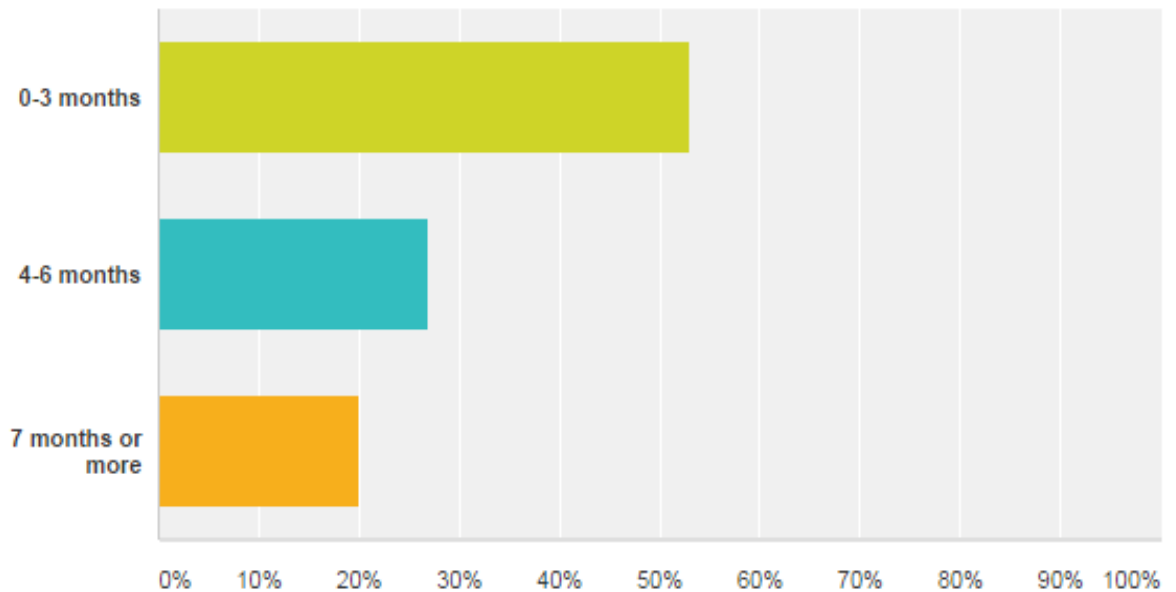


# 14.5" WSM Satisfaction Survey

Conducted by  
The Virtual Weber Bullet  
June 3 – Sept 9, 2014

## How long have you owned your 14.5" WSM?

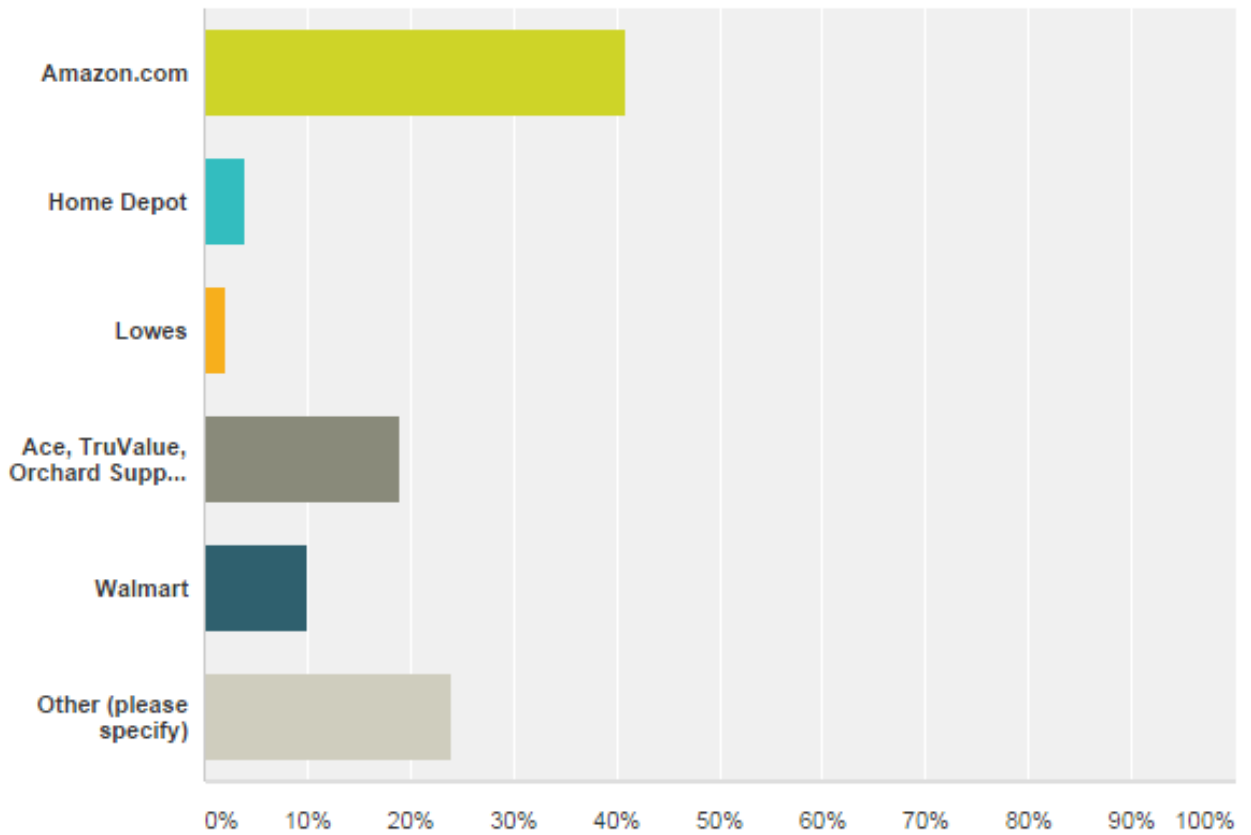
Answered: 100 Skipped: 0



Answer Choices	Responses
▾ 0-3 months	53.00% 53
▾ 4-6 months	27.00% 27
▾ 7 months or more	20.00% 20
Total	100

## Where did you purchase your 14.5" WSM?

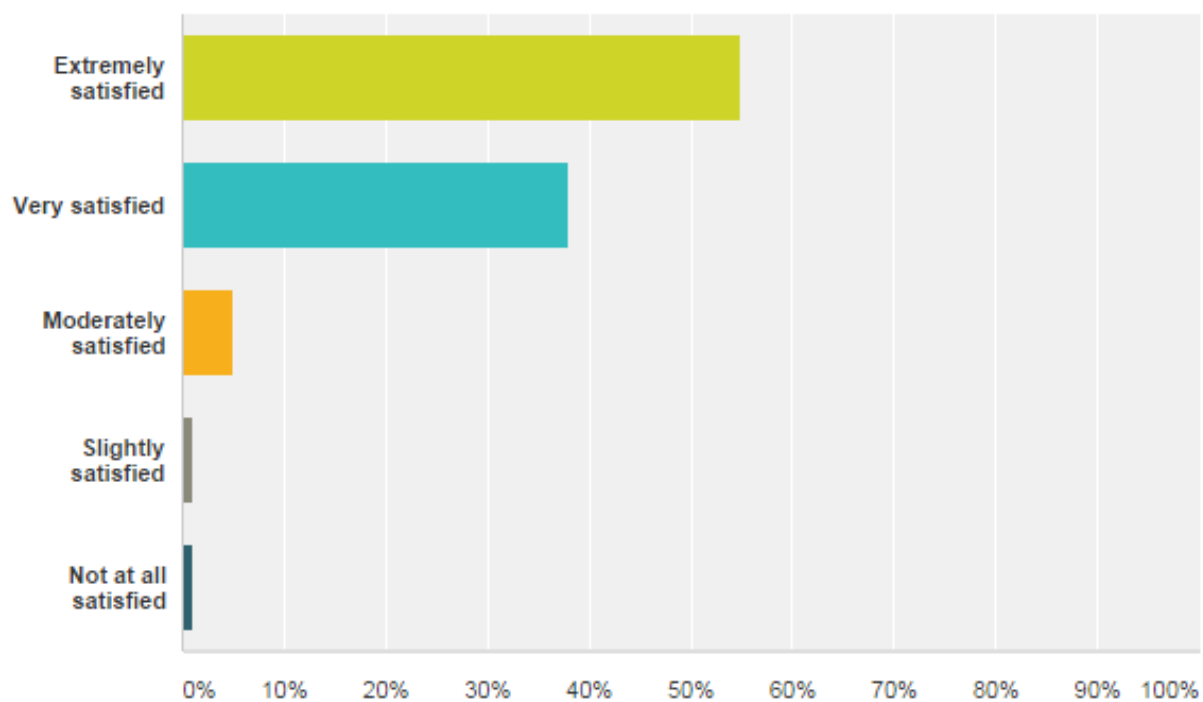
Answered: 100 Skipped: 0



Answer Choices	Responses
▼ Amazon.com	41.00% 41
▼ Home Depot	4.00% 4
▼ Lowes	2.00% 2
▼ Ace, TruValue, Orchard Supply, or other small/local hardware store/home center	19.00% 19
▼ Walmart	10.00% 10
▼ Other (please specify) <b>Responses</b>	24.00% 24
Total	100

## Overall, how satisfied are you with the 14.5" WSM?

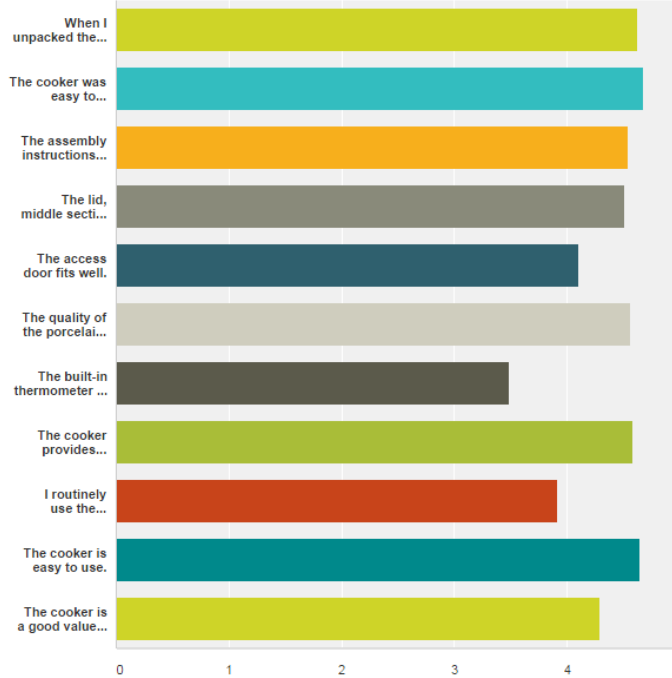
Answered: 100 Skipped: 0



Answer Choices	Responses
Extremely satisfied	55.00% 55
Very satisfied	38.00% 38
Moderately satisfied	5.00% 5
Slightly satisfied	1.00% 1
Not at all satisfied	1.00% 1
Total	100

### Rate each of the following statements about the 14.5" WSM.

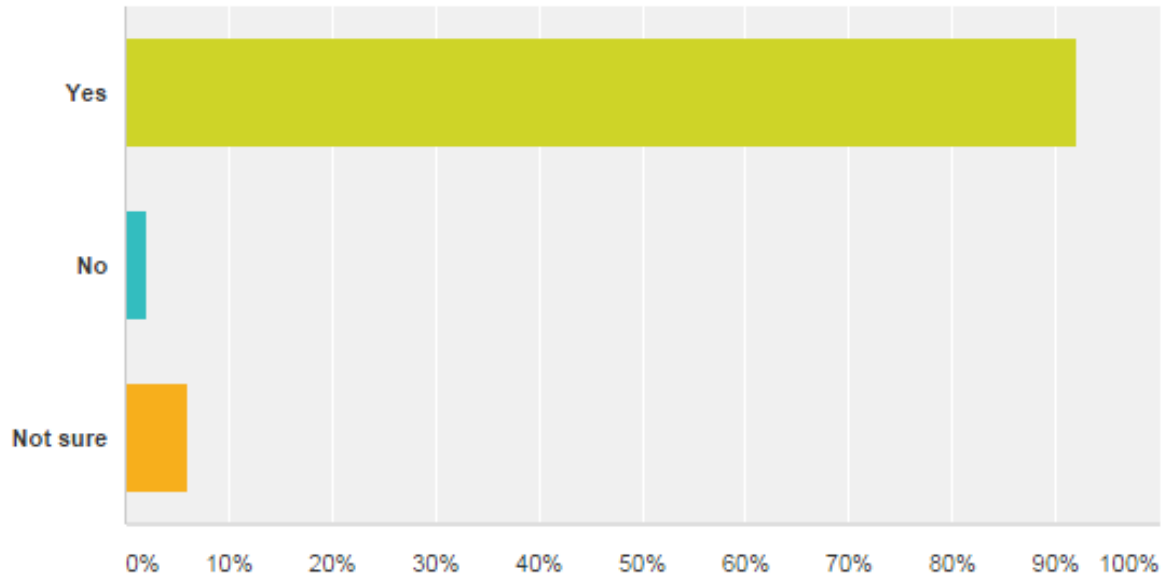
Answered: 100 Skipped: 0



	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree	Total	Average Rating
When I unpacked the cooker, all parts were present and undamaged.	2.00% 2	4.00% 4	2.00% 2	14.00% 14	78.00% 78	100	4.62
The cooker was easy to assemble.	2.00% 2	0.00% 0	3.00% 3	18.00% 18	77.00% 77	100	4.68
The assembly instructions/documentation were easy to understand and follow.	2.00% 2	3.00% 3	4.00% 4	21.00% 21	70.00% 70	100	4.54
The lid, middle section, and charcoal bowl fit together well.	2.02% 2	3.03% 3	4.04% 4	24.24% 24	66.67% 66	99	4.51
The access door fits well.	1.01% 1	10.10% 10	10.10% 10	35.35% 35	43.43% 43	99	4.10
The quality of the porcelain enamel finish is good.	2.02% 2	2.02% 2	2.02% 2	26.26% 26	67.68% 67	99	4.56
The built-in thermometer is accurate.	3.09% 3	16.49% 16	27.84% 27	32.99% 32	19.59% 19	97	3.49
The cooker provides adequate cooking capacity, given its size.	1.01% 1	0.00% 0	2.02% 2	34.34% 34	62.63% 62	99	4.58
I routinely use the silicone grommet to insert a probe thermometer into the cooker.	7.07% 7	11.11% 11	14.14% 14	19.19% 19	48.48% 48	99	3.91
The cooker is easy to use.	1.02% 1	0.00% 0	3.06% 3	24.49% 24	71.43% 70	98	4.65
The cooker is a good value for the money.	1.01% 1	2.02% 2	12.12% 12	36.36% 36	48.48% 48	99	4.29

## Would you recommend the 14.5" WSM to your friends and family?

Answered: 100 Skipped: 0



Answer Choices	Responses
▼ Yes	92.00% 92
▼ No	2.00% 2
▼ Not sure	6.00% 6
Total	100