



Midwest Masonry Promotion Council  
**Affordable Masonry**  
Interest Questionnaire/Program Evaluation

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

**What topics and/or professional tools are of the most interest to you? Please circle one for each topic, where “1” means “Not at all interesting” and “5” means “Extremely interesting”:**

1a. A digital reference library of masonry elevations and aesthetic details

1                      2                      3                      4                      5

2a. Information about *existing* masonry systems

1                      2                      3                      4                      5

3a. Information about *emerging* masonry systems

1                      2                      3                      4                      5

4a. Techniques for saving time and/or cost, using structural masonry

1                      2                      3                      4                      5

5a. Comparative cost data

1                      2                      3                      4                      5

6a. Timely updates on building codes related to masonry

1                      2                      3                      4                      5

7a. Availability of live assistance for technical details and/or specifications

1                      2                      3                      4                      5

8a. Availability of building-type case studies

1                      2                      3                      4                      5

9a. Access to a local masonry contractor professional during the pre-design phase

1                      2                      3                      4                      5

**How important is each of the following types of construction for your practice? Please circle one for each topic, where “1” means “Not at all important” and “5” means “Extremely important”:**

1b. Single wythe construction

1                      2                      3                      4                      5

2b. Use of masonry in foundations

1                      2                      3                      4                      5

3b. Masonry in landscaping

1                      2                      3                      4                      5

4b. Use of masonry in obtaining LEED credits

1                      2                      3                      4                      5

~ Questionnaire continued on back ~

**Please answer to each of the following questions:**

1c. What is/are the primary driver(s) of your choice in favor of masonry? (If selecting more than one, please rank them):

- |                          |                |                          |                 |
|--------------------------|----------------|--------------------------|-----------------|
| <input type="checkbox"/> | Appearance     | <input type="checkbox"/> | Acoustics       |
| <input type="checkbox"/> | Maintenance    | <input type="checkbox"/> | Mold resistance |
| <input type="checkbox"/> | Lifecycle cost | <input type="checkbox"/> | Thermal mass    |
| <input type="checkbox"/> | Durability     | <input type="checkbox"/> | Fire safety     |

2c. Under normal circumstances, what is/are your veneer(s) of choice for commercial buildings? (If selecting more than one, please rank them):

- |                          |                     |                          |                             |
|--------------------------|---------------------|--------------------------|-----------------------------|
| <input type="checkbox"/> | Architectural metal | <input type="checkbox"/> | EIFS                        |
| <input type="checkbox"/> | Glass               | <input type="checkbox"/> | Precast                     |
| <input type="checkbox"/> | Brick               | <input type="checkbox"/> | Poured concrete             |
| <input type="checkbox"/> | Stone               | <input type="checkbox"/> | Block (decorative or other) |
| <input type="checkbox"/> | Wood                | <input type="checkbox"/> | Other: _____                |

Why? \_\_\_\_\_  
\_\_\_\_\_

3c. What is your preferred method(s) to receive information about masonry?

- |                          |                         |                          |                                 |
|--------------------------|-------------------------|--------------------------|---------------------------------|
| <input type="checkbox"/> | A comprehensive website | <input type="checkbox"/> | Boxed lunches at your office    |
| <input type="checkbox"/> | Email                   | <input type="checkbox"/> | Seminars/conferences/tradeshows |
| <input type="checkbox"/> | U.S. mail               | <input type="checkbox"/> | A quarterly newsletter          |
| <input type="checkbox"/> | Fax                     | <input type="checkbox"/> | Articles in trade publications  |

4c. What is your role within your firm?

- |                          |                   |                          |                               |
|--------------------------|-------------------|--------------------------|-------------------------------|
| <input type="checkbox"/> | Engineer          | <input type="checkbox"/> | Designer                      |
| <input type="checkbox"/> | Project Documents | <input type="checkbox"/> | Project Manager               |
| <input type="checkbox"/> | Spec Writer       | <input type="checkbox"/> | Other (please specify: _____) |

5c. Would you be willing to participate in a more in-depth survey and/or focus group?

- |                          |     |                          |    |
|--------------------------|-----|--------------------------|----|
| <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |
|--------------------------|-----|--------------------------|----|

Please share your comments on today's program. Take into consideration satisfaction with the program format and content and the overall knowledge and presentation of the speakers(s)

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Thank you for your time in taking completing this survey.

Form may be faxed to 952-707-1251