

Model Instance Name:
 NFCSS
 MID: ZNVwk40wxIBlxQk8YchVsg==

Partitioned: Y

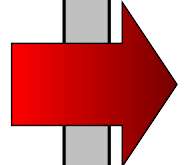
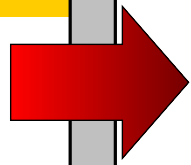
NOTE: All non-partitioned surveys will NOT be imputed and the elements will be rotated as a default unless otherwise specified and approved by Research.

Date: Fill In Date



Model questions utilize the ACSI methodology to determine scores and impacts

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



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 Date: 3/1/2008

~~red & strike-through~~: DELETE
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 1 to 2 years 3 to 5 years 6 to 10 years More than 10 years | | Radio button, one-up vertical | Single |
| SAC7011 | | How frequently do you visit this site? | Daily Two to three times per week About once a month Every few months Every 6 months or less often This is my first time visiting this site | | Radio button, one-up vertical | Single |
| SAC7012 | | What is your job function? | Architect Building/Facility Manager Building Official/Inspector Consultant Contractor/Installer Designer Educator Electrician Engineer Fire Chief/Fire Service Fire Marshal Internal Auditor or Inspector Legal Loss Control/Risk Manager Owner/President/General Manager/Partner Project Manager Health/Safety/Security Manager Other Manager/Director Sales Student Technician 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 No Don't know | | Radio button, one-up vertical | Single |
| SAC7015 | | Which service do you use? | NFCSS NFCSS All Access (previously "with Handbooks") Don't know | A,C 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 I need more information about what NFCSS All Access includes I get everything I need from the basic subscription NFCSS All Access is too expensive Other, please specify I will renew as All Access 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 Very useful Somewhat useful Not very useful Not at all useful 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 Very useful Somewhat useful Not very useful Not at all useful Don't know | | Radio button, one-up vertical | Single |
| SAC7020 | | Which kind of license do you have for NFCSS? | Single user Multi-user Don't know | B 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 Very useful Somewhat useful Not very useful Not at all useful 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 Very useful Somewhat useful Not very useful Not at all useful 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 To look up calculation/Tools/Tables To solve a problem/issue with a project Learning a code or specific topic Preparing or doing a plan review Getting actual text to add to a document or presentation 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? Training webinars about using fire code information | Definitely would purchase Probably would purchase Might purchase Probably would not purchase Definitely would not purchase Don't know | | 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 | Definitely would purchase Probably would purchase Might purchase Probably would not purchase Definitely would not purchase Don't know | | Drop down | Single |
| SAC7027 | | Were you able to find the information you were looking for today? | Yes, all of the information Yes, some of the information 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 No, but I have on previous visits No, I have never downloaded a PDF from NFCSS | A 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 The PDF did not work as expected The FileOpen Software did not work as expected 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 Sometimes Never | A 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 NFCSS should make it easier to copy their content into other documents 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 NFPA Handbook/s NFPA Conference and Expo Seminar Webinar Others 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 OPS Group | a) Other occupation |
| Y | | 4) NFPA member |
| Y | Skip Logic Group | 5) Product type |
| Y | Skip Logic Group Randomize Anchor Answer Choice Exclusive Exclusive | 6) Why not All Access |

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

| 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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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 1 to 2 years 3 to 5 years 6 to 10 years More than 10 years | | Radio button, one-up vertical | Single |
| SAC7011 | | How frequently do you visit this site? | Daily Two to three times per week About once a month Every few months Every 6 months or less often This is my first time visiting this site | | Radio button, one-up vertical | Single |
| SAC7012 | | What is your job function? | Architect Building/Facility Manager Building Official/Inspector Consultant Contractor/Installer Designer Educator Electrician Engineer Fire Chief/Fire Service Fire Marshal Internal Auditor or Inspector Legal Loss Control/Risk Manager Owner/President/General Manager/Partner Project Manager Health/Safety/Security Manager Other Manager/Director Sales Student Technician 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 No Don't know | | Radio button, one-up vertical | Single |
| SAC7015 | | Which service do you use? | NFCSS NFCSS All Access (previously "with Handbooks") Don't know | A,C 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 I need more information about what NFCSS All Access includes I get everything I need from the basic subscription NFCSS All Access is too expensive Other, please specify I will renew as All Access 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 Very useful Somewhat useful Not very useful Not at all useful 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 Very useful Somewhat useful Not very useful Not at all useful Don't know | | Radio button, one-up vertical | Single |
| SAC7020 | | Which kind of license do you have for NFCSS? | Single user Multi-user Don't know | B 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 Very useful Somewhat useful Not very useful Not at all useful Don't know | | Radio button, one-up vertical | Single |
| SAC7022 | B | How useful is the the feature on the site that allows you to add notes and bookmarks to documents? | Extremely useful Very useful Somewhat useful Not very useful Not at all useful 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 To look up calculation/Tools/Tables To solve a problem/issue with a project Learning a code or specific topic Preparing or doing a plan review Getting actual text to add to a document or presentation 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? Training webinars about using fire code information | Definitely would purchase Probably would purchase Might purchase Probably would not purchase Definitely would not purchase Don't know | | 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 | Definitely would purchase Probably would purchase Might purchase Probably would not purchase Definitely would not purchase Don't know | | Drop down | Single |
| SAC7027 | | Were you able to find the information you were looking for today? | Yes, all of the information Yes, some of the information 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 No, but I have on previous visits No, I have never downloaded a PDF from NFCSS | A 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 The PDF did not work as expected The FileOpen Software did not work as expected 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 Sometimes Never | A 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 NFCSS should make it easier to copy their content into other documents 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 NFPA Handbook/s NFPA Conference and Expo Seminar Webinar Others 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 OPS Group | a) Other occupation |
| Y | | 4) NFPA member |
| Y | Skip Logic Group | 5) Product type |
| Y | Skip Logic Group Randomize Anchor Answer Choice Exclusive Exclusive | 6) Why not All Access |

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| Required Y/N | Special Instructions | CQ Label |
|--------------|----------------------|----------------------------------|
| N | Skip Logic Group | b) Other Reason No All Access |
| Y | Skip Logic Group | 7) All Access useful (Basic) |
| Y | Skip Logic Group | 8) All Access Useful (AA) |
| Y | Skip Logic Group | 9) License type |
| Y | Skip Logic Group | 10) Notes and bookmarks |
| Y | Skip Logic Group | 11) Notes and bookmarks |
| Y | OPS Group | 12) How Use 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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CUSTOM QUESTION LIST

| QID (Group ID) | Skip Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Required Y/N |
|--|------------------|--|---|---------|---------------------------|-----------------|--------------|
| Generic "spend" intention for benchmarking and to compare to 2008, 2009 and 2010 | | Do you expect to spend more or less online during the 2010 holiday season compared to 2009? | A lot more | | | Single | Y |
| Spend intention with this retailer | | Do you expect to spend more or less online during the 2010 holiday season with retailer.com compared to 2009? | A lot more A little less A lot less Not sure | S S | | | Y |
| | R | Why do you expect to spend more online with retailer.com this holiday season? (please select all that apply) | Promotions (\$ or % off offers) 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 | Checkbox, one-up vertical | Multi | Y |

Please use the following guidelines:
 - DO NOT MODIFY THE WORDING of the ANSWER CHOICES
 - DO NOT ADD ANSWER CHOICES OR DELETE ANSWER CHOICES
 - DO NOT CHANGE ORDER OF ANSWER CHOICES, if you would like answer choice order changed, please request randomization
 - DO NOT change the CQ LABELS
 - You may change your company name in the question which is highlighted in BLUE



Special Instructions

Skip Logic Group

Skip Logic Group