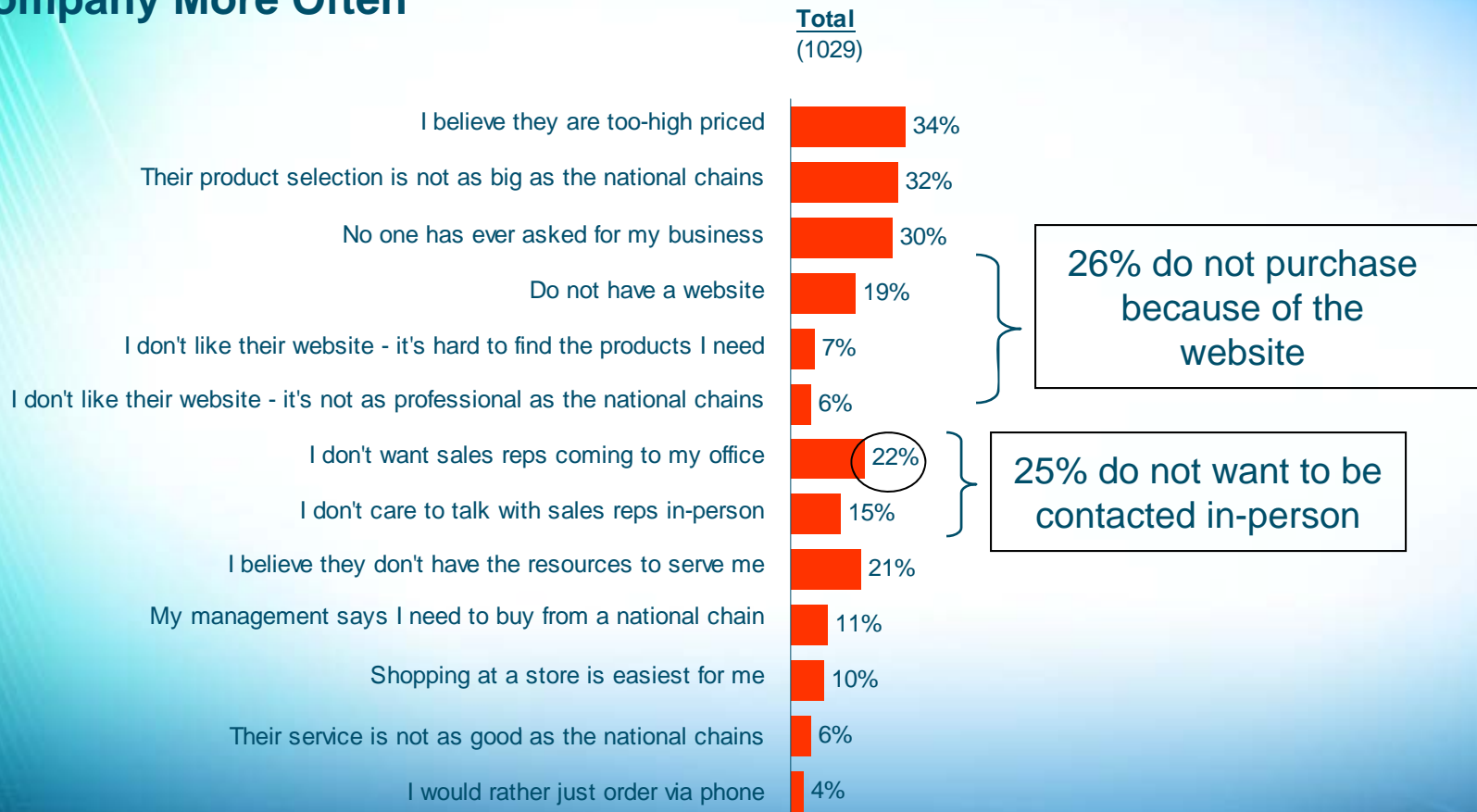


Perceptions, not fact, drive the top barriers to purchase.  
 Perceptions of higher price and narrower product selection  
 can be addressed.



## Reasons for Not Purchasing From Independently Owned Office Supply Company More Often



**Q.16:** Why don't you purchase from a local independently owned supplier more often?  
 Information collected in Phase 2 of the Vision 2009 Study.

Research conducted by Synovate.