

## **SURVEY OPERATIONAL DEFINITION**

This survey was conducted for the following regions of Vantage Alarm & Security Technologies: the Gulf Coast, Mid-Atlantic, Northeast and South.

The purpose of the survey was to determine the level of customer satisfaction in each region. Emphasis was on regional comparisons and not on comparison of individual markets. The customers selected for the survey were randomly chosen by *CUSTOMER FOLLOW UP, INC.* from Vantage Alarm & Security Technologies' entire customer base. Sample sizes were based on obtaining a margin of error of  $\pm 10\%$  with a 95% degree of confidence.

The level of customer satisfaction was determined from answers to the question: "Would you recommend Vantage Alarm & Security Technologies?" Additional supporting questions were asked to help determine why the customer would or would not recommend Vantage. The method of contact with customers was by telephone.

Customers were notified that they might be selected to participate in a customer satisfaction survey. Inserted in a bill they received prior to any survey call, was a letter describing the importance of their feedback. The letter also included the name of *CUSTOMER FOLLOW UP, INC.*, the independent marketing research firm that would be calling them on behalf of Vantage if they were chosen in the random selection process.