

Jacobson & Associates | Steel Customer Satisfaction Survey - 2026



I. General Questions																
Which charity do you choose a \$10 donation of your behalf? <u>U.S.</u> or <u>Canada</u> PLEASE CIRCLE ONE BELOW Habitat for Humanity Feeding America Cancer Society Disabled American Veterans American Red Cross American Heart Association																
What steel products do you buy?				Which mill is your major supplier?				What other mills do you buy from?								
II. Supplier Evaluation Please rate each of your major steel mill suppliers individually.																
1. Steel Mill & Location:						Steel Product(s):			Would you recommend to others? YES ☐ NO ☐							
What word or phrase best describes this mill supplier?						Will you be using this supplier a year from now? Unlikely ☐ Likely ☐ Very Likely ☐ Not Sure ☐										
On a ten-point scale where 10 is <i>Very Satisfied</i> and 1 is <i>Very Dissatisfied</i>						Mills Strengths: Mills Weaknesses:										
Product Quality	1	2	3	4	5							6	7	8	9	10
Price Competitiveness	1	2	3	4	5							6	7	8	9	10
On-Time Delivery	1	2	3	4	5							6	7	8	9	10
Outside Sales Representation	1	2	3	4	5							6	7	8	9	10
Inside Sales Support	1	2	3	4	5							6	7	8	9	10
Online Portal	1	2	3	4	5							6	7	8	9	10
Total Customer Service	1	2	3	4	5							6	7	8	9	10
Overall Satisfaction	1	2	3	4	5	6	7	8	9	10						

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2. Steel Mill & Location:											Steel Product(s):				Would you recommend to others? YES ☐ NO ☐							
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III. Background Information		
What are the most important attributes of good steel mill suppliers?		
Where do steel mill suppliers need the most improvement?		
What is your opinion on mills' environmental and sustainability efforts?		
How many tons do you purchase annually?		
Who else is qualified to rate steel mills?		
Name(s):	Phone:	E-mail:
Are you buying more, less, or about the same as you were this time last year? More ☐ Less ☐ Same ☐		
Do you expect to be buying more, less or about the same this time next year? More ☐ Less ☐ Same ☐		