

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

DECLARATION OF E. DEBORAH JAY, Ph. D.

1. I am President and Chief Executive Officer of Field Research Corporation, a San Francisco-based research firm specializing in marketing and public opinion surveys.

2. In late 2005 and early 2006, Field Research Corporation conducted a survey (the “Field Survey”) to determine whether decisionmakers in companies that purchase, license, or upgrade design software associate “DWG” with design software from a single company or source, and if so, whether they associate it with design software from Applicant Autodesk, Inc. (“Autodesk”) and/or AutoCAD¹ exclusively.

3. The Field Survey found that 43% of decisionmakers associated “DWG” with design software from a single company or source, and 42% of decisionmakers said they associated “DWG” with design software from Autodesk and/or AutoCAD exclusively.

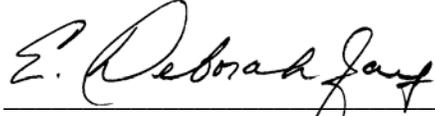
4. The Design Software Survey Report, which discusses the methodology and findings of the Field Survey in detail, is attached hereto as Exhibit A.

I declare, being hereby warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements may jeopardize the validity of the application or any resulting registration, that the facts set forth in this declaration are true; that all statements made on personal knowledge are true; and that all statements

¹ I understand that AutoCAD is Autodesk’s main design software product featuring DWG files and technology.

made on information and belief are believed to be true.

Dated: **February 8, 2007**

A handwritten signature in black ink that reads "E. Deborah Jay". The signature is written in a cursive style with a large, prominent initial "E".

By: E. Deborah Jay, Ph.D.
President and CEO
Field Research Corporation

EXHIBIT A

Design Software Survey

– Report –

April 2006

FIELD

RESEARCH

CORPORATION

FOUNDED IN 1945 BY MERVIN FIELD

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Report of E. Deborah Jay, Ph.D.

I. Introduction and Summary

I am President and Chief Executive Officer of Field Research Corporation (“Field Research”), a San Francisco-based research firm specializing in marketing and public opinion surveys. Field Research was retained by counsel for Autodesk to conduct a survey (the “Field Survey”) with a nationwide random sample of software decisionmakers in companies that purchase, license, or upgrade design software. The purpose of the Field Survey was to determine whether decisionmakers in these companies associate “DWG” with design software from a single company or source, and if so, whether they associate it with design software from Autodesk and/or AutoCAD exclusively.¹

For the Field Survey, telephone interviews were completed with a nationwide random sample of 308 decisionmakers in companies in the following three industry groups: (a) engineering, architectural and surveying services; (b) manufacturing; and (c) construction. To be eligible for the survey a company had to have purchased, licensed or upgraded its design software in the past 12 months or think that it would do so in the next 12 months.

The interviews for the survey were conducted by 18 professional interviewers from Field Research’s interviewing facilities in San Diego and San Francisco, California between November 28, 2005 and January 20, 2006. The interviews for the survey were double-blind; neither the interviewers nor the survey respondents were told the name of the client or that the study was being conducted in connection with potential trademark filings and/or potential legal action.

At the beginning of the interview, survey respondents were advised that we only were interested in their opinions or beliefs and they were instructed to indicate if they did not know the answer to a question or did not have an opinion. Interviewers then asked survey respondents two

sets of questions. One set of questions (*i.e.*, the “test” questions) pertained to “DWG.” The other set of questions (*i.e.*, the “control” questions) pertained to “QBK.” Autodesk uses “DWG” in connection with its AutoCAD software, but has not used “QBK” for its design software. The “control” questions were used for comparison purposes and to determine whether those decisionmakers who associated “DWG” with design software from Autodesk and/or AutoCAD exclusively (if any) did so because of guessing or “noise.” The order in which the two sets of questions were asked was randomized across survey respondents.

The Field Survey was conducted according to accepted survey standards. Based on the overall design and execution of the Field Survey, it provides representative information regarding whether software decisionmakers in companies that purchase, license or upgrade design software associate “DWG” with design software from a single company or source.

As described in detail in the discussion that follows, the survey found:

- When asked the “test” questions, 43% of decisionmakers in the companies surveyed said they associated “DWG” with design software from a single company or source. This breaks down as follows: 42% said they associated it with design software from Autodesk and/or AutoCAD exclusively and 1% said they associated it with design software from one company but did not know the company’s name.
- When asked the “control” questions, none of the decisionmakers said they associated “QBK” with design software from Autodesk or AutoCAD, and none said they associated it with design software from one company but did not know the company’s name.
- The difference between the percentage who associated “DWG” with design software from a single company or source and the percentage who said this for “QBK” is 43 percentage points (*i.e.*, 43% minus 0). This difference indicates that 43% of decisionmakers associate “DWG” with design software from a single company or source for reasons other than guessing or “noise.”
- Approximately two-thirds of the survey respondents were decisionmakers for companies in the following two industry groups: (a) engineering, architectural and surveying services and (b) manufacturing. Over half (54%) of the decisionmakers in these companies associated “DWG” with design software from a single company or source. This breaks down as follows: 52% of decisionmakers in these companies said they associated “DWG” with design software from Autodesk and/or AutoCAD exclusively and 2% said they associated it with design software from one company but did not know the company’s name.

The survey methods, findings, and my conclusions are described in the remainder of this report, which is based on information that I have been provided and the analyses I have performed thus far. I understand that I may be provided with additional information. I also may be asked to perform further analyses and, if so, this report may be amended or revised.

In connection with possible future testimony I may use as exhibits various documents produced in potential trademark filings and/or potential legal action which refer to or relate to the matters discussed in this report. In addition, I may create or assist in the creation of certain demonstrative exhibits to assist me in possible future testimony. I have not yet selected or created such exhibits.

II. Credentials

I am President and CEO of Field Research, one of the oldest and most respected marketing and public opinion research firms in the United States. I bring to this project more than 25 years of experience conducting large-scale surveys of all types (*e.g.*, mail, telephone and in-person), including surveys for public agencies, nonprofit organizations, private companies and law firms. I have conducted numerous surveys on behalf of both plaintiffs and defendants in trademark and false or misleading advertising cases. I have testified in federal court in intellectual property cases and have been qualified by several federal courts as an expert in survey methodology.

I hold a bachelor's degree in psychology and political science from the University of California at Los Angeles (*magna cum laude*) and a master's degree and doctorate in political science from the University of California at Berkeley. Before joining Field Research in 1991, I was a program director at SRI International (formerly Stanford Research Institute). I also was a manager with KPMG Peat Marwick in San Francisco, and a research associate at the Survey Research Center at the University of California at Berkeley. I have lectured to classes (at the graduate and undergraduate levels) at

UC Berkeley's Haas School of Business, Institute for Governmental Studies, and Boalt Law School, and have served on the faculty of various continuing legal education programs.

I am past chair of the Council of American Survey Research Organizations (CASRO), a not-for-profit trade association representing over 200 survey research companies engaged in professional research. I served as a director of CASRO for seven years (from 1995 to 2001) and during that time chaired both the Survey Research Quality and Standards and Ethics committees of that organization.

I previously served on the Executive Council of the American Association for Public Opinion Research (AAPOR), a professional society of individuals engaged in opinion research, market research, and social research. I was elected Standards Chair of the national organization and served as president of the Pacific Chapter of that organization. AAPOR was founded in 1947 and its membership includes approximately 2,000 individuals from every sector of the research community, including academic institutions, commercial organizations, government agencies and nonprofit organizations.

Founded in 1945 by Mervin Field, Field Research currently conducts thousands of interviews each year with representative samples of the general public, corporate executives, and other special populations. It is staffed by more than 30 full-time professionals and more than 100 interviewers who conduct local, national and international research for clients in the public and private sectors.

Field Research has conducted the nationally-quoted Field Poll since 1947, and has tracked voter preferences in all major statewide elections in California since 1948. Since 1948, the average deviation between *The Field Poll's* final pre-election poll in California and the actual percentage vote in California for the winning candidate in elections for President, Governor and U.S. Senate has been approximately two percentage points. *The Field Poll* is well-known throughout California for the surveys it regularly takes and publishes of voter support for leading political figures and public reaction to significant political events.

III. Prior Testimony

During the past four years, I have testified in deposition and/or at trial in the following cases:

- Peaceable Planet, Inc., v. Ty, Inc. and H. Ty Warner (United States District Court, Northern District of Illinois).
- AARP v. Kramer Lead Marketing Group et. al. (United States District Court, Middle District of Florida).
- UGG Holdings, Inc.(Deckers Outdoor Corporation) v. Clifford Severn, Percy Severn, Clifford Severn S.G., d/b/a Koolaburra, Paul Barclay, and Barclay Holdings Inc. (United States District Court, Central District of California).
- Schwan's IP LLC and Schwan's Consumer Brands North America, Inc. v. Kraft Pizza Company (United States District Court, District of Minnesota).
- Michael Marlo v. United Parcel Service (United States District Court, Central District of California).
- Starcrest Products of California v. Publishers ClearingHouse (United States District Court, Central District of California).
- Immersion v. Sony Computer Entertainment America, Inc. Sony Computer Entertainment Inc., and Microsoft Corporation (United States District Court, Northern District of California).
- Jacques Loussier v. Universal Music Group, Inc., Interscope Records, Inc., Interscope Records, LLC, Marshall Mathers, p/k/a Eminem and Andre Young, p/k/a Dr. Dre (United States District Court, Southern District of New York).
- Twentieth Century Fox Film Corporation v. Marvel Enterprises, Inc., Tribune Entertainment Co., Fireworks Communications, Inc., and Fireworks Television (US) Inc. (United States District Court, Southern District of New York).
- Nissan Motor Co., v. Nissan Computer Corp. (United States District Court, Central District of California).
- Ty Inc., v. Softbelly's Inc. (United States District Court, Northern District of Illinois).

IV. Publications

A list of publications, publicly released technical reports, and conference papers/presentations

I have authored or co-authored during the past 10 years is included in Appendix A.

V. Expert Compensation

Field Research is performing this study on a time and materials basis. Because work in connection with this project is ongoing, I do not yet know the total project costs. The hourly rate that Field Research is charging for my time on this project in 2006 is \$450.

VI. Documents Reviewed

I reviewed information provided by counsel for Autodesk pertaining to the types of companies that use design software and persons in these companies who make purchasing decisions regarding design software.

VII. Survey Design and Approach

Under my design, direction and supervision, Field Research conducted a telephone survey with a nationwide random sample of software decisionmakers in companies that purchase, license, or upgrade design software. The purpose of the Field Survey was to determine whether decisionmakers in these companies associate “DWG” with design software from a single company or source, and if so, whether they associate it with design software from Autodesk and/or AutoCAD exclusively.

A. The Sample for the Field Survey

Field Research obtained a nationwide random sample of companies with the following U.S. Standard Industrial Classifications (SICs): (a) engineering, architectural, and surveying services companies (SICs 8711 to 8713); (b) companies that manufacture primary and fabricated metal products, machinery and electrical equipment, transportation equipment, instruments-related products, and miscellaneous other products and equipment (“manufacturing companies”) (SICs 33 to 39); and (c) general building, heavy construction and special trade contractors (“construction

companies”) (SICs 15 to 17). Companies were sampled from these SICs because I understand companies in these industries are most apt to purchase, license, or upgrade design software.

Based on Field Research’s instruction, Marketing Systems Group, Inc. (a firm in Fort Washington, Pennsylvania that specializes in developing samples for surveys), randomly selected the sample for the survey from Dun and Bradstreet’s business database which includes information on approximately 1.6 million establishments in the United States in the relevant industries.²

B. Survey Administration

A survey instrument (questionnaire) was developed for the survey, as well as written Supervisor Instructions, Interviewer instructions, and a set of Responses to General Questions. (A copy of these materials is included in Appendix B.) The Responses to General Questions included background information about Field Research and provided responses for anticipated questions from potential survey respondents.

A computer program was developed for the survey, so that the survey instrument would appear on a computer terminal and interviewers would be able to enter survey respondents’ answers directly into the computer. Before interviewing began, Field Research’s project staff reviewed each of the survey materials with the interviewing staff during training sessions. Interviewers were monitored during data collection by interviewing supervisors to ensure that the interviews were conducted according to the written instructions. The interviews for the survey were double-blind: neither the interviewers nor the survey respondents were told the name of the client or that the survey was being conducted in connection with potential trademark filings and/or potential legal action.

C. Respondent Selection

When a business was first contacted, the interviewer introduced the survey in the following manner:

“Hello, my name is _____. Field Research Corporation is conducting a short opinion survey about computer software.”

The interviewer then inquired whether the company used computers at the location, and if so, asked to speak with the person who mainly decides what types or brands of computer software the company uses at the location. If this person was not available, the interviewer recorded the person’s name and telephone number and asked when would be a good time to reach the person. When the interviewer reached the person to whom he/she had been referred, the interviewer repeated the survey introduction and confirmed with the respondent that he or she was the person who mainly decides what types or brands of computer software the company uses at the location. After confirming this, the interviewer told the respondent the following:

“Now, I would like to ask you a few questions about design software. By design software, I mean software that is used by engineers, architects, drafters, designers and other professionals to create 2-dimensional and 3-dimensional representations and instructions for the building, manufacture or maintenance of products, machinery, or structures. It also is used for mapping and surveying. Design software is sometimes referred to as ‘CAD’ or computer-aided design software.”

The interviewer then asked the following questions:

- “Does anyone use design software at this location?”
 - (IF YES) “Do you or does someone else mainly decide or recommend what types or brands of design software your company purchases or licenses for use at this location?”
 - (IF SOMEONE ELSE) “What is the name of the person who mainly decides or recommends what types or brands of design software your company purchases or licenses for use at this location?”

If the company did not use design software the interviewer ended the interview. If the company did use design software and the respondent said that he or she mainly decided or recommended what types or brands of design software the company purchases or licenses for use at the location, the interviewer continued the interview with this person. If someone else decided this, the interviewer asked to speak with that person. If that person was not available, the interviewer recorded the person's name, telephone number, and asked when would be a good time to reach the person. When the interviewer reached the person to whom he/she had been referred, the interviewer repeated this series of questions until reaching the person who mainly decided or recommended the types or brands of design software the company uses at the location.

D. Eligibility Criteria

When the interviewer confirmed that he or she had reached the person who mainly decides or recommends the types or brands of design software the company uses at the location, the interviewer asked the following questions:

- “In the past 12 months, did your company purchase, license or upgrade design software for use at this location?”
- What about during the next 12 months...During the next 12 months, do you think that your company will purchase, license or upgrade design software for use at this location?”

To be eligible for the survey, a company either had to have purchased, licensed, or upgraded its design software in the past 12 months or think it would do so in the next 12 months.

E. The Questionnaire

After the company was determined to be eligible, the design software decisionmaker was told the following:

“I have just a few more questions about design software. Before we continue, I would like to assure you that we only are interested in your opinions or beliefs. Your responses will be confidential, and if you do not know the answer to a question or do not have an opinion, please say so. Also, I need to tell you that to ensure quality my supervisor may monitor this interview.”

Interviewers then asked survey respondents two sets of questions. One set (*i.e.*, the “test” questions) pertained to “DWG”:

- “My next question concerns the name or term ‘DWG.’ Do you associate the name or term ‘DWG’ with design software from any particular company or companies?”
 - (*IF YES*) “With what company or companies?”
 - (*IF DIDN'T KNOW COMPANY NAMES*) “Do you associate the name or term ‘DWG’ with design software from one company or more than one company?”³

The other set of questions (*i.e.*, the “control” questions) was identical except that they pertained to “QBK.” Autodesk uses “DWG” in connection with its AutoCAD software, but has not used “QBK” for its design software. The order in which the questions pertaining to “DWG” and “QBK” were asked was randomized across survey respondents (*i.e.*, half the survey respondents were asked about “DWG” first, and the other half was asked about “QBK” first).

F. Completed Interviews

The telephone interviews for the survey were conducted by 18 professional interviewers at Field Research’s interviewing facilities in San Diego and San Francisco, California between November 28, 2005 and January 20, 2006. Multiple dialing attempts were made to reach each randomly selected company in the sample for the following purposes: (a) to determine whether the

company uses design software, and if so, to identify and reach the person who mainly decides or recommends the types or brands of design software the company uses; (b) to determine whether the company was eligible (*i.e.*, whether it had purchased, licensed or upgraded its design software in the past 12 months or thought it would do so in the next 12 months), and, if so, to complete an interview.

Altogether, 3,473 companies were screened for eligibility, and of these, 308 (9%) were determined eligible and completed an interview.⁴

VIII. Sample Characteristics and Representativeness

Table 1 compares the characteristics of companies in the following three groups: all companies in the industries surveyed; those companies that were reached and screened for eligibility; and companies that were determined eligible and in which the design software decisionmaker completed an interview. As shown in Table 1, the characteristics of the first two groups (all companies in the three industry groups surveyed and those companies screened for eligibility) are similar. However, relative to all companies in the industries surveyed, a greater percentage of eligible companies were in the following two industry groups: (a) engineering, architectural, and surveying services; and (b) manufacturing. This is because companies in these two industry groups were more apt to purchase, license, or upgrade design software than were construction companies. Similarly, relative to all companies in the relevant industries, a greater percentage of eligible companies had more than 5 employees. This is because these companies were more apt to purchase, license or upgrade design software than were smaller companies (*i.e.*, companies with 5 or fewer employees).

Table 1
Characteristics of Companies in the Industries Surveyed, Companies Screened for Eligibility, and Eligible Companies That Completed Interviews

	<u>Companies in the Industries Surveyed</u>	<u>Companies Screened for Eligibility</u> (n = 3,473)	<u>Eligible Companies That Completed Interviews</u> (n = 308)
<u>Industry</u>			
Engineering, architectural and surveying services (SIC 8711-8713)	8%	8%	32%
Manufacturing (SIC 33-39)	19	21	34
Construction (SIC 15-17)	73	71	34
<u>No. of Employees</u>			
1 to 5	73	71	59
More than 5	25	27	40
Unknown	2	2	1
<u>Regional Distribution</u>			
Northeast	19	19	15
Midwest	23	24	26
South	35	35	32
West	23	22	27

As intended, all of the decisionmakers in eligible companies said their company had purchased, licensed, or upgraded design software in the past 12 months or thought their company would do so in the next 12 months. Of the 308 companies for whom interviews were completed, 71% of survey respondents said their company had purchased, licensed, or upgraded design software in the past 12 months and a similar percentage (70%) thought their company would do so in the next 12 months.

The Field Survey was conducted according to accepted survey standards. Based on the overall design and execution of the Field Survey, it provides representative information regarding whether software decisionmakers in companies that purchase, license or upgrade design software associate "DWG" with design software from a single company or source. Analyses based on the

overall sample of 308 completed interviews have a maximum sampling error of approximately ± 6 percentage points at the 95% confidence level.⁵

IX. Overall Survey Results

Design software decisionmakers were asked whether they associated the name or term “DWG” with design software from any particular company or companies and, if so, which company or companies (*i.e.*, the “test” questions). Those survey respondents who associated “DWG” with design software from a particular company, but did not know the name of the company were asked whether they associated “DWG” with design software from one company or more than one company. Survey respondents were asked the same series of questions about “QBK.” Table 2 displays the survey results for each set of questions. (Verbatim responses for the “test” and “control” questions are included in Appendices C and D, respectively.)

As shown in Table 2, when asked the “test” questions, 43% of decisionmakers said they associated “DWG” with design software from a single company or source. This breaks down as follows: 42% said they associated it with design software from Autodesk and/or AutoCAD exclusively and 1% said they associated “DWG” with design software from one company but did not know the company’s name.

When asked the “control” questions, none of the decisionmakers said they associated “QBK” with design software from Autodesk and/or AutoCAD. Furthermore, none said they associated “QBK” with design software from one company, but did not know the company’s name. The difference between the percentage who associated “DWG” with design software from a single company or source and the percentage who said this for “QBK” is 43 percentage points (*i.e.*, 43% minus 0). This difference indicates that 43% of decisionmakers associate “DWG” with design software from a single company or source for reasons other than guessing or “noise.”

	“DWG” (Test Os) (n = 308)	“QBK” (Control Os) (n = 308)
Does associate the name or term with design software from a particular company or companies	59%	5%
Autodesk and/or AutoCAD Exclusively or One Company*	(43)	(0)
Autodesk and/or AutoCAD exclusively	(42)	(0)
One company (doesn't know the name)	(1)	(0)
Autodesk and/or AutoCAD and another company	3	0
Other company or comment (no mention of Autodesk or AutoCAD)	10	4
Multiple companies (doesn't know the names)	1	<1
Doesn't know whether associates it with one or more than one company	2	0
Does <u>not</u> associate or know whether he/she associates the name or term with design software from a particular company or companies	41	95

* Includes one respondent who said “Inventor,” an Autodesk product.

X. Survey Results by Industry

In this section, the results are reported separately for eligible companies in each of the three industry groups surveyed: (a) engineering, architectural and surveying services; (b) manufacturing; and (c) construction. As shown in Table 3, 54% of decisionmakers in the first two industry groups associated “DWG” with design software from a single company or source (62% for engineering, architectural and surveying services and 46% for manufacturing). The 54% breaks down as follows: 52% of these companies said they associated “DWG” with design software from Autodesk and/or AutoCAD exclusively and 2% said they associated “DWG” with design software from one company but did not know the company’s name. Relative to these two industry groups, a smaller percentage

(21%) of decisionmakers in construction companies associated “DWG” with design software from a single company or source (*i.e.*, the 21% associated “DWG” with design software from Autodesk and/or AutoCAD exclusively).

Regardless of the industry group, nobody associated “QBK” (the control term) with design software from Autodesk and/or AutoCAD exclusively and nobody said they associated “QBK” with design software from one company but did not know the company’s name.

Table 3
Percentage of Software Decisionmakers Who Associate “DWG” and “QBK” with Design Software from Autodesk and/or AutoCAD Exclusively or with One Company, by Industry

	“DWG” (Test Os)	“QBK” (Control Os.)
<u>All Survey Respondents*</u>	43%	0%
Engineering, architectural, surveying services and manufacturing companies[^]	(54)	(0)
Engineering, architectural and surveying services	(62)	(0)
Manufacturing	(46)	(0)
Construction companies ⁺	21	0

* Percentages are based on all 308 eligible companies.

[^] Percentages are based on 205 companies in engineering, architectural and surveying services (n= 99) and manufacturing (n = 106). Approximately 52% of these companies associated “DWG” with design software from Autodesk and/or AutoCAD exclusively and 2% associated “DWG” with design software from one company, but did not know the company’s name.

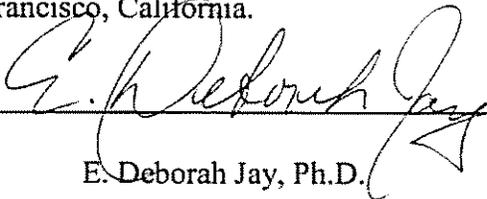
⁺ Percentages are based on 103 construction companies. Approximately 21% of these companies associated “DWG” with design software from Autodesk and/or AutoCAD exclusively.

XI. Conclusions

It is my opinion, based on my analysis of the results of the Field Survey, my professional experience and my education, that the Field Survey supports the conclusion that "DWG" has acquired secondary meaning with respect to Autodesk and/or AutoCAD when it is used in connection with design software.

I declare under penalty of perjury under the laws of the United States that the foregoing is true and correct.

Executed this 17th day of April 2006 at San Francisco, California.



E. Deborah Jay, Ph.D.

ENDNOTES

- 1 I understand that AutoCAD is Autodesk's main design software product featuring DWG files and technology.
- 2 Randomly selected companies in the relevant industries included headquarters, branch, and single site locations.
- 3 The order of the response categories for this question was rotated. The response categories were read in the order listed for half of the respondents asked this question. The other half was asked the following question: "Do you associate the name or term ('DWG') ('QBK') with design software from more than one company or one company?"
- 4 Field Research's telephone interviewers attempted to contact 10,998 randomly selected companies. Of these, 1,812 were not reached because the telephone number was disconnected or a wrong number (1,653) or because the telephone number was never answered or was connected to an answering machine (159). Of the 9,186 companies that were reached, Field Research was unable to determine whether 5,713 of these companies were eligible for the survey for the following reasons: there was a language or communication barrier (62); the appropriate respondent was never available (4,002); or someone in the company refused to identify the appropriate respondent or to answer the screening questions (1,649). Altogether 3,473 companies were screened for eligibility. Of these, 3,162 were not eligible for the following reasons: the company did not use computers (1,584); there were no software decisionmakers at the location (272); the company did not use design software (1,173); the company had not purchased, licensed or upgraded design software in the past 12 months and did not intend to do so in the next 12 months (133). In the 311 companies that were determined eligible, 308 design software decisionmakers agreed to participate in the study and completed an interview.
- 5 The maximum sampling error is based on percentages around 50%; percentages at either end of the distribution (*i.e.*, very small or very large percentages) have a smaller sampling error. While there are other potential sources of error in surveys besides sampling error, the overall design and execution of the survey minimized the potential for other sources of error.

Appendix A

E. Deborah Jay, Ph.D. Publicly Released Technical Reports, Conference Papers/Presentations, and Publications Since 1996 (Author or Co-author)

E. Deborah Jay, Ph.D.
**Publicly Released Technical Reports, Conference Papers/Presentations,
and Publications Since 1996 (Author or Co-author)**

Author or co-author of numerous proprietary reports.

“Improving the Representativeness of RDD Telephone Surveys by Accounting for Recent Cell Phone-Only Households.” Presentation at the PAPOR 2005 Conference sponsored by the American Association for Public Opinion Research, Pacific Chapter. (San Francisco, December 2005.)

“Litigation Surveys.” In Polling America: An Encyclopedia of Public Opinion, edited by Samuel J. Best and Benjamin Ratcliff. Volume 1. (Westport, CT: Greenwood Press, 2005.)

“Survey Ethics.” In Polling America: An Encyclopedia of Public Opinion, edited by Samuel J. Best and Benjamin Ratcliff. Volume 2. (Westport, CT: Greenwood Press, 2005.)

“Taking the Public’s Pulse: Surveys Then and Now.” Keynote Address at the 2004 Marketing and Public Policy Conference sponsored by the American Marketing Association. (Salt Lake City, May 2004.)

“Dilution Surveys: Design and Analysis Issues.” Presentation to The Barristers Club of San Francisco Intellectual Property Section. (San Francisco, June 2003.)

“AAPOR Prepares New Statement Condemning Push Polls.” AAPOR News. (Spring 2003.)

“Survey Evidence in Court: What It Takes to Get Through the Gate.” Presentation at the annual conference of the American Association for Public Opinion Research. (Nashville, May 2003.)

“Polling Hewlett-Packard Employees Regarding the HP-Compaq Marriage Proposal: Speak Now or Forever Hold Your Peace.” Presentation at the PAPOR 2002 Conference sponsored by the American Association for Public Opinion Research, Pacific Chapter. (Asilomar, December 2002.)

“Admissibility and Standards for Legal Surveys.” Presentation at the annual conference of the American Association for Public Opinion Research. (St. Petersburg, May 2002.)

“The Cat and Canary: Napster In Court.” Presentation at the annual conference of the American Association for Public Opinion Research. (St. Petersburg, May 2002.)

“Fifth Annual Los Angeles County Giving and Volunteering Survey.” Report prepared for the California Community Foundation. (Field Research Corp., November 2001.)

“AAPOR’s Final Disposition Codes: A Work in Progress.” Presentation at the PAPOR 2001 Conference sponsored by the American Association for Public Opinion Research, Pacific Chapter. (Asilomar, October 2001.)

“Courting Opinions: Surveys for Litigation.” Presentation at the annual conference of the American Association for Public Opinion Research. (Montreal, May 2001.)

“Surveys in Unfair Competition Cases.” Presentation at the Basics of Trademark Litigation Forum sponsored by the International Trademark Association. (Washington D.C., February 2001.)

“City of Menlo Park: 2001 Community Attitude Survey.” Prepared for the City of Menlo Park, Office of the City Manager. (Field Research Corp., 2001.)

“Word from the Past Chair.” CASRO Comments. (Council of American Survey Research Organizations, Vol. 22, Number 1, 2000.)

“Uses and Abuses of Internet Research: A Call to Action.” Presentation at the PAPOR 2000 Conference sponsored by the American Association for Public Opinion Research, Pacific Chapter. (Monterey, November 2000.)

“Surveys as Scientific Evidence.” Presentation at the Forensics Research Conference sponsored by the Council of American Survey Research Organizations. (New York, February 2000.)

“1999: The Polls, Critical Events, and CASRO’s Response.” Presentation at the annual conference of the Council of American Survey Research Organizations. (Charleston, November 1999.)

“Surveys as Scientific Testimony.” Presentation at the 1999 Field Institute Workshop. (San Francisco, October, 1999.)

“New Technology: Implications for the Survey Industry.” Opening address at the Technology Conference sponsored by the Council of American Survey Research Organizations. (New York, June 1999.)

“Word from the Chair.” CASRO Comments. (Council of American Survey Research Organizations, Vol. 21, Numbers 1-5, 1999.)

“1999 Sacramento Regional Philanthropy Survey.” Prepared for the Sacramento Regional Foundation. (Field Research Corp., 1999.)

“1999 Berkeley Community Survey.” Prepared for the City of Berkeley, Office of the City Manager. (Field Research Corp., 1999.)

“1999 Tri-Valley Community Survey.” Prepared for The Tri-Valley Business Council. (Field Research Corp., 1999.)

“Industry Challenges and Opportunities: CASRO Initiatives for 1999 and Beyond.” Presentation at the annual conference of the Council of American Survey Research Organizations. (San Diego, October 1998.)

“Standards Issues that Can Make or Break Our Industry.” Panel moderator at the annual conference of the Council of American Survey Research Organizations. (San Diego, October 1998.)

“Respondents: A Diminishing Resource.” Roundtable chair at the annual conference of the Council of American Survey Research Organizations. (San Diego, October 1998.)

“Community Foundation Opinion Surveys: Issues and Answers.” Presentation to the annual conference of the Council on Foundations. (Miami, October 1998.)

“1998 Los Angeles County Children and Youth Issues Survey.” Prepared for the California Community Foundation. (Field Research Corp., July 1998.)

“1998 Berkeley Community Survey.” Prepared for the City of Berkeley, Office of the City Manager. (Field Research Corp., June 1998.)

“Cyber California: A Portrait of PC and E-Mail Users and How They Differ from Other California Adults.” Presentation to the annual conference of the American Association for Public Opinion Research. (St. Louis, May 1998.)

“Using the Internet for Surveys.” Panel discussant at the annual conference of the American Association for Public Opinion Research. (St. Louis, May 1998.)

“Minimum Standards for Legal Research: Should AAPOR Have a Role?” Panel discussant at the annual conference of the American Association for Public Opinion Research. (St. Louis, May 1998.)

“The State of the Industry.” Closing address at the Marketing Research Tech 98 Conference. (San Francisco, April 1998.)

“Los Angeles County Giving & Volunteering Benchmark Survey: Overview.” Prepared for the California Community Foundation. (Field Research Corp., Dec. 1997.)

“Social Science Evidence, Surveys and the Law.” Presentation to the Institute for Governmental Studies at the University of California, Berkeley. (Sept. 1997.)

“1997 Berkeley Community Survey.” Prepared for the City of Berkeley, Office of the City Manager. (Field Research Corp., June 1997.)

“City of Menlo Park: 1997 Community Attitude Survey.” Prepared for the City of Menlo Park, Office of the City Manager. (Field Research Corp., March 1997.)

“Survey Research Ethics.” Roundtable chair at the annual conference of the Council of American Survey Research Organizations. (San Antonio, Oct. 1996.)

“An Argument Against the Revised CASRO Standards and Easing Protections of Respondent Confidentiality.” Panel discussant at the annual conference of the Council of American Survey Research Organizations. (Bermuda, Oct. 1995.)

Appendix B

Survey Materials

- *Survey Instrument*
- *Supervisor Instructions*
- *Interviewer Instructions*
- *Responses to General Questions*

DESIGN SOFTWARE SURVEY
- Survey Instrument -

INTERVIEWER INSTRUCTION

READ EACH QUESTION EXACTLY AS WRITTEN, AND ALLOW THE RESPONDENT SUFFICIENT TIME TO ANSWER BEFORE PROCEEDING TO THE NEXT QUESTION. DO NOT CHANGE THE WORDING OF ANY QUESTION. RECORD RESPONSES ACCURATELY AND COMPLETELY.

INTRODUCTION

Hello, my name is _____ . Field Research Corporation is conducting a short opinion survey about computer software.

IF NECESSARY, ADD:

- We are not selling anything, and individual responses are confidential.
- Founded in 1945, Field Research Corporation is a research firm headquartered in San Francisco, California that is primarily involved in designing, conducting, analyzing and reporting on surveys.
- This will take less than 5 minutes.

RESPONDENT SELECTION

R1a. Does your company use computers at this location? (ENTER ONE CODE) YES..... 1 - ASK R1b
NO 2 - CLOSE INTERVIEW
DON'T KNOW/
NO OPINION..... DK - ASK TO SPEAK WITH SOMEONE ELSE

IF R1a = 1 (YES), ASK:

R1b. I would like to speak with the person who mainly decides what types or brands of computer software your company uses at this location. Who would that be? (ENTER ONE CODE) RESPONDENT..... 1 - GO TO R4
SOMEONE ELSE..... 2 - ASK R2a
DON'T KNOW/
NO OPINION..... DK - ASK TO SPEAK WITH SOMEONE ELSE

R2a. What is that person's name? (ENTER NAME) NAME: _____

IF R2a = NOT REFUSED, ASK:

R2b. May I please speak with [NAME IN R2a]? (ENTER ONE CODE) AVAILABLE 1 - GO TO R3
NOT AVAILABLE 2 - ASK R2c

IF R2b = 2 (NOT AVAILABLE), ASK:

R2c. When would be a good time to reach [NAME IN R2a]? (RECORD DAY AND TIME IN APPOINTMENT SCREEN, THEN CLOSE INTERVIEW)

R3. Hello, my name is _____. Field Research Corporation is conducting a short opinion survey about computer software.

I understand that you are the person who mainly decides what types or brands of computer software your company uses at this location. Is that correct? (ENTER ONE CODE)

YES..... 1 – ASK R4
NO..... 2 – BEGIN AGAIN AT R2a

R4. Now, I would like to ask you a few questions about design software. By design software, I mean software that is used by engineers, architects, drafters, designers and other professionals to create 2-dimensional and 3-dimensional representations and instructions for the building, manufacture or maintenance of products, machinery, or structures. It also is used for mapping and surveying. Design software is sometimes referred to as "CAD" or computer-aided design software. (ENTER "1" WHEN FINISHED)

READ INSTRUCTION... 1

R5. Does anyone use design software at this location? (ENTER ONE CODE)

YES..... 1 – ASK R6
NO..... 2 – CLOSE INTERVIEW
DON'T KNOW/
NO OPINION.....DK – ASK TO SPEAK WITH SOMEONE ELSE

IF R5 = 1 (YES), ASK:

R6. Do you or does someone else mainly decide or recommend what types or brands of design software your company purchases or licenses for use at this location? (ENTER ONE CODE)

RESPONDENT..... 1 – GO TO S1
SOMEONE ELSE..... 2 – ASK R7a
BOTH..... 3 – GO TO S1
DON'T KNOW/
NO OPINION.....DK – ASK TO SPEAK WITH SOMEONE ELSE

IF R6 = 2 (SOMEONE ELSE), ASK:

R7a. What is the name of the person who mainly decides or recommends what types or brands of design software your company purchases or licenses for use at this location? (ENTER NAME)

NAME: _____
DON'T KNOW/
NO OPINION.....DK – ASK TO SPEAK WITH SOMEONE ELSE

IF R7a = NOT REFUSED, ASK:

R7b. May I please speak with [NAME IN R7a]? (ENTER ONE CODE)

AVAILABLE..... 1 – GO TO R8
NOT AVAILABLE..... 2 – ASK R7c

IF R7b = 2 (NOT AVAILABLE), ASK:

R7c. When would be a good time to reach [NAME IN R7a]? (RECORD DAY AND TIME IN APPOINTMENT SCREEN, THEN CLOSE INTERVIEW)

R8. Hello, my name is _____. Field Research Corporation is conducting a short opinion survey about design software. By design software, I mean software that is used by engineers, architects, drafters, designers and other professionals to create 2-dimensional and 3-dimensional representations and instructions for the building, manufacture or maintenance of products, machinery, or structures. It also is used for mapping and surveying. Design software is sometimes referred to as "CAD" or computer-aided design software. (ENTER "1" WHEN FINISHED)

READ INSTRUCTION... 1

R9. I understand that you are the person who mainly decides or recommends what types or brands of design software your company purchases or licenses for use at this location. Is that correct? (ENTER ONE CODE)

YES..... 1 – GO TO S1
NO..... 2 – BEGIN AGAIN AT R7a

SCREENER

- S1. In the past 12 months, did your company purchase, license or upgrade design software for use at this location? (ENTER ONE CODE)
- YES.....1
NO2
DON'T KNOW DK
REFUSEDREF
- S2. What about during the next 12 months... During the next 12 months, do you think that your company will purchase, license or upgrade design software for use at this location? (ENTER ONE CODE)
- YES.....1
NO2
DON'T KNOW DK
REFUSEDREF
- IF S1 OR S2 = 1 (YES), CONTINUE TO Q1.
 - ELSE, CLOSE INTERVIEW (INELIGIBLE).

QUESTIONNAIRE

- Q1. I have just a few more questions about design software. Before we continue, I would like to assure you that we only are interested in your opinions or beliefs. Your responses will be confidential, and if you do not know the answer to a question or do not have an opinion, please say so. Also, I need to tell you that to ensure quality my supervisor may monitor this interview. (ENTER "1" WHEN FINISHED)
- READ INSTRUCTION.....1
- RANDOMIZE "DWG" SEQUENCE AND "QBK" SEQUENCE

"DWG" SEQUENCE

- Q2d. My next question concerns the name or term "D-W-G." (PAUSE) Do you associate the name or term "D-W-G" with design software from any particular company or companies? (ENTER ONE CODE)
- YES..... 1
NO 2
DON'T KNOW DK
REFUSED REF

IF YES, ASK:

- Q3d. With what company or companies? (RECORD RESPONDENT'S EXACT WORDS; RESPONDENT MAY GIVE SINGLE OR MULTIPLE ANSWERS)

DON'T KNOW DK
REFUSED REF

IF DK/REF, ASK:

- Q4d. Do you associate the name or term "D-W-G" with design software (from one company or more than one company) (from more than one company or one company)? (ENTER ONE CODE)

ONE COMPANY 1
MORE THAN ONE COMPANY 2
DON'T KNOW DK
REFUSED REF

"QBK" SEQUENCE

Q2q. My next question concerns the name or term "Q-B-K." (PAUSE) Do you associate the name or term "Q-B-K" with design software from any particular company or companies? (ENTER ONE CODE)

- YES 1
- NO 2
- DON'T KNOW DK
- REFUSED REF

IF YES, ASK:

Q3q. With what company or companies? (RECORD RESPONDENT'S EXACT WORDS; RESPONDENT MAY GIVE SINGLE OR MULTIPLE ANSWERS)

- DON'T KNOW DK
- REFUSED REF

IF DK/REF, ASK:

Q4q. Do you associate the name or term "Q-B-K" with design software (from one company or more than one company) (from more than one company or one company)? (ENTER ONE CODE)

- ONE COMPANY 1
- MORE THAN ONE COMPANY 2
- DON'T KNOW DK
- REFUSED REF

BACKGROUND INFORMATION

Q101. Which of the following best describes your job title? Are you... (READ CATEGORIES)? (CHECK ALL THAT APPLY)

- AN ARCHITECT 1
- DESIGN MANAGER OR DESIGNER 2
- ENGINEERING MANAGER OR ENGINEER 3
- IT MANAGER OR OTHER COMPUTER PROFESSIONAL, OR 4
- SOME OTHER TYPE OF EXECUTIVE OR PROFESSIONAL (SPECIFY) 5
- DON'T KNOW DK
- REFUSED REF

CLOSE INTERVIEW: Those are all my questions. Thank you very much for participating in this survey.

DESIGN SOFTWARE SURVEY
- Supervisor Instructions -

Background Information

Field Research Corporation is conducting a survey with a nationally representative sample of decision-makers in companies that use computers and purchase or license design software. Design software is used by engineers, architects, drafters, designers, and other professionals to create 2-dimensional and 3-dimensional representations and instructions for the building, manufacture or maintenance of products, machinery, or structures. It also is used for mapping and surveying. Design software is sometimes referred to as "CAD" or computer-aided design software.

The survey will be administered using Field Research's computer-assisted-telephone interviewing system (CATI) from our interviewing facilities in California. Only experienced interviewers should be assigned to the project. Before an interviewer conducts any interviews, the interviewer must participate in a training session for the project, be familiar with the survey instrument and the written instructions for the study, and know how to use the CATI program. Interviewers should familiarize themselves with the CATI program by conducting practice interviews using the CATI practice program.

The Sample, Respondent Selection, and Eligibility

The sample for the survey includes companies in various industries that use computers and that purchase or license design software (*e.g.*, construction, manufacturing, engineering, architecture). These companies were randomly selected from a nationwide database of business establishments (including single site, headquarters, and branch locations).

When a randomly selected company is first reached, interviewers will administer the respondent selection portion of the questionnaire to determine whether the company uses design software and if so, to identify the person who mainly decides or recommends the types or brands of design software the company purchases or licenses for use at the location. When the design software decision-maker is reached, interviewers will ask a set of questions to determine whether his/her company is eligible for the survey. To be eligible a company must have purchased, licensed or upgraded their design software during the past 12 months or be likely to do so during the next 12 months. If eligible, the design software decision-maker will be administered a short questionnaire.

The Survey Instrument

A survey instrument has been prepared for the study. The instrument includes: respondent selection procedures, screener questions to determine eligibility for the survey, and a questionnaire for eligible respondents. All of the items in the survey instrument specify (a) when to read the response categories, (b) the order in which the response categories are to be read, and (c) instructions for recording respondents' answers (*e.g.*, when to enter a code and when to record a respondent's exact words). Interviewers should be thoroughly familiar with the CATI instrument before conducting any interviews.

Scheduling Interviews and Recording Call Attempts

The sample for the survey includes companies located throughout the United States (including Alaska and Hawaii). Multiple dialing attempts will be made to reach each company in the sample to determine the following: (a) whether the company uses design software, (b) to identify the design software decision-maker,

(c) determine whether the company is eligible for the survey (*i.e.*, whether it has purchased, licensed, or upgraded design software in the past 12 months or is likely to do so during the next 12 months), and (d) if eligible, to complete an interview.

Initial attempts to reach a company will be made during normal business hours (local time) on weekdays. If a design software decision-maker is identified and this person cannot be reached during normal business hours, additional contact attempts will be made outside of normal business hours.

The interview is short and should take less than 5 minutes to administer. Interviewers should attempt to administer the screening portion of the survey instrument when you first reach the appropriate respondent (*i.e.*, the design software decision-maker). If the appropriate respondent is unavailable or unable to complete the survey instrument when first contacted, interviewers will need to schedule a callback at a more convenient time for that respondent. Appointments should be scheduled at the convenience of the respondent (*e.g.*, during normal business hours and/or in the evening or on the weekends).

Interviewers should record the appropriate outcome code each time you dial a telephone number (*e.g.*, completed interview, no answer, busy signal, callback). Interviewing hours should be spread as evenly as possible across all interviewers working on the study. We do not want any interviewer completing a disproportionate number of interviews.

Obtaining Cooperation

Interviewers should make every effort to maximize cooperation with the study by assuring survey respondents that this is a confidential opinion survey, providing background information on Field Research, and advising potential survey respondents that the questionnaire will not take very long to complete. Interviewers should assure potential survey respondents that company names and names of survey respondents will not be identified or linked to the survey results.

Conducting Interviews

Interviewers must be familiar with the survey instrument before they conduct any interviews. Interviewers should follow the script carefully (*i.e.*, read the questions in a neutral manner, exactly as they are worded in the script, and in the order listed in CATI; read response categories for a question only when instructed to do so and in the order listed on the CATI screen). The order in which certain questions will be asked will be randomized across survey respondents. Additionally, the order in which response categories will be read for certain questions will be randomized across survey respondents.

Interviewers should allow survey respondents as much time as they need to answer each question and should record answers completely and accurately. If interviewers need respondents to speak more slowly or to repeat their answers, they should politely ask them to do so. If an interviewer makes an error entering a survey respondent's answer, the interviewer should make the correction before proceeding to the next question. If the survey respondent changes an answer to an earlier question, the interviewer should record this on a Comment/Correction sheet and then continue the interview.

Answering Questions

Interviewers should not interpret specific items or instructions in the survey instrument. If asked to do so by the survey respondent, interviewers should indicate that they do not want to bias survey respondents' answers in any way. Interviewers may offer to reread a question and ask the survey respondent to use his/her best judgment in answering it. The entire question should be reread exactly as it is worded. Interviewers should not paraphrase or reread just a portion of a question.

We have anticipated some general questions about the study and have provided standard responses that interviewers can read when answering survey respondents' questions. Supervisors and interviewers should be

familiar with these questions and answers and should not attempt to answer any other questions about the study. If you or an interviewer does not know how to respond to a question or comment, offer to provide the name and number for the project director, Dr. Jay.

Confidentiality

After data for the study have been collected, personal identifiers (*e.g.*, company names and names of survey respondents, telephone numbers) will be removed from the database. As a supervisor, you are responsible for ensuring that individual responses are kept confidential at all times. Interviewers may not divulge anything they learn during an interview except to record answers on the computer or discuss a problem with their supervisor.

Quality Control

Interviewers should be monitored throughout the data collection period to ensure that they are following the survey instructions, properly administering the survey instrument, and recording answers completely and accurately. If you or an interviewer has any questions or problems, contact Dr. Jay immediately by telephone.

Overview of Supervisor Responsibilities

Before supervising any interviews, you will need to review and understand the supervisor and interviewer instructions and be familiar with the survey instrument. You also will need to attend the training session for the project. It is your responsibility to:

- Assign only experienced interviewers to the project who have excellent interviewing skills and who are able to record survey responses accurately and completely.
- Ensure that all interviewers have participated in a project briefing and are familiar with the survey instrument and CATI programs before being allowed to conduct any interviews.
- Ensure that interviewers are always supervised.
- Monitor interviewers throughout the data collection period to ensure that they properly administer the survey instrument for the study, according to the written instructions.
- Ensure that the sample is worked properly (*e.g.*, numbers are dialed multiple times; callbacks are made at scheduled times; work is spread out evenly across interviewers).
- Fax Comment/Correction sheets to Dr. Jay at the end of each day.
- Call Dr. Jay immediately if a supervisor or interviewer has any questions or problems.

Summary of Monitoring Activities

Interviewers may not work without a supervisor present; you will need to ensure that all interviewers do the following:

- Strictly adhere to the written instructions for conducting the study and the instructions on the survey instrument (which also will appear on the CATI screen along with the items).
- Make every effort to maximize cooperation with the study.
- Properly administer the survey instrument for the study (*e.g.*, read each question in a clear and neutral manner and in the order shown on the CATI screen).
- Read questions clearly and exactly as written; if a survey respondent says he/she does not understand a question, the interviewer should repeat the entire question.

- Ask only the questions included in the questionnaire (*i.e.*, interviewers should not probe unless instructed to do so in the questionnaire). Also, interviewers should read response categories only when instructed to do so and read them in the order listed on the CATI screen.
- Allow survey respondents sufficient time to answer each question before proceeding to the next one, and accurately and completely record survey respondents' answers to all questions. For open-ended questions, interviewers should record a respondent's entire answer and exact words (without paraphrasing). When necessary, the interviewer should ask the survey respondent to speak more slowly or repeat his/her answer. For closed-ended questions, interviewers should enter the proper code(s) to record a respondent's answer. If a respondent's answer does not match a precoded response, the interviewer should record this on a Comment/Correction sheet.
- If the survey respondent does not have an opinion in response to a specific question, the interviewer should use the response category labeled "Don't know/No Opinion" or enter "DK" (for "don't know").
- If a survey respondent wants to change his/her answer after the interviewer has passed that question in CATI, the interviewer should record this on a Comment/Correction sheet; the interviewer should not change the respondent's initial response in the computer.
- Assign an outcome code to all attempts to complete an interview.
- Keep survey materials and survey respondents' answers confidential at all times.
- Notify the supervisor immediately if the interviewer has any questions or problems.
- If the survey respondent would like to speak to someone at Field Research, the interviewer should give the survey respondent Field Research's toll-free number and tell him/her to ask for Dr. Deborah Jay, the study director.

DESIGN SOFTWARE SURVEY
- Interviewer Instructions -

Background Information

Field Research Corporation is conducting a survey with a nationally representative sample of decision-makers in companies that use computers and purchase or license design software. Design software is used by engineers, architects, drafters, designers, and other professionals to create 2-dimensional and 3-dimensional representations and instructions for the building, manufacture or maintenance of products, machinery, or structures. It also is used for mapping and surveying. Design software is sometimes referred to as "CAD" or computer-aided design software.

The survey will be administered using Field Research's computer-assisted-telephone interviewing system (CATI) from our interviewing facilities in California. Before you conduct any interviews, you must participate in a training session for the project, be familiar with the survey instrument and the written instructions for the study, and know how to use the CATI program. You should familiarize yourself with the CATI program by conducting practice interviews using the CATI practice program.

The Sample, Respondent Selection, and Eligibility

The sample for the survey includes companies in various industries that use computers and that purchase or license design software (*e.g.*, construction, manufacturing, engineering, architecture). These companies were randomly selected from a nationwide database of business establishments (including single site, headquarters, and branch locations).

When a randomly selected company is first reached, you will administer the respondent selection portion of the questionnaire to determine whether the company uses design software and if so, to identify the person who mainly decides or recommends the types or brands of design software the company purchases or licenses for use at the location. When the design software decision-maker is reached, you will ask a set of questions to determine whether the company is eligible for the survey. To be eligible a company must have purchased, licensed or upgraded their design software during the past 12 months or be likely to do so during the next 12 months. If eligible, the design software decision-maker will be administered a short questionnaire.

The Survey Instrument

A survey instrument has been prepared for the study. The instrument includes: respondent selection procedures, screener questions to determine eligibility for the survey, and a questionnaire for decision-makers in eligible companies. All of the items in the survey instrument specify (a) when to read the response categories, (b) the order in which the response categories are to be read, and (c) instructions for recording respondents' answers (*e.g.*, when to enter a code and when to record a respondent's exact words). You should be thoroughly familiar with the CATI instrument before conducting any interviews.

Scheduling Interviews and Recording Call Attempts

The sample for the survey includes companies located throughout the United States (including Alaska and Hawaii). Multiple dialing attempts will be made to reach each company in the sample to determine the following: (a) whether the company uses design software, (b) to identify the design software decision-maker, (c) determine whether the company is eligible for the survey (*i.e.*, whether it has purchased, licensed, or

upgraded design software in the past 12 months or is likely to do so during the next 12 months), and (d) if eligible, to complete an interview.

Initial attempts to reach a company will be made during normal business hours (local time) on weekdays. If a design software decision-maker is identified and this person cannot be reached during normal business hours, additional contact attempts will be made outside of normal business hours.

The interview is short and should take less than 5 minutes to administer. You should attempt to administer the screening portion of the survey instrument when you first reach the appropriate respondent (*i.e.*, the design software decision-maker). If the appropriate respondent is unavailable or unable to complete the survey instrument when first contacted, you will need to schedule a callback at a more convenient time for that respondent. Appointments should be scheduled at the convenience of the respondent (*e.g.*, during normal business hours and/or in the evening or on the weekends).

You should record the appropriate outcome code each time you dial a telephone number (*e.g.*, completed interview, no answer, busy signal, callback). Interviewing hours will be spread as evenly as possible across all interviewers working on the study. We do not want any interviewer completing a disproportionate number of interviews.

Obtaining Cooperation

You should make every effort to maximize cooperation with the study by assuring survey respondents that this is a confidential opinion survey, providing background information on Field Research, and advising potential survey respondents that the questionnaire will not take very long to complete. You should assure potential survey respondents that company names and the names of survey respondents will not be identified or linked to the survey results.

Conducting Interviews

You should be familiar with the survey instrument before you conduct any interviews, and you should follow the script carefully (*i.e.*, read the questions in a neutral manner, exactly as they are worded in the script, and in the order listed in CATI; read response categories for a question only when instructed to do so and in the order listed on the CATI screen). The order in which certain questions will be asked will be randomized across survey respondents. Additionally, the order in which response categories will be read for certain questions will be randomized across survey respondents.

You should allow survey respondents as much time as they need to answer each question and should record answers completely and accurately. If you need respondents to speak more slowly or to repeat their answers, you should politely ask them to do so. If you make an error entering a survey respondent's answer, you should make the correction before proceeding to the next question. If the survey respondent changes an answer to an earlier question, you should record this on a Comment/Correction sheet and then continue the interview.

Answering Questions

You should not interpret specific items or instructions in the survey instrument. If asked to do so by the survey respondent, you should indicate that you do not want to bias survey respondents' answers in any way. You may offer to reread a question and ask the survey respondent to use his/her best judgment in answering it. The entire question should be reread exactly as it is worded. You should not paraphrase or reread just a portion of a question.

We have anticipated some general questions about the study and have provided standard responses that you can read when answering survey respondents' questions. You should be familiar with these questions and answers and should not attempt to answer any other questions about the study. If you do not know how to respond to a question or comment, offer to provide the name and number for the project director, Dr. Jay.

Confidentiality

After data for the study have been collected, personal identifiers (*e.g.*, names of companies and survey respondents, telephone numbers) will be removed from the database. You must keep individual responses confidential at all times. You may not divulge anything you learn during an interview except to record answers on the computer or discuss a problem with your supervisor.

Quality Control

You will be monitored throughout the data collection period to ensure that you are following the survey instructions, properly administering the survey instrument, and recording answers completely and accurately. If you have any questions or problems, contact your supervisor immediately.

Overview of Interviewer Responsibilities

Before conducting any interviews, you will need to review and understand the interviewer instructions and be familiar with the survey instrument. You also will need to attend the training session for the project. It is your responsibility to:

- Strictly adhere to the written instructions for conducting the study and the instructions on the survey instrument (which also will appear on the CATI screen along with the items).
- Make every effort to maximize cooperation with the study.
- Properly administer the survey instrument for the study (*e.g.*, read each question in a clear and neutral manner and in the order shown on the CATI screen).
- Read questions clearly and exactly as written; if a survey respondent says he/she does not understand a question, you should repeat the entire question.
- Ask only the questions included in the questionnaire (*i.e.*, do not probe unless instructed to do so in the questionnaire). Read response categories only when instructed to do so and read them in the order listed on the CATI screen.
- Allow survey respondents sufficient time to answer each question before proceeding to the next one, and accurately and completely record survey respondents' answers to all questions. For open-ended questions, you should record a respondent's entire answer and exact words (without paraphrasing). When necessary, you should ask the survey respondent to speak more slowly or repeat his/her answer. For closed-ended questions, you should enter the proper code(s) to record a respondent's answer. If a respondent's answer does not match a precoded response, you should record this on a Comment/Correction sheet.
- If a respondent does not have an opinion, you should use the response category labeled "Don't know/No Opinion" or enter "DK" (for "don't know").
- If a survey respondent wants to change his/her answer after you have passed that question in CATI, you should record this on a Comment/Correction sheet; you should not change the respondent's initial response in the computer.
- Assign an outcome code to all attempts to complete an interview.
- Keep survey materials and survey respondents' answers confidential at all times.
- Notify the supervisor immediately if you have any questions or problems.
- If the survey respondent would like to speak to someone at Field Research, you should give the survey respondent Field Research's toll-free number and tell him/her to ask for Dr. Deborah Jay, the study director.

DESIGN SOFTWARE SURVEY
– Responses to General Questions –

“What is Field Research Corporation?”

Founded in 1945 by Mervin Field, Field Research Corporation is a nationally recognized public opinion and marketing research firm headquartered in San Francisco, California that conducts surveys for private corporations, nonprofit organizations, and government agencies.

IF NECESSARY, ADD: We are strictly a research firm. We do not work for political candidates, and we do not develop sales leads. Let me assure you that your individual responses will be strictly confidential. You will not become part of a marketing database nor will you receive a sales call as a result of your participation in this survey.

“Why are you conducting this survey?”

We are conducting a short opinion survey about design software with a nationwide random sample of companies. The survey should take less than 5 minutes to complete. We are not selling anything, and names of participating companies and survey respondents will be confidential.

“What is design software?”

Design software is used by engineers, architects, drafters, designers, and other professionals to create 2-dimensional and 3-dimensional representations and instructions for the building, manufacture or maintenance of products, machinery, or structures. It also is used for mapping and surveying. Design software is sometimes referred to as “CAD” or computer-aided design software.

“Who is sponsoring this survey?”

Field Research Corporation is a nationally recognized public opinion and marketing research firm headquartered in San Francisco, California. The surveys we conduct are sponsored by private corporations, nonprofit organizations, and government agencies.

IF NECESSARY, ADD: To ensure that no one will be biased, we are not told the sponsors of a particular study. If you would like more information about Field Research Corporation, I can have Dr. Deborah Jay, Field Research’s project director, contact you.

“How many people are you interviewing?”

We are conducting interviews with hundreds of decision-makers in companies throughout the United States. We anticipate that the survey will take less than 5 minutes to complete, and your participation is important to ensure that all types of companies are represented.

IF NECESSARY, ADD: To ensure that no one will be biased, we were not given any more information. If you would like, I can have Dr. Deborah Jay, Field Research’s project director, contact you.

“How long will this take?”

The length of the survey will depend on your answers. We anticipate that it will take less than 5 minutes to complete. Why don’t we get started?

“Can I get more information about this study?”

This is all the information I have. However, if you would like I can have Dr. Deborah Jay, Field Research’s project director, call you. Alternatively, you can use Field Research Corporation’s toll-free number to call her at 1-800-234-0340.

Appendix C

Questionnaire Responses Regarding "DWG" (The Test Questions)

Q2d. My next question concerns the name or term "D-W-G." (PAUSE) Do you associate the name or term "D-W-G" with design software from any particular company or companies?

IF Q2d = "YES", ASK:

Q3d. With what company or companies?

IF Q3d = "DON'T KNOW" OR REFUSED, ASK:

Q4d. Do you associate the name or term "D-W-G" with design software (from one company or more than one company) (from more than one company or one company)?

RID	Q2d.	Q3d.	Q4d.
001	Yes.	AutoCAD.	Not applicable.
002	Yes.	Autodesk.	Not applicable.
003	Yes.	Refused.	Don't know.
004	No.	Not applicable.	Not applicable.
005	No.	Not applicable.	Not applicable.
006	No.	Not applicable.	Not applicable.
007	Yes.	AutoCAD.	Not applicable.
008	Yes.	AutoCAD.	Not applicable.
009	No.	Not applicable.	Not applicable.
010	Yes.	Don't know.	Don't know.
011	No.	Not applicable.	Not applicable.
012	No.	Not applicable.	Not applicable.
013	Yes.	An extension for AutoCAD drawings.	Not applicable.
014	Yes.	Autodesk.	Not applicable.
015	Yes.	AutoCAD.	Not applicable.
016	Yes.	Well, DWG is typically an AutoCAD drawing file . Also you can use DWG files in Adobe Illustrator and Adobe PhotoShop and CADVANCE, which is a competitive CAD computer-aided design software, competitive with AutoCAD.	Not applicable.
017	Yes.	AutoCAD.	Not applicable.
018	No.	Not applicable.	Not applicable.
019	Yes.	AutoCAD.	Not applicable.
020	No.	Not applicable.	Not applicable.
021	Yes.	Autodesk.	Not applicable.
022	No.	Not applicable.	Not applicable.
023	Yes.	AutoCAD.	Not applicable.
024	No.	Not applicable.	Not applicable.
025	Yes.	TurboCAD.	Not applicable.
026	Yes.	The company that civil – it is AutoCAD. They force us to use that format. It is a file format. If you wanted to – if I want to send to a civil engineer, it has to be in that format.	Not applicable.
027	No.	Not applicable.	Not applicable.

RID	Q2d.	Q3d.	Q4d.
028	Yes.	ArchiCAD, AutoCAD, VectorWorks.	Not applicable.
029	Refused.	Not applicable.	Not applicable.
030	Yes.	Refused.	No.
031	No.	Not applicable.	Not applicable.
032	Yes.	AutoCAD.	Not applicable.
033	No.	Not applicable.	Not applicable.
034	Yes.	AutoCAD.	Not applicable.
035	No.	Not applicable.	Not applicable.
036	No.	Not applicable.	Not applicable.
037	Yes.	Autodesk.	Not applicable.
038	No.	Not applicable.	Not applicable.
039	No.	Not applicable.	Not applicable.
040	Yes.	Autodesk and VoloView.	Not applicable.
041	No.	Not applicable.	Not applicable.
042	Yes.	SurfCam.	Not applicable.
043	Yes.	Autodesk.	Not applicable.
044	Yes.	AutoCAD.	Not applicable.
045	No.	Not applicable.	Not applicable.
046	No.	Not applicable.	Not applicable.
047	No.	Not applicable.	Not applicable.
048	Yes.	Autodesk.	Not applicable.
049	Yes.	With AutoCAD.	Not applicable.
050	No.	Not applicable.	Not applicable.
051	Yes.	It could be AutoCAD.	Not applicable.
052	Yes.	CAD.	Not applicable.
053	No.	Not applicable.	Not applicable.
054	Yes.	AutoCAD.	Not applicable.
055	No.	Not applicable.	Not applicable.
056	Yes.	PoolDraw.	Not applicable.
057	No.	Not applicable.	Not applicable.
058	Don't know.	Not applicable.	Not applicable.
059	No.	Not applicable.	Not applicable.

RID	Q2d.	Q3d.	Q4d.
060	No.	Not applicable.	Not applicable.
061	Yes.	Autodesk.	Not applicable.
062	Yes.	AutoCAD.	Not applicable.
063	No.	Not applicable.	Not applicable.
064	No.	Not applicable.	Not applicable.
065	Yes.	AutoCAD.	Not applicable.
066	Yes.	Well, just about any CAD-generating format uses that file extension. The one I use is called ArchiCAD.	Not applicable.
067	Yes.	AutoCAD, Autodesk.	Not applicable.
068	Yes.	AutoCAD.	Not applicable.
069	No.	Not applicable.	Not applicable.
070	No.	Not applicable.	Not applicable.
071	No.	Not applicable.	Not applicable.
072	No.	Not applicable.	Not applicable.
073	Yes.	Most, actually. That's a common suffix for CAD symbols. Like Chief Architect.	Not applicable.
074	No.	Not applicable.	Not applicable.
075	Yes.	AutoCAD, Autodesk.	Not applicable.
076	Yes.	File type for AutoCAD drawings.	Not applicable.
077	No.	Not applicable.	Not applicable.
078	Yes.	Seems to me we had that tied to Inventor.	Not applicable.
079	Yes.	Autodesk.	Not applicable.
080	No.	Not applicable.	Not applicable.
081	No.	Not applicable.	Not applicable.
082	Yes.	Softplan.	Not applicable.
083	No.	Not applicable.	Not applicable.
084	No.	Not applicable.	Not applicable.
085	Don't know.	Not applicable.	Not applicable.
086	Yes.	AutoCAD.	Not applicable.
087	No.	Not applicable.	Not applicable.
088	No.	Not applicable.	Not applicable.
089	Yes.	Don't know.	Don't know.
090	Yes.	AutoCAD.	Not applicable.

RID	Q2d.	Q3d.	Q4d.
091	No.	Not applicable.	Not applicable.
092	Yes.	Autodesk.	Not applicable.
093	No.	Not applicable.	Not applicable.
094	Yes.	Don't know.	Yes.
095	No.	Not applicable.	Not applicable.
096	Yes.	AutoCAD.	Not applicable.
097	Yes.	Don't know.	Yes.
098	No.	Not applicable.	Not applicable.
099	Yes.	Originally, an AutoCAD extension. I think other programs are using it now. Autodesk would be the company.	Not applicable.
100	Yes.	AutoCAD.	Not applicable.
101	No.	Not applicable.	Not applicable.
102	No.	Not applicable.	Not applicable.
103	Yes.	Intercalc, structural engineering software.	Not applicable.
104	Yes.	AutoCAD, Autodesk.	Not applicable.
105	Yes.	Ocean Optics.	Not applicable.
106	No.	Not applicable.	Not applicable.
107	No.	Not applicable.	Not applicable.
108	Yes.	CAD.	Not applicable.
109	No.	Not applicable.	Not applicable.
110	Yes.	SmartCAM.	Not applicable.
111	No.	Not applicable.	Not applicable.
112	No.	Not applicable.	Not applicable.
113	Yes.	That I can't tell you. It's confidential.	Not applicable.
114	No.	Not applicable.	Not applicable.
115	No.	Not applicable.	Not applicable.
116	Yes.	Autodesk.	Not applicable.
117	Yes.	AutoCAD.	Not applicable.
118	Yes.	AutoCAD.	Not applicable.
119	No.	Not applicable.	Not applicable.
120	Yes.	AutoCAD.	Not applicable.
121	Yes.	Softplan, AutoCAD, Chief Architect.	Not applicable.

RID	Q2d.	Q3d.	Q4d.
122	No.	Not applicable.	Not applicable.
123	No.	Not applicable.	Not applicable.
124	Yes.	AutoCAD.	Not applicable.
125	Yes.	AutoCAD.	Not applicable.
126	Yes.	AutoCAD.	Not applicable.
127	Yes.	AutoCAD.	Not applicable.
128	No.	Not applicable.	Not applicable.
129	Yes.	We relay that to our customers.	Not applicable.
130	Yes.	AutoCAD.	Not applicable.
131	No.	Not applicable.	Not applicable.
132	No.	Not applicable.	Not applicable.
133	No.	Not applicable.	Not applicable.
134	Yes.	AutoCAD.	Not applicable.
135	Yes.	AutoCAD.	Not applicable.
136	Yes.	AutoCAD.	Not applicable.
137	No.	Not applicable.	Not applicable.
138	No.	Not applicable.	Not applicable.
139	No.	Not applicable.	Not applicable.
140	Yes.	AutoCAD.	Not applicable.
141	Yes.	AutoCAD.	Not applicable.
142	No.	Not applicable.	Not applicable.
143	No.	Not applicable.	Not applicable.
144	Yes.	AutoCAD.	Not applicable.
145	Yes.	AutoCAD.	Not applicable.
146	No.	Not applicable.	Not applicable.
147	Yes.	AutoCAD.	Not applicable.
148	Yes.	AutoCAD.	Not applicable.
149	Yes.	Autodesk.	Not applicable.
150	No.	Not applicable.	Not applicable.
151	No.	Not applicable.	Not applicable.
152	No.	Not applicable.	Not applicable.
153	Yes.	MicroStation AutoCAD.	Not applicable.

RID	Q2d.	Q3d.	Q4d.
154	No.	Not applicable.	Not applicable.
155	Don't know.	Not applicable.	Not applicable.
156	Yes.	AutoCAD.	Not applicable.
157	Yes.	Yes, AutoCAD.	Not applicable.
158	No.	Not applicable.	Not applicable.
159	No.	Not applicable.	Not applicable.
160	Yes.	AutoCAD.	Not applicable.
161	Yes.	AutoCAD.	Not applicable.
162	Yes.	AutoCAD.	Not applicable.
163	Yes.	Autodesk.	Not applicable.
164	Yes.	AutoCAD.	Not applicable.
165	Yes.	Typically I associate DWG with AutoCAD, a two-dimensional drafting file.	Not applicable.
166	Yes.	Autodesk.	Not applicable.
167	Yes.	Autodesk.	Not applicable.
168	Yes.	With contracting companies.	Not applicable.
169	No.	Not applicable.	Not applicable.
170	Yes.	AutoCAD.	Not applicable.
171	Yes.	Autodesk.	Not applicable.
172	Yes.	AutoCAD, VectorWorks.	Not applicable.
173	Yes.	Don't know.	No.
174	Yes.	That's basically an AutoCAD file to me.	Not applicable.
175	Yes.	Don't know.	Yes.
176	Yes.	Don't know.	No.
177	Yes.	AutoCAD.	Not applicable.
178	Yes.	I know that in AutoCAD, the files have a DWG extension, if that's what you mean. If it is anything like a company name, I have no idea.	Not applicable.
179	No.	Not applicable.	Not applicable.
180	Yes.	AutoCAD.	Not applicable.
181	No.	Not applicable.	Not applicable.
182	Yes.	Autodesk.	Not applicable.
183	Yes.	AutoCAD. Autodesk is the vendor and AutoCAD is	Not applicable.

RID	Q2d.	Q3d.	Q4d.
		the name of the software.	
184	No.	Not applicable.	Not applicable.
185	Yes.	AutoCAD.	Not applicable.
186	No.	Not applicable.	Not applicable.
187	No.	Not applicable.	Not applicable.
188	Yes.	AutoCAD.	Not applicable.
189	Yes.	Yeah, AutoCAD.	Not applicable.
190	Yes.	Autodesk.	Not applicable.
191	No.	Not applicable.	Not applicable.
192	Yes.	Autodesk products.	Not applicable.
193	Yes.	Autodesk, AutoCAD.	Not applicable.
194	No.	Not applicable.	Not applicable.
195	Yes.	Nenacheck.	Not applicable.
196	No.	Not applicable.	Not applicable.
197	Yes.	With Autodesk, AutoCAD.	Not applicable.
198	No.	Not applicable.	Not applicable.
199	No.	Not applicable.	Not applicable.
200	Yes.	That is where we file our drawings. That is not a brand, that is a term we use for filing drawing, DWGs. I would never associate that with a brand . It is like saying shoe and thinking of ECCOs or something like that. Generic.	Not applicable.
201	Yes.	AutoCAD, TerraModel, Paydirt, and that's it. That's what I can think of.	Not applicable.
202	Yes.	Autodesk.	Not applicable.
203	Yes.	AutoCAD.	Not applicable.
204	Yes.	AutoCAD.	Not applicable.
205	No.	Not applicable.	Not applicable.
206	Yes.	Microsoft or AutoCAD. Microsoft CAD.	Not applicable.
207	Yes.	AutoCAD.	Not applicable.
208	No.	Not applicable.	Not applicable.
209	Yes.	CADKEY sounds familiar.	Not applicable.
210	Yes.	Autodesk.	Not applicable.
211	Yes.	AutoCAD.	Not applicable.

RID	Q2d.	Q3d.	Q4d.
212	No.	Not applicable.	Not applicable.
213	No.	Not applicable.	Not applicable.
214	Yes.	AutoCAD.	Not applicable.
215	Yes.	AutoCAD – used to be generic CAD.	Not applicable.
216	No.	Not applicable.	Not applicable.
217	Yes.	Autodesk.	Not applicable.
218	No.	Not applicable.	Not applicable.
219	Yes.	All the CAD companies. It's standard format.	Not applicable.
220	Yes.	AutoCAD.	Not applicable.
221	No.	Not applicable.	Not applicable.
222	Yes.	Probably that's AutoCAD.	Not applicable.
223	Yes.	Bobcat.	Not applicable.
224	Yes.	AutoCAD.	Not applicable.
225	Yes.	AutoCAD.	Not applicable.
226	Don't know.	Not applicable.	Not applicable.
227	Yes.	AutoCAD.	Not applicable.
228	Yes.	MicroStation.	Not applicable.
229	No.	Not applicable.	Not applicable.
230	Yes.	Autodesk file extensions.	Not applicable.
231	Yes.	AutoCAD.	Not applicable.
232	Yes.	Autodesk.	Not applicable.
233	Yes.	AutoCAD.	Not applicable.
234	Yes.	AutoCAD.	Not applicable.
235	No.	Not applicable.	Not applicable.
236	Yes.	Autodesk.	Not applicable.
237	Yes.	Autodesk, IntelliCAD, IronCAD.	Not applicable.
238	Yes.	Autodesk.	Not applicable.
239	Yes.	Probably Autodesk.	Not applicable.
240	No.	Not applicable.	Not applicable.
241	Yes.	Autodesk.	Not applicable.
242	No.	Not applicable.	Not applicable.
243	Yes.	ArcView.	Not applicable.

RID	Q2d.	Q3d.	Q4d.
244	No.	Not applicable.	Not applicable.
245	No.	Not applicable.	Not applicable.
246	Yes.	AutoCAD.	Not applicable.
247	Yes.	AutoCAD.	Not applicable.
248	Don't know.	Not applicable.	Not applicable.
249	Yes.	I thought that was a file term for a CAD file, but I could be wrong.	Not applicable.
250	Yes.	AutoCAD.	Not applicable.
251	Yes.	Like an industry standard.	Not applicable.
252	Yes.	None. Generic.	Not applicable.
253	No.	Not applicable.	Not applicable.
254	No.	Not applicable.	Not applicable.
255	Yes.	Autodesk.	Not applicable.
256	Yes.	Autodesk.	Not applicable.
257	Yes.	Autodesk	Not applicable.
258	No.	Not applicable.	Not applicable.
259	Yes.	AutoCAD.	Not applicable.
260	No.	Not applicable.	Not applicable.
261	Yes.	Don't know.	Don't know.
262	Yes.	It is a drawing format, AutoCAD.	Not applicable.
263	Don't know.	Not applicable.	Not applicable.
264	Yes.	Bentley MicroStation.	Not applicable.
265	No.	Not applicable.	Not applicable.
266	Yes.	DWG is AutoCAD and Autodesk.	Not applicable.
267	No.	Not applicable.	Not applicable.
268	Yes.	Autodesk.	Not applicable.
269	Yes.	AutoCAD.	Not applicable.
270	Yes.	Softplan.	Not applicable.
271	Yes.	AutoCAD.	Not applicable.
272	No.	Not applicable.	Not applicable.
273	Yes.	AutoCAD.	Not applicable.
274	No.	Not applicable.	Not applicable.

RID	Q2d.	Q3d.	Q4d.
275	No.	Not applicable.	Not applicable.
276	Yes.	It is a file type that is standard in the industry, but I am clueless as to which company it is.	Don't know.
277	No.	Not applicable.	Not applicable.
278	Yes.	Autodesk.	Not applicable.
279	Yes.	Drawing file.	Not applicable.
280	Yes.	AutoCAD.	Not applicable.
281	No.	Not applicable.	Not applicable.
282	No.	Not applicable.	Not applicable.
283	No.	Not applicable.	Not applicable.
284	No.	Not applicable.	Not applicable.
285	Yes.	AutoCAD.	Not applicable.
286	Yes.	AutoCAD.	Not applicable.
287	Yes.	CADKEY.	Not applicable.
288	Yes.	AutoCAD.	Not applicable.
289	Yes.	AutoCAD.	Not applicable.
290	Yes.	AutoCAD.	Not applicable.
291	Yes.	Autodesk.	Not applicable.
292	Yes.	.DWG is a type of file for Softdesk.	Not applicable.
293	Yes.	MiniCAD and VectorWorks.	Not applicable.
294	Yes.	AutoCAD or Autodesk.	Not applicable.
295	No.	Not applicable.	Not applicable.
296	Yes.	AutoCAD.	Not applicable.
297	No.	Not applicable.	Not applicable.
298	No.	Not applicable.	Not applicable.
299	Yes.	Don't know.	Don't know.
300	No.	Not applicable.	Not applicable.
301	Yes.	AutoCAD, Autodesk.	Not applicable.
302	Yes.	AutoCAD or Autodesk.	Not applicable.
303	Yes.	AutoCAD.	Not applicable.
304	No.	Not applicable.	Not applicable.
305	No.	Not applicable.	Not applicable.

RID	Q2d.	Q3d.	Q4d.
306	No.	Not applicable.	Not applicable.
307	No.	Not applicable.	Not applicable.
308	Yes.	Autodesk.	Not applicable.

Appendix D

Questionnaire Responses Regarding "QBK" (The Control Questions)

Q2q. My next question concerns the name or term "Q-B-K." (PAUSE) Do you associate the name or term "Q-B-K" with design software from any particular company or companies?

IF Q2q = "YES", ASK:

Q3q. With what company or companies?

IF Q3q = "DON'T KNOW" OR REFUSED, ASK:

Q4q. Do you associate the name or term "Q-B-K" with design software (from one company or more than one company) (from more than one company or one company)?

RID	Q2q.	Q3q.	Q4q.
001	No.	Not applicable.	Not applicable.
002	No.	Not applicable.	Not applicable.
003	No.	Not applicable.	Not applicable.
004	No.	Not applicable.	Not applicable.
005	No.	Not applicable.	Not applicable.
006	No.	Not applicable.	Not applicable.
007	No.	Not applicable.	Not applicable.
008	No.	Not applicable.	Not applicable.
009	No.	Not applicable.	Not applicable.
010	No.	Not applicable.	Not applicable.
011	Yes.	Don't know.	No.
012	No.	Not applicable.	Not applicable.
013	No.	Not applicable.	Not applicable.
014	No.	Not applicable.	Not applicable.
015	No.	Not applicable.	Not applicable.
016	No.	Not applicable.	Not applicable.
017	No.	Not applicable.	Not applicable.
018	No.	Not applicable.	Not applicable.
019	No.	Not applicable.	Not applicable.
020	No.	Not applicable.	Not applicable.
021	Don't know.	Not applicable.	Not applicable.
022	No.	Not applicable.	Not applicable.
023	No.	Not applicable.	Not applicable.
024	No.	Not applicable.	Not applicable.
025	No.	Not applicable.	Not applicable.
026	No.	Not applicable.	Not applicable.
027	No.	Not applicable.	Not applicable.
028	No.	Not applicable.	Not applicable.
029	No.	Not applicable.	Not applicable.
030	Yes.	Refused.	No.
031	No.	Not applicable.	Not applicable.
032	No.	Not applicable.	Not applicable.

RID	Q2q.	Q3q.	Q4q.
033	Don't know.	Not applicable.	Not applicable.
034	No.	Not applicable.	Not applicable.
035	No.	Not applicable.	Not applicable.
036	No.	Not applicable.	Not applicable.
037	No.	Not applicable.	Not applicable.
038	No.	Not applicable.	Not applicable.
039	No.	Not applicable.	Not applicable.
040	No.	Not applicable.	Not applicable.
041	No.	Not applicable.	Not applicable.
042	No.	Not applicable.	Not applicable.
043	No.	Not applicable.	Not applicable.
044	No.	Not applicable.	Not applicable.
045	No.	Not applicable.	Not applicable.
046	No.	Not applicable.	Not applicable.
047	No.	Not applicable.	Not applicable.
048	No.	Not applicable.	Not applicable.
049	No.	Not applicable.	Not applicable.
050	Yes.	QuickBooks.	Not applicable.
051	No.	Not applicable.	Not applicable.
052	Yes.	QuickBooks.	Not applicable.
053	No.	Not applicable.	Not applicable.
054	No.	Not applicable.	Not applicable.
055	Yes.	QuickBooks.	Not applicable.
056	No.	Not applicable.	Not applicable.
057	No.	Not applicable.	Not applicable.
058	No.	Not applicable.	Not applicable.
059	No.	Not applicable.	Not applicable.
060	No.	Not applicable.	Not applicable.
061	No.	Not applicable.	Not applicable.
062	Yes.	Pro-E.	Not applicable.
063	No.	Not applicable.	Not applicable.
064	No.	Not applicable.	Not applicable.

RID	Q2q.	Q3q.	Q4q.
065	No.	Not applicable.	Not applicable.
066	No.	Not applicable.	Not applicable.
067	No.	Not applicable.	Not applicable.
068	No.	Not applicable.	Not applicable.
069	No.	Not applicable.	Not applicable.
070	No.	Not applicable.	Not applicable.
071	No.	Not applicable.	Not applicable.
072	Don't know.	Not applicable.	Not applicable.
073	No.	Not applicable.	Not applicable.
074	No.	Not applicable.	Not applicable.
075	No.	Not applicable.	Not applicable.
076	No.	Not applicable.	Not applicable.
077	No.	Not applicable.	Not applicable.
078	No.	Not applicable.	Not applicable.
079	No.	Not applicable.	Not applicable.
080	No.	Not applicable.	Not applicable.
081	No.	Not applicable.	Not applicable.
082	Yes.	QuickBooks.	Not applicable.
083	Don't know.	Not applicable.	Not applicable.
084	No.	Not applicable.	Not applicable.
085	No.	Not applicable.	Not applicable.
086	No.	Not applicable.	Not applicable.
087	No.	Not applicable.	Not applicable.
088	No.	Not applicable.	Not applicable.
089	No.	Not applicable.	Not applicable.
090	No.	Not applicable.	Not applicable.
091	No.	Not applicable.	Not applicable.
092	No.	Not applicable.	Not applicable.
093	No.	Not applicable.	Not applicable.
094	No.	Not applicable.	Not applicable.
095	No.	Not applicable.	Not applicable.
096	No.	Not applicable.	Not applicable.

RID	Q2q.	Q3q.	Q4q.
097	No.	Not applicable.	Not applicable.
098	No.	Not applicable.	Not applicable.
099	Don't know.	Not applicable.	Not applicable.
100	No.	Not applicable.	Not applicable.
101	Don't know.	Not applicable.	Not applicable.
102	No.	Not applicable.	Not applicable.
103	No.	Not applicable.	Not applicable.
104	No.	Not applicable.	Not applicable.
105	No.	Not applicable.	Not applicable.
106	No.	Not applicable.	Not applicable.
107	No.	Not applicable.	Not applicable.
108	No.	Not applicable.	Not applicable.
109	No.	Not applicable.	Not applicable.
110	No.	Not applicable.	Not applicable.
111	Yes.	QuickBooks.	Not applicable.
112	No.	Not applicable.	Not applicable.
113	No.	Not applicable.	Not applicable.
114	No.	Not applicable.	Not applicable.
115	No.	Not applicable.	Not applicable.
116	No.	Not applicable.	Not applicable.
117	No.	Not applicable.	Not applicable.
118	No.	Not applicable.	Not applicable.
119	No.	Not applicable.	Not applicable.
120	Don't know.	Not applicable.	Not applicable.
121	No.	Not applicable.	Not applicable.
122	No.	Not applicable.	Not applicable.
123	No.	Not applicable.	Not applicable.
124	No.	Not applicable.	Not applicable.
125	No.	Not applicable.	Not applicable.
126	Don't know.	Not applicable.	Not applicable.
127	No.	Not applicable.	Not applicable.
128	No.	Not applicable.	Not applicable.

RID	Q2q.	Q3q.	Q4q.
129	No.	Not applicable.	Not applicable.
130	Yes.	QuickBooks.	Not applicable.
131	No.	Not applicable.	Not applicable.
132	No.	Not applicable.	Not applicable.
133	No.	Not applicable.	Not applicable.
134	No.	Not applicable.	Not applicable.
135	No.	Not applicable.	Not applicable.
136	No.	Not applicable.	Not applicable.
137	No.	Not applicable.	Not applicable.
138	No.	Not applicable.	Not applicable.
139	No.	Not applicable.	Not applicable.
140	No.	Not applicable.	Not applicable.
141	No.	Not applicable.	Not applicable.
142	No.	Not applicable.	Not applicable.
143	No.	Not applicable.	Not applicable.
144	No.	Not applicable.	Not applicable.
145	No.	Not applicable.	Not applicable.
146	No.	Not applicable.	Not applicable.
147	No.	Not applicable.	Not applicable.
148	No.	Not applicable.	Not applicable.
149	No.	Not applicable.	Not applicable.
150	No.	Not applicable.	Not applicable.
151	Don't know.	Not applicable.	Not applicable.
152	No.	Not applicable.	Not applicable.
153	No.	Not applicable.	Not applicable.
154	Yes.	QB for QuickBooks.	Not applicable.
155	No.	Not applicable.	Not applicable.
156	No.	Not applicable.	Not applicable.
157	No.	Not applicable.	Not applicable.
158	No.	Not applicable.	Not applicable.
159	Don't know.	Not applicable.	Not applicable.
160	No.	Not applicable.	Not applicable.

RID	Q2q.	Q3q.	Q4q.
161	No.	Not applicable.	Not applicable.
162	No.	Not applicable.	Not applicable.
163	No.	Not applicable.	Not applicable.
164	Don't know.	Not applicable.	Not applicable.
165	No.	Not applicable.	Not applicable.
166	No.	Not applicable.	Not applicable.
167	No.	Not applicable.	Not applicable.
168	No.	Not applicable.	Not applicable.
169	No.	Not applicable.	Not applicable.
170	No.	Not applicable.	Not applicable.
171	No.	Not applicable.	Not applicable.
172	No.	Not applicable.	Not applicable.
173	No.	Not applicable.	Not applicable.
174	No.	Not applicable.	Not applicable.
175	No.	Not applicable.	Not applicable.
176	No.	Not applicable.	Not applicable.
177	No.	Not applicable.	Not applicable.
178	No.	Not applicable.	Not applicable.
179	No.	Not applicable.	Not applicable.
180	No.	Not applicable.	Not applicable.
181	No.	Not applicable.	Not applicable.
182	No.	Not applicable.	Not applicable.
183	No.	Not applicable.	Not applicable.
184	No.	Not applicable.	Not applicable.
185	No.	Not applicable.	Not applicable.
186	No.	Not applicable.	Not applicable.
187	No.	Not applicable.	Not applicable.
188	No.	Not applicable.	Not applicable.
189	No.	Not applicable.	Not applicable.
190	No.	Not applicable.	Not applicable.
191	No.	Not applicable.	Not applicable.
192	No.	Not applicable.	Not applicable.

RID	Q2q.	Q3q.	Q4q.
193	No.	Not applicable.	Not applicable.
194	Yes.	I associate QBK with QuickBooks.	Not applicable.
195	No.	Not applicable.	Not applicable.
196	Don't know.	Not applicable.	Not applicable.
197	No.	Not applicable.	Not applicable.
198	No.	Not applicable.	Not applicable.
199	No.	Not applicable.	Not applicable.
200	No.	Not applicable.	Not applicable.
201	No.	Not applicable.	Not applicable.
202	No.	Not applicable.	Not applicable.
203	No.	Not applicable.	Not applicable.
204	Yes.	It sounds like QuickBooks.	Not applicable.
205	No.	Not applicable.	Not applicable.
206	No.	Not applicable.	Not applicable.
207	No.	Not applicable.	Not applicable.
208	No.	Not applicable.	Not applicable.
209	No.	Not applicable.	Not applicable.
210	No.	Not applicable.	Not applicable.
211	No.	Not applicable.	Not applicable.
212	No.	Not applicable.	Not applicable.
213	No.	Not applicable.	Not applicable.
214	No.	Not applicable.	Not applicable.
215	No.	Not applicable.	Not applicable.
216	No.	Not applicable.	Not applicable.
217	No.	Not applicable.	Not applicable.
218	No.	Not applicable.	Not applicable.
219	No.	Not applicable.	Not applicable.
220	No.	Not applicable.	Not applicable.
221	No.	Not applicable.	Not applicable.
222	No.	Not applicable.	Not applicable.
223	No.	Not applicable.	Not applicable.
224	Yes.	QuickBooks.	Not applicable.

RID	Q2q.	Q3q.	Q4q.
225	No.	Not applicable.	Not applicable.
226	No.	Not applicable.	Not applicable.
227	No.	Not applicable.	Not applicable.
228	No.	Not applicable.	Not applicable.
229	No.	Not applicable.	Not applicable.
230	No.	Not applicable.	Not applicable.
231	No.	Not applicable.	Not applicable.
232	No.	Not applicable.	Not applicable.
233	No.	Not applicable.	Not applicable.
234	No.	Not applicable.	Not applicable.
235	No.	Not applicable.	Not applicable.
236	No.	Not applicable.	Not applicable.
237	No.	Not applicable.	Not applicable.
238	No.	Not applicable.	Not applicable.
239	No.	Not applicable.	Not applicable.
240	No.	Not applicable.	Not applicable.
241	No.	Not applicable.	Not applicable.
242	Yes.	QuickBooks, Master Builder.	Not applicable.
243	No.	Not applicable.	Not applicable.
244	No.	Not applicable.	Not applicable.
245	No.	Not applicable.	Not applicable.
246	No.	Not applicable.	Not applicable.
247	No.	Not applicable.	Not applicable.
248	No.	Not applicable.	Not applicable.
249	No.	Not applicable.	Not applicable.
250	No.	Not applicable.	Not applicable.
251	No.	Not applicable.	Not applicable.
252	No.	Not applicable.	Not applicable.
253	No.	Not applicable.	Not applicable.
254	No.	Not applicable.	Not applicable.
255	No.	Not applicable.	Not applicable.
256	No.	Not applicable.	Not applicable.

RID	Q2q.	Q3q.	Q4q.
257	No.	Not applicable.	Not applicable.
258	No.	Not applicable.	Not applicable.
259	No.	Not applicable.	Not applicable.
260	No.	Not applicable.	Not applicable.
261	No.	Not applicable.	Not applicable.
262	No.	Not applicable.	Not applicable.
263	No.	Not applicable.	Not applicable.
264	No.	Not applicable.	Not applicable.
265	No.	Not applicable.	Not applicable.
266	Yes.	QBK is QuickBooks.	Not applicable.
267	No.	Not applicable.	Not applicable.
268	No.	Not applicable.	Not applicable.
269	No.	Not applicable.	Not applicable.
270	No.	Not applicable.	Not applicable.
271	No.	Not applicable.	Not applicable.
272	No.	Not applicable.	Not applicable.
273	Don't know.	Not applicable.	Not applicable.
274	No.	Not applicable.	Not applicable.
275	No.	Not applicable.	Not applicable.
276	No.	Not applicable.	Not applicable.
277	No.	Not applicable.	Not applicable.
278	No.	Not applicable.	Not applicable.
279	Don't know.	Not applicable.	Not applicable.
280	No.	Not applicable.	Not applicable.
281	No.	Not applicable.	Not applicable.
282	No.	Not applicable.	Not applicable.
283	Don't know.	Not applicable.	Not applicable.
284	No.	Not applicable.	Not applicable.
285	No.	Not applicable.	Not applicable.
286	No.	Not applicable.	Not applicable.
287	No.	Not applicable.	Not applicable.
288	No.	Not applicable.	Not applicable.

RID	Q2q.	Q3q.	Q4q.
289	No.	Not applicable.	Not applicable.
290	No.	Not applicable.	Not applicable.
291	No.	Not applicable.	Not applicable.
292	No.	Not applicable.	Not applicable.
293	No.	Not applicable.	Not applicable.
294	No.	Not applicable.	Not applicable.
295	No.	Not applicable.	Not applicable.
296	No.	Not applicable.	Not applicable.
297	No.	Not applicable.	Not applicable.
298	No.	Not applicable.	Not applicable.
299	No.	Not applicable.	Not applicable.
300	No.	Not applicable.	Not applicable.
301	No.	Not applicable.	Not applicable.
302	No.	Not applicable.	Not applicable.
303	No.	Not applicable.	Not applicable.
304	No.	Not applicable.	Not applicable.
305	No.	Not applicable.	Not applicable.
306	No.	Not applicable.	Not applicable.
307	No.	Not applicable.	Not applicable.
308	No.	Not applicable.	Not applicable.