

**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.)

- 1. Independent specifier
- 2. Specifier at an architectural firm
- 3. Specifier at another type of firm (Note type of firm): \_\_\_\_\_
- 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.)

1. Percentage of working time spent specifying \_\_\_\_\_%

Skip logic:  
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.)

- 1. Number of Projects (Note): # \_\_\_\_\_
- 2. Value of Projects (Note): \$ \_\_\_\_\_
- 3. (Don't read) Declined

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.)

- 1. Number of Projects (Note): # \_\_\_\_\_
- 2. Value of Projects (Note): \$ \_\_\_\_\_
- 3. (Don't read) Declined

7. Thinking about **Internet, print and other resources**, 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.)

- 1. Internet (Note): \_\_\_\_\_%
- 2. Print Resources (binders, Sweets, etc.) (Note): \_\_\_\_\_%
- 3. Product Reps or Sales Reps (Note): \_\_\_\_\_%
- 4. Other (Note): \_\_\_\_\_% (Specify Source): \_\_\_\_\_
- Total:** \_\_\_\_\_%

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.)

- |   |  |   |
|---|--|---|
| 1. Manufacturers Binders                              | (Note): _____%                         | Rotate competitors: ARCAT, First Source, and Sweets |
| 2. <b>ARCAT</b>                                       | (Note): _____%                         |   |
| 3. <b>FirstSource</b> (a.k.a. Reed Construction Data) | (Note): _____%                         |   |
| 4. <b>Sweets</b> (a.k.a. McGraw Hill Construction)    | (Note): _____%                         |   |
| 5. Other  | (Note): _____% (Specify Source): _____ |   |
| <b>Total:</b> _____%                                  |  |   |

9. Thinking only about **Internet** resources, what percentage of your product research starts with each of the following sources? (Read list and prompt.) (Responses should add up to 100 percent.)

- |   |                |   |
|---|----------------|---|
| 1. <b>4specs.com</b>                                | (Note): _____% | Rotate competitors: 4specs, ARCAT, FirstSource, Sweets, and Google. |
| 2. ARCAT.com  | (Note): _____% |   |
| 3. First Source.com (a.k.a. Reed Construction Data) | (Note): _____% |   |
| 4. Sweets.com (a.k.a. McGraw Hill Construction)     | (Note): _____% |   |
| 5. Google   | (Note): _____% |   |
| 6. Other Search Engines (i.e. Yahoo, etc.)          | (Note): _____% |   |
| 7. Directly to Manufacturer Websites                | (Note): _____% |   |
| <b>Total:</b> _____%                                |                |   |

**Comment [KG1]:** This is redundant with us – we’re a link directory. Okay to eliminate? Kim

10. How frequently do you use each of the following Internet resources for product research? (Read list and prompt.) (Select one answer for each resource.)

**Scale:** Daily, 2-3 Times per Week, Weekly, 2-3 Times per Month, Monthly, Less than Monthly, Never

- |  |  |
|--|--|
| 1. <b>4specs.com</b>                               | Rotate competitors: 4specs, ARCAT, First Source, Sweets, and Google. |
| 2. ARCAT.com                                       |  |
| 3. FirstSource.com (a.k.a. Reed Construction Data) |  |
| 4. Sweets.com (a.k.a. McGraw Hill Construction)    |  |
| 5. Google  |  |
| 6. Other Search Engines (i.e. Yahoo, etc.)         |  |

To be a 4specs non-user respondents must answer 0% at Q9 AND “never” at Q10. (See magenta)

**ROTATE questions 11-14.**

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”...

11. 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      1      2      3      4      5      agree very much      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. I find what I need when I am sent to the manufacturers websites

Note: list has two less categories than others.



