



Customer Survey Trends

	2004	2005	2006	2007	2008	2009	2010
# of Respondents	45	53	34	22	39	51	42
Would you recommend Rose City to others?	4.44	4.63	4.35	4.32	4.56	4.73	4.64
Rate Rose City in the following categories.							
Product Quality	4.11	4.11	3.74	3.95	4.03	4.41	4.24
Customer Service	4.34	4.51	3.97	4.05	4.59	4.78	4.64
Technical expertise	4.22	4.26	3.97	3.95	4.34	4.44	4.32
Responsiveness	4.41	4.51	3.82	3.82	4.49	4.76	4.64
Value for the price	3.84	3.79	3.39	3.29	4.05	4.24	4.30
Rate Rose City's customer service & sales representation.							
Understand my business	4.16	4.29	4.33	4.09	4.38	4.51	4.45
Understand folding cartons	4.53	4.58	4.41	4.38	4.64	4.72	4.64
Responsive	4.35	4.60	4.26	4.05	4.51	4.67	4.67
Proactive	4.07	4.19	3.97	3.64	4.31	4.42	4.40
Attentive to my needs	4.33	4.53	4.15	4.18	4.46	4.59	4.51
Professional and courteous	4.58	4.71	4.45	4.77	4.72	4.80	4.76
Rate Rose City in the following categories.							
Print quality	4.36	4.38	4.13	3.91	4.03	4.36	4.32
Structure / machine-ability / die-cutting	4.20	4.34	4.00	3.65	4.31	4.43	4.39
Gluing quality	4.16	4.04	3.90	3.68	4.08	4.24	4.18
Reliable delivery	4.33	4.40	4.03	4.00	4.32	4.38	4.37
Are problems resolved to your satisfaction	4.33	4.44	4.25	4.27	4.13	4.53	4.40
How would you rate Rose City overall as a supplier?	4.19	4.42	4.18	4.00	4.36	4.68	4.45

Legend:

- 1 = Poor
- 2 = Unsatisfactory
- 3 = Average
- 4 = Good
- 5 = Excellent