



Press Release

J.D. Power and Associates Reports: Among Consumers, Satisfaction with Windows and Patio Doors Declines As Homeowners Cut Back on Remodeling Projects

Pella Ranks Highest among Consumers for a Third Consecutive Year

WESTLAKE VILLAGE, Calif.: 11 August 2009 — As economic difficulties lead homeowners to curtail remodeling projects, overall satisfaction among consumers with windows and patio doors has declined in 2009, according to the J.D. Power and Associates 2009 Windows and Patio Doors Satisfaction StudySM released today.

The study, now in its third year, measures [satisfaction among consumers who purchased new windows or patio doors](#) based on performance in seven factors (listed in order of importance): operational performance (17%); product quality/durability (17%); appearance and design features (15%); price (14%); ordering and delivery (14%); warranty (13%); and repair and replacement (10%).

For a third consecutive year, Pella ranks highest among consumers in overall satisfaction with windows and patio doors. Achieving a score of 787, Pella performs particularly well in three of seven factors: operational performance; product quality/durability; and appearance and design. Closely following Pella in the rankings are Andersen (785) and Milgard (784). Andersen performs particularly well in the ordering and delivery and warranty factors, while Milgard performs well in the price and repair and replacement factors.

Overall satisfaction with windows and patio doors has declined to 769 on a 1,000-point scale in 2009, down from 781 in 2008. Satisfaction has decreased in all seven factors examined in the study, with the most notable declines occurring in the warranty, product quality/durability and price factors.

The study finds that consumers report spending less overall on window projects, purchasing fewer window and patio door units and installing windows and doors themselves¹ more frequently than in previous years.

Comparison of Window/Patio Door Consumer Trends – 2008 vs. 2009

	2008	2009	Difference
Average cost of window projects (including installation and labor)	\$3,608	\$3,094	-\$514
Average number of window/patio door units purchased	7.0 units	5.8 units	-1.2 units
Percentage of consumers who installed windows/patio doors themselves	37%	41%	+4%

“Consumers have scaled back on remodeling and discretionary projects due to tight credit, declining home values and general economic uncertainty,” said Jim Howland, senior director in the real estate industries practice at J.D. Power

¹ Respondents may have installed the windows or patio doors themselves or with help from family and friends; hired an independent contractor, handyman or remodeler; used an installation service provided by a home improvement retailer; or used an installation service provided by the product manufacturer.

and Associates. “Consumers who find it necessary to replace windows or remodel in light of these conditions are much more likely to scrutinize every aspect of their purchase and carry particularly high expectations for products.”

Further reflecting increased consumer scrutiny of window and door products, the importance of the warranty; product quality/durability; appearance and design features; and operational performance factors have increased from 2008. Importance of the price and ordering and delivery factors has declined substantially.

The 2009 Windows and Patio Doors Satisfaction Study is based on responses from 2,856 consumers who purchased new windows or patio doors during the previous 12 months. The study was fielded in March and April 2009.

For more information, [read an article](#) or view [windows and patio doors ratings](#) at [JDPower.com](#).

About J.D. Power and Associates

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J.D. Power and Associates Media Relations Contacts:

John Tews; Troy, Mich.; (248) 312-4119; media.relations@jdpa.com

Syvetril Perryman; Westlake Village, Calif.; (805) 418-8103; media.relations@jdpa.com

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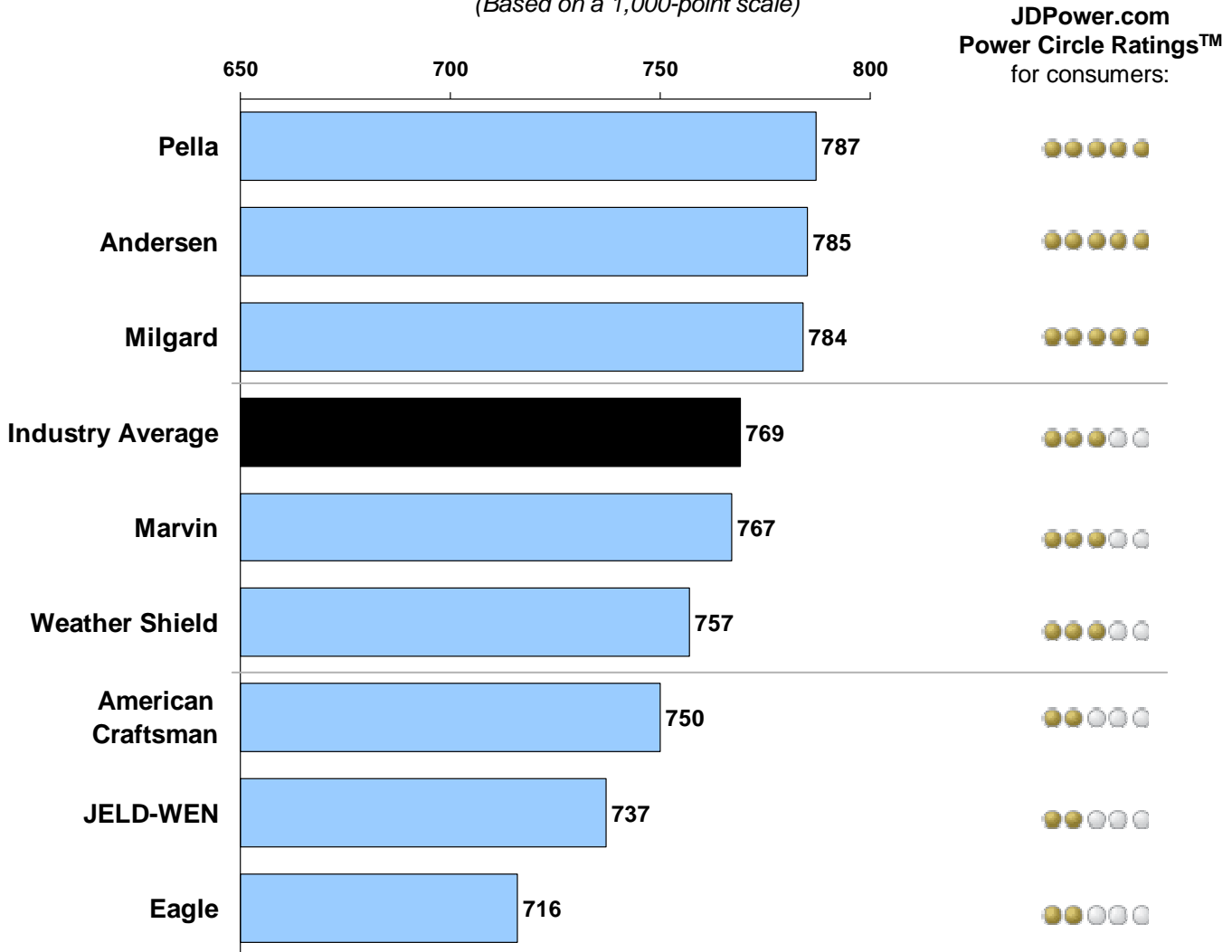
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NOTE: One chart follows.

J.D. Power and Associates 2009 Windows and Patio Doors Satisfaction StudySM

Customer Satisfaction Index Ranking (Based on a 1,000-point scale)



Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest

Source: J.D. Power and Associates 2009 Windows and Patio Doors Satisfaction StudySM

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