

How important was performance on these attributes?

	Miserably	Somewhat Satisfactory	Very Satisfactory	Delightfully
Overall quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchase experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installation of first use experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Usage experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After purchase service (warranty, repair, customer service, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Overall, how satisfied were you with your new [Product]?

- Not at all Satisfied Somewhat Satisfied Satisfied Very Satisfied Delighted

Have you ever contacted customer service?

- Yes No

If you contacted [Company] customer service, have all problems been resolved to your complete satisfaction?

- Yes, by the company or its representatives Yes, by me or someone outside the company No, the problem was not resolved