Hello is CONTACT available. I am calling from an independent research firm to conduct a brief survey regarding construction specifiers. This survey will take less than 5 minutes, and you will not be asked to purchase anything today. (If necessary) Verified Audit, an independent research firm, is conducting this research.

## **Questions:**

1.	Which of the following best describes your primary employment or role? (Read list.)					
	<ol> <li>Independent specifier</li> <li>Specifier at an architectural firm</li> <li>Specifier at another type of firm (Note type)</li> </ol>		_			
	4. (Don't read) Not a specifier:					
2.	Please estimate the percentage of your working time that is spent doing specification and product-related research work (Interviewer aid if necessary: including researching, developing, writing, and advising other professionals on product and specification-related issues.)  Skip logic:					
	1. Percentage of working time spent specify	ying%	If Q1 = 1 or Independent go to Q3 All others skip to Q5.			
3.	Estimate the number of architectural firms for which you provided specification and product-related research assistance over the past 12 months.					
	1. Number of Firms (Note): #	_				
4.	How many projects were you responsible for in 2005 and what do you estimate to be the total value of these projects? (Read list and prompt.)					
	<ol> <li>Number of Projects (Note): #</li> <li>Value of Projects (Note): \$</li> <li>(Don't read) Declined</li> </ol>	Skip logic:	All skip to Q7.			
5.	For how many of the following types of design professionals do you provide specification-related support? (Read list and prompt.)					
	1. Architects (Note): #  2. Engineers (Note): #  3. Others (Note): #					
6.	How many projects was your firm responsible for in 2005 and what do you estimate to be the total value of these projects? (Read list and prompt.)					
	<ol> <li>Number of Projects (Note): #</li> <li>Value of Projects (Note): \$</li> <li>(Don't read) Declined</li> </ol>	<del></del> -				
7.	Thinking about <b>Internet, print and other resources</b> , what percentage of your product research currently relies on print resources, what percentage relies on the Internet, and what percentage relies on product reps or other sources? (Read list and prompt.) (Responses should add up to 100 percent.) (Assist with percentages.)					
	<ol> <li>Internet</li> <li>Print Resources (binders, Sweets, etc.)</li> <li>Product Reps or Sales Reps</li> <li>Other</li> </ol>	(Note): (Note): (Note): (Note): Total:	%% (Specify Source):			

	3. 4. 5.	Sweets (a.k.a. McGraw Hill Construction) Other	(Note): (Note): (Note): <b>Total:</b>	% % (Spe	cify Source):	
9.		g only about <b>Internet</b> resources, what percentage of (Read list and prompt.) (Responses should add up		arch starts	s with each of the following	
	1.	4specs.com	(Note):	%	Rotate competitors: 4specs,	]
	2.	ARCAT.com	(Note):			
	3.	First Source.com (a.k.a. Reed Construction Data)		%	and Google.	
	4.	Sweets.com (a.k.a. McGraw Hill Construction)	(Note):	%		J
	5.	Google	(Note):			
	6.	Other Search Engines (i.e. Yahoo, etc.)	(Note):			
	7.	Directly to Manufacturer Websites	(Note):			Comment [KG1]: This is redundant
			Total:	%		with us – we're a link directory. Okay to eliminate? Kim
10.		equently do you use each of the following Internet rone answer for each resource.)	esources for produc	ct research	? (Read list and prompt.)	
	Scale: I	Daily, 2-3 Times per Week, Weekly, 2-3 Times per	Month, Monthly, L	ess than l	Monthly, Never	
	1.	4specs.com			Rotate competitors: 4specs,	
	2.	ARCAT.com			ARCAT, Firs Source, Sweets,	
	3.	FirstSource.com (a.k.a. Reed Construction Data)			and Google.	
	4.	Sweets.com (a.k.a. McGraw Hill Construction)				_

%

Rotate competitors: ARCAT,

To be a 4specs non-user

Q9 AND "never" at Q10.

respondents must answer 0% at

First Source, and Sweets

I am now going to ask you to rate the 4Specs, ARCAT, FirstSource and Sweets product directories on several criteria or characteristics. Using a scale of one to five, where five means "agree very much" and one means "don't agree at all"...

**ROTATE** questions 11-14.

8. Thinking only about **print** resources, what percentage of your product research comes from each of the following sources? (Read list and prompt.) (Responses should add up to 100 percent.) (Assist with percentages.)

(Note):

 Please indicate your agreement with the following sentences in regard to the 4SPECS product directory. (Read list and prompt.)

Scale: don't agree at all agree very much

1 2 3 4 5 N/A

Other Search Engines (i.e. Yahoo, etc.)

- 1. Information and links are accurate and well classified
- 2. The directory is complete

1. Manufacturers Binders

ARCAT

2.

5.

Google

- 3. The directory is easy to use and quick
- 4. I find what I need when I am sent to the manufacturers websites

Note: list has two less categories than others.

Using a scale of one to five, where five means "agree very much" and one means "don't agree at all"...

 Please indicate your agreement with the following sentences in regard to the ARCAT product directory. (Read list and prompt.)

Scale: don't agree at all agree very much

1 2 3 4 5 N/A

- 1. Information and links are accurate and well classified
- 2. The directory is complete
- 3. The directory is easy to use and quick
- 4. The Proprietary product specifications developed by ARCAT are very useful
- 5. The **ARCAT** product pages are very useful
- 6. I find what I need when I am sent to the manufacturers websites

Using a scale of one to five, where five means "agree very much" and one means "don't agree at all"...

13. Please indicate your agreement with the following sentences in regard to the **FIRSTSOURCE** product directory. (Read list and prompt.) (FirstSource is also know as "Reed Construction Data")

Scale: Not Useful Very Useful

1 2 3 4 5 N/A

- 1. Information and links are accurate and well classified
- 2. The directory is complete
- 3. The directory is easy to use and quick
- 4. The Proprietary product specifications developed by FIRSTSOURCE are very useful
- 5. The **FIRSTSOURCE** product pages are very useful
- 6. I find what I need when I am sent to the manufacturers websites

Using a scale of one to five, where five means "agree very much" and one means "don't agree at all"...

14. Please indicate your agreement with the following sentences in regard to the **SWEETS** product directory. (Read list and prompt.) (Sweets is also know as "**McGraw Hill Construction**")

Scale: Not Useful Very Useful

1 2 3 4 5 N/A

- 1. Information and links are accurate and well classified
- 2. The directory is complete
- 3. The directory is easy to use and quick
- 4. The Proprietary product specifications developed by **SWEETS** are very useful
- 5. The **SWEETS** product pages are very useful
- 6. I find what I need when I am sent to the manufacturers websites

Skip logic: skip 4spec non-users to Q18. (See magenta)

## Q15-17 ASKED OF 4SPECS USERS ONLY:

15. How frequently have you taken the following actions as a result of your product research on 4specs?

Scale: Daily, 2-3 Times per Week, Weekly, Bi-Weekly, Monthly, Seldom or Never

- 1. Validated a product's information in your specifications
- 2. Searched for a new supplier
- 3. Incorporated a new product into a specification
- 4. Updated your master specification (A master spec is like a template that specifiers keep.)

**Comment [KG2]:** Will you do a global search and replace 4spec with 4specs?

16.	. 4specs offers a products directory and a discussion forum targeted to specifiers. Please give your best estimate o how many times you have done each of the following on the 4specs website or as a result of visiting 4specs in the last 30 days. (Read list.)						
	In the products directory and listings, how often have you  1. Sought product information #  2. Visited a manufacturer website #  3. Contacted a manufacturer #  In the discussion forum, how often have you  4. Ask a question on the discussion forum #  5. Respond to a question on the discussion forum #  6. Browse or read the discussion forum #						
17. 4specs would like to get your feedback as to possible changes to their content format. On a scale of one to where five means "very useful" and one means "not useful, please rank how useful each of the following c would be to you.							
Scale:	Not Useful Very Useful N/A						
	<ol> <li>Providing links directly to specifications on the manufacturers' websites.</li> <li>Providing information about new product releases         All skip to Q19.     </li> </ol>						
Q18 A	ASKED OF 4SPECS NON –USERS ONLY:						
18.	. Which of the following reasons best describe why you do not use 4specs.com?						
	<ol> <li>Actually used it and did not find it useful</li> <li>I was not aware of 4specs</li> <li>I prefer using another online source for specification related information</li> <li>I do not use the Internet for product research</li> <li>Other:</li> </ol>						
Q19 &	& Q20 ARE ASKED OF ALL RESPONDENTS:						
19.	. Do you have any advice for 4specs to make their site more useful to you?						
	1. Enter text:						
20.	. Do you have any other comments, or were there any questions you feel we should have asked, but didn't?						
	1. Enter text:						