

## Client Notes

While the survey looks like a paper and pencil questionnaire, the survey we field will be an interactive web-based questionnaire. This version is used for simplicity in describing the contents.

This left column will contain notes describing the dynamics going on behind the questions and, in some cases, the rationale for asking the questions.

Respondents, of course, will not see these comments which are for our clients' information

We have been offering respondents this year an option that, instead of a free gift, we will donate \$5 to a charity in their name. This has proved to be a popular option and we change the charity for each study. The new charity for this study will be Habitat for Humanity.

Respondents working in regions other than the USA or North America are screened out of the survey and not allowed to reenter.

Respondents not working with amplification are screened out of the survey and not allowed to reenter.

# DNA Amplification Reagent Survey

Thank you for taking the time to answer our survey. This survey is for researchers currently using PCR, real time/quantitative PCR or cycle sequencing for bioresearch. We estimate that completing this survey will take you 12 minutes or less.

We will be pleased to send your choice of a nice selection of free gifts as a thank you for taking part in the survey. You can choose between a limited edition tee shirt with the message 'When it comes to amplification, my opinion counts' (available in M, L or XL). The specially commissioned graphic is shown at left.

Or, you could select an Inova brilliant LED keychain microlight, our quality laser pointer (a great gift item), or a stainless steel executive pocket knife. Alternately, you might select a \$5 gift card to Barnes & Noble (good towards a book, CD, or cup of coffee on us), a \$5 e-mail gift certificate good for on-line purchases at Amazon.com or a Starbucks gift card good for one pound of coffee which can be used on-line or at your local coffee shop. In this survey, we are offering the option to donate \$5 in your name to Habitat for Humanity instead of receiving a personal gift.

Please be sure to select your choice of free gift near the end of the survey. Thank you for participating.

### First, a few questions about yourself

0. In which of the following geographic regions are you currently living and working?

USA/N America     Europe     Japan     Asia/Oceania     Other

1. Do you currently use PCR, cycle sequencing, real-time PCR or other DNA amplification techniques in your work?

Yes     No

2. Please indicate below your primary scientific discipline. (Best single answer, please)

biochemistry  biotechnology  cell biology  endocrinology  genetics  genomics  
 microbiology  molecular biology  neuroscience  pharmacology  pathology  other:\_\_\_\_\_

3. How would you best describe your organization? (Best single answer, please)

Academia  Hospital/med school  Biotech/pharma industry  Other industry  Gov't agency  
 Private research foundation

4. How long (in years) have you been using DNA amplification? \_\_\_\_\_ years

**You can answer the following questions based upon your own personal use of PCR or based upon the combined usage for your laboratory**

*It is vital that we understand the basis upon which a respondent is answering the survey in order to successfully extrapolate the results.*

5. Will you be answering questions based upon your individual usage only or based upon the combined usage for your laboratory?

Individual  Entire laboratory

*This is only shown to respondents who indicated in Question #5 that they will respond based on their entire lab's usage.*

6. You indicated that you will be answering the PCR usage questions based upon the combined usage of your laboratory. Please let us know how many researchers in your laboratory are currently working with PCR reagents and are covered by your laboratory's budget.

\_\_\_\_\_ researchers in the lab using PCR reagents & covered by lab's budget

*In this and subsequent questions, the survey engine inserts the appropriate wording, either 'your individual' usage or, as shown here, 'your entire laboratory' usage.*

7. Considering your entire laboratory usage, how much do you spend for PCR reagents in a typical year? (Please specify both the amount and the currency.)

\_\_\_\_\_ per year on average in  US Dollars  Canadian dollars  Mexican pesos

*Another key question allows us to compute a weighted average growth rate for the coming year.*

8. What percent change do you foresee in PCR reagent usage over the coming 12 months? (Please enter an estimate and indicate if positive or negative.)

\_\_\_\_\_ %  Increase  Decrease  No change

**The next series of questions refers to your preferences regarding PCR reagents.**

9. Which format(s) of PCR reagents do you/your laboratory prefer to purchase: individual reagents,

kits, or master mixes? (Check all that apply.)

Individual reagents     Kits     Master mixes

Please explain?

10. For which applications do you/your laboratory currently use DNA amplification?

In vitro labeling     Cloning PCR products     Expression profiling     Cycle sequencing

In-situ PCR     RT-PCR     Site-directed mutagenesis     DNA/cDNA amp/microarrays  
 Quantitative PCR     Quantitative RT-PCR     Presence of sequence     Microdeletion screening  
 Allele discrimination     SNP genotyping     Multiplex PCR     Genetic mapping  
 GMO detection     Other: \_\_\_\_\_

We have added a number of new applications to our earlier lists. Please advise us if we have missed anything significant.

The selections respondents make to this question will be used to construct a list of 'procedures employed' for each respondent and this constructed list will be used for subsequent questions (such as #12).

Our earlier work has shown all these procedures to be quite widely spread. Please advise us if we have missed anything important.

11. Which of the following amplification procedures have you/your lab used in the past 12 months? (Please check ALL that apply)

Procedure	Used in the past 12 months
Standard PCR	<input type="checkbox"/>
Cycle sequencing	<input type="checkbox"/>
High fidelity PCR	<input type="checkbox"/>
Hot-start PCR	<input type="checkbox"/>
Long PCR	<input type="checkbox"/>
Multiplex PCR	<input type="checkbox"/>
Quantitative PCR	<input type="checkbox"/>
Real Time PCR (RT-PCR)	<input type="checkbox"/>
Quantitative RT-PCR	<input type="checkbox"/>
RNA/RT-PCR/RNA->cDNA	<input type="checkbox"/>
RT-PCR two-step	<input type="checkbox"/>
RT-PCR one-step	<input type="checkbox"/>
Other: _____	<input type="checkbox"/>

Only the procedures chosen as employed by each respondent (Q11) will be shown in this question

12. Which format of PCR reagents do you/your laboratory use for each of the procedures you have been involved with in the previous 12 months? Please indicate whether the reagents for each procedure are purchased as individual reagents, kits and/or master mixes. (Please check ALL that apply)

Procedure	Format		
	Individual Reagent	Kit	Master Mix
Standard PCR	[ ]	[ ]	[ ]
Cycle sequencing	[ ]	[ ]	[ ]
High fidelity PCR	[ ]	[ ]	[ ]
Hot-start PCR	[ ]	[ ]	[ ]
Long PCR	[ ]	[ ]	[ ]
Multiplex PCR	[ ]	[ ]	[ ]
Quantitative PCR	[ ]	[ ]	[ ]
Real Time PCR (RT-PCR)	[ ]	[ ]	[ ]
Quantitative RT-PCR	[ ]	[ ]	[ ]
RNA/RT-PCR/RNA->cDNA	[ ]	[ ]	[ ]
RT-PCR two-step	[ ]	[ ]	[ ]
RT-PCR one-step	[ ]	[ ]	[ ]
Other: _____	[ ]	[ ]	[ ]

**The following questions pertain to your/your laboratory's use of PCR reagents.**

13. From the following list, please select ALL thermostable enzyme suppliers that you have used in the past twelve months. (Please select ALL that apply)

*These will appear as multiple columns on the web survey,*

*Again, the supplier chosen will be used to construct a 'suppliers used' list for subsequent questions, specific for each respondent.*

- AbGene
- Allele Biotechnology
- Ambion
- Ampliqon
- Applied Biosystems
- Biogene
- Bioline
- Bioneer
- Bio Pioneer
- Bio-Rad/MJ
- Bioron
- Chemicon
- Clontech
- Continental/CLP
- Denville
- eENZYME
- Epicentre
- Eppendorf
- Eurogentec
- Expression Technologies
- Fermentas

Finnzymes  
 Fisher Scientific  
 GE Healthcare  
 Gene Choice  
 GeneCraft  
 Genessee Scientific  
 INtRON Biotechnology  
 Invitrogen  
 Novagen/EMD Biosciences  
 New England Biolabs  
 PGC Biotech  
 Promega  
 Qbiogene  
 Qiagen  
 Roche Applied Science  
 Sigma-Aldrich  
 Stratagene  
 Stressgen Bioreagents  
 Super Array Biosciences  
 TaKaRa Mirus Bio  
 Toyobo  
 USB Corporation  
 Other:\_\_\_\_\_

The format for this question will include pull-down menus for each row for procedure, our supplier, and format, with fill-in the blanks for the remaining two columns. This will remind each respondent of all the procedures and suppliers they previously told us they used. We aim to capture the most important budget spends from each respondent – up to 5 rows.

14. Please let us know the major suppliers you use for each amplification procedure you/your lab currently use. Beginning with your largest budget spend, please identify the amplification procedure, your supplier and reagent format that you use, and then estimate the percent of your PCR reagent budget spent on these products. How do you expect this to change in the coming 12 months? Continue until you have filled the table. If you require less than 5 row(s) to completely itemize your usage, fill in the remaining rows with ‘no more’

	Procedure	Our Supplier	Format	% PCR Rgt Budget	% Change
A					
B					
C					
D					

E

These deceptively simple questions (Q15 and Q16) always yield a wealth of verbatim comments regarding suppliers.

15. Why did you choose these brands?

Brand(s): \_\_\_\_\_ because: \_\_\_\_\_

16. Are there brands of PCR reagents that you wouldn't buy? Which brands and why?

[ ] No [ ] Yes, brands: \_\_\_\_\_ because \_\_\_\_\_

17. From the alphabetical list of PCR reagent suppliers, please mark the one you would rank highest in each area. (You may choose a supplier more than once).

Previous studies have identified these as major suppliers of PCR reagents, however, please let us know if we have missed anyone important

To these 10 suppliers, we will add an 'other' option

The format in the web version that will be fielded will be pull-down choices for suppliers – a much neater presentation than this, but will not allow for identification of the 'other' company.

Criteria	Applied Bio	GE Healthcare	NEB	Qiagen	Stratagene
	BD Clontech	Invitrogen	Promega	Roche Applied	TaKaRa
a. Best value for money	[ ]	[ ]	[ ]	[ ]	[ ]
b. Highest yield	[ ]	[ ]	[ ]	[ ]	[ ]
c. Best for long range PCR	[ ]	[ ]	[ ]	[ ]	[ ]
d. Highest specificity	[ ]	[ ]	[ ]	[ ]	[ ]
e. Highest fidelity	[ ]	[ ]	[ ]	[ ]	[ ]
f. Prod's for problematic PCR	[ ]	[ ]	[ ]	[ ]	[ ]
g. Ease of optimization	[ ]	[ ]	[ ]	[ ]	[ ]

18. Finally, from the following list of improvements, please choose the ones that would be most important to your current work. (Please select ALL that apply).

- [ ] Higher fidelity
- [ ] Higher yield
- [ ] Less cycling time
- [ ] Longer amplicons
- [ ] Better sensitivity
- [ ] Higher specificity
- [ ] Less set-up time
- [ ] Real-time analysis
- [ ] Less reagent consumpt'n
- [ ] Room temp assembly
- [ ] Minimal optimization
- [ ] Other: \_\_\_\_\_

Do we really need this orphan question?

19. Who is your primary supplier for nucleotides? Brand : \_\_\_\_\_

OK, now please choose your free gift from the following list:

- Limited edition designer tee shirt (XL size)
- Limited edition designer tee shirt (L size)
- Limited edition designer tee shirt (M size)
- Inova brilliant LED keychain microlight
- \$5 donation in your name to Habitat for Humanity
- Quality laser pointer
- Stainless steel folding pocket knife
- \$5 Amazon e-mail gift certificate
- Starbuck's gift card good for 1 lb coffee
- \$5 Barnes & Noble gift card

And let us know where to send it, or how to contact you, if necessary:

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Dept: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Thank you for completing the survey. Now, please fold and return in post-paid envelope.  
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