

**Industry Standards for Cell
Culture Products
Benchmark Questionnaire
2001**



Rennier
Associates, Inc.

October 8, 2001

Dear Survey Participant,

For your convenience, this industry benchmark questionnaire uses the Research Response Check Method to collect data. This survey booklet includes two checks totaling a monetary incentive of \$20.00 on which you record your answers on the check in black or a dark ink, and then cash or deposit them.

Unless your bank requires it, there is no need to fill in your name on the checks. You may make them payable to bank, 'cash', or 'bearer'. Once the checks have been removed, you may throw away this questionnaire. Please do not mail it back. We will receive your answers through the bank when you cash the checks. **If you are unfamiliar with this method, see page 3 for instructions.**

Please Note:

Unless specifically defined, **all references to cell culture products** are defined as dry powder media or liquid media.

If company policy prevents you from accepting monetary incentives for participation in research you may donate your response checks to your favorite charity after completing the information requested in the study.

If you have any difficulty completing this questionnaire, require assistance, or would prefer to respond by telephone interview please call Greg Rennie at 1-866-657-5044 (toll free) between the hours of 9AM to 5PM, Central Standard Time.

Thank you for your vital contribution,



Greg Rennie, PhD
President



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Instructions for completing Your Response Check Survey:

Filling out the answers on the Research Response Check is easy! First, read the question carefully. Pay particular attention to whether you are being requested to select only one response or multiple responses. If you find it helpful, you may make notes on the questionnaire.

Then, mark your answer on the response check by matching the number of the answer(s) with the numbered boxes on the Research Response Check. Use **black or dark ink** and make certain you make it clear which box you have marked.

Example 1.:

I. Coffee Consumption

In line I., on the response check, please mark the number corresponding to the **average number of cups of coffee** you consume during a normal work day. (*please mark only 1*)

In the above example we have selected the answer "2-4 cups per day" and checked box 69 on line I of the response check. We have also circled our answer on the questionnaire to make it easier to fill out the form.

Now, you try it!

J. How I Take My Coffee

In line J, on the response check please mark the number corresponding to the **condiments you prefer to add to your coffee** (*mark all that apply*)

None, I do not drink coffee at work	67
1 cup per day	68
2-4 cups per day	69
5-8 cups per day	70
9-12 cups per day	71
More than 13 cups per day	72

Milk	73
Cream	74
Non-Dairy Creamer	75
Sugar	76
Sugar Substitute	77
None, I drink my coffee black	78
Does not apply	79

Once you have entered the requested number of responses on every line of the Research Response Check, remove the check from the questionnaire and cash or deposit it. You may throw away the questionnaire booklet.

PROPER ENDORSEMENT REQUIRES COMPLETION OF SURVEY	A	1	<input checked="" type="checkbox"/>	3	4	5	6	7	8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	B	9	10	11	12	<input checked="" type="checkbox"/>	14	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	C	15	16	<input checked="" type="checkbox"/>	18	19	20	<input checked="" type="checkbox"/>	22	23	<input checked="" type="checkbox"/>	25	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	D	26	27	28	29	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	E	<input checked="" type="checkbox"/>	32	<input checked="" type="checkbox"/>	34	35	36	37	38	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	F	39	40	<input checked="" type="checkbox"/>	42	<input checked="" type="checkbox"/>	44	45	46	<input checked="" type="checkbox"/>	48	49	50	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	G	51	<input checked="" type="checkbox"/>	53	54	55	56	<input checked="" type="checkbox"/>	58	59	60	<input checked="" type="checkbox"/>	62	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	H	<input checked="" type="checkbox"/>	64	65	66	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	I	67	68	<input checked="" type="checkbox"/>	70	71	72	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	J	73	74	75	76	77	78	79	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	K	80	81	82	83	84	85	86	87	88	89	90	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	L	91	92	93	94	95	96	97	98	99	100	101	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Whipple, Sargent & Associates
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1. Has your company used or purchased any cell culture media in the last twelve months?

Yes (Please mark box **1A** in black or dark ink on the check below then continue to Question 2)

No (Please mark box **1B** on the first check and cash/deposit it; you may discard this questionnaire and either destroy or cash/deposit the remaining checks)

2. Are you personally involved in the use, selection, recommendation, or purchase of media?

Yes (Mark box **2A** on the check and continue to Question 3)

No (Please give these materials to someone who is involved with the selection of media; if this is not possible, mark box **2B** on the first check and cash/deposit it and discard this questionnaire)

3. What are your CELL CULTURE MEDIA supplier preferences?

3A. Using the numbers in **column 3A** please indicate which of the following **suppliers you have heard about**. (mark **all that apply**)

3B. From **column 3B** indicate which of the following suppliers you have **used in the last twelve months** for your media needs. (mark **all that apply**)

3C. Using the numbers in **column 3C**, which of the following suppliers do you **intend to purchase** media from in the next twelve months? (mark **all that apply**)

3D. Selecting from **column 3D**, who do you consider to be the **three best suppliers** for media? (mark **only three**)

3E. From **column 3E**, select the one company who you consider to be your primary supplier of media. (mark **only one**)

Table for Question 3	3A	3B	3C	3D	3E
ATCC	3A1	3B1	3C1	3D1	3E1
BD Biosciences	3A2	3B2	3C2	3D2	3E2
BioWhittaker	3A3	3B3	3C3	3D3	3E3
HyClone	3A4	3B4	3C4	3D4	3E4
Invitrogen (LTI/Gibco)	3A5	3B5	3C5	3D5	3E5
Irvine Scientific	3A6	3B6	3C6	3D6	3E6
JRH Biosciences	3A7	3B7	3C7	3D7	3E7
Mediatech	3A8	3B8	3C8	3D8	3E8
Sigma Aldrich	3A9	3B9	3C9	3D9	3E9
Other	3A10	3B10	3C10	3D10	3E10
None	3A11	3B11	3C11	3D11	3E11

4. Price or Quality?

When purchasing cell culture media, you often have to make a choice between price and all other product and service attributes (e.g., product performance, on-time deliveries...). Using the numbers from the scale below, indicate **how you make tradeoffs between price and non-price attributes**. (Mark **only one**)

Price is the primary factor	More price than non-price attributes	Price and non-price attributes are equally important	More non-price attributes than price	Non-price attributes are the primary factor
4A	4B	4C	4D	4E

5. What are your preferred information sources?

5A. Where have you learned about cell culture medias? (mark all that apply)

colleagues	5A1	magazine ads	5A5	trade magazine article	5A9
direct mail	5A2	manufacturer representative	5A6	trade shows	5A10
government publications	5A3	manufacturer catalog	5A7	web/email ads	5A11
journals	5A4	telemarketing	5A8	other	5A12

5B. Which one source has been most valuable? (mark only one)

colleagues	5B1	magazine ads	5B5	trade magazine article	5B9
direct mail	5B2	manufacturer representative	5B6	trade shows	5B10
government publications	5B3	manufacturer catalog	5B7	web/email ads	5B11
journals	5B4	telemarketing	5B8	other	5B12

6. What magazines and journals do you read?

6A. Which of the following publications do you read on a regular basis? (mark all that apply)

American Biotechnology Laboratory	6A1	BioTechniques	6A5	Medical Device & Diagnostic Industry	6A8	Science	6A12
American Laboratory	6A2	Genetic Engineering News	6A6	Modern Drug Discovery	6A9	The Scientist	6A13
Biomedical Products	6A3	Journal of Biological Chemistry	6A7	Nature Biotechnology	6A10	other	6A14
BioPharm	6A4			Nature Cell Biology	6A11	none	6A15

6B. Which one publication have you found most valuable to learn about new technologies or practices in your area of expertise? (mark only one)

American Biotechnology Laboratory	6B1	BioTechniques	6B5	Medical Device & Diagnostic Industry	6B8	Science	6B12
American Laboratory	6B2	Genetic Engineering News	6B6	Modern Drug Discovery	6B9	The Scientist	6B13
Biomedical Products	6B3	Journal of Biological Chemistry	6B7	Nature Biotechnology	6B10	other	6B14
BioPharm	6B4			Nature Cell Biology	6B11	none	6B15

6C. Which one publication have you found most valuable to locate a cell culture media supplier or product? (mark only one)

American Biotechnology Laboratory	6C1	BioTechniques	6C5	Medical Device & Diagnostic Industry	6C8	Science	6C12
American Laboratory	6C2	Genetic Engineering News	6C6	Modern Drug Discovery	6C9	The Scientist	6C13
Biomedical Products	6C3	Journal of Biological Chemistry	6C7	Nature Biotechnology	6C10	other	6C14
BioPharm	6C4			Nature Cell Biology	6C11	none	6C15

PROPER ENDORSEMENT REQUIRES COMPLETION OF SURVEY

1.	1A	1B	2.	2A	2B										
3.A	3A1	3A2	3A3	3A4	3A5	3A6	3A7	3A8	3A9	3A10	3A11				
3.B	3B1	3B2	3B3	3B4	3B5	3B6	3B7	3B8	3B9	3B10	3B11				
3.C	3C1	3C2	3C3	3C4	3C5	3C6	3C7	3C8	3C9	3C10	3C11				
3.D	3D1	3D2	3D3	3D4	3D5	3D6	3D7	3D8	3D9	3D10	3D11				
3.E	3E1	3E2	3E3	3E4	3E5	3E6	3E7	3E8	3E9	3E10	3E11				
4.	4A	4B	4C	4D	4E										
5.A	5A1	5A2	5A3	5A4	5A5	5A6	5A7	5A8	5A9	5A10	5A11	5A12			
5.B	5B1	5B2	5B3	5B4	5B5	5B6	5B7	5B8	5B9	5B10	5B11	5B12			
6.A	6A1	6A2	6A3	6A4	6A5	6A6	6A7	6A8	6A9	6A10	6A11	6A12	6A13	6A14	6A15
6.B	6B1	6B2	6B3	6B4	6B5	6B6	6B7	6B8	6B9	6B10	6B11	6B12	6B13	6B14	6B15
6.C	6C1	6C2	6C3	6C4	6C5	6C6	6C7	6C8	6C9	6C10	6C11	6C12	6C13	6C14	6C15

Research Response Check

Renner Associates, Inc.


DATE: October 8, 2001 18-69/1010

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7. What is important to you?

Using the numbers from column 7, in the table, below, please select the **three most-important factors** when purchasing cell culture media. (Mark **only three**)

8. How do media suppliers distinguish themselves?

Using the numbers from column 8, choose the **one deciding factor** which, when all other factors are equal, most often influences **your selection of a specific media supplier**. (Mark **only one**)

Table for Questions 7,8 and 9	7	8
A. best overall performance		
B. competitive prices	7B	8B
C. consistent yields	7C	8C
D. customer service support	7D	8D
E. customization abilities	7E	8E
F. honesty/trustworthiness	7F	8F
G. industry leadership	7G	8G
H. lot-to-lot consistency	7H	8H
I. many product choices	7I	8I
J. on-time delivery	7J	8J
K. past experience w/company	7K	8K
L. products/services increase my price competitiveness	7L	8L
M. products/services reduce my overall costs	7M	8M
N. sales support	7N	8N
O. technical support	7O	8O
P. superior yields	7P	8P
Q. understands/cares about my business	7Q	8Q
R. warehousing/storage	7R	8R

9. Who are the best performers?

Based on your personal experience and knowledge, for each factor in the left column of the table, below, please indicate **which of the following suppliers** of cell culture media provide the **highest level of performance**.

(For each row, mark **at least one** response on the Response Check, but no more than two)

Selections for Question 9						
BioWhittaker	HyClone	Invitrogen (LTI/Gibco)	JRH Biosciences	Sigma Aldrich	Not Applicable	
9A1	9A2	9A3	9A4	9A5	9A6	
9B1	9B2	9B3	9B4	9B5	9B6	
9C1	9C2	9C3	9C4	9C5	9C6	
9D1	9D2	9D3	9D4	9D5	9D6	
9E1	9E2	9E3	9E4	9E5	9E6	
9F1	9F2	9F3	9F4	9F5	9F6	
9G1	9G2	9G3	9G4	9G5	9G6	
9H1	9H2	9H3	9H4	9H5	9H6	
9I1	9I2	9I3	9I4	9I5	9I6	
9J1	9J2	9J3	9J4	9J5	9J6	
9K1	9K2	9K3	9K4	9K5	9K6	
9L1	9L2	9L3	9L4	9L5	9L6	
9M1	9M2	9M3	9M4	9M5	9M6	
9N1	9N2	9N3	9N4	9N5	9N6	
9O1	9O2	9O3	9O4	9O5	9O6	
9P1	9P2	9P3	9P4	9P5	9P6	
9Q1	9Q2	9Q3	9Q4	9Q5	9Q6	
9R1	9R2	9R3	9R4	9R5	9R6	

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