
**EXPERT REPORT OF MICHAEL ALLEY REGARDING
MITEK PATENTED FEATURE**

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I. BACKGROUND AND PURPOSE

1. I understand that MiTek and Simpson are competitors in the structural connectors market. It is my understanding that MiTek is the exclusive licensee of a patent (U.S. Patent No. 11,920,339) directed to a method for installing joist hangers to fire-resistive wall assemblies, or “firewalls.” Specifically, it is my understanding that the patented method describes an installation sequence whereby the joist hangers, called firewall hangers, can be installed prior to the installation of drywall on the firewall.

2. As of this report writing, both MiTek and Simpson offer firewall hangers that market the installation process as a feature of the product. The FWH Series is sold by MiTek, and the DGT Series is sold by Simpson.

3. On the FWH product page, MiTek describes the feature as:

The advanced design allows the installation of the FWH before the 5/8" gypsum wallboard (drywall) is attached and permits the building project to be completely framed-up, and weather-tight before the gypsum wallboard sheathing work starts.¹

4. On the DGT product page, Simpson describes the feature as:

This top-flange hanger provides space for two layers of 5/8" gypsum board (drywall) to be slipped into place after the framing is complete.²

5. I have been retained to assess, using standard and generally accepted consumer market survey methods, the extent, if any, that

¹ <https://www.mitek-us.com/products/ewp-hangers/fire-wall-hangers/fwh/>; Viewed April 28, 2025

² https://www.strongtie.com/firewallhangers_hangersforplatedtruss/dgt_hanger/p/dgt; Viewed April 28, 2025

the installation process has on the purchase decision and willingness to pay for fire wall hangers.

6. Based on the extensive consumer research I describe in this report, a majority of construction professionals cite the patented installation process as a reason for purchasing, requesting, or specifying the FWH or DGT products.

7. A majority of construction professionals indicate the website claims regarding the patented feature make them more likely to purchase, request, or specify the product.

8. Additionally, a majority of construction professionals find the patented feature to be a primary factor in their decision to purchase, request to purchase, or specify these products.

9. Finally, a majority of construction professionals indicate a willingness to pay more for products with the patented feature.

II. **STUDY AUTHORSHIP AND QUALIFICATIONS**

10. This study was designed, supervised, and implemented under my supervision.

11. I am the founder of Halsted Strategy Group, a leading research consultancy. With 20 years of experience in the market research industry, I have worked on all facets of the quantitative research process, including survey design, analysis, and insights development, for both litigation and business purposes.

12. Formerly, I was a Vice President of Quantitative Research and led the Chicago office of Kelton Global, a research consultancy. Prior to that, I worked within the quantitative insights divisions for Prophet, a brand strategy firm. Prior to that, I conducted pooled regression market-mix models in support of Procter & Gamble marketing optimization. I began my career at BASES/Nielsen, focusing on volumetric forecasting of pre-market consumer goods, stemming from quantitative surveys.

13. In a litigation setting, I have conducted research on behalf of clients in numerous cases involving consumer perception and behavior, including in matters in the United States (federal courts) and arbitration hearings.

14. In a business setting, I have conducted quantitative research studies for clients including Google, Amazon, Coca-Cola, and Procter & Gamble. In 2024, I served as the Head of Insights for the Verizon Value portfolio of brands.

15. In addition to my professional survey experience, I hold a M.S in Industrial / Organizational Psychology from Eastern Kentucky University. Additional biographical material is provided in Appendix A.

III. **STUDY OVERVIEW**

16. In order to assess the impact of the patented feature on consumer choice, I used an online survey.

17. After passing screening criteria, respondents were first shown product images and asked if they had purchased either the FWH or DGT products.

18. Respondents indicating that they had purchased products were asked to provide any product features that impacted their decision to purchase.

19. Next, respondents were asked a question regarding features. For each product, three features were shown, and Respondents were asked how these features impact likelihood of purchasing, requesting to purchase, or specifying products, and to what degree.

20. Next, respondents were specifically asked about the installation process (e.g., ability to install these joist hangers prior to drywall installation) as a primary factor for purchase, request, or specification.

21. Finally, respondents were asked about their willingness or unwillingness to pay more for fire wall hangers which can be installed prior to drywall installation.

IV. **KEY FINDINGS**

22. Within this survey, I found that:

23. In open-ended feedback, a majority of construction professionals cite the installation process as a reason for purchasing, requesting, or specifying the FWH or DGT products.

24. A majority of construction professionals indicate the website claims regarding the patented feature make them more likely to purchase, request, or specify the product.

25. A majority of construction professionals indicate that the ability to install these joist hangers prior to drywall installation was a primary factor in their purchase, request, or specification decision.

26. An majority of construction professionals indicate that they are willing to pay more for (or request/specify at a higher cost) joist hangers which can be installed prior to drywall installation.

V. SURVEY METHODOLOGY

Survey Overview

27. A total of 127 qualified construction professionals participated in the survey.

28. After passing screening criteria, respondents were shown product pages for the FWH and DGT products, and asked whether they have purchased these products. Respondents were then asked a series of questions on what product features influenced their decision, whether specific product features would influence their decisions, the ability to hang fire wall hangers as a primary factor for purchase, request or specification, and willingness (or unwillingness) to pay more for fire wall hangers which can be installed prior to drywall installation.

29. While the interested universe for this study is a niche audience (construction professionals who have recently or intend to purchase, request, or specify joist hangers), the sample size of n=127 respondents provide a robust lens for understanding.

Experimental Design

30. After the initial screening/classification portion of the survey, respondents were shown the website images and asked to review.

31. Survey logic was included so that the “Next” button did not appear for 15 seconds, ensuring that respondents had time to correctly load the images and review them.

Earlier in this survey, you mentioned that you had previously or intended to purchase, request to purchase, or specify joist hangers.

Below are two images for joist hangers currently available for purchase. Please review as if you were considering the purchase, request, or specification of this item. After 15 seconds you will be able to continue.

Image 1:

FIRE WALL HANGERS

FWH

REFERENCE SERIES: DGHF

2015, 2018 & 2021 IBC/IRC Code Compliant

The FWH Fire Wall Hanger is designed for attaching truss, I-joist, solid sawn lumber, or engineered wood floor framing members to double wall top plates or minimum 2-ply 2x solid sawn header fire rated wood frame walls. The advanced design allows the installation of the FWH **before** the 5/8" gypsum wallboard (drywall) is attached and permits the building project to be completely framed-up, and weather-tight before the gypsum wallboard sheathing work starts.

2 Hour Fire Rating: FWH hangers are tested per ASTM E814 standards. When installed on one side of a maximum 2 hour fire-rated wall assembly, the penetration of the MiTek FWH Fire Wall Hanger through the gypsum wallboard will not reduce the fire resistive rating of the 2 hour fire resistive assembly.

Patents: U.S. No. 11,649,626

Materials: 14 gauge

Finish: G90 galvanizing

Code Reports: [View Code Report Table](#)

OPTIONS

→ [Nailer Options Table](#)

→ [Specialty Options Table](#)

→ [Welded Top Flange Installation](#)



Image 2:

ImagesIllustrationInstallation



DGT3.62/18 Top-Flange Fire Wall Hanger









DGT3.62/18 Top-Flange...

DGT210 Top-Flange Fire...

Typical DGT210...

Typical DGT3.62/1...

DGT™ Top-Flange Fire Wall Hanger

Ideal for multifamily, multilevel Type III residential construction, the patent-pending DGT™ is a load-tested fire wall hanger with a two-hour fire rating. It's the first fire wall hanger designed to install with a power nailer, saving time before hanging drywall, which helps keep construction projects on schedule. This top-flange hanger provides space for two layers of 5/8" gypsum board (drywall) to be slipped into place after the framing is complete. The DGT has been tested according to ASTM E814 and is fire rated for use on both sides of the wall.

This product's information may differ depending on the category of use. You are currently viewing details related to **Fire Wall Hangers for Plated Truss**. You can also view product information related to the categories of: [Fire Wall Hangers for Solid Sawn Lumber](#), [Fire Wall Hangers for Engineered Wood](#).

Please select from the below options.

☐ I am unable to clearly see the images.

☐ I am able to clearly see the images.

Next

32. Respondents indicating that they were unable to clearly see the images were terminated.

33. Next, they were shown the same product images and asked if they had purchased, requested to purchase, or specified the FWH and DGT products.

Below are the same images as previously shown. Within the past 12 months, have you or have you not **purchased, requested to purchase, or specified these products?**

Image 1:

FIRE WALL HANGERS

FWH

REFERENCE SERIES: DGMF

2015, 2018 & 2021 IBC/IRC Code Compliant

The FWH Fire Wall Hanger is designed for attaching truss, I-joist, solid sawn lumber, or engineered wood floor framing members to double wall top plates or minimum 2-ply 2x solid sawn header fire rated wood frame walls. The advanced design allows the installation of the FWH **before** the 5/8" gypsum wallboard (drywall) is attached and permits the building project to be completely framed-up, and weather-tight before the gypsum wallboard sheathing work starts.

2 Hour Fire Rating: FWH hangers are tested per ASTM E814 standards. When installed on one side of a maximum 2 hour fire-rated wall assembly, the penetration of the MiTek FWH Fire Wall Hanger through the gypsum wallboard will not reduce the fire resistive rating of the 2 hour fire resistive assembly.

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OPTIONS

→ [Nailer Options Table](#)

→ [Specialty Options Table](#)

→ [Welded Top Flange Installation](#)



Image 2:

Images

Illustration

Installation



DGT3.62/18 Top-Flange Fire Wall Hanger









DGT3.62/18 Top-Flange...

DGT210 Top-Flange Fire...

Typical DGT210...

Typical DGT3.62/1...

DGT™ Top-Flange Fire Wall Hanger

Ideal for multifamily, multilevel Type III residential construction, the patent-pending DGT™ is a load-tested fire wall hanger with a two-hour fire rating. It's the first fire wall hanger designed to install with a power nailer, saving time before hanging drywall, which helps keep construction projects on schedule. This top-flange hanger provides space for two layers of 5/8" gypsum board (drywall) to be slipped into place after the framing is complete. The DGT has been tested according to ASTM E814 and is fire rated for use on both sides of the wall.

This product's information may differ depending on the category of use. You are currently viewing details related to **Fire Wall Hangers for Plated Truss**. You can also view product information related to the categories of: [Fire Wall Hangers for Solid Sawn Lumber](#), [Fire Wall Hangers for Engineered Wood](#).

☐ Yes, I have purchased, requested to purchase, or specified the DGT product.

☐ Yes, I have purchased, requested to purchase, or specified the FWH product.

☐ Yes, I have purchased, requested to purchase, or specified both the FWH & DGT products.

☐ No, I have not purchased, requested to purchase, or specified either of these products.

Next

34. Respondents indicating prior purchase of the FWH product were asked an open ended question about the product features that influenced their decision.

CORE/3512456.2479/199406212.1

11

In the prior question, you said that you purchased, requested to purchase, or specified the FWH product.

What product features, if any, influenced your decision to purchase, request, or specify this product versus other joist hangers for firewall assemblies? Please be as specific as possible.

Next

35. Respondents indicating prior purchase of the DGT product were asked an open ended question about the product features that influenced their decision.

In the prior question, you said that you purchased, requested to purchase, or specified the DGT product.

What product features, if any, influenced your decision to purchase, request, or specify this product versus other joist hangers for firewall assemblies? Please be as specific as possible.

Next

36. Alternatively, respondents indicating no prior purchase of either product were asked an open ended question about the product features that would influence their decision.

In the prior question, you said that you have not previously purchased, requested to purchase, or specified these FWH or DGT product.

What product features, if any, would influence your future decision to purchase, request, or specify this product versus other joist hangers for firewall assemblies? Please be as specific as possible.

Next

37. Next, all respondents were shown a list of FWH product features, as presented on the MiTek website. Rows were randomized and scale order was either shown in ascending or descending order, with “I do not know or have no opinion” always appearing as the last column.

Below are several features describing the FWH product that you viewed earlier in this survey. How do these features, if at all, influence your decision to purchase, request to purchase, or specify fire wall joist hangers?

	I would be <u>much less</u> likely to purchase, request, or specify a product with this feature	I would be <u>less</u> likely to purchase, request, or specify a product with this feature	This feature <u>does not</u> impact my likelihood of purchasing, requesting, or specifying	I would be <u>more</u> likely to purchase, request, or specify a product with this feature	I would be <u>much more</u> likely to purchase, request, or specify a product with this feature	I do not know or have no opinion
The advanced design allows the installation of the FWH before the 5/8" gypsum wallboard (drywall) is attached and permits the building project to be completely framed-up, and weather-tight before the gypsum wallboard sheathing work starts.	☐	☐	☐	☐	☐	☐
When installed on one side of a maximum 2 hour fire-rated wall assembly, the penetration of the FWH Fire Wall Hanger through the gypsum wallboard will not reduce the fire resistive rating of the 2 hour fire resistive assembly.	☐	☐	☐	☐	☐	☐
Cut an 8" slot in the gypsum board using FHW-T Fire Wall Template, drywall cut-out tool and spiral cutting bit.	☐	☐	☐	☐	☐	☐

Next

38. Next, all respondents were shown a list of DGT product features, as presented on the Simpson website. Rows were randomized and scale order was either shown in ascending or descending order, with “I do not know or have no opinion” always appearing as the last column.

Below are several features describing the DGT product that you viewed earlier in this survey. How do these features, if at all, influence your decision to purchase, request to purchase, or specify fire wall joist hangers?

	I would be <u>much less</u> likely to purchase, request, or specify a product with this feature	I would be <u>less</u> likely to purchase, request, or specify a product with this feature	This feature <u>does not impact</u> my likelihood of purchasing, requesting, or specifying	I would be <u>more</u> likely to purchase, request, or specify a product with this feature	I would be <u>much more</u> likely to purchase, request, or specify a product with this feature	I do not know or have no opinion
It's the first fire wall hanger designed to install with a power nailer, saving time before hanging drywall, which helps keep construction projects on schedule.	☐	☐	☐	☐	☐	☐
This top-flange hanger provides space for two layers of 5/8" gypsum board (drywall) to be slipped into place after the framing is complete.	☐	☐	☐	☐	☐	☐
The DGT has been tested according to ASTM E814 and is fire rated for use on both sides of the wall.	☐	☐	☐	☐	☐	☐

Next

39. Next, respondents who indicated that they had previously purchased the FWH and/or DGT product(s) were asked about the ability to install these joist hangers prior to drywall installation as a primary factor (or not) in their decision. The first two answer options were randomized.

Which of the following best describes your decision to purchase, request to purchase or specify the FWH and/or DGT products?

☐ The ability to install these joist hangers prior to drywall installation was not a primary factor in my decision

☐ The ability to install these joist hangers prior to drywall installation was a primary factor in my decision

☐ I do not know or have no opinion

Next

40. Alternatively, respondents who indicated that they had not previously purchased the FWH and/or DGT product(s) were asked about the ability to install these joist hangers prior to drywall

installation as a primary factor (or not) in their future decision. The first two answer options were randomized.

Which of the following best describes your decision to purchase, request to purchase or specify the FWH and/or DGT products?

- ☐ The ability to install these joist hangers prior to drywall installation would be a primary factor in my decision
- ☐ The ability to install these joist hangers prior to drywall installation would not be a primary factor in my decision
- ☐ I do not know or have no opinion

Next

41. Finally, all respondents were asked about their willingness (or unwillingness) to pay more, or request/specify at a higher cost, fire wall hangers which can be installed prior to drywall installation. The first two answer options were randomized.

Which of the following statements best reflect your view.

- ☐ I am willing to pay more for (or request/specify at a higher cost) fire wall hangers which can be installed prior to drywall installation.
- ☐ I am not willing to pay more for (or request/specify at a higher cost) fire wall hangers which can be installed prior to drywall installation.
- ☐ I do not know or have no opinion

Submit

The Relevant Universe of Interest

42. The relevant universe for this survey of consisted of individuals currently employed in the Construction field within the past 12 months who have:

43. Purchased, requested to purchase, or specified joist/truss hangers in the past 12 months and/or intend to purchase, request to purchase, or specify joist/truss hangers in the past 12 months.

44. Respondents were first asked to indicate their age.

What is your age?

- ☐ Under 18
- ☐ 18-24
- ☐ 25-35
- ☐ 36-45
- ☐ 46-55
- ☐ 56-65
- ☐ 66+
- ☐ Prefer not to answer

Next

45. Respondents who selected “Under 18” of “Prefer not to answer” were terminated.

46. Next, respondents were asked to indicate their gender.

What is your gender?

- ☐ Male
- ☐ Female
- ☐ Prefer not to answer

Next

47. Respondents were then asked to enter their five-digit zip code.

In which state do you currently reside?

-- Please Select --

Next

48. A list of the 50 United States and “I do not live in the US” were included. Respondents indicating they did not live in the US were terminated.

49. Respondents were then asked a sensitive industry question.

Do you or does anyone in your household work in the following industries? Select all that apply.

- ☐ In market research
- ☐ In advertising
- ☐ None of the above

Next

50. Respondents indicating that they worked in advertising or market research were not eligible to participate in this survey.

51. Respondents were then asked about past 12 month employment.

In the past twelve months, have you been employed in any of the following industries:

- ☐ Computer and information technology
- ☐ Retail
- ☐ Office and administrative support
- ☐ Construction
- ☐ Business or Accounting
- ☐ Healthcare
- ☐ Education
- ☐ None of the Above

Next

52. Respondents who did not select “Construction” were terminated from the survey.

53. Respondents were then asked if they've purchased, requested to purchase, or specified a variety of construction materials.

In the prior question, you mentioned that you have been employed in the construction industry within the past 12 months. Which of the following items, if any, have you **purchased, requested to purchase, or specified**?

- ☐ Siding materials (such as vinyl siding, house wrap, or trim)
- ☐ Roofing materials (such as underlayment, shingles, or metal roofing)
- ☐ Trusses, I-Joints, and Engineered Lumber
- ☐ Joist/truss hangers (such as plated truss hangers, top mount plate hangers, fire wall joist hangers, face mount hangers)
- ☐ Traditional lumber
- ☐ None of the above

Next

54. Respondents were then asked about their intentions to purchase, request to purchase, or specify these same materials in the next 12 months.

Within the next 12 months, which of the following items, if any, do you intend to **purchase, request to purchase, or specify**?

- ☐ Siding materials (such as vinyl siding, house wrap, or trim)
- ☐ Joist/truss hangers (such as plated truss hangers, top mount plate hangers, fire wall joist hangers, face mount hangers)
- ☐ Trusses, I-Joints, and Engineered Lumber
- ☐ Traditional lumber
- ☐ Roofing materials (such as underlayment, shingles, or metal roofing)
- ☐ None of the above

Next

55. To qualify for this survey, respondents must have indicated past purchase, request to purchase, or specification of joist/truss hangers, and/or intended next 12 month purchase, request to purchase, or specification of joist/truss hangers.

Sampling Plan

56. The sampling plan involved a random selection of respondents who are part of an online panel.

57. Online surveys are well-accepted in the field of survey research as a standard, reliable methodology. Businesses and other organizations routinely make decisions of importance based on the results of online survey research among, and online surveys have been accepted in evidence in numerous U.S. District Court cases and in the Patent Trial and Appeal Board.

58. The sample of panelists used in the survey was provided by Cint, a leading supplier of online sample for surveys. Cint aggregates panelists and contains a large and diverse panel consisting of millions of Americans and is highly regarded as a reputable source of respondents for online surveys within the field of market research.

59. Cint utilizes appropriate industry procedures for ensuring the integrity and quality of its panels. Quality and authentication of their panelists are maintained on an ongoing basis through such procedures as digital fingerprinting and matching against third-party databases, among others.

60. Cint also ensures data integrity through their continued review of their panelists' behavior on their own and through the assistance of their clients, by employing the following tactics to flag panelists who compromise the quality of their panels:

- Timestamps to flag respondents who take surveys too quickly, indicating they are not paying sufficient attention
- Identifying those who consistently tick items straight down or across grid-format questions, indicating a respondent is clicking without considering each item
- Quality control questions to identify panelists' inattention
- Real-time database analyses to stop fraudulent respondents

61. Invitations were sent to panelists, and the purpose of the survey was withheld from respondents. Without knowing the purpose of the survey, respondents needed to meet the screening criteria to qualify for the survey. In doing so, they confirmed that they qualified to participate in the survey using the aforementioned screening criteria.

62. As part of ongoing panel management, the panels regularly engage with panelists to understand various aspects of their life, including occupation. In order to effectively capture this audience, audience filtering was used to send the survey to:

- Individuals aged 25-65
- Individuals who claimed they were a Home Builder, General Contractor, Framers, or Remodeler

Double-Blind Interviewing

63. It is important to point out that the study was administered under “double-blind” conditions. Respondents were uninformed as

to the purpose and sponsorship of the study. The survey is also, by definition, “blind” in that there is no person administering the questions that could know the purpose or sponsorship of the survey and can do anything to influence the results.

Interviewing Procedures

64. The online survey questionnaire was constructed, programmed, and hosted on Alchemer, a leading market research survey platform. The programmed survey was thoroughly tested for question display and logic prior to any potential respondents receiving the invitation to participate in the survey.

Data Processing

65. Data was collected on the Alchemer online portal. The data set showing each respondent’s answers to all questions will be provided in electronic form.

Interviewing Period

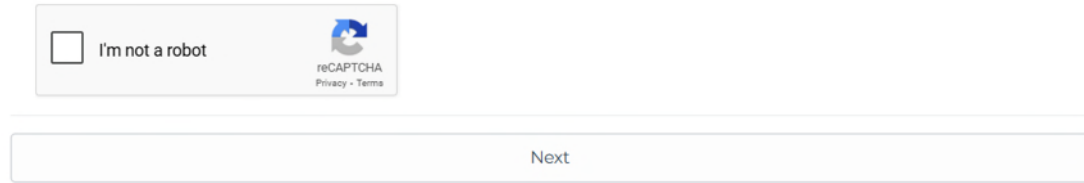
66. Interviewing was conducted from April 30th through May 1st, 2025.

Quality Control

67. Several quality control metrics were employed to ensure the validity of consumer responses.

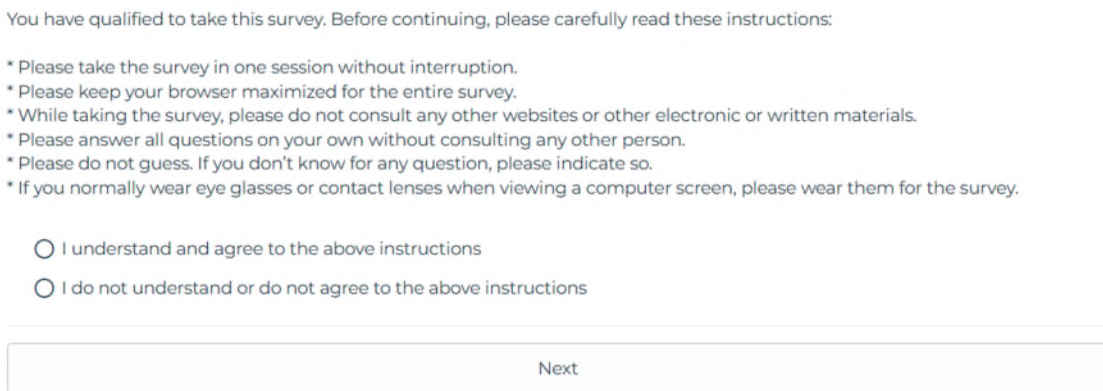
68. First, respondents were required to complete a CAPTCHA. CAPTCHA is widely used in online surveys within the world of

market research, in order to eliminate computer programs from taking the survey.



The image shows a reCAPTCHA interface. On the left, there is a checkbox labeled "I'm not a robot". To its right is the reCAPTCHA logo and the text "reCAPTCHA Privacy - Terms". Below this, there is a wide, light gray button labeled "Next".

69. Next, respondents were first provided with a detailed list of instructions and were asked to agree to these instructions in order to participate in the survey.



The image shows a survey instructions screen. At the top, it says "You have qualified to take this survey. Before continuing, please carefully read these instructions:". Below this is a list of five instructions, each preceded by an asterisk:

- * Please take the survey in one session without interruption.
- * Please keep your browser maximized for the entire survey.
- * While taking the survey, please do not consult any other websites or other electronic or written materials.
- * Please answer all questions on your own without consulting any other person.
- * Please do not guess. If you don't know for any question, please indicate so.
- * If you normally wear eye glasses or contact lenses when viewing a computer screen, please wear them for the survey.

Below the instructions are two radio button options:

- ☐ I understand and agree to the above instructions
- ☐ I do not understand or do not agree to the above instructions

At the bottom, there is a wide, light gray button labeled "Next".

70. Respondents who indicated that they did not understand or agree to the instructions were terminated from the survey.

71. Third, respondents were required to complete a quality assurance question and were required to enter "west" in the box directly below the "other" option. Respondents who clicked any of the first five options were immediately terminated.

For quality assurance, please type the word "west" in the blank next to the "Other" box below and then click to continue.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Other

Next

72. This ensures that respondents are actively paying attention to the survey questions.

73. Fifth, the survey was restricted from being taken on mobile phones to ensure clear viewing of the stimuli.

74. Sixth, prior to analysis, the median response time was analyzed. The median response time was seven minutes and five seconds. Respondents taking the survey in less than 1/3rd of the median time (two minutes and 21 seconds) or 3 times the median time (21 minutes and 15 seconds) were terminated. This ensures that respondents were not speeding through the survey instrument or multitasking while taking the survey.

75. Finally, open ends were reviewed for non-sensical responses or gibberish prior to analysis.

76. A total of 17 cases were removed, and the underlying data for all those removed cases are included on a separate tab in the data appendix. The inclusion of these respondents would not materially alter my conclusions.

VI. DETAILED SURVEY REPORT

77. After data cleaning, 127 qualified respondents participated in this survey.

78. As more fully explained in the Experimental Design section, this survey consisted of showing product pages for the FWH and DGT products, and asking whether they have purchased these products. Respondents were then asked a series of questions on what product features influenced their decision, whether specific product features would influence their decisions, the ability to hang fire wall hangers as a primary factor for purchase, request or specification, and willingness (or unwillingness) to pay more for fire wall hangers which can be installed prior to drywall installation.

Relevant Universe of Interest

79. As more fully described in the Relevant Universe section, the relevant universe for this survey consisted of construction professionals who have indicated past purchase, request to purchase, or specification of joist/truss hangers, and/or intended next 12 month purchase, request to purchase, or specification of joist/truss hangers.

Detailed Survey Results

80. In open-ended feedback, a significant portion of construction professionals cite the installation process as a reason

for purchasing, requesting, or specifying the FWH or DGT products.

81. After indicating their ability to clearly see the images, respondents were asked about past purchase of the FWH/DGT products.

Table I – Product Purchase, Request, or Specification

Below are the same images as previously shown. Within the past 12 months, have you or have you not purchased, requested to purchase, or specified these products?

	Total Sample n=127
Yes, I have purchased, requested to purchase, or specified the FWH product	31.5%
Yes, I have purchased, requested to purchase, or specified the DGT product	26.8%
Yes, I have purchased, requested to purchase, or specified both the FWH & DGT products	34.6%
No, I have not purchased, requested to purchase, or specified either of these products	7.1%

82. As shown in the table above, the vast majority of respondents have previously purchased either or both of the FWH/DGT product(s). This provides sufficient sample for the analysis of open-ends.

83. Next, respondents were asked a series of questions about product features for the FWH (if previously purchased) and/or DGT (if previously purchased) that influenced their decision to purchase,

request, or specify this product versus others. Within the analysis, I reviewed the open-ended responses.

***Table II – Select Open Ended Responses of Installation Ease/
Drywall Mentions***

In the prior question, you said that you purchased, requested to purchase, or specified the (FWH/DGT) product. What product features, if any, influenced your decision to purchase, request, or specify this product versus other joist hangers for firewall assemblies?

Response ID	Product Referenced	Verbatim Response
41	DGT	The ease of installation and warranty
135	DGT	It's a premium innovative product which was enough for me to purchase.
119	FWH	They offer stability, are easy to install and long lasting
226	FWH	The ease of installation during use and the durability for future use are my main considerations.
184	FWH	Tested fire resistance, code compliance, ease of installation, and compatibility with existing framing system.
162	FWH	The simple design making assembly easy and the strength and durability it provides
123	DGT	easy to use and work with, saves time, the design was simple and effective
141	FWH	fire-rated performance, load capacity, and ease of installation.
280	DGT	Its range of applications is broader, installation is very convenient, and it has a high resistance to corrosion, allowing it to be used in more scenarios.
159	DGT	Easy installation , high load boring capacity

96	FWH	the ease of use the uses and 2 hour fire protection
96	DGT	ease of use and variety of uses
232	DGT	It has a very high fire rating, making it very safe, easy to install, and also quite attractive.
230	FWH	FWH has strong fire resistance, structural safety, and is simple and durable, making it easy to install.
147	DGT	It was easy to install.
167	FWH	Being able to install prior to drywall installation.
167	DGT	The ability to apply after the framing was complete.
46	FWH	The durability and straight forward install process I would say it the most important factor when it comes to these.
46	DGT	I liked the design and straightforward install process.
301	FWH	I chose FWH products because of their fire resistance and the convenience of installation and use.
179	DGT	Designs that allow the product to be concealed during installation
122	DGT	they are easier to use and reduces installation time.
117	DGT	Fast Installation
246	FWH	Product quality and unique and comfortable designs
287	DGT	It needs to have good installability, allowing us to reduce our operating steps, and it should also provide strong safety assurance.
124	FWH	I like FWH product design, model, quality and good looking.

290	DGT	The installation process is very simple, and it has a long lifespan, which can help avoid maintenance costs later on.
142	FWH	They joist hangers are strong, easy to install, and provide a clean, concealed look that makes projects look better
304	FWH	The ease of installation and fire resistance of the product are the most important factors influencing my decision.
325	FWH	It needs to meet the industry standard parameters, with great performance in both durability and ease of installation.
272	DGT	The design of the supporting beams fully considers the convenience of installation, equipped with clear and easy-to-understand installation instructions, making the installation process simple and quick.
229	FWH	What influenced my decision includes whether it has good fireproof performance, its service life, and whether it is easy to install.
223	DGT	It's simpler during the installation process, which will save a lot of time.
79	FWH	Fire rated durability, compliance with building codes, and ease to installation influenced selection.
266	DGT	Its easy installation played a decisive role in my decision.
311	FWH	i think it is easier to install it hink
236	DGT	They are easy to install, durable and have a high load bearing capacity, providing the necessary safety for the type of work
312	DGT	The quick and convenient installation method allows us to install more efficiently

		during construction, which is one of the reasons I made the purchase.
257	FWH	I believe it has great installation convenience, allowing for completion in a short amount of time.
339	FWH	Adopt a simpler structural design, which can greatly save the installation process.
308	FWH	The material is easy to install, which saves me a lot of time.
337	DGT	It can flexibly adjust the installation position and angle, which is the reason that influenced my decision.
98	DGT	strong durability, it is more convenient and reliable
138	FWH	i really like the durability of the product and the ease of installing

84. It is clear from these verbatims that the ease of installation (and associated convenience) are top of mind when deciding to purchase these products. Additional open ended responses mentioned durability, price, brand, fire rating, corrosion resistance, and material quality. These open ends are included in Appendix C.

85. A majority of construction professionals indicate the website claims regarding the patented feature make them more likely to purchase, request, or specify the product.

86. As shown in the table below, the majority of respondents (79%) identify the installation of the FWH before the drywall as making them more likely to purchase, request to purchase, or specify fire wall joist hangers. This corroborates the open-ended responses which highlight the ease of installation.

Table III – FWH Product Feature Impact on Purchase, Request, or Specification

Below are several features describing the FWH product that you viewed earlier in this survey. How do these features, if at all, influence your decision to purchase, request to purchase, or specify fire wall joist hangers?

		Total Sample n=127
The advanced design allows the installation of the FWH before the 5/8 gypsum wallboard (drywall) is attached and permits the building project to be completely framed-up, and weather-tight before the gypsum wallboard sheathing work starts		
I would be much less likely to purchase, request, or specify a product with this feature		3%
I would be less likely to purchase, request, or specify a product with this feature		6%
This feature does not impact my likelihood of purchasing, requesting, or specifying		12%
I would be more likely to purchase, request, or specify a product with this feature		31%
I would be much more likely to purchase, request, or specify a product with this feature		48%
I do not know or have no opinion		0%
When installed on one side of a maximum 2 hour fire-rated wall assembly, the penetration of the FWH Fire Wall Hanger through the gypsum wallboard will not reduce the fire resistive rating of the 2 hour fire resistive assembly		
I would be much less likely to purchase, request, or specify a product with this feature		4%
I would be less likely to purchase, request, or specify a product with this feature		7%
This feature does not impact my likelihood of purchasing, requesting, or specifying		7%

I would be more likely to purchase, request, or specify a product with this feature	36%
I would be much more likely to purchase, request, or specify a product with this feature	46%
I do not know or have no opinion	0%
Cut an 8 slot in the gypsum board using FWH-T Fire Wall Template, drywall cut-out tool and spiral cutting bit	
I would be much less likely to purchase, request, or specify a product with this feature	6%
I would be less likely to purchase, request, or specify a product with this feature	3%
This feature does not impact my likelihood of purchasing, requesting, or specifying	20%
I would be more likely to purchase, request, or specify a product with this feature	34%
I would be much more likely to purchase, request, or specify a product with this feature	35%
I do not know or have no opinion	2%

87. In analyzing this data, I looked at the Top 2 Box scores. These scores represent the portion of respondents that indicated that they would be more likely or much more likely to purchase, request to purchase, or specify products with these features.

88. When looking at the patented feature data, 79% of respondents are likely or much more likely to purchase, request to purchase, or specify products with “The advanced design allows the installation of the FWH before the 5/8 gypsum wallboard (drywall) is attached and permits the building project to be completely framed-up, and weather-tight before the gypsum wallboard sheathing work starts.”

89. This data suggests that the majority of respondents (i.e., 79%) view the installation process for the FWH (i.e., prior to the drywall installation) as making them more likely to purchase, request, or specify.

90. The same is also true for the Simpson DGT, with a majority of respondents (70%) are likely or much more likely to purchase, request to purchase, or specify products with “This top-flange hanger provides space for two layers of 5/8 gypsum board (drywall) to be slipped into place after the framing is complete”.

Table IV – DGT Product Feature Impact on Purchase, Request, or Specification

Below are several features describing the DGT product that you viewed earlier in this survey. How do these features, if at all, influence your decision to purchase, request to purchase, or specify fire wall joist hangers?

		Total Sample n=127
It's the first fire wall hanger designed to install with a power nailer, saving time before hanging drywall, which helps keep construction projects on schedule		
I would be much less likely to purchase, request, or specify a product with this feature		12%
I would be less likely to purchase, request, or specify a product with this feature		7%
This feature does not impact my likelihood of purchasing, requesting, or specifying		9%
I would be more likely to purchase, request, or specify a product with this feature		31%

I would be much more likely to purchase, request, or specify a product with this feature	41%
I do not know or have no opinion	0%
This top-flange hanger provides space for two layers of 5/8 gypsum board (drywall) to be slipped into place after the framing is complete	
I would be much less likely to purchase, request, or specify a product with this feature	8%
I would be less likely to purchase, request, or specify a product with this feature	9%
This feature does not impact my likelihood of purchasing, requesting, or specifying	13%
I would be more likely to purchase, request, or specify a product with this feature	28%
I would be much more likely to purchase, request, or specify a product with this feature	42%
I do not know or have no opinion	0%
The DGT has been tested according to ASTM E814 and is fire rated for use on both sides of the wall	
I would be much less likely to purchase, request, or specify a product with this feature	9%
I would be less likely to purchase, request, or specify a product with this feature	8%
This feature does not impact my likelihood of purchasing, requesting, or specifying	14%
I would be more likely to purchase, request, or specify a product with this feature	27%
I would be much more likely to purchase, request, or specify a product with this feature	42%
I do not know or have no opinion	0%

91. A majority of construction professionals (85.6%) indicate that the ability to install these joist hangers prior to drywall installation was a primary factor in their purchase, request, or specification decision.

92. Respondents were specifically asked whether or not the ability to install these joist hangers prior to drywall installation was a primary factor in their decision.

Table V – Ability to Install Prior To Drywall Installation As A Primary Factor For Purchase, Request, or Specification

Which of the following best describes your decision to purchase, request to purchase or specify the FWH and/or DGT products?

	Prior Purchasers of FWH/ DGT n=118
The ability to install these joist hangers prior to drywall installation was a primary factor in my decision	85.6%
The ability to install these joist hangers prior to drywall installation was not a primary factor in my decision	13.6%
I do not know or have no opinion	0.8%

93. A majority of construction professionals (87.4%) indicate that they are willing to pay more for (or request/specify at a higher cost) joist hangers which can be installed prior to drywall installation.

Respondents were specifically asked whether or not they are willing to pay more for (or request/specify at a higher price) fire wall hangers which can be installed prior to drywall installation. ***Table VI– Willingness to Pay More For Fire Wall Hangers Which Can Be Installed Prior to Drywall Installation***

Which of the following statements best reflect your view.

	Total Sample
--	--------------

	n=127
I am willing to pay more for (or request/specify at a higher cost) fire wall hangers which can be installed prior to drywall installation	87.4%
I am not willing to pay more for (or request/specify at a higher cost) fire wall hangers which can be installed prior to drywall installation	11.8%
I do not know or have no opinion	0.8%

VII. CONCLUSION

94. Based on the extensive research I describe in this report, it is clear that the installation process matters to this interested universe of construction professionals.

95. Furthermore, the feature whereby drywall can be installed after the installation of the joist hanger is a primary factor in the decision to purchase, request, or specify among a majority of construction professionals.

96. Finally, this same feature commands a price premium, given an overwhelming willingness among construction professionals to pay more for structural connectors with this feature.

I declare under penalty of perjury that the foregoing is true and correct. Executed this 16th day of May, 2025.

By Michael Alley:  _____

MICHAEL ALLEY

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PROFESSIONAL EXPERIENCE

2017 - Current

Halsted Strategy Group

Cincinnati, OH

Founder

- Design and deliver custom research in support of litigation and general business strategy for a global client base
- Provide consulting services to establish preferred methodology for testing brand equity, marketing strategy, and marketing effectiveness

2014 - 2017

Kelton Global

Chicago, IL

Vice President, Quantitative + Strategy

- Design and deliver custom solutions for a global client base, combining quantitative, qualitative, and social listening components
- First employee in Chicago, hired to establish an office and culture within a junior team which grew to 8 total employees
- Responsible for driving account growth within existing relationships, having three of Kelton's top growth clients in 2016, including Dollar Shave Club, Delta Dental, and Amazon.
- Lead a team of 7 within the Segmentation practice to drive industry leading attitudinal, behavioral, and occasion clustering projects

2010 - 2014

Prophet Brand Consulting

Chicago, IL

Senior Insights Manager

- Designed and lead custom engagements for Fortune 100 clients across varied industries on projects averaging \$450K in total revenue, with a mix of insights methodologies
- Lead communication with both clients and vendors, including executive leadership teams, serving as the primary point of contact for brand leadership and market research
- Represented Prophet's Insights & Analytics capabilities in numerous pitch meetings, charged with explaining how our Insights methodology drove overall brand strategy

2008 - 2010

Analytic Partners (Proctor & Gamble)

Cincinnati, OH

Senior Research Analyst

- Created market-mix models for numerous P&G brands using pooled-model regression to understand how various marketing elements influenced overall product sales in the fifty Nielsen markets
- Integrated media spending, seasonality, category trending, FSI spend, distribution, and other factors to develop a cogent story for brand teams

2006 - 2008

The Nielsen Company (BASES)

Cincinnati, OH

Senior Research Analyst

- Worked as the lead data analyst for CPG research studies, aggregating consumer, panel, and in-market data to assess launch viability

EDUCATION

Eastern Kentucky University

Richmond, KY

Master of Science, Industrial/Organizational Psychology (2006)

Bachelor of Science, Psychology (2004), summa cum laude

SELECT CLIENTS

Amazon
Audible
Blue Cross Blue Shield
Bombardier
Brunswick
Cathay Pacific
Chanel
Chrysler
Coca-Cola
Delta Dental
Denver International Airport
Dollar Shave Club
Fortune Brands
Fossil
Georgia Pacific
Google
Grove Collaborative
JP Morgan
Koch Industries
Kodiak Cakes
Lowe's
Mahindra
Maverik
Pepsi Co
Pharmavite
Procter & Gamble
Rockwell Automation
SC Johnson
Taco Bell
Tesoro
T-Mobile
Traditional Medicinals
Walgreens
Wendy's
Uqora
Vans
Verizon

SCREENER

SHOW ALL RESPONDENTS

Q0. INSERT CAPTCHA

ASK ALL RESPONDENTS

Q1. What is your age?

- 1) Under 18 **TERMINATE**
- 2) 18-24
- 3) 25-35
- 4) 36-45
- 5) 46-55
- 6) 56-65
- 7) 66+
- 8) Prefer not to answer **TERMINATE**

ASK ALL RESPONDENTS, RANDOMIZE MALE/FEMALE

Q2. What is your gender?

- 1) Male
- 2) Female
- 3) Prefer not to answer

ASK ALL RESPONDENTS

Q3. In which state do you currently reside?

DROP DOWN LIST OF STATES AND 'I DO NOT LIVE IN THE UNITED STATES'

TERMINATE IF RESPONDENT SELECTS 'I DO NOT LIVE IN THE UNITED STATES'

ASK ALL RESPONDENTS, RANDOMIZE

Q4. Do you or does anyone in your household work in the following industries? Select all that apply.

- 1) In advertising **TERMINATE**
- 2) In market research **TERMINATE**
- 3) None of the above

MULTI SELECT

ASK ALL RESPONDENTS, RANDOMIZE ROWS

Q5. In the past twelve months, have you been employed in any of the following industries:

1. Construction
2. Retail
3. Office and administrative support
4. Business or Accounting
5. Computer and information technology
6. Education
7. Healthcare
8. None of the Above

TERMINATE IF Q5_1 NOT SELECTED

ASK IF Q5=1, RANDOMIZE ROWS

Q6. In the prior question, you mentioned that you have been employed in the construction industry within the past 12 months. Which of the following items, if any, have you **purchased, requested to purchase, or specified?**

1. Joist/truss hangers (such as plated truss hangers, top mount plate hangers, fire wall joist hangers, face mount hangers)
2. Traditional lumber
3. Trusses, I-Joints, and Engineered Lumber
4. Roofing materials (such as underlayment, shingles, or metal roofing)
5. Siding materials (such as vinyl siding, house wrap, or trim)
6. None of the above

ASK IF Q5=1, RANDOMIZE ROWS

Q7. Within the next 12 months, which of the following items, if any, do you intend to **purchase, request to purchase, or specify?**

1. Joist/truss hangers (such as plated truss hangers, top mount plate hangers, fire wall joist hangers, face mount hangers)
2. Traditional lumber
3. Trusses, I-Joints, and Engineered Lumber
4. Roofing materials (such as underlayment, shingles, or metal roofing)
5. Siding materials (such as vinyl siding, house wrap, or trim)
6. None of the above

TERMINATE IF RESPONDENT DOES NOT SELECT Q6_1 = 1 OR Q7_1 = 1

ASK ALL RESPONDENTS

Q8. For quality assurance, please type the word "west" in the blank next to the "Other" box below and then click to continue.

- 1) Strongly agree
- 2) Agree
- 3) Neutral
- 4) Disagree
- 5) Strongly disagree
- 6) Other _____ **[DO NOT FORCE TEXT BOX]**

TERMINATE IF SELECTED Q9_1-5. TEXT BOX WILL BE CHECKED FOR ACCURACY PRIOR TO ANALYSIS.

ASK ALL RESPONDENTS

Q9. You have qualified to take this survey. Before continuing, please carefully read these instructions:

- * Please take the survey in one session without interruption.
- * Please keep your browser maximized for the entire survey.
- * While taking the survey, please do not consult any other websites or other electronic or written materials.
- * Please answer all questions on your own without consulting any other person.
- * Please do not guess. If you don't know for any question, please indicate so.
- * If you normally wear eye glasses or contact lenses when viewing a computer screen, please wear them for the survey.

- 1) I understand and agree to the above instructions
- 2) I do not understand or do not agree to the above instructions **TERMINATE**

MAIN SURVEY

SHOW ALL

Q100. Earlier in this survey, you mentioned that you had previously or intended to purchase, request to purchase, or specify joist hangers.

Below are two images for joist hangers currently available for purchase. Please review as if you were considering the purchase, request, or specification of this item. After 15 seconds you will be able to continue.

FIRE WALL HANGERS

FWH

REFERENCE SERIES: DGHF

2015, 2018 & 2021 IBC/IRC Code Compliant

The FWH Fire Wall Hanger is designed for attaching truss, I-joist, solid sawn lumber, or engineered wood floor framing members to double wall top plates or minimum 2-ply 2x solid sawn header fire rated wood frame walls. The advanced design allows the installation of the FWH **before** the 5/8" gypsum wallboard (drywall) is attached and permits the building project to be completely framed-up, and weather-tight before the gypsum wallboard sheathing work starts.

2 Hour Fire Rating: FWH hangers are tested per ASTM E814 standards. When installed on one side of a maximum 2 hour fire-rated wall assembly, the penetration of the MiTek FWH Fire Wall Hanger through the gypsum wallboard will not reduce the fire resistive rating of the 2 hour fire resistive assembly.

Patents: U.S. No. 11,649,626

Materials: 14 gauge

Finish: G90 galvanizing

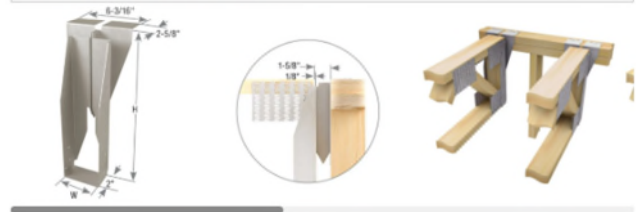
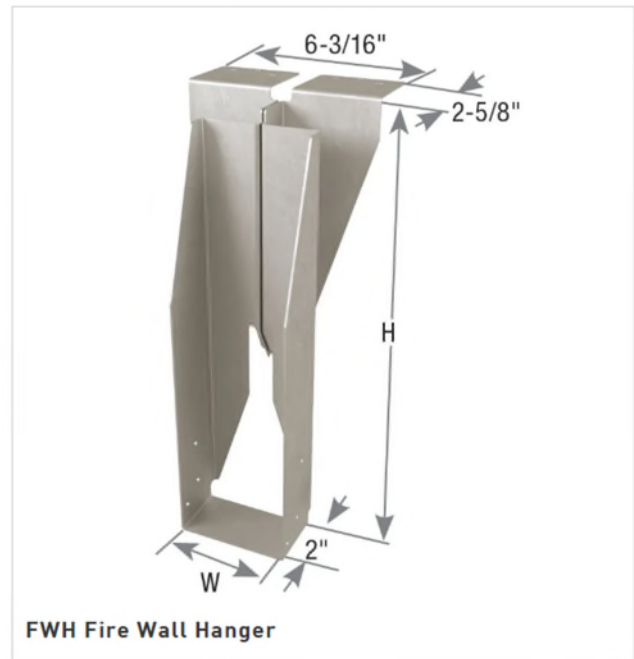
Code Reports: [View Code Report Table](#)

OPTIONS

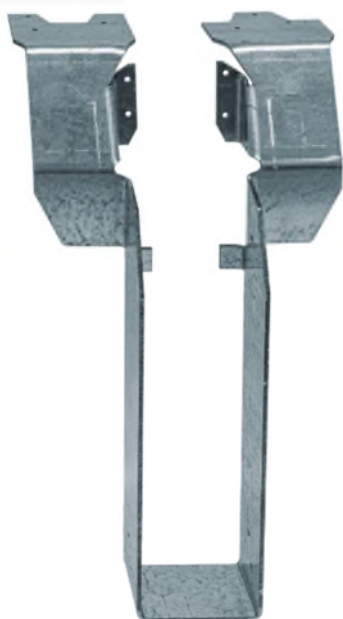
→ [Nailer Options Table](#)

→ [Specialty Options Table](#)

→ [Welded Top Flange Installation](#)



Images Illustration Installation



DGT3.62/18 Top-Flange Fire Wall Hanger



DGT3.62/18
Top-Flange...



DGT210 Top-
Flange Fire...



Typical
DGT210...



Typical
DGT3.62/1...



DGT™ Top-Flange Fire Wall Hanger 🏠

Ideal for multifamily, multilevel Type III residential construction, the patent-pending DGT™ is a load-tested fire wall hanger with a two-hour fire rating. It's the first fire wall hanger designed to install with a power nailer, saving time before hanging drywall, which helps keep construction projects on schedule. This top-flange hanger provides space for two layers of 5/8" gypsum board (drywall) to be slipped into place after the framing is complete. The DGT has been tested according to ASTM E814 and is fire rated for use on both sides of the wall.

This product's information may differ depending on the category of use. You are currently viewing details related to **Fire Wall Hangers for Plated Truss**. You can also view product information related to the categories of: [Fire Wall Hangers for Solid Sawn Lumber](#), [Fire Wall Hangers for Engineered Wood](#).

Please select from the below options.

RANDOMIZE

- 1) I am unable to clearly see the images.
- 2) I am able to clearly see the images.

TERMINATE IF Q100 = 1

REQUIRE A 15-SECOND WAIT BEFORE ENABLING CONTINUE

ASK ALL
RANDOMIZE 1/2

Q101. Below are the same images as previously shown. Within the past 12 months, have you or have you not **purchased, requested to purchase, or specified these products?**

[INSERT IMAGES]

RANDOMIZE 1/2

- 1) Yes, I have purchased, requested to purchase, or specified the FWH product.
- 2) Yes, I have purchased, requested to purchase, or specified the DGT product.
- 3) Yes, I have purchased, requested to purchase, or specified both the FWH & DGT products.
- 4) No, I have not purchased, requested to purchase, or specified either of these products.

*****OPEN ENDED FEEDBACK*****

ASK IF Q101 = 1,3

Q102. In the prior question, you said that you purchased, requested to purchase, or specified the FWH product.

What product features, if any, influenced your decision to purchase, request, or specify this product versus other joist hangers for firewall assemblies? Please be as specific as possible.

[OPEN END]

ASK IF Q101 = 2,3

Q103. In the prior question, you said that you purchased, requested to purchase, or specified the DGT product.

What product features, if any, influenced your decision to purchase, request, or specify this product versus other joist hangers for firewall assemblies? Please be as specific as possible.

ASK IF Q101 = 4

Q104. In the prior question, you said that you **have not** previously purchased, requested to purchase, or specified these FWH or DGT product.

What product features, if any, would influence your future decision to purchase, request, or specify this product versus other joist hangers for firewall assemblies? Please be as specific as possible.

[OPEN END]

ASK ALL

RANDOMIZE ROWS

CREATE TWO SCALE VERSIONS (1,2,3,4,5,6; 5,4,3,2,1,6), RANDOMIZE AMONG RESPONDENTS, CAPTURE ORDER

Q105. Below are several features describing the FWH product that you viewed earlier in this survey. How do these features, if at all, influence your decision to purchase, request to purchase, or specify fire wall joist hangers?

COLUMNS

- 1) I would be much less likely to purchase, request, or specify a product with this feature
- 2) I would be less likely to purchase, request, or specify a product with this feature
- 3) This feature does not impact my likelihood of purchasing, requesting, or specifying
- 4) I would be more likely to purchase, request, or specify a product with this feature
- 5) I would be much more likely to purchase, request, or specify a product with this feature
- 6) I do not know or have no opinion

ROWS

- 1) The advanced design allows the installation of the FWH before the 5/8" gypsum wallboard (drywall) is attached and permits the building project to be completely framed-up, and weather-tight before the gypsum wallboard sheathing work starts.
- 2) When installed on one side of a maximum 2 hour fire-rated wall assembly, the penetration of the FWH Fire Wall Hanger through the gypsum wallboard will not reduce the fire resistive rating of the 2 hour fire resistive assembly.
- 3) Cut an 8" slot in the gypsum board using MiTek's FHW-T Fire Wall Template, drywall cut-out tool and spiral cutting bit.

ASK ALL

RANDOMIZE ROWS

CREATE TWO SCALE VERSIONS (1,2,3,4,5,6; 5,4,3,2,1,6), RANDOMIZE AMONG RESPONDENTS, CAPTURE ORDER

Q106. Below are several features describing the DGT product that you viewed earlier in this survey. How do these features, if at all, influence your decision to purchase, request to purchase, or specify fire wall joist hangers?

COLUMNS

- 1) I would be much less likely to purchase, request, or specify a product with this feature

- 2) I would be less likely to purchase, request, or specify a product with this feature
- 3) This feature does not impact my likelihood of purchasing, requesting, or specifying
- 4) I would be more likely to purchase, request, or specify a product with this feature
- 5) I would be much more likely to purchase, request, or specify a product with this feature
- 6) I do not know or have no opinion

ROWS

- 1) It's the first fire wall hanger designed to install with a power nailer, saving time before hanging drywall, which helps keep construction projects on schedule.
- 2) This top-flange hanger provides space for two layers of 5/8" gypsum board (drywall) to be slipped into place after the framing is complete.
- 3) The DGT has been tested according to ASTM E814 and is fire rated for use on both sides of the wall.

ASK IF Q101 = 1,2,3

RANDOMIZE 1/2

Q107. Which of the following best describes your decision to purchase, request to purchase or specify the FWH and/or DGT products?

- 1) The ability to install these joist hangers prior to drywall installation **was a primary factor** in my decision
- 2) The ability to install these joist hangers prior to drywall installation **was not a primary factor** in my decision
- 3) I do not know or have no opinion

ASK IF Q101 = 4

RANDOMIZE 1/2

Q108. Which of the following best describes your decision to purchase, request to purchase or specify the FWH and/or DGT products?

- 1) The ability to install these joist hangers prior to drywall installation **would be a primary factor** in my decision
- 2) The ability to install these joist hangers prior to drywall installation **would not be a primary factor** in my decision
- 3) I do not know or have no opinion

ASK ALL

RANDOMIZE 1/2

Q109. Which of the following statements best reflect your view.

- 1) I am willing to pay more for (or request/specify at a higher cost) fire wall hangers which can be installed prior to drywall installation.
- 2) I am not willing to pay more for (or request/specify at a higher cost) fire wall hangers which can be installed prior to drywall installation.
- 3) I do not know or have no opinion

ID	Status	Survey_Begin	Survey_End	Survey_Duration	Q1	Q2	Q3
Response ID	Status	M/DD/YYYY HH:MM	M/DD/YYYY HH:MM	HH:MM:SS	What is your age?	What is your gender?	In which state do you
36	Complete	4/30/2025 13:09	4/30/2025 13:18		9:38 36-45	Male	Kentucky
37	Complete	4/30/2025 13:12	4/30/2025 13:18		6:43 36-45	Male	Nevada
39	Complete	4/30/2025 13:17	4/30/2025 13:24		6:54 36-45	Female	Texas
41	Complete	4/30/2025 13:19	4/30/2025 13:22		2:49 25-35	Male	Indiana
42	Complete	4/30/2025 13:20	4/30/2025 13:24		4:27 36-45	Male	Delaware
45	Complete	4/30/2025 13:21	4/30/2025 13:25		3:36 36-45	Male	Illinois
46	Complete	4/30/2025 13:22	4/30/2025 13:29		7:26 25-35	Male	Oklahoma
49	Complete	4/30/2025 13:23	4/30/2025 13:30		6:57 46-55	Male	California
55	Complete	4/30/2025 13:25	4/30/2025 13:32		7:37 36-45	Male	Alabama
57	Complete	4/30/2025 13:26	4/30/2025 13:30		4:04 36-45	Female	North Carolina
68	Complete	4/30/2025 13:31	4/30/2025 13:43		12:35 36-45	Male	Georgia
72	Complete	4/30/2025 13:35	4/30/2025 13:37		2:49 25-35	Male	Louisiana
74	Complete	4/30/2025 13:36	4/30/2025 13:39		2:59 36-45	Male	Ohio
77	Complete	4/30/2025 13:39	4/30/2025 13:46		7:05 46-55	Male	Oregon
78	Complete	4/30/2025 13:40	4/30/2025 13:42		2:22 25-35	Male	New Jersey
79	Complete	4/30/2025 13:40	4/30/2025 13:51		10:48 46-55	Male	California
80	Complete	4/30/2025 13:41	4/30/2025 13:48		6:32 36-45	Male	New Jersey
81	Complete	4/30/2025 13:44	4/30/2025 15:51		6:50 36-45	Male	California
82	Complete	4/30/2025 13:47	4/30/2025 13:50		3:10 25-35	Female	Tennessee
83	Complete	4/30/2025 13:48	4/30/2025 13:54		5:27 25-35	Male	Florida
85	Complete	4/30/2025 13:49	4/30/2025 13:57		8:13 36-45	Female	Florida
89	Complete	4/30/2025 13:59	4/30/2025 14:04		4:41 46-55	Male	Florida
96	Complete	4/30/2025 14:18	4/30/2025 14:24		6:23 46-55	Female	New York
98	Complete	4/30/2025 14:21	4/30/2025 14:38		16:23 36-45	Male	South Carolina
99	Complete	4/30/2025 14:23	4/30/2025 14:31		7:27 25-35	Male	Florida
102	Complete	4/30/2025 14:32	4/30/2025 14:34		2:40 36-45	Female	Washington
103	Complete	4/30/2025 14:39	4/30/2025 14:47		8:46 36-45	Male	Florida
108	Complete	4/30/2025 15:01	4/30/2025 15:18		16:54 36-45	Male	Florida
111	Complete	4/30/2025 15:22	4/30/2025 15:28		5:44 36-45	Female	Illinois
117	Complete	4/30/2025 15:42	4/30/2025 15:51		8:38 36-45	Female	New York
119	Complete	4/30/2025 15:47	4/30/2025 15:51		3:50 25-35	Female	Wisconsin
122	Complete	4/30/2025 15:55	4/30/2025 16:04		8:36 46-55	Male	California
123	Complete	4/30/2025 15:57	4/30/2025 16:02		5:15 46-55	Male	Florida
124	Complete	4/30/2025 15:59	4/30/2025 16:08		8:57 36-45	Male	New York
125	Complete	4/30/2025 16:10	4/30/2025 16:13		2:56 36-45	Male	Georgia
127	Complete	4/30/2025 16:18	4/30/2025 16:25		6:38 25-35	Male	New York
128	Complete	4/30/2025 16:21	4/30/2025 16:26		4:36 46-55	Male	Massachusetts
129	Complete	4/30/2025 16:26	4/30/2025 16:33		7:36 36-45	Male	Texas
130	Complete	4/30/2025 16:32	4/30/2025 16:43		10:53 56-65	Male	Arkansas
132	Complete	4/30/2025 16:41	4/30/2025 16:44		2:52 36-45	Male	Ohio
133	Complete	4/30/2025 16:41	4/30/2025 16:46		4:30 56-65	Male	Florida
135	Complete	4/30/2025 16:51	4/30/2025 16:54		3:23 25-35	Male	New York
136	Complete	4/30/2025 16:59	4/30/2025 17:03		4:04 36-45	Male	California
138	Complete	4/30/2025 17:05	4/30/2025 17:22		17:28 25-35	Male	Texas
140	Complete	4/30/2025 17:09	4/30/2025 17:16		6:53 25-35	Male	Texas
141	Complete	4/30/2025 17:09	4/30/2025 17:14		5:17 36-45	Male	Texas
142	Complete	4/30/2025 17:13	4/30/2025 17:22		9:23 46-55	Male	New Jersey
144	Complete	4/30/2025 17:29	4/30/2025 17:34		5:32 25-35	Male	Kentucky
145	Complete	4/30/2025 17:30	4/30/2025 17:33		2:51 46-55	Male	Pennsylvania
146	Complete	4/30/2025 17:35	4/30/2025 17:54		19:04 36-45	Male	Maryland
147	Complete	4/30/2025 17:36	4/30/2025 17:43		6:51 25-35	Male	Colorado
148	Complete	4/30/2025 17:36	4/30/2025 17:38		2:27 56-65	Male	New Jersey
150	Complete	4/30/2025 17:40	4/30/2025 17:47		7:35 56-65	Male	Nevada
153	Complete	4/30/2025 17:58	4/30/2025 18:05		6:35 25-35	Male	North Carolina
156	Complete	4/30/2025 18:15	4/30/2025 18:17		2:41 25-35	Male	West Virginia
157	Complete	4/30/2025 18:36	4/30/2025 18:44		7:51 36-45	Female	Virginia
158	Complete	4/30/2025 18:43	4/30/2025 18:52		9:00 25-35	Male	Texas
159	Complete	4/30/2025 18:49	4/30/2025 18:55		6:07 46-55	Male	California
160	Complete	4/30/2025 18:58	4/30/2025 19:10		11:41 46-55	Male	Florida
162	Complete	4/30/2025 19:00	4/30/2025 19:04		4:17 36-45	Male	New York
163	Complete	4/30/2025 19:17	4/30/2025 19:23		6:01 46-55	Male	Indiana
164	Complete	4/30/2025 19:43	4/30/2025 20:50		6:32 36-45	Female	California
167	Complete	4/30/2025 22:11	4/30/2025 22:18		7:20 46-55	Male	Illinois
172	Complete	4/30/2025 23:46	4/30/2025 23:56		10:48 36-45	Male	New York
174	Complete	5/1/2025 14:12	5/1/2025 14:16		4:25 46-55	Male	Virginia
175	Complete	5/1/2025 14:17	5/1/2025 14:37		20:41 25-35	Female	Tennessee
176	Complete	5/1/2025 14:18	5/1/2025 14:22		4:10 36-45	Male	Florida
179	Complete	5/1/2025 14:24	5/1/2025 14:32		7:54 36-45	Male	Pennsylvania
183	Complete	5/1/2025 14:41	5/1/2025 14:43		2:56 36-45	Male	Florida
184	Complete	5/1/2025 14:42	5/1/2025 14:46		4:08 46-55	Female	Arizona
194	Complete	5/1/2025 15:03	5/1/2025 15:07		4:23 25-35	Male	Arizona
197	Complete	5/1/2025 15:04	5/1/2025 15:11		7:34 46-55	Female	Pennsylvania
199	Complete	5/1/2025 15:04	5/1/2025 15:09		4:41 46-55	Male	Maryland
202	Complete	5/1/2025 15:05	5/1/2025 15:12		6:08 25-35	Male	Indiana
204	Complete	5/1/2025 15:05	5/1/2025 15:10		4:12 46-55	Male	Pennsylvania
209	Complete	5/1/2025 15:08	5/1/2025 15:13		5:42 36-45	Female	California
210	Complete	5/1/2025 15:08	5/1/2025 15:13		4:57 46-55	Male	Washington
212	Complete	5/1/2025 15:09	5/1/2025 15:13		4:08 25-35	Male	Florida
216	Complete	5/1/2025 15:10	5/1/2025 15:15		4:49 36-45	Male	New Jersey
218	Complete	5/1/2025 15:10	5/1/2025 15:15		4:56 46-55	Male	New York
223	Complete	5/1/2025 15:12	5/1/2025 15:22		10:43 25-35	Male	Mississippi
226	Complete	5/1/2025 15:12	5/1/2025 15:16		3:57 36-45	Male	Pennsylvania
227	Complete	5/1/2025 15:12	5/1/2025 15:16		3:22 25-35	Male	Tennessee
228	Complete	5/1/2025 15:12	5/1/2025 15:24		11:40 36-45	Female	Tennessee
229	Complete	5/1/2025 15:13	5/1/2025 15:23		10:21 25-35	Male	Florida
230	Complete	5/1/2025 15:13	5/1/2025 15:19		6:39 25-35	Female	Michigan
231	Complete	5/1/2025 15:13	5/1/2025 15:23		9:44 25-35	Male	Georgia
232	Complete	5/1/2025 15:13	5/1/2025 15:20		6:37 25-35	Male	Illinois

236	Complete	5/1/2025 15:14	5/1/2025 15:27	12:24 36-45	Male	New Mexico
237	Complete	5/1/2025 15:15	5/1/2025 15:28	12:36 36-45	Female	New York
240	Complete	5/1/2025 15:15	5/1/2025 15:28	13:05 46-55	Female	Nevada
241	Complete	5/1/2025 15:16	5/1/2025 15:21	4:48 56-65	Male	Georgia
244	Complete	5/1/2025 15:16	5/1/2025 15:26	9:46 25-35	Female	California
246	Complete	5/1/2025 15:17	5/1/2025 15:26	8:50 36-45	Male	Pennsylvania
248	Complete	5/1/2025 15:18	5/1/2025 15:24	5:43 25-35	Male	Indiana
249	Complete	5/1/2025 15:18	5/1/2025 15:23	4:37 56-65	Male	Pennsylvania
253	Complete	5/1/2025 15:19	5/1/2025 15:29	10:03 46-55	Male	Michigan
255	Complete	5/1/2025 15:20	5/1/2025 15:30	10:48 36-45	Male	Ohio
257	Complete	5/1/2025 15:20	5/1/2025 15:34	13:33 46-55	Male	North Carolina
266	Complete	5/1/2025 15:23	5/1/2025 15:35	11:47 46-55	Male	Illinois
268	Complete	5/1/2025 15:25	5/1/2025 15:38	13:12 56-65	Male	Georgia
269	Complete	5/1/2025 15:25	5/1/2025 15:38	12:56 56-65	Male	Utah
270	Complete	5/1/2025 15:25	5/1/2025 15:37	11:25 46-55	Female	Washington
271	Complete	5/1/2025 15:26	5/1/2025 15:35	9:30 36-45	Male	Rhode Island
272	Complete	5/1/2025 15:26	5/1/2025 15:36	10:15 56-65	Male	Georgia
277	Complete	5/1/2025 15:29	5/1/2025 15:40	10:51 46-55	Female	California
280	Complete	5/1/2025 15:31	5/1/2025 15:37	6:01 25-35	Female	New York
286	Complete	5/1/2025 15:34	5/1/2025 15:41	6:52 36-45	Male	New York
287	Complete	5/1/2025 15:35	5/1/2025 15:44	8:56 36-45	Male	Ohio
288	Complete	5/1/2025 15:36	5/1/2025 15:51	14:45 36-45	Male	Washington
289	Complete	5/1/2025 15:36	5/1/2025 15:44	7:47 36-45	Male	Arizona
290	Complete	5/1/2025 15:36	5/1/2025 15:45	8:58 36-45	Male	Tennessee
296	Complete	5/1/2025 15:38	5/1/2025 15:47	9:11 36-45	Male	New York
298	Complete	5/1/2025 15:39	5/1/2025 15:54	14:33 46-55	Male	New Jersey
300	Complete	5/1/2025 15:40	5/1/2025 15:51	11:10 36-45	Male	California
301	Complete	5/1/2025 15:40	5/1/2025 15:48	7:42 25-35	Male	Ohio
304	Complete	5/1/2025 15:41	5/1/2025 15:51	9:45 46-55	Male	Pennsylvania
308	Complete	5/1/2025 15:42	5/1/2025 15:56	14:10 25-35	Male	Pennsylvania
311	Complete	5/1/2025 15:44	5/1/2025 15:56	12:00 46-55	Male	Illinois
312	Complete	5/1/2025 15:44	5/1/2025 15:57	13:26 25-35	Female	Texas
315	Complete	5/1/2025 15:45	5/1/2025 15:53	8:39 36-45	Male	California
320	Complete	5/1/2025 15:46	5/1/2025 16:01	15:14 25-35	Male	Michigan
324	Complete	5/1/2025 15:47	5/1/2025 15:59	11:26 46-55	Male	Texas
325	Complete	5/1/2025 15:49	5/1/2025 15:59	10:02 36-45	Male	Minnesota
337	Complete	5/1/2025 15:58	5/1/2025 16:13	14:33 46-55	Male	Georgia
339	Complete	5/1/2025 16:00	5/1/2025 16:14	13:59 36-45	Male	Georgia
349	Complete	5/1/2025 16:03	5/1/2025 16:14	11:11 56-65	Male	Florida

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Q102	Q103	Q104	Q105A_1	Q105A_2	Q105A_3	Q105B_1
In the prior question, THE QUALITY AND AP	In the prior question, Durability is the most in	In the prior question, Durability is the most in	The advanced design	When installed on	Cut an 8 slot in the	The advanced design
Durability is the most innovative						I would be much more li I would be much more li I would be much more li
	The ease of installation		I would be more likely tc	I would be much more li	I do not know or have n	
	The vendor that I use h					I would be more likely tc
The durability and strai	I liked the design and st	They would need to be :	I would be more likely tc	I would be more likely tc	I would be much more li	
I'm the primary decision			I would be much more li	I would be more likely tc	I would be much more li	I would be more likely tc
I'm very familiar with the	I have heard great thing		I would be more likely tc	I would be more likely tc	This feature does not ir	
	it a great fitting product					I would be much more li
The warranty and avale			I would be much more li	I would be much more li	I would be much more li	
My company needs stro	Good manufacturing he					I would be more likely tc
	solid,confirmed anchori		I would be more likely tc	I would be more likely tc	I would be more likely tc	
i have use the product t			This feature does not in	This feature does not in	I would be more likely tc	
it was the exact thing i	nit was the exact thing i					I would be more likely tc
Fire rated durability, cor	The DGT products supe		I would be more likely tc	I would be more likely tc	I would be much more li	
the wall hangers	the style of it		I would be more likely tc	I would be more likely tc	I would be more likely tc	
I chose it because it's s	I chose it because it allc					I would be more likely tc
The brand, durability an	The brand, reliability an					I would be more likely tc
	As a contractor we are t		I would be more likely tc	I would be more likely tc	I would be more likely tc	
	One key feature that infi					I would be much more li
We build in south florid	high erosion rating and		I would be much more li	I would be much more li	I would be much more li	
the ease of use the use	ease of use and variety					I would be more likely tc
more reliability , durabili	strong durability, it is m		I would be much more li	I would be much more li	I would be more likely tc	
They provide high quali			I would be much more li	I would be more likely tc	I would be more likely tc	
	This is amazing and ver		I would be much more li	I would be more likely tc	I would be much more li	
it offers good insulation						I would be more likely tc
I like their product quali						I would be much more li
The high quality and res	The high quality and sai					I would be much more li
Corrosion resistant	Fast Installation		I would be much more li	I would be much more li	I would be more likely tc	
They offer stability, are	Safety and ease of use		I would be much more li	I would be much more li	I would be much more li	
Specifications from the	they are easier to use a		I would be much more li	I would be much more li	I would be much more li	
	easy to use and work wi					I would be more likely tc
I like FWH product desi						I would be much more li
	required for cieling and					This feature does not ir
Nothing influenced me .	Nothing influenced me .		I would be much more li	I would be much more li	I would be much more li	
These particular hanger			I would be more likely tc	I would be much more li	I would be more likely tc	
the quality of the produc			I would be much more li	I would be more likely tc	I would be much more li	
I liked that they were all	DGT products are well		I would be much more li	I would be much more li	I would be much more li	
They are both useful wh	The design was needed					I would be much more li
Depends upon the build	Again, it depends on the					I would be much more li
	It's a premium innovativ					I would be much more li
	The product features th					This feature does not ir
i really like the durability						I would be much more li
its good and helpful			I would be much more li	I would be much more li	I would be much more li	
fire-rated performance, I			This feature does not in	I would be less likely to	I would be much less lik	
They joist hangers are s	It is load tested and two		I would be much more li	I would be much more li	I would be more likely tc	
It was very durable so I	It was very durable.					I would be much more li
	the work		I would be more likely tc	I would be more likely tc	I would be more likely tc	
that it will fit properly an	that it would be the right					I would be much more li
The two hour fire resist	It was easy to install.					I would be much more li
	not sure		This feature does not in	This feature does not in	This feature does not ir	
	I would only use these		I would be much more li	I would be much more li	I would be much more li	
we have used these bef	THEY WERE THE ONE					I would be much more li
people wanting higher ti						I would be much more li
ability to use a power n	the ability to use a powe		I would be more likely tc	I would be more likely tc	I would be less likely to	
	good grip and support, I					I would be much more li
	Easy installation , high I					I would be much more li
the position of the nail	other hangers are not a		I would be much more li	I would be more likely tc	I would be more likely tc	
The simple design maki	The simple design that i					I would be much more li
THEY ARE 2 HOUR RETHEY	ARE 2 HOUR RE		I would be much more li	I would be much more li	I would be much more li	
The durability is the mai	It was the prices					I would be much more li
Being able to install pric	The ability to apply after		I would be much more li	I would be much more li	I would be more likely tc	
Joist hangers made fron	For firewall assemblies,		I would be more likely tc	I would be much more li	This feature does not ir	
it was the durability of t	it was the durability of t		I would be much more li	I would be much more li	I would be much more li	
	Fire proof and made wit		I would be much more li	I would be more likely tc	I would be more likely tc	
it gives strong durability						I would be much more li
I take into account the q	Designs that allow the p					I would be much more li
Yes, that's right. We ha			I would be much less lik	I would be less likely to	I would be much less lik	
Tested fire resistance, c	Durability, UL fire rating		I would be more likely tc	I would be much more li	I would be much more li	
	The product has higher		I would be less likely to	I would be more likely tc	This feature does not ir	
	For me personally, price					I would be much more li
Its weighing capacity is						I would be less likely to
The fire resistance and :			I would be much more li	I would be more likely tc	I would be much more li	
	Because I hadn't learne					This feature does not ir
	If the supplier can offer		I would be less likely to	I would be more likely tc	I would be more likely tc	
	Pre-punched holes, intu					I would be much more li
the price and the produc	the product and the pric					I would be much more li
	Because its product que		I would be much more li	I would be more likely tc	I would be less likely to	
	I chose it because it has		I would be much more li	I would be more likely tc	I do not know or have n	
It has good load-bearing	It's simpler during the in					This feature does not ir
The ease of installation						This feature does not ir
Adopt a better structural						I would be more likely tc
	The product features ex		I would be much more li	I would be more likely tc	I would be more likely tc	
What influenced my dec			I would be much more li	I would be more likely tc	I would be more likely tc	
FWH has strong fire re	DGT is very aesthetical					I would be much more li
The device can have a :			I would be much more li	I would be more likely tc	I would be much more li	
	It has a very high fire ra					I would be more likely tc

They are easy to install,	I would be more likely to	I would be more likely to	This feature does not irritate me
The brand's reputation is good	I didn't choose to purchase it	I would be much more likely to	This feature does not irritate me
If its compatibility can irritate me	I would be more likely to	I would be much more likely to	This feature does not irritate me
It needs to have very high product quality and unique	I would be less likely to	I would be much less likely to	I would be much more likely to
Ergonomic designs and its material is very durable	I would be more likely to	This feature does not irritate me	I would be more likely to
The durability and price	I would be more likely to	I would be less likely to	This feature does not irritate me
Exceptional materials were used	We will look for product	This feature does not irritate me	I would be less likely to
I believe it has great insulation	I would be more likely to	I would be much more likely to	This feature does not irritate me
What played a decisive role in its easy installation	I would be more likely to	I would be less likely to	This feature does not irritate me
Made from high-quality materials	I would be more likely to	I would be much more likely to	This feature does not irritate me
Compared to other hanging fire extinguishers	I would be more likely to	This feature does not irritate me	I would be much more likely to
If the fire resistance ratio is high	I think its materials have excellent quality	I would be more likely to	I would be much less likely to
This product has excellent performance	The design of the support is good	I would be more likely to	I would be much more likely to
Because it has a steel support	I would be less likely to	I would be more likely to	I would be much less likely to
Its range of applications is wide	I would be less likely to	I would be more likely to	I would be much less likely to
durability, stainless steel	This feature does not irritate me	I would be more likely to	I would be more likely to
It needs to have good insulation	I would be less likely to	I would be much less likely to	This feature does not irritate me
Whether it has the relevant thermal insulation	I would be much more likely to	I would be more likely to	I would be more likely to
Good thermal insulation	The installation process is simple	I would be less likely to	I would be much less likely to
The installation process is simple	It needs to have sufficient strength	I would be less likely to	I would be more likely to
It needs to have sufficient strength	The reason for my purchase is that	I would be less likely to	This feature does not irritate me
The reason for my purchase is that	the ability to use a nail is not necessary	I would be much more likely to	I would be much more likely to
I chose FWH products because of their ease of installation	I would be much more likely to	I would be much more likely to	This feature does not irritate me
The ease of installation	I would be much more likely to	This feature does not irritate me	I would be more likely to
The material is easy to install	I would be more likely to	This feature does not irritate me	I would be more likely to
I think it is easier to install	I would be more likely to	I would be more likely to	This feature does not irritate me
The quick and convenient installation	I would be much more likely to	This feature does not irritate me	I would be more likely to
Its fire resistance level is high	Whether the product off	This feature does not irritate me	I would be much more likely to
Whether the product off	Because I don't trust the brand	I would be less likely to	I would be much less likely to
Because I don't trust the brand	This type of product needs to be flexible	This feature does not irritate me	This feature does not irritate me
This type of product needs to be flexible	It can flexibly adjust the structure	This feature does not irritate me	I would be more likely to
It can flexibly adjust the structure	Adopt a simpler structure	I would be much less likely to	I would be more likely to
Adopt a simpler structure	The fact that it has a 2-in-1 function	I would be more likely to	This feature does not irritate me
The fact that it has a 2-in-1 function			I would be more likely to

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ID	Status	Survey_Begin	Survey_End	Survey_Duration
Response ID	Status	M/DD/YYYY HH:MM	M/DD/YYYY HH:MM	HH:MM:SS
44	Complete	4/30/2025 13:21	4/30/2025 13:23	2:07
52	Complete	4/30/2025 13:24	4/30/2025 13:47	22:52
53	Complete	4/30/2025 13:24	4/30/2025 13:27	2:39
59	Complete	4/30/2025 13:27	4/30/2025 13:29	2:09
63	Complete	4/30/2025 13:28	4/30/2025 14:07	39:19:00
66	Complete	4/30/2025 13:29	4/30/2025 13:30	1:29
67	Complete	4/30/2025 13:30	5/1/2025 6:21	51:14:00
75	Complete	4/30/2025 13:38	4/30/2025 13:40	1:33
97	Complete	4/30/2025 14:20	4/30/2025 14:22	2:14
106	Complete	4/30/2025 14:51	4/30/2025 14:53	2:03
107	Complete	4/30/2025 14:58	4/30/2025 15:50	51:37:00
112	Complete	4/30/2025 15:27	4/30/2025 15:59	32:04:00
139	Complete	4/30/2025 17:08	4/30/2025 17:36	28:07:00
155	Complete	4/30/2025 18:13	4/30/2025 18:15	2:09
185	Complete	5/1/2025 14:43	5/1/2025 14:46	3:29
186	Complete	5/1/2025 14:47	5/1/2025 14:51	4:06
323	Complete	5/1/2025 15:46	5/1/2025 16:19	33:05:00

Q1	Q2	Q3	Q4_1	Q4_2
What is your age?	What is your gender?	In which state do you	In advertising:Do you	In market research:Do
25-35	Male	Arizona	Unchecked	Unchecked
56-65	Male	West Virginia	Unchecked	Unchecked
36-45	Male	Florida	Unchecked	Unchecked
46-55	Male	Florida	Unchecked	Unchecked
56-65	Male	Texas	Unchecked	Unchecked
25-35	Male	North Carolina	Unchecked	Unchecked
36-45	Male	Louisiana	Unchecked	Unchecked
36-45	Male	California	Unchecked	Unchecked
46-55	Male	Indiana	Unchecked	Unchecked
36-45	Male	Ohio	Unchecked	Unchecked
25-35	Male	California	Unchecked	Unchecked
25-35	Male	South Carolina	Unchecked	Unchecked
25-35	Male	Arkansas	Unchecked	Unchecked
46-55	Male	Wisconsin	Unchecked	Unchecked
25-35	Male	California	Unchecked	Unchecked
36-45	Male	California	Unchecked	Unchecked
56-65	Male	Florida	Unchecked	Unchecked

None of the above:Do

Construction:In the pa

Retail:In the past twelve

Office and administrative

Business or Accounting

[illegible]

Computer and informa

Education:In the past 12 months, have you ever been in a classroom, workshop, or training session that was designed to help you learn more about the risks of alcohol and drug use, or how to avoid them?

Healthcare:In the past

None of the Above:In t

t Joist/truss hangers (sl

[illegible][illegible][illegible][illegible]

Checked
Checked
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Checked

Q6_2	Q6_3	Q6_4	Q6_5	Q6_6
Traditional lumber:In t	Trusses, I-Joints, and	Roofing materials (suc	Siding materials (such	None of the above:In t
Checked	Unchecked	Checked	Checked	Unchecked
Checked	Checked	Checked	Checked	Unchecked
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Q7_1	Q7_2	Q7_3	Q7_4	Q7_5
Joist/truss hangers (s)	Traditional lumber:Wit	Trusses, I-Joints, and	Roofing materials (suc	Siding materials (such
Unchecked	Checked	Checked	Checked	Checked
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None of the above:Wit

For quality assurance,

Other:For quality assu

You have qualified to t

Earlier in this survey, y

[illegible][illegible][illegible][illegible]

Q101	Q102	Q103	Q104	Q105A_1
Below are the same in the prior question, y				
No, I have not purchase			not sure	
Yes, I have purchased,		Nothing specific		I would be much more li
Yes, I have purchased,		it is exclelent information		I would be much more li
Yes, I have purchased,	the xterior mount is a so	dgt is fo rme,we all k no		
Yes, I have purchased,		it is easier to install this		I would be much more li
Yes, I have purchased,	High quality			
Yes, I have purchased,	It was recomend by a			I would be more likely to
Yes, I have purchased,		Cost		
Yes, I have purchased,	sturdiness and fire rating			
Yes, I have purchased,	the installation and the t	the reviews and such.		I would be much more li
Yes, I have purchased,	the specific product feat	the DGT product was sr		
Yes, I have purchased,	I would love to use thos			I would be much more li
Yes, I have purchased,	It is very good to strengt	The way it hangs on the		I would be much more li
Yes, I have purchased,	the safety aspect	the safety aspect		
Yes, I have purchased,		very good		
Yes, I have purchased,	every thing was good	every thing was good		
Yes, I have purchased,		The product quality is e		I would be more likely to

Q105A_2	Q105A_3	Q105B_1	Q105B_2	Q105B_3
When installed on one	Cut an 8 slot in the gy	The advanced design	When installed on one	Cut an 8 slot in the gy
I would be much more li	I do not know or have n	This feature does not in	This feature does not in	This feature does not in
I would be more likely to	I would be much more li			
		This feature does not in	I would be more likely to	This feature does not in
I would be more likely to	I would be more likely to			
		I would be more likely to	I would be much more li	I would be more likely to
This feature does not in	I would be much more li			
		This feature does not in	I would be more likely to	I would be more likely to
		I would be much more li	I would be more likely to	I would be more likely to
I would be much more li	I would be much more li			
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		I would be more likely to	I would be less likely to	This feature does not in
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		I would be more likely to	I would be more likely to	I would be more likely to
I would be much more li	I would be much more li			

Q106A_1	Q106A_2	Q106A_3	Q106B_1	Q106B_2
It's the first fire wall h	This top-flange hange	The DGT has been tes	It's the first fire wall h	This top-flange hange
			I do not know or have n	I do not know or have n
			I would be much more li	This feature does not ir
I would be much more li	I would be more likely to	I would be more likely to		
			I would be more likely to	I would be much more li
			I would be more likely to	I would be more likely to
			I would be more likely to	I would be more likely to
I would be much more li	This feature does not ir	I would be more likely to		
			This feature does not ir	This feature does not ir
I would be much more li	I would be much more li	I would be much more li	I would be more likely to	I would be much more li
			This feature does not ir	I would be more likely to
I would be much more li	I would be more likely to	I would be more likely to		
			I would be much less lik	I would be much less lik
I would be more likely to	I would be less likely to	I would be more likely to		
I would be more likely to	I would be less likely to	I would be less likely to		
			I would be more likely to	I would be more likely to
			I would be less likely to	This feature does not ir

Q106B_3

Q107

Q108

Q109

The DGT has been tested. Which of the following statements best reflects your opinion?

I do not know or have no opinion

I do not know or have no opinion

I do not know or have no opinion

I do not know or have no opinion

The ability to install the device

I am willing to pay more for (or request/specify at least)

The ability to install the device

I am willing to pay more for (or request/specify at least)

I would be more likely to use the device

The ability to install the device

I do not know or have no opinion

I would be much more likely to use the device

The ability to install the device

I am willing to pay more for (or request/specify at least)

I would be much more likely to use the device

The ability to install the device

I am willing to pay more for (or request/specify at least)

The ability to install the device

I am willing to pay more for (or request/specify at least)

I would be more likely to use the device

The ability to install the device

I am willing to pay more for (or request/specify at least)

I would be much more likely to use the device

The ability to install the device

I am willing to pay more for (or request/specify at least)

The ability to install the device

I am willing to pay more for (or request/specify at least)

I would be much more likely to use the device

The ability to install the device

I am willing to pay more for (or request/specify at least)

The ability to install the device

I am willing to pay more for (or request/specify at least)

I would be much less likely to use the device

The ability to install the device

I am willing to pay more for (or request/specify at least)

The ability to install the device

I am not willing to pay more for (or request/specify at least)

The ability to install the device

I am willing to pay more for (or request/specify at least)

I would be more likely to use the device

The ability to install the device

I am willing to pay more for (or request/specify at least)

I would be much less likely to use the device

The ability to install the device

I am willing to pay more for (or request/specify at least)

at your view

- : a higher cost) fire wall hangers which can be installed prior to drywall installation
- : a higher cost) fire wall hangers which can be installed prior to drywall installation
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Q0.

☐ I'm not a robot


reCAPTCHA
[Privacy](#) - [Terms](#)

Next

Q1.

What is your age?

- ☐ Under 18
- ☐ 18-24
- ☐ 25-35
- ☐ 36-45
- ☐ 46-55
- ☐ 56-65
- ☐ 66+
- ☐ Prefer not to answer

Next

Q2.

What is your gender?

- ☐ Male
- ☐ Female
- ☐ Prefer not to answer

Next

Q3.

In which state do you currently reside?

-- Please Select --

Next

Q4.

Do you or does anyone in your household work in the following industries? Select all that apply.

- ☐ In market research
- ☐ In advertising
- ☐ None of the above

Next

Q5.

In the past twelve months, have you been employed in any of the following industries:

- ☐ Computer and information technology
- ☐ Retail
- ☐ Office and administrative support
- ☐ Construction
- ☐ Business or Accounting
- ☐ Healthcare
- ☐ Education
- ☐ None of the Above

Next

Q6.

In the prior question, you mentioned that you have been employed in the construction industry within the past 12 months. Which of the following items, if any, have you **purchased, requested to purchase, or specified**?

- ☐ Siding materials (such as vinyl siding, house wrap, or trim)
- ☐ Roofing materials (such as underlayment, shingles, or metal roofing)
- ☐ Trusses, I-Joints, and Engineered Lumber
- ☐ Joist/truss hangers (such as plated truss hangers, top mount plate hangers, fire wall joist hangers, face mount hangers)
- ☐ Traditional lumber
- ☐ None of the above

Next

Q7.

Within the next 12 months, which of the following items, if any, do you intend to **purchase, request to purchase, or specify**?

- ☐ Siding materials (such as vinyl siding, house wrap, or trim)
- ☐ Joist/truss hangers (such as plated truss hangers, top mount plate hangers, fire wall joist hangers, face mount hangers)
- ☐ Trusses, I-Joints, and Engineered Lumber
- ☐ Traditional lumber
- ☐ Roofing materials (such as underlayment, shingles, or metal roofing)
- ☐ None of the above

Next

Q8.

For quality assurance, please type the word "west" in the blank next to the "Other" box below and then click to continue.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Other

Next

Q9.

You have qualified to take this survey. Before continuing, please carefully read these instructions:

- * Please take the survey in one session without interruption.
- * Please keep your browser maximized for the entire survey.
- * While taking the survey, please do not consult any other websites or other electronic or written materials.
- * Please answer all questions on your own without consulting any other person.
- * Please do not guess. If you don't know for any question, please indicate so.
- * If you normally wear eye glasses or contact lenses when viewing a computer screen, please wear them for the survey.

- ☐ I understand and agree to the above instructions
- ☐ I do not understand or do not agree to the above instructions

Next

Q100.

Earlier in this survey, you mentioned that you had previously or intended to purchase, request to purchase, or specify joist hangers.

Below are two images for joist hangers currently available for purchase. Please review as if you were considering the purchase, request, or specification of this item. After 15 seconds you will be able to continue.

Image 1:

FIRE WALL HANGERS

FWH

REFERENCE SERIES: DGHF

2015, 2018 & 2021 IBC/IRC Code Compliant

The FWH Fire Wall Hanger is designed for attaching truss, I-joist, solid sawn lumber, or engineered wood floor framing members to double wall top plates or minimum 2-ply 2x solid sawn header fire rated wood frame walls. The advanced design allows the installation of the FWH **before** the 5/8" gypsum wallboard (drywall) is attached and permits the building project to be completely framed-up, and weather-tight before the gypsum wallboard sheathing work starts.

2 Hour Fire Rating: FWH hangers are tested per ASTM E814 standards. When installed on one side of a maximum 2 hour fire-rated wall assembly, the penetration of the MiTek FWH Fire Wall Hanger through the gypsum wallboard will not reduce the fire resistive rating of the 2 hour fire resistive assembly.

Patents: U.S. No. 11,649,626

Materials: 14 gauge

Finish: G90 galvanizing

Code Reports: [View Code Report Table](#)

OPTIONS

→ [Nailer Options Table](#)

→ [Specialty Options Table](#)

→ [Welded Top Flange Installation](#)

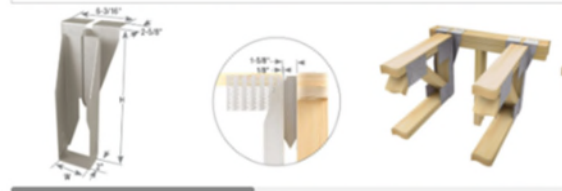
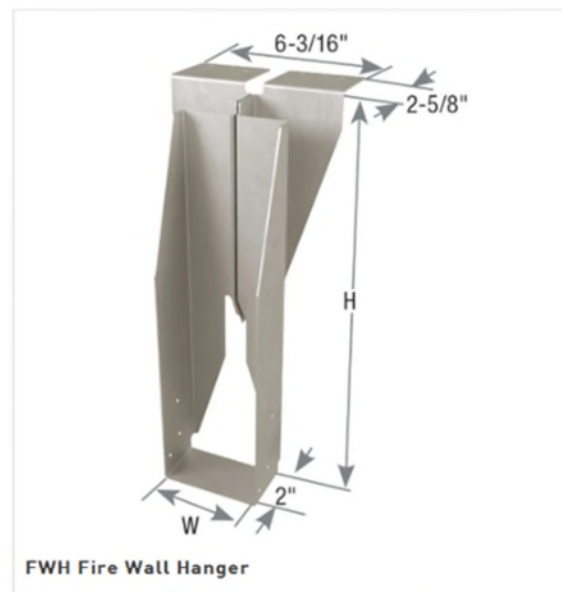


Image 2:



DGT™ Top-Flange Fire Wall Hanger

Ideal for multifamily, multilevel Type III residential construction, the patent-pending DGT™ is a load-tested fire wall hanger with a two-hour fire rating. It's the first fire wall hanger designed to install with a power nailer, saving time before hanging drywall, which helps keep construction projects on schedule. This top-flange hanger provides space for two layers of 5/8" gypsum board (drywall) to be slipped into place after the framing is complete. The DGT has been tested according to ASTM E814 and is fire rated for use on both sides of the wall.

This product's information may differ depending on the category of use. You are currently viewing details related to **Fire Wall Hangers for Plated Truss**. You can also view product information related to the categories of: [Fire Wall Hangers for Solid Sawn Lumber](#), [Fire Wall Hangers for Engineered Wood](#).

Please select from the below options.

- ☐ I am unable to clearly see the images.
- ☐ I am able to clearly see the images.

Next

Q101.

Below are the same images as previously shown. Within the past 12 months, have you or have you not **purchased, requested to purchase, or specified these products?**

Image 1:

FIRE WALL HANGERS

FWH

REFERENCE SERIES: DGHF

2015, 2018 & 2021 IBC/IRC Code Compliant

The FWH Fire Wall Hanger is designed for attaching truss, I-joist, solid sawn lumber, or engineered wood floor framing members to double wall top plates or minimum 2-ply 2x solid sawn header fire rated wood frame walls. The advanced design allows the installation of the FWH **before** the 5/8" gypsum wallboard (drywall) is attached and permits the building project to be completely framed-up, and weather-tight before the gypsum wallboard sheathing work starts.

2 Hour Fire Rating: FWH hangers are tested per ASTM E814 standards. When installed on one side of a maximum 2 hour fire-rated wall assembly, the penetration of the MiTek FWH Fire Wall Hanger through the gypsum wallboard will not reduce the fire resistive rating of the 2 hour fire resistive assembly.

Patents: U.S. No. 11,649,626

Materials: 14 gauge

Finish: G90 galvanizing

Code Reports: [View Code Report Table](#)

OPTIONS

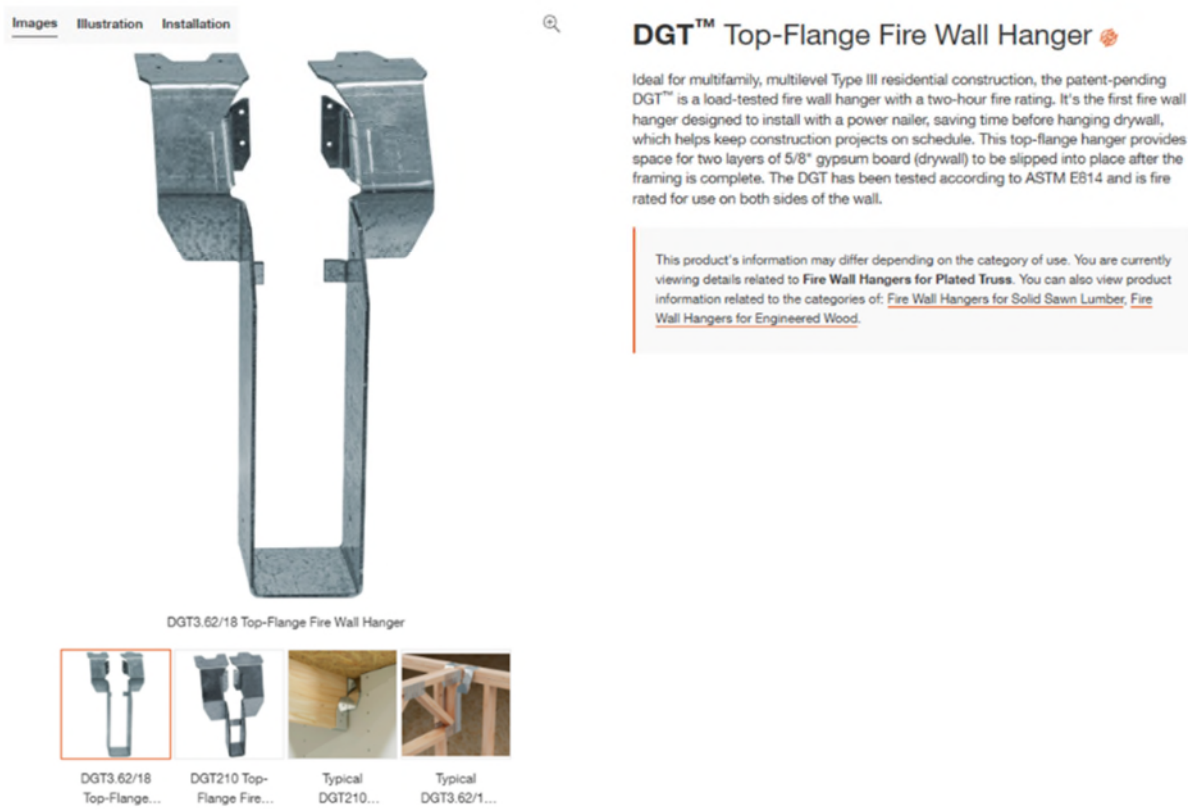
→ [Nailer Options Table](#)

→ [Specialty Options Table](#)

→ [Welded Top Flange Installation](#)



Image 2:



- ☐ Yes, I have purchased, requested to purchase, or specified the DGT product.
- ☐ Yes, I have purchased, requested to purchase, or specified the FWH product.
- ☐ Yes, I have purchased, requested to purchase, or specified both the FWH & DGT products.
- ☐ No, I have not purchased, requested to purchase, or specified either of these products.

Next

Q102.

In the prior question, you said that you purchased, requested to purchase, or specified the FWH product.

What product features, if any, influenced your decision to purchase, request, or specify this product versus other joist hangers for firewall assemblies? Please be as specific as possible.

Next

Q103.

In the prior question, you said that you purchased, requested to purchase, or specified the DGT product.

What product features, if any, influenced your decision to purchase, request, or specify this product versus other joist hangers for firewall assemblies? Please be as specific as possible.

Next

Q104.

In the prior question, you said that you have not previously purchased, requested to purchase, or specified these FWH or DGT product.

What product features, if any, would influence your future decision to purchase, request, or specify this product versus other joist hangers for firewall assemblies? Please be as specific as possible.

Next

Q105.

Below are several features describing the DGT product that you viewed earlier in this survey. How do these features, if at all, influence your decision to purchase, request to purchase, or specify fire wall joist hangers?

	I would be <u>much less</u> likely to purchase, request, or specify a product with this feature	I would be <u>less</u> likely to purchase, request, or specify a product with this feature	This feature <u>does not</u> <u>impact</u> my likelihood of purchasing, requesting, or specifying	I would be <u>more</u> likely to purchase, request, or specify a product with this feature	I would be <u>much</u> <u>more</u> likely to purchase, request, or specify a product with this feature	I do not know or have no opinion
It's the first fire wall hanger designed to install with a power nailer, saving time before hanging drywall, which helps keep construction projects on schedule.	☐	☐	☐	☐	☐	☐
This top-flange hanger provides space for two layers of 5/8" gypsum board (drywall) to be slipped into place after the framing is complete.	☐	☐	☐	☐	☐	☐
The DGT has been tested according to ASTM E814 and is fire rated for use on both sides of the wall.	☐	☐	☐	☐	☐	☐

Next

Q106.

Below are several features describing the FWH product that you viewed earlier in this survey. How do these features, if at all, influence your decision to purchase, request to purchase, or specify fire wall joist hangers?

	I would be <u>much less</u> likely to purchase, request, or specify a product with this feature	I would be <u>less</u> likely to purchase, request, or specify a product with this feature	This feature <u>does not</u> impact my likelihood of purchasing, requesting, or specifying	I would be <u>more</u> likely to purchase, request, or specify a product with this feature	I would be <u>much more</u> likely to purchase, request, or specify a product with this feature	I do not know or have no opinion
The advanced design allows the installation of the FWH before the 5/8" gypsum wallboard (drywall) is attached and permits the building project to be completely framed-up, and weather-tight before the gypsum wallboard sheathing work starts.	☐	☐	☐	☐	☐	☐
When installed on one side of a maximum 2 hour fire-rated wall assembly, the penetration of the FWH Fire Wall Hanger through the gypsum wallboard will not reduce the fire resistive rating of the 2 hour fire resistive assembly.	☐	☐	☐	☐	☐	☐
Cut an 8" slot in the gypsum board using FHW-T Fire Wall Template, drywall cut-out tool and spiral cutting bit.	☐	☐	☐	☐	☐	☐

Next

Q107.

Which of the following best describes your decision to purchase, request to purchase or specify the FWH and/or DGT products?

- ☐ The ability to install these joist hangers prior to drywall installation was not a primary factor in my decision
- ☐ The ability to install these joist hangers prior to drywall installation was a primary factor in my decision
- ☐ I do not know or have no opinion

Next

Q108.

Which of the following best describes your decision to purchase, request to purchase or specify the FWH and/or DGT products?

- ☐ The ability to install these joist hangers prior to drywall installation would be a primary factor in my decision
- ☐ The ability to install these joist hangers prior to drywall installation would not be a primary factor in my decision
- ☐ I do not know or have no opinion

Next

Q109.

Which of the following statements best reflect your view.

- ☐ I am willing to pay more for (or request/specify at a higher cost) fire wall hangers which can be installed prior to drywall installation.
- ☐ I am not willing to pay more for (or request/specify at a higher cost) fire wall hangers which can be installed prior to drywall installation.
- ☐ I do not know or have no opinion

Submit