

Products Sold	Category	Highest %	Average of Average %	Lowest %
1. Abrasives	End-User	11.0	8.8	6.6
	OEM	9.1	7.4	5.7
	Distributor	8.9	7.5	6.1
2. Adhesives & Sealants	End-User	14.6	12.3	10.0
	OEM	7.0	5.0	3.0
	Distributor	7.8	6.6	5.4
3. Advertising Specialty Products & Services	End-User	50.0	31.0	12.0
	OEM	N/A	N/A	N/A
	Distributor	6.0	5.0	4.0
4. Aerospace & Aviation Parts & Services	End-User	8.3	6.7	5.0
	OEM	6.8	5.4	4.1
	Distributor	7.5	6.3	5.0
5. Agricultural Chemicals	End-User	N/A	N/A	N/A
	OEM	5.0	5.0	5.0
	Distributor	5.0	3.0	1.0
6. Agricultural Equipment, Parts & Supplies	End-User	7.8	7.0	6.2
	OEM	5.9	5.3	4.6
	Distributor	7.3	6.0	4.6
7. Apparel	End-User	5.0	4.5	4.0
	OEM	N/A	N/A	N/A
	Distributor	5.0	5.0	5.0
8. Appliances	End-User	7.0	5.1	3.3
	OEM	7.5	5.4	3.3
	Distributor	8.3	6.2	4.0
9. Architectural Design Products & Services	End-User	11.0	9.6	8.2
	OEM	11.2	8.1	5.0
	Distributor	10.3	8.8	7.3
10. Arts & Crafts	End-User	8.0	6.5	5.0
	OEM	5.0	4.0	3.0
	Distributor	N/A	N/A	N/A
11. Automation & Robotics — Factory	End-User	10.7	8.8	6.8
	OEM	9.6	8.2	6.8
	Distributor	13.8	10.7	7.6
12. Automotive Aftermarket Parts & Supplies	End-User	8.6	6.6	4.7
	OEM	8.6	7.0	5.5
	Distributor	8.1	6.5	4.9
13. Automotive OEM Parts & Supplies	End-User	5.6	5.0	4.3
	OEM	6.0	4.9	3.7
	Distributor	6.5	6.3	6.0
14. Banking Equipment & Services	End-User	12.8	9.4	6.0
	OEM	N/A	N/A	N/A
	Distributor	N/A	N/A	N/A
15. Bearings	End-User	7.4	6.0	4.6
	OEM	7.4	6.1	4.8
	Distributor	7.6	6.3	5.0

Products Sold	Category	Highest %	Average of Average %	Lowest %
16. Boilers & Related Equipment	End-User	12.4	9.0	5.6
	OEM	14.9	10.0	5.1
	Distributor	13.4	10.2	7.0
17. Building & Contracting Supplies	End-User	15.1	10.1	5.0
	OEM	9.0	6.3	3.7
	Distributor	10.7	7.6	4.6
18. Business to Business Services	End-User	15.0	10.0	5.0
	OEM	10.0	7.5	5.0
	Distributor	15.0	10.0	5.0
19. Castings & Forgings	End-User	6.1	5.0	3.9
	OEM	5.9	4.9	3.8
	Distributor	7.0	5.5	4.0
20. Chemical Products — Consumer	End-User	14.3	11.4	8.5
	OEM	N/A	N/A	N/A
	Distributor	8.5	6.3	4.0
21. Chemicals — Industrial	End-User	25.0	17.3	9.5
	OEM	13.0	9.2	5.4
	Distributor	N/A	N/A	N/A
22. Coatings, Paints & Varnishes	End-User	12.5	9.5	6.5
	OEM	11.3	8.5	5.6
	Distributor	9.5	7.6	5.8
23. Compressors	End-User	19.5	14.8	10.0
	OEM	27.5	16.3	5.0
	Distributor	5.9	4.4	3.0
24. Computer Hardware & Peripheral Equipment	End-User	30.0	22.5	15.0
	OEM	10.7	8.7	6.7
	Distributor	6.0	N/A	N/A
25. Computer Software	End-User	30.0	23.8	17.5
	OEM	40.0	31.3	22.5
	Distributor	20.5	18.5	16.5
26. Computer Supplies	End-User	10.0	7.5	5.0
	OEM	7.5	6.3	5.0
	Distributor	10.0	7.5	5.0
27. Concrete Supplies, Accessories & Repair	End-User	20.5	14.0	7.5
	OEM	10.0	10.0	10.0
	Distributor	7.8	6.7	5.7
28. Construction Equipment, Machinery & Supplies	End-User	9.0	7.8	6.5
	OEM	7.8	6.0	4.2
	Distributor	9.9	7.5	5.1
29. Construction Services	End-User	9.0	6.5	4.0
	OEM	N/A	N/A	N/A
	Distributor	N/A	N/A	N/A
30. Consulting Services	End-User	12.5	11.3	10.0
	OEM	4.0	3.0	2.0
	Distributor	N/A	N/A	N/A

Products Sold	Category	Highest %	Average of Average %	Lowest %
31. Controls & Instrumentation	End-User	20.9	15.2	9.4
	OEM	16.0	11.6	7.2
	Distributor	17.4	12.3	7.2
32. Conveying Equipment, Systems & Parts	End-User	15.1	10.8	6.4
	OEM	9.2	7.1	5.1
	Distributor	9.5	7.9	6.3
33. Electrical Products — Consumer	End-User	9.5	7.5	5.5
	OEM	5.0	5.0	5.0
	Distributor	7.3	5.8	4.2
34. Electrical Products — Industrial	End-User	12.1	9.0	5.9
	OEM	9.0	6.9	4.8
	Distributor	10.6	7.6	4.6
35. Electromechanical Products	End-User	10.5	8.8	7.2
	OEM	8.0	6.5	4.9
	Distributor	8.7	6.9	5.0
36. Electronic Communications & Audio-Visual Equipment	End-User	N/A	N/A	N/A
	OEM	6.7	5.3	3.8
	Distributor	10.0	7.6	5.2
37. Electronic Components & Materials	End-User	8.6	7.1	5.6
	OEM	7.0	5.8	4.5
	Distributor	8.7	7.0	5.2
38. Electronic Consumer Products	End-User	7.5	5.5	3.5
	OEM	10.0	7.0	4.0
	Distributor	8.8	5.9	3.0
39. Electronic Industrial Products	End-User	14.0	10.8	7.6
	OEM	10.6	8.4	6.2
	Distributor	12.6	10.1	7.7
40. Energy Management Equipment	End-User	12.2	10.8	9.4
	OEM	N/A	N/A	N/A
	Distributor	10.8	9.2	7.6
41. Engineering & Design Services	End-User	10.2	9.2	8.2
	OEM	9.8	8.8	7.7
	Distributor	10.0	8.0	6.0
42. Ergonomic Products, Systems & Supplies	End-User	17.0	13.0	8.9
	OEM	8.7	8.5	8.3
	Distributor	11.0	8.8	6.7
43. Fasteners	End-User	6.1	5.0	3.9
	OEM	6.1	5.4	4.7
	Distributor	6.9	5.8	4.6
44. Filtration Equipment & Systems	End-User	16.3	11.6	7.0
	OEM	13.9	10.9	7.9
	Distributor	15.3	11.6	7.9
45. Financial Products & Services	End-User	25.0	17.5	10.0
	OEM	N/A	N/A	N/A
	Distributor	N/A	N/A	N/A

Products Sold	Category	Highest %	Average of Average %	Lowest %
46. Floor & Wall Coverings	End-User	13.3	9.3	5.3
	OEM	5.7	5.1	4.5
	Distributor	10.6	8.9	7.1
47. Food & Beverage Ingredients	End-User	N/A	N/A	N/A
	OEM	5.0	5.0	5.0
	Distributor	5.0	5.0	5.0
48. Food & Beverage Products & Services	End-User	10.0	8.0	6.0
	OEM	6.0	6.0	6.0
	Distributor	8.0	7.3	6.5
49. Food & Beverage Service Equipment	End-User	11.1	9.5	7.8
	OEM	7.3	6.7	6.2
	Distributor	9.5	7.6	5.6
50. Furniture & Furnishings	End-User	8.8	7.4	6.0
	OEM	6.5	5.3	4.0
	Distributor	10.2	8.0	5.8
51. Gas, Oil & Petroleum Products & Services	End-User	12.7	9.5	6.3
	OEM	6.7	5.2	3.7
	Distributor	8.4	7.0	5.7
52. Gaskets & Seals	End-User	12.5	10.3	8.0
	OEM	7.3	6.3	5.3
	Distributor	8.1	6.6	5.1
53. Giftware	End-User	6.0	5.0	4.0
	OEM	N/A	N/A	N/A
	Distributor	13.3	10.8	8.3
54. Glass — Raw Materials & Products	End-User	12.0	10.0	8.0
	OEM	6.4	5.7	5.0
	Distributor	8.4	7.1	5.8
55. Graphics & Printing Equipment & Supplies	End-User	16.3	10.4	4.6
	OEM	10.8	7.9	5.0
	Distributor	6.9	5.5	4.0
56. Hardware	End-User	7.5	5.6	3.8
	OEM	6.1	5.2	4.3
	Distributor	7.4	5.9	4.5
57. Hazmat Products & Services	End-User	13.0	9.0	5.0
	OEM	N/A	N/A	N/A
	Distributor	14.3	9.0	3.8
58. Health & Beauty Aids	End-User	7.0	4.5	2.0
	OEM	5.0	4.5	4.0
	Distributor	8.3	6.3	4.3
59. Hearth & Patio Products	End-User	15.0	11.0	7.0
	OEM	10.0	9.3	8.5
	Distributor	8.8	7.4	6.0
60. Heat Transfer Equipment	End-User	14.7	10.6	6.5
	OEM	11.8	8.3	4.8
	Distributor	13.8	10.2	6.6

Products Sold	Category	Highest %	Average of Average %	Lowest %
61. Heating, Ventilation, Air Conditioning Equipment & Components	End-User	18.4	12.3	6.3
	OEM	10.8	8.3	5.7
	Distributor	11.0	8.2	5.5
62. Housewares	End-User	6.8	5.1	3.5
	OEM	5.0	5.0	5.0
	Distributor	7.6	6.2	4.8
63. Identification Products	End-User	13.8	11.3	8.8
	OEM	11.6	8.7	5.9
	Distributor	7.3	7.4	7.5
64. Industrial Equipment & Machinery	End-User	13.9	9.9	5.8
	OEM	11.8	9.0	6.2
	Distributor	10.5	8.2	5.8
65. Industrial Supplies	End-User	17.8	13.8	9.8
	OEM	7.6	6.3	5.0
	Distributor	8.9	7.1	5.4
66. Injection Molding, Parts & Supplies	End-User	6.4	5.5	4.7
	OEM	5.8	5.1	4.3
	Distributor	8.7	6.9	5.1
67. Jewelry	End-User	N/A	N/A	N/A
	OEM	N/A	N/A	N/A
	Distributor	10.0	10.0	10.0
68. Kitchen, Bath & Residential Millwork Products	End-User	5.0	5.0	5.0
	OEM	6.0	5.1	4.2
	Distributor	7.0	5.4	3.8
69. Lawn & Garden Products	End-User	6.7	5.5	4.3
	OEM	6.1	5.3	4.4
	Distributor	7.5	6.3	5.2
70. Lighting Products	End-User	10.6	8.3	5.9
	OEM	8.8	7.0	5.3
	Distributor	10.8	7.6	4.3
71. Lubricants	End-User	12.3	10.3	8.2
	OEM	9.1	8.5	8.0
	Distributor	8.9	8.1	7.2
72. Lumber Products	End-User	5.0	5.0	5.0
	OEM	8.0	7.3	6.5
	Distributor	7.0	5.3	3.6
73. Machining Equipment & Services	End-User	9.3	7.6	5.8
	OEM	6.3	5.4	4.5
	Distributor	8.2	6.7	5.1
74. Maintenance Supplies	End-User	25.0	17.5	10.0
	OEM	N/A	N/A	N/A
	Distributor	8.5	6.9	5.2
75. Marine Products	End-User	6.8	5.3	3.8
	OEM	8.0	6.5	4.9
	Distributor	8.1	6.6	5.0

Products Sold	Category	Highest %	Average of Average %	Lowest %
76. Material Handling Equipment & Supplies	End-User	13.8	10.2	6.6
	OEM	10.4	8.0	5.6
	Distributor	11.0	8.6	6.2
77. Medical Equipment, Supplies & Services	End-User	16.4	13.5	10.6
	OEM	8.3	6.9	5.4
	Distributor	13.5	10.5	7.5
78. Metals — Fabricated Products & Assemblies	End-User	6.9	5.7	4.6
	OEM	5.9	5.0	4.0
	Distributor	6.9	6.0	5.2
79. Metals — Steel & Raw Materials & Products	End-User	6.2	5.0	3.8
	OEM	4.7	3.9	3.1
	Distributor	5.4	4.5	3.5
80. Mining Supplies	End-User	N/A	N/A	N/A
	OEM	N/A	N/A	N/A
	Distributor	10.0	7.5	5.0
81. Mobile Homes, Accessories & Supplies	End-User	54.0	33.5	13.0
	OEM	10.0	10.0	10.0
	Distributor	5.0	4.0	3.0
82. OEM Components	End-User	9.5	7.3	5.0
	OEM	7.4	5.8	4.2
	Distributor	8.2	6.7	5.2
83. Office Supplies & Equipment	End-User	7.0	4.5	2.0
	OEM	5.8	4.6	3.5
	Distributor	9.5	6.1	2.7
84. Optical Equipment & Supplies	End-User	13.8	11.6	9.5
	OEM	11.3	8.6	6.0
	Distributor	N/A	N/A	N/A
85. Packaging Equipment	End-User	17.2	12.2	7.2
	OEM	14.0	10.6	7.1
	Distributor	12.5	8.8	5.0
86. Packaging Products & Services	End-User	11.0	7.8	4.6
	OEM	7.1	6.3	5.4
	Distributor	9.7	7.4	5.1
87. Paper Products	End-User	5.3	4.8	4.3
	OEM	5.0	4.0	3.0
	Distributor	5.2	4.0	2.8
88. Pharmaceuticals	End-User	N/A	N/A	N/A
	OEM	7.5	7.3	7.0
	Distributor	N/A	N/A	N/A
89. Photographic Equipment & Supplies	End-User	10.0	N/A	N/A
	OEM	N/A	N/A	N/A
	Distributor	10.0	7.0	4.0
90. Plastic Products	End-User	9.5	6.9	4.2
	OEM	7.0	5.6	4.3
	Distributor	8.2	6.5	4.8

Products Sold	Category	Highest %	Average of Average %	Lowest %
91. Plating & Finishing	End-User	5.8	5.4	5.0
	OEM	6.9	6.0	5.1
	Distributor	5.0	4.4	3.8
92. Plumbing Supplies	End-User	10.0	8.5	7.0
	OEM	10.0	7.0	4.0
	Distributor	9.9	7.1	4.3
93. Pollution & Purification Products & Services	End-User	13.8	10.5	7.2
	OEM	13.5	10.3	7.0
	Distributor	14.4	10.5	6.6
94. Pool, Spa & Playground Equipment & Supplies	End-User	5.0	3.8	2.5
	OEM	N/A	N/A	N/A
	Distributor	30.0	17.5	5.0
95. Powdered Metals Parts & Components	End-User	4.4	3.7	3.0
	OEM	5.4	4.8	4.2
	Distributor	N/A	N/A	N/A
96. Power Transmission Products	End-User	9.7	7.3	4.9
	OEM	8.9	7.0	5.1
	Distributor	9.7	7.3	4.9
97. Process Equipment	End-User	15.4	11.2	7.0
	OEM	14.8	10.4	6.0
	Distributor	19.2	13.8	8.4
98. Pumps	End-User	19.7	13.9	8.1
	OEM	11.4	8.6	5.7
	Distributor	11.0	8.2	5.5
99. Recreational Vehicle, OEM & Aftermarket Parts	End-User	10.0	10.0	10.0
	OEM	7.9	6.2	4.5
	Distributor	10.0	7.7	5.4
100. Recreational Water Products & Services	End-User	7.0	5.0	3.0
	OEM	6.7	4.9	3.2
	Distributor	12.5	7.8	3.0
101. Recycling Equipment & Supplies	End-User	9.4	7.2	5.0
	OEM	11.3	9.0	6.7
	Distributor	10.0	7.5	5.0
102. Refractories	End-User	7.5	5.6	3.8
	OEM	6.0	4.3	2.5
	Distributor	15.0	12.5	10.0
103. Refrigeration & Cold Storage Equipment & Supplies	End-User	15.4	10.5	5.6
	OEM	15.0	10.4	5.8
	Distributor	10.4	7.6	4.7
104. Rental Equipment & Supplies	End-User	12.3	12.1	12.0
	OEM	8.0	7.3	6.5
	Distributor	7.4	6.2	5.0
105. Retail	End-User	10.0	6.5	3.0
	OEM	N/A	N/A	N/A
	Distributor	8.3	5.3	2.3

Products Sold	Category	Highest %	Average of Average %	Lowest %
106. Roofing Materials & Supplies	End-User	8.8	7.3	5.8
	OEM	10.0	7.5	5.0
	Distributor	8.8	6.6	4.3
107. Rubber Products	End-User	10.0	7.1	4.2
	OEM	6.5	5.3	4.1
	Distributor	8.6	6.8	5.0
108. Safety, Emergency & Security Products	End-User	17.8	13.5	9.3
	OEM	7.8	7.0	6.3
	Distributor	11.0	8.4	5.9
109. Scientific Research Equipment & Supplies	End-User	14.9	11.7	8.6
	OEM	10.0	8.3	6.5
	Distributor	10.0	7.5	5.0
110. Screw Machine Products	End-User	7.5	6.0	4.5
	OEM	5.4	4.8	4.2
	Distributor	5.8	5.3	4.7
111. Special Services	End-User	15.0	12.5	10.0
	OEM	N/A	N/A	N/A
	Distributor	N/A	N/A	N/A
112. Sporting Goods, Supplies & Accessories	End-User	7.7	5.1	2.5
	OEM	N/A	N/A	N/A
	Distributor	7.9	6.3	4.7
113. Stampings	End-User	5.8	4.8	3.8
	OEM	5.5	4.8	4.2
	Distributor	6.4	5.4	4.4
114. Steel Mills & Foundry Equipment	End-User	9.0	7.1	5.1
	OEM	8.0	6.5	5.0
	Distributor	12.0	9.8	7.5
115. Store Fixtures & Displays	End-User	6.7	4.7	2.8
	OEM	7.5	6.3	5.0
	Distributor	6.5	5.8	5.0
116. Tanks, Pressure Vessels, Towers & Columns	End-User	12.8	9.3	5.9
	OEM	9.2	7.5	5.7
	Distributor	11.0	7.9	4.8
117. Telecommunication Equipment, Services & Supplies	End-User	14.0	9.6	5.3
	OEM	7.9	6.9	5.9
	Distributor	12.8	8.7	4.5
118. Testing Equipment, Systems & Supplies	End-User	16.1	13.1	10.0
	OEM	11.6	9.4	7.3
	Distributor	10.4	8.4	6.4
119. Textile Equipment & Supplies	End-User	N/A	N/A	N/A
	OEM	5.0	4.0	3.0
	Distributor	5.0	4.5	4.0
120. Tools — Cutting, Hand, Power	End-User	16.4	12.3	8.2
	OEM	11.7	8.7	5.7
	Distributor	9.2	7.4	5.6

Products Sold	Category	Highest %	Average of Average %	Lowest %
121. Toys, Gifts & Novelties	End-User	5.7	4.0	2.3
	OEM	N/A	N/A	N/A
	Distributor	8.3	6.8	5.3
122. Transportation Services	End-User	10.0	10.0	10.0
	OEM	10.0	10.0	10.0
	Distributor	10.0	10.0	10.0
123. Truck & Trailer Equipment	End-User	7.5	6.8	6.1
	OEM	7.3	6.6	5.8
	Distributor	8.3	6.9	5.4
124. Tubing & Pipe	End-User	9.4	7.1	4.8
	OEM	4.8	4.3	3.9
	Distributor	5.3	4.1	2.9
125. Utility Equipment & Supplies	End-User	11.9	8.6	5.3
	OEM	10.0	6.5	3.0
	Distributor	9.3	6.0	2.8
126. Valves & Fittings	End-User	18.6	13.2	7.8
	OEM	10.3	8.1	5.9
	Distributor	7.8	6.3	4.7
127. Veterinary Equipment & Supplies	End-User	N/A	N/A	N/A
	OEM	N/A	N/A	N/A
	Distributor	10.0	8.8	7.5
128. Waste Handling & Processing Equipment & Supplies	End-User	13.6	10.7	7.7
	OEM	12.3	8.6	5.0
	Distributor	12.0	9.2	6.4
129. Water Treatment Equipment, Products & Services	End-User	14.1	9.8	5.5
	OEM	13.4	9.7	5.9
	Distributor	12.2	8.9	5.5
130. Welding Equipment & Supplies	End-User	15.0	13.0	11.0
	OEM	N/A	N/A	N/A
	Distributor	7.2	6.0	4.8
131. Wholesale Consumer Products & Services	End-User	5.0	4.0	3.0
	OEM	N/A	N/A	N/A
	Distributor	5.5	4.8	4.0
132. Wire & Wire Products	End-User	5.8	4.6	3.4
	OEM	5.3	4.8	4.3
	Distributor	6.2	5.3	4.4
133. Wood Products & Supplies	End-User	7.0	4.3	1.5
	OEM	5.3	3.7	2.1
	Distributor	5.9	4.3	2.6
134. Woodworking Supplies & Equipment	End-User	N/A	N/A	N/A
	OEM	5.6	4.6	3.5
	Distributor	8.4	6.9	5.5
Total respondents: 1,021			N/A = no answer	