%	0.0%	0.0%
Up 30% or more	0.0%	0.0%	0.0%

10. Do You Expect Your Location Will Post an Operating Profit This Year?

	All (344)	Dealers (294)
Yes	42.2%	40.5%
No	49.7%	51.7%
Don't Know	8.1%	7.8%

Dealer Responses by Region

	Northeast (46)	Southeast (90)	Central (85)	West (73)
Yes	45.7%	36.7%	43.5%	38.4%
No	39.1%	61.1%	49.4%	50.7%
Don't Know	15.2%	2.2%	7.1%	11.0%

Dealer Responses by Size

	Below \$10mln	\$10 to \$25mln	\$25 to \$100mln
	<u>(127)</u>	<u>(78)</u>	<u>(72)</u>
Yes	36.2%	48.7%	36.1%
No	54.3%	44.9%	55.6%
Don't Know	9.4%	6.4%	8.3%

11. If Your Company Has More Than One Location, Do You Expect the Entire Company Will Post an Operating Profit This Year?

	All	Dealers
	<u>(204)</u>	<u>(174)</u>
Yes	43.1%	42.5%
No	46.6%	47.1%
Don't Know	10.3%	10.3%

Dealer Responses by Region

	Northeast	Southeast	Central	West
	<u>(32)</u>	<u>(44)</u>	<u>(61)</u>	<u>(37)</u>
Yes	50.0%	36.4%	44.3%	40.5%
No	40.6%	56.8%	42.6%	48.6%
Don't Know	9.4%	6.8%	13.1%	10.8%

Dealer Responses by Size

	Below \$10mln	\$10 to \$25mln	\$25 to \$100mln
	<u>(37)</u>	<u>(51)</u>	<u>(69)</u>
Yes	37.8%	52.9%	37.7%
No	43.2%	43.1%	50.7%
Don't Know	18.9%	3.9%	11.6%

12. Please Add Any Other Comments To Help Us Understand Your Feeling About Your Company's Financial Performance This Year and How You Think It Will Do Next Year.

There were 86 responses. Those comments are reserved for people who took the survey.

13. What Personnel Actions Did You Take in 2009? Click All That Apply.

	All (331)	Dealers (282)
We fired some operations staffers (e.g. yard workers, drivers, back-office people)	60.4%	60.6%
We fired some sales staff (inside sales reps, outside sales reps)	44.4%	46.5%
We hired some operations staff	7.9%	8.5%
We hired some sales staff	20.2%	21.3%
We didn't fire anyone, but we didn't replace people who left, either	31.7%	31.9%

Dealer Responses by Region

	Northeast (44)	Southeast (86)	Central (82)	West (70)
We fired some operations staffers (e.g. yard workers, drivers, back-office people)	47.7%	65.1%	62.2%	61.4%
We fired some sales staff (inside sales reps, outside sales reps)	40.9%	41.9%	50.0%	51.4%
We hired some operations staff	4.5%	8.1%	9.8%	10.0%
We hired some sales staff	18.2%	25.6%	19.5%	20.0%
We didn't fire anyone, but we didn't replace people who left, either	40.9%	26.7%	29.3%	35.7%

Dealer Responses by Size

	Below \$10mln (119)	\$10 to \$25mln (75)	\$25 to \$100mln (72)
We fired some operations staffers (e.g. yard workers, drivers, back-office people)	42.9%	66.7%	77.8%
We fired some sales staff (inside sales reps, outside sales reps)	29.4%	48.0%	66.7%
We hired some operations staff	4.2%	8.0%	15.3%
We hired some sales staff	12.6%	28.0%	25.0%
We didn't fire anyone, but we didn't replace people who left, either	52.1%	24.0%	12.5%

There were 46 "other" responses. Survey participants received those comments.

14. At the End of This Year, Do You Expect To Have More, Fewer, or Roughly the Same Number of Staff as You Had at the End of 2008?

	All <u>(341)</u>	Dealers <u>(292)</u>
More	2.3%	2.7%
Fewer	69.5%	71.2%
Roughly the Same	28.2%	26.0%

Dealer Responses by Region

	Northeast <u>(46)</u>	Southeast <u>(88)</u>	Central <u>(85)</u>	West <u>(73)</u>
More	4.3%	1.1%	4.7%	1.4%
Fewer	63.0%	73.9%	68.2%	76.7%
Roughly the Same	32.6%	25.0%	27.1%	21.9%

Dealer Responses by Size

	Below \$10mln <u>(125)</u>	\$10 to \$25mln <u>(77)</u>	\$25 to \$100mln <u>(73)</u>
More	0.8%	5.2%	4.1%
Fewer	60.0%	70.1%	86.3%
Roughly the Same	39.2%	24.7%	9.6%

15. What Are Your Staffing Expectations for 2010? Click All That Apply.

	All <u>(331)</u>	Dealers <u>(284)</u>
We'll hire staff to meet increased demand	48.9%	48.6%
We'll fire people to meet reduced (or unchanged) demand	20.2%	21.8%
We'll recruit people, even if we don't hire them	28.7%	29.6%
We'll continue to reduce staff by not replacing people who leave	30.8%	31.7%

Dealer Responses by Region

	Northeast (44)	Southeast (84)	Central (85)	West (71)
We'll hire staff to meet increased demand	40.9%	56.0%	45.9%	47.9%
We'll fire people to meet reduced (or unchanged) demand	20.5%	25.0%	20.0%	21.1%
We'll recruit people, even if we don't hire them	36.4%	31.0%	25.9%	28.2%
We'll continue to reduce staff by not replacing people who leave	31.8%	23.8%	42.4%	28.2%

Dealer Responses by Size

	Below \$10mln (120)	\$10 to \$25mln (75)	\$25 to \$100mln (72)
We'll hire staff to meet increased demand	47.5%	52.0%	50.0%
We'll fire people to meet reduced (or unchanged) demand	10.0%	28.0%	31.9%
We'll recruit people, even if we don't hire them	30.0%	29.3%	29.2%
We'll continue to reduce staff by not replacing people who leave	34.2%	25.3%	30.6%

16. Because of the Housing Downturn, Did You Change Store Hours in 2009?

	All (340)	Dealers (292)
Reduced Hours	33.5%	34.2%
Lengthened Hours	3.5%	3.8%
No Change	62.9%	62.0%

Dealer Responses by Region

	Northeast (46)	Southeast (88)	Central (85)	West (73)
Reduced Hours	32.6%	44.3%	29.4%	28.8%
Lengthened Hours	8.5%	2.3%	4.7%	2.7%
No Change	60.9%	53.4%	65.9%	68.5%

Dealer Responses by Size

	Below \$10mln (125)	\$10 to \$25mln (77)	\$25 to \$100mln (73)
Reduced Hours	28.8%	41.6%	37.0%
Lengthened Hours	4.8%	1.3%	5.5%
No Change	66.4%	57.1%	57.5%

17. Because of the Housing Downturn, Did You Furlough Any Workers in 2009—That Is, Require They Take Unpaid Time Off?

	All	Dealers
	<u>(330)</u>	<u>(283)</u>
Yes	36.4%	36.7%
No	63.6%	63.3%

Dealer Responses by Region

	Northeast	Southeast	Central	West
	<u>(43)</u>	<u>(85)</u>	<u>(83)</u>	<u>(72)</u>
Yes	39.5%	28.2%	43.4%	37.5%
No	60.5%	71.8%	56.6%	62.5%

Dealer Responses by Size

	Below \$10mln	\$10 to \$25mln	\$25 to \$100mln
	<u>(123)</u>	<u>(72)</u>	<u>(73)</u>
Yes	28.5%	43.1%	45.2%
No	71.5%	56.9%	54.8%

18. During 2009, Did You Drop Any Service or Product That You Used to Provide?

Survey participants received the responses to this question.

19. What Initiatives, New Products, or New Services Are You Planning To Launch (or Revive) in 2010?

Survey participants received the responses to this question.

20. What Are Your Expectations for Decking Sales in 2010?

	All	Dealers
	<u>(319)</u>	<u>(280)</u>
They'll Rise	31.7%	31.1%
They'll Decline	8.2%	8.2%
They'll Stay Roughly the Same	60.2%	60.7%

Dealer Responses by Region

	Northeast	Southeast	Central	West
	<u>(45)</u>	<u>(84)</u>	<u>(80)</u>	<u>(71)</u>
They'll Rise	40.0%	26.2%	35.0%	26.8%
They'll Decline	6.7%	9.5%	7.5%	8.5%
They'll Stay Roughly the Same	53.3%	64.3%	57.5%	64.8%

Dealer Responses by Size

	Below \$10mln	\$10 to \$25mln	\$25 to \$100mln
	<u>(119)</u>	<u>(73)</u>	<u>(72)</u>
They'll Rise	31.9%	26.0%	38.9%
They'll Decline	8.4%	6.8%	6.9%
They'll Stay Roughly the Same	59.7%	67.1%	54.2%

21. Do You Provide Installed Sales?

	All	Dealers
	<u>(331)</u>	<u>(285)</u>
Yes	44.7%	49.1%
No	55.3%	50.9%

Dealer Responses by Region

	Northeast	Southeast	Central	West
	<u>(45)</u>	<u>(85)</u>	<u>(82)</u>	<u>(73)</u>
Yes	57.8%	49.4%	53.7%	38.4%
No	42.2%	50.6%	46.3%	61.6%

Dealer Responses by Size

	Below \$10mln	\$10 to \$25mln	\$25 to \$100mln
	<u>(123)</u>	<u>(75)</u>	<u>(71)</u>
Yes	36.6%	50.7%	67.6%
No	63.4%	49.3%	32.4%

Note: Only Those Who responded Yes to Question 21 Were Asked Questions 22 and 23

22. Do You Expect Greater Demand for Installed Sales Services as the Economy Recovers?

	All	Dealers
	<u>(149)</u>	<u>(140)</u>
Yes	86.6%	87.9%
No	13.4%	12.1%

Dealer Responses by Region

	Northeast	Southeast	Central	West
	<u>(24)</u>	<u>(43)</u>	<u>(45)</u>	<u>(26)</u>
Yes	92.3%	86.0%	82.2%	96.2%
No	7.7%	14.0%	17.8%	3.8%

Dealer Responses by Size

	Below \$10mln	\$10 to \$25mln	\$25 to \$100mln
	<u>(46)</u>	<u>(37)</u>	<u>(48)</u>
Yes	84.8%	91.9%	87.5%
No	15.2%	8.1%	12.5%

23. What Product Categories Do You Believe Will Be the Most in Demand for 2010? Check All That Apply.

	All <u>(144)</u>	Dealers <u>(137)</u>
Framing	27.8%	27.7%
Windows	75.0%	74.5%
Entry Doors	63.2%	62.0%
Interior Doors	36.8%	37.2%
Insulation	45.1%	45.3%
Siding	31.3%	31.4%
Molding/Millwork	25.0%	26.3%
Decking	23.6%	23.4%
Wall Panels	19.4%	19.0%
Roof Trusses	18.8%	18.2%

Dealer Responses by Region

	Northeast <u>(25)</u>	Southeast <u>(42)</u>	Central <u>(44)</u>	West <u>(26)</u>
Framing	20.0%	21.4%	38.6%	26.9%
Windows	80.0%	73.8%	72.7%	73.1%
Entry Doors	72.0%	59.5%	56.8%	65.4%
Interior Doors	36.0%	40.5%	22.7%	57.7%
Insulation	48.0%	40.5%	47.7%	46.2%
Siding	24.0%	28.6%	45.5%	19.2%
Molding/Millwork	36.0%	23.8%	15.9%	38.5%
Decking	20.0%	26.2%	29.5%	11.5%
Wall Panels	16.0%	9.5%	36.4%	7.7%
Roof Trusses	16.0%	11.9%	29.5%	11.5%

Dealer Responses by Size

	Below \$10mln (44)	\$10 to \$25mln (38)	\$25 to \$100mln (47)
Framing	6.8%	31.6%	40.4%
Windows	79.5%	73.7%	68.1%
Entry Doors	59.1%	60.5%	66.0%
Interior Doors	38.6%	26.3%	44.7%
Insulation	40.9%	28.9%	63.8%
Siding	22.7%	23.7%	42.6%
Molding/Millwork	25.0%	23.7%	27.7%
Decking	27.3%	23.7%	19.1%
Wall Panels	2.3%	10.5%	36.2%
Roof Trusses	2.3%	13.2%	34.0%

24. Please Add Any Other Comments That You'd Like To Give Regarding Your Operational Expectations for 2010.

Survey participants received the responses to this question.