

U.S. PURCHASERS' QUESTIONNAIRE

LARGE RESIDENTIAL WASHERS FROM KOREA AND MEXICO

This questionnaire must be received by the Commission by no later than **October 12, 2012**

See page 4 of the Instruction Booklet for filing instructions.

The information called for in this questionnaire is for use by the United States International Trade Commission in connection with its countervailing duty and antidumping investigation(s) concerning large residential washers from Korea and Mexico (inv. Nos. 701-TA-488 and 731-TA-1199-1200 (Final)). The information requested in the questionnaire is requested under the authority of the Tariff Act of 1930, title VII. **This report is mandatory and failure to reply as directed can result in a subpoena or other order to compel the submission of records or information in your possession (19 U.S.C. § 1333(a)).** Further information on this questionnaire can be obtained from **John Benedetto (202-205-3270, John.Benedetto@usitc.gov).**

<p>Name of firm _____</p> <p>Address _____</p> <p>City _____ State _____ Zip Code _____</p> <p>World Wide Web address _____</p> <p>Has your firm purchased large residential washers (as defined in the instruction booklet) from <u>any</u> source (domestic or foreign) at any time since January 1, 2009?</p> <p><input type="checkbox"/> NO (Sign the certification below and promptly return only this page of the questionnaire to the Commission)</p> <p><input type="checkbox"/> YES (Read the instruction booklet carefully, complete all parts of the questionnaire, and return the entire questionnaire to the Commission so as to be received by the date indicated above)</p>
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CERTIFICATION

I certify that the information herein supplied in response to this questionnaire is complete and correct to the best of my knowledge and belief and understand that the information submitted is subject to audit and verification by the Commission.

By submitting this certification I also grant consent for the Commission, and its employees and contract personnel, to use the information provided in this questionnaire and throughout this proceeding in any other import-injury proceedings conducted by the Commission on the same or similar merchandise.

I acknowledge that information submitted in this questionnaire response and throughout this proceeding may be used by the Commission, its employees, and contract personnel who are acting in the capacity of Commission employees, for developing or maintaining the records of this proceeding or related proceedings for which this information is submitted, or in internal audits and proceedings relating to the programs and operations of the Commission pursuant to 5 U.S.C. Appendix 3. I understand that all contract personnel will sign non-disclosure agreements.

_____ Name of Authorized Official	_____ Title of Authorized Official	_____ Date
_____ Signature	_____ Phone:	_____ E-mail address
	_____ Fax	

PART I.--GENERAL INFORMATION

The questions in this questionnaire have been reviewed with market participants to ensure that issues of concern are adequately addressed and that data requests are sufficient, meaningful, and as limited as possible. Public reporting burden for this questionnaire is estimated to average 25 hours per response, including the time for reviewing instructions, searching existing data sources, gathering the data needed, and completing and reviewing the questionnaire. Send comments regarding the accuracy of this burden estimate or any other aspect of this collection of information, including suggestions for reducing the burden, to the Office of Investigations, U.S. International Trade Commission, 500 E Street, SW, Washington, DC 20436.

I-1a. **OMB statistics.**--Please report the actual number of hours required and the cost to your firm of preparing the reply to this questionnaire and completing the form.
_____hours _____dollars

I-1b. **OMB feedback.**--We are interested in any comments you may have for improving this questionnaire in general or the clarity of specific questions. Please attach such comments to your response or send them to the above address.

I-2. **Establishments covered.**--Provide the name and address of establishment(s) covered by this questionnaire (see page 3 of the instruction booklet for reporting guidelines). If your firm is publicly traded, please specify the stock exchange and trading symbol.

I-3. **Ownership.**--Is your firm owned, in whole or in part, by any other firm?

No Yes--List the following information.

<u>Firm name</u>	<u>Address</u>	<u>Extent of ownership</u>
_____	_____	_____
_____	_____	_____

I-4. **Related importers/exporters.**--Does your firm have any related firms, either domestic or foreign, which are engaged in importing large residential washers (as defined in the instruction booklet) from Korea and Mexico into the United States or which are engaged in exporting large residential washers from Korea and Mexico to the United States?

No Yes--List the following information.

<u>Firm name</u>	<u>Address</u>	<u>Affiliation</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____

PART I.--GENERAL INFORMATION--Continued

I-5. **Related NONSUBJECT importers/exporters.**--Does your firm have any related firms, either domestic or foreign, which are engaged in importing large residential washers (as defined in the instruction booklet)from countries other than Korea and Mexico into the United States or which are engaged in exporting large residential washers from countries other than Korea and Mexico to the United States?

No Yes--List the following information.

<u>Firm name and country</u>	<u>Address</u>	<u>Affiliation</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____

I-6. **Related producers.**--Does your firm have any related firms, either domestic or foreign, which are engaged in the production of large residential washers (as defined in the instruction booklet)?

No Yes--List the following information.

<u>Firm name</u>	<u>Address</u>	<u>Affiliation</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____

Contact information.-- Please identify the responsible individual and the manner by which Commission staff may contact that individual regarding the confidential information submitted in this questionnaire.

Name	
Title	
Email	
Telephone	
Fax	

PART II.--PURCHASES

II-1. **Purchases.**--Report, as indicated below, your firm's purchases (either directly or through a sales agent or broker) of large residential washers (as defined in the instruction booklet). Report based on delivery date, not order date. Identify by country if possible, by supplier if not.

Quantity (in UNITS) and value (in \$1,000)				
Item	2009	2010	2011	January-June 2012
Purchases of large residential washers produced in--				
The United States:				
Quantity				
Value				
Korea:				
Quantity				
Value				
Mexico:				
Quantity				
Value				
Germany:				
Quantity				
Value				
All other countries:¹				
Quantity				
Value				
¹ Please identify these countries:				

-- OR --

Quantity (in UNITS) and value (in \$1,000)				
Item	2009	2010	2011	January-June 2012
Purchases of large residential washers produced by--				
Supplier 1:¹				
Quantity				
Value				
Supplier 2:¹				
Quantity				
Value				
Supplier 3:¹				
Quantity				
Value				
All other suppliers:¹				
Quantity				
Value				
¹ Please identify these suppliers:				

PART II.--PURCHASES--Continued

II-2. **Changes in purchasing patterns.**—Please indicate how the relative levels of your firm's purchases of large residential washers (as defined in the instruction booklet) from different sources have changed since January 1, 2009.

Source of purchases	Did not purchase	Decreased	Increased	Constant	Fluctuated	Explanation for trend
United States	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Korea	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Mexico	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Germany	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
All other countries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

II-3. **Purchases from one country only.**--If your firm has purchased large residential washers from only one country, please explain the reasons for doing so.

II-4. **Supplier identification.**--Please list your firm's **FIVE** largest suppliers for large residential washers (as defined in the instruction booklet) since January 1, 2009. Also, provide the share of the quantity of your firm's total purchases of large residential washers that each of these suppliers accounted for in 2011.

No.	Supplier's name	City and state	Share of quantity of 2011 purchases
1			%
2			%
3			%
4			%
5			%

PART III.--MARKET CHARACTERISTICS AND PURCHASING PRACTICES

NOTE.--“Large Residential Washers” refers to the product as defined in the instruction booklet.

III-1. **Firm type**--Which of the following best describes your firm as a purchaser of large residential washers (check all that apply)?

- Retailer
- Hotel, institution, or multifamily residence
- Distributor
- Other (Describe: _____)

III-2. **Competition for sales**--If you are a distributor or reseller of large residential washers, do you compete for sales to your customers with the manufacturers or importers from which you purchase large residential washers?

- No Yes--Please describe.

III-3. **Types of customers**--If your firm is a distributor or reseller of large residential washers what are the major types of consumers to which you sell large residential washers?

III-4. **Substitutes**--Can other products be substituted for large residential washers?

- No Yes--Please fill out the table below.

	Substitute	End use in which this substitute is used	Have changes in the prices of this substitute affected the price for large residential washers?		
			No	Yes	Explanation
1.			<input type="checkbox"/>	<input type="checkbox"/>	
2.			<input type="checkbox"/>	<input type="checkbox"/>	
3.			<input type="checkbox"/>	<input type="checkbox"/>	

PART III.--MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-5. **Demand trends.**—

(a) Indicate how demand within the United States and outside of the United States (if known) for large residential washers and other washers has changed since January 1, 2009. Describe the principal factors that have affected these changes in demand.

Market	Increase	No change	Decrease	Fluctuate	Factors
Conventional top loading large residential washers, 3.7 cubic feet or more capacity, within the United States	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Conventional top loading large residential washers, 3.7 cubic feet or more capacity, outside the United States	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Conventional top loading residential washers, less than 3.7 cubic feet capacity (and with a cabinet width of at least 24.5 inches), within the United States	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Conventional top loading residential washers, less than 3.7 cubic feet capacity (and with a cabinet width of at least 24.5 inches), outside the United States	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
High-efficiency top-loading large residential washers, within the United States	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
High-efficiency top-loading large residential washers, outside the United States	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
High-efficiency front-loading large residential washers, within the United States	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
High-efficiency front-loading large residential washers, outside the United States	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

PART III.--MARKET CHARACTERISTICS AND PURCHASING PRACTICES--*Continued*

III-5. **Demand trends.**—Continued.

(b) For each of the following product types, describe whether you expect U.S. demand to increase, decrease, remain stable, or fluctuate in the next 24 months and explain each reason for your expectation.

Conventional top loading large residential washers, 3.7 cubic feet or more capacity:

Conventional top loading residential washers, less than 3.7 cubic feet capacity:

High-efficiency top-loading large residential washers

High-efficiency front-loading large residential washers

PART III.--MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-6. **Importance of purchasing domestic product.**--Is buying a product that is produced in the United States an important factor in your firm's purchases of large residential washers (check ALL that apply)?

- No
- Yes--Purchases of domestic product are required by law or regulation (for example, government purchases under "Buy American" provisions). This involves ____ percent of all purchases of large residential washers.
- Yes--Purchases of domestic product are not required by law or regulation, but are by your customers. This involves ____ percent of all purchases of large residential washers.
- Yes--Purchases of domestic product are required for other reasons (please specify these reasons below). This involves ____ percent of all purchases of large residential washers.

PART III.--MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-7. Conditions of competition.--

a) Is the large residential washers market subject to business cycles or conditions of competition (including seasonal business) distinctive to large residential washers?

No (skip to question III-10.) Yes-- Please describe and then answer part (b).

(b) If yes, have there been any changes in the business cycles or conditions of competition for large residential washers since January 1, 2009?

No Yes-- Please describe.

III-8. Decisions based on producer.--Does your firm, and to the extent that you know, do your customers make purchasing decisions involving large residential washers based on the producer of the large residential washers you purchase?

	Always	Usually	Sometimes	Never	If at least sometimes, discuss how your firm/customers determine the producer and why this information is important
Your firm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Your customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

PART III.--MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-9. **Decisions based on country-of-origin.**--Does your firm, and to the extent that you know, do your customers make purchasing decisions involving large residential washers based on the country of origin of the large residential washers you purchase?

	Always	Usually	Sometimes	Never	If at least sometimes, discuss how your firm/customers determine the source and why this information is important
Your firm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Your customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

III-10. **Purchasing frequency.**--

(a) How frequently do you make purchases (check one)?

Daily	Weekly	Monthly	Quarterly	Annually	Other	If other, specify
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

(b) Have you made significant changes in your purchasing patterns (e.g., frequency) since January 1, 2009?

No Yes—Please describe.

III-11. **Number of suppliers contacted.**--How many suppliers do you generally contact before making a purchase? _____ firms

PART III.--MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-12. **Supplier negotiations.**--

(a) Do purchases of large residential washers usually involve negotiations between supplier and purchaser?

- No Yes--Please describe these negotiations, noting whether purchasers generally quote competing prices as part of the negotiation process.

(b) Does your firm tend to vary its purchases from a given supplier within a specified time period based on the price offered for that period?

- No Yes--Specify the time period.

III-13. **Change in suppliers.**--Have you changed suppliers since January 1, 2009?

- No Yes--Please list the supplier(s), whether the firm was added or dropped, the reasons for the change, and how frequently you change suppliers.

III-14. **New suppliers.**--Are you aware of any new suppliers, either foreign or domestic, that have entered the market since January 1, 2009?

- No Yes --Please identify the firms and indicate how you became aware of them.

PART III.--MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-15. **Supplier qualification**

(a) Do you require your suppliers to be or to become certified or qualified to sell large residential washers to your firm?

- No Yes-- _____ percent of purchases in 2011 Yes--all purchases

(b) Please provide a general description of the certification or qualification process. Briefly describe the factors that you consider when qualifying a new supplier (e.g., quality of product, reliability of supplier, etc.)

(c) How long does it take to qualify a new supplier? _____ days

III-16. **Failure to certify.**--Since January 1, 2009, have any domestic or foreign producers failed in their attempts to certify or qualify their large residential washers with your firm or have any producers lost their approved status?

- No Yes--Please identify these firms, the countries where they are located, and the reasons why they failed the certification/qualification process.

PART III.--MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-17. **Purchasing factors.**--For the factors listed below, please rate each in terms of its importance in your purchase decision for large residential washers.

	Very important	Somewhat important	Not important
Availability.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delivery terms.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delivery time.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Design/styling.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Direct discounts ¹ offered.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of use.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fit, feel, and finish.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Indirect discounts ² offered.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Innovative features.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Large capacity.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Margin opportunity ³	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Minimum qty requirements.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Packaging.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product consistency.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality meets industry standards.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality exceeds industry standards.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product range.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reliability of supply.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Technical support/service.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
U.S. transportation costs.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (specify):			
_____.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1 Direct discounts are all discounts, incentives, allowances, rebates, promotional amount, cash incentives for retail sales personnel (SPIFFs) or other sales support, and/or any other form of payment or allowance to a retailer) that are tied to sales of the specific large residential washer(s) for which the discounts are provided, whether or not such discounts are given on the sales price to the customer or are in the form of a post-sale discount, rebate or other type of sales support after the customer resells the product to its customer.

2 Indirect discounts are any discounts, incentives, allowances, rebates, promotional amount, cash incentives for retail sales personnel (SPIFFs) or other sales support, and/or any other form of payment or allowance to a retailer) that, while not specifically tied to the products in question, are properly allocable to sales of such products because sales of such products were part of the basis on which the discount, incentive, allowance, etc. was given.

3 "Margin opportunity" refers to the profit margins for retailers for the product in question.

PART III.--MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-18. **Major purchasing factors.**--Please list, in order of their importance, the three major factors generally considered by your firm in deciding from whom to purchase large residential washers for any one order (examples include availability, extension of credit, contracts, price, quality, range of supplier's product line, traditional supplier, etc.).

1.	
2.	
3.	
Other factors or comments:	

III-19. **Quality characteristics.**--What characteristics does your firm consider when determining the quality of large residential washers?

III-20. **Frequency of decisions based on price.**--How often does your firm purchase the large residential washers that is offered at the lowest price?

Always	Usually	Sometimes	Never
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

III-21. **Price leaders.**— A price leader is defined as (1) one or more firms that initiate a price change, either upward or downward, that is followed by other firms, or (2) one or more firms that have a significant impact on prices. *A price leader is not necessarily the lowest priced supplier.*

Please list the names of any firms you considered price leaders in the large residential washers market since January 1, 2009. Describe how the firm(s) exhibited price leadership.

PART III.--MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-22. **Innovation leaders.**--An innovation leader is defined as (1) a firm that initiated technological or quality improvements that mattered to your firm or to your firm's customers, or both. Please identify each firm that you considered to be an innovation leader in the large residential washer market since January 1, 2009. Describe how each firm exhibited innovation leadership, including any product characteristics, qualities, or features that demonstrated innovation.

III-23. **Floor spots.**

(a) Does your firm allocate floor spots to different types of large residential washers at different price points?

No Yes

If yes, please explain your reasons for allocating floor spots to different large residential washers at different price points.

(b) Has your firm ever denied or threatened to deny a floor spot to a supplier for a particular large residential washer model because that supplier's proposed price (whether suggested retail price, suggested MAP price, or price offered to your firm) was too high?

No Yes

If yes, please identify the competing suppliers, SKUs and prices for the relevant large residential washer models.

PART III.--MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-23. **Floor spots.—Continued.**

(c) Does your firm factor the expected profits (*i.e.*, the difference between the price you pay and the price at which you expect to sell a specific large residential washer, multiplied by the volume of your expected sales) into its decisions about which models and which suppliers will be allocated floor space?

No Yes

If yes, please explain.

(d) Does relative large residential washer pricing from alternative suppliers affect your floor space allocation decisions among those suppliers?

No Yes

If yes, please explain.

III-24. Please estimate the percentage of total purchases of large residential washers that are made by consumers to replace a residential washer that has broken down or is not working properly.

- < 25 %
- 25-49 %
- 50-74 %
- ≥ 75 %

III-25. How often are consumers willing to switch between a top load and a front load large residential washer based on relative pricing between the two offerings?

Always Frequently Sometimes Never

III-26. How often do consumers shop for large residential washers with a set budget in mind?

Always Frequently Sometimes Never

PART III.--MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-27. Does the availability of a highly featured large residential washer (*i.e.*, one with large capacity heat, steam, color) at a low price affect the sales of less highly featured large residential washers?

- No Yes

If yes, please explain what the effect is on the price and/or volume of sales of the less highly-featured large residential washers.

III-28. Has the volume of large residential washers sold each year at promotional prices:

- Increased Decreased Remained the same

III-29. In 2011, what percentage of your large residential washer sales were made at promotional prices?

III-30. In your planning for major holiday promotions, do you negotiate support levels with your suppliers? If so, do you signal to one supplier the relative levels of support being offered by other competing suppliers?

III-31. Is the price you are willing to pay for offerings from any particular supplier influenced by the prices/features offered by competing suppliers?

- No Yes—Please describe how price and feature differences (*e.g.*, capacity, steam, color, etc.) in the product offerings of different suppliers are taken into account in your purchasing decisions.

PART III.--MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-32. Has any supplier attempted to increase prices since January 1, 2009?

- No Yes— Please indicate which suppliers have sought increases in prices.

III-33. Have any of the attempts to increase prices since January 1, 2009 failed?

- No Yes— Please explain why.

III-34. Report below your firm's total purchases, and total *discounts, rebates, allowances, and promotions (direct and indirect)* associated with these purchases (even if paid in a later year), in 2010 and 2011 for each category of product purchased from the specified vendors:

Vendor	Year	All Appliances (\$1,000)		All Washers (\$1,000)		All large residential washers (\$1,000)	
		Purchases	Discounts, Rebates, Allowances	Purchases	Discounts, Rebates, Allowances	Purchases	Discounts, Rebates, Allowances
Whirlpool	2010						
	2011						
GE	2010						
	2011						
Samsung	2010						
	2011						
LG	2010						
	2011						
Electrolux	2010						
	2011						
Daewoo	2010						
	2011						

PART III.--MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-35. Did your firm solicit or request a proposal for a “product line review,” “request for special pricing,” or similar “request for proposal” for the supply of large residential washers at any time during the period from January 1, 2009 through June 30, 2012? If so, please provide information on the proposals you received in response to your solicitations, including the specifications of the products offered, the terms and conditions of the offer for sale, and the per-SKU pricing offered.

Supplier	Date	SKU	Quantity	Net Price ^{1/}

^{1/} Price net of direct and indirect discounts and rebates

III-36. **Promotional Activity.**—Report below the types of promotional activity, discount, rebates, and allowances supported by your large residential washer suppliers, by indicating the degree (none, low, medium, high) to which each type of activity has been used by each supplier to support sales at retail by your company from January 1, 2009 to the present. If there have been any changes over this period, please explain those changes.

Please indicate **none**, **low**, **medium**, or **high** in each cell of the table below:

Suppliers	Discounts, Allowances, Rebates					
	National Advertising	Co-op Advertising	National Promotions	In-Store Promotions	Sales Personnel Incentives (SPIFFS)	Other Discounts Rebates
Whirlpool						
Samsung						
LG						
Electrolux						
GE						

Explain any changes since January 1, 2009.

PART III.--MARKET CHARACTERISTICS AND PURCHASING PRACTICES--Continued

III-37. Did you purchase large residential washers for resale under your own brand? If so, please explain the procurement process and its result, including the pricing offered by different suppliers.

III-38. **Value of Features.** Please estimate how much each of the following features added to the price consumers pay when purchasing large residential washers at retail.

Feature	<\$25	\$25-\$49	\$50-\$74	\$75-\$99	>\$100
+ 0.5 Cubic feet capacity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heater (<i>i.e.</i> , sanitize cycle)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Steam cycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Glass lid (for top load washers)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Color (<i>i.e.</i> , non-white) cabinet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LCD display	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

III-39 **Market Research**

Please supply any market research or other surveys you have that indicate the reasons consumers purchase U.S.-produced or subject large residential washers, and the sensitivity of consumer purchase decisions to price and changes in price.

Also, if not included above, please submit all proprietary and public studies, analyses, and reports that discuss any of the following subjects, including the perceptions of consumers concerning these subjects, which were prepared or issued since January 1, 2009:

- a. quality or reliability of any washer model;
- b. design, styling, or “fit, feel, and/or finish” of any washer model;
- c. factors that influence purchase decisions of consumers, including but not limited to, the importance of brand or product type (*i.e.*, conventional top load, high-efficiency top load, and/or high-efficiency front load);
- d. dealer or customer perceptions of any washer manufacturer or any of its products;
- e. prices or relative prices of any competing brands of washer models;
- f. preferences of consumers for specific features or innovations;
- g. the extent of cross-shopping among conventional top load, high-efficiency top load, and/or high-efficiency front load models or the factors that influence cross-shopping.

These studies should be provided regardless of whether your firm prepared them internally, commissioned them from an outside source, or acquired them from a third party.

- No such surveys or studies Surveys and/or studies attached.

Additional comments/descriptions of surveys and/or studies:

PART IV.--PRODUCT COMPARISONS

IV-1. **Country knowledge.**--Please indicate the countries of origin for large residential washers for which your firm has actual marketing/pricing knowledge.

- United States
- Korea
- Mexico
- Other countries (specify _____)

IV-2. **Interchangeability by country-pair.**--Are large residential washers produced in the United States and in other countries interchangeable (*i.e.*, can they physically be used in the same applications)?

Please indicate A, F, S, N, or 0 in the table below:

A = the products from a specified country-pair are *always* interchangeable

F = the products are *frequently* interchangeable

S = the products are *sometimes* interchangeable

N = the products are *never* interchangeable

0 = *no familiarity* with products from a specified country-pair

Country-pair	Korea	Mexico	Other countries
United States			
Korea	X		
Mexico	X	X	
For any country-pair producing large residential washers which is <i>sometimes</i> or <i>never</i> interchangeable, please explain the factors that limit or preclude interchangeable use: <hr/> <hr/> <hr/> <hr/> <hr/>			

PART IV.--PRODUCT COMPARISONS--Continued

IV-4. **Country preferences.**--Do you or your customers ever specifically order large residential washers from one country in particular over other possible sources of supply?

- No Yes--Please identify all relevant countries (including the United States and both subject and nonsubject foreign countries) from which you or your customers prefer to order, and indicate why large residential washers from these countries is preferred over product from other countries (please note the specific product in your response).

IV-5. **Availability of merchandise.**—Since January 1, 2009, have certain grades/types/sizes of large residential washers been available from only a single source (domestic or foreign, including both subject and nonsubject countries)?

- No Yes--Please identify the source and the grade/type/size.

IV-6. **Choice of product not based on price.**--If you purchased large residential washers from one source although a comparable product was available from another source at a lower price, please explain your reasons for doing so (please specify by country, including the United States and both subject and nonsubject foreign countries). Possibilities might include transaction characteristics such as length of time to fill orders, minimum order size, reliability of supply, etc.

PART IV.--PRODUCT COMPARISONS--Continued

IV-7. Continued.

Notes for question IV-7:

1 Direct discounts are all discounts, incentives, allowances, rebates, promotional amount, cash incentives for retail sales personnel (SPIFFs) or other sales support, and/or any other form of payment or allowance to a retailer) that are tied to sales of the specific large residential washer(s) for which the discounts are provided, whether or not such discounts are given on the sales price to the customer or are in the form of a post-sale discount, rebate or other type of sales support after the customer resells the product to its customer.

2 Indirect discounts are any discounts, incentives, allowances, rebates, promotional amount, cash incentives for retail sales personnel (SPIFFs) or other sales support, and/or any other form of payment or allowance to a retailer) that, while not specifically tied to the products in question, are properly allocable to sales of such products because sales of such products were part of the basis on which the discount, incentive, allowance, etc. was given.

3 “Margin opportunity” refers to the profit margins for retailers for the product in question.

4 A rating of superior on price and U.S. transportation costs indicates that the first country generally has lower prices/U.S. transportation costs than the second country.

PART IV.--PRODUCT COMPARISONS--Continued

IV-8. **Minimum quality**--How often does large residential washers from the following countries meet minimum quality specifications for your uses or your customers' uses?

Source	Always	Usually	Sometimes	Rarely or never	Don't know
United States	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Korea	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mexico	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Countries					
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

IV-9. For top load washers that your firm sold in 2011 (both with and without agitators and regardless of CEE tier rating or Energy Star rating), provide the volume and value as follows:

Volume Value

Under 3.7 cu. ft. DOE rated capacity:

3.7 cu. ft. and above DOE rated capacity

What factors influence a consumer's decision to buy a certain capacity washer, regardless of type?

What factors influence a consumer's decision to buy a conventional top-load washer, a high-efficiency top-load washer, or a high-efficiency front-load washer?
