



Model Instance Name:  
 NFCSS  
 MID: ZNVwk40wxIBlxQk8YchVsg==

Partitioned: Y

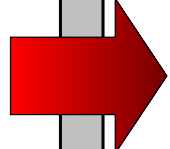
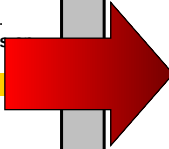
NOTE: All non-partitioned surveys will NOT be imputed and the elements will be rotated as a default unless otherwise specified and approved by Research.

Date: Fill In Date



Model questions utilize the ACSI methodology to determine scores and impacts

| ELEMENTS (drivers of satisfaction)   | CUSTOMER SATISFACTION  | FUTURE BEHAVIORS   |
|--|--|--|
| <b>Functionality (1=Poor, 10=Excellent, Don't Know)</b>                                      | <b>Satisfaction</b>  | <b>Return (1=Very Unlikely, 10=Very Likely)</b>  |
| 1 Please rate the <b>usefulness of the features provided</b> on this site.                   | 17 What is your <b>overall satisfaction</b> with the National Fire Codes Subscription Service online? (1=Very Dissatisfied, 10=Very Satisfied) | 20 How likely are you to <b>return to this site</b> in the next 30 days?   |
| 2 Please rate the <b>convenience of the features</b> on this site.                           | 18 How well does NFCSS online <b>meet your expectations?</b> (1=Falls Short, 10=Exceeds)   | <b>Recommend (1=Very Unlikely, 10=Very Likely)</b>   |
| 3 Please rate the <b>variety of features</b> on this site.                                   | 19 How does NFCSS online <b>compare to your idea of an ideal online subscription service?</b> (1=Not Very Close, 10=Very Close)                | 21 How likely are you to <b>recommend the National Fire Codes Subscription Service</b> to someone else?                            |
| <b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>   |  | <b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b>  |
| 4 Please rate <b>how well the site is organized.</b>   |  | 22 How likely are you to use this site as your <b>primary resource for information on fire codes?</b>                              |
| 5 Please rate the <b>options available for navigating</b> this site.                         |  | <b>Renew Subscription (1=Very Unlikely, 10=Very Likely)</b>  |
| 6 Please rate <b>how well the site layout helps you find what you are looking for.</b>       |  | 23 In the next year, how likely are you to <b>renew your online subscription</b> to the National Fire Codes Subscription Service ? |
| 7 Please rate the <b>number of clicks to get where you want</b> on this site.                |  | <b>Upgrade (1=Very Unlikely, 10=Very Likely)</b>   |
| <b>Code Information (1=Poor, 10=Excellent, Don't Know)</b>                                   |  | 24 How likely are you to choose the <b>All Access option</b> next time you subscribe?  |
| 8 Please rate the <b>thoroughness of fire code information</b> on this site.                 |  |  |
| 9 Please rate how <b>understandable the fire code information</b> is on this site.           |  |  |
| 10 Please rate how well the fire <b>code information provides answers to your questions.</b> |  |  |
| <b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>                                   |  |  |
| 11 Please rate how <b>quickly pages load</b> on this site.                                   |  |  |
| 12 Please rate the <b>consistency of speed from page to page</b> on this site.               |  |  |
| 13 Please rate the <b>ability to load pages without getting error messages</b> on this site. |  |  |
| <b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>                                      |  |  |
| 14 Please rate the <b>visual appeal</b> of this site.  |  |  |
| 15 Please rate the <b>balance of graphics and text</b> on this site.                         |  |  |
| 16 Please rate the <b>readability of the pages</b> on this site.                             |  |  |



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underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

NFCSS CUSTOM QUESTION LIST

| QID     | Skip Logic Label | Question Text  | Answer Choices (limited to 50 characters)   | Skip to   | Type (select from list)       | Single or Multi |
|---------|------------------|--|---|-----------|-------------------------------|-----------------|
| SAC7010 |                  | How long have you subscribed to the National Fire Code Subscription Service?   | Less than a year<br>1 to 2 years<br>3 to 5 years<br>6 to 10 years<br>More than 10 years   |           | Radio button, one-up vertical | Single          |
| SAC7011 |                  | How frequently do you visit this site?   | Daily<br>Two to three times per week<br>About once a month<br>Every few months<br>Every 6 months or less often<br>This is my first time visiting this site  |           | Radio button, one-up vertical | Single          |
| SAC7012 |                  | What is your job function?   | Architect<br>Building/Facility Manager<br>Building Official/Inspector<br>Consultant<br>Contractor/Installer<br>Designer<br>Educator<br>Electrician<br>Engineer<br>Fire Chief/Fire Service<br>Fire Marshal<br>Internal Auditor or Inspector<br>Legal<br>Loss Control/Risk Manager<br>Owner/President/General Manager/Partner<br>Project Manager<br>Health/Safety/Security Manager<br>Other Manager/Director<br>Sales<br>Student<br>Technician<br>Other, please specify | A         | radio button, two-up vertical | Single          |
| SAC7013 | A                | Other occupation   |   |           | Text field, <100 char         |                 |
| SAC7014 |                  | Are you a member of the National Fire Protection Association?  | Yes<br>No<br>Don't know   |           | Radio button, one-up vertical | Single          |
| SAC7015 |                  | Which service do you use?  | NFCSS<br>NFCSS All Access (previously "with Handbooks")<br>Don't know   | A, C<br>D | Radio button, one-up vertical | Single          |
| SAC7016 | A                | Which of the following describe your reasons for not purchasing an All Access subscription? (Please select all that apply) | I was not aware of NFCSS All Access<br>I need more information about what NFCSS All Access includes<br>I get everything I need from the basic subscription<br>NFCSS All Access is too expensive<br>Other, please specify<br>I will renew as All Access<br>I do not make the purchasing decision for this service  | B         | Checkbox, one-up vertical     | Multi           |

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| QID     | Skip Logic Label | Question Text   | Answer Choices (limited to 50 characters)   | Skip to | Type (select from list)       | Single or Multi |
|---------|------------------|---|---|---------|-------------------------------|-----------------|
| SAC7017 | B                | Please tell us your other reasons for not purchasing an All Access subscription.  |   |         | Text area, no char limit      | Single          |
| SAC7018 | C                | All Access subscriptions include explanations of the reasons for code language. How useful would this information be to you?                          | Extremely useful<br>Very useful<br>Somewhat useful<br>Not very useful<br>Not at all useful<br>Don't know  |         | Radio button, one-up vertical | Single          |
| SAC7019 | D                | Your All Access subscription includes explanations of the reasons for code language. How useful is this information to you?                           | Extremely useful<br>Very useful<br>Somewhat useful<br>Not very useful<br>Not at all useful<br>Don't know  |         | Radio button, one-up vertical | Single          |
| SAC7020 |                  | Which kind of license do you have for NFCSS?  | Single user<br>Multi-user<br>Don't know   | B<br>A  | Radio button, one-up vertical | Single          |
| SAC7021 | A                | How useful would it be to have the ability to add notes and bookmarks to documents that others from your company could view as well?                  | Extremely useful<br>Very useful<br>Somewhat useful<br>Not very useful<br>Not at all useful<br>Don't know  |         | Radio button, one-up vertical | Single          |
| SAC7022 | B                | How useful is the feature on the site that allows you to add notes and bookmarks to documents?  | Extremely useful<br>Very useful<br>Somewhat useful<br>Not very useful<br>Not at all useful<br>I am unfamiliar with this feature   |         | Radio button, one-up vertical | Single          |
| SAC7023 |                  | What typically prompts you to visit NFCSS? (Please select all that apply)   | To understand code requirements<br>To look up calculation/Tools/Tables<br>To solve a problem/issue with a project<br>Learning a code or specific topic<br>Preparing or doing a plan review<br>Getting actual text to add to a document or presentation<br>Other, please specify | A       | Checkbox, one-up vertical     | Multi           |
| SAC7024 | A                | What else prompts you to visit NFCSS?   |   |         | Text area, no char limit      | Single          |
| SAC7025 |                  | How likely would you be to purchase a separate service from NFCSS that included the following?<br>Training webinars about using fire code information | Definitely would purchase<br>Probably would purchase<br>Might purchase<br>Probably would not purchase<br>Definitely would not purchase  |         | Drop down                     | Single          |

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| QID     | Skip Logic Label | Question Text   | Answer Choices<br>(limited to 50 characters)   | Skip to | Type (select from list)       | Single or Multi |
|---------|------------------|---|--|---------|-------------------------------|-----------------|
| SAC7026 |                  | Original research or "white papers" about topics relate to fire codes and fire safety                     | Don't know<br>Definitely would purchase<br>Probably would purchase<br>Might purchase<br>Probably would not purchase<br>Definitely would not purchase<br>Don't know   |         | Drop down                     | Single          |
| SAC7027 |                  | Were you able to find the information you were looking for today?   | Yes, all of the information<br>Yes, some of the information<br>No  | A       | Radio button, one-up vertical | Single          |
| SAC7028 | A                | What were you unable to find?   |  |         | Text area, no char limit      | Single          |
| SAC7029 |                  | On this visit to NFCSS, did you download any PDF documents to use offline?                                | Yes<br>No, but I have on previous visits<br>No, I have never downloaded a PDF from NFCSS   | A<br>A  | Radio button, one-up vertical | Single          |
| SAC7030 | A                | How would you describe your experience with PDF documents you have downloaded from NFCSS?                 | The FileOpen Software and PDF worked as expected<br>The PDF did not work as expected<br>The FileOpen Software did not work as expected<br>Neither worked as expected |         | Radio button, one-up vertical | Single          |
| SAC7032 |                  | How frequently, if ever, do you use information or images from NFCSS in reports or presentations?         | Often<br>Sometimes<br>Never  | A<br>A  | Radio button, one-up vertical | Single          |
| SAC7033 | A                | Which best describes your experience using NFCSS information or images in your presentations and reports? | NFCSS makes it easy to copy their content into other documents<br>NFCSS should make it easier to copy their content into other documents<br>Other experience         | B       | Radio button, one-up vertical | Single          |
| SAC7034 | B                | Please describe your experience using content from NFCSS.   |  |         | Text area, no char limit      | Single          |
| SAC7035 |                  | What other NFPA products/training did you purchase or attend in the past year? (select all that apply)    | NFPA code book/s<br>NFPA Handbook/s<br>NFPA Conference and Expo<br>Seminar<br>Webinar<br>Others<br>None of the above   |         | Checkbox, one-up vertical     | Multi           |
| SAC7036 |                  | Please tell us how NFCSS online can better meet your needs  |  |         | Text area, no char limit      |                 |

| Required Y/N | Special Instructions  | CQ Label                  |
|--------------|---|---------------------------|
| Y            |   | 1) Length of subscription |
| Y            |   | 2) Visit Frequency        |
| Y            | OPS Group   | 3) Occupation             |
|              | Anchor Answer Choice<br>OPS Group   | a) Other occupation       |
| Y            |   | 4) NFPA member            |
| Y            | Skip Logic Group  | 5) Product type           |
| Y            | Skip Logic Group<br><br>Randomize<br><br>Anchor Answer Choice<br>Exclusive<br>Exclusive | 6) Why not All Access     |

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| Required Y/N | Special Instructions | CQ Label                         |
|--------------|----------------------|----------------------------------|
| N            | Skip Logic Group     | b) Other Reason<br>No All Access |
| Y            | Skip Logic Group     | 7) All Access<br>useful (Basic)  |
| Y            | Skip Logic Group     | 8) All Access<br>Useful (AA)     |
| Y            | Skip Logic Group     | 9) License type                  |
| Y            | Skip Logic Group     | 10) Notes and<br>bookmarks       |
| Y            | Skip Logic Group     | 11) Notes and<br>bookmarks       |
| Y            | OPS Group            | 12) How Use<br>NFCSS             |
| N            | OPS Group            | c) Other Use                     |
| Y            | Multi List           | 13) Webinars                     |

| Required Y/N |                      |                               |
|--------------|----------------------|-------------------------------|
| Required Y/N | Special Instructions | CQ Label                      |
| Y            | Multi List           | 14) White papers              |
| Y            | Skip Logic Group     | 15) Able to Find              |
| N            | Skip Logic Group     | d) Unable to Find             |
| Y            | Skip Logic Group     | 16) Download PDF              |
| Y            | Skip Logic Group     | 17) PDF experience            |
| Y            | Skip Logic Group     | 18) Repurpose content         |
| Y            | Skip Logic Group     | 19) Easy to repurpose content |
| N            | Skip Logic Group     | f) Using content              |
| Y            |                      | 20) Other NFPA products       |
|              | Exclusive            | g) One improvement            |



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| QID     | Skip Logic Label | Question Text  | Answer Choices (limited to 50 characters)   | Skip to   | Type (select from list)       | Single or Multi |
|---------|------------------|--|---|-----------|-------------------------------|-----------------|
| SAC7010 |                  | How long have you subscribed to the National Fire Code Subscription Service?   | Less than a year<br>1 to 2 years<br>3 to 5 years<br>6 to 10 years<br>More than 10 years   |           | Radio button, one-up vertical | Single          |
| SAC7011 |                  | How frequently do you visit this site?   | Daily<br>Two to three times per week<br>About once a month<br>Every few months<br>Every 6 months or less often<br>This is my first time visiting this site  |           | Radio button, one-up vertical | Single          |
| SAC7012 |                  | What is your job function?   | Architect<br>Building/Facility Manager<br>Building Official/Inspector<br>Consultant<br>Contractor/Installer<br>Designer<br>Educator<br>Electrician<br>Engineer<br>Fire Chief/Fire Service<br>Fire Marshal<br>Internal Auditor or Inspector<br>Legal<br>Loss Control/Risk Manager<br>Owner/President/General Manager/Partner<br>Project Manager<br>Health/Safety/Security Manager<br>Other Manager/Director<br>Sales<br>Student<br>Technician<br>Other, please specify | A         | radio button, two-up vertical | Single          |
| SAC7013 | A                | Other occupation   |   |           | Text field, <100 char         |                 |
| SAC7014 |                  | Are you a member of the National Fire Protection Association?  | Yes<br>No<br>Don't know   |           | Radio button, one-up vertical | Single          |
| SAC7015 |                  | Which service do you use?  | NFCSS<br>NFCSS All Access (previously "with Handbooks")<br>Don't know   | A, C<br>D | Radio button, one-up vertical | Single          |
| SAC7016 | A                | Which of the following describe your reasons for not purchasing an All Access subscription? (Please select all that apply) | I was not aware of NFCSS All Access<br>I need more information about what NFCSS All Access includes<br>I get everything I need from the basic subscription<br>NFCSS All Access is too expensive<br>Other, please specify<br>I will renew as All Access<br>I do not make the purchasing decision for this service  | B         | Checkbox, one-up vertical     | Multi           |

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**NFCSS CUSTOM QUESTION LIST**

| QID     | Skip Logic Label | Question Text   | Answer Choices (limited to 50 characters)   | Skip to | Type (select from list)       | Single or Multi |
|---------|------------------|---|---|---------|-------------------------------|-----------------|
| SAC7017 | B                | Please tell us your other reasons for not purchasing an All Access subscription.  |   |         | Text area, no char limit      | Single          |
| SAC7018 | C                | All Access subscriptions include explanations of the reasons for code language. How useful would this information be to you?                          | Extremely useful<br>Very useful<br>Somewhat useful<br>Not very useful<br>Not at all useful<br>Don't know  |         | Radio button, one-up vertical | Single          |
| SAC7019 | D                | Your All Access subscription includes explanations of the reasons for code language. How useful is this information to you?                           | Extremely useful<br>Very useful<br>Somewhat useful<br>Not very useful<br>Not at all useful<br>Don't know  |         | Radio button, one-up vertical | Single          |
| SAC7020 |                  | Which kind of license do you have for NFCSS?  | Single user<br>Multi-user<br>Don't know   | B<br>A  | Radio button, one-up vertical | Single          |
| SAC7021 | A                | How useful would it be to have the ability to add notes and bookmarks to documents that others from your company could view as well?                  | Extremely useful<br>Very useful<br>Somewhat useful<br>Not very useful<br>Not at all useful<br>Don't know  |         | Radio button, one-up vertical | Single          |
| SAC7022 | B                | How useful is the <del>the</del> feature on the site that allows you to add notes and bookmarks to documents?   | Extremely useful<br>Very useful<br>Somewhat useful<br>Not very useful<br>Not at all useful<br>I am unfamiliar with this feature   |         | Radio button, one-up vertical | Single          |
| SAC7023 |                  | What typically prompts you to visit NFCSS? (Please select all that apply)   | To understand code requirements<br>To look up calculation/Tools/Tables<br>To solve a problem/issue with a project<br>Learning a code or specific topic<br>Preparing or doing a plan review<br>Getting actual text to add to a document or presentation<br>Other, please specify | A       | Checkbox, one-up vertical     | Multi           |
| SAC7024 | A                | What else prompts you to visit NFCSS?   |   |         | Text area, no char limit      | Single          |
| SAC7025 |                  | How likely would you be to purchase a separate service from NFCSS that included the following?<br>Training webinars about using fire code information | Definitely would purchase<br>Probably would purchase<br>Might purchase<br>Probably would not purchase<br>Definitely would not purchase  |         | Drop down                     | Single          |

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NFCSS CUSTOM QUESTION LIST

| QID     | Skip Logic Label | Question Text   | Answer Choices (limited to 50 characters)  | Skip to | Type (select from list)       | Single or Multi |
|---------|------------------|---|--|---------|-------------------------------|-----------------|
| SAC7026 |                  | Original research or "white papers" about topics relate to fire codes and fire safety                     | Don't know<br>Definitely would purchase<br>Probably would purchase<br>Might purchase<br>Probably would not purchase<br>Definitely would not purchase<br>Don't know   |         | Drop down                     | Single          |
| SAC7027 |                  | Were you able to find the information you were looking for today?   | Yes, all of the information<br>Yes, some of the information<br>No  | A       | Radio button, one-up vertical | Single          |
| SAC7028 | A                | What were you unable to find?   |  |         | Text area, no char limit      | Single          |
| SAC7029 |                  | On this visit to NFCSS, did you download any PDF documents to use offline?                                | Yes<br>No, but I have on previous visits<br>No, I have never downloaded a PDF from NFCSS   | A<br>A  | Radio button, one-up vertical | Single          |
| SAC7030 | A                | How would you describe your experience with PDF documents you have downloaded from NFCSS?                 | The FileOpen Software and PDF worked as expected<br>The PDF did not work as expected<br>The FileOpen Software did not work as expected<br>Neither worked as expected |         | Radio button, one-up vertical | Single          |
| SAC7032 |                  | How frequently, if ever, do you use information or images from NFCSS in reports or presentations?         | Often<br>Sometimes<br>Never  | A<br>A  | Radio button, one-up vertical | Single          |
| SAC7033 | A                | Which best describes your experience using NFCSS information or images in your presentations and reports? | NFCSS makes it easy to copy their content into other documents<br>NFCSS should make it easier to copy their content into other documents<br>Other experience         | B       | Radio button, one-up vertical | Single          |
| SAC7034 | B                | Please describe your experience using content from NFCSS.   |  |         | Text area, no char limit      | Single          |
| SAC7035 |                  | What other NFPA products/training did you purchase or attend in the past year? (select all that apply)    | NFPA code book/s<br>NFPA Handbook/s<br>NFPA Conference and Expo<br>Seminar<br>Webinar<br>Others<br>None of the above   |         | Checkbox, one-up vertical     | Multi           |
| SAC7036 |                  | Please tell us how NFCSS online can better meet your needs  |  |         | Text area, no char limit      |                 |

| Required Y/N | Special Instructions  | CQ Label                  |
|--------------|---|---------------------------|
| Y            |   | 1) Length of subscription |
| Y            |   | 2) Visit Frequency        |
| Y            | OPS Group   | 3) Occupation             |
|              | Anchor Answer Choice<br>OPS Group   | a) Other occupation       |
| Y            |   | 4) NFPA member            |
| Y            | Skip Logic Group  | 5) Product type           |
| Y            | Skip Logic Group<br><br>Randomize<br><br>Anchor Answer Choice<br>Exclusive<br>Exclusive | 6) Why not All Access     |

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| Required Y/N | Special Instructions | CQ Label                         |
|--------------|----------------------|----------------------------------|
| N            | Skip Logic Group     | b) Other Reason<br>No All Access |
| Y            | Skip Logic Group     | 7) All Access<br>useful (Basic)  |
| Y            | Skip Logic Group     | 8) All Access<br>Useful (AA)     |
| Y            | Skip Logic Group     | 9) License type                  |
| Y            | Skip Logic Group     | 10) Notes and<br>bookmarks       |
| Y            | Skip Logic Group     | 11) Notes and<br>bookmarks       |
| Y            | OPS Group            | 12) How Use<br>NFCSS             |
| N            | OPS Group            | c) Other Use                     |
| Y            | Multi List           | 13) Webinars                     |

| Required Y/N |                      |                               |
|--------------|----------------------|-------------------------------|
| Required Y/N | Special Instructions | CQ Label                      |
| Y            | Multi List           | 14) White papers              |
| Y            | Skip Logic Group     | 15) Able to Find              |
| N            | Skip Logic Group     | d) Unable to Find             |
| Y            | Skip Logic Group     | 16) Download PDF              |
| Y            | Skip Logic Group     | 17) PDF experience            |
| Y            | Skip Logic Group     | 18) Repurpose content         |
| Y            | Skip Logic Group     | 19) Easy to repurpose content |
| N            | Skip Logic Group     | f) Using content              |
| Y            |                      | 20) Other NFPA products       |
|              | Exclusive            | g) One improvement            |

Holiday 2010 Custom Question Setup

**YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED B**

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 underlined & italicized: RE-ORDER  
 pink: ADDITION  
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CUSTOM QUESTION LIST

| QID<br>(Group ID)   | Skip<br>Logic<br>Label | Question Text   | Answer Choices<br>(limited to 50 characters)  | Skip to | Type (select from list)   | Single or<br>Multi | Required<br>Y/N |   |
|---|------------------------|---|---|---------|---------------------------|--------------------|-----------------|---|
| Generic<br>"spend"<br>intention for<br>benchmarking<br>and to<br>compare to<br>2008, 2009<br>and 2010 |                        | Do you expect to <b>spend more or less online</b> during the 2010 holiday season compared to 2009?                          | A lot more  |         |                           | Single             | Y               |   |
| Spend<br>intention with<br>this retailer  |                        | Do you expect to <b>spend more or less online</b> during the 2010 holiday season with <b>retailer.com</b> compared to 2009? | Please use the following guidelines:<br>- <b>DO NOT MODIFY THE WORDING</b> of the ANSWER CHOICES<br>- <b>DO NOT ADD ANSWER CHOICES OR DELETE ANSWER CHOICES</b><br>- <b>DO NOT CHANGE ORDER OF ANSWER CHOICES</b> , if you would like answer choice order changed, please request randomization<br>- <b>DO NOT change the CQ LABELS</b><br>- <b>You may change your company name in the question which is highlighted in BLUE</b> |         |                           |                    |                 | Y |
|   |                        |   | A little more   | R       |                           |                    |                 |   |
|   |                        |   | I expect to spend about the same amount as last year  |         |                           |                    |                 |   |
|   |                        |   | A little less   | S       |                           |                    |                 |   |
|   |                        |   | A lot less  | S       |                           |                    |                 |   |
|   |                        | Not sure  |   |         |                           |                    |                 |   |
|   | R                      | Why do you expect to spend <b>more online with retailer.com</b> this holiday season? (please select all that apply)         | Promotions (\$ or % off offers)   |         | Checkbox, one-up vertical | Multi              | Y               |   |
|   |                        |   | Quality of merchandise  |         |                           |                    |                 |   |
|   |                        |   | Merchandise selection   |         |                           |                    |                 |   |
|   |                        |   | Good return policy  |         |                           |                    |                 |   |
|   |                        |   | Online product prices   |         |                           |                    |                 |   |
|   |                        |   | Shipping costs  |         |                           |                    |                 |   |
|   |                        |   | Availability of merchandise   |         |                           |                    |                 |   |
|   |                        |   | Better personal economic circumstances this year  |         |                           |                    |                 |   |
|   |                        |   | Other (please specify):   | Z       |                           |                    |                 |   |



**Special Instructions**

Skip Logic Group

Skip Logic Group