



OCTOBER 2024

U.S. TREATED LUMBER BRAND SATISFACTION SURVEY

INDEPENDENT LUMBERYARDS



Webb Analytics
Insights and Strategies for Construction Supply

METHODOLOGY

- The results were taken from an e-mail survey of roughly 4,300 decision-makers who work at lumberyards or distribution operations.
- Survey was conducted between 7/30/24 through 8/15/24.
- In most cases, company executives and chief buyers were targeted.
- While several competitors have customers at The Home Depot, Menards, and the biggest independent dealers, this survey excluded those locations.
- A total of 132 responses were received: 121 completed; 11 partial.

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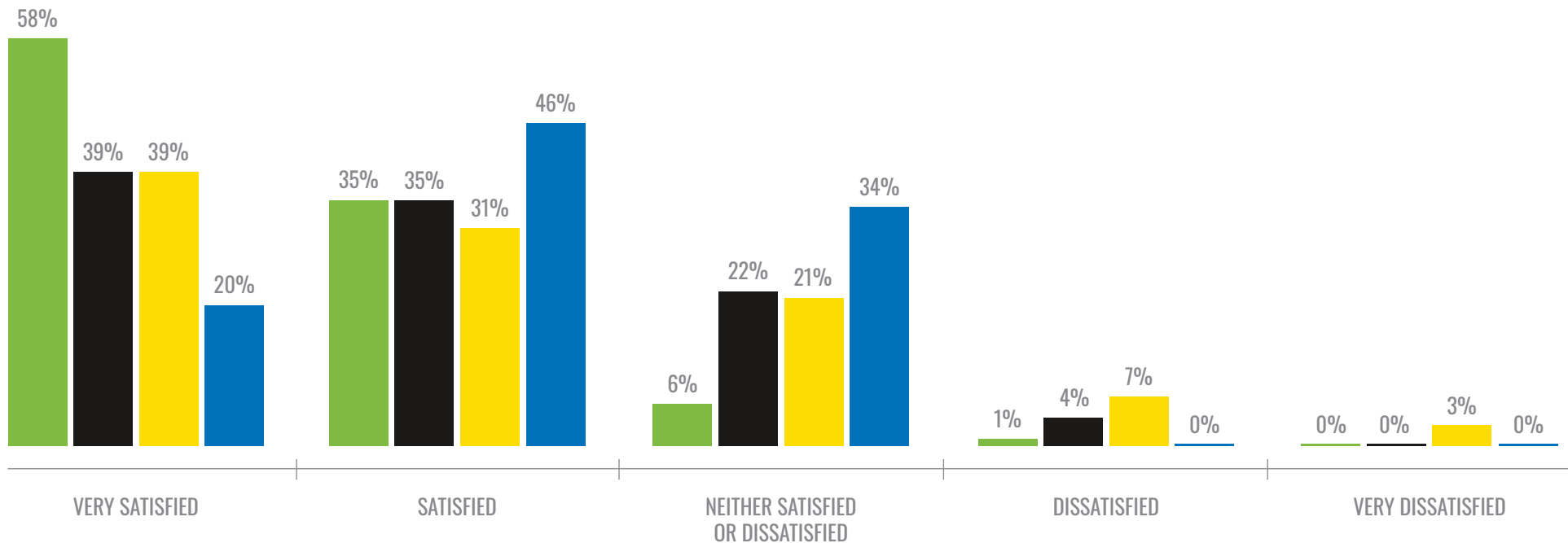
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OVERALL SATISFACTION

Considering only brands you currently or in the recent past have worked with, score each of the following brands on your overall satisfaction.

(Scores shown here exclude "not applicable" responses for each brand.)

VERY SATISFIED OR SATISFIED			AVERAGE SCORE
■	#1 Culpeper	92.9%	4.50
■	#2 Doman	73.9%	4.09
■	#3 YellaWood	69.4%	3.95
■	#4 ProWood	65.7%	3.86

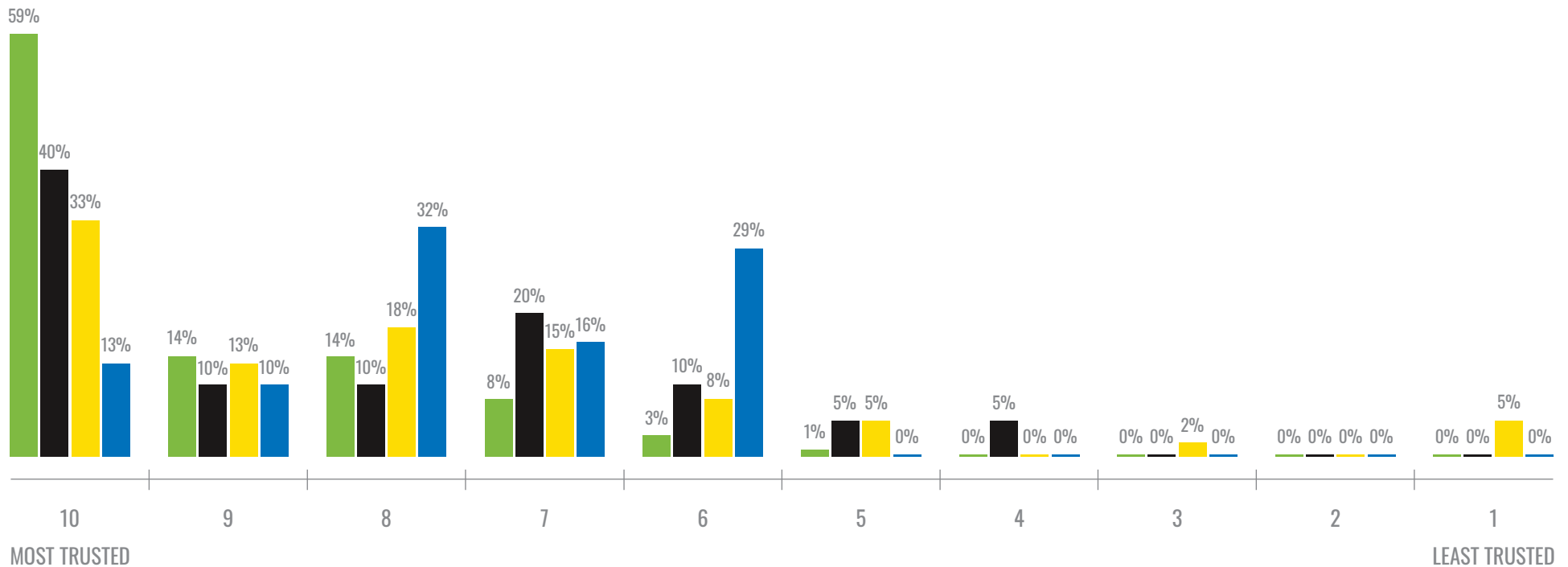


BRAND TRUST

How much do you trust each of the following brands? Please rate them.

(Scores shown here exclude "not applicable" responses for each brand.)

	RANKING	10 OR 9 SCORE	AVERAGE SCORE
■	#1 Culpeper	73.5%	9.2
■	#2 Doman	50.0%	8.2
■	#3 YellaWood	46.6%	7.9
■	#4 ProWood	22.6%	7.6

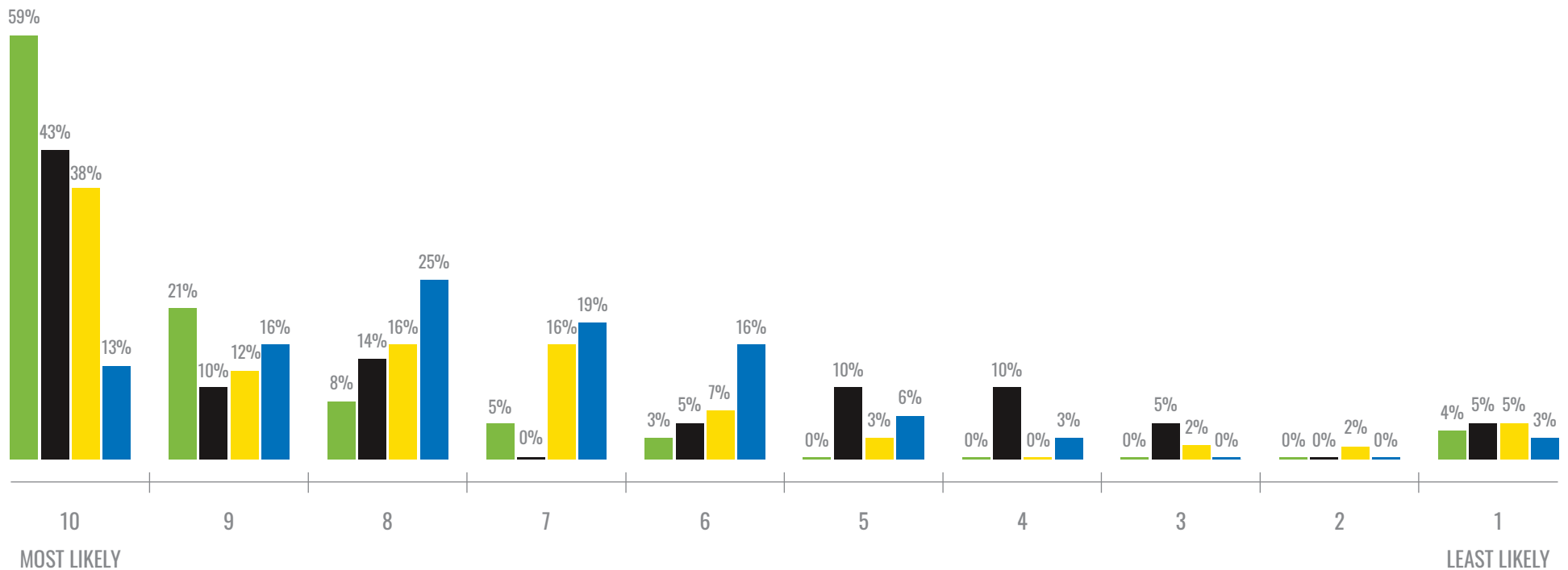


RECOMMEND TO A COLLEAGUE

How likely would you recommend each brand to a colleague in the industry?

(Scores shown here exclude "not applicable" responses for each brand.)

	RANKING	10 OR 9 SCORE	AVERAGE SCORE
■	#1 Culpeper	79.4%	9.0
■	#2 Doman	52.4%	7.6
■	#3 YellaWood	50.0%	7.9
■	#4 ProWood	28.1%	7.4

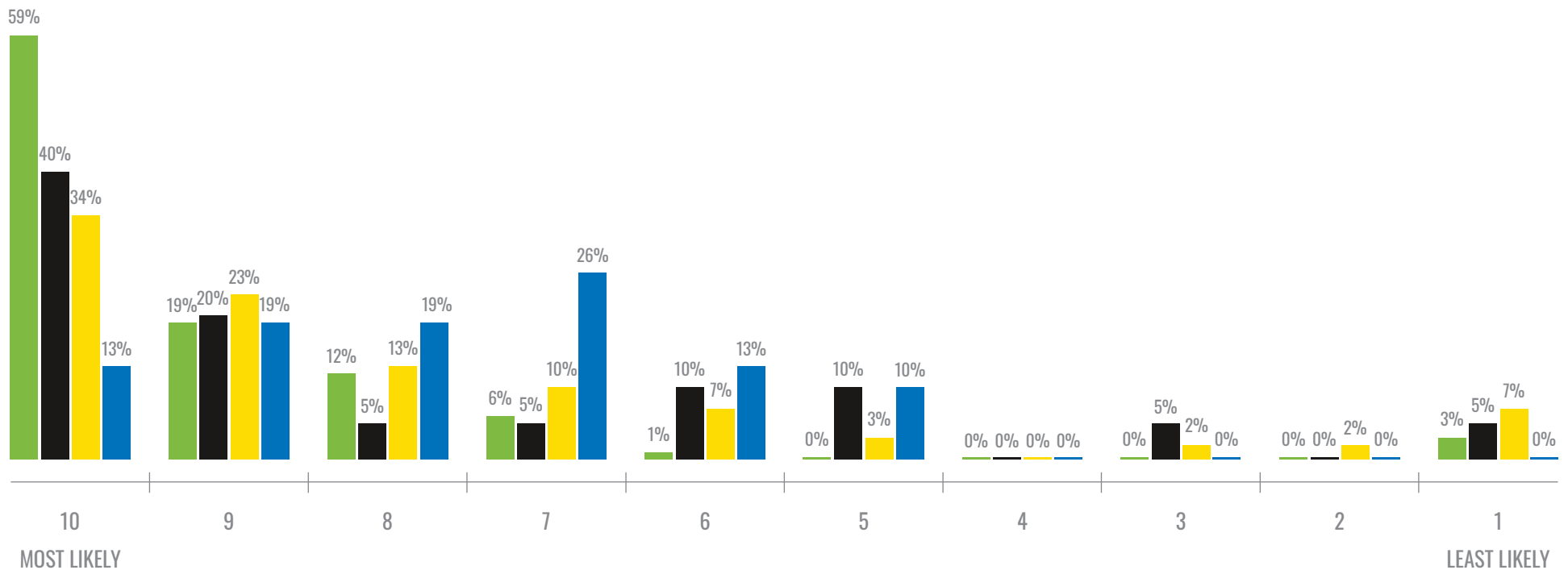


RECOMMEND TO A CUSTOMER

How likely would you recommend each brand to a customer in the industry?

(Scores shown here exclude "not applicable" responses for each brand.)

	RANKING	10 OR 9 SCORE	AVERAGE SCORE
■	#1 Culpeper	78.1%	9.1
■	#2 Doman	60.0%	7.9
■	#3 YellaWood	57.4%	8.0
■	#4 ProWood	32.3%	7.6



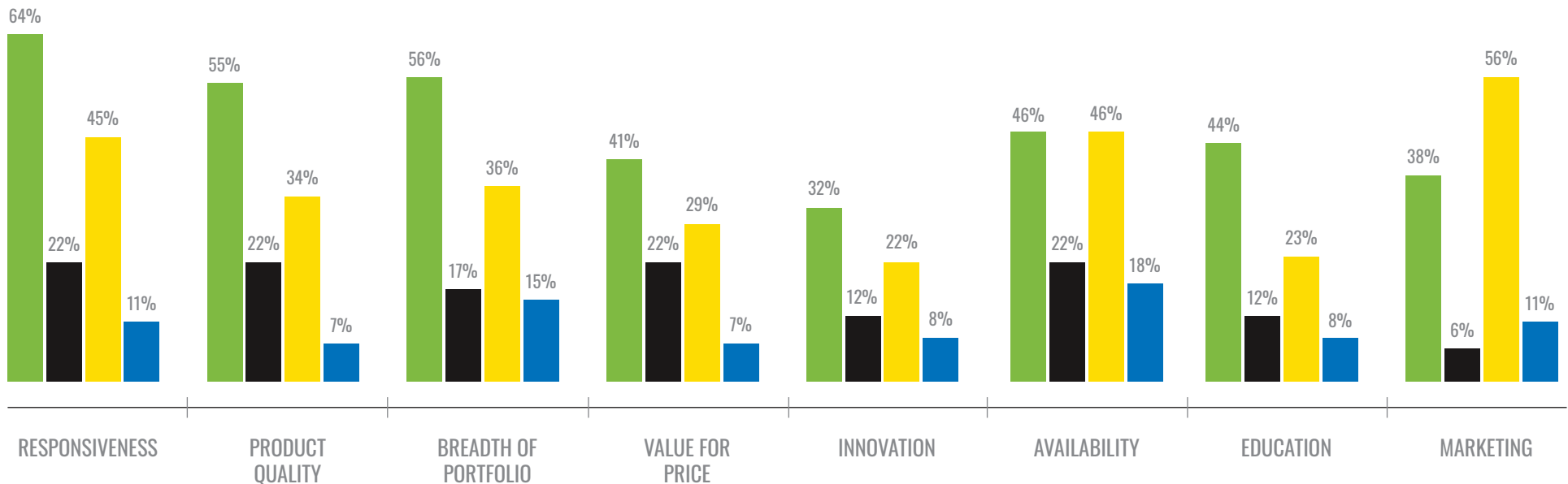
BRAND STRENGTHS

TOP RANKED KEY STRENGTH (5 RANKING)

Please rank the brand's key strengths on a scale of 1-5, with 5 being the highest.

(Scores shown here exclude "not applicable" responses for each brand.)

HIGHEST RANKED 5-RATING STRENGTH			
■	Culpeper	Responsiveness	64.4%
■	Doman	Responsiveness, Product Quality, Value for Price, Availability	22.2%
■	YellaWood	Marketing	55.6%
■	ProWood	Availability	17.9%



BRAND STRENGTHS

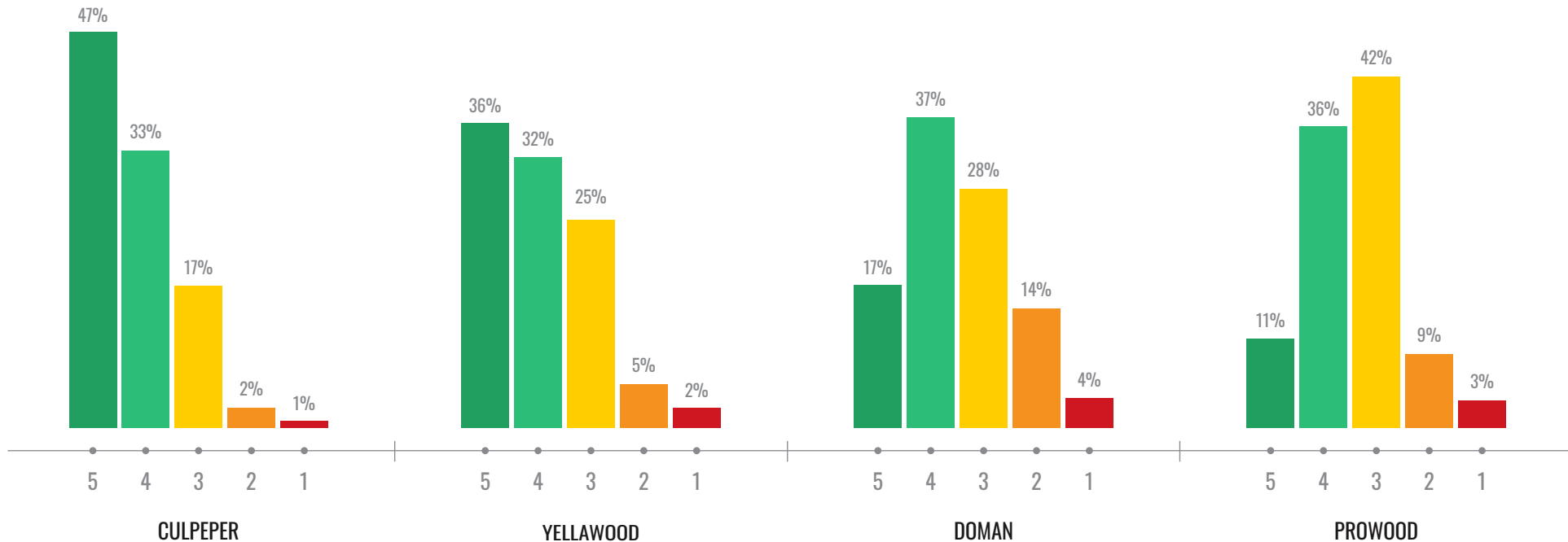
ALL QUALITIES COMBINED

Please rank the brand's key strengths on a scale of 1-5, with 5 being the highest.

(Scores shown here exclude "not applicable" responses for each brand.)



RANKING		5 & 4 RATING	AVERAGE SCORE
#1	Culpeper	79.9%	4.23
#2	YellaWood	68.3%	3.96
#3	Doman	53.9%	3.50
#4	ProWood	46.3%	3.42



BRAND STRENGTHS

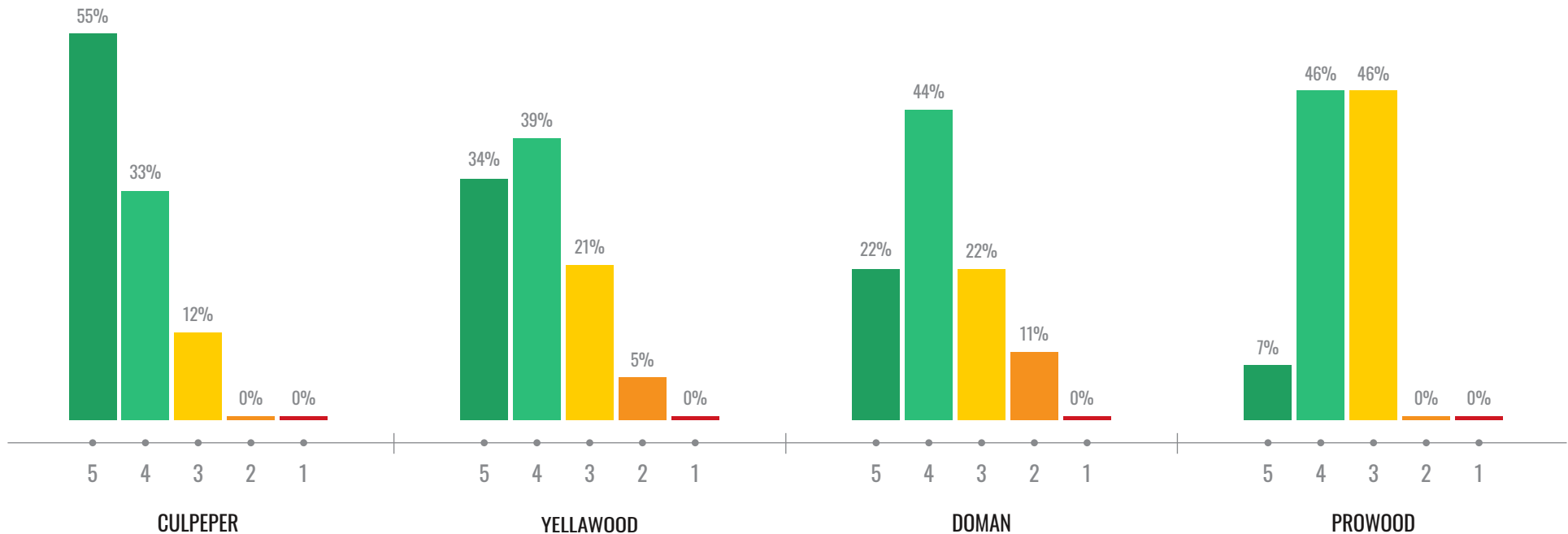
PRODUCT QUALITY

Please rank the brand's product quality on a scale of 1-5, with 5 being the highest.

(Scores shown here exclude "not applicable" responses for each brand.)



RANKING		5 & 4 RATING	AVERAGE SCORE
#1	Culpeper	87.6%	4.43
#2	YellaWood	73.2%	4.02
#3	Doman	66.7%	3.78
#4	ProWood	53.6%	3.61



BRAND STRENGTHS

RESPONSIVENESS

Please rank the brand's responsiveness on a scale of 1-5, with 5 being the highest.

(Scores shown here exclude "not applicable" responses for each brand.)



RANKING		5 & 4 RATING	AVERAGE SCORE
#1	Culpeper	94.4%	4.57
#2	YellaWood	80.4%	4.16
#3	Doman	72.2%	3.83
#4	ProWood	42.9%	3.39

