TTAB

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the Matter of Trademark Registration No. 2,390,988
For the Mark SPORTSMAN'S WAREHOUSE HUNTING FISHING CAMPING RELOADING OUTERWARE FOOTWEAR and DESIGN

Date registered: October 3, 2000

Bass Pro Trademarks, L.L.C.,

Petitioner,

v.

Sportsman's Warehouse, Inc,

Registrant.

Cancellation No. 92045000 # 75625090

12-14-2006
U.S. Patent & TMOfc/TM Mail Rcpt Dt. #34

Expert Report of Michael B. Mazis, Ph.D.

September 2006

EXHIBIT 3

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SUMMARY OF FINDINGS

A survey was conducted in 15 cities among 396 people 18 years of age and older who have purchased fishing, hunting, camping or other outdoor gear in the past 12 months. Respondents were first shown the petitioner's "Bass Pro Shops Sportsman's Warehouse" logo. Then, respondents were exposed to an array of six logos that they would be likely to encounter in shopping for outdoor gear. All respondents were exposed to the same five logos – Academy, Cabela's, Dick's Sporting Goods, L.L. Bean, and Scheel's. In addition, respondents saw a sixth logo; half of the respondents saw the logo for Sportsman's Warehouse, Inc. (the registrant), and the other half of the respondents saw the Gander Mountain logo (the "control" logo). Thus, respondents were assigned randomly to one of two cells – a "test" cell (that included five logos plus the Sportsman's Warehouse, Inc. logo) and a "control" cell (that included five logos plus the Gander Mountain logo). The purpose of the "control" cell was to reduce or eliminate factors such as guessing or question wording as an explanation for the findings ("noise").

To assess potential confusion between the petitioner's and the registrant's marks, all survey respondents were asked whether any of the six logos in front of them either (1) is put out, (2) needed permission or approval, or (3) is affiliated with the company that puts the logo that they had seen earlier ("Bass Pro Shops Sportsman's Warehouse" logo). The results show that 109 respondents (54%) in the "test" cell mentioned the "Sportsman's Warehouse, Inc." logo and 47 respondents (24%) in the "control" cell mentioned the "Gander Mountain" logo. The difference between the "Sportsman's Warehouse, Inc" responses in the "test" cell and the "Gander Mountain" responses in the "control" cell is the appropriate measure of confusion between the two marks. The results of the survey indicate that there was a substantial likelihood of confusion (30%)

(54% - 24% = 30%) between the petitioner's and the registrant's marks. In addition, 22% of the respondents who indicated that the Sportsman's Warehouse, Inc. logo either (1) is put out, (2) needed permission or approval, or (3) is affiliated with the company that puts the "Bass Pro Shops Sportsman's Warehouse" logo mentioned that similarity of the names was the reason that they believed the logos had a common source or were somehow connected.

AUTHORSHIP AND RESPONSIBILITY

Dr. Michael B. Mazis

I designed the consumer survey, and I oversaw all aspects of the data collection and data analysis. (See Appendix A for a detailed description of my professional qualifications.) I have conducted marketing research surveys for over 30 years. I am Professor of Marketing at American University's Kogod School of Business, where I have been a faculty member for over 25 years, including over 10 years as chair of the marketing department. I have taught courses in consumer behavior, marketing research, marketing principles, marketing management, Internet marketing, and marketing and public policy.

I received my B.S. degree in Economics from the University of Pennsylvania, my M.B.A. degree from New York University, and my Ph.D. in Business Administration degree, with a concentration in marketing, from Pennsylvania State University. In addition, I was editor of the *Journal of Public Policy & Marketing* from 1992 to 1995, and I was Associate Editor of *The Journal of Consumer Affairs* from 1998 to 2001. I am a member of the American Marketing Association and a member and former director of the Association for Consumer Research.

My research focuses on consumer perception of advertising, product labels, and other marketing materials and on the impact of information on consumer perceptions. I have published over 60 articles in academic publications, including *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Public Policy & Marketing*, *The Journal of Consumer Affairs*, *Journal of Personality and Social Psychology*, *Journal of Experimental Social Psychology*, and *Journal of the American Medical Association*.

From 1976-79, I served as an in-house marketing expert at the Food and Drug Administration (FDA) and at the Federal Trade Commission (FTC), where I evaluated consumer perception of advertising and product labels, designed and conducted marketing research surveys, and evaluated surveys submitted by companies seeking to substantiate promotional claims. I continue to serve as a consultant for the FTC, having served as the FTC's principal marketing witness in FTC vs. Novartis in 1997, FTC vs. Trans Union in 1998, FTC vs. Mercury Marketing in 2003, and FTC vs. Telebrands in 2004. In addition, I have served as a consultant on marketing issues and on marketing research surveys for the FDA, Bureau of Alcohol, Tobacco, and Firearms, Consumer Product Safety Commission, Department of Justice, U. S. Mint, and the State of California. I have also spoken on designing consumer surveys at conferences sponsored by the American Bar Association, Better Business Bureaus, and American Marketing Association.

Target Research Group, Inc.

As a marketing research expert, I routinely rely on independent marketing research firms, such as Target Research Group, Inc. and Field Solutions, to administer,

collect, code, tabulate, and validate survey research. Data collection, coding, and tabulations were administered by Target Research Group, Inc., under the supervision of Larry Herman, Vice President. Mr. Herman has over 30 years experience in the marketing research field. Target Research Group, Inc., founded in 1986, is a full-service marketing research company with headquarters in Nanuet, NY. Since 1999, Target Research Group has been part of the MVL Group.

Field Solutions

Field Solutions, an independent research company, conducted the survey validation as described later in my report.

RESEACH OBJECTIVE

The principal objective of the survey that I conducted was to determine whether purchasers of outdoor gear perceive that the company that puts out the logo used by Sportsman's Warehouse, Inc., is put out, has permission or approval from, or is affiliated or is connected with the company that puts out the "Bass Pro Shops Sportsman's Warehouse" logo. Moreover, by using a control group, the survey was designed to assess how much of this possible confusion was due to "noise," such as guessing or question wording.

PROCEDURE

Universe and Sample

The universe for the study consisted of individuals 18 years of age and older who had in the last 12 months purchased fishing, hunting, camping, or other outdoor gear. Target Research Group was responsible for administering the data collection, which was conducted between August 18 and August 29, 2006 in 15 shopping malls. Thirteen of

the shopping malls were in states where there are both Bass Pro Stores and Sportsman's Warehouse, Inc, stores: Colorado, Iowa, Mississippi, Oklahoma, Pennsylvania, Tennessee, and Texas. In addition, one shopping mall was in St. Louis, Missouri, where there exists a store that uses the "Bass Pro Shops Sportsman's Warehouse" name, and one shopping mall was in Atlanta, Georgia, where there previously existed a store that used the "Bass Pro Shops Sportsman's Warehouse" name. The study was "double blind." Neither the interviewers nor the respondents were aware of the identity of the client or the purpose of the study.

Research Design

The research design that I used is commonly used to assess confusion between trademarks.[1] Respondents were first shown the "Bass Pro Shops Sportsman's Warehouse" logo. Then, they were asked a series of "distractor" questions about the television programs they view. The sole purpose of these questions was to provide time between exposure to the "Bass Pro Shops Sportsman's Warehouse" logo and exposure to the array of six logos shown subsequently to respondents. Next, respondents were asked to look at six logos that they might encounter in advertising materials, in retail stores, or on the Internet. Respondents were asked to "look at these store logos the way you would if you were considering buying some products from these stores." Three different arrangements or rotations were developed to avoid any bias due to position in the array. Approximately one-third of respondents were shown the products in each of the arrangements. The logos that appeared in the array were:

Sportsman's Warehouse, Inc. or Gander Mountain
Academy
Cabella's

[1] J. Thomas McCarthy, *McCarthy on Trademarks and Unfair Competition*, 4th Edition, Thomson Publishing at § 32:177

Dick's Sporting Goods
L.L. Bean
Scheel's

Survey respondents were assigned randomly to one of two cells – a test cell or a control cell. Five of the logos were shown to all respondents. In addition, respondents in the test cell were also shown the Sportsman's Warehouse, Inc.'s logo (fifth logo). Respondents in the control cell were shown instead the Gander Mountain logo.

The purpose of using a control cell was to determine whether the presence of the "Sportsman's Warehouse" name was the reason for consumers' responses or whether "noise" was the likely cause of the results. In this case, "noise" refers to factors, such as guessing or question wording, which may interfere with the researcher's accurate assessment. "Noise" is reduced or eliminated by subtracting the "Gander Mountain" responses (control cell) from the "Sportsman's Warehouse, Inc." responses (test cell). Thus, the purpose of the control cell was to reduce or eliminate "noise" as an explanation for the findings. The advisability of using a control cell or group is mentioned in the "Reference Guide on Survey Research":

> It is possible to adjust many survey designs so that causal inferences about the effect of a trademark or an allegedly deceptive commercial become clear and unambiguous. By adding an appropriate control group, the survey expert can test directly the influence of the stimulus. In the simplest version of a survey experiment, respondents are assigned randomly to one of two conditions. For example, respondents assigned to the experimental condition view an allegedly deceptive commercial, and respondents assigned to the control condition either view a commercial that does not contain the allegedly deceptive material or do not view any commercial.[2]

"Screening" Questionnaire

Interviewers used a "screening" questionnaire, which consisted of questions to

[2] Shari Seidman Diamond, "Reference Guide on Survey Research" in *Reference Manual on Scientific Evidence, Second Edition*, Federal Judicial Center, 2000 at 257.

determine whether potential respondents were qualified to participate in the study. (See Appendix B.) A potential survey participant had to be 18 years of age or older and had to have purchased in the last 12 months fishing, hunting, camping, or other outdoor gear. Potential respondents were excluded from participation if they or members of their households worked for an advertising agency or public relations firm, for a marketing research firm, or for a store or company that sells outdoor gear. In addition, potential respondents were excluded if they had participated in a marketing research survey other than a political poll during the past three months. They were also excluded if they wore eyeglasses or contact lenses for reading but did not have their corrective eye wear with them at the time of the interview. Those potential respondents who were qualified to participate in the study based on their responses to the "screening" questionnaire were invited to participate in the study and were administered the "main" questionnaire.

"Main" Questionnaire

At the start of the "main" questionnaire (See Appendix C), the interviewer presented the respondent with a card containing the "Bass Pro Shops Sportsman's Warehouse" logo and said:

> On the table in front of you is a logo that is associated with a certain store. You may or may not be familiar with this logo or the store. I'd like you to look at this store logo the way you would if you were considering buying some products from the store. Take as long as you normally would to examine the logo.

Then, the respondent handed the card with the "Bass Pro Shops Sportsman's Warehouse" logo back to the interviewer who removed it from sight. Next, four "distractor" questions were asked:

> About how often do you watch television?
> Which of the following TV shows do you sometimes watch? (list read)
> And which one type of TV show do you watch most often?
> Do you think that television programs today are better, about the same or not as good as the programs that were on the air several years ago?

Then, the interviewer took the respondent to the display area and uncovered an array of six logos (See Appendix D) and said:

> On the table in front of you are a number of logos associated with certain stores. You may or may not be familiar with these logos or the stores. I'd like you to look at these store logos the way you would if you were considering buying some products from these stores. Take as long as you normally would to examine the logos.
>
> After you look at these logos, I'll ask you some questions. Also, when you answer any questions, please don't guess. "I don't know" is a perfectly acceptable answer.

Respondents were then asked:

> If you have an opinion, <u>do you</u> or <u>don't you</u> think that <u>one or more</u> of the logos in front of you is put out or made by the same company as the store logo that I showed you earlier?

If respondents answered that they <u>did</u> think that one or more of the six logos in the array was put out by the same company that put out the "Bass Pro Shops Sportsman's Warehouse" logo that they had seen earlier, they were asked:

> Which logo or logos in front of you do you think is put out by the same company that puts out the logo that I showed you earlier?

For each logo mentioned, respondents were asked why they selected that particular logo.

Interviewers then instructed respondents: "For the next question, please consider only the remaining logos, not the one(s) you just named." (Interviewers were instructed to remove from the array the logo or logos previously mentioned by the respondent.) Next, respondents were asked whether one or more of the companies that made the remaining logos in the array received or needed to receive permission or approval from

the company that put out the logo shown earlier ("Bass Pro Shops Sportsman's Warehouse").

Then, they were asked to indicate the specific logo or logos that they felt were put out by companies that received or needed to receive permission or approval from the company that put out the "Bass Pro Shops Sportsman's Warehouse" logo. In addition, they were asked to give their reasons for selecting the logos chosen. Finally, previously mentioned logos were removed from the array, and respondents were asked whether one or more of the companies that put out the remaining logos in the array is affiliated with, is connected to, or is part of the company that put out the logo shown earlier ("Bass Pro Shops Sportsman's Warehouse"). Then, they were asked to indicate the specific logos that are put out by companies that are affiliated with, connected to, or part of the company that put out the logo shown earlier ("Bass Pro Shops Sportsman's Warehouse)." Finally, they were asked to give their reasons for selecting the logos chosen.

Field Procedures, Coding, and Validation

Target Research Group, under my supervision, prepared separate instructions for interviewers and their supervisors. (See Appendix E.) Before starting work on the study, each interviewer was required to read the interviewer instructions, to attend a personal briefing at which interviewing procedures were discussed in detail, and to complete a practice interview. Target Research Group was responsible for editing and coding the questionnaires. After arriving at Target Research Group, questionnaires were checked for accuracy and completeness. The responses to all questions were then entered into a data file using 100% keypunch verification – that is, all data were keypunched twice to avoid any errors.

Validation was conducted by attempting to re-contact respondents to verify that they participated in the study. The names and telephone numbers of all respondents who had provided this information were sent to Field Solutions, an interviewing service not affiliated with the Target Research Group, to conduct telephone validation. They attempted to validate 100% of the interviews, using a validation questionnaire that I developed. (See Appendix F.) In conducting the validation telephone calls, a minimum of three attempts were made to re-contact all respondents who had provided telephone numbers. A total of 408 interviews were completed, and 313 respondents (77%) were contacted. All of the respondents contacted confirmed that they participated in the study and met key screening criteria. Twelve respondents were removed subsequently from the database during editing because they failed to show respondents the correct logos or didn't conduct the interviews properly. Thus, 396 respondents (202 in the test cell and 194 in the control cell) were included in the final database.

RESULTS

In analyzing the results of the survey, I compared the findings of the test cell, which was exposed to the logo of Sportsman's Warehouse, Inc., plus five other logos, and of the control cell, which was exposed to Gander Mountain logo and the same five logos. (See Appendix G for tabulations.) First, the analysis focused on whether, in the test cell, respondents indicated that the Sportsman's Warehouse, Inc. logo was put out by the same company that put out the "Bass Pro Shops Sportsman's Warehouse" logo, and, whether, in the control cell, respondents indicated that Gander Mountain logo was put out by the same company that put out the "Bass Pro Shops Sportsman's Warehouse" logo.

Of the 202 respondents in the test cell, 91 (45%) indicated that the Sportsman's Warehouse, Inc., logo was put out by the same company that put out the logo that they

had seen earlier ("Bass Pro Shops Sportsman's Warehouse"). In contrast, 19 (10%) of the 194 respondents in the control cell, mentioned that Gander Mountain logo was put out by the same company that put out the "Bass Pro Shops Sportsman's Warehouse" logo. Therefore, adjusting for the control cell, 35% (45% - 10%) of outdoor gear purchasers were likely confused about source because of the similarity of the "Bass Pro Shops Sportsman's Warehouse" logo and the logo put out by Sportsman's Warehouse, Inc. That is, 35% of outdoor gear purchasers who were exposed to the "Bass Pro Shops Sportsman's Warehouse" logo felt that, the company that puts out the Sportsman's Warehouse, Inc.'s logo also puts out the "Bass Pro Shops Sportsman's Warehouse" logo.

A subsequent analysis focused on permission/approval and affiliation. This analysis revealed that a total of 110 (54%) respondents in the test cell indicated that the company that puts out the Sportsman's Warehouse, Inc. logo either (1) puts out, (2) needed permission or approval, or (3) is affiliated with that the company that puts out the "Bass Pro Shops Sportsman's Warehouse" logo. In addition, only 47 (24%) of respondents in the control cell mentioned that the company that puts out the Gander Mountain logo either (1) puts out, (2) needed permission or approval, or (3) is affiliated with that the company that puts out the "Bass Pro Shops Sportsman's Warehouse" logo. Therefore, adjusting for the control cell, 30% (54% - 24%) of purchasers of outdoor gear were likely confused about the source or the relationship between the company that puts out the Sportsman's Warehouse, Inc.'s logo and the company that puts out the "Bass Pro Shops Sportsman's Warehouse" logo.

In addition, 22% of the respondents who indicated that the Sportsman's Warehouse, Inc. logo either (1) is put out, (2) needed permission or approval, or (3) is affiliated with the company that puts the "Bass Pro Shops Sportsman's Warehouse" logo

mentioned that similarity of the names was the reason that they believed the logos had a common source or were somehow connected.

CONCLUSIONS

I conducted a survey in 15 cities among 396 people 18 years of age and older who have purchased fishing, hunting, camping or other outdoor gear in the past 12 months. Respondents were first shown the "Bass Pro Shops Sportsman's Warehouse" logo. Then, respondents were exposed to an array of six logos that they would be likely to encounter in shopping for outdoor gear. Among these six logos was the logo put out by Sportsman's Warehouse, Inc. To assess potential confusion between the petitioner's and the registrant's marks, all survey respondents were asked whether any of the six logos in front of them either (1) is put out, (2) needed permission or approval, or (3) is affiliated with the company that puts out the logo that they had seen earlier ("Bass Pro Shops Sportsman's Warehouse" logo). Adjusting for the control cell, over 35% of outdoor gear purchasers felt that the Sportsman's Warehouse, Inc.'s logo was put out by the same company that put out the "Bass Pro Shops Sportsman's Warehouse" logo. In addition, adjusting for the control cell, 30% of outdoor gear purchasers either felt that the Sportsman's Warehouse, Inc.'s logo (1) is put out, (2) needed permission or approval, or (3) is affiliated with the same company that puts out the "Bass Pro Shops Sportsman's Warehouse" logo. In addition, respondents were asked their reasons for selecting the Sportsman's Warehouse, Inc. logo from the array. My analysis revealed that 22% of the respondents who had indicated that the Sportsman's Warehouse, Inc. logo and the "Bass Pro Shops Sportsman's Warehouse" logo had a common source or were somehow connected mentioned that similarity of the names was the reason. Thus, the survey results indicate a substantial likelihood of confusion between the petitioner's ("Bass Pro

Shops Sportsman's Warehouse") mark and the registrant's ("Sportsman's Warehouse") mark.

Michael B. Mazis, Ph.D. 6 September 2006
Date

Appendix
A

January 2005

MICHAEL B. MAZIS

WORK ADDRESS

Kogod School of Business
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EDUCATION

B.S. in Economics, June, 1964
University of Pennsylvania, Wharton School

Master of Business Administration (M.B.A.) June 1966
New York University, Graduate School of Business Administration

Ph.D. in Business Administration, December 1971
The Pennsylvania State University
Major Field: Marketing
Minor Fields: Social Psychology/Quantitative Business Analysis

CURRENT POSITION

Professor of Marketing, August 1981 - present
Chair, Department of Marketing, June 1980 - August 1989; May 1998 - May 1999;
September 2004 - current
Associate Professor of Marketing, September 1979 - August 1981
The American University
Kogod School of Business
Washington, D.C.

PREVIOUS POSITIONS

Chief, Marketing and Consumer Research, July 1977 - August 1979
Office of Policy Planning and Evaluation
Federal Trade Commission
Washington, D.C.

Resident Consultant, February 1977 - July 1977
Division of National Advertising
Bureau of Consumer Protection
Federal Trade Commission
Washington, D.C.

Economist, June 1976 - February 1977
Division of Drug Advertising
Bureau of Drugs
Food and Drug Administration
Rockville, Maryland

Assistant Professor of Marketing, September 1971 - August 1974
Associate Professor of Marketing, September 1974 - June 1976
University of Florida
Gainesville, Florida

Marketing Research Analyst, September 1965 - August 1968
Warner-Lambert Pharmaceutical Company
Morris Plains, New Jersey

EDITORSHIPS

Editor, ***Journal of Public Policy & Marketing***, 1992-1995

Michael B. Mazis., ed., ***Journal of Public Policy & Marketing***, Vol. 10 (Number 1, 1991), special conference issue

Associate Editor, ***The Journal of Consumer Affairs***, 1998-2001.

Michael B. Mazis, ed., Proceedings of 1982 American Psychological Association Conference, Division 23 (Consumer Psychology).

Louis Morris, Michael Mazis and Ivan Barofsky, eds., ***Product Labeling and Health Risks***, Banbury Center, Cold Spring Harbor Laboratory, New York, 1980, 328 pages.

GRANTS

Michael B. Mazis, "Evaluating Health Warning Labels for Alcoholic Beverages," National Institute on Alcohol Abuse and Alcoholism, September 1989-September 1992 ($700,000) and grant supplement, 1990-1992 ($65,000).

Michael B. Mazis, "Marketing and Public Policy: Issues for the 1990's," American Marketing Association, to fund workshop in Washington, D.C., August 1990 ($500).

PROFESSIONAL PUBLICATIONS

1. Stephen Miller, Michael B. Mazis and Peter L. Wright, "Perceptual Distortion in the Development of Brand Attitudes: A Cognitive Model," in David L. Sparks (ed.), ***Broadening the Concept of Marketing***, American Marketing Association, 1970, p. 119 (abstract).

2. Michael B. Mazis and Robert Green, "Implementing Social Responsibility," ***MSU Business Topics***, Vol. 13 (Winter 1971), pp. 68-76 (Reprinted in W. P. Anthony, J.B. Haynes and P. L. Wilkens (eds.) ***Social Responsibility of Business***, General Learning Press, 1972 and A.B. Carroll (ed.), ***Managing Corporate Social Responsibility*** Little, Brown and Company, 1977).

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7. Michael B. Mazis and Robert B. Settle, "Consumer Reaction to Restriction of Choice Alternatives," in M. Venkatesan (ed.), ***Proceedings***, Third Annual Association for Consumer Research Conference, 1972, pp. 417-27.

8. Michael B. Mazis and Marilyn Beutenmuller, "Attitudes Toward Women's Liberation and Perception of Advertisements," in M. Venkatesan (ed.), ***Proceedings***, Third Annual Association for Consumer Research Conference, 1972, pp. 428-35.

9. Michael B. Mazis, "Cognitive Tuning and Receptivity to Novel Information," ***Journal of Experimental Social Psychology***, Vol. 9 (July 1973), pp. 307-19.

10. Michael B. Mazis, Robert B. Settle and Dennis C. Leslie, "Elimination of Phosphate Detergents and Psychological Reactance," ***Journal of Marketing Research***, Vol. 10 (November 1973), pp. 390-5.

11. Michael B. Mazis, Dan M. Smith and Kenneth C. Cosgrove, "The Influence of Personality, Interviewer Race and Respondent Race on Responses to a Racially-Oriented Questionnaire," in Thomas V. Greer (ed.), ***Combined Proceedings***, American Marketing Association, 1973, pp. 309-13.

12. Michael B. Mazis and Dan M. Smith, "A Comparison of General and Product Specific Risk Measures in the Prediction of Gasoline Purchases," in Robert L. King (ed.), ***Advances in Consumer Proceedings***, American Marketing Assoc., 1973, pp. 309-13.

13. Michael B. Mazis and R. Eugene Klippel, "Instrumentality Theories and Consumer Attitudes: Comparing Alternative Models," in Peter L. Wright (ed.), ***Advances in Consumer Research***, Vol. 1, Association for Consumer Research, 1973, pp. 346-7 (abstract).

14. Michael B. Mazis and John Faricy, "Consumer Response to the Meat Boycott," in Ronald C. Curhan (ed.), ***Combined Proceedings***, American Marketing Association, 1974, pp. 329-33.

15. Michael B. Mazis, "Anti-Pollution Measures and Psychological Reactance: A Field Experiment," ***Journal of Personality and Social Psychology***, Vol. 31 (April 1975), pp. 654-60. (Abstract published in ***Psychology Today*** and ***Human Behavior***; conducted radio interview on Canadian Broadcasting Corporation's "As It Is" concerning the article. Reprinted in ***Exploring Social Psychology: The Readings***, Steve L. Ellyson and Amy Halberstadt, editors, McGraw-Hill, 1994.)

16. Michael B. Mazis, Review of David A. Aaker and George S. Day eds., ***Consumerism: Search for the Consumer Interest, Journal of Marketing***, Vol. 39 (April 1975), p. 113.

17. Michael B. Mazis, Olli T. Ahtola and R. Eugene Klippel, "A Comparison of Four Multi-Attribute Models in the Prediction of Consumer Attitudes," ***Journal of Consumer Research***, Vol. 2 (June 1975), pp. 38-52.

18. John Faricy and Michael B. Mazis, "Personality and Consumer Dissatisfaction: A Multivariate Approach," in Edward M. Mazze (ed.), ***Combined Proceedings***, American Marketing Association, 1975, pp. 202-5.

19. Dan M. Smith and Michael B. Mazis, "Racial Self-Identification and Self-Concept by Means of Unobtrusive Measures," ***The Journal of Social Psychology***, Vol. 98 (1976), pp. 221-8.

20. Michael B. Mazis and Janis Adkinson, "An Experimental Evaluation of a Proposed Corrective Advertising Remedy," ***Journal of Marketing Research***, Vol. 13 (May 1976), pp. 178-83 (Reprinted in Richard J. Lutz, editor, ***Contemporary Perspectives in Consumer Research***, Kent Publishing Company, 1981).

21. Michael B. Mazis and John H. Faricy, "Teaching the Consumer Behavior Course: A Proper Blend of Theory, Applications and Presentation," for Special Education Issue of ***Marketing News*** (July 30, 1976).

22. Joel B. Cohen, Olli T. Ahtola, Michael B. Mazis and Lawrence J. Severy, "Extended Expectancy-Value Approach to Contraceptive Alternatives" in ***Proceedings of the 84th Annual American Psychological Association Convention***, American Psychological Association, 1976 (abstract).

23. Peter H. Rheinstein and Michael B. Mazis, "Regulation of OTC Advertising: The FDA 'Prescription'," ***Journal of the American Pharmaceutical Association***, Vol. 16 (September 1976), pp. 505-6, 524-5.

24. Louis A. Morris, Michael B. Mazis and Evelyn Gordon, "A Survey of the Effects of Oral Contraceptive Patient Information," ***Journal of the American Medical Association***, Vol. 238 (December 5, 1977), pp. 2504-8.

25. Michael B. Mazis, Louis A. Morris and Evelyn Gordon, "Patient Recall and Attitudes about Two Forms of Oral Contraceptive Patient Information," ***Medical Care***, Vol. 16 (December 1978), pp. 1045-54.

26. Albert Wildt and Michael B. Mazis, "Determinants of Scale Response: Label vs. Position," ***Journal of Marketing Research***, Vol. 15 (May 1978), pp. 261-7.

27. Michael B. Mazis and Dennis McNeill, "The Use of Marketing Research in FTC Decision making," Subhash C. Jain (ed.), ***Research Frontiers in Marketing: Dialogues and Directions***, American Marketing Association, 1978, pp. 308-11.

28. Michael B. Mazis, "Overview of `Can and Should the FTC Restrict Advertising to Children's Workshop'," in William L. Wilkie (ed.), ***Advances in Consumer Research***, Vol. 6, Association for Consumer Research, 1978, pp. 3-6.

29. Kenneth L. Bernhardt and Michael B. Mazis, "Evaluating Consumer Protection Programs," in Thomas C. Kinnear, et. al. (eds.), ***Public Policy Issues in Marketing***, Division of Research, Graduate School of Business Administration, University of Michigan, 1979, pp. 48-62.

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33. Kenneth Bernhardt, Thomas Kinnear, Michael Mazis and Bonnie B. Reece, "Impact of Publicity on Corrective Advertising Effects," in Kent B. Monroe, ed., ***Advances in Consumer Research***, Vol. 9, Ann Arbor, Michigan: Association of Consumer Research, 1981, pp. 414-15.

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63. Manoj Hastak, Michael B. Mazis, and Louis A. Morris, "The Role of Consumer Surveys in Public Policy Decision Making," ***Journal of Public Policy & Marketing***, Vol. 20 (Fall 2001), 170-185. (Recipient of Thomas C. Kinnear/*Journal of Public Policy & Marketing* Outstanding Article Award presented by American Marketing Association for articles published 1999-2001.)

PROFESSIONAL ACTIVITIES

Editorial Review Board, ***Journal of Public Policy & Marketing***, 1982-present.
Editorial Review Board, ***The Journal of Consumer Affairs***, 1998-present.
Editorial Review Board, ***Journal of Current Issues & Research in Advertising***, 2002-present
Editorial Review Board, ***Journal of Marketing***, 1991-1996.

Board of Directors, Association for Consumer Research (ACR), 1979-81.

Leadership Board, "Marketing and Society," American Marketing Association (AMA) Special Interest Group, 2003-present.

Manuscript reviewer for AMA Educator's Conferences, 1976-2004; ACR Conference, 1978-1996; Marketing and Public Policy Conference, 1992-2004; Academy of Marketing Science Conference, 1994; American Academy of Advertising Conference, 1994; ACCI Conference, 2004; ***Journal of Consumer Research***, 1980, 1985-1990, 2000; ***Decision Sciences***, 1977 and 1980; ***Journal of Marketing***, 1981, 1987, 1990-1991, 1999, 2001-2004; ***Journal of*** **Advertising**, 2002 and 2004; **Journal** ***of Marketing Research***, 1985-1987, 1992; ***Journal of Consumer Affairs***, 1989, 1991-1992, 1995, 1997; ***Psychology and Marketing***, 1990 and 1997; ***Journal of Business Research***, 1991; ***Journal of the Academy of Marketing Science,*** 1991; ***International Journal of Research in Marketing***, 1992; ***Safety Science***, 1992; ***Alcoholism: Clinical and Experimental Research***, 1994; ***Journal of Business Ethics***, 1997; ***American Business Law Journal***, 1998, .

Conference Co-chair, Marketing and Public Policy Conference, Washington, DC, 2003.

Conference Director, AMA Workshop, "Marketing and Public Policy: Issues for the 1990's," Washington, D.C., August 1990.

Proposal reviewer for the National Science Foundation, 1978. Discussant at AMA Educators' Conference, 1976 and ACR Conference, 1979, 1981, and 1983. Session Chair, AMA Educators' Conference, 1981 and 1988. Discussant at International Conference on Research in the Consumer Interest, 1987 and at American Psychological Association Conference, 1986.

Invited lecturer at University of Kentucky, University of South Carolina, Duke University, University of Maryland, George Washington University, Penn State University, Georgetown University, and Queen's University.

Presented papers at AMA Educators' Conference, 1970, 1975, 1978, 1988, 1992, and 1994; ACR Conference, 1972-1973, 1977, 1979-1980, 1983, 1985, 1992, and 1994; Marketing and Public Policy Conference, 1990, 1992-2003; American Public Health Association Conference, 1991; Southern Marketing Association Conference, 1972 and 1973; American Psychological Association Conference, 1976 and 1980; Academy of

Marketing Science Conference, 1992; AMA Doctoral Consortium, 1992 and 1993; AMA Faculty Consortium on Ethics and Social Responsibility, 1995; AMA mini-conference on Environmental Issues, 1996; AMA mini-conference on Teaching of Public Policy, 1997.

Presented papers at American Assembly of Collegiate Schools of Business, 1979; Association of National Advertisers' Annual Meeting, 1979; J.C. Penney Consumer Affairs Forum, 1979; American Marketing Association (Washington Chapter), 1979; U.S. Regulatory Council's Innovative Techniques Workshop, 1980; MSI Conference: "Consumerism and Beyond: Research Perspectives on the Future Social Environment," 1982; American Advertising Federation Spring Government Affairs Conference, 1989; "The Federal Trade Commission in the 1990's," University of Notre Dame, 1989; Federal Trade Commission Marketing Symposium, 1991 and 1992; Drug Information Association, 1992; American Bar Association Conference: "How to Launch or Defend Against Competitive Challenges to Advertising Claims," 1995; National Advertising Division Workshop on Consumer Perception Communications Surveys, Council of Better Business Bureaus, 1996.

Organized special sessions at ACR Conference on children's advertising regulation, 1978, and on corrective advertising, 1980. Organized pre-conference workshop "Current Developments at the FTC and FDA" for 2000 Marketing and Public Policy Conference. Organized panel on disclosure research at FTC/NAD Conference "Disclosure Exposure," 2001.

Participated in writing, "Review of the Research Literature on the Effects of Health Warning Labels: A Report to the United States Congress," June 1987.

Wrote "The Effects of the FTC's Listerine Corrective Advertising Order" for Federal Trade Commission, 1981; "An Analysis of Homeowner Experiences with Ward-Corporation-Built Homes" for Federal Trade Commission, 1983; "An Analysis of All-Terrain Vehicle Advertising 1980-87" for Consumer Product Safety Commission, 1988; and "Summary and Analysis of Consumer Surveys on Environmental Claims in Advertising and Labeling" for Federal Trade Commission, 1992 (with Manoj Hastak and Romana Horst); "Consumers' Interpretation of Alternative Environmental Claims" for Federal Trade Commission, 1996 (with Manoj Hastak and Thomas J. Maronick).

Member of Advertising and Marketing Panel of the Surgeon General's workshop on Drunk Driving, 1989; Member of Working Group on the Effects of the Mass Media on the Use and Abuse of Alcohol, 1992.

CONSULTANCIES

Served as the FTC's principal marketing witness in *FTC vs. Novartis* in 1997, *FTC vs. Trans Union* in 1998, *FTC v. Mercury Mark*eting, 2003, and *FTC v. Telebrands*, 2004. Served also as a consultant on marketing issues for Federal Trade Commission, Food and Drug Administration, Department of Justice, Consumer Product Safety Commission, and the State of California.

HONORS

The American University Award as Outstanding Faculty Administrator (1985) and for Academic Program Development (1984)
Nominated for Teacher-Scholar Award (1983, 1985, 1989, and 1993)
Kogod College Award for Scholarship (1991)
Beta Gamma Sigma and Phi Kappa Phi
AACSB Federal Faculty Fellow, 1976-77

COURSES TAUGHT

Undergraduate: Consumer Behavior, Advanced Consumer Behavior, Marketing Research, and Principles of Marketing.

Graduate: Consumer Behavior, Marketing Research, Marketing Management, Doctoral Seminar in Consumer Research, Marketing and Public Policy, and Internet Marketing.

UNIVERSITY SERVICE

Elected to University Senate, 1980-1986, 1994-95.

University Senate Vice Chair, 1982-83, Parliamentarian, 1981-82, Nominating Committee, 1982-83, Executive Committee, 1981-83, Chair, Summer Sessions Committee, 1984-85, Secretary, The American University Club, 1988-89, Finance Committee, 1991-93.

AU 85 Committee on Faculty Utilization and Development, 1981-82
AU 100 Ad Hoc Committee, 1987; AU Smoking Task Force, 1988-92

Kogod College of Business Administration Faculty Evaluation Committee, 1979-80, Strategic Planning Committee, 1984-85, Chair, M.B.A. Committee, 1984-85, Rank and Tenure Committee, 1989-91 (chair), 2001-2004, Chair, Educational Policy Committee, 1991, MBA Task Force, 1991-1992 (chair) and 1994-96, Research Committee, 1993, 1996-98 (chair), MBA Oversight Committee, 1994-95, Member, Graduate Educational Policy Committee, 1996-1997, Member, Dean Search Committee, 1995-1996, Member, MBA Admissions Committee, 1995-98, Member, Search Committee for IT Center Director, 2001, Dean's Committee on Communication, 2001-2002.

Developed "Marketing Week," 1981-1983.

Developed "Marketing Career Extravaganza," a networking event for students at five Washington, DC area universities, 2001.

TARGET RESEARCH GROUP INC.
515 Airport Executive Park
Nanuet, NY 10954

Appendix B

PROJECT #113-06144
August, 2006

	OUTDOOR PRODUCTS STUDY - SCREENER -	RESPONDENT ID# _____ (Card 1; 1-6)

EDITED BY: _____ FIELD SERVICE: _____ VALIDATED BY: _____

7-8/Z

CITY: (9,10,11)	CITY (cont'd): (9,10,11)	AGE/GENDER:
Atlanta (AG) 106	Memphis (WC) 013	**Males** (12)
Corpus Christi (CC) 077	Memphis (FHR) 700	18 - 44 1
Dallas (CLTX) 880	Nashville (TN) 029	45 + ... 2
Denver (CLCO) 864	Oklahoma (OK) 005	**Females**
Des Moines (CLIA) 874	Philadelphia (PH) 002	18 - 44 3
Jackson (FCJX) 877	Philadelphia (CPPH) 701	45 + ... 4
Littleton (FCLI) 878	San Antonio (FCSA) 939	**COLOR/ROTATION:** (13)
	St. Louis (CLMO) 866	Green 1
		Blue 2
		Yellow 3
		White 4
		Orange 5
		Lilac 6

SIGHT SCREEN FOR MALES/FEMALES 18 YEARS OF AGE OR OLDER

Hello, I'm _____ from Target Research Group, a nationwide market research organization. We're conducting a survey and I'd like to ask you a few brief questions. Let me assure you we are doing this for research purposes only and are not selling anything. We are only interested in your opinions which will be held in the strictest confidence.

NOTE: DO NOT CONTINUE INTERVIEW IF RESPONDENT HAS A HEARING, LANGUAGE OR OBVIOUS VISUAL PROBLEM.

A. **(DO NOT ASK:)** Record Gender

(14)
Male 1
Female 2

B. Please tell me which of the following groups includes your age? **(READ LIST)**

(15)
Under 18 ..... 1 →**(TERMINATE, ERASE & RE-USE SCREENER)**

18 - 44 2
45 or over 3

CHECK AGE QUOTAS. IF NEEDED, CONTINUE. IF OVER QUOTA, TERMINATE. CIRCLE BELOW, ERASE & RE-USE SCREENER.

(DO NOT READ)→ Refused ..... 4 →**(TERMINATE, ERASE & RE-USE SCREENER.)**

Q.B: Under 18/Refused										
1	2	3	4	5	6	7	8	9	10	(16)
11	12	13	14	15	16	17	18	19	20	(17)
Q.B: Over Quota 18-44										
1	2	3	4	5	6	7	8	9	10	(18)
11	12	13	14	15	16	17	18	19	20	(19)
Q.B: Over Quota 45+										
1	2	3	4	5	6	7	8	9	10	(20)
11	12	13	14	15	16	17	18	19	20	(21)

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C. Have you purchased any of the following products in the past 12 months? **(READ LIST)**

	YES	NO	DON'T KNOW	
Golf equipment or apparel	1	2	3	(22)
Fishing gear	1	2	3	(23)
Athletic shoes	1	2	3	(24)
Hunting gear	1	2	3	(25)
Sunglasses	1	2	3	(26)
Camping gear	1	2	3	(27)
Other outdoor gear	1	2	3	(28)

IF "YES" TO "FISHING GEAR," "HUNTING GEAR," "CAMPING GEAR," OR "OTHER OUTDOOR GEAR", CONTINUE WITH Q.D. OTHERWISE TERMINATE. CIRCLE BELOW, ERASE AND RE-USE SCREENER.

Q.C: Not Purchased Past 12 Months										
1	2	3	4	5	6	7	8	9	10	(29)
11	12	13	14	15	16	17	18	19	20	(30)

D. Do you or does any member of your household work in any of the following? **(READ LIST.)**

	Yes (31)	No (32)	DK/ Refused (33)
An advertising agency	1	1	1
A public relations firm	2	2	2
A marketing research firm	3	3	3
A store or company that sells outdoor gear	4	4	4

IF "YES" TO ANY, TERMINATE, CIRCLE BELOW. ERASE AND REUSE SCREENER.

Q.D: Security Screen										
1	2	3	4	5	6	7	8	9	10	(34)
11	12	13	14	15	16	17	18	19	20	(35)

E. Have you participated in any marketing research survey other than a political poll during the past 3 months?

(36)
Yes ..... 1 → **(TERMINATE, CIRCLE BELOW. ERASE AND RE-USE SCREENER.)**
No ..... 2 → **(CONTINUE)**
Don't Know ..... 3 → **(TERMINATE, CIRCLE BELOW. ERASE AND RE-USE SCREENER.)**

Q.E: Past Participation/Don't Know										
1	2	3	4	5	6	7	8	9	10	(37)
11	12	13	14	15	16	17	18	19	20	(38)

MBM000139

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F. Do you usually wear eyeglasses or contact lenses when you read?

(39)
Yes..... 1 → **(ASK Q.G)**
No..... 2 → **(SKIP TO Q.H)**

G. Are you wearing your contact lenses or do you have your glasses with you today?

(40)
Yes..... 1 → **(CONTINUE)**
No..... 2 → **(TERMINATE, ERASE AND RE-USE SCREENER)**

Q.G: Don't Have Glasses or Contact Lenses with Them										
1	2	3	4	5	6	7	8	9	10	(41)
11	12	13	14	15	16	17	18	19	20	(42)

H. I've asked you these questions to see if you are eligible for a very brief interview. Since I have something to show you, I'd like you to come with me into the interviewing facility. It will only take a few minutes of your time and we think you will find it interesting. For your time, we will give you $2 upon completing the survey. Are you willing to be interviewed? **(IF RESPONDENT REFUSES, TERMINATE, ERASE AND RE-USE SCREENER.)**

(43)
Yes..... 1 → **(CONTINUE)**
No..... 2 → **(TERMINATE, ERASE AND RE-USE SCREENER)**

Q.J: Qualified Refusal										
1	2	3	4	5	6	7	8	9	10	(44)
11	12	13	14	15	16	17	18	19	20	(45)

46-79/Z; 80-1

- **CIRCLE AGE/GENDER GROUP ON FRONT PAGE**
- **CIRCLE MAIN QUESTIONNAIRE COLOR ON FRONT PAGE**
- **CIRCLE CITY ON FRONT PAGE**
- **ESCORT RESPONDENT TO INTERVIEWING AREA**

MBM000140

Target Research Group Inc.

Outdoor Study Study
Master Quota Sheet

Study # 06144
August, 2006

			GREEN				
			MALE		FEMALES		*Total Green*
Loc #	Cd	Locations	18-44	45+	18-44	45+	
AG	106	Atlanta	2	1	1	1	*5*
CC	077	Corpus Christi	2	1	1	1	*5*
CLTX	880	Dallas	1	1	1	1	*4*
CLCO	864	Denver	1	2	1	1	*5*
CLIA	874	Des Moines	1	2	1	1	*5*
FCJX	877	Jackson	1	2	1	1	*5*
FCLI	878	Littleton	1	1	1	1	*4*
WC	013	Memphis	1	1	1	1	*4*
FHR	700	Memphis	1	2	0	1	*4*
TN	029	Nashville	1	2	0	1	*4*
OK	005	Oklahoma	1	2	0	1	*4*
PH	002	Philadelphia	1	2	1	1	*5*
CPPH	701	Philadelphia	1	2	0	1	*4*
FCSA	939	San Antonio	2	2	0	1	*5*
CLMO	866	St. Louis	1	2	1	1	*5*
		Total	*18*	*25*	*10*	*15*	*68*

MBM000141

Target Research Group Inc.

Outdoor Study Study
Master Quota Sheet

Study # 06144
August, 2006

			BLUE				
			MALE		FEMALES		*Total Blue*
Loc #	Cd	Locations	18-44	45+	18-44	45+	
AG	106	Atlanta	1	2	0	1	*4*
CC	077	Corpus Christi	1	2	0	1	*4*
CLTX	880	Dallas	2	2	0	1	*5*
CLCO	864	Denver	2	1	1	1	*5*
CLIA	874	Des Moines	1	1	1	1	*4*
FCJX	877	Jackson	1	2	1	1	*5*
FCLI	878	Littleton	1	2	1	1	*5*
WC	013	Memphis	1	2	1	1	*5*
FHR	700	Memphis	1	1	1	1	*4*
TN	029	Nashville	1	2	1	1	*5*
OK	005	Oklahoma	1	2	1	1	*5*
PH	002	Philadelphia	1	2	0	1	*4*
CPPH	701	Philadelphia	1	2	0	1	*4*
FCSA	939	San Antonio	1	2	0	1	*4*
CLMO	866	St. Louis	2	1	1	1	*5*
		Total	*18*	*26*	*9*	*15*	*68*

MBM000142

Target Research Group Inc.

Outdoor Study Study
Master Quota Sheet

Study # 06144
August, 2006

			YELLOW				
			MALE		FEMALES		*Total Yellow*
Loc #	**Cd**	**Locations**	18-44	45+	18-44	45+	
AG	**106**	**Atlanta**	1	2	1	1	*5*
CC	**077**	**Corpus Christi**	1	2	0	1	*4*
CLTX	**880**	**Dallas**	1	2	1	0	*4*
CLCO	**864**	**Denver**	1	2	1	1	*5*
CLIA	**874**	**Des Moines**	2	2	0	1	*5*
FCJX	**877**	**Jackson**	2	1	1	1	*5*
FCLI	**878**	**Littleton**	1	1	1	1	*4*
WC	**013**	**Memphis**	1	1	1	1	*4*
FHR	**700**	**Memphis**	1	2	1	1	*5*
TN	**029**	**Nashville**	2	1	1	1	*5*
OK	**005**	**Oklahoma**	1	2	1	1	*5*
PH	**002**	**Philadelphia**	1	2	0	1	*4*
CPPH	**701**	**Philadelphia**	1	2	1	1	*5*
FCSA	**939**	**San Antonio**	1	2	0	1	*4*
CLMO	**866**	**St. Louis**	1	2	0	1	*4*
		Total	*18*	*26*	*10*	*14*	*68*

MBM000143

Target Research Group Inc.

Outdoor Study Study
Master Quota Sheet

Study # 06144
August, 2006

			WHITE				
			MALE		FEMALES		*Total White*
Loc #	Cd	Locations	18-44	45+	18-44	45+	
AG	106	Atlanta	1	2	0	1	*4*
CC	077	Corpus Christi	1	2	0	1	*4*
CLTX	880	Dallas	1	2	0	1	*4*
CLCO	864	Denver	1	2	0	1	*4*
CLIA	874	Des Moines	1	2	1	1	*5*
FCJX	877	Jackson	1	2	0	1	*4*
FCLI	878	Littleton	2	2	0	1	*5*
WC	013	Memphis	2	2	1	0	*5*
FHR	700	Memphis	1	2	1	1	*5*
TN	029	Nashville	1	1	1	1	*4*
OK	005	Oklahoma	1	1	1	1	*4*
PH	002	Philadelphia	1	1	1	1	*4*
CPPH	701	Philadelphia	1	2	1	1	*5*
FCSA	939	San Antonio	1	2	1	1	*5*
CLMO	866	St. Louis	1	2	1	1	*5*
		Total	*17*	*27*	*9*	*14*	*67*

MBM000144

Target Research Group Inc.

Outdoor Study Study
Master Quota Sheet

Study # 06144
August, 2006

MBM000145

			ORANGE				
			MALE		FEMALES		Total Org
Loc #	Cd	Locations	18-44	45+	18-44	45+	
AG	106	Atlanta	1	2	1	1	5
CC	077	Corpus Christi	1	2	1	1	5
CLTX	880	Dallas	1	2	1	1	5
CLCO	864	Denver	1	2	0	1	4
CLIA	874	Des Moines	1	2	0	1	4
FCJX	877	Jackson	1	2	0	1	4
FCLI	878	Littleton	1	2	0	1	4
WC	013	Memphis	1	2	1	1	5
FHR	700	Memphis	2	1	1	[illegible]	[illegible]
TN	029	Nashville	1	2	1	[illegible]	[illegible]
OK	005	Oklahoma	1	2	0	[illegible]	[illegible]
PH	002	Philadelphia	1	2	1	[illegible]	[illegible]
CPPH	701	Philadelphia	2	1	1	[illegible]	[illegible]
FCSA	939	San Antonio	1	1	1	[illegible]	[illegible]
CLMO	866	St. Louis	1	2	[illegible]	[illegible]	[illegible]
		Total	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

Target Research Group Inc.

Outdoor Study Study
Master Quota Sheet

Study # 06144
August, 2006

MBM000146

			LILAC				
			MALE		FEMALES		*Total Lilac*
Loc #	Cd	Locations	18-44	45+	18-44	45+	
AG	106	Atlanta	1	1	1	1	*4*
CC	077	Corpus Christi	1	2	1	1	*5*
CLTX	880	Dallas	1	2	1	1	*5*
CLCO	864	Denver	1	2	0	1	*4*
CLIA	874	Des Moines	1	2	0	1	*4*
FCJX	877	Jackson	1	2	0	1	*4*
FCLI	878	Littleton	1	2	1	1	*5*
WC	013	Memphis	1	2	0	1	*4*
FHR	700	Memphis	1	2	0	1	*4*
TN	029	Nashville	1	2	1	0	*4*
OK	005	Oklahoma	2	1	1	1	*5*
PH	002	Philadelphia	2	2	1	1	*6*
CPPH	701	Philadelphia	1	2	0	1	*4*
FCSA	939	San Antonio	1	2	1	1	*5*
CLMO	866	St. Louis	1	1	1	1	*4*
		Total	*17*	*27*	*9*	*14*	*67*

#06144
OUTDOOR PRODUCTS STUDY

SHOW CARDS
FOR MAIN QUESTIONNAIRE

CARD 7a

Do think one or more of these logos is put out or made by the same company as store logo shown earlier

Don't think one or more of these logos is put out or made by the same company as store logo shown earlier

No Opinion or Don't Know

CARD 8c

Do think one or more of the companies that put out these logos received – or needed to receive – permission or approval from the company that puts out the logo shown earlier

Don't think one or more of the companies that put out these logos received – or needed to receive – permission or approval from the company that puts out the logo shown earlier

No Opinion or Don't Know

CARD 9c

Do think one or more of the companies that put out these logos is affiliated with, is connected to, or is part of the company that puts out the logo shown earlier

Don't think one or more of the companies that put out these logos is affiliated with, is connected to, or is part of the company that puts out the logo shown earlier

No Opinion or Don't Know

Target Research Group, Inc.
515 Airport Executive Park
Nanuet, NY 10954

Appendix C

Project #113-06144
August, 2006

FOR OFFICE USE ONLY	OUTDOOR PRODUCTS STUDY - MAIN QUESTIONNAIRE – - GREEN -	RESPONDENT ID#: (Card 2; 1-6)

COLOR – 7/1

FOR THIS VERSION YOU WILL NEED LOGOS:

R , M , C , T , L , N

SAY: Please have a seat and make yourself comfortable.

REFER TO SCREENER Q.G. IF RESPONDENT USUALLY WEARS "EYEGLASSES" THEN SAY:
If you usually wear eyeglasses when reading, please put them on now.

IF RESPONDENT DOES NOT HAVE GLASSES, THANK AND TERMINATE. RECORD BELOW.

NO GLASSES: 1 2 3 4 5 6 7 8 9 (8)

BRING RESPONDENT TO A ROOM WHERE THE DISPLAY OF LOGOS ARE NOT VISIBLE.

PLACE LOGO H ON THE TABLE FACING RESPONDENT AND SAY:

Thank you for agreeing to participate in this study. On the table in front of you is a logo that is associated with a certain store. You may or may not be familiar with this logo or the store. I'd like you to look at this store logo the way you would if you were considering buying some products from the store. Take as long as you normally would to examine the logo.

WHEN RESPONDENT INDICATES THAT HE/SHE IS FINISHED, TAKE BACK LOGO H AND REMOVE IT FROM SIGHT.

2. About how often do you watch television? Do you watch television ... **(READ LIST)**

(9)
Every day.....1
Five or six times a week.....2
Three or four times a week.....3
Once or twice a week.....4
Or, less than once a week.....5
(DO NOT READ)→ Don't know.....6

MBM000151

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3. Which of the following TV shows do you sometimes watch? **(READ LIST AND RECORD "YES" MENTIONS)**

(10)

- Sports 1
- Talk shows 2
- Local news 3
- Network or cable news 4
- Reality shows 5
- Soap operas ..... 6 →**(CONTINUE WITH Q.4)**
- Quiz shows 7
- Comedy series 8
- Drama series 9
- Children's shows 0
- Movies X

(11)

(DO NOT READ)→ None of the above ..... 1 →**(SKIP TO Q.6)**
(DO NOT READ)→ Don't know ..... 2 →**(SKIP TO Q.6)**

4. And which one type of TV show do you watch most often? **(READ LIST AND RECORD "YES" MENTIONS)**

(12)

- Sports 1
- Talk shows 2
- Local news 3
- Network or cable news 4
- Reality shows 5
- Soap operas 6
- Quiz shows 7
- Comedy series 8
- Drama series 9
- Children's shows 0
- Movies X

(DO NOT READ)→ Other **(SPECIFY:)**
_____ Y

(13)

(DO NOT READ)→ None of the above 1

5. Do you think that television programs today are better, about the same or not as good as the programs that were on the air several years ago?

(14)

- Better 1
- About the same 2
- Not as good 3

(DO NOT READ)→ Don't know 4

MBM000152

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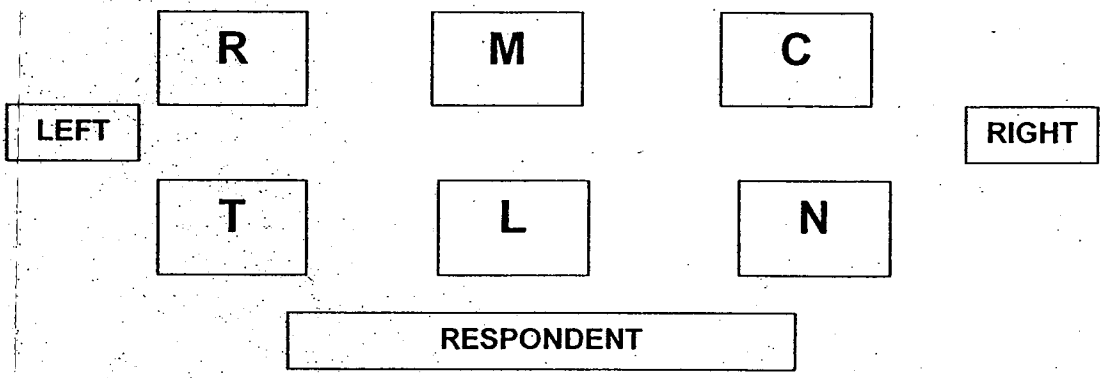
- **TAKE RESPONDENT TO DISPLAY AREA.**
- **THE LOGOS MUST BE SET-UP AS INDICATED BELOW:**



UNCOVER THE 6 LOGOS ON THE TABLE, THEN SAY:

6. On the table in front of you are a number of logos associated with certain stores. You may or may not be familiar with these logos or the stores. I'd like you to look at these store logos the way you would if you were considering buying some products from these stores. Take as long as you normally would to examine the logos.

After you look at these logos, I'll ask you some questions. Also, when you answer any questions, please don't guess. "I don't know" is a perfectly acceptable answer.

7a. **(WHEN RESPONDENT SAYS HE/SHE IS DONE, HAND RESPONDENT CARD 7a AND SAY:)** If you have an opinion, do you or don't you think that one or more of the logos in front of you is put out or made by the same company that puts out the store logo that I showed you earlier?

(15)

Do think one or more of these logos is put out or made by the same company as store logo shown earlier ..... 1 →**(CONTINUE WITH Q.7b)**

Don't think one or more of these logos is put out or made by the same company as store logo shown earlier ..... 2 →**(SKIP TO Q.8b)**

No Opinion or Don't Know ..... 3 →**(SKIP TO Q.8b)**

(TAKE BACK CARD 7a)

MBM000153

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7b. Which logo or logos in front of you do you think are put out by the same company that puts out the store logo that I showed you earlier? **(RECORD THE LETTER OF EACH LOGO MENTIONED BELOW UNDER "Q.7b: LOGOS MENTIONED." USE A SEPARATE LINE FOR EACH LOGO MENTIONED)**

7c. **(FOR EACH LOGO MENTIONED IN Q.7b, POINT TO LOGO AND ASK:)** Why do you think that this logo is put out or made by the same company that puts out the store logo that I showed you earlier? **(PROBE ONCE WITH:** Any other reasons?) **(RECORD VERBATIM UNDER "Q.7c: REASONS MENTIONED.")**

Q.7b: Logos Mentioned	Q.7c: Reasons Mentioned	
Q.7b	Q.7c	21,22-
		23,24-
		25,26-
_____(16)		27,28-
		29,30-
Q.7b	Q.7c	31,32-
		33,34-
		35,36-
_____(17)		37,38-
		39,40-
Q.7b	Q.7c	41,42-
		43,44-
		45,46-
_____(18)		47,48-
		49,50-
Q.7b	Q.7c	51,52-
		53,54-
		55,56-
_____(19)		57,58-
		59,60-
Q.7b	Q.7c	61,62-
		63,64-
		65,66-
_____(20)		67,68-
		69,70-

71-79/Z
80-2
End Card 2

REMOVE FROM VIEW ALL LOGOS MENTIONED IN ANSWER TO Q.7b.

- **IF NONE REMAIN, SKIP TO Q.10.**
- **IF ONE OR MORE REMAINS, SKIP TO INSTRUCTION ABOVE Q. 8a.**

MBM000154

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Start Card 3

(ASK Q.8a IF "1 TO 5" LOGOS REMAIN, OTHERWISE SKIP TO INSTRUCTION ABOVE Q.8b)

8a. For the next question, please consider only the remaining logos, not the one(s) you just named. **(NOW SKIP TO Q.8c)**

(ASK Q.8b IF "ALL 6" LOGOS REMAIN, OTHERWISE SKIP TO INSTRUCTION ABOVE Q.9a)

8b. Please consider all the logos in front of you. **(CONTINUE WITH Q.8c)**

8c. **(SHOW CARD 8c)**
If you have an opinion, do you or don't you think that one or more of the companies that put out these logos received – or needed to receive – permission or approval from the company that puts out the logo that I showed you earlier?

(15)

Do think one or more of the companies that put out these logos received – or needed to receive – permission or approval from the company that puts out the logo shown earlier.....1 →**(CONTINUE WITH Q.8d)**

Don't think one or more of the companies that put out these logos received – or needed to receive – permission or approval from the company that puts out the logo shown earlier.....2 →**(SKIP TO INSTRUCTION ABOVE Q.9a)**

No Opinion or Don't Know.....3 →**(SKIP TO INSTRUCTION ABOVE Q.9a)**

(TAKE BACK CARD 8c)

MBM000155

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8d. Which logo or logos do you think are put out by a company that received – or needed to receive – permission or approval from the company that puts out the logo that I showed you earlier? **(RECORD THE LETTER OF EACH LOGO MENTIONED BELOW UNDER "Q.8d: LOGOS MENTIONED." USE A SEPARATE LINE FOR EACH LOGO MENTIONED)**

8e. **(FOR EACH LOGO MENTIONED IN Q.8d, POINT TO LOGO AND ASK:)** Why do you think that the company received – or needed to receive – permission or approval from the company that puts out the logo that I showed you earlier? **(PROBE ONCE WITH:** Any other reasons?) **(RECORD VERBATIM UNDER "Q.8e: REASONS MENTIONED.")**

Q.8d: Logos Mentioned	Q.8e: Reasons Mentioned	
Q.8d	Q.8e	21,22-
		23,24-
		25,26-
_____(16)		27,28-
		29,30-
Q.8d	Q.8e	31,32-
		33,34-
		35,36-
_____(17)		37,38-
		39,40-
Q.8d	Q.8e	41,42-
		43,44-
		45,46-
_____(18)		47,48-
		49,50-
Q.8d	Q.8e	51,52-
		53,54-
		55,56-
_____(19)		57,58-
		59,60-
Q.8d	Q.8e	61,62-
		63,64-
		65,66-
_____(20)		67,68-
		69,70-

71-79/Z
80-3
End Card 3

REMOVE FROM VIEW ALL PRODUCTS MENTIONED IN ANSWER TO Q.8d.

- **IF NONE REMAIN, SKIP TO Q.10.**
- **IF ONE OR MORE REMAINS, SKIP TO INSTRUCTION ABOVE Q.9a.**

MBM000156

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Start Card 4

(ASK Q.9a IF "1 TO 5" LOGOS REMAIN, OTHERWISE SKIP TO INSTRUCTION ABOVE Q.9b)

9a. For the next question, please consider only the remaining logos, not the one(s) you just named. **(NOW SKIP TO Q.9c)**

(ASK Q.9b IF "ALL 6" LOGOS REMAIN, OTHERWISE SKIP TO Q.10)

9b. Please consider all the logos in front of you. **(CONTINUE WITH Q.9c)**

(SHOW CARD 9c)

9c. If you have an opinion, do you or don't you think that one or more of the companies that put out these logos is affiliated with, is connected to, or is part of the company that puts out the logo that I showed you earlier?

(15)

Do think one or more of the companies that put out these logos is affiliated with, is connected to, or is part of the company that puts out the logo shown earlier..... 1→**(CONTINUE WITH Q.9d)**

Don't think one or more of the companies that put out these logos is affiliated with, is connected to, or is part of the company that puts out the logo shown earlier..... 2→**(SKIP TO Q.10)**

No Opinion or Don't Know..... 3 →**(SKIP TO Q.10)**

(TAKE BACK CARD 9c)

MBM000157

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9d. Which logo or logos do you think are put out or made by a company that is affiliated with, is connected to, or is part of the company that puts out the logo that I showed you earlier? **(RECORD THE LETTER OF EACH LOGO MENTIONED BELOW UNDER "Q.9d: LOGOS MENTIONED." USE A SEPARATE LINE FOR EACH LOGO MENTIONED)**

9e. **(FOR EACH LOGO MENTIONED, POINT TO LOGO AND ASK:)** Why do you think that the company that puts out this logo is affiliated with, is connected to, or is part of the company that puts out the logo that I showed you earlier? **(PROBE ONCE WITH:** Any other reasons?**) (RECORD VERBATIM UNDER "Q.9e: REASONS MENTIONED.")**

Q.9d: Logos Mentioned	Q.9e: Reasons Mentioned	
Q.9d _____(16)	Q.9e	21,22-
		23,24-
		25,26-
		27,28-
		29,30-
Q.9d _____(17)	Q.9e	31,32-
		33,34-
		35,36-
		37,38-
		39,40-
Q.9d _____(18)	Q.9e	41,42-
		43,44-
		45,46-
		47,48-
		49,50-
Q.9d _____(19)	Q.9e	51,52-
		53,54-
		55,56-
		57,58-
		59,60-
Q.9d _____(20)	Q.9e	61,62-
		63,64-
		65,66-
		67,68-
		69,70-

71-79/Z
80-4
End Card 4

IF ANY ITEMS REMAIN, REMOVE THOSE FROM VIEW.

- **RESPONDENT AND INTERVIEWER MUST BOTH SIGN AND COMPLETE THE CERTIFICATION.**
- **COMPLETE RESPONDENT INFO ON NEXT PAGE.**

MBM000158

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10. Thank you very much. Would you please sign this Certification Page so that I can prove to my supervisor that I interviewed you?

RESPONDENT CERTIFICATION

I certify that I was shown several logos and was asked some questions about them.

_____ _____
Respondent's Signature **Date**

INTERVIEWER CERTIFICATION

I certify that I carried out this interview in accordance with my interviewer instructions.

INTERVIEWER'S FULL NAME (PRINT): _____

_____ _____
Interviewer's Signature **Date**

IF RESPONDENT REFUSES NAME OR PHONE NUMBER, PLEASE HAVE SUPERVISOR SIGN BELOW AS ON-SITE VALIDATED.

_____ _____
Supervisor's Signature **Date**

Respondent's Name:_____

Address:_____

City:_____ State:_____ Zip:_____

Telephone Number: (___ ___ ___) ___ ___ ___ - ___ ___ ___ ___

MBM000159

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Target Research Group, Inc.
515 Airport Executive Park
Nanuet, NY 10954

FOR OFFICE USE ONLY	OUTDOOR PRODUCTS STUDY - MAIN QUESTIONNAIRE – - BLUE -	RESPONDENT ID#: (Card 2; 1-6)

COLOR – 7/2

FOR THIS VERSION YOU WILL NEED LOGOS:

L , R , T , C , N , M

SAY: Please have a seat and make yourself comfortable.

REFER TO SCREENER Q.G. IF RESPONDENT USUALLY WEARS "EYEGLASSES" THEN SAY:
If you usually wear eyeglasses when reading, please put them on now.

IF RESPONDENT DOES NOT HAVE GLASSES, THANK AND TERMINATE. RECORD BELOW.

NO GLASSES: 1 2 3 4 5 6 7 8 9 (8)

BRING RESPONDENT TO A ROOM WHERE THE DISPLAY OF LOGOS ARE NOT VISIBLE.

PLACE LOGO H ON THE TABLE FACING RESPONDENT AND SAY:

Thank you for agreeing to participate in this study. On the table in front of you is a logo that is associated with a certain store. You may or may not be familiar with this logo or the store. I'd like you to look at this store logo the way you would if you were considering buying some products from the store. Take as long as you normally would to examine the logo.

WHEN RESPONDENT INDICATES THAT HE/SHE IS FINISHED, TAKE BACK LOGO H AND REMOVE IT FROM SIGHT.

2. About how often do you watch television? Do you watch television ... **(READ LIST)**

(9)
Every day.....1
Five or six times a week.....2
Three or four times a week 3
Once or twice a week.....4
Or, less than once a week.....5
(DO NOT READ)→ Don't know.....6

MBM000160

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3. Which of the following TV shows do you sometimes watch? **(READ LIST AND RECORD "YES" MENTIONS)**

(10)

Sports 1
Talk shows 2
Local news 3
Network or cable news 4
Reality shows 5
Soap operas ..... 6 →**(CONTINUE WITH Q.4)**
Quiz shows 7
Comedy series 8
Drama series 9
Children's shows 0
Movies X

(11)

(DO NOT READ)→ None of the above ..... 1 →**(SKIP TO Q.6)**
(DO NOT READ)→ Don't know ..... 2 →**(SKIP TO Q.6)**

4. And which one type of TV show do you watch most often? **(READ LIST AND RECORD "YES" MENTIONS)**

(12)

Sports 1
Talk shows 2
Local news 3
Network or cable news 4
Reality shows 5
Soap operas 6
Quiz shows 7
Comedy series 8
Drama series 9
Children's shows 0
Movies X
(DO NOT READ)→ Other **(SPECIFY:)**
_____ Y

(13)

(DO NOT READ)→ None of the above 1

5. Do you think that television programs today are better, about the same or not as good as the programs that were on the air several years ago?

(14)

Better 1
About the same 2
Not as good 3
(DO NOT READ)→ Don't know 4

MBM000161

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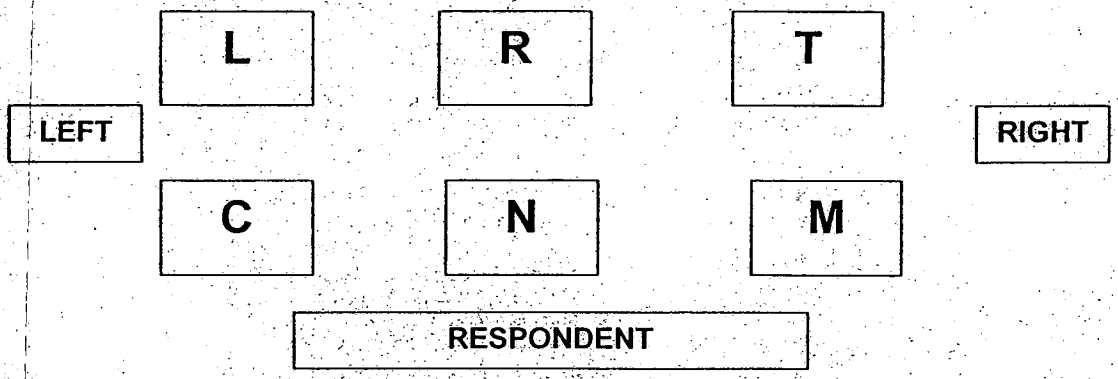
- **TAKE RESPONDENT TO DISPLAY AREA.**
- **THE LOGOS MUST BE SET-UP AS INDICATED BELOW:**



UNCOVER THE 6 LOGOS ON THE TABLE, THEN SAY:

6. On the table in front of you are a number of logos associated with certain stores. You may or may not be familiar with these logos or the stores. I'd like you to look at these store logos the way you would if you were considering buying some products from these stores. Take as long as you normally would to examine the logos.

After you look at these logos, I'll ask you some questions. Also, when you answer any questions, please don't guess. "I don't know" is a perfectly acceptable answer.

7a. **(WHEN RESPONDENT SAYS HE/SHE IS DONE, HAND RESPONDENT CARD 7a AND SAY:)** If you have an opinion, do you or don't you think that one or more of the logos in front of you is put out or made by the same company that puts out the store logo that I showed you earlier?

(15)

Do think one or more of these logos is put out or made by the same company as store logo shown earlier ..... 1 →**(CONTINUE WITH Q.7b)**

Don't think one or more of these logos is put out or made by the same company as store logo shown earlier ..... 2 →**(SKIP TO Q.8b)**

No Opinion or Don't Know ..... 3 →**(SKIP TO Q.8b)**

(TAKE BACK CARD 7a)

MBM000162

7b. Which logo or logos in front of you do you think are put out by the same company that puts out the store logo that I showed you earlier? **(RECORD THE LETTER OF EACH LOGO MENTIONED BELOW UNDER "Q.7b: LOGOS MENTIONED." USE A SEPARATE LINE FOR EACH LOGO MENTIONED)**

7c. **(FOR EACH LOGO MENTIONED IN Q.7b, POINT TO LOGO AND ASK:)** Why do you think that this logo is put out or made by the same company that puts out the store logo that I showed you earlier? **(PROBE ONCE WITH:** Any other reasons?) **(RECORD VERBATIM UNDER "Q.7c: REASONS MENTIONED.")**

Q.7b: Logos Mentioned	Q.7c: Reasons Mentioned	
Q.7b	Q.7c	21,22-
		23,24-
		25,26-
_____(16)		27,28-
		29,30-
Q.7b	Q.7c	31,32-
		33,34-
		35,36-
_____(17)		37,38-
		39,40-
Q.7b	Q.7c	41,42-
		43,44-
		45,46-
_____(18)		47,48-
		49,50-
Q.7b	Q.7c	51,52-
		53,54-
		55,56-
_____(19)		57,58-
		59,60-
Q.7b	Q.7c	61,62-
		63,64-
		65,66-
_____(20)		67,68-
		69,70-

71-79/Z
80-2
End Card 2

REMOVE FROM VIEW ALL LOGOS MENTIONED IN ANSWER TO Q.7b.

- **IF NONE REMAIN, SKIP TO Q.10.**
- **IF ONE OR MORE REMAINS, SKIP TO INSTRUCTION ABOVE Q. 8a.**

MBM000163

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Start Card 3

(ASK Q.8a IF "1 TO 5" LOGOS REMAIN, OTHERWISE SKIP TO INSTRUCTION ABOVE Q.8b)

8a. For the next question, please consider only the remaining logos, not the one(s) you just named. **(NOW SKIP TO Q.8c)**

(ASK Q.8b IF "ALL 6" LOGOS REMAIN, OTHERWISE SKIP TO INSTRUCTION ABOVE Q.9a)

8b. Please consider all the logos in front of you. **(CONTINUE WITH Q.8c)**

8c. **(SHOW CARD 8c)**
If you have an opinion, do you or don't you think that one or more of the companies that put out these logos received – or needed to receive – permission or approval from the company that puts out the logo that I showed you earlier?

(15)

Do think one or more of the companies that put out these logos received – or needed to receive – permission or approval from the company that puts out the logo shown earlier ..... 1 → **(CONTINUE WITH Q.8d)**

Don't think one or more of the companies that put out these logos received – or needed to receive – permission or approval from the company that puts out the logo shown earlier ..... 2 → **(SKIP TO INSTRUCTION ABOVE Q.9a)**

No Opinion or Don't Know ..... 3 → **(SKIP TO INSTRUCTION ABOVE Q.9a)**

(TAKE BACK CARD 8c)

MBM000164

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8d. Which logo or logos do you think are put out by a company that received – or needed to receive – permission or approval from the company that puts out the logo that I showed you earlier? **(RECORD THE LETTER OF EACH LOGO MENTIONED BELOW UNDER "Q.8d: LOGOS MENTIONED." USE A SEPARATE LINE FOR EACH LOGO MENTIONED)**

8e. **(FOR EACH LOGO MENTIONED IN Q.8d, POINT TO LOGO AND ASK:)** Why do you think that the company received – or needed to receive – permission or approval from the company that puts out the logo that I showed you earlier? **(PROBE ONCE WITH:** Any other reasons?) **(RECORD VERBATIM UNDER "Q.8e: REASONS MENTIONED.")**

Q.8d: Logos Mentioned	Q.8e: Reasons Mentioned	
Q.8d	Q.8e	21,22-
		23,24-
		25,26-
_____(16)		27,28-
		29,30-
Q.8d	Q.8e	31,32-
		33,34-
		35,36-
_____(17)		37,38-
		39,40-
Q.8d	Q.8e	41,42-
		43,44-
		45,46-
_____(18)		47,48-
		49,50-
Q.8d	Q.8e	51,52-
		53,54-
		55,56-
_____(19)		57,58-
		59,60-
Q.8d	Q.8e	61,62-
		63,64-
		65,66-
_____(20)		67,68-
		69,70-

71-79/Z
80-3
End Card 3

REMOVE FROM VIEW ALL PRODUCTS MENTIONED IN ANSWER TO Q.8d.

- **IF NONE REMAIN, SKIP TO Q.10.**
- **IF ONE OR MORE REMAINS, SKIP TO INSTRUCTION ABOVE Q.9a.**

MBM000165

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Start Card 4

(ASK Q.9a IF "1 TO 5" LOGOS REMAIN, OTHERWISE SKIP TO INSTRUCTION ABOVE Q.9b)

9a. For the next question, please consider only the remaining logos, not the one(s) you just named. **(NOW SKIP TO Q.9c)**

(ASK Q.9b IF "ALL 6" LOGOS REMAIN, OTHERWISE SKIP TO Q.10)

9b. Please consider all the logos in front of you. **(CONTINUE WITH Q.9c)**

(SHOW CARD 9c)

9c. If you have an opinion, do you or don't you think that one or more of the companies that put out these logos is affiliated with, is connected to, or is part of the company that puts out the logo that I showed you earlier?

(15)

Do think one or more of the companies that put out these logos is affiliated with, is connected to, or is part of the company that puts out the logo shown earlier..... 1→**(CONTINUE WITH Q.9d)**

Don't think one or more of the companies that put out these logos is affiliated with, is connected to, or is part of the company that puts out the logo shown earlier..... 2→**(SKIP TO Q.10)**

No Opinion or Don't Know..... 3 →**(SKIP TO Q.10)**

(TAKE BACK CARD 9c)

MBM000166

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9d. Which logo or logos do you think are put out or made by a company that is affiliated with, is connected to, or is part of the company that puts out the logo that I showed you earlier? **(RECORD THE LETTER OF EACH LOGO MENTIONED BELOW UNDER "Q.9d: LOGOS MENTIONED." USE A SEPARATE LINE FOR EACH LOGO MENTIONED)**

9e. **(FOR EACH LOGO MENTIONED, POINT TO LOGO AND ASK:)** Why do you think that the company that puts out this logo is affiliated with, is connected to, or is part of the company that puts out the logo that I showed you earlier? **(PROBE ONCE WITH:** Any other reasons?**) (RECORD VERBATIM UNDER "Q.9e: REASONS MENTIONED.")**

Q.9d: Logos Mentioned	Q.9e: Reasons Mentioned	
Q.9d	Q.9e	21,22-
		23,24-
		25,26-
_____(16)		27,28-
		29,30-
Q.9d	Q.9e	31,32-
		33,34-
		35,36-
_____(17)		37,38-
		39,40-
Q.9d	Q.9e	41,42-
		43,44-
		45,46-
_____(18)		47,48-
		49,50-
Q.9d	Q.9e	51,52-
		53,54-
		55,56-
_____(19)		57,58-
		59,60-
Q.9d	Q.9e	61,62-
		63,64-
		65,66-
_____(20)		67,68-
		69,70-

71-79/Z
80-4
End Card 4

IF ANY ITEMS REMAIN, REMOVE THOSE FROM VIEW.

- **RESPONDENT AND INTERVIEWER MUST BOTH SIGN AND COMPLETE THE CERTIFICATION.**
- **COMPLETE RESPONDENT INFO ON NEXT PAGE.**

MBM000167

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10. Thank you very much. Would you please sign this Certification Page so that I can prove to my supervisor that I interviewed you?

RESPONDENT CERTIFICATION

I certify that I was shown several logos and was asked some questions about them.

_____ _____
Respondent's Signature **Date**

INTERVIEWER CERTIFICATION

I certify that I carried out this interview in accordance with my interviewer instructions.

INTERVIEWER'S FULL NAME (PRINT): _____

_____ _____
Interviewer's Signature **Date**

IF RESPONDENT REFUSES NAME OR PHONE NUMBER, PLEASE HAVE SUPERVISOR SIGN BELOW AS ON-SITE VALIDATED.

_____ _____
Supervisor's Signature **Date**

Respondent's Name:_____

Address:_____

City:_____ State:_____ Zip:_____

Telephone Number: (___ ___ ___) ___ ___ ___ - ___ ___ ___ ___

MBM000168

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Target Research Group, Inc.
515 Airport Executive Park
Nanuet, NY 10954

FOR OFFICE USE ONLY	OUTDOOR PRODUCTS STUDY - MAIN QUESTIONNAIRE – - YELLOW -	RESPONDENT ID#: (Card 2; 1-6)

COLOR – 7/3

FOR THIS VERSION YOU WILL NEED LOGOS:

N , M , L , R , T , C

SAY: Please have a seat and make yourself comfortable.

REFER TO SCREENER Q.G. IF RESPONDENT USUALLY WEARS "EYEGLASSES" THEN SAY:
If you usually wear eyeglasses when reading, please put them on now.

IF RESPONDENT DOES NOT HAVE GLASSES, THANK AND TERMINATE. RECORD BELOW.

NO GLASSES: 1 2 3 4 5 6 7 8 9 (8)

BRING RESPONDENT TO A ROOM WHERE THE DISPLAY OF LOGOS ARE NOT VISIBLE.

PLACE LOGO H ON THE TABLE FACING RESPONDENT AND SAY:

Thank you for agreeing to participate in this study. On the table in front of you is a logo that is associated with a certain store. You may or may not be familiar with this logo or the store. I'd like you to look at this store logo the way you would if you were considering buying some products from the store. Take as long as you normally would to examine the logo.

WHEN RESPONDENT INDICATES THAT HE/SHE IS FINISHED, TAKE BACK LOGO H AND REMOVE IT FROM SIGHT.

2. About how often do you watch television? Do you watch television ... **(READ LIST)**

		(9)
	Every day	1
	Five or six times a week	2
	Three or four times a week	3
	Once or twice a week	4
	Or, less than once a week	5
(DO NOT READ)→	Don't know	6

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3. Which of the following TV shows do you sometimes watch? **(READ LIST AND RECORD "YES" MENTIONS)**

(10)
Sports 1
Talk shows 2
Local news 3
Network or cable news 4
Reality shows 5
Soap operas ..... 6 →**(CONTINUE WITH Q.4)**
Quiz shows 7
Comedy series 8
Drama series 9
Children's shows 0
Movies X

(11)
(DO NOT READ)→ None of the above ..... 1 →**(SKIP TO Q.6)**
(DO NOT READ)→ Don't know ..... 2 →**(SKIP TO Q.6)**

4. And which one type of TV show do you watch most often? **(READ LIST AND RECORD "YES" MENTIONS)**

(12)
Sports 1
Talk shows 2
Local news 3
Network or cable news 4
Reality shows 5
Soap operas 6
Quiz shows 7
Comedy series 8
Drama series 9
Children's shows 0
Movies X
(DO NOT READ)→ Other **(SPECIFY:)**
_____ Y

(13)
(DO NOT READ)→ None of the above 1

5. Do you think that television programs today are better, about the same or not as good as the programs that were on the air several years ago?

(14)
Better 1
About the same 2
Not as good 3
(DO NOT READ)→ Don't know 4

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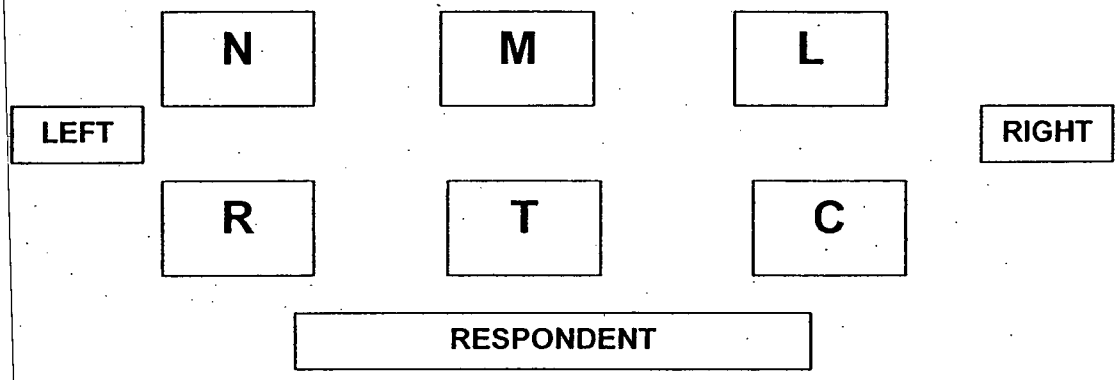
- **TAKE RESPONDENT TO DISPLAY AREA.**
- **THE LOGOS MUST BE SET-UP AS INDICATED BELOW:**



UNCOVER THE 6 LOGOS ON THE TABLE, THEN SAY:

6. On the table in front of you are a number of logos associated with certain stores. You may or may not be familiar with these logos or the stores. I'd like you to look at these store logos the way you would if you were considering buying some products from these stores. Take as long as you normally would to examine the logos.

After you look at these logos, I'll ask you some questions. Also, when you answer any questions, please don't guess. "I don't know" is a perfectly acceptable answer.

7a. **(WHEN RESPONDENT SAYS HE/SHE IS DONE, HAND RESPONDENT CARD 7a AND SAY:)** If you have an opinion, do you or don't you think that one or more of the logos in front of you is put out or made by the same company that puts out the store logo that I showed you earlier?

(15)

Do think one or more of these logos is put out or made by the same company as store logo shown earlier..... 1 →**(CONTINUE WITH Q.7b)**

Don't think one or more of these logos is put out or made by the same company as store logo shown earlier..... 2 →**(SKIP TO Q.8b)**

No Opinion or Don't Know..... 3 →**(SKIP TO Q.8b)**

(TAKE BACK CARD 7a)

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7b. Which logo or logos in front of you do you think are put out by the same company that puts out the store logo that I showed you earlier? **(RECORD THE LETTER OF EACH LOGO MENTIONED BELOW UNDER "Q.7b: LOGOS MENTIONED." USE A SEPARATE LINE FOR EACH LOGO MENTIONED)**

7c. **(FOR EACH LOGO MENTIONED IN Q.7b, POINT TO LOGO AND ASK:)** Why do you think that this logo is put out or made by the same company that puts out the store logo that I showed you earlier? **(PROBE ONCE WITH:** Any other reasons?) **(RECORD VERBATIM UNDER "Q.7c: REASONS MENTIONED.")**

Q.7b: Logos Mentioned	Q.7c: Reasons Mentioned	
Q.7b	Q.7c	21,22-
		23,24-
		25,26-
_____(16)		27,28-
		29,30-
Q.7b	Q.7c	31,32-
		33,34-
		35,36-
_____(17)		37,38-
		39,40-
Q.7b	Q.7c	41,42-
		43,44-
		45,46-
_____(18)		47,48-
		49,50-
Q.7b	Q.7c	51,52-
		53,54-
		55,56-
_____(19)		57,58-
		59,60-
Q.7b	Q.7c	61,62-
		63,64-
		65,66-
_____(20)		67,68-
		69,70-

71-79/Z
80-2
End Card 2

REMOVE FROM VIEW ALL LOGOS MENTIONED IN ANSWER TO Q.7b.

- **IF NONE REMAIN, SKIP TO Q.10.**
- **IF ONE OR MORE REMAINS, SKIP TO INSTRUCTION ABOVE Q. 8a.**

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Start Card 3

(ASK Q.8a IF "1 TO 5" LOGOS REMAIN, OTHERWISE SKIP TO INSTRUCTION ABOVE Q.8b)

8a. For the next question, please consider only the remaining logos, not the one(s) you just named. **(NOW SKIP TO Q.8c)**

(ASK Q.8b IF "ALL 6" LOGOS REMAIN, OTHERWISE SKIP TO INSTRUCTION ABOVE Q.9a)

8b. Please consider all the logos in front of you. **(CONTINUE WITH Q.8c)**

8c. **(SHOW CARD 8c)**
If you have an opinion, do you or don't you think that one or more of the companies that put out these logos received – or needed to receive – permission or approval from the company that puts out the logo that I showed you earlier?

(15)

Do think one or more of the companies that put out these logos received – or needed to receive – permission or approval from the company that puts out the logo shown earlier.....1 →**(CONTINUE WITH Q.8d)**

Don't think one or more of the companies that put out these logos received – or needed to receive – permission or approval from the company that puts out the logo shown earlier.....2 →**(SKIP TO INSTRUCTION ABOVE Q.9a)**

No Opinion or Don't Know.....3 →**(SKIP TO INSTRUCTION ABOVE Q.9a)**

(TAKE BACK CARD 8c)

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8d. Which logo or logos do you think are put out by a company that received – or needed to receive – permission or approval from the company that puts out the logo that I showed you earlier? **(RECORD THE LETTER OF EACH LOGO MENTIONED BELOW UNDER "Q.8d: LOGOS MENTIONED." USE A SEPARATE LINE FOR EACH LOGO MENTIONED)**

8e. **(FOR EACH LOGO MENTIONED IN Q.8d, POINT TO LOGO AND ASK:)** Why do you think that the company received – or needed to receive – permission or approval from the company that puts out the logo that I showed you earlier? **(PROBE ONCE WITH:** Any other reasons?**) (RECORD VERBATIM UNDER "Q.8e: REASONS MENTIONED.")**

Q.8d: Logos Mentioned	Q.8e: Reasons Mentioned	
Q.8d	Q.8e	21,22-
		23,24-
		25,26-
_____(16)		27,28-
		29,30-
Q.8d	Q.8e	31,32-
		33,34-
		35,36-
_____(17)		37,38-
		39,40-
Q.8d	Q.8e	41,42-
		43,44-
		45,46-
_____(18)		47,48-
		49,50-
Q.8d	Q.8e	51,52-
		53,54-
		55,56-
_____(19)		57,58-
		59,60-
Q.8d	Q.8e	61,62-
		63,64-
		65,66-
_____(20)		67,68-
		69,70-

71-79/Z
80-3
End Card 3

REMOVE FROM VIEW ALL PRODUCTS MENTIONED IN ANSWER TO Q.8d.

- **IF NONE REMAIN, SKIP TO Q.10.**
- **IF ONE OR MORE REMAINS, SKIP TO INSTRUCTION ABOVE Q.9a.**

MBM000174

Start Card 4

(ASK Q.9a IF "1 TO 5" LOGOS REMAIN, OTHERWISE SKIP TO INSTRUCTION ABOVE Q.9b)

9a. For the next question, please consider only the remaining logos, not the one(s) you just named. **(NOW SKIP TO Q.9c)**

(ASK Q.9b IF "ALL 6" LOGOS REMAIN, OTHERWISE SKIP TO Q.10)

9b. Please consider all the logos in front of you. **(CONTINUE WITH Q.9c)**

(SHOW CARD 9c)

9c. If you have an opinion, do you or don't you think that one or more of the companies that put out these logos is affiliated with, is connected to, or is part of the company that puts out the logo that I showed you earlier?

(15)

Do think one or more of the companies that put out these logos is affiliated with, is connected to, or is part of the company that puts out the logo shown earlier..... 1→**(CONTINUE WITH Q.9d)**

Don't think one or more of the companies that put out these logos is affiliated with, is connected to, or is part of the company that puts out the logo shown earlier..... 2→**(SKIP TO Q.10)**

No Opinion or Don't Know..... 3 →**(SKIP TO Q.10)**

(TAKE BACK CARD 9c)

MBM000175

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9d. Which logo or logos do you think are put out or made by a company that is affiliated with, is connected to, or is part of the company that puts out the logo that I showed you earlier? **(RECORD THE LETTER OF EACH LOGO MENTIONED BELOW UNDER "Q.9d: LOGOS MENTIONED." USE A SEPARATE LINE FOR EACH LOGO MENTIONED)**

9e. **(FOR EACH LOGO MENTIONED, POINT TO LOGO AND ASK:)** Why do you think that the company that puts out this logo is affiliated with, is connected to, or is part of the company that puts out the logo that I showed you earlier? **(PROBE ONCE WITH:** Any other reasons?**) (RECORD VERBATIM UNDER "Q.9e: REASONS MENTIONED.")**

Q.9d: Logos Mentioned	Q.9e: Reasons Mentioned	
Q.9d	Q.9e	21,22-
		23,24-
		25,26-
_____(16)		27,28-
		29,30-
Q.9d	Q.9e	31,32-
		33,34-
		35,36-
_____(17)		37,38-
		39,40-
Q.9d	Q.9e	41,42-
		43,44-
		45,46-
_____(18)		47,48-
		49,50-
Q.9d	Q.9e	51,52-
		53,54-
		55,56-
_____(19)		57,58-
		59,60-
Q.9d	Q.9e	61,62-
		63,64-
		65,66-
_____(20)		67,68-
		69,70-

71-79/Z
80-4
End Card 4

IF ANY ITEMS REMAIN, REMOVE THOSE FROM VIEW.

- **RESPONDENT AND INTERVIEWER MUST BOTH SIGN AND COMPLETE THE CERTIFICATION.**
- **COMPLETE RESPONDENT INFO ON NEXT PAGE.**

MBM000176

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10. Thank you very much. Would you please sign this Certification Page so that I can prove to my supervisor that I interviewed you?

RESPONDENT CERTIFICATION

I certify that I was shown several logos and was asked some questions about them.

_____ _____
Respondent's Signature **Date**

INTERVIEWER CERTIFICATION

I certify that I carried out this interview in accordance with my interviewer instructions.

INTERVIEWER'S FULL NAME (PRINT): _____

_____ _____
Interviewer's Signature **Date**

IF RESPONDENT REFUSES NAME OR PHONE NUMBER, PLEASE HAVE SUPERVISOR SIGN BELOW AS ON-SITE VALIDATED.

_____ _____
Supervisor's Signature **Date**

Respondent's Name:_____

Address:_____

City:_____ State:_____ Zip:_____

Telephone Number: (___ ___ ___) ___ ___ ___ - ___ ___ ___ ___

MBM000177

Target Research Group, Inc.
515 Airport Executive Park
Nanuet, NY 10954

Project #113-06144
August, 2006

FOR OFFICE USE ONLY	OUTDOOR PRODUCTS STUDY - MAIN QUESTIONNAIRE – - WHITE -	RESPONDENT ID#: (Card 2; 1-6)

COLOR – 7/4

FOR THIS VERSION YOU WILL NEED LOGOS:

R , M , C , T , S , N

SAY: Please have a seat and make yourself comfortable.

REFER TO SCREENER Q.G. IF RESPONDENT USUALLY WEARS "EYEGLASSES" THEN SAY:
If you usually wear eyeglasses when reading, please put them on now.

IF RESPONDENT DOES NOT HAVE GLASSES, THANK AND TERMINATE. RECORD BELOW.

NO GLASSES: 1 2 3 4 5 6 7 8 9 (8)

BRING RESPONDENT TO A ROOM WHERE THE DISPLAY OF LOGOS ARE NOT VISIBLE.

PLACE LOGO H ON THE TABLE FACING RESPONDENT AND SAY:

Thank you for agreeing to participate in this study. On the table in front of you is a logo that is associated with a certain store. You may or may not be familiar with this logo or the store. I'd like you to look at this store logo the way you would if you were considering buying some products from the store. Take as long as you normally would to examine the logo.

WHEN RESPONDENT INDICATES THAT HE/SHE IS FINISHED, TAKE BACK LOGO H AND REMOVE IT FROM SIGHT.

2. About how often do you watch television? Do you watch television ... **(READ LIST)**

(9)
Every day.....1
Five or six times a week.....2
Three or four times a week.....3
Once or twice a week.....4
Or, less than once a week.....5
(DO NOT READ)→ Don't know.....6

MBM000178

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3. Which of the following TV shows do you sometimes watch? **(READ LIST AND RECORD "YES" MENTIONS)**

(10)

Sports 1
Talk shows 2
Local news 3
Network or cable news 4
Reality shows 5
Soap operas ..... 6 →**(CONTINUE WITH Q.4)**
Quiz shows 7
Comedy series 8
Drama series 9
Children's shows 0
Movies X

(11)

(DO NOT READ)→ None of the above ..... 1 →**(SKIP TO Q.6)**
(DO NOT READ)→ Don't know ..... 2 →**(SKIP TO Q.6)**

4. And which one type of TV show do you watch most often? **(READ LIST AND RECORD "YES" MENTIONS)**

(12)

Sports 1
Talk shows 2
Local news 3
Network or cable news 4
Reality shows 5
Soap operas 6
Quiz shows 7
Comedy series 8
Drama series 9
Children's shows 0
Movies X
(DO NOT READ)→ Other **(SPECIFY:)**
_____ Y

(13)

(DO NOT READ)→ None of the above 1

5. Do you think that television programs today are better, about the same or not as good as the programs that were on the air several years ago?

(14)

Better 1
About the same 2
Not as good 3
(DO NOT READ)→ Don't know 4

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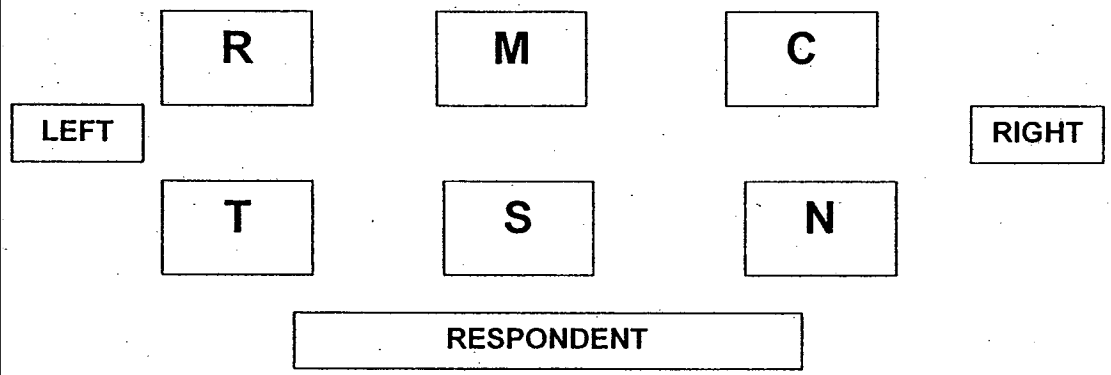
- **TAKE RESPONDENT TO DISPLAY AREA.**
- **THE LOGOS MUST BE SET-UP AS INDICATED BELOW:**



UNCOVER THE 6 LOGOS ON THE TABLE, THEN SAY:

6. On the table in front of you are a number of logos associated with certain stores. You may or may not be familiar with these logos or the stores. I'd like you to look at these store logos the way you would if you were considering buying some products from these stores. Take as long as you normally would to examine the logos.

   After you look at these logos, I'll ask you some questions. Also, when you answer any questions, please don't guess. "I don't know" is a perfectly acceptable answer.

7a. **(WHEN RESPONDENT SAYS HE/SHE IS DONE, HAND RESPONDENT CARD 7a AND SAY:)** If you have an opinion, do you or don't you think that one or more of the logos in front of you is put out or made by the same company that puts out the store logo that I showed you earlier?

(15)

Do think one or more of these logos is put out or made by the same company as store logo shown earlier..... 1 →**(CONTINUE WITH Q.7b)**

Don't think one or more of these logos is put out or made by the same company as store logo shown earlier..... 2 →**(SKIP TO Q.8b)**

No Opinion or Don't Know..... 3 →**(SKIP TO Q.8b)**

(TAKE BACK CARD 7a)

MBM000180

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7b. Which logo or logos in front of you do you think are put out by the same company that puts out the store logo that I showed you earlier? **(RECORD THE LETTER OF EACH LOGO MENTIONED BELOW UNDER "Q.7b: LOGOS MENTIONED." USE A SEPARATE LINE FOR EACH LOGO MENTIONED)**

7c. **(FOR EACH LOGO MENTIONED IN Q.7b, POINT TO LOGO AND ASK:)** Why do you think that this logo is put out or made by the same company that puts out the store logo that I showed you earlier? **(PROBE ONCE WITH:** Any other reasons?) **(RECORD VERBATIM UNDER "Q.7c: REASONS MENTIONED.")**

Q.7b: Logos Mentioned	Q.7c: Reasons Mentioned	
Q.7b	Q.7c	21,22-
		23,24-
		25,26-
_____(16)		27,28-
		29,30-
Q.7b	Q.7c	31,32-
		33,34-
		35,36-
_____(17)		37,38-
		39,40-
Q.7b	Q.7c	41,42-
		43,44-
		45,46-
_____(18)		47,48-
		49,50-
Q.7b	Q.7c	51,52-
		53,54-
		55,56-
_____(19)		57,58-
		59,60-
Q.7b	Q.7c	61,62-
		63,64-
		65,66-
_____(20)		67,68-
		69,70-

71-79/Z
80-2
End Card 2

REMOVE FROM VIEW ALL LOGOS MENTIONED IN ANSWER TO Q.7b.

- **IF NONE REMAIN, SKIP TO Q.10.**
- **IF ONE OR MORE REMAINS, SKIP TO INSTRUCTION ABOVE Q. 8a.**

TARGET

Start Card 3

(ASK Q.8a IF "1 TO 5" LOGOS REMAIN, OTHERWISE SKIP TO INSTRUCTION ABOVE Q.8b)

8a. For the next question, please consider only the remaining logos, not the one(s) you just named. **(NOW SKIP TO Q.8c)**

(ASK Q.8b IF "ALL 6" LOGOS REMAIN, OTHERWISE SKIP TO INSTRUCTION ABOVE Q.9a)

8b. Please consider all the logos in front of you. **(CONTINUE WITH Q.8c)**

8c. **(SHOW CARD 8c)**
If you have an opinion, do you or don't you think that one or more of the companies that put out these logos received – or needed to receive – permission or approval from the company that puts out the logo that I showed you earlier?

(15)

Do think one or more of the companies that put out these logos received – or needed to receive – permission or approval from the company that puts out the logo shown earlier.....1 →**(CONTINUE WITH Q.8d)**

Don't think one or more of the companies that put out these logos received – or needed to receive – permission or approval from the company that puts out the logo shown earlier.....2 →**(SKIP TO INSTRUCTION ABOVE Q.9a)**

No Opinion or Don't Know.....3 →**(SKIP TO INSTRUCTION ABOVE Q.9a)**

(TAKE BACK CARD 8c)

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8d. Which logo or logos do you think are put out by a company that received – or needed to receive – permission or approval from the company that puts out the logo that I showed you earlier? **(RECORD THE LETTER OF EACH LOGO MENTIONED BELOW UNDER "Q.8d: LOGOS MENTIONED." USE A SEPARATE LINE FOR EACH LOGO MENTIONED)**

8e. **(FOR EACH LOGO MENTIONED IN Q.8d, POINT TO LOGO AND ASK:)** Why do you think that the company received – or needed to receive – permission or approval from the company that puts out the logo that I showed you earlier? **(PROBE ONCE WITH:** Any other reasons?) **(RECORD VERBATIM UNDER "Q.8e: REASONS MENTIONED.")**

Q.8d: Logos Mentioned **Q.8e: Reasons Mentioned**

Q.8d	Q.8e	21,22-
		23,24-
		25,26-
_____(16)		27,28-
		29,30-
Q.8d	Q.8e	31,32-
		33,34-
		35,36-
_____(17)		37,38-
		39,40-
Q.8d	Q.8e	41,42-
		43,44-
		45,46-
_____(18)		47,48-
		49,50-
Q.8d	Q.8e	51,52-
		53,54-
		55,56-
_____(19)		57,58-
		59,60-
Q.8d	Q.8e	61,62-
		63,64-
		65,66-
_____(20)		67,68-
		69,70-

71-79/Z
80-3
End Card 3

REMOVE FROM VIEW ALL PRODUCTS MENTIONED IN ANSWER TO Q.8d.

- **IF NONE REMAIN, SKIP TO Q.10.**
- **IF ONE OR MORE REMAINS, SKIP TO INSTRUCTION ABOVE Q.9a.**

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Start Card 4

(ASK Q.9a IF "1 TO 5" LOGOS REMAIN, OTHERWISE SKIP TO INSTRUCTION ABOVE Q.9b)

9a. For the next question, please consider only the remaining logos, not the one(s) you just named. **(NOW SKIP TO Q.9c)**

(ASK Q.9b IF "ALL 6" LOGOS REMAIN, OTHERWISE SKIP TO Q.10)

9b. Please consider all the logos in front of you. **(CONTINUE WITH Q.9c)**

(SHOW CARD 9c)

9c. If you have an opinion, do you or don't you think that one or more of the companies that put out these logos is affiliated with, is connected to, or is part of the company that puts out the logo that I showed you earlier?

(15)

Do think one or more of the companies that put out these logos is affiliated with, is connected to, or is part of the company that puts out the logo shown earlier..... 1→**(CONTINUE WITH Q.9d)**

Don't think one or more of the companies that put out these logos is affiliated with, is connected to, or is part of the company that puts out the logo shown earlier..... 2→**(SKIP TO Q.10)**

No Opinion or Don't Know..... 3 →**(SKIP TO Q.10)**

(TAKE BACK CARD 9c)

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9d. Which logo or logos do you think are put out or made by a company that is affiliated with, is connected to, or is part of the company that puts out the logo that I showed you earlier? **(RECORD THE LETTER OF EACH LOGO MENTIONED BELOW UNDER "Q.9d: LOGOS MENTIONED." USE A SEPARATE LINE FOR EACH LOGO MENTIONED)**

9e. **(FOR EACH LOGO MENTIONED, POINT TO LOGO AND ASK:)** Why do you think that the company that puts out this logo is affiliated with, is connected to, or is part of the company that puts out the logo that I showed you earlier? **(PROBE ONCE WITH:** Any other reasons?) **(RECORD VERBATIM UNDER "Q.9e: REASONS MENTIONED.")**

Q.9d: Logos Mentioned	Q.9e: Reasons Mentioned	
Q.9d	Q.9e	21,22-
		23,24-
		25,26-
_____(16)		27,28-
		29,30-
Q.9d	Q.9e	31,32-
		33,34-
		35,36-
_____(17)		37,38-
		39,40-
Q.9d	Q.9e	41,42-
		43,44-
		45,46-
_____(18)		47,48-
		49,50-
Q.9d	Q.9e	51,52-
		53,54-
		55,56-
_____(19)		57,58-
		59,60-
Q.9d	Q.9e	61,62-
		63,64-
		65,66-
_____(20)		67,68-
		69,70-

71-79/Z
80-4
End Card 4

IF ANY ITEMS REMAIN, REMOVE THOSE FROM VIEW.

- **RESPONDENT AND INTERVIEWER MUST BOTH SIGN AND COMPLETE THE CERTIFICATION.**
- **COMPLETE RESPONDENT INFO ON NEXT PAGE.**

10. Thank you very much. Would you please sign this Certification Page so that I can prove to my supervisor that I interviewed you?

RESPONDENT CERTIFICATION

I certify that I was shown several logos and was asked some questions about them.

_____ _____
Respondent's Signature **Date**

INTERVIEWER CERTIFICATION

I certify that I carried out this interview in accordance with my interviewer instructions.

INTERVIEWER'S FULL NAME (PRINT): _____

_____ _____
Interviewer's Signature **Date**

IF RESPONDENT REFUSES NAME OR PHONE NUMBER, PLEASE HAVE SUPERVISOR SIGN BELOW AS ON-SITE VALIDATED.

_____ _____
Supervisor's Signature **Date**

Respondent's Name:_____

Address:_____

City:_____ State:_____ Zip:_____

Telephone Number: (___ ___ ___) ___ ___ ___ - ___ ___ ___ ___

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Target Research Group, Inc.
515 Airport Executive Park
Nanuet, NY 10954

Project #113-06144
August, 2006

FOR OFFICE USE ONLY	OUTDOOR PRODUCTS STUDY - MAIN QUESTIONNAIRE – - ORANGE-	RESPONDENT ID#: (Card 2, 1-6)

COLOR – 7/5

FOR THIS VERSION YOU WILL NEED LOGOS:

S , R , T , C , N , M

SAY: Please have a seat and make yourself comfortable.

REFER TO SCREENER Q.G. IF RESPONDENT USUALLY WEARS "EYEGLASSES" THEN SAY:
If you usually wear eyeglasses when reading, please put them on now.

IF RESPONDENT DOES NOT HAVE GLASSES, THANK AND TERMINATE. RECORD BELOW.

NO GLASSES: 1 2 3 4 5 6 7 8 9 (8)

BRING RESPONDENT TO A ROOM WHERE THE DISPLAY OF LOGOS ARE NOT VISIBLE.

PLACE LOGO H ON THE TABLE FACING RESPONDENT AND SAY:

Thank you for agreeing to participate in this study. On the table in front of you is a logo that is associated with a certain store. You may or may not be familiar with this logo or the store. I'd like you to look at this store logo the way you would if you were considering buying some products from the store. Take as long as you normally would to examine the logo.

WHEN RESPONDENT INDICATES THAT HE/SHE IS FINISHED, TAKE BACK LOGO H AND REMOVE IT FROM SIGHT.

2. About how often do you watch television? Do you watch television … **(READ LIST)**

		(9)
	Every day	1
	Five or six times a week	2
	Three or four times a week	3
	Once or twice a week	4
	Or, less than once a week	5
(DO NOT READ)→	Don't know	6

MBM000187

3. Which of the following TV shows do you sometimes watch? **(READ LIST AND RECORD "YES" MENTIONS)**

(10)
- Sports 1
- Talk shows 2
- Local news 3
- Network or cable news 4
- Reality shows 5
- Soap operas ..... 6 **→(CONTINUE WITH Q.4)**
- Quiz shows 7
- Comedy series 8
- Drama series 9
- Children's shows 0
- Movies X

(11)
- **(DO NOT READ)→** None of the above ..... 1 **→(SKIP TO Q.6)**
- **(DO NOT READ)→** Don't know ..... 2 **→(SKIP TO Q.6)**

4. And which one type of TV show do you watch most often? **(READ LIST AND RECORD "YES" MENTIONS)**

(12)
- Sports 1
- Talk shows 2
- Local news 3
- Network or cable news 4
- Reality shows 5
- Soap operas 6
- Quiz shows 7
- Comedy series 8
- Drama series 9
- Children's shows 0
- Movies X
- **(DO NOT READ)→** Other **(SPECIFY:)** _____ Y

(13)
- **(DO NOT READ)→** None of the above 1

5. Do you think that television programs today are better, about the same or not as good as the programs that were on the air several years ago?

(14)
- Better 1
- About the same 2
- Not as good 3
- **(DO NOT READ)→** Don't know 4

MBM000188

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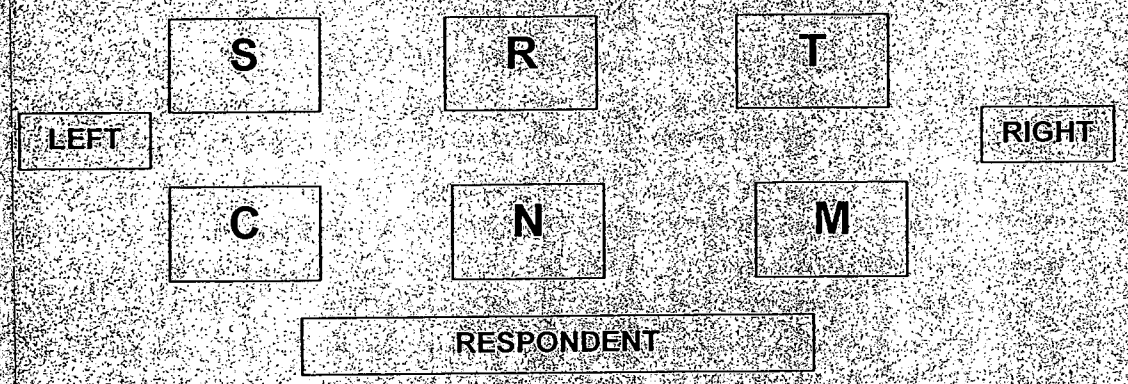
- TAKE RESPONDENT TO DISPLAY AREA.
- THE LOGOS MUST BE SET-UP AS INDICATED BELOW:



UNCOVER THE 6 LOGOS ON THE TABLE, THEN SAY:

6 On the table in front of you are a number of logos associated with certain stores. You may or may not be familiar with these logos or the stores. I'd like you to look at these store logos the way you would if you were considering buying some products from these stores. Take as long as you normally would to examine the logos.

After you look at these logos, I'll ask you some questions. Also, when you answer any questions, please don't guess. "I don't know" is a perfectly acceptable answer.

7a **(WHEN RESPONDENT SAYS HE/SHE IS DONE, HAND RESPONDENT CARD 7a AND SAY:)** If you have an opinion, do you or don't you think that one or more of the logos in front of you is put out or made by the same company that puts out the store logo that I showed you earlier?

(15)

Do think one or more of these logos is put out or made by the same company as store logo shown earlier ..... 1 →**(CONTINUE WITH Q.7b)**

Don't think one or more of these logos is put out or made by the same company as store logo shown earlier ..... 2 →**(SKIP TO Q.8b)**

A1 No Opinion or Don't Know ..... 3 →**(SKIP TO Q.8b)**

(TAKE BACK CARD 7a)

MBM000189

7b. Which logo or logos in front of you do you think are put out by the same company that puts out the store logo that I showed you earlier? **(RECORD THE LETTER OF EACH LOGO MENTIONED BELOW UNDER "Q.7b: LOGOS MENTIONED." USE A SEPARATE LINE FOR EACH LOGO MENTIONED)**

7c. **(FOR EACH LOGO MENTIONED IN Q.7b, POINT TO LOGO AND ASK:)** Why do you think that this logo is put out or made by the same company that puts out the store logo that I showed you earlier? **(PROBE ONCE WITH:** Any other reasons?**) (RECORD VERBATIM UNDER "Q.7c: REASONS MENTIONED.")**

Q.7b: Logos Mentioned	Q.7c: Reasons Mentioned	
Q.7b	Q.7c	21,22-
		23,24-
		25,26-
_____(16)		27,28-
		29,30-
Q.7b	Q.7c	31,32-
		33,34-
		35,36-
_____(17)		37,38-
		39,40-
Q.7b	Q.7c	41,42-
		43,44-
		45,46-
_____(18)		47,48-
		49,50-
Q.7b	Q.7c	51,52-
		53,54-
		55,56-
_____(19)		57,58-
		59,60-
Q.7b	Q.7c	61,62-
		63,64-
		65,66-
_____(20)		67,68-
		69,70-
		71-79/Z
		80-2
		End Card 2

REMOVE FROM VIEW ALL LOGOS MENTIONED IN ANSWER TO Q.7b.

- **IF NONE REMAIN, SKIP TO Q.10.**
- **IF ONE OR MORE REMAINS, SKIP TO INSTRUCTION ABOVE Q. 8a.**

MBM000190

Start Card 3

(ASK Q.8a IF "1 TO 5" LOGOS REMAIN, OTHERWISE SKIP TO INSTRUCTION ABOVE Q.8b)

8a For the next question, please consider only the remaining logos, not the one(s) you just named. **(NOW SKIP TO Q.8c)**

(ASK Q.8b IF "ALL 6" LOGOS REMAIN, OTHERWISE SKIP TO INSTRUCTION ABOVE Q.9a)

8b Please consider all the logos in front of you. **(CONTINUE WITH Q.8c)**

8c **(SHOW CARD 8c)**
If you have an opinion, do you or don't you think that one or more of the companies that put out these logos received – or needed to receive – permission or approval from the company that puts out the logo that I showed you earlier?

(15)

Do think one or more of the companies that put out these logos received – or needed to receive – permission or approval from the company that puts out the logo shown earlier	1 →**(CONTINUE WITH Q.8d)**
Don't think one or more of the companies that put out these logos received – or needed to receive – permission or approval from the company that puts out the logo shown earlier	2 →**(SKIP TO INSTRUCTION ABOVE Q.9a)**
No Opinion or Don't Know	3 →**(SKIP TO INSTRUCTION ABOVE Q.9a)**

(TAKE BACK CARD 8c)

MBM000191

8d. Which logo or logos do you think are put out by a company that received – or needed to receive – permission or approval from the company that puts out the logo that I showed you earlier? **(RECORD THE LETTER OF EACH LOGO MENTIONED BELOW UNDER "Q.8d: LOGOS MENTIONED." USE A SEPARATE LINE FOR EACH LOGO MENTIONED)**

8e. **(FOR EACH LOGO MENTIONED IN Q.8d, POINT TO LOGO AND ASK:)** Why do you think that the company received – or needed to receive – permission or approval from the company that puts out the logo that I showed you earlier? **(PROBE ONCE WITH:** Any other reasons?**) (RECORD VERBATIM UNDER "Q.8e: REASONS MENTIONED.")**

Q.8d: Logos Mentioned **Q.8e: Reasons Mentioned**

Q.8d	Q.8e	21,22-
		23,24-
		25,26-
_____(16)		27,28-
		29,30-
Q.8d	Q.8e	31,32-
		33,34-
		35,36-
_____(17)		37,38-
		39,40-
Q.8d	Q.8e	41,42-
		43,44-
		45,46-
_____(18)		47,48-
		49,50-
Q.8d	Q.8e	51,52-
		53,54-
		55,56-
_____(19)		57,58-
		59,60-
Q.8d	Q.8e	61,62-
		63,64-
		65,66-
_____(20)		67,68-
		69,70-
		71-79/Z
		80-3
		End Card 3

REMOVE FROM VIEW ALL PRODUCTS MENTIONED IN ANSWER TO Q.8d.

- **IF NONE REMAIN, SKIP TO Q.10.**
- **IF ONE OR MORE REMAINS, SKIP TO INSTRUCTION ABOVE Q.9a.**

MBM000192

Start Card 4

(ASK Q.9a IF "1 TO 5" LOGOS REMAIN, OTHERWISE SKIP TO INSTRUCTION ABOVE Q.9b)

9a For the next question, please consider only the remaining logos, not the one(s) you just named. **(NOW SKIP TO Q.9c)**

(ASK Q.9b IF "ALL 6" LOGOS REMAIN, OTHERWISE SKIP TO Q.10)

9b Please consider all the logos in front of you. **(CONTINUE WITH Q.9c)**

(SHOW CARD 9c)

9c If you have an opinion, do you or don't you think that one or more of the companies that put out these logos is affiliated with, is connected to, or is part of the company that puts out the logo that I showed you earlier?

(15)

Do think one or more of the companies that put out these logos is affiliated with, is connected to, or is part of the company that puts out the logo shown earlier	1→**(CONTINUE WITH Q.9d)**
Don't think one or more of the companies that put out these logos is affiliated with, is connected to, or is part of the company that puts out the logo shown earlier	2→**(SKIP TO Q.10)**
No Opinion or Don't Know	3→**(SKIP TO Q.10)**

(TAKE BACK CARD 9c)

MBM000193

9d. Which logo or logos do you think are put out or made by a company that is affiliated with, is connected to, or is part of the company that puts out the logo that I showed you earlier? **(RECORD THE LETTER OF EACH LOGO MENTIONED BELOW UNDER "Q.9d: LOGOS MENTIONED." USE A SEPARATE LINE FOR EACH LOGO MENTIONED)**

9e. **(FOR EACH LOGO MENTIONED, POINT TO LOGO AND ASK:)** Why do you think that the company that puts out this logo is affiliated with, is connected to, or is part of the company that puts out the logo that I showed you earlier? **(PROBE ONCE WITH:** Any other reasons?**) (RECORD VERBATIM UNDER "Q.9e: REASONS MENTIONED.")**

Q.9d: Logos Mentioned	Q.9e: Reasons Mentioned	
Q.9d	Q.9e	21,22
		23,24
		25,26
_____ (16)		27,28
		29,30
Q.9d	Q.9e	31,32
		33,34
		35,36
_____ (17)		37,38
		39,40
Q.9d	Q.9e	41,42
		43,44
		45,46
_____ (18)		47,48
		49,50
Q.9d	Q.9e	51,52
		53,54
		55,56
_____ (19)		57,58
		59,60
Q.9d	Q.9e	61,62
		63,64
		65,66
_____ (20)		67,68
		69,70

71,79/Z
80-4
End Card 4

IF ANY ITEMS REMAIN, REMOVE THOSE FROM VIEW

- **RESPONDENT AND INTERVIEWER MUST BOTH SIGN AND COMPLETE THE CERTIFICATION**
- **COMPLETE RESPONDENT INFO ON NEXT PAGE**

MBM000194

10. Thank you very much. Would you please sign this Certification Page so that I can prove to my supervisor that I interviewed you?

RESPONDENT CERTIFICATION

I certify that I was shown several logos and was asked some questions about them.

Respondent's Signature _____ **Date** _____

INTERVIEWER CERTIFICATION

I certify that I carried out this interview in accordance with my interviewer instructions.

INTERVIEWER'S FULL NAME (PRINT): _____

Interviewer's Signature _____ **Date** _____

IF RESPONDENT REFUSES NAME OR PHONE NUMBER, PLEASE HAVE SUPERVISOR SIGN BELOW AS ON-SITE VALIDATED.

Supervisor's Signature _____ **Date** _____

Respondent's Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone Number: (___ ___ ___) _____

MBM000195

Target Research Group, Inc.
515 Airport Executive Park
Nanuet, NY 10954

FOR OFFICE USE ONLY	OUTDOOR PRODUCTS STUDY - MAIN QUESTIONNAIRE – - LILAC -	RESPONDENT ID#: (Card 2; 1-6)

COLOR – 7/6

FOR THIS VERSION YOU WILL NEED LOGOS:

N , M , S , R , T , C

SAY: Please have a seat and make yourself comfortable.

REFER TO SCREENER Q.G. IF RESPONDENT USUALLY WEARS "EYEGLASSES" THEN SAY:
If you usually wear eyeglasses when reading, please put them on now.

IF RESPONDENT DOES NOT HAVE GLASSES, THANK AND TERMINATE. RECORD BELOW.

NO GLASSES: 1 2 3 4 5 6 7 8 9 (8)

BRING RESPONDENT TO A ROOM WHERE THE DISPLAY OF LOGOS ARE NOT VISIBLE.

PLACE LOGO H ON THE TABLE FACING RESPONDENT AND SAY:

Thank you for agreeing to participate in this study. On the table in front of you is a logo that is associated with a certain store. You may or may not be familiar with this logo or the store. I'd like you to look at this store logo the way you would if you were considering buying some products from the store. Take as long as you normally would to examine the logo.

WHEN RESPONDENT INDICATES THAT HE/SHE IS FINISHED, TAKE BACK LOGO H AND REMOVE IT FROM SIGHT.

2. About how often do you watch television? Do you watch television ... **(READ LIST)**

		(9)
	Every day	1
	Five or six times a week	2
	Three or four times a week	3
	Once or twice a week	4
	Or, less than once a week	5
(DO NOT READ)→	Don't know	6

MBM000196

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3. Which of the following TV shows do you sometimes watch? **(READ LIST AND RECORD "YES" MENTIONS)**

(10)
Sports 1
Talk shows 2
Local news 3
Network or cable news 4
Reality shows 5
Soap operas ..... 6 →**(CONTINUE WITH Q.4)**
Quiz shows 7
Comedy series 8
Drama series 9
Children's shows 0
Movies X

(11)
(DO NOT READ)→ None of the above ..... 1 →**(SKIP TO Q.6)**
(DO NOT READ)→ Don't know ..... 2 →**(SKIP TO Q.6)**

4. And which one type of TV show do you watch most often? **(READ LIST AND RECORD "YES" MENTIONS)**

(12)
Sports 1
Talk shows 2
Local news 3
Network or cable news 4
Reality shows 5
Soap operas 6
Quiz shows 7
Comedy series 8
Drama series 9
Children's shows 0
Movies X
(DO NOT READ)→ Other **(SPECIFY:)**
_____ Y

(13)
(DO NOT READ)→ None of the above 1

5. Do you think that television programs today are better, about the same or not as good as the programs that were on the air several years ago?

(14)
Better 1
About the same 2
Not as good 3
(DO NOT READ)→ Don't know 4

MBM000197

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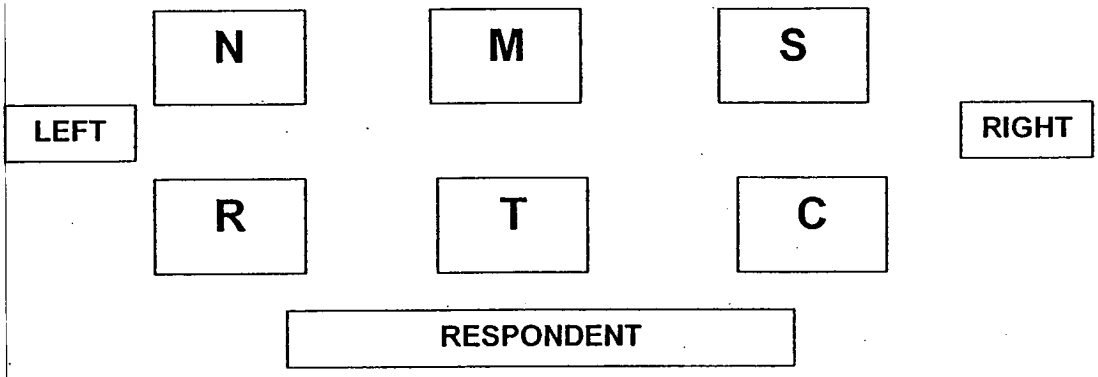
- **TAKE RESPONDENT TO DISPLAY AREA.**
- **THE LOGOS MUST BE SET-UP AS INDICATED BELOW:**



UNCOVER THE 6 LOGOS ON THE TABLE, THEN SAY:

6. On the table in front of you are a number of logos associated with certain stores. You may or may not be familiar with these logos or the stores. I'd like you to look at these store logos the way you would if you were considering buying some products from these stores. Take as long as you normally would to examine the logos.

After you look at these logos, I'll ask you some questions. Also, when you answer any questions, please don't guess. "I don't know" is a perfectly acceptable answer.

7a. **(WHEN RESPONDENT SAYS HE/SHE IS DONE, HAND RESPONDENT CARD 7a AND SAY:)** If you have an opinion, do you or don't you think that one or more of the logos in front of you is put out or made by the same company that puts out the store logo that I showed you earlier?

(15)

Do think one or more of these logos is put out or made by the same company as store logo shown earlier..... 1 →**(CONTINUE WITH Q.7b)**

Don't think one or more of these logos is put out or made by the same company as store logo shown earlier..... 2 →**(SKIP TO Q.8b)**

No Opinion or Don't Know..... 3 →**(SKIP TO Q.8b)**

(TAKE BACK CARD 7a)

MBM000198

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7b. Which logo or logos in front of you do you think are put out by the same company that puts out the store logo that I showed you earlier? **(RECORD THE LETTER OF EACH LOGO MENTIONED BELOW UNDER "Q.7b: LOGOS MENTIONED." USE A SEPARATE LINE FOR EACH LOGO MENTIONED)**

7c. **(FOR EACH LOGO MENTIONED IN Q.7b, POINT TO LOGO AND ASK:)** Why do you think that this logo is put out or made by the same company that puts out the store logo that I showed you earlier? **(PROBE ONCE WITH:** Any other reasons?) **(RECORD VERBATIM UNDER "Q.7c: REASONS MENTIONED.")**

Q.7b: Logos Mentioned	Q.7c: Reasons Mentioned	
Q.7b	Q.7c	21,22-
		23,24-
		25,26-
_____(16)		27,28-
		29,30-
Q.7b	Q.7c	31,32-
		33,34-
		35,36-
_____(17)		37,38-
		39,40-
Q.7b	Q.7c	41,42-
		43,44-
		45,46-
_____(18)		47,48-
		49,50-
Q.7b	Q.7c	51,52-
		53,54-
		55,56-
_____(19)		57,58-
		59,60-
Q.7b	Q.7c	61,62-
		63,64-
		65,66-
_____(20)		67,68-
		69,70-

71-79/Z
80-2
End Card 2

REMOVE FROM VIEW ALL LOGOS MENTIONED IN ANSWER TO Q.7b.

- **IF NONE REMAIN, SKIP TO Q.10.**
- **IF ONE OR MORE REMAINS, SKIP TO INSTRUCTION ABOVE Q. 8a.**

MBM000199

Start Card 3

(ASK Q.8a IF "1 TO 5" LOGOS REMAIN, OTHERWISE SKIP TO INSTRUCTION ABOVE Q.8b)

8a. For the next question, please consider only the remaining logos, not the one(s) you just named. **(NOW SKIP TO Q.8c)**

(ASK Q.8b IF "ALL 6" LOGOS REMAIN, OTHERWISE SKIP TO INSTRUCTION ABOVE Q.9a)

8b. Please consider all the logos in front of you. **(CONTINUE WITH Q.8c)**

8c. **(SHOW CARD 8c)**
If you have an opinion, do you or don't you think that one or more of the companies that put out these logos received – or needed to receive – permission or approval from the company that puts out the logo that I showed you earlier?

(15)

Do think one or more of the companies that put out these logos received – or needed to receive – permission or approval from the company that puts out the logo shown earlier.....1 →**(CONTINUE WITH Q.8d)**

Don't think one or more of the companies that put out these logos received – or needed to receive – permission or approval from the company that puts out the logo shown earlier.....2 →**(SKIP TO INSTRUCTION ABOVE Q.9a)**

No Opinion or Don't Know.....3 →**(SKIP TO INSTRUCTION ABOVE Q.9a)**

(TAKE BACK CARD 8c)

MBM000200

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8d. Which logo or logos do you think are put out by a company that received – or needed to receive – permission or approval from the company that puts out the logo that I showed you earlier? **(RECORD THE LETTER OF EACH LOGO MENTIONED BELOW UNDER "Q.8d: LOGOS MENTIONED." USE A SEPARATE LINE FOR EACH LOGO MENTIONED)**

8e. **(FOR EACH LOGO MENTIONED IN Q.8d, POINT TO LOGO AND ASK:)** Why do you think that the company received – or needed to receive – permission or approval from the company that puts out the logo that I showed you earlier? **(PROBE ONCE WITH:** Any other reasons?) **(RECORD VERBATIM UNDER "Q.8e: REASONS MENTIONED.")**

Q.8d: Logos Mentioned	Q.8e: Reasons Mentioned	
Q.8d	Q.8e	21,22-
		23,24-
		25,26-
_____(16)		27,28-
		29,30-
Q.8d	Q.8e	31,32-
		33,34-
		35,36-
_____(17)		37,38-
		39,40-
Q.8d	Q.8e	41,42-
		43,44-
		45,46-
_____(18)		47,48-
		49,50-
Q.8d	Q.8e	51,52-
		53,54-
		55,56-
_____(19)		57,58-
		59,60-
Q.8d	Q.8e	61,62-
		63,64-
		65,66-
_____(20)		67,68-
		69,70-

71-79/Z
80-3
End Card 3

REMOVE FROM VIEW ALL PRODUCTS MENTIONED IN ANSWER TO Q.8d.

- **IF NONE REMAIN, SKIP TO Q.10.**
- **IF ONE OR MORE REMAINS, SKIP TO INSTRUCTION ABOVE Q.9a.**

MBM000201

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Start Card 4

(ASK Q.9a IF "1 TO 5" LOGOS REMAIN, OTHERWISE SKIP TO INSTRUCTION ABOVE Q.9b)

9a. For the next question, please consider only the remaining logos, not the one(s) you just named. **(NOW SKIP TO Q.9c)**

(ASK Q.9b IF "ALL 6" LOGOS REMAIN, OTHERWISE SKIP TO Q.10)

9b. Please consider all the logos in front of you. **(CONTINUE WITH Q.9c)**

(SHOW CARD 9c)

9c. If you have an opinion, do you or don't you think that one or more of the companies that put out these logos is affiliated with, is connected to, or is part of the company that puts out the logo that I showed you earlier?

(15)

Do think one or more of the companies that put out these logos is affiliated with, is connected to, or is part of the company that puts out the logo shown earlier..... 1→**(CONTINUE WITH Q.9d)**

Don't think one or more of the companies that put out these logos is affiliated with, is connected to, or is part of the company that puts out the logo shown earlier..... 2→**(SKIP TO Q.10)**

No Opinion or Don't Know..... 3 →**(SKIP TO Q.10)**

(TAKE BACK CARD 9c)

MBM000202

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9d. Which logo or logos do you think are put out or made by a company that is affiliated with, is connected to, or is part of the company that puts out the logo that I showed you earlier? **(RECORD THE LETTER OF EACH LOGO MENTIONED BELOW UNDER "Q.9d: LOGOS MENTIONED." USE A SEPARATE LINE FOR EACH LOGO MENTIONED)**

9e. **(FOR EACH LOGO MENTIONED, POINT TO LOGO AND ASK:)** Why do you think that the company that puts out this logo is affiliated with, is connected to, or is part of the company that puts out the logo that I showed you earlier? **(PROBE ONCE WITH:** Any other reasons?**) (RECORD VERBATIM UNDER "Q.9e: REASONS MENTIONED.")**

Q.9d: Logos Mentioned	Q.9e: Reasons Mentioned	
Q.9d	Q.9e	21,22-
		23,24-
		25,26-
_____(16)		27,28-
		29,30-
Q.9d	Q.9e	31,32-
		33,34-
		35,36-
_____(17)		37,38-
		39,40-
Q.9d	Q.9e	41,42-
		43,44-
		45,46-
_____(18)		47,48-
		49,50-
Q.9d	Q.9e	51,52-
		53,54-
		55,56-
_____(19)		57,58-
		59,60-
Q.9d	Q.9e	61,62-
		63,64-
		65,66-
_____(20)		67,68-
		69,70-

71-79/Z
80-4
End Card 4

IF ANY ITEMS REMAIN, REMOVE THOSE FROM VIEW.

- **RESPONDENT AND INTERVIEWER MUST BOTH SIGN AND COMPLETE THE CERTIFICATION.**
- **COMPLETE RESPONDENT INFO ON NEXT PAGE.**

MBM000203

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10. Thank you very much. Would you please sign this Certification Page so that I can prove to my supervisor that I interviewed you?

RESPONDENT CERTIFICATION

I certify that I was shown several logos and was asked some questions about them.

_____ _____
Respondent's Signature **Date**

INTERVIEWER CERTIFICATION

I certify that I carried out this interview in accordance with my interviewer instructions.

INTERVIEWER'S FULL NAME (PRINT): _____

_____ _____
Interviewer's Signature **Date**

IF RESPONDENT REFUSES NAME OR PHONE NUMBER, PLEASE HAVE SUPERVISOR SIGN BELOW AS ON-SITE VALIDATED.

_____ _____
Supervisor's Signature **Date**

Respondent's Name:_____

Address:_____

City:_____ State:_____ Zip:_____

Telephone Number: (___ ___ ___) ___ ___ ___ - ___ ___ ___ ___

MBM000204

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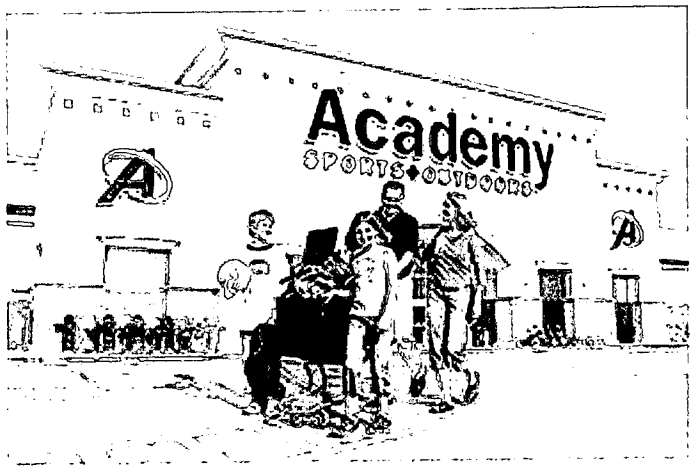
Appendix
D

M

L.L.Bean

R



C

Cabela's WORLD'S FOREMOST OUTFITTER.
HUNTING • FISHING • OUTDOOR GEAR

T

EVERY SEASON STARTS AT
DICK'S
SPORTING GOODS

MBM000205

S

GANDER MTN.
WE LIVE OUTDOORS

N

SCHEELS

L

SPORTSMAN'S WAREHOUSE

H

Bass Pro Shops
Sportsman's Warehouse

MBM000206

Appendix
E

TARGET RESEARCH GROUP

515 Airport Executive Park T: 845 426.1200
Nanuet, New York 10954 F: 845 426.1218
www.targetresearchgroup.com

Study #06144
Outdoor Products Study
August, 2006

SUPERVISOR INSTRUCTIONS

OVERVIEW

This is a central location study to be conducted in a permanent enclosed mall facility.

You will be sight screening for males and females on the mall who are 18 years of age or older and have purchased fishing, hunting, camping or other outdoor gear in the past 12 months. Qualified respondents will be escorted back to the interviewing facility and be shown one logo individually, and then will be shown a display with 6 logos and asked a series of questions.

This is a six cell test. Each cell will see a different display.

STUDY MATERIALS

- Screeners
- Green, Blue, Yellow, White, Orange and Lilac Main Questionnaires
- Practice Interviews (Pink)
- 8 logos labeled: "L", "S", "N", "M", "H", "R", "T", "C"
- Interviewer Instructions
- Master Quota sheet
- Security Procedures
- Supervisor Instructions
- Respondent Number Worksheet
- Study/Shipping Schedule
- Shipping Instructions
- Validation Forms
- Daily Report Forms
- Audio Tape (You supply)—**to tape the Briefing**

Quota/Assignment

You are to complete a total of 27 interviews as detailed on your Master Quota sheets. See your Master quota sheet for specific gender and age breaks for each color main questionnaire.

- Males 18-44
- Males 45+
- Females 18-44
- Females 45+

Overview

You were sent 8 different logos, one logo (H) is shown to the respondent first and then 6 other logos are displayed.

There are 6 cells:

- In the GREEN, BLUE and YELLOW Cells, logo "L" will be included in the display of 6 logos.
- In the WHITE, ORANGE and LILAC Cells, logo "S" will be included in the display of 6 logos.

While interviewing a respondent in the GREEN, BLUE and YELLOW Cells, logo "S" should be removed from the room or kept out of sight from the respondent. While interviewing a respondent in the WHITE, ORANGE and LILAC Cells, logo "L" should be removed from the room or kept out of sight from the respondent.

Logos "S" and Logos "L" are never to be shown at the same time.

SCREENER/ELIGIBILITY

Eligible respondents are males and females who are 18 years of age or more:

QA/B:	Respondent's age/gender is needed to complete a quota
QC:	Has purchased fishing gear, hunting gear, camping gear or other outdoor gear in the past 12 months.
QD:	Does not work or have anyone living in their household work in an advertising agency or public relations, in a marketing research firm, in a store or company that sells outdoor gear.
QE:	Has not participated in a survey in the past 3 months
QF/G:	Has glasses or contact lenses with them if needed.
QH:	Respondent agrees to be interviewed

MAIN QUESTIONNAIRES/ DISPLAY

Before the interview begins:

- Be sure you have the correct logos for the display for the main questionnaire you are using.
- All logos must be kept covered and out of sight until they are needed
- Escort the respondent into the interviewing room and close the door.
- Respondent should be standing at the table, facing the logos.
- If respondent indicated that he/she wears glasses or contact lenses for reading, be sure that he/she is wearing them.
- Only the respondent and the interviewer are to be in the interviewing room.

You have received a supply of 6 main questionnaires: Green, Blue, Yellow, White, Orange and Lilac. Each respondent will be shown one individual logo ("H"), prior to viewing the display. Each respondent will then be shown one display consisting of 6 logos (depending on the color of the questionnaire being administered.) You may complete your quota by cell color or you may vary cell color in order to better complete your quota. Continue interviewing until all versions are completed.

MBM000208

The display shown to the respondent prior to Question 6 on the Main Questionnaire will have a total of six (6) logos. These logos will be placed in a different order, depending on what color is being administered.

Logos labeled "T", "N", "M", "R" and "C" will be shown in ALL Cells.

The 6 logos for the display, are to be placed, in two rows, side-by-side flat on the table, left to right as they face the respondent in the order specified in the main questionnaire.

The logos should be placed face up **AND COVERED** until Q.6 of the main questionnaire.

DISPLAY SETUP

At Q.1, everyone sees logo "H".

For Q.6, the display of 6 logos is different for each of the six color questionnaires:

GREEN:	R	M	C
	T	L	N
BLUE:	L	R	T
	C	N	M
YELLOW:	N	M	L
	R	T	C
WHITE:	R	M	C
	T	S	N
ORANGE:	S	R	T
	C	N	M
LILAC:	N	M	S
	R	T	C

SECURITY

All materials related to this study are the property of Target Research Group and our client. You are responsible for all materials being used on this study. All materials are to be kept in a secure location, accessible ONLY to those working on the test and out of sight of anyone not directly involved in the study.

No one representing Target Research Group or our client is to be admitted to the facility or have access to the materials without your first calling Target Research Group to confirm. Further, no one is to be permitted access to the facility or materials without showing satisfactory identification. . It is also essential that no person on your staff discuss the study or its topic outside of your offices.

SCREENING LOCATION

If permitted, you are to be stationed throughout the mall to provide the most efficient screening coverage. You must screen for this project only. You may not "double screen" or "piggyback."

DO NOT INTERVIEW ANYONE WITH A HEARING, LANGUAGE OR SIGHT DISABILITY.

MBM000209

INTERVIEW PROCEDURES

You must conduct the interview in a room with a door. The respondent should not be able to hear any sounds from outside the room or have visual interference from another interviewing station.

STAFFING

Each interviewer working on this study should not complete less than 3 interviews or more than 9.

- All interviewers while screening and interviewing on this study are **not** to be screening or interviewing on any other study.
- You will need experienced interviewers who are good at administering, probing and recording open-ended responses. You may not use an inexperienced or "new" interviewer. They must write legibly.
- **Interviewers are to record the responses verbatim.** Interviewers are to record ONLY the answers to the question. Do not record "thoughts or comments" that may be said aloud by the respondent. This means absolutely NO paraphrasing.

This questionnaire is largely an open-ended interview. Recording comments verbatim and probing ONLY where indicated are very important and should be monitored carefully. Without proper recording of the verbatim responses, this questionnaire becomes worthless. A supervisor MUST check the interviews as they are being done. If you see that a certain interviewer is not recording the answers verbatim or whose writing is not legible, re-brief and replace.

All work should be edited as soon as the interview is completed in order to spot errors and quickly bring them to an interviewer's attention.

BRIEFING AND PRACTICE MATERIALS

Practice Interviews

All personnel involved in the study must attend a personal briefing. **The supervisor must record the briefing on audio tape and return it to us with your final shipment of Screener/Questionnaires.** All interviewers must do at least one Practice Interview. Should it be necessary to assign to this study any interviewers who did not attend the original briefing, then an additional formal briefing of that staff MUST be held by a qualified supervisor.

All Practice Interviews must be monitored and reviewed by the supervisor – and any problems cleared up – before actual interviewing begins. It is your responsibility:

1) To check each interview to be sure that each interviewer completely understands how to administer the screener and main questionnaire and to obtain the information needed to contact the respondent again for validation, and

2) To check each interview to be sure that all skip patterns are followed and that each interviewer completely understands how to administer the questionnaire.

Any problem areas must be discussed with the interviewer before any actual screening and/ or interviewing is begun. If you have any questions, please call this office.

MAKE SURE YOU ARE FAMILIAR WITH THE SCREENER, THE QUESTIONNAIRE, THE ROTATION OF THE LOGOS IN THE DISPLAY, AND THE INSTRUCTIONS BEFORE YOU BRIEF.

Writing Implements

- **Use pencil for Screeners.** Because you will be erasing and re-using the Screeners, pencil is the required writing implement.

- **However, for the Main Questionnaire, you MUST use only blue or black ball-point pen (do not use erasable ink pens).** For the purpose of this study, Main Questionnaires **not** recorded in blue or black pen will be considered invalid and will not be included in the project or paid for. On the main questionnaire, cross out if necessary.

Screener And Questionnaire Administration Procedures

Asking The Questions

Interviewers should follow all directions and read all questions EXACTLY as written. Interviewers must not paraphrase a question or re-word it. Words that are underlined in a question are to be emphasized when reading the question. If, at any time, the respondent does not seem to understand something, the interviewer should not attempt to interpret the meaning, but slowly re-read the question from the screener or questionnaire, pause and wait for an answer. If the respondent still does not understand, the interviewer should just say, 'Whatever you take that to mean," or "However you understand that."

Probe where indicated on the questionnaire using ONLY the probes that are provided at specific questions. DO NOT use any other probes/clarifications or probe/clarify where it is not called for. The exception to this is that interviewers may clarify spelling of any company or business names that are not familiar to them. Consistency among interviewers is essential and is possible ONLY if everyone follows these instructions.

Recording The Answers

Answers on the screener should be recorded in dark (No.2) pencil. Erasing is acceptable on the screener if a respondent is terminated for not meeting a qualification and that screener will be reused.

Answers on the main questionnaire should be recorded in black or blue ball-point pen. NO ERASURES are permitted on the questionnaire. If a recording error is made, the interviewer should draw a line through the erroneous answer; write in the correct answer and initial where the change was made. The interviewer must initial any changes made to the questionnaire.

All recording on BOTH the screener and questionnaire must be done strongly enough so they can be legibly photocopied.

Answers to close-ended questions are to be recorded by circling the number next to the appropriate answer.

Answers to open-ended questions are to be recorded in the appropriate space under the question. If more space is required to answer a question, the back of the page should be used, being sure to label answers so it is clear which question's answer is being written down.
OPEN-END ANSWERS ARE TO BE RECORDED VERBATIM THIS MEANS WRITE DOWN WHAT THE RESPONDENT SAYS JUST THE WAY THE RESPONDENT SAYS IT. WRITE IT ALL DOWN. DO NOT PARAPHRASE. DO NOT EDIT. DO NOT ERASE. THE INTERVIEWER MUST DRAW A LINE THROUGH ANY INCORRECT WORDS AND ENTER THE NEW CORRECT WORDS. ALL CHANGES MUST BE INITIALED BY THE INTERVIEWER. INTERVIEWERS SHOULD WRITE OR PRINT SLOWLY ENOUGH SO THAT THE ANSWER IS LEGIBLE.

IF YOU HAVE INTERVIEWERS WHO YOUR EXPERIENCE INDICATES CANNOT DO VERBATIM RECORDING THOROUGHLY, PLEASE DO NOT ASK THEM TO WORK ON THIS STUDY!

Penmanship counts! If we cannot read an answer, we cannot use it or the questionnaire!

Following Instructions

There are skips in the questionnaire. Be sure that interviewers are thoroughly familiar with them before starting to interview.

Respondent/Interviewer Certification Boxes

Both the respondent and the interviewer must sign in the appropriate Certification box on the last page of the questionnaire. If the respondent refuses to sign, his/her initials are acceptable.

Each interviewer is to read his/her Interviewer Instructions and sign them. Each interviewer's signed Instructions are to be stapled to his/her practice interview and returned at the end of the study.

STUDY ADMINISTRATION

Editing

All completed work must be 100% edited for 100% accuracy and completeness on a continuing basis. Editor's initials must appear on the first page of the screener and on the first page of the questionnaire. Be sure that each respondent qualifies to be interviewed and that each appropriate question has a response. In editing check for:

- Completeness of information on the front of each screener (market, version, age/gender)
- Verbatim capture of responses
- Proper skip patterns
- Legible handwriting
- NO erasures on the Main Questionnaire

If an interviewer appears not to be following instructions exactly, please alert them to that as soon as possible and take remedial action if needed.

If any response on the questionnaire is unclear for any reason, please clarify it with the interviewer. NO ERASURES ARE PERMITTED ON THE QUESTIONNAIRE. The unclear or illegible words will be crossed out by the interviewer, and the correct words will be legibly written next to it by the interviewer. The interviewer must initial any changes made to the questionnaire, not the editor.

Master Quota Sheets

In this shipment you have been provided with Six Master Quota sheets. Make sure you review the Master Quota sheets. All over quota interviews will NOT be accepted.

Respondent Numbers

In this shipment is a respondent number worksheet. This form is for your use only and does not need to be returned to TRG. The numbers listed on this form are unique to your location and are the only respondent numbers you may use. No one respondent number can be assigned to more than one respondent. Additionally, the three numbers to the left of your location on the Master Quota Sheet and the three numbers to the right of your location on the front of the screener must match the first three numbers on your respondent number worksheet. When you are editing the questionnaires, make sure the correct city is circled on the front of the screener.

Quality Control Procedures

ANY WORK RECEIVED BY OUR OFFICE WHICH HAS NOT BEEN SUBJECT TO THE FOLLOWING PROCEDURES WILL BE SUBJECT TO A PAYMENT ADJUSTMENT.

Strict quality control is a primary Supervisor responsibility. Target Research Group requires that the following controls be followed:

1. This study must be screened by itself, not along with any other projects.
2. No more than one respondent per shopping group should be screened.
3. Friends, relatives or acquaintances must NOT be interviewed.
4. No one is to be in the interviewing room with the respondent, except a small child if necessary.
5. Anyone accompanying the respondent must wait for the respondent in the waiting room.
6. Interviewing should not be conducted with anyone who has a hearing, visual or English language problem.

Validation Sheets

- List only ONE interviewer's work on a validation sheet.
- Fill out all required respondent information, interviewer name, city and the quota groups (cell color, gender and age).
- Be sure about indicating correct area code for every respondent.
- Write listings in black or blue ink ONLY.
- **Do not phone validate, since we will be independently validating 100% of every interviewer's work.**
- You must however, monitor each interviewer's work for eligibility and completeness.
- SEND VALIDATION SHEETS WITH EVERY SHIPMENT

Handling "No Phone" or "Refused Phone"

The Supervisor must attempt to do a telephone lookup for all respondents who do not give a phone number. If a number is not found, indicate that you have attempted to look-up by writing "L.U." on the validation form.

Daily Reporting/Transmission/Study Management

The daily report must be faxed (845-426-6890 or 845-426-1218) to my office not later than 8:30 AM ET Monday through Friday. You may find it necessary to fax the report the night before or at the end of your shift. At whatever time you need to cut off the figures to ensure the report is in my office by the designated time is fine. Make sure that you are recording the interviews and terminations accurately on the daily report, it is imperative that this information is recorded correctly.

Schedule

In this shipment is a study schedule. The schedule will outline for you the study dates AND the dates of any partial shipments of completed questionnaires. Make sure all related personnel are familiar with this schedule.

Please note that in addition to the completed materials to be returned to us upon completion of this study, all display materials must be returned to this office. Refer to Shipping Instructions and Schedule for shipping specifics.

Study Management

Please read the instructions and brief the study carefully. Prior to beginning the study if you have any questions, contact my office at 845-426-1200. As always, if during the study you should encounter any problems, call me, fax me, but let me know. Your assistance in ensuring the quality of this study is greatly appreciated.

Thank you,

Nelson Davis

515 Airport Executive Park
Nanuet, New York 10954
T: 845 426.1200
F: 845 426.1218
www.targetresearchgroup.com

TARGET RESEARCH GROUP

Study #06144
Outdoor Products Study
August, 2006

SUPERVISOR BRIEFING VERIFICATION FORM

Supervisor Name (Please Print): _____

Supervisor Signature: _____

Date of Briefing: _____

Company: _____

City: _____

515 Airport Executive Park T: 845 426.1200
Nanuet, New York 10954 F: 845 426.1218
www.targetresearchgroup.com

TARGET RESEARCH GROUP

Study #06144
Outdoor Products Study
August, 2006

INTERVIEWERS INSTRUCTIONS

OVERVIEW

This is a central location study to be conducted in a permanent enclosed mall facility.

You will be sight screening for males and females on the mall who are 18 years of age or older and have purchased fishing, hunting, camping or other outdoor gear in the past 12 months. Qualified respondents will be escorted back to the interviewing facility and be shown one logo individually, and then will be shown a display with 6 logos and asked a series of questions.

This is a six cell test. Each cell will see a different display.

STUDY MATERIALS

- Screeners
- Green, Blue, Yellow, White, Orange and Lilac Main Questionnaires
- Practice Interviews (Pink)
- 8 logos labeled: "L", "S", "N", "M", "H", "R", "T", "C"

Quota/Assignment

Your supervisor will assign your quota.

Overview

You were sent 8 different logos, one logo (H) is shown to the respondent first and then 6 other logos are displayed.

There are 6 cells:

- In the GREEN, BLUE and YELLOW Cells, logo "L" will be included in the display of 6 logos.
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While interviewing a respondent in the GREEN, BLUE and YELLOW Cells, logo "S" should be removed from the room or kept out of sight from the respondent. While interviewing a respondent in the WHITE, ORANGE and LILAC Cells, logo "L" should be removed from the room or kept out of sight from the respondent.

Logos "S" and Logos "L" are never to be shown at the same time.

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QA/B:	Respondent's age/gender is needed to complete a quota
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QF/G:	Has glasses or contact lenses with them if needed.
QH:	Respondent agrees to be interviewed

MAIN QUESTIONNAIRES/ DISPLAY

Before the interview begins:

- Be sure you have the correct logos for the display for the main questionnaire you are using.
- All logos must be kept covered and out of sight until they are needed
- Escort the respondent into the interviewing room and close the door.
- Respondent should be standing at the table, facing the logos.
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You have received a supply of 6 main questionnaires: Green, Blue, Yellow, White, Orange and Lilac. Each respondent will be shown one individual logo ("H"), prior to viewing the display. Each respondent will then be shown one display consisting of 6 logos (depending on the color of the questionnaire being administered.) You may complete your quota by cell color or you may vary cell color in order to better complete your quota. Continue interviewing until all versions are completed.

The display shown to the respondent prior to Question 6 on the Main Questionnaire will have a total of six (6) logos. These logos will be placed in a different order, depending on what color is being administered.

Logos labeled "T", "N", "M", "R" and "C" will be shown in ALL Cells.

The 6 logos for the display, are to be placed, in two rows, side-by-side flat on the table, left to right as they face the respondent in the order specified in the main questionnaire.

The logos should be placed face up **AND COVERED** until Q.6 of the main questionnaire.

DISPLAY SETUP

At Q.1, everyone sees logo "H".

For Q.6, the display of 6 logos is different for each of the six color questionnaires:

GREEN:	R	M	C
	T	L	N
BLUE:	L	R	T
	C	N	M
YELLOW:	N	M	L
	R	T	C
WHITE:	R	M	C
	T	S	N
ORANGE:	S	R	T
	C	N	M
LILAC:	N	M	S
	R	T	C

MAIN QUESTIONNAIRE IN DETAIL

Be sure you have the correct logos for the display for the color questionnaire you are using.

Q. 1: SHOW RESPONDENT LOGO "H". After respondent indicates they are finished looking at it, remove Logo H from sight.

Q. 2-5: Record answers. Follow appropriate skip patterns.

Q. 6: Take respondent to display area. Uncover the logo display. Be sure the logos are in the order shown on the questionnaire. Allow the respondent to look at the logos, when finished, continue.

Q. 7a: HAND CARD 7a. Read question, record one answer. If Do think (first answer), ask Q. 7b. If Don't or No Opinion, skip to Q. 8b.

Q. 7b: Record the letter of each logo mentioned on a separate line.

Q. 7c: Ask for each logo mentioned in Q. 7b. Record answer next to the corresponding logo letter.

After Q. 7c, remove any logos from the display that were mentioned in Q. 7b. If one or more logos remain, continue with Q.8a/b. If no logos remain, skip to Q. 10.

Q. 8a/b: Ask Q. 8a if any logos were removed from the display. If all 6 remain, ask Q. 8b.

Q. 8c: HAND CARD 8c. Read question, record one answer. If Do think (first answer), ask Q. 8d. If Don't or No Opinion, skip to instructions before Q. 9a.

Q. 8d: Record the letter of each logo mentioned on a separate line.

Q. 8e: Ask for each logo mentioned in Q. 8d. Record answer next to the corresponding logo letter.

After Q. 8e, remove any logos from the display that were mentioned in Q. 8d. If one or more logos remain, continue with Q.9a/b. If no logos remain, skip to Q. 10.

Q. 9a/b: Ask Q. 9a if any logos were removed from the display. If all 6 remain, ask Q. 9b.

Q. 9c: HAND CARD 9c. Read question, record one answer. If Do think (first answer), ask Q. 9d. If Don't or No Opinion, skip to Q. 10.

Q. 9d: Record the letter of each logo mentioned on a separate line.

Q. 9e: Ask for each logo mentioned in Q. 9d. Record answer next to the corresponding logo letter.

Q.10: REMOVE ALL LOGOS FROM VIEW. CONTINUE TO CERTIFICATION PAGE

Respondent/Interviewer Certification Boxes

Both the respondent and the interviewer must sign in the appropriate Certification box on the last page of the questionnaire. If the respondent refuses to sign, his/her initials are acceptable.

515 Airport Executive Park T: 845 426.1200
Nanuet, New York 10954 F: 845 426.1218
www.targetresearchgroup.com

TARGET RESEARCH GROUP

;tudy #06144
'arget Outdoor Products Study
ıugust, 2006

INTERVIEWER BRIEFING VERIFICATION FORM

erviewer Name (Please Print): _____

erviewer Signature: _____

te of Briefing: _____

mpany: _____

y: _____

Appendix
F

TARGET RESEARCH GROUP INC.

To: Suzanne Edison, Field Solutions

From: Angela Ortiz

Date: August 23, 2006

Re: Validation – Outdoor Products Study— #06144

This was a mall study. Please validate 100%. Respondents were males and females 18 years of age or older.

Eligible respondents were shown several logos.

Hello, I'm _____ from Target Research, a national market research company. I am calling to thank you for recently participating in our study in the mall. I would like to verify some information; it will only take a minute.

Q.1: Did you participate in an interview in a shopping mall where you were shown some cards with logos from stores that sell outdoor gear?

ANSWER: Yes

Q.2: Which of the following products have you purchased in the past 12 months? **(READ LIST)**

Fishing gear
Hunting gear
Camping gear
Other outdoor gear

ANSWER: Must be "Yes" to at least one of the above items

Q.3: Which of the following groups includes your age **(Read List)**?

Under 18	X	
18-44.....	1	**Check age against the Validation Sheet**
45 or over.....	2	

Thank you again for participating in our survey.

TARGET RESEARCH GROUP INC.
OUTDOOR PRODUCTS (#113-06144)

Appendix G

Page	Table	Title
1	1	Q.CITY
3	2	Q.A,B AGE/GENDER OF RESPONDENT
4	3	Q.D1 PRODUCTS PURCHASED PAST 12 MONTHS
5	4	Q.2 FREQUENCY OF WATCHING TV
6	5	Q.3 TYPE OF TV SHOWS SOMETIMES WATCH
7	6	Q.4 TYPE OF TV SHOW WATCH MOST OFTEN
8	7	Q.5 WHETHER TELEVISION PROGRAMS TODAY ARE BETTER, THE SAME OR NOT AS GOOD AS SEVERAL YEARS AGO
9	8	Q.7A WHETHER THINK ONE OR MORE LOGOS ARE PUT OUT OR MADE BY THE SAME COMPANY THAT PUTS OUT THE STORE LOGO SHOWN EARLIER
10	9	Q.7B WHICH LOGO OR LOGOS ARE PUT OUT OR MADE BY THE SAME COMPANY THAT PUTS OUT THE STORE LOGO SHOWN EARLIER
11	10	Q.8C WHETHER THINK ONE OR MORE OF THE COMPANIES THAT PUT OUT THESE LOGOS RECEIVED OR NEEDED TO RECEIVE PERMISSION OR APPROVAL FROM THE COMPANY THAT PUTS OUT THE LOGO SHOWN EARLIER
12	11	Q.8D WHICH LOGO OR LOGOS RECEIVED OR NEEDED TO RECEIVE PERMISSION OR APPROVAL FROM THE COMPANY THAT PUTS OUT THE LOGO SHOWN EARLIER
13	12	Q.9C WHETHER THINK ONE OR MORE OF THE COMPANIES THAT PUT OUT THESE LOGOS IS AFFILIATED WITH, IS CONNECTED TO, OR IS PART OF THE COMPANY THAT PUTS OUT THE LOGOS SHOWN EARLIER
14	13	Q.9D WHICH LOGO OR LOGOS ARE AFFILIATED WITH, CONNECTED TO, OR ARE PART OF THE COMPANY THAT PUTS OUT THE LOGOS SHOWN EARLIER

TARGET RESEARCH GROUP INC.
OUTDOOR PRODUCTS (#113-06144)

Table 1

Q.CITY

	TOTAL	SPORTS -MAN WAREHS	GANDER MTN.
TOTAL RESPONDENTS	396	202	194
ATLANTA	27	14	13
	6.8	6.9	6.7
CORPUS CHRISTI	27	13	14
	6.8	6.4	7.2
DALLAS	24	13	11
	6.1	6.4	5.7
DENVER	27	15	12
	6.8	7.4	6.2
DES MOINES	27	14	13
	6.8	6.9	6.7
JACKSON	26	15	11
	6.6	7.4	5.7
LITTLETON	27	13	14
	6.8	6.4	7.2
MEMPHIS (NET)	51	24	27
	12.9	11.9	13.9
MEMPHIS (WC)	24	11	13
	6.1	5.4	6.7
MEMPHIS (FHR)	27	13	14
	6.8	6.4	7.2
NASHVILLE	26	14	12
	6.6	6.9	6.2
OKLAHOMA	27	14	13
	6.8	6.9	6.7
PHILADELPHIA (NET)	55	27	28
	13.9	13.4	14.4
PHILADELPHIA (PH)	27	13	14
	6.8	6.4	7.2

TARGET RESEARCH GROUP INC.
OUTDOOR PRODUCTS (#113-06144)

Table 1

Q.CITY

	TOTAL	SPORTS -MAN WAREHS	GANDER MTN.
TOTAL RESPONDENTS	396	202	194
PHILADELPHIA (CPPH)	28	14	14
	7.1	6.9	7.2
SAN ANTONIO	26	13	13
	6.6	6.4	6.7
ST. LOUIS	26	13	13
	6.6	6.4	6.7

TARGET RESEARCH GROUP INC.
OUTDOOR PRODUCTS (#113-06144)

Table 2

Q.A,B AGE/GENDER OF RESPONDENT

	TOTAL	SPORTS -MAN WAREHS	GANDER MTN.
TOTAL RESPONDENTS	396	202	194
MALE (NET)	253	129	124
	63.9	63.9	63.9
18 - 44 YEARS	104	53	51
	26.3	26.2	26.3
45 OR OVER	149	76	73
	37.6	37.6	37.6
FEMALE (NET)	143	73	70
	36.1	36.1	36.1
18 - 44 YEARS	56	29	27
	14.1	14.4	13.9
45 OR OVER	87	44	43
	22.0	21.8	22.2
TOTAL			
18 - 44 YEARS	160	82	78
	40.4	40.6	40.2
45 OR OVER	236	120	116
	59.6	59.4	59.8

TARGET RESEARCH GROUP INC.
OUTDOOR PRODUCTS (#113-06144)

Table 3

Q.D1 PRODUCTS PURCHASED PAST 12 MONTHS

	TOTAL	SPORTS -MAN WAREHS	GANDER MTN.
TOTAL RESPONDENTS	396	202	194
PURCHASED PAST 12 MONTHS			
OUTDOOR GEAR (NET)	396	202	194
	100.0	100.0	100.0
FISHING GEAR	243	120	123
	61.4	59.4	63.4
HUNTING GEAR	118	63	55
	29.8	31.2	28.4
CAMPING GEAR	237	117	120
	59.8	57.9	61.9
OTHER OUTDOOR GEAR	295	146	149
	74.5	72.3	76.8
GOLF EQUIPMENT OR APPAREL	95	55	40
	24.0	27.2	20.6
ATHLETIC SHOES	318	156	162
	80.3	77.2	83.5
SUNGLASSES	281	139	142
	71.0	68.8	73.2

TARGET RESEARCH GROUP INC.
OUTDOOR PRODUCTS (#113-06144)

Table 4

Q.2 FREQUENCY OF WATCHING TV

	TOTAL	SPORTS -MAN WAREHS	GANDER MTN.
TOTAL RESPONDENTS	396	202	194
EVERY DAY (7)	322	166	156
	81.3	82.2	80.4
FIVE OR SIX TIMES A WEEK	27	13	14
(5.5)	6.8	6.4	7.2
THREE OR FOUR TIMES A WEEK	32	16	16
(3.5)	8.1	7.9	8.2
ONCE OR TWICE A WEEK (1.5)	11	5	6
	2.8	2.5	3.1
LESS THAN ONCE A WEEK (.5)	4	2	2
	1.0	1.0	1.0
MEAN: TIMES PER WEEK	6.40	6.43	6.37
STD. DEV.	1.43	1.40	1.47
STD. ERR.	0.072	0.099	0.105

TARGET RESEARCH GROUP INC.
OUTDOOR PRODUCTS (#113-06144)

Table 5

Q.3 TYPE OF TV SHOWS SOMETIMES WATCH

	TOTAL	SPORTS .-MAN WAREHS	GANDER MTN.
TOTAL RESPONDENTS	396	202	194
MENTION SHOW TYPE (NET)	395	201	194
	99.7	99.5	100.0
SPORTS	283	139	144
	71.5	68.8	74.2
TALK SHOWS	207	99	108
	52.3	49.0	55.7
LOCAL NEWS	317	160	157
	80.1	79.2	80.9
NETWORK OR CABLE NEWS	206	101	105
	52.0	50.0	54.1
REALITY SHOWS	184	88	96
	46.5	43.6	49.5
SOAP OPERAS	83	50	33
	21.0	24.8	17.0
QUIZ SHOWS	152	77	75
	38.4	38.1	38.7
COMEDY SERIES	289	146	143
	73.0	72.3	73.7
DRAMA SERIES	246	129	117
	62.1	63.9	60.3
CHILDREN'S SHOWS	103	52	51
	26.0	25.7	26.3
MOVIES	301	152	149
	76.0	75.2	76.8
NONE OF THE ABOVE	1	1	0
	0.3	0.5	0

TARGET RESEARCH GROUP INC.
OUTDOOR PRODUCTS (#113-06144)

Table 6

Q.4 TYPE OF TV SHOW WATCH MOST OFTEN

	TOTAL	SPORTS -MAN WAREHS	GANDER MTN.
TOTAL RESPONDENTS	396	202	194
MENTION SHOW TYPE (NET)	395	201	194
	99.7	99.5	100.0
SPORTS	79	49	30
	19.9	24.3	15.5
TALK SHOWS	14	7	7
	3.5	3.5	3.6
LOCAL NEWS	52	28	24
	13.1	13.9	12.4
NETWORK OR CABLE NEWS	30	14	16
	7.6	6.9	8.2
REALITY SHOWS	30	15	15
	7.6	7.4	7.7
SOAP OPERAS	16	11	5
	4.0	5.4	2.6
QUIZ SHOWS	7	5	2
	1.8	2.5	1.0
COMEDY SERIES	56	27	29
	14.1	13.4	14.9
DRAMA SERIES	34	17	17
	8.6	8.4	8.8
CHILDREN'S SHOWS	8	4	4
	2.0	2.0	2.1
MOVIES	78	31	47
	19.7	15.3	24.2
OTHER	1	0	1
	0.3	0	0.5
NONE OF THE ABOVE	1	1	0
	0.3	0.5	0

TARGET RESEARCH GROUP INC.
OUTDOOR PRODUCTS (#113-06144)

Table 7

Q.5 WHETHER TELEVISION PROGRAMS TODAY ARE BETTER, THE SAME OR NOT AS GOOD AS SEVERAL YEARS AGO

	TOTAL	SPORTS -MAN WAREHS	GANDER MTN.
TOTAL RESPONDENTS	396	202	194
MENTIONED SHOW TYPE	395	201	194
	99.7	99.5	100.0
BETTER	123	65	58
	31.1	32.2	29.9
ABOUT THE SAME	132	63	69
	33.3	31.2	35.6
NOT AS GOOD	138	72	66
	34.8	35.6	34.0
DON'T KNOW	2	1	1
	0.5	0.5	0.5
DID NOT MENTION SHOW TYPE	1	1	0
	0.3	0.5	0

TARGET RESEARCH GROUP INC.
OUTDOOR PRODUCTS (#113-06144)

Table 8

Q.7A WHETHER THINK ONE OR MORE LOGOS ARE PUT OUT OR MADE BY THE SAME COMPANY THAT PUTS OUT THE STORE LOGO SHOWN EARLIER

	TOTAL	SPORTS -MAN WAREHS	GANDER MTN.
TOTAL RESPONDENTS	396	202	194
DO THINK ONE OR MORE OF THESE LOGOS IS PUT OUT OR MADE BY THE SAME COMPANY AS STORE LOGO SHOWN EARLIER	182 46.0	112 55.4	70 36.1
DON'T THINK ONE OR MORE OF THESE LOGOS IS PUT OUT OR MADE BY THE SAME COMPANY AS STORE LOGO SHOWN EARLIER	116 29.3	43 21.3	73 37.6
NO OPINION OR DON'T KNOW	98 24.7	47 23.3	51 26.3

TARGET RESEARCH GROUP INC.
OUTDOOR PRODUCTS (#113-06144)

Table 9

Q.7B WHICH LOGO OR LOGOS ARE PUT OUT OR MADE BY THE SAME COMPANY THAT PUTS OUT THE STORE LOGO SHOWN EARLIER

	TOTAL	SPORTS -MAN WAREHS	GANDER MTN.
TOTAL RESPONDENTS	396	202	194
DO THINK ONE OR MORE OF THESE LOGOS IS PUT OUT OR MADE BY THE SAME COMPANY AS STORE LOGO SHOWN EARLIER	182 46.0	112 55.4	70 36.1
C - CABELA'S	64 16.2	31 15.3	33 17.0
L - SPORTSMAN'S WAREHOUSE	91 23.0	91 45.0	0 0
M - L.L.BEAN	22 5.6	9 4.5	13 6.7
N - SCHEELS	9 2.3	4 2.0	5 2.6
R - ACADEMY SPORTS+OUTDOORS	30 7.6	16 7.9	14 7.2
S - GANDER MTN.	19 4.8	0 0	19 9.8
T - DICK'S SPORTING GOODS	30 7.6	15 7.4	15 7.7
DON'T THINK ONE OR MORE OF THESE LOGOS IS PUT OUT OR MADE BY THE SAME COMPANY AS STORE LOGO SHOWN EARLIER	116 29.3	43 21.3	73 37.6
NO OPINION OR DON'T KNOW	98 24.7	47 23.3	51 26.3

TARGET RESEARCH GROUP INC.
OUTDOOR PRODUCTS (#113-06144)

Table 10

Q.8C WHETHER THINK ONE OR MORE OF THE COMPANIES THAT PUT OUT THESE LOGOS RECEIVED OR NEEDED TO RECEIVE PERMISSION OR APPROVAL FROM THE COMPANY THAT PUTS OUT THE LOGO SHOWN EARLIER

	TOTAL	SPORTS -MAN WAREHS	GANDER MTN.
TOTAL RESPONDENTS	396	202	194
DO THINK ONE OR MORE OF THE COMPANIES THAT PUT OUT THESE LOGOS RECEIVED OR NEEDED TO RECEIVE PERMISSION OR APPROVAL FROM THE COMPANY THAT PUTS OUT THE LOGO SHOWN EARLIER	88 22.2	47 23.3	41 21.1
DON'T THINK ONE OR MORE OF THE COMPANIES THAT PUT OUT THESE LOGOS RECEIVED OR NEEDED TO RECEIVE PERMISSION OR APPROVAL FROM THE COMPANY THAT PUTS OUT THE LOGO SHOWN EARLIER	197 49.7	102 50.5	95 49.0
NO OPINION OR DON'T KNOW	111 28.0	53 26.2	58 29.9

TARGET RESEARCH GROUP INC.
OUTDOOR PRODUCTS (#113-06144)

Table 11

Q.8D WHICH LOGO OR LOGOS RECEIVED OR NEEDED TO RECEIVE PERMISSION OR APPROVAL FROM THE COMPANY THAT PUTS OUT THE LOGO SHOWN EARLIER

	TOTAL	SPORTS -MAN WAREHS	GANDER MTN.
TOTAL RESPONDENTS	396	202	194
DO THINK ONE OR MORE OF THE COMPANIES THAT PUT OUT THESE LOGOS RECEIVED OR NEEDED TO RECEIVE PERMISSION OR APPROVAL FROM THE COMPANY THAT PUTS OUT THE LOGO SHOWN EARLIER	88 22.2	47 23.3	41 21.1
C - CABELA'S	28 7.1	16 7.9	12 6.2
L - SPORTSMAN'S WAREHOUSE	10 2.5	10 5.0	0 0
M - L.L.BEAN	19 4.8	10 5.0	9 4.6
N - SCHEELS	16 4.0	9 4.5	7 3.6
R - ACADEMY SPORTS+OUTDOORS	27 6.8	15 7.4	12 6.2
S - GANDER MTN.	18 4.5	0 0	18 9.3
T - DICK'S SPORTING GOODS	25 6.3	11 5.4	14 7.2
DON'T THINK ONE OR MORE OF THE COMPANIES THAT PUT OUT THESE LOGOS RECEIVED OR NEEDED TO RECEIVE PERMISSION OR APPROVAL FROM THE COMPANY THAT PUTS OUT THE LOGO SHOWN EARLIER	197 49.7	102 50.5	95 49.0
NO OPINION OR DON'T KNOW	111 28.0	53 26.2	58 29.9

TARGET RESEARCH GROUP INC.
OUTDOOR PRODUCTS (#113-06144)

Table 12

Q.9C WHETHER THINK ONE OR MORE OF THE COMPANIES THAT PUT OUT THESE LOGOS IS AFFILIATED WITH, IS CONNECTED TO, OR IS PART OF THE COMPANY THAT PUTS OUT THE LOGOS SHOWN EARLIER

	TOTAL	SPORTS -MAN WAREHS	GANDER MTN.
TOTAL RESPONDENTS	396	202	194
DO THINK ONE OR MORE OF THE COMPANIES THAT PUT OUT THESE LOGOS IS AFFILIATED WITH, IS CONNECTED TO, OR IS PART OF THE COMPANY THAT PUTS OUT THE LOGO SHOWN EARLIER	74 18.7	36 17.8	38 19.6
DON'T THINK ONE OR MORE OF THE COMPANIES THAT PUT OUT THESE LOGOS IS AFFILIATED WITH, IS CONNECTED TO, OR IS PART OF THE COMPANY THAT PUTS OUT THE LOGO SHOWN EARLIER	186 47.0	98 48.5	88 45.4
NO OPINION OR DON'T KNOW	130 32.8	65 32.2	65 33.5
ALL LOGOS MENTIONED (NONE LEFT)	6 1.5	3 1.5	3 1.5

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OUTDOOR PRODUCTS (#113-06144)

Table 13

Q.9D WHICH LOGO OR LOGOS ARE AFFILIATED WITH, CONNECTED TO, OR ARE PART OF THE COMPANY THAT PUTS OUT THE LOGOS SHOWN EARLIER

	TOTAL	SPORTS -MAN WAREHS	GANDER MTN.
TOTAL RESPONDENTS	396	202	194
DO THINK ONE OR MORE OF THE COMPANIES THAT PUT OUT THESE LOGOS IS AFFILIATED WITH, IS CONNECTED TO, OR IS PART OF THE COMPANY THAT PUTS OUT THE LOGO SHOWN EARLIER	74 18.7	36 17.8	38 19.6
C - CABELA'S	24 6.1	12 5.9	12 6.2
L - SPORTSMAN'S WAREHOUSE	9 2.3	9 4.5	0 0
M - L.L.BEAN	13 3.3	7 3.5	6 3.1
N - SCHEELS	7 1.8	1 0.5	6 3.1
R - ACADEMY SPORTS+OUTDOORS	13 3.3	3 1.5	10 5.2
S - GANDER MTN.	10 2.5	0 0	10 5.2
T - DICK'S SPORTING GOODS	20 5.1	13 6.4	7 3.6
DON'T THINK ONE OR MORE OF THE COMPANIES THAT PUT OUT THESE LOGOS IS AFFILIATED WITH, IS CONNECTED TO, OR IS PART OF THE COMPANY THAT PUTS OUT THE LOGO SHOWN EARLIER	186 47.0	98 48.5	88 45.4
NO OPINION OR DON'T KNOW	130 32.8	65 32.2	65 33.5
ALL LOGOS MENTIONED (NONE LEFT)	6 1.5	3 1.5	3 1.5

06144: OUTDOOR PRODUCT STUDY

ID #	COLOR	GENDER	AGE			
07705	L	M	1	Q.7c	S	Because it deals with outdoor living and supplies
10615	L	F	4	Q.7c	S	Because they carry the same products and they are just like each other
10616	L	F	3	Q.7c	S	Not sure since Pro-Bass shop and the Lego Gandes both have to do outdoors. I took a guess.
93906	L	M	2	Q.7c	S	The printing looks similar. The style of font and practically the same overall design. That's it.
07720	L	F	3	Q.7c	S	Because it would seem like the smaller version of the big company.
87726	L	M	2	Q.7c	S	Because they said liive outdoor.
00509	O	M	1	Q.7c	S	It looks about like the same logo.
87813	O	F	4	Q.7c	S	Logo looks a little similar
88023	O	M	2	Q.7c	S	It is the same basic layout.
00521	O	F	4	Q.7c	S	The Gander Mountain logo has a Gander fly symbol same Bass Pro has Bass fish symbo on its logo.
00520	W	F	4	Q.7c	S	Both are sporting goods stores. Both have outdoor sporting goods.
70028	W	F	4	Q.7c	S	It seems like it would be associated with it. Because it's a sports warehouse.
87725	W	M	2	Q.7c	S	Color scheme
93913	O	F	3	Q.7c	S	The font. It's similar to the font with the logo I was first shown. That's it
07706	O	F	4	Q.7c	S	They would both have everything you would need for outdoors.
70127	O	M	2	Q.7c	S	It's an oudoor store as well so it's probably related to Bass.
00510	L	M	1	Q.7c	S	The Gander Mountain card also says we live outdoors. The outdoors reference makes them similar.
00218	L	M	2	Q.7c	S	Because it says "we live outdoors" so it leads me to believe they sell all outdoor clothing and supplies.
02921	L	M	2	Q.7c	S	Because when being outdoors, you think of fishing and hunting.

# 06144: OUTDOOR PRODUCT STUDY						
ID #	COLOR	GENDER	AGE			
70024	L	M	1	Q.8d	S	Because it's a brand name.
07726	L	M	2	Q.8d	S	They both deal in live outdoor sports like fishing.
70125	L	F	4	Q.8d	S	It's obvious that it sells outdoor equipment and the Bass Pro is the outside logo.
01329	L	M	2	Q.8d	S	The logo tells me that the store promotes outdoor gear.
70116	O	F	3	Q.8d	S	Because it's an outdoor store
07725	O	M	2	Q.8d	S	Because the name Gander sounds more a fishing store.
00209	O	F	3	Q.8d	S	Because Gander probably carries Bass products
02919	O	M	2	Q.8d	S	Because they are sporting goods stores.
86617	W	M	2	Q.8d	S	Gander Mountain because it is one of the smaller companies and sells the same stuff
87408	L	M	2	Q.8d	S	They are smaller fish than Bass Pro
00220	L	M	1	Q.8d	S	They sell outdoor equipment and Pro Bass clothing.
87817	O	M	1	Q.8d	S	A newer company. Maybe not as known. Nothing
87407	O	M	1	Q.8d	S	It looks like a logo taken from their store
07719	W	M	2	Q.8d	S	Because their more live or hinting and fishing store.
87717	O	F	4	Q.8d	S	They sell outdoor equipment like Bass.
93917	W	F	4	Q.8d	S	I don't have any idea
07708	W	M	1	Q.8d	S	I would say the same thing why open two shops.
70113	W	F	3	Q.8d	S	I don't like too many brands looking the same way. This shows no identity

# 061-4: OUTDOOR PRODUCT STUDY						
ID #	COLOR	GENDER	AGE			
88020	L	F	4	Q.9d	S	It has outdoor on it so it's probably affiliated with that company.
87424	W	F	4	Q.9d	S	Bass Pro is an outdoor shop, and so is this store -- so they would be affiliated.
87709	L	M	1	Q.9d	S	They both have something to do with outdoors.
10619	O	F	4	Q.9d	S	The colors and it has to do with outdoors.
70110	O	M	1	Q.9d	S	Have an outdoor logo. This is a bird, the other was a bass. Also both mention outdoors
87712	W	F	4	Q.9d	S	They deal with or sell the same products equipment you use outside.
87716	O	M	1	Q.9d	S	Because they sell the same products for outdoor.
10628	W	F	4	Q.9d	S	Stands out the most. It's the only other one that has an animal on the logo.
00208	W	M	1	Q.9d	S	Gander sells fishing equipment like Bass Pro Shop
70022	W	M	1	Q.9d	S	Because it's a sports kind of warehouse and they sell a lot of different brands.

06144: OUTDOOR PRODUCT STUDY

ID #	COLOR	GENDER	AGE			
00502	B	M	1	Q.7c	L	This logo is on the other logo. Sportsman's Warehouse is on the bottom of Bass Pro Shops
00515	B	M	2	Q.7c	L	Seen the Sportsmans Warehouse on the Bass Pro logo.
01319	B	F	3	Q.7c	L	I think that is put out by the same company because they are both sportamans warehouses. That's it.
02902	B	M	1	Q.7c	L	They both have Sportsman's Warehouse in the logo
10609	B	M	2	Q.7c	L	It looks similar
70105	B	M	1	Q.7c	L	Becaues the lettering and design look similar. Maybe the color is similar
70108	B	M	2	Q.7c	L	It is similar. It is, I believe, the same shape and color.
70122	B	M	2	Q.7c	L	It's sports. It's a sports company and so was the other one. It's a place to get sports stuff. It says it.
86412	B	F	3	Q.7c	L	They are both circular
86413	B	M	1	Q.7c	L	Because the format looks the same
86416	B	M	1	Q.7c	L	The shape, maybe the font
86606	B	M	1	Q.7c	L	Because it's Sportsman's Warehouse for both
86611	B	F	3	Q.7c	L	The same colors of green in the circle.
86612	B	M	1	Q.7c	L	The fonts are similar. Also the same color of greens are the same.
87406	B	F	3	Q.7c	L	It looks similar in appearance
87412	B	M	1	Q.7c	L	I think I've seen the two logos together in a store. They look similar in style.
87809	B	M	1	Q.7c	L	It is circular and uses the same words "Sportsman's Warehouse"
87815	B	M	2	Q.7c	L	It's a sportsmans warehouse. The oval design
87821	B	M	2	Q.7c	L	Both are "Sportsman's Warehouse". Nothing.
87822	B	F	4	Q.7c	L	They have the same name. I've shopped there before.
88006	B	M	1	Q.7c	L	Experience. I've been hunting for awhile.
88007	B	F	4	Q.7c	L	Similarity in the logo and the name
93903	B	M	1	Q.7c	L	It's all sports and outdoor related things.
93915	B	M	2	Q.7c	L	Because it's a Warehouse, the rest look like regular stores.
07713	B	M	2	Q.7c	L	Because they're both warehouses and deal with sporting goods.
93920	B	F	4	Q.7c	L	I just think it is
86423	B	M	2	Q.7c	L	The lettering shape.
00225	B	M	2	Q.7c	L	Because it says Sportsman Warehouse.
02922	B	M	2	Q.7c	L	Cause they are Sportman's Warehouse
00525	B	M	2	Q.7c	L	They both say sportsmans warehouse. They sell outdoor equipment.
87707	B	M	2	Q.7c	L	They probably would sell same products.
87713	B	F	3	Q.7c	L	The other one was a sports store.
01321	B	F	4	Q.7c	L	I think that they are put out and made by the same store because they both are a sportmens warehouse.
01325	B	F	4	Q.7c	L	It's about sporting goods.
01330	B	M	2	Q.7c	L	It kinda fits their store line image.
00201	G	M	2	Q.7c	L	Cause I think they're in competition with their own sales
00501	G	M	1	Q.7c	L	It's Sportsman's just like Bass Pro Shops.
00512	G	F	4	Q.7c	L	Because it has sports warehouse. Because of the name.
00513	G	M	2	Q.7c	L	Looks the same as the Bass Pro logo. Sportsman Warehouse resembles th sportsmans one on Bass Pro logo

06144: OUTDOOR PRODUCT STUDY

ID #	COLOR	GENDER	AGE			
02906	G	M	1	Q.7c	L	They both have the words "Sportsman's Warehouse" in the logo
07709	G	M	1	Q.7c	L	Because it's got the same oval shape logo their both warehouses and they have the same name.
10606	G	M	1	Q.7c	L	Same pattern on logo. I remember seeing Sportsman's Warehouse on the Bass Pro Shop's logo.
70102	G	M	2	Q.7c	L	Color. I think I remember the word "Sportsman". Wasn't the shape the same, circular?
70103	G	M	2	Q.7c	L	Its got that circular format which is sometimes catchy. Color is similar.
70104	G	F	4	Q.7c	L	It has the same design and the same name
86408	G	M	1	Q.7c	L	It says Sportsman's Warehouse under Bass Pro
86418	G	M	2	Q.7c	L	Name is similar
87410	G	M	2	Q.7c	L	I think I see this label in the other one
87702	G	M	2	Q.7c	L	Because it is saying Sportsman's Warehouse
87704	G	F	3	Q.7c	L	Because it has Bass Sportsman's Warehouse and this one has Sportsman's Warehouse in its name also so I think they are similar
87807	G	F	3	Q.7c	L	Kind of the same style
88001	G	F	3	Q.7c	L	The green color and the circle.
88004	G	F	4	Q.7c	L	The style of the letters
88011	G	M	2	Q.7c	L	They put out a lot of sporting stuff
07716	G	M	2	Q.7c	L	Because they are both sportman warehouse.
93923	G	M	1	Q.7c	L	It's just a guess.
87714	G	M	1	Q.7c	L	It has the same format.
00205	Y	F	4	Q.7c	L	Because it's a sportsman's warehouse.
00516	Y	M	2	Q.7c	L	Because it says Sportsmans Warehouse and the other one I saw said Sportsmans Warehouse on it.
02910	Y	M	1	Q.7c	L	Because it says Sportsmans Warehouse
10610	Y	M	2	Q.7c	L	The logo is similar to the other one and the design is very much alike and they deal with the same things
10611	Y	F	3	Q.7c	L	Because they look alike and they deal with the same thing
70120	Y	F	4	Q.7c	L	Because it has sporting goods in front of it. Mountains in backround,
86405	Y	M	2	Q.7c	L	Because it says Sportsman's Warehouse on it.
86419	Y	F	4	Q.7c	L	Very similar design. The same store brand Sportsmen warehouse. That's all
86604	Y	F	4	Q.7c	L	Because it's circular, not square.
87405	Y	M	1	Q.7c	L	I think it said something about sportsman
87411	Y	M	1	Q.7c	L	They have similar outlines. The outlook and feel are the same.
87417	Y	M	2	Q.7c	L	They both say Sportsmans Warehouse
87418	Y	M	2	Q.7c	L	Same design.
87705	Y	M	2	Q.7c	L	Because it is dealing with sports gear just like the company that I saw at first
87804	Y	F	3	Q.7c	L	Kinda looks the same
88003	Y	F	3	Q.7c	L	It has the similar shape and it says Sportsman's Warehouse
88009	Y	M	1	Q.7c	L	It said Sportsman's Warehouse in the picture
10629	Y	F	4	Q.7c	L	Because they have the same name, probably a part of the same company.
93919	Y	F	4	Q.7c	L	It's for sports and fishing same as the main logo.
93921	Y	M	2	Q.7c	L	That's the closest one to the logo.
93922	Y	M	2	Q.7c	L	The round thing in the middle.

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ID #	COLOR	GENDER	AGE			
00224	Y	M	2	Q.7c	L	Because it says Sportsman Warehouse.
00524	Y	M	2	Q.7c	L	The Sportman Warehouse logo looks similar to the Bass Pro Sports ware logo.
87719	Y	M	1	Q.7c	L	Dealing with outdoor equipment.
87723	Y	F	4	Q.7c	L	Both of them had almost the same logo to me.
87728	Y	F	3	Q.7c	L	Because it has the same writing on it as the other logo did.
01307	G	F	3	Q.7c	L	I think that they are made by the same place because of the logos.
07703	G	M	1	Q.7c	L	Because it's a Sportsman's Warehouse
87403	G	F	3	Q.7c	L	It has an old-fashioned sign look to it. Very traditional.
87421	Y	F	4	Q.7c	L	I don't think it has as much on there as advertised.
07722	Y	M	2	Q.7c	L	The oval design.
87413	G	F	4	Q.7c	L	It's written the same way as that one was.
93902	G	M	1	Q.7c	L	Same design by shared company willing to make low deals.
70101	G	M	1	Q.7c	L	Most of these companies are under the same umbrella. I will investigate this, like GAP has many companies

# 06144: OUTDOOR PRODUCT STUDY						
ID #	COLOR	GENDER	AGE			
93916	B	M	2	Q.8d	L	Same type of advertisement style. They both say Sportsman Warehouse and both have the oval in the ad. That's it.
87711	B	M	2	Q.8d	L	Because it's a company going to advertise sporting equipment then they have to get permission.
70118	Y	M	2	Q.8d	L	The color scheme seems to be the same
02923	Y	F	4	Q.8d	L	It's almost the same as the company's logo. They're both sports stores.
01311	G	M	1	Q.8d	L	They both said "Sports warehouse" on them
07712	G	F	3	Q.8d	L	Because their name is on both cards
00517	Y	F	4	Q.8d	L	It's more for hunting and fishing. Nothing else.
01318	Y	F	4	Q.8d	L	I think they need approval from Bass Pro Shops.
93914	G	M	2	Q.8d	L	Because it's a sports company. That's it.
70107	Y	M	1	Q.8d	L	I believe all these companies are selling outdoor products and I believe that all the stuff came from the first store.

06144: OUTDOOR PRODUCT STUDY

ID #	COLOR	GENDER	AGE			
87805	Y	F	4	Q.9d	L	It has the mountain on it and it says warehouse
86415	G	M	2	Q.9d	L	The mountain scene and lettering. That's it.
10612	G	M	1	Q.9d	L	The name. They both carry the same equipment
86421	Y	F	3	Q.9d	L	The logo too.
02920	B	F	4	Q.9d	L	Both fit under the same company and sell the same items.
70117	B	F	4	Q.9d	L	Sportsman's Warehouse. That deals and sells the same thing. They all pretty much deal with the same thing
86411	Y	M	1	Q.9d	L	I believe they are affiliated with Bass Pro Shop
02913	Y	M	1	Q.9d	L	The fact that it says Sportsmans Warehouse on both logos. Nothing.
00202	G	M	1	Q.9d	L	Because they sell a lot on the line.

ID #	COLOR	GENDER	AGE	Q.7c-1	Q.7c-2	Q.7c-3	Q.7c-4	Q.7c-5
00207	L	2	4	Cause I recognize the names and I think they're a brother and sister team.				
00215	L	2	4					
00218	L	1	2	Because Dick's sells sports stuff and it saysevery season.	Because it says "we live outdoors" so it leads me to believe they sell all outdoor clothing and supplies.	Because of what it says simply "worlds foremost outfitter" hunting fishing outdoor gear.		
00219	L	1	2					
00220	L	1	1	Because they sell some of their products in their store.	Because they sell fishing products like the Sportsmans Wasehouse.			
00221	L	1	1					
00508	L	2	3					
00510	L	1	1	The Academy picture card "R" shows that they sell sports outdoor equipment. I have been there before.	The Gander Mountain card also says we live outdoors. The outdoors reference makes them similar.			
00511	L	1	1					
00522	L	2	4					
00527	L	1	2					
01312	L	2	3					
01327	L	2	4	Because its an Academy for Sports goods and outdoor goods too just like the bass pro shop.				
01329	L	1	2	Because the two sell the same things and to me they are too similar not to be one in the same.				
01331	L	1	2					
02908	L	1	1	I think they sell their merchandise at Bass Pro Shops				
02917	L	2	3					
02921	L	1	2	Because it's sporting goods like the one I saw with the fish.	Because it has both hunting and fishing on it.	Because when being outdoors, you think of fishing and hunting.		
07705	L	1	1	Because it deals with outdoor living and supplies	It's a sporting good store and outdoor supplies and it's a well known store	Only because it's a sporting good store	Because it's an all sporting good store not familiar	
07720	L	2	3	Because it would seem like the smaller version of the big company.	The same reason the smaller version to a big company.			
7721	L	2	4					
7726	L	1	2	They both carry the type of products, equipments and gears for any sport.	They both carry the same name brands and their both top stores when it comes to sporting goods.			
7727	L	1	2					
0615	L	2	4	Because they carry the same products and they are just like each other				
0616	L	2	3	Not sure since Pro-Bass shop and the Lego Gandes both have to do outdoors. I took a guess.				
0624	L	1	2	Because of the colors and it has to do with the outdoors				
0626	L	1	1	The logos are the same				
0006	L	2	4					

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ID #	COLOR	GENDER	AGE	Q.7c-1	Q.7c-2	Q.7c-3	Q.7c-4	Q.7c-5
70024	L	1	1	Because it sounds like they could be a sister company. Like a smaller company.	Because it sounds like an off brand. And they should carry another brand for discounts.	Because it just looks like something that they will carry.		
70026	L	1	2					
70027	L	1	2					
70030	L	2	4					
70115	L	1	1					
70121	L	1	2	I shop their quite often.				
70125	L	2	4	I shop tin these places and I recognize the logos. I'm also familiar with the Bass Pro Logo.	I shop at Dick's and I may have noticed it there.			
70128	L	1	2					
86401	L	1	1					
86402	L	2	4					
86420	L	1	2					
86427	L	1	2					
86607	L	1	1	Because they are both outdoor fitting companies				
86613	L	2	3					
86621	L	2	4					
86628	L	1	2					
87404	L	1	2					
87408	L	1	2	It seems to be pretty big.				
87416	L	1	1					
87427	L	2	4					
87709	L	1	1	They carry the same products.				
87720	L	1	2					
87721	L	2	4	Because Sport Academy is awell known company that sell sporting goods.	Because it said sporting good letting you know they sell sport items.			
87726	L	1	2	Because they said liive outdoor.				
87802	L	1	2					
87810	L	2	3					
87819	L	1	1					
87823	L	2	4	The green is outdoorsy. I have seen the Bass Pro with a green color.	The green is outdoorsy. I have seen the Bass Por with a green color.			
87827	L	1	2					
88013	L	1	1					
88020	L	2	4					
88026	L	1	2					
93906	L	1	2	The printing looks similar. The style of font and practically the same overall design. That's it.	The printing looks similar. The style of font and practically the same overall design. That's it.			
93911	L	2	3	They are both very plain. Well compared to the logo I was shown before they're plain just like it.	They are both very plain. Well compared to the logo I was shown before they're plain just like it.			
93912	L	1	1					
93924	L	2	4					
00209	O	2	3	Cause both logos look familiar				

W-O-L (N=193)

ID #	COLOR	GENDER	AGE	Q.7c-1	Q.7c-2	Q.7c-3	Q.7c-4	Q.7c-5
00216	O	1	1					
00226	O	1	2					
00227	O	1	2					
00509	O	1	1	It looks about like the same logo.				
00518	O	1	2					
00521	O	2	4	The Gander Mountain logo has a Gander fly symbol same Bass Pro has Bass fish symbo on its logo.				
00526	O	1	2					
01314	O	1	2					
01315	O	2	3	The Bass Pro Shop sells all of this that is displayed.				
01316	O	1	2					
01317	O	1	1					
01320	O	2	4					
02905	O	2	3					
02911	O	1	1					
02919	O	1	2					
02924	O	1	2	They just catch my eye in the same amount. They just appeal to me.	They just look the same to me.			
02926	O	2	4	I believe the first logo you showed me mentioned something about season starting like this one.				
07706	O	2	4	Well they specialize in all outdoor gear	They would both have everything you would need for outdoors.	They have the similar kind of wording and deals with sports even though one is a warehoude.		
07707	O	1	1	Because I seen it advertised in magazines. Also said fishing gear.				
07718	O	2	3					
07724	O	1	2					
07725	O	1	2	Because their dealing in bass and warehouses.				
10603	O	2	3					
10617	O	1	2					
10619	O	2	4	Because they both deal with outdoor equipment.				
0620	O	1	2					
0621	O	1	1	Because they have the same colors				
0005	O	2	3					
0014	O	1	1					
0021	O	1	2	Because it has something to use for fishing				
0023	O	1	1					
0025	O	2	4					
0110	O	1	1					
0114	O	1	1					
0116	O	2	3	Because it says fishing				
0126	O	2	4					
0127	O	1	2	L.L. Bean is a familiar logo as is Bass.	It's an oudoor store as well so it's			

W-O-L (N=193)

ID #	COLOR	GENDER	AGE	Q.7c-1	Q.7c-2	Q.7c-3	Q.7c-4	Q.7c-5
					probably related to Bass.			
86404	O	1	2					
86407	O	1	1					
86422	O	1	2	They are both fishing oriented.				
86426	O	2	4					
86601	O	2	4					
86614	O	1	1					
86616	O	1	2					
86620	O	1	2					
87407	O	1	1					
87420	O	1	2	The lettering has some similarities.				
87425	O	1	2					
87426	O	2	4	It's sporting goods.				
87716	O	1	1					
87717	O	2	4					
87722	O	1	2					
87801	O	1	2					
87813	O	2	4	Logo looks a little similar				
87817	O	1	1					
87824	O	1	2					
88008	O	2	3					
88014	O	1	1	They sell so much of the same stuff at Scheels.				
88018	O	2	4					
88023	O	1	2	It is the same basic layout.				
93907	O	1	1	I've seen it in academy before. I've seen the ad that was shown in the beginning advertised in the store. That's it.	I've seen it around the same places. Malls, individual shops. That's it.			
93913	O	2	3	The font. It's similar to the font with the logo I was first shown. That's it				
93926	O	2	4					
93927	O	1	2					
00206	W	2	3					
00208	W	1	1					
00212	W	2	4					
00217	W	1	2					
00505	W	1	1	They are offering a different type of sports product that Bass Pro does not offer. It may be an attempt to cover a different corner in the market.	This company specializes in a different product than Bass Pro does. Could be an attempt to extend their market.			
00507	W	2	3					
00519	W	1	2					
00520	W	2	4	Both are sporting goods stores. Both have outdoor sporting goods.				
01304	W	1	1					
01305	W	1	2					
01313	W	1	1					

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ID #	COLOR	GENDER	AGE	Q.7c-1	Q.7c-2	Q.7c-3	Q.7c-4	Q.7c-5
01324	W	2	3					
02904	W	2	3	It seems like they sell L.L. Bean merchandise at Bass Pro Shops				
02912	W	1	1	They have the same type of products. The green and white.				
02914	W	1	2					
02925	W	2	4					
07704	W	2	4					
07708	W	1	1					
07719	W	1	2	The of the merchandises and their both catalog.	Their both like warehouses for every sport.			
07723	W	1	2					
10605	W	1	1	Because I am familiar with Bass Pro Shops and when it comes to the ad for Cabelas Hunting-Fishing-Outdoor Gear.				
10623	W	1	2					
10625	W	1	2	The writing on the logo.				
10628	W	2	4					
70011	W	1	1					
70019	W	1	2					
70022	W	1	1					
70028	W	2	4	It seems like it would be associated with it. Because it's a sports warehouse.	It seems like it would associate with it because it's a sports warehouse too,	It seems like it would be associated with it because it's a warehouse too.		
70109	W	1	1	Similar design				
70113	W	2	3					
70119	W	1	2	I think I saw that logo in the store.				
70123	W	2	4					
70124	W	1	2	It's talking about fishing gear. No well Cabelas is a big fish outlet so is Bass, I know them				
36409	W	1	1					
36414	W	1	2					
36424	W	1	2					
36425	W	2	4					
36605	W	2	4					
36608	W	2	3					
36609	W	1	1					
36617	W	1	2					
36618	W	1	2					
37409	W	2	3	The way the sign looks				
37415	W	1	1	It has to do with hunting and fishing.				
37419	W	1	2	I've seen them together and they make the same equipment.	They're both sporting goods sellers.			
37423	W	1	2	I've seen other places and companies carry carry L.L. Bean stuff.				
37424	W	2	4	I have seen this logo a few times in Bass Pro Shop.				

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ID #	COLOR	GENDER	AGE	Q.7c-1	Q.7c-2	Q.7c-3	Q.7c-4	Q.7c-5
87712	W	2	4					
87718	W	1	1					
87724	W	1	2	Because I know that Academysells a lot of sports equipment and outdoor products.				
87725	W	1	2	Color scheme				
87806	W	2	4					
87814	W	1	2					
87816	W	1	1					
87825	W	1	2					
87828	W	1	1					
88010	W	1	1					
88017	W	2	4					
88022	W	1	2					
93909	W	2	3	It's mostly hunting and fishing. The color. The greens are the same shades used in both. That's all.				
93910	W	1	1	The text and the font and the appearance seem to be the same. The style actually and the presentation. That's all				
93917	W	2	4	Strictly sports.	It's all fishing hunting and fishing gear.			
93918	W	1	2					
93925	W	1	2					

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ID #	COLOR	GENDER	AGE	Q.8e-1	Q.8e-2	Q.8e-3	Q.8e-4	Q.8e-5	Q.8e-6
00207	L	2	4	Cause Bass is the main company and Dick's is a cheaper company not as well known as Bass					
00215	L	2	4						
00218	L	1	2	Because I shop in LL bean in the mall and online and I know their sports clothing line.					
00219	L	1	2						
00220	L	1	1	Because they sell boxing, fishing, baseball, basketball. All of your sports needs.	They sell outdoor equipment and Pro Bass clothing.				
00221	L	1	1						
00508	L	2	3	Because it would be illegal not to do so					
00510	L	1	1						
00511	L	1	1						
00522	L	2	4						
00527	L	1	2						
01312	L	2	3						
01327	L	2	4	They sell outdoor gaming gear for all outdoor sports.					
01329	L	1	2	The logo tells me that the store promotes outdoor gear.	It's a sports outdoor store like the Bass Pro Shop is a sports warehouse.				
01331	L	1	2	Because it for the sporting goods like the other.					
02908	L	1	1						
02917	L	2	3						
02921	L	1	2	I know L.L. Bean sells clothes and would need permission.	I think it's a clothing brand, too.				
07705	L	1	1						
07720	L	2	3	Because it's a top brand sold in a bunch of different stores.	Because its also sold in a bunch of top stores.	The same, sold in top stores.			
)7721	L	2	4						
)7726	L	1	2	They both deal in live outdoor sports like fishing.	This store is specific and known for their different types of fishes.				
)7727	L	1	2						
.0615	L	2	4						
0616	L	2	3						
0624	L	1	2						
0626	L	1	1	They are the sporting goods part of the company					
0006	L	2	4						
0024	L	1	1	Because it's a brand name.	Because they are already a store. So they need permission to use the name.				

W-O-L (N=193)

ID #	COLOR	GENDER	AGE	Q.8e-1	Q.8e-2	Q.8e-3	Q.8e-4	Q.8e-5	Q.8e-6
70026	L	1	2						
70027	L	1	2						
70030	L	2	4						
70115	L	1	1						
70121	L	1	2						
70125	L	2	4	It's obvious that it sells outdoor equipment and the Bass Pro is the outside logo.	If this is a product that Bass Pro puts out and Cabela's sells it. They would need permission.				
70128	L	1	2	They sell a lot of fishing equipment.					
86401	L	1	1						
86402	L	2	4						
86420	L	1	2						
86427	L	1	2						
86607	L	1	1						
86613	L	2	3						
86621	L	2	4						
86628	L	1	2						
87404	L	1	2						
87408	L	1	2	Because it is mainly mail order	They are smaller fish than Bass Pro				
87416	L	1	1						
87427	L	2	4						
87709	L	1	1						
87720	L	1	2						
87721	L	2	4						
87726	L	1	2	Because they sell sporting good products.	Because they are a well known sotre for selling all kinda of sports items.				
87802	L	1	2						
87810	L	2	3						
87819	L	1	1						
87823	L	2	4						
87827	L	1	2						
88013	L	1	1	They carry different brands	They usually sell clothing				
88020	L	2	4	It looks like a sub company to them.					
88026	L	1	2						
93906	L	1	2						
93911	L	2	3						
93912	L	1	1						
93924	L	2	4						
90209	O	2	3	Because Gander probably carries Bass products					
90216	O	1	1						
90226	O	1	2	They sell sporting goods.					
90227	O	1	2	Academy you just can't use a name, you must have approval.					

W-O-L (N=193)

ID #	COLOR	GENDER	AGE	Q.8e-1	Q.8e-2	Q.8e-3	Q.8e-4	Q.8e-5	Q.8e-6
00509	O	1	1						
00518	O	1	2						
00521	O	2	4						
00526	O	1	2						
01314	O	1	2						
01315	O	2	3	Sportsman's Warehouse needs to get permission from Bass Pro Shop but Cabelas is on it.					
01316	O	1	2						
01317	O	1	1						
01320	O	2	4						
02905	O	2	3						
02911	O	1	1						
02919	O	1	2	Because they are sporting goods stores.	Because this is a very important logo and they needed approval to sell this gear.				
02924	O	1	2						
02926	O	2	4						
07706	O	2	4	Because it's a sporting good store, because if they buy or sell their products it's only right to get permission.					
07707	O	1	1	Because they sell all brands of sporting goods.					
07718	O	2	3						
07724	O	1	2						
07725	O	1	2	Because the name Gander sounds more a fishing store.					
10603	O	2	3						
10617	O	1	2						
10619	O	2	4						
10620	O	1	2						
10621	O	1	1						
70005	O	2	3						
70014	O	1	1						
70021	O	1	2						
70023	O	1	1						
70025	O	2	4						
70110	O	1	1						
70114	O	1	1						
70116	O	2	3	Because it's an outdoor store					
70126	O	2	4						
70127	O	1	2	Academy is a sports outlet so it probably needs permission to carry Bass equipment.					
36404	O	1	2						
36407	O	1	1						
36422	O	1	2						
36426	O	2	4						

W-O-L (N=193)

ID #	COLOR	GENDER	AGE	Q.8e-1	Q.8e-2	Q.8e-3	Q.8e-4	Q.8e-5	Q.8e-6
86601	O	2	4						
86614	O	1	1						
86616	O	1	2						
86620	O	1	2						
87407	O	1	1	Picture of storefront	It's a big time company, I can see them being in the competition.	It looks like a logo taken from their store			
87420	O	1	2						
87425	O	1	2						
87426	O	2	4	I think it has the same name as the first one.					
87716	O	1	1						
87717	O	2	4	Because they sell outdoor equipment also.	It's a sporting goods store . Also they sell the same type products.	They sell outdoor equipment like Bass.			
87722	O	1	2						
87801	O	1	2						
87813	O	2	4						
87817	O	1	1	The company just became a company. Nothing	A newer company. Maybe not as known. Nothing				
87824	O	1	2						
88008	O	2	3	To make it look better					
88014	O	1	1						
88018	O	2	4						
88023	O	1	2						
93907	O	1	1						
93913	O	2	3						
93926	O	2	4						
93927	O	1	2						
00206	W	2	3						
00208	W	1	1						
00212	W	2	4						
00217	W	1	2						
00505	W	1	1						
00507	W	2	3						
00519	W	1	2						
00520	W	2	4						
01304	W	1	1						
01305	W	1	2						
01313	W	1	1						
01324	W	2	3						
02904	W	2	3						
02912	W	1	1						
02914	W	1	2	Been around with the company for a long time.					
02925	W	2	4						
07704	W	2	4						
07708	W	1	1	Because it's hunting, fishing,	Because they have everything,	There's not more, just sports	I would say the same thing why		

W-O-L (N=193)

ID #	COLOR	GENDER	AGE	Q.8e-1	Q.8e-2	Q.8e-3	Q.8e-4	Q.8e-5	Q.8e-6
				and outdoors so why would you need two stores	it's where I like to go.		open two shops.		
07719	W	1	2	Because it seems like it would be for bass sporting equipment.	Because their more of a golfing sporting store.	Because their more live or hinting and fishing store.	Because their more softball equipment.		
07723	W	1	2						
10605	W	1	1						
10623	W	1	2						
10625	W	1	2						
10628	W	2	4						
70011	W	1	1						
70019	W	1	2						
70022	W	1	1						
70028	W	2	4						
70109	W	1	1						
70113	W	2	3	You can't just take someone's logo unless you want to get sued.	It's wrong to take people's ideas and logos	Businesses should know that being sued is the way to show businesses they can't steal ideas	The logos all should be very different, they aren't	I don't like too many brands looking the same way. This shows no identity	I don't think these are different enough. It is obvious they relied on the other logos
70119	W	1	2						
70123	W	2	4						
70124	W	1	2						
86409	W	1	1						
86414	W	1	2						
86424	W	1	2						
86425	W	2	4						
86605	W	2	4						
86608	W	2	3						
86609	W	1	1						
86617	W	1	2	Gander Mountain because it is one of the smaller companies and sells the same stuff					
86618	W	1	2						
87409	W	2	3						
87415	W	1	1						
87419	W	1	2						
87423	W	1	2	I think they are the same company.					
87424	W	2	4						
87712	W	2	4						
87718	W	1	1						
87724	W	1	2						
87725	W	1	2	The work on card, the wording of card.					
87806	W	2	4						
87814	W	1	2						
87816	W	1	1						
87825	W	1	2						
87828	W	1	1						
88010	W	1	1						

W-O-L (N=193)

ID #	COLOR	GENDER	AGE	Q.8e-1	Q.8e-2	Q.8e-3	Q.8e-4	Q.8e-5	Q.8e-6
88017	W	2	4						
88022	W	1	2						
93909	W	2	3						
93910	W	1	1						
93917	W	2	4	Not regular sporting store	I don't have any idea	I don't have any idea	I don't have any idea		
93918	W	1	2						
93925	W	1	2						

W-O-L (N=193)

ID #	COLOR	GENDER	AGE	Q.9e-1	Q.9e-2	Q.9e-3	Q.9e-4	Q.9e-5
00207	L	2	4					
00215	L	2	4					
00218	L	1	2	The picture tells it all. The family shopping for sports outdoors, boy is holding a basketball.	Neber heard of this place but I'll bet they sell sporting goods clothing.			
00219	L	1	2					
00220	L	1	1					
00221	L	1	1					
00508	L	2	3	The fact that L.L.Bean does outdoor gear	Because they do outdoor gear			
00510	L	1	1					
00511	L	1	1	Bass Pro Shop carries a lot of Cabela's products. They are both outdoor sporting good stores				
00522	L	2	4					
00527	L	1	2					
01312	L	2	3	If a brand name looks like its an outdoorsy type thing				
01327	L	2	4					
01329	L	1	2	They sell the seasonal sportswear year round.				
01331	L	1	2					
02908	L	1	1					
02917	L	2	3					
02921	L	1	2	Because it's a sports equipment-outdoor equipment store.				
07705	L	1	1					
07720	L	2	3	Because they are all outdoors and sports stores so their connected.				
07721	L	2	4	Because of their wellknown company, so they have that.				
07726	L	1	2					
07727	L	1	2					
10615	L	2	4					
10616	L	2	3	Just because of the appearance of it. The colors that they used for it as well.				
10624	L	1	2					
10626	L	1	1					
70006	L	2	4					
70024	L	1	1					
70026	L	1	2					
70027	L	1	2					
70030	L	2	4					
70115	L	1	1	Well they both sell fishing gear				
70121	L	1	2					
70125	L	2	4					

W-O-L (N=193)

ID #	COLOR	GENDER	AGE	Q.9e-1	Q.9e-2	Q.9e-3	Q.9e-4	Q.9e-5
70128	L	1	2					
86401	L	1	1					
86402	L	2	4					
86420	L	1	2					
86427	L	1	2					
86607	L	1	1					
86613	L	2	3					
86621	L	2	4					
86628	L	1	2					
87404	L	1	2					
87408	L	1	2	They are big in sports equipment				
87416	L	1	1					
87427	L	2	4					
87709	L	1	1	They both have something to do with outdoors.				
87720	L	1	2					
87721	L	2	4					
87726	L	1	2					
87802	L	1	2					
87810	L	2	3	It looks similar because of the cursive font				
87819	L	1	1					
87823	L	2	4					
87827	L	1	2					
88013	L	1	1					
88020	L	2	4	It has outdoor on it so it's probably affiliated with that company.				
88026	L	1	2					
93906	L	1	2					
93911	L	2	3					
93912	L	1	1					
93924	L	2	4					
00209	O	2	3					
00216	O	1	1					
00226	O	1	2					
00227	O	1	2					
00509	O	1	1					
00518	O	1	2					
00521	O	2	4	Cabela's logo and products are outdoor hunting fishing gaming with outdoor gear. Bass Pro also outdoor hunting fishing outdoor gear.				
00526	O	1	2					
01314	O	1	2					
01315	O	2	3	Because LL Bean is it's own company so to be in a sports store they would need permission from that store or Bass Pro Shops.				

W-O-L (N=193)

ID #	COLOR	GENDER	AGE	Q.9e-1	Q.9e-2	Q.9e-3	Q.9e-4	Q.9e-5
01316	O	1	2					
01317	O	1	1					
01320	O	2	4					
02905	O	2	3					
02911	O	1	1					
02919	O	1	2					
02924	O	1	2					
02926	O	2	4					
07706	O	2	4	Because the name gives it away it's more of a fishing gear place as is the Bass Pro.				
07707	O	1	1					
07718	O	2	3					
07724	O	1	2					
07725	O	1	2	Because the name again has that fishing ring to it.	Because it's a well known store and deals with all sports so it carries just about everything.			
10603	O	2	3					
10617	O	1	2					
10619	O	2	4	The colors and it has to do with outdoors.				
10620	O	1	2					
10621	O	1	1					
70005	O	2	3					
70014	O	1	1					
70021	O	1	2					
70023	O	1	1					
70025	O	2	4					
70110	O	1	1	Have an outdoor logo. This is a bird, the other was a bass. Also both mention outdoors	I am familiar with them and they are hunting, fishing, outdoor gear.			
70114	O	1	1					
70116	O	2	3					
70126	O	2	4					
70127	O	1	2	I think that because it's all kinds of sporting gear it's connected to the Bass shop.	It's a sports warehouse so it has to be connected to sell the merchandise.			
86404	O	1	2					
86407	O	1	1					
86422	O	1	2					
86426	O	2	4					
86601	O	2	4					
86614	O	1	1					
86616	O	1	2					
86620	O	1	2					
87407	O	1	1					
87420	O	1	2					
87425	O	1	2					

W-O-L (N=193)

ID #	COLOR	GENDER	AGE	Q.9e-1	Q.9e-2	Q.9e-3	Q.9e-4	Q.9e-5
87426	O	2	4					
87716	O	1	1	Because they sell the same products for outdoor.				
87717	O	2	4					
87722	O	1	2					
87801	O	1	2					
87813	O	2	4	They sell outdoor and fishing gear.				
87817	O	1	1					
87824	O	1	2					
88008	O	2	3					
88014	O	1	1	It looks familiar, like a brand they would sell there.				
88018	O	2	4					
88023	O	1	2					
93907	O	1	1					
93913	O	2	3					
93926	O	2	4					
93927	O	1	2					
00206	W	2	3					
00208	W	1	1	Bass Pro Shop items could be found at Dick's Sporting Goods. Both sell the best brand names.	Gander sells fishing equipment like Bass Pro Shop	Academy sells the same type of fishing equipment	Cabela's is a large outfitter for hunting and fishing gear. They sell similar products.	
00212	W	2	4					
00217	W	1	2					
00505	W	1	1					
00507	W	2	3					
00519	W	1	2					
00520	W	2	4					
01304	W	1	1	It's an outdoor company. They might be connected somehow.				
01305	W	1	2	I'm not familiar with Dick's but I'm sure it's possible that Bass Pro Shop sells some of their merchandise at Dick's location.				
01313	W	1	1					
01324	W	2	3					
02904	W	2	3					
02912	W	1	1	They carry the same type of products. Nine.				
02914	W	1	2					
02925	W	2	4					
07704	W	2	4					
07708	W	1	1					
07719	W	1	2					
07723	W	1	2					
10605	W	1	1					
10623	W	1	2					
10625	W	1	2	Both of them deal with sporting	They are sporting centers too.			

W-O-L (N=193)

ID #	COLOR	GENDER	AGE	Q.9e-1	Q.9e-2	Q.9e-3	Q.9e-4	Q.9e-5
				goods.				
10628	W	2	4	Stands out the most. It's the only other one that has an animal on the logo.				
70011	W	1	1					
70019	W	1	2					
70022	W	1	1	Because it's a sports warehouse and they sell a lot of different brands.	Because it's a sports kind of warehouse and they sell a lot of different brands.	Because it's a sports kind of warehouse and they sell a lot of different brands.	Because it's a sports kind of warehouse and they sell a lot of different brands.	Because it's a sports kind of warehouse and they sell a lot of different brands.
70028	W	2	4	Because they are both realted. They are sports and outdoors businesses.				
70109	W	1	1					
70113	W	2	3					
70119	W	1	2					
70123	W	2	4					
70124	W	1	2	Scheels.I don't know anything about them so they throw in a ringer. Random guess.				
86409	W	1	1					
86414	W	1	2					
86424	W	1	2					
86425	W	2	4					
86605	W	2	4					
86608	W	2	3					
86609	W	1	1					
86617	W	1	2					
86618	W	1	2					
87409	W	2	3					
87415	W	1	1	It's a distributer of sporting goods.				
87419	W	1	2					
87423	W	1	2					
87424	W	2	4	Bass Pro is an outdoor shop, and so is this store -- so they would be affiliated.				
87712	W	2	4	They deal with or sell the same products equipment you use outside.				
87718	W	1	1	Because they are both outdoor organizations.				
87724	W	1	2					
87725	W	1	2	The scope on the wording and equipment.				
87806	W	2	4					
87814	W	1	2					
87816	W	1	1					
87825	W	1	2					
87828	W	1	1					
88010	W	1	1					
88017	W	2	4					
88022	W	1	2					
93909	W	2	3					

W-O-L (N=193)

ID #	COLOR	GENDER	AGE	Q.9e-1	Q.9e-2	Q.9e-3	Q.9e-4	Q.9e-5
93910	W	1	1					
93917	W	2	4					
93918	W	1	2					
93925	W	1	2					

ID #	COLOR	GENDER	AGE	Q.7c-1	Q.7c-2	Q.7c-3	Q.7c-4	Q.7c-5
00203	B	1	1					
00211	B	2	4					
00222	B	1	2					
00225	B	1	2	Because it says Sportsman Warehouse.	Academy all sports indoors and outdoors.	Dick's because I know this is a sporting goods store.		
00502	B	1	1	This logo is on the other logo. Sportsman's Warehouse is on the bottom of Bass Pro Shops				
00504	B	2	3					
00514	B	2	4					
00515	B	1	2	Seen the Sportsmans Warehouse on the Bass Pro logo.	Bass Pro sells the Cabelas brand of products in their store. They have hunting and fishing products.			
00525	B	1	2	They both say sportsmans warehouse. They sell outdoor equipment.				
01319	B	2	3	I think that is put out by the same company because they are both sportamans warehouses. That's it.				
01321	B	2	4	I think that they are put out and made by the same store because they both are a sportmens warehouse.				
01325	B	2	4	It's about sporting goods.				
01330	B	1	2	It kinda fits their store line image.	I've been in there and they sell the same products there.			
02902	B	1	1	They both have Sportsman's Warehouse in the logo				
02907	B	2	3					
02909	B	1	2					
02920	B	2	4	Both sell sport items under the same company.				
02922	B	1	2	Cause they are Sportman's Warehouse				
07702	B	1	1					
07711	B	1	2					
07713	B	1	2	Because they're both warehouses and deal with sporting goods.				
07717	B	1	2					
10601	B	1	2					
10602	B	1	1	I think it's a sporting good store. Just like the other one.	They look similar to other stores I know.			
10609	B	1	2	It looks similar				
10627	B	2	4					
70002	B	2	3					
70007	B	1	2					
70010	B	2	3					
70013	B	2	4					
70105	B	1	1	Becaues the lettering and design look similar. Maybe the color is similar				

g-b-y (N=203)

ID #	COLOR	GENDER	AGE	Q.7c-1	Q.7c-2	Q.7c-3	Q.7c-4	Q.7c-5
70106	B	1	1					
70108	B	1	2	It is similar. It is, I believe, the same shape and color.				
70117	B	2	4					
70122	B	1	2	It's sports. It's a sports company and so was the other one. It's a place to get sports stuff. It says it.				
86412	B	2	3	They are both circular				
86413	B	1	1	Because the format looks the same				
86416	B	1	1	The shape, maybe the font				
86417	B	2	4					
86423	B	1	2	The lettering shape.				
86606	B	1	1	Because it's Sportsman's Warehouse for both				
86611	B	2	3	The same colors of green in the circle.	The font of the lettering looks similar. The green and yellow colors used are similar to Bass Pro Shop.			
86612	B	1	1	The fonts are similar. Also the same color of greens are the same.				
86619	B	2	4					
86625	B	2	4					
87402	B	1	2					
87406	B	2	3	It looks similar in appearance				
87412	B	1	1	I think I've seen the two logos together in a store. They look similar in style.				
87414	B	2	4					
87701	B	1	1	It's a sporting goods store	It's a sporting goods store also			
87707	B	1	2	They probably would sell same products.	It's a sporting good store.			
87711	B	1	2	Because it sells hunting and fishing gear.				
87713	B	2	3	The other one was a sports store.				
87727	B	2	4					
87808	B	2	3	It is the newest. I think it has something to do with Bass Pro Shop.				
87809	B	1	1	It is circular and uses the same words "Sportsman's Warehouse"				
87815	B	1	2	It's a sportsmans warehouse. The oval design				
87821	B	1	2	Both are "Sportsman's Warehouse". Nothing.				
87822	B	2	4	They have the same name. I've shopped there before.				
88005	B	1	1	It has hunting and fishing equipment.				
88006	B	1	1	Experience. I've been hunting for awhile.	Experience. I've been hunting for awhile.			
88007	B	2	4	Similarity in the logo and the name				
88012	B	2	3	It looks like the same style logo				
88015	B	1	2					

g-b-y (N=203)

ID #	COLOR	GENDER	AGE	Q.7c-1	Q.7c-2	Q.7c-3	Q.7c-4	Q.7c-5
88016	B	1	2					
93903	B	1	1	It's all sports and outdoor related things.	It's an outdoor warehouse kind of deal.			
93915	B	1	2	Because it's a Warehouse, the rest look like regular stores.				
93916	B	1	2	The font and the style of the print from the sign has a lot of similarities. That's it.	In this ad as well as the previously has the same style of lettering. That's it.	Again as the other two the style of the block around it and the design is all similar. That's it.		
93920	B	2	4	I just think it is	I see it all over the country.	It's a sporting goods company.	It's outdoor gear	Looks like it comes from the shoe store.
00201	G	1	2	Cause I think they're in competition with their own sales	Cause they're also in competition with their own sales			
00202	G	1	1	I watch the Bass Pro Shop and I see Cabela's on there so I know they're in conjunction with one another.	Cause they run clothing lines out of Bass Pro Shops			
00204	G	2	3					
00214	G	2	4					
00223	G	1	2					
00501	G	1	1	It's Sportsman's just like Bass Pro Shops.	This is a fishing store. This store has the same kind of fishing equipment inside.			
00512	G	2	4	Because it has sports warehouse. Because of the name.	Because it has different variety of outdoor sports equipment			
00513	G	1	2	Looks the same as the Bass Pro logo. Sportsman Warehouse resembles th sportsmans one on Bass Pro logo				
00523	G	1	2					
01307	G	2	3	I think that they are made by the same company, because their logos are the same	I think that they are made by the same place because of the logos.			
01311	G	1	1					
01326	G	2	4					
01328	G	1	2					
02901	G	1	2					
02906	G	1	1	They both have the words "Sportsman's Warehouse" in the logo	I've seen L.L.Bean products at Bass Pro Shops.			
02915	G	2	4	Pro Bass catalog is called Cabelas				
02918	G	1	2					
07703	G	1	1	I've seen their magazines. I have friends that are hunters talk about it.	Because it's a Sportsman's Warehouse	Because I've seen them sell Bass Pro Shop products		
07709	G	1	1	Because it's got the same oval shape logo their both warehouses and they have the same name.	Just the same greenish color and they both involve fishing, both outdoor gear			
07712	G	2	3					
07714	G	2	4					
07716	G	1	2	Because they are both sportman warehouse.				
10604	G	1	2					
10606	G	1	1	Same pattern on logo. I remember				

g-b-y (N=203)

ID #	COLOR	GENDER	AGE	Q.7c-1	Q.7c-2	Q.7c-3	Q.7c-4	Q.7c-5
				seeing Sportsman's Warehouse on the Bass Pro Shop's logo.				
10608	G	2	3					
10612	G	1	1	They are both a sporting and hunting warehouse store.				
10613	G	2	4	They are related				
70001	G	1	1					
70004	G	1	2					
70009	G	1	2					
70012	G	2	4					
70101	G	1	1	Most of these companies are under the same umbrella	Most of these companies are under the same umbrella	Most of these companies are under the same umbrella	Most of these companies are under the same umbrella. I will investigate this, like GAP has many companies	
70102	G	1	2	Color. I think I remember the word "Sportsman". Wasn't the shape the same, circular?				
70103	G	1	2	Its got that circular format which is sometimes catchy. Color is similar.				
70104	G	2	4	It has the same design and the same name				
86403	G	2	3					
86406	G	2	4					
86408	G	1	1	It says Sportsman's Warehouse under Bass Pro				
86415	G	1	2	Same backround and same lettering	Same backround and lettering that's it			
86418	G	1	2	Name is similar				
86610	G	2	3					
86615	G	2	4					
86624	G	1	1					
86626	G	1	2					
87401	G	1	1					
87403	G	2	3	It is an old-time outfitter	It has an old-fashioned sign look to it. Very traditional.			
87410	G	1	2	I think I see this label in the other one	It looks a little similar			
87413	G	2	4	Their almost alike to me anyway	It's written the same way as that one was.	The same as L.		
87422	G	1	2					
87702	G	1	2	Because it is saying Sportsman's Warehouse	It's a sporting goods store	Because they have sport outdoors equipment		
87704	G	2	3	Because it has Bass Sportsman's Warehouse and this one has Sportsman's Warehouse in its name also so I think they are similar				
87706	G	2	4	Don't know. Maybe they had some stuff there.				
87710	G	1	2					
87714	G	1	1	It has the same format.	It's the print simple but still says the store logo.			
87803	G	1	1					

g-b-y (N=203)

ID #	COLOR	GENDER	AGE	Q.7c-1	Q.7c-2	Q.7c-3	Q.7c-4	Q.7c-5
87807	G	2	3	Kind of the same style				
87812	G	1	2					
87818	G	2	4					
88001	G	2	3					
88002	G	1	1					
88004	G	2	4	The style of the letters				
88011	G	1	2	They put out a lot of sporting stuff				
93902	G	1	1	It is something on sporting area as manufacturer	Same manufacturer. Competitors share same designs as a team.	Same design by shared company willing to make low deals.	Joint designs and decisions	
93908	G	2	4					
93914	G	1	2					
93923	G	1	1	It's just a guess.	It's just a guess.			
93928	G	1	2					
00205	Y	2	4	Because it's a sportsman's warehouse.				
00210	Y	1	1					
00213	Y	1	2					
00224	Y	1	2	Because it says Sportsman Warehouse.				
00503	Y	1	1					
00506	Y	2	3					
00516	Y	1	2	Because it says Sportsmans Warehouse and the other one I saw said Sportsmans Warehouse on it.	Because it's hunting and fishing it is like Pro Bass.	Because it's a sporting goods store and Bass Pro is almost the same.	Because it is also sports and outdoor. The same thing on the other card.	
00517	Y	2	4					
00524	Y	1	2	The Sportman Warehouse logo looks similar to the Bass Pro Sports ware logo.				
01302	Y	1	2	Because it is sporting outdoor store and Cabela's is also a sporting outdoor store	Because it is a sporting outdoor store. And they also have a lot of sports gear like Academy store.			
01303	Y	2	3					
01318	Y	2	4					
02903	Y	1	2					
02910	Y	1	1	Because it says Sportsmans Warehouse				
02913	Y	1	1					
02916	Y	2	3	Bass Pro company is affiliated with Cabelas store. Both of these stores sell hunting, fishing, and outdoor gear.				
02923	Y	2	4	I don't know				
07701	Y	1	1					
07710	Y	2	4					
07715	Y	1	2					
07722	Y	1	2	Their both huge companies they probably use the ssame designers and items.	The oval design.			
10607	Y	1	1	They are both with green and white writing.	This one as well is a sort of sports store.			
10610	Y	1	2	The logo is similar to the other one and the design is very much alike and they				

g-b-y (N=203)

ID #	COLOR	GENDER	AGE	Q.7c-1	Q.7c-2	Q.7c-3	Q.7c-4	Q.7c-5
				deal with the same things				
10611	Y	2	3	Because they look alike and they deal with the same thing				
10622	Y	1	2					
10629	Y	2	4	Because they have the same name, probably a part of the same company.				
70003	Y	2	3					
70008	Y	1	2					
70018	Y	1	2					
70020	Y	1	1					
70029	Y	2	4					
70107	Y	1	1					
70111	Y	2	3					
70112	Y	1	2					
70118	Y	1	2	Because it used the word "outfitters". I am aware of the others. Some other stores and this one is similar				
70120	Y	2	4	Because it has sporting goods in front of it. Mountains in backround,	Because it says sports outdoors.	Because it says fishing and outdoor gear.		
86405	Y	1	2	Because it says Sportsman's Warehouse on it.				
86411	Y	1	1					
86419	Y	2	4	Very similar design. The same store brand Sportsmen warehouse. That's all				
86421	Y	2	3	The logo seems similar to it.				
86428	Y	1	2					
86602	Y	1	1	Because they both talk about fishing				
86604	Y	2	4	Because it's circular, not square.				
86622	Y	1	2					
86623	Y	1	2					
87405	Y	1	1	I think it said something about sportsman	I know it's about fishing and hunting and equipment	I know it's about fishing and hunting and equipment. It's about sports.		
87411	Y	1	1	They have similar outlines. The outlook and feel are the same.				
87417	Y	1	2	They both say Sportsmans Warehouse				
87418	Y	1	2	Same design.				
87421	Y	2	4	It's got hunting, fishing and outdoor gear.	I don't think it has as much on there as advertised.			
87705	Y	1	2	Because it is dealing with sports gear just like the company that I saw at first				
87708	Y	1	2					
87719	Y	1	1	Dealing with outdoor equipment.	Dealing with outdoor gear, sports gear.	Outdoor sporting goods.	Sells outdoor equipment for hunting, fishing, etc.	
87723	Y	2	4	Both of them had almost the same logo to me.				
87728	Y	2	3	Because it has the same writing on it as the other logo did.				
87804	Y	2	3	Kinda looks the same				
87805	Y	2	4	I have heard of them and I know that				

ID #	COLOR	GENDER	AGE	Q.7c-1	Q.7c-2	Q.7c-3	Q.7c-4	Q.7c-5
				Bass does the same thing				
87811	Y	1	1					
87826	Y	1	2					
88003	Y	2	3	It has the similar shape and it says Sportsman's Warehouse				
88009	Y	1	1	It said Sportsman's Warehouse in the picture				
88019	Y	1	2					
88021	Y	1	2					
93904	Y	1	1					
93919	Y	2	4	It's for sports and fishing same as the main logo.				
93921	Y	1	2	That's the closest one to the logo.				
93922	Y	1	2	The round thing in the middle.				

ID #	COLOR	GENDER	AGE	Q.8e-1	Q.8e-2	Q.8e-3	Q.8e-4	Q.8e-5	Q.8e-6
00203	B	1	1						
00211	B	2	4						
00222	B	1	2						
00225	B	1	2	Because it states it an outfitter for all outside sports.					
00502	B	1	1						
00504	B	2	3						
00514	B	2	4						
00515	B	1	2						
00525	B	1	2						
01319	B	2	3						
01321	B	2	4						
01325	B	2	4						
01330	B	1	2						
02902	B	1	1						
02907	B	2	3						
02909	B	1	2						
02920	B	2	4						
02922	B	1	2	It has Sportsman on it.					
07702	B	1	1						
07711	B	1	2						
07713	B	1	2						
07717	B	1	2	They offer too many products by different brands.					
10601	B	1	2						
10602	B	1	1						
10609	B	1	2						
10627	B	2	4						
70002	B	2	3						
70007	B	1	2						
70010	B	2	3						
70013	B	2	4						
70105	B	1	1						
70106	B	1	1	They need to ask permission from that company because it may be their product	They need to ask permission from that company because it may be their product. Talking about outdoor stuff.				
70108	B	1	2	General copyright. All letters or shapes have to be approved or it is copyright infringement	Legal reasons. Liability. Every letter has got to be different.	Copyright reasons.	There is a law to this. People can't steal items, especially in the same business.	Legal reasons	
70117	B	2	4						
70122	B	1	2	The colors. Everything is the logo.	They sell sporting stuff also. It's not just a catalog or other material.	You can buy sports equipment from them the same way.	They have a few of the same products for the stores.	They sell the same stuff.	
86412	B	2	3						
86413	B	1	1						
86416	B	1	1						

g-b-y (N=203)

ID #	COLOR	GENDER	AGE	Q.8e-1	Q.8e-2	Q.8e-3	Q.8e-4	Q.8e-5	Q.8e-6
86417	B	2	4						
86423	B	1	2	The picture of the building, people.					
86606	B	1	1						
86611	B	2	3						
86612	B	1	1						
86619	B	2	4						
86625	B	2	4						
87402	B	1	2						
87406	B	2	3						
87412	B	1	1						
87414	B	2	4						
87701	B	1	1						
87707	B	1	2	It's hunting and fishing store.					
87711	B	1	2	Because it's a company going to advertise sporting equipment then they have to get permission.					
87713	B	2	3						
87727	B	2	4	I don't know. I don't know anything about the store.					
87808	B	2	3						
87809	B	1	1						
87815	B	1	2						
87821	B	1	2						
87822	B	2	4	Dick's used to be Gaylons. I just feel that they are associated.					
88005	B	1	1						
88006	B	1	1	It's the same type of wear that you could buy in any other store.					
88007	B	2	4						
88012	B	2	3						
88015	B	1	2						
88016	B	1	2						
93903	B	1	1						
93915	B	1	2	Because they don't seem like all sporting stores. That's it.	Because they don't seem like all sporting stores. That's it.				
93916	B	1	2	Same type of advertisement style. They both say Sportsman Warehouse and both have the oval in the ad. That's it.					
93920	B	2	4						
00201	G	1	2	Cause it seems like they're selling the same items					
00202	G	1	1	Cause I've never heard of them before and feel they needed permission to sell the lines.					

g-b-y (N=203)

ID #	COLOR	GENDER	AGE	Q.8e-1	Q.8e-2	Q.8e-3	Q.8e-4	Q.8e-5	Q.8e-6
00204	G	2	3						
00214	G	2	4						
00223	G	1	2						
00501	G	1	1						
00512	G	2	4						
00513	G	1	2						
00523	G	1	2						
01307	G	2	3						
01311	G	1	1	They both said "Sports warehouse" on them					
01326	G	2	4						
01328	G	1	2						
02901	G	1	2						
02906	G	1	1						
02915	G	2	4						
02918	G	1	2						
07703	G	1	1	It's a sporting goods store					
07709	G	1	1						
07712	G	2	3	Because their name is on both cards					
07714	G	2	4	They both are a sports goods and hunting gear. They are very similar products.					
07716	G	1	2						
10604	G	1	2						
10606	G	1	1						
10608	G	2	3						
10612	G	1	1						
10613	G	2	4						
70001	G	1	1						
70004	G	1	2						
70009	G	1	2						
70012	G	2	4						
70101	G	1	1						
70102	G	1	2						
70103	G	1	2						
70104	G	2	4	Same color, same general product. It is associated with the same type of business and same type of sports area					
86403	G	2	3						
86406	G	2	4						
86408	G	1	1						
86415	G	1	2	Look fairly similar to the other ones.					
86418	G	1	2						
86610	G	2	3						
86615	G	2	4						

g-b-y (N=203)

ID #	COLOR	GENDER	AGE	Q.8e-1	Q.8e-2	Q.8e-3	Q.8e-4	Q.8e-5	Q.8e-6
86624	G	1	1						
86626	G	1	2						
87401	G	1	1						
87403	G	2	3						
87410	G	1	2	Because the other company is the original for sports equipment	Because the other company is the original for sports equipment				
87413	G	2	4						
87422	G	1	2						
87702	G	1	2						
87704	G	2	3	Because it is a sport store that sells clothes and shoes and they would need approval					
87706	G	2	4						
87710	G	1	2						
87714	G	1	1	Because they are about as large as Pro Bass.					
87803	G	1	1						
87807	G	2	3	It falls under the copyright rights					
87812	G	1	2						
87818	G	2	4						
88001	G	2	3						
88002	G	1	1	Because this is a well known store					
88004	G	2	4	The style of it.					
88011	G	1	2						
93902	G	1	1						
93908	G	2	4						
93914	G	1	2	Because it's a sports company. That's it.	Because it's a sports company. That's it.	Because it's a sports company. That's it.			
93923	G	1	1						
93928	G	1	2						
00205	Y	2	4	Because they have almost everything H would have					
00210	Y	1	1						
00213	Y	1	2						
00224	Y	1	2	Because this place has it all.					
00503	Y	1	1						
00506	Y	2	3						
00516	Y	1	2	Because Screels could be a copyright and not have permission.					
00517	Y	2	4	It's more for hunting and fishing. Nothing else.	It's the same as the other company. It puts out hunting and fishing gear.				
00524	Y	1	2						
01302	Y	1	2						
01303	Y	2	3						

g-b-y (N=203)

ID #	COLOR	GENDER	AGE	Q.8e-1	Q.8e-2	Q.8e-3	Q.8e-4	Q.8e-5	Q.8e-6
01318	Y	2	4	I think they need approval from Bass Pro Shops.					
02903	Y	1	2						
02910	Y	1	1	It seems like they may be affiliated.					
02913	Y	1	1						
02916	Y	2	3						
02923	Y	2	4	It's almost the same as the company's logo. They're both sports stores.					
07701	Y	1	1						
07710	Y	2	4						
07715	Y	1	2						
07722	Y	1	2	Because it's too plain.	Because there's just something different about their sign and their lettering is too small, the name is kind of stupid.	It looks like a bourbon logo.			
10607	Y	1	1						
10610	Y	1	2						
10611	Y	2	3						
10622	Y	1	2						
10629	Y	2	4						
70003	Y	2	3						
70008	Y	1	2						
70018	Y	1	2						
70020	Y	1	1						
70029	Y	2	4						
70107	Y	1	1	I believe all these companies are selling outdoor products and I believe that all the stuff came from the first store.	I believe all these companies are selling outdoor products and I believe that all the stuff came from the first store.	I believe all these companies are selling outdoor products and I believe that all the stuff came from the first store.	I believe all these companies are selling outdoor products and I believe that all the stuff came from the first store.	I believe all these companies are selling outdoor products and I believe that all the stuff came from the first store.	I believe all these companies are selling outdoor products and I believe that all the stuff came from the first store.
70111	Y	2	3						
70112	Y	1	2						
70118	Y	1	2	The color scheme seems to be the same					
70120	Y	2	4						
86405	Y	1	2						
86411	Y	1	1						
86419	Y	2	4						
86421	Y	2	3						
86428	Y	1	2						
86602	Y	1	1						
86604	Y	2	4						
86622	Y	1	2						
86623	Y	1	2						
87405	Y	1	1						
87411	Y	1	1						
87417	Y	1	2						
87418	Y	1	2						

g-b-y (N=203)

ID #	COLOR	GENDER	AGE	Q.8e-1	Q.8e-2	Q.8e-3	Q.8e-4	Q.8e-5	Q.8e-6
87421	Y	2	4	It seems like a bigger company.					
87705	Y	1	2						
87708	Y	1	2	Because it's the thing to do.					
87719	Y	1	1						
87723	Y	2	4						
87728	Y	2	3						
87804	Y	2	3						
87805	Y	2	4	It is more a clothing line not the hunting or fishing things					
87811	Y	1	1	Just a guess	Just a guess				
87826	Y	1	2						
88003	Y	2	3						
88009	Y	1	1						
88019	Y	1	2						
88021	Y	1	2						
93904	Y	1	1	Because of the company that already owns it					
93919	Y	2	4	This logo as well as T has similarities between them.	This is or looks like a sister store. This one says sporting goods, its more for sporting.				
93921	Y	1	2	They have the same name.					
93922	Y	1	2	Because of the L.L. Bean.	It has the same colors.				

g-b-y (N=203)

ID #	COLOR	GENDER	AGE	Q.9e-1	Q.9e-2	Q.9e-3	Q.9e-4	Q.9e-5
00203	B	1	1					
00211	B	2	4					
00222	B	1	2					
00225	B	1	2					
00502	B	1	1	They sell the stuff in the store. Bass Pro Shops sells L.L. Bean stuff in their stores.	They have the similar font in text. They are the world's foremost outfitter. They have the same kind of equipment as well.			
00504	B	2	3					
00514	B	2	4					
00515	B	1	2					
00525	B	1	2	Academy sports outdoors is similar to Bass Pro outdoor. Both have outdoor logo.				
01319	B	2	3					
01321	B	2	4					
01325	B	2	4					
01330	B	1	2					
02902	B	1	1					
02907	B	2	3					
02909	B	1	2					
02920	B	2	4	Both fit under the same company and sell the same items.				
02922	B	1	2	It has to do with sports too.				
07702	B	1	1					
07711	B	1	2					
07713	B	1	2					
07717	B	1	2					
10601	B	1	2					
10602	B	1	1					
10609	B	1	2					
10627	B	2	4	It has hunting and fishing supplies. They look close				
70002	B	2	3					
70007	B	1	2					
70010	B	2	3					
70013	B	2	4					
70105	B	1	1					
70106	B	1	1					
70108	B	1	2					
70117	B	2	4	Sportsman's Warehouse. That deals and sells the same thing. They all pretty much deal with the same thing	I am familiar with Dick's. They sell the same thing. Most of these places sell the same thing			
70122	B	1	2					
86412	B	2	3					
86413	B	1	1					
86416	B	1	1					

g-b-y (N=203)

ID #	COLOR	GENDER	AGE	Q.9e-1	Q.9e-2	Q.9e-3	Q.9e-4	Q.9e-5
86417	B	2	4					
86423	B	1	2	Very similar to the other peopole and the gear they sell.				
86606	B	1	1					
86611	B	2	3					
86612	B	1	1	The green and yellow colors are similar. Also, the similar wording on the logo.				
86619	B	2	4					
86625	B	2	4					
87402	B	1	2					
87406	B	2	3					
87412	B	1	1					
87414	B	2	4					
87701	B	1	1					
87707	B	1	2	It's a sporting good store.				
87711	B	1	2					
87713	B	2	3					
87727	B	2	4	A lot of people I know shop at Academy for shoes and stuff. It's a big store.				
87808	B	2	3					
87809	B	1	1					
87815	B	1	2					
87821	B	1	2					
87822	B	2	4	I think that Sportsmans Warehouse sells Cabelas.				
88005	B	1	1					
88006	B	1	1					
88007	B	2	4					
88012	B	2	3					
88015	B	1	2					
88016	B	1	2					
93903	B	1	1	More clothing and they might be together				
93915	B	1	2	Because it has fishing in the name and Bass Pro Shop is more of a fishing shop. I would go here because it has fishing in there. That's it.				
93916	B	1	2					
93920	B	2	4					
00201	G	1	2					
00202	G	1	1	Because they sell a lot on the line.	Because they sell a lot on the line.			
00204	G	2	3					
00214	G	2	4					
00223	G	1	2					
00501	G	1	1	This is a sporting goods store. I've seen some Bass Pro Shops in the store.	This is a sporting goods store			
00512	G	2	4	Because it says every season				

ID #	COLOR	GENDER	AGE	Q.9e-1	Q.9e-2	Q.9e-3	Q.9e-4	Q.9e-5
00513	G	1	2					
00523	G	1	2					
01307	G	2	3					
01311	G	1	1					
01326	G	2	4					
01328	G	1	2					
02901	G	1	2					
02906	G	1	1					
02915	G	2	4					
02918	G	1	2					
07703	G	1	1					
07709	G	1	1					
07712	G	2	3					
07714	G	2	4					
07716	G	1	2					
10604	G	1	2					
10606	G	1	1					
10608	G	2	3					
10612	G	1	1	The name. They both carry the same equipment				
10613	G	2	4					
70001	G	1	1					
70004	G	1	2					
70009	G	1	2					
70012	G	2	4					
70101	G	1	1					
70102	G	1	2					
70103	G	1	2	Color scheme, simplicity of it.				
70104	G	2	4	Same general product. Same colors.	Same general product. M is an associated product. In that family. Same colors.			
86403	G	2	3					
86406	G	2	4					
86408	G	1	1	I really don't know.				
86415	G	1	2	The mountain scene and lettering. That's it.				
86418	G	1	2					
86610	G	2	3					
86615	G	2	4	Cabela's carry the same type of line as Bass Pro and the stores are set up the same way.				
86624	G	1	1					
86626	G	1	2					
87401	G	1	1					
87403	G	2	3					
87410	G	1	2	Because of the name				
87413	G	2	4					
87422	G	1	2					

g-b-y (N=203)

ID #	COLOR	GENDER	AGE	Q.9e-1	Q.9e-2	Q.9e-3	Q.9e-4	Q.9e-5
87702	G	1	2					
87704	G	2	3					
87706	G	2	4					
87710	G	1	2					
87714	G	1	1	It deals with more outdoor rugged types of equipment.				
87803	G	1	1					
87807	G	2	3					
87812	G	1	2					
87818	G	2	4					
88001	G	2	3	From the way the lettering is and how they advertise and from the merchandise they sell	From the lettering and from the merchandise they sell.			
88002	G	1	1					
88004	G	2	4					
88011	G	1	2					
93902	G	1	1					
93908	G	2	4					
93914	G	1	2					
93923	G	1	1					
93928	G	1	2					
00205	Y	2	4					
00210	Y	1	1					
00213	Y	1	2					
00224	Y	1	2					
00503	Y	1	1					
00506	Y	2	3					
00516	Y	1	2					
00517	Y	2	4					
00524	Y	1	2	Bass Pro sells a lot of the Cabela's products in there store.				
01302	Y	1	2					
01303	Y	2	3					
01318	Y	2	4					
02903	Y	1	2					
02910	Y	1	1					
02913	Y	1	1	The fact that it says Sportsmans Warehouse on both logos. Nothing.	I've seen that store in the same area as the other store. Nothing.			
02916	Y	2	3					
02923	Y	2	4					
07701	Y	1	1					
07710	Y	2	4					
07715	Y	1	2					
07722	Y	1	2					
10607	Y	1	1					
10610	Y	1	2					
10611	Y	2	3					
10622	Y	1	2					

ID #	COLOR	GENDER	AGE	Q.9e-1	Q.9e-2	Q.9e-3	Q.9e-4	Q.9e-5
10629	Y	2	4	Because they look similar				
70003	Y	2	3					
70008	Y	1	2					
70018	Y	1	2					
70020	Y	1	1					
70029	Y	2	4					
70107	Y	1	1					
70111	Y	2	3	Because I know the store and it's a smaller company. Usually they branch out.				
70112	Y	1	2					
70118	Y	1	2					
70120	Y	2	4	Because I'm familiar with their products.	Because I'm familiar with their products.			
86405	Y	1	2					
86411	Y	1	1	I believe they are affiliated with Bass Pro Shop				
86419	Y	2	4	Cause Dick's is a very large sporting good company. I think Bass Pro Shop does exchange business with each other. That's all.				
86421	Y	2	3	The logo too.	The logo			
86428	Y	1	2					
86602	Y	1	1					
86604	Y	2	4					
86622	Y	1	2					
86623	Y	1	2					
87405	Y	1	1					
87411	Y	1	1					
87417	Y	1	2					
87418	Y	1	2					
87421	Y	2	4	Every season starts a Dick's so it contains every season.				
87705	Y	1	2					
87708	Y	1	2					
87719	Y	1	1					
87723	Y	2	4					
87728	Y	2	3	Because it is selling all the camping, fishing and other outdoor items.				
87804	Y	2	3					
87805	Y	2	4	It has the mountain on it and it says warehouse				
87811	Y	1	1					
87826	Y	1	2					
88003	Y	2	3					
88009	Y	1	1					
88019	Y	1	2					
88021	Y	1	2					

ID #	COLOR	GENDER	AGE	Q.9e-1	Q.9e-2	Q.9e-3	Q.9e-4	Q.9e-5
93904	Y	1	1					
93919	Y	2	4					
93921	Y	1	2					
93922	Y	1	2					

Test Group

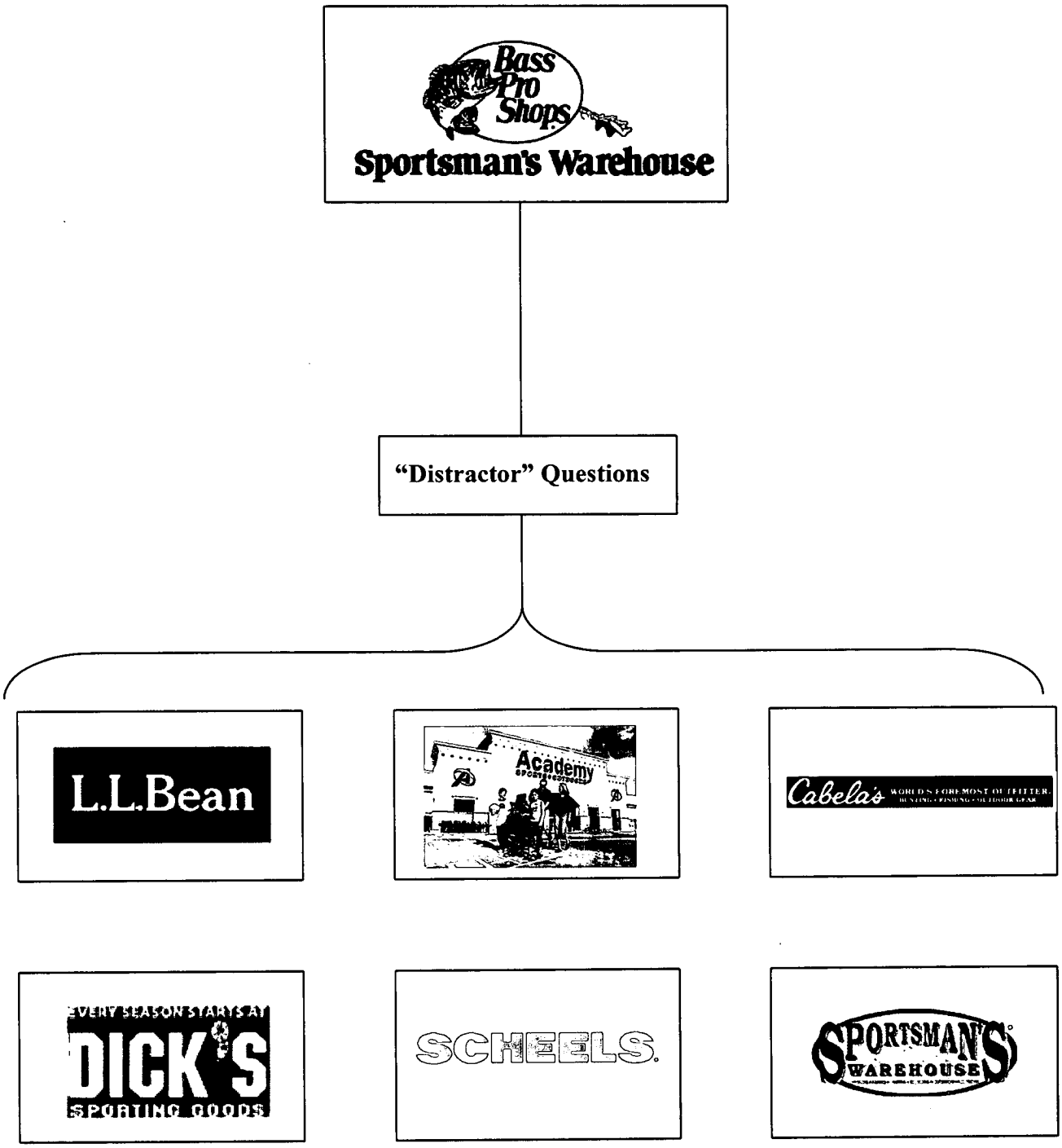
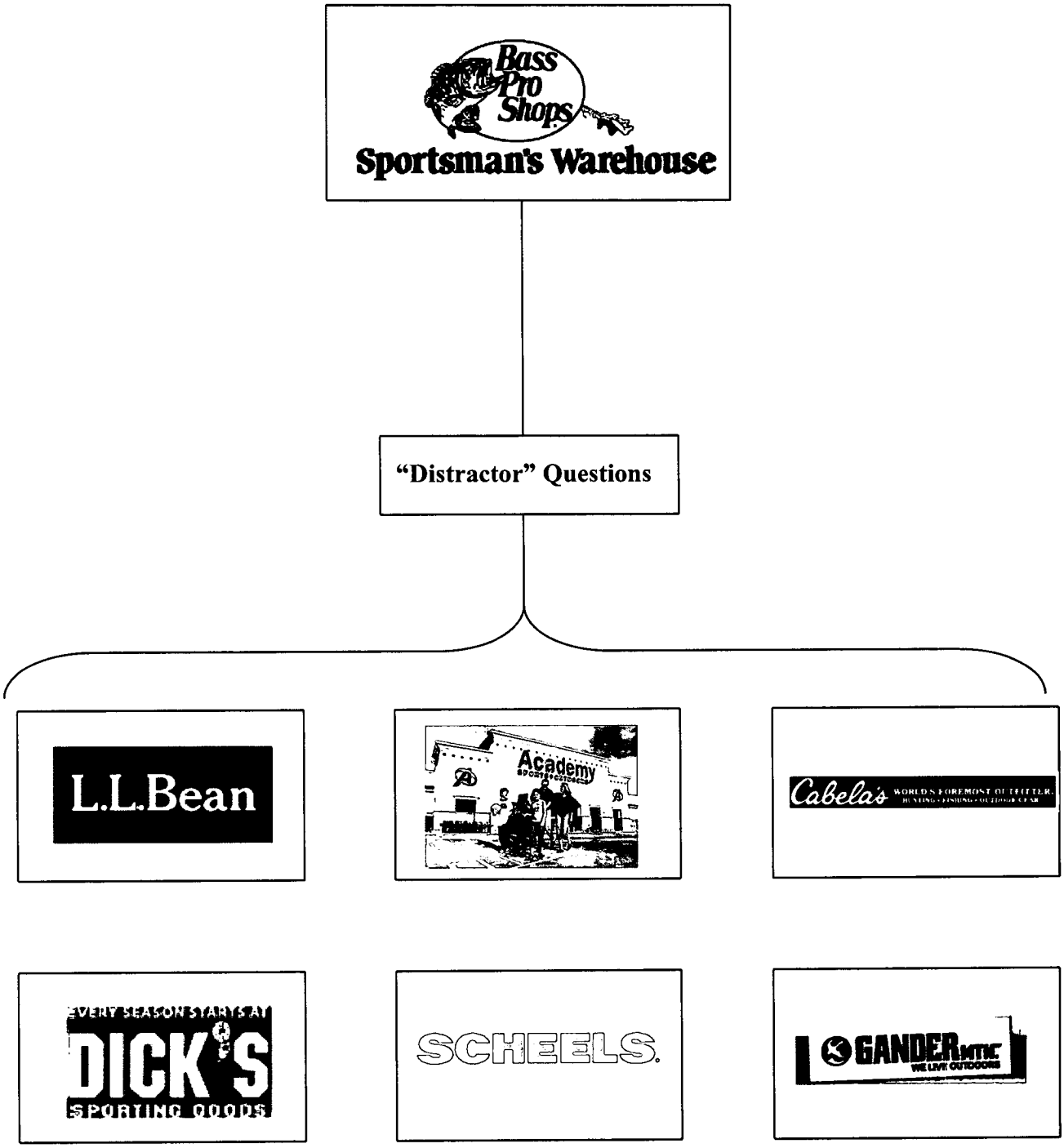


EXHIBIT 4

Control Group



1544952

THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

November 21, 2006

THE ATTACHED U.S. TRADEMARK REGISTRATION *2,071,417* IS CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF *10* YEARS FROM *June 17, 1997*
1st RENEWAL FOR A TERM OF *10* YEARS FROM *June 17, 2007*
SECTION 8 & 15
SAID RECORDS SHOW TITLE TO BE IN:
BASS PRO TRADEMARKS, L.L.C.
A LIMITED LIABILITY COMPANY OF MISSOURI

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office

LaNai Jamison
LANAI JAMISON
Certifying Officer

UNITED STATES PATENT AND TRADEMARK OFFICE
DEPARTMENT OF COMMERCE

EXHIBIT 1

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

Reg. No. 2,071,417

United States Patent and Trademark Office

Registered June 17, 1997

SERVICE MARK
PRINCIPAL REGISTER

Sportsman's Warehouse

BASS PRO TRADEMARKS, L.P. (MISSOURI LIMITED PARTNERSHIP)
1935 SOUTH CAMPBELL
SPRINGFIELD, MO 65898

FOR: RETAIL STORES FEATURING CLOTHING, FISHING SUPPLIES AND SPORTING GOODS, IN CLASS 42 (U.S. CLS. 100 AND 101).
FIRST USE 1-2-1995; IN COMMERCE 1-2-1995.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SPORTSMAN'S WAREHOUSE", APART FROM THE MARK AS SHOWN.

SER. NO. 75-066,261, FILED 3-1-1996.

PAULA MAYS, EXAMINING ATTORNEY

1544952

THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

November 21, 2006

THE ATTACHED U.S. TRADEMARK REGISTRATION *2,390,988* IS CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF *10* YEARS FROM *October 03, 2000*
SECTION 8
LESS GOODS
SAID RECORDS SHOW TITLE TO BE IN:
SPORTSMAN'S WAREHOUSE, INC.
A CORPORATION OF UTAH

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office

LANAI JAMISON
Certifying Officer

UNITED STATES PATENT AND TRADEMARK OFFICE
DEPARTMENT OF COMMERCE

EXHIBIT 2

Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

Reg. No. 2,390,988

United States Patent and Trademark Office

Registered Oct. 3, 2000

SERVICE MARK
PRINCIPAL REGISTER

SPORTS WAREHOUSE, INC. (UTAH CORPORATION)
7035 SOUTH 185 WEST
MIDVALE, UT 84047

FOR: RETAIL ~~AND WHOLESALE~~ STORES FEATURING HUNTING SUPPLIES, FISHING SUPPLIES, CAMPING SUPPLIES, RELOADING SUPPLIES, OUTERWEAR CLOTHING AND FOOTWEAR, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 6-16-1995; IN COMMERCE 6-16-1995.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SPORTSMAN'S WAREHOUSE" APART FROM THE MARK AS SHOWN; AND DISCLAIMS THE FOLLOWING INDIVIDUAL WORDS, "HUNTING," "FISHING," "CAMPING," "RELOADING,", "OUTERWEAR," AND "FOOTWEAR" APART FROM THE MARK AS SHOWN.

THE LINING AND STIPPLING SHOWN IN THE DRAWING ARE NOT INTENDED TO INDICATE COLOR.

SER. NO. 75-625,090, FILED 1-22-1999.

LINDA E. BLOHM, EXAMINING ATTORNEY

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the Matter of Trademark Registration
No. 2,390,988
For the Mark SPORTSMAN'S WAREHOUSE HUNTING
FISHING CAMPING RELOADING OUTERWARE FOOTWARE
and DESIGN
Date registered: October 3, 2000

ORIGINAL

Bass Pro Trademarks, L.L.C.,
Petitioner,
vs. Cancellation No.
Sportsman's Warehouse, Inc., 92045000
Registrant

Deposition of Michael B. Mazis, Ph.D.

Washington, D.C.

December 1, 2006

Reported by: Bonnie L. Russo

JOB NO. 178108

1
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3
4
5
6 December 1, 2006
7 1:23 p.m.
8
9
10 Deposition of Michael B. Mazis, Ph.D. held at:
11
12 Esquire Deposition Services
13 1020 19th Street, N.W.
14 Suite 620
15 Washington, D.C.
16
17
18
19
20 Pursuant to notice, before Bonnie L. Russo,
21 Notary Public

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1 C O N T E N T S

2 EXAMINATION OF MICHAEL B. MAZIS, Ph.D. PAGE

3 BY MR. UPCHURCH 5

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8 EXHIBITS

9 1 Bass Pro Shops Sportsman's Warehouse 11

10 Registration

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12 3 Expert Report of Mazis 13

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15 (Exhibits included with transcript.)

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1 P R O C E E D I N G S

2 MICHAEL B. MAZIS, Ph.D.,

3 was called for examination by counsel and,

4 after having been duly sworn by the Notary, was

5 examined and testified as follows:

6 EXAMINATION BY COUNSEL FOR PETITIONER

7 BY MR. UPCHURCH:

8 Q. Dr. Mazis, would you state your full

9 name for the record, please.

10 A. Michael Bernard Mazis.

11 Q. And where do you currently work,

12 sir?

13 A. I'm a professor of marketing in the

14 school of business at American University in

15 Washington, D.C..

16 Q. Okay. Have you been asked to

17 conduct a survey directed to whether a

18 likelihood of confusion exists between Bass Pro

19 Shops sportsman's warehouse logo and the logo

20 used by the registrant, Sportsman's Warehouse?

21 A. Yes, I have.

1 Q. Could you briefly describe your
2 educational background?
3 A. I have a BS degree in economics from
4 the University of Pennsylvania. I have an MBA
5 degree from New York University and a Ph.D.
6 degree in business administration with a
7 concentration in marketing from Pennsylvania
8 State University.
9 Q. Okay. And when was that last
10 degree, sir?
11 A. 1971.
12 Q. Could you briefly describe your
13 professional experience?
14 A. I have been a professor for over 30
15 years at the University of Florida and American
16 University and -- but I have also worked in
17 marketing research for Warner Lambert
18 pharmaceutical company. That was between my
19 MBA and Ph.D. degrees and then I also worked
20 for the government for three years at the Food
21 and Drug Administration and at the Federal

1 Trade Commission.
2 Q. Okay. And briefly, what were you
3 doing for the Federal Trade Commission and the
4 Food and Drug Administration?
5 A. I evaluated consumer perception of
6 advertising and product labels. I designed and
7 conducted marketing research surveys and I also
8 evaluated surveys submitted by companies that
9 were seeking to substantiate their promotional
10 claims.
11 Q. Could you tell me a little bit about
12 the courses that you have taught as a
13 professor?
14 A. I have taught marketing management,
15 principles of marketing, consumer behavior,
16 course in public policy in marketing, marketing
17 research, those are the ones I can think of
18 right now.
19 Q. Have you authored or co-authored any
20 published books or articles on the topics of
21 marketing and/or advertising?

1 A. Yes. I have over 60 peer review
2 publications and I was also a co-editor on a
3 book on product labeling.
4 Q. Prior to your involvement in the
5 current matter, have you been asked to perform
6 surveys relating to trademark dispute?
7 A. Yes, a number of times.
8 Q. Approximately how many trademark
9 surveys have you conducted, sir?
10 A. I would say at least 25.
11 Q. Prior to the present case, have you
12 conducted any trademark surveys for or on
13 behalf of Bass Pro Shops?
14 A. No, I haven't.
15 Q. Prior to your involvement in the
16 present case, have you done any work,
17 whatsoever, for or on behalf of Bass Pro Shops?
18 A. No, I haven't.
19 Q. Prior to this present engagement,
20 have I or the firm of Husch & Eppenberger
21 retained you in any matter?

1 A. No.
2 Q. Have you done any work prior to this
3 matter for or on behalf of the registrants,
4 Sportsman's Warehouse?
5 A. No, I haven't.
6 Q. And what is your hourly rate for
7 your services in this present matter?
8 A. $500 per hour.
9 Q. And what have you been asked to do
10 in this case?
11 A. I was asked to conduct a survey to
12 determine likelihood of confusion between the
13 Bass Pros Sportsman's Warehouse mark and the
14 Sportsman's Warehouse mark.
15 Q. Did you, in fact, conduct such a
16 survey?
17 A. Yes, I did.
18 Q. Are you familiar with the parties in
19 this case and their respective businesses?
20 A. Yes.
21 Q. Okay. And how did you become

1 familiar with those parties and their
2 businesses?
3 A. Well, I had heard of Bass Pro before
4 and -- but clearly, I went on the websites of
5 both the Bass Pro Shops and Sportsman's
6 Warehouse and gained some additional
7 information about those two companies.
8 Q. Is there a particular aspect of the
9 parties' businesses that you have been asked to
10 examine?
11 A. Yes. The logos that are used by
12 each of the parties.
13 Q. Could you generally describe those
14 logos, please.
15 A. The Bass Pro Shops logo has the word
16 "Bass Pro Shops" and a fish and then underneath
17 that it says, "Sportsman's Warehouse." And
18 then the Sportsman Warehouse logo says,
19 "Sportsman's Warehouse" and below it, it says,
20 "Hunting, Fishing, Camping, Reloading,
21 Outerware, Footwear" and it has a picture of

1 some mountains in the background.
2 MR. UPCHURCH: Madam Reporter, could
3 you present the Exhibit 1 to the witness,
4 please.
5 (Deposition Exhibit No. 1 was marked
6 for identification.)
7 BY MR. UPCHURCH:
8 Q. Dr. Mazis, do you have trial Exhibit
9 1?
10 A. Yes.
11 Q. Could you identify that, please.
12 A. It's the Bass Pro Shops Sportsman's
13 Warehouse registration.
14 Q. And does that include the logo that
15 you just referred to for Bass Pro Shop?
16 A. Yes.
17 Q. Okay. And that's shown on the
18 second page of Exhibit 1?
19 A. Yes, it is.
20 MR. UPCHURCH: Could you hand trial
21 Exhibit 2 to the witness, please.

1 (Deposition Exhibit No. 2 was marked
2 for identification.)
3 BY MR. UPCHURCH:
4 Q. Dr. Mazis, do you recognize trial
5 Exhibit 2?
6 A. Yes.
7 Q. What is that, sir?
8 A. That's the Sportsman's Warehouse
9 registration which includes the mark or the
10 logo.
11 Q. And the logo is shown on Page 2 of
12 that exhibit?
13 A. Yes.
14 Q. You indicated that you conducted a
15 survey involving versions of the logo that are
16 shown in Exhibits 1 and 2; is that correct?
17 A. Yes.
18 Q. Did you undertake any other work
19 other than conducting the survey?
20 A. No.
21 Q. In connection with the survey, have

1 you prepared a report?
2 A. Yes.
3 MR. UPCHURCH: Would you hand
4 Exhibit 3 to the witness, please.
5 (Deposition Exhibit No. 3 was marked
6 for identification.)
7 BY MR. UPCHURCH:
8 Q. Dr. Mazis, you have been handed
9 what's been identified as Exhibit 3.
10 Can you identify that?
11 A. It's my expert report in this
12 matter.
13 Q. What does your report contain, sir?
14 A. It contains my description of all
15 the procedures that I followed, the
16 methodology, the results and also there is a
17 number of appendices including my CV and the
18 screening and main questionnaires, the logos
19 used in this survey, the supervisor and
20 interviewer instructions, the validation
21 questionnaire, and the tabulations.

1 MR. UPCHURCH: Could you also hand
2 the witness Exhibit 4, please.
3 (Deposition Exhibit No. 4 was marked
4 for identification.)
5 BY MR. UPCHURCH:
6 Q. Dr. Mazis, can you identify Exhibit
7 4 for me?
8 A. Exhibit 4 is a diagram that
9 indicates the research design that I used.
10 Q. Okay. When you say, "the research
11 design," what do you mean by that?
12 A. The procedure that was used in the
13 survey.
14 Q. When you say, "procedure," is that
15 the same thing or similar to methodology?
16 A. Yes. At least this is part of the
17 methodology.
18 Q. Could you describe the basic
19 methodology of your survey?
20 A. Well, the basic methodology is,
21 first, potential respondents were interviewed

1 in a number of shopping malls around the
2 country, there were actually 15 shopping malls,
3 and they were interviewed between August 18th
4 and August 29th, 2006.
5 There were interviewers out in the
6 malls that were screening people to make sure
7 that we had the relevant population for this
8 survey and people had to meet certain
9 qualifications. They had to be at least 18
10 years of age. They had to in the last 12
11 months have purchased fishing, hunting, camping
12 or other outdoor gear, and they were excluded
13 if, for example, they didn't have their
14 eyeglasses with them or if they worked in some
15 sensitive industry like marketing research, for
16 example, that would give them some specialized
17 knowledge. And once they qualified for the
18 survey they were invited to participate and
19 then they were -- they went to a facility in
20 the mall where the interview was conducted.
21 You want me to just continue?

1 Q. Well, let's back up just a little
2 because you said quite a bit there. Exhibit 4,
3 which you have in front of you, consists of two
4 pages.
5 What's the significance of the two
6 pages with respect to how the survey was
7 conducted?
8 A. Well, I didn't quite get to that,
9 but I would be happy to answer your question.
10 Once people came into the survey
11 facility they were randomly assigned to one of
12 two groups. And one group is called the test
13 group and the other group is called the control
14 group. And the procedure of -- just to make it
15 quite simple here people were shown the Bass
16 Pro Shops Sportsman's Warehouse logo first.
17 People in both groups saw that logo. And they
18 were -- once they saw that logo they -- the
19 interviewer read a statement to them which
20 said, "On the table in front of you is a logo
21 that is associated with a certain store. You

1 may or may not be familiar with this logo or
2 the store. I would like you to look at this
3 store logo the way you would if you were
4 considering buying some products from the
5 store. Take as long as you normally would to
6 examine the logo." Then people looked at the
7 logo. It was on a card and they could look at
8 it for as long as they wanted to. Then the
9 logo is removed from sight. So that's step one
10 in the design.
11 Then step 2 there were a set of
12 distractor questions that were asked people
13 mainly to separate the first exposure of the
14 logo to the array that happened later in the
15 questionnaire. So trying to simulate what
16 might happen in the real world.
17 This design is commonly referred to
18 as a squirt design. It's described in some
19 detail in Thomas McCarthy's treatise. And the
20 distractor questions were as follows: "About
21 how often do you watch television? Which of

1 the following TV shows do you sometimes watch?"
2 A list was read to them. "And which one type
3 of TV show do you watch most often? And do you
4 think that television programs today are
5 better, about the same or not as good as the
6 programs that were on the air several years
7 ago?" Then --
8 Q. During the time you were asking
9 these distractor questions, did they still have
10 the Bass Pro logo in front of them?
11 A. No. As I said earlier, it was
12 removed from sight.
13 Q. Okay.
14 A. And then -- so then the first step
15 is they see the Bass Pro Sportsman's shops
16 warehouse logo. Step two they were asked the
17 distractor questions and then they were taken
18 over to a display area in another part of the
19 facility and there were an array of six logos
20 in front of them.
21 Now, this is where there are

1 differences between the two groups. All the
2 respondents saw five of the six logos. They
3 were L.L. Bean, Academy, Cabela's, Dick's
4 Sporting Goods and Scheels.
5 The difference --
6 Q. Can you hold on just a second?
7 MR. UPCHURCH: Do we still have
8 the -- our Minnesota contingent?
9 MR. ALLGEYER: We are still here.
10 MR. UPCHURCH: Okay. Because I
11 heard a beep.
12 MR. ALLGEYER: I heard a beep but I
13 have no idea what that is.
14 MR. UPCHURCH: All right.
15 BY MR. UPCHURCH:
16 Q. I'm sorry, Dr. Mazis, would you
17 please continue?
18 A. Yes. So in both groups they saw
19 five of the six logos that were the same. The
20 difference between the two groups is in the
21 test group there was the Sportsman's Warehouse

1 logo was the sixth one and in the control group
2 the sixth one was the Gander Mountain logo.
3 And that's really the difference between the
4 two groups.
5 The Gander Mountain served as a
6 control for the Sportsman's Warehouse logo, and
7 then once those logos were uncovered
8 respondents were basically asked three sets of
9 questions. One set of questions was, which of
10 the logos in front of you do you think is put
11 out by the same company that puts out the logo
12 that I showed you earlier? I'm just
13 shortcutting that. There were more questions
14 but that's kind of the key question there.
15 So the first one is -- has to do
16 with whether they think it was put out -- any
17 of these logos were put out by the same
18 company, and then at the second step then they
19 were asked, you know, as I said, which logos
20 they felt were put out by the same company.
21 And then the second step was they were asked

1 once the logos that they identified in the
2 first step were removed.
3 So in other words, if they had said
4 Sportsman's Warehouse on the first set of
5 questions that would then be removed from the
6 array and then on the logos that were left in
7 the array, that they hadn't mentioned in the
8 first question, they were asked which logo or
9 logos were put out by companies that received
10 or needed to receive permission or approval
11 from the company that put out the logo they had
12 seen earlier? The logo they had seen earlier,
13 of course, was the Bass Pro Sportsman Warehouse
14 logo, and then they were asked why they
15 selected that.
16 And then finally the third step,
17 again, the logos that they had mentioned were
18 removed from the array and then respondents
19 were asked whether one or more companies that
20 put out the remaining logos in the array is
21 affiliated with, is connected to or is part of

1 the company that put out the logo shown
2 earlier. Again, the one shown earlier was the
3 Bass Pro Shop Sportsman's Warehouse and then
4 indicate which were those logos that they
5 thought were affiliated or connected and then
6 why they felt that way.
7 So there's basically these three
8 steps. First they see the Bass Pro Sportsman's
9 Warehouse logo. Then they see the distractor
10 questions. Then they're exposed to the array.
11 And once they're exposed to the array there are
12 these three sets of questions. One deals with
13 whether any of these they thought were put out
14 by the same company that put out the Bass Pro
15 Shops Sportsman's Warehouse logo, whether they
16 thought it needed -- any of these needed
17 permission or approval; and finally, whether
18 they thought there was any affiliation or
19 connection between the company that put out the
20 logo in front of them and the Bass Pro Shop
21 Sportsman's Warehouse logo.

1 Q. Would this survey be referred to as
2 a mall intercept survey?
3 A. Yes, it would be. That's the
4 traditional way that these types of surveys are
5 conducted when people need to see some
6 stimulus. Usually in most cases they are done
7 in shopping malls.
8 Q. Okay. Are there other types of
9 surveys?
10 A. Yes. I mean, for example, there is
11 telephone survey, which wouldn't be appropriate
12 here because people couldn't see logos over the
13 telephone. One could use a mail survey which
14 tend not to be used that often just because
15 it's hard to get people to respond and you
16 don't really have control over their viewing of
17 the stimuli. Could use an Internet survey.
18 That's another possibility. Of course, you're
19 limited in that case to only people who are
20 online, so you eliminate a big chunk of the
21 population that way. But, you know, I have

1 conducted surveys using all these
2 methodologies.
3 Q. Okay. But this particular one was a
4 mall intercept survey?
5 A. Yes, it was. An in-person survey
6 where people were intercepted in shopping
7 malls.
8 Q. Okay. Do you recall in what cities
9 the survey was conducted?
10 And it's not a memory test. Is
11 there somewhere where we can determine the
12 cities in which the survey was conducted?
13 A. It's on the documents here. Let's
14 see. Where is the easiest way?
15 If you look at the -- in my report
16 the document labeled MBM000141 it lists all the
17 cities in which the survey was conducted.
18 Q. And when you say your report, that's
19 Exhibit 3?
20 A. Yes.
21 Q. Why did you select these particular

1 cities?

2 A. They were selected because I picked

3 states in which there was both a Bass Pro Shop

4 and a Sportsman's Warehouse -- I mean -- yes,

5 Bass Pro Shops location and a Sportsman's

6 Warehouse location and I think most of those

7 were included for that reason.

8 And then there were two locations in

9 which there was a Bass Pro Shop Sportsman's

10 Warehouse location and one had actually -- I

11 think, previously was a Bass Pro Sportsman's

12 Warehouse location. The other was currently.

13 So I wanted to make sure that at least there

14 was some reasonable possibility that the people

15 in the survey might have seen either the

16 Sportsman's Warehouse logo or the Bass Pro

17 Shops Sportsman's Warehouse logo.

18 Q. Okay. Did you personally

19 participate in conducting the survey or

20 interviewing the respondents?

21 A. No. I hire an outside firm. It was

1 Target Research Group. I have worked with them
2 on many surveys and so they were the ones
3 actually in charge of supervising the field
4 work. Of course, I oversaw everything that
5 they did, all their work. Anything that they
6 did, any instructions and so on were approved
7 by me.
8 Q. Is that your general practice not to
9 personally participate in conducting the
10 survey?
11 A. Yes. I actually think it would be a
12 problem if I actually did the interviewing,
13 obviously. I'm not blind to the purposes of
14 the survey. I think you want to have the
15 survey done by unbiased individuals.
16 Q. Okay. How were the individual
17 respondents selected for this survey?
18 A. They were just selected as they
19 came -- you know, as they were seen in the
20 malls. So it was, you know, more or less a
21 random basis.

1 Q. Okay. And I think you referred
2 earlier to various criteria you used for the
3 selection?
4 A. Right.
5 Q. Okay. Why did you use those
6 particular criteria?
7 A. Just based on my knowledge of this
8 case, they seem to be criteria that would
9 qualify people to be in the target audience
10 that would be exposed to these logos.
11 Q. Probably to make the record clear,
12 could you go over those criteria again briefly
13 so we have it all in one place?
14 A. Okay. Probably the best thing to do
15 is for me to refer you to the screener which is
16 Appendix B in Exhibit 3. The Bates number on
17 that is MBM000138.
18 Q. And those screener questions
19 incorporate the criteria?
20 A. Right. You know, if you turn to the
21 second page you can see it says -- asks, "Have

1 you purchased any of the following products in
2 the last 12 months?" They needed to say yes to
3 either fishing gear, hunting gear, camping gear
4 or other outdoor gear.
5 Then the next question, question D,
6 you can see that they were eliminated if they
7 worked for an advertising agency, a public
8 relations firm, a marketing research firm or a
9 store that sells outdoor gear. And then they
10 were also eliminated based on question E, "Have
11 you participated in any marketing research
12 survey other than a political pole in the last
13 three months?"
14 And then finally, there are a couple
15 of questions to make sure that they have their
16 corrective eye wear with them before they
17 participate. Obviously they needed to see the
18 logos so we wanted to make sure that they had
19 adequate visual acuity.
20 Q. Okay. And I believe you said that
21 you separated the respondents into a test group

1 and a control group; is that correct?
2 A. Yes.
3 Q. Why did you utilize a control group?
4 A. Well, the purpose of the control
5 group is to control for what's called noise.
6 If you don't have a control group -- let me put
7 it this way -- then people could be guessing
8 certain answers and you don't have any way of
9 calibrating what proportion of those people
10 were guessing.
11 So the purpose of the control group
12 is to adjust for the possibility that people
13 were just guessing or also it's a way of making
14 sure that it isn't the question wording somehow
15 that's biasing them and causing the result,
16 because both the test group and the control
17 group both get the same wording.
18 So these are factors that we refer
19 to as noise or extraneous factors that can
20 effect the results and we want to try to
21 control or eliminate those extraneous factors.

1 That's why there is a control group used. In
2 just about all trademark surveys there is a
3 control group that's used to control for this
4 noise factor.
5 Q. Okay. Is there a reason that you
6 picked the Gander Mountain logo for
7 presentation to the control group?
8 A. Yes. I gave quite a bit of thought
9 to that. There were a few reasons. One, the
10 Gander Mountain and the Sportsman's Warehouse
11 seem to be about equal in terms of familiarity.
12 Actually, based on the Winkleman survey those
13 were mentioned about in equal prevalence.
14 So in other words, I wouldn't want
15 to use L.L. Bean as a control because that's
16 very well known. People might be guessing that
17 one more. So Gander Mountain was only modestly
18 known and Sportsman's Warehouse was only
19 modestly known. So that was one issue.
20 The second issue is, you know, I try
21 to match these as much as I could. Of course,

1 you can't match them perfectly, but they both
2 had two words Gander Mountain and Sportsman's
3 Warehouse. So they were similar in that way.
4 And then Gander Mountain, of course, refers to
5 a mountain and Sportsman's Warehouse has a
6 picture of a mountain. So in that sense the
7 two logos were somewhat similar in that regard.
8 So those were the reasons I thought
9 of all the logos that I considered that I could
10 get ahold of, Gander Mountain, to me, was the
11 best.
12 Q. Okay. You made a reference to a
13 Winkleman survey. What is that, sir?
14 A. That was a survey that was conducted
15 on behalf of the Sportsman's Warehouse that I
16 think has been introduced in this proceeding or
17 is about to be introduced.
18 Q. Okay. So that was on behalf of
19 Sportsman's Warehouse?
20 A. Yes.
21 Q. I'm going to ask you a question

1 about surveys in general. Is quality control
2 an issue in the taking of surveys?
3 A. Yes, it is. It's a very important
4 issue.
5 Q. Why do you say that?
6 A. Well, one of the reasons is the
7 concern that interviewers are out there in
8 shopping malls even though their supervisors.
9 One of the things you are concerned about is --
10 is whether they're actually conducting the
11 interviews or whether they're faking them.
12 So -- I mean, it doesn't happen that often that
13 they fake them, but I certainly have had in
14 situations where some interviews I believe were
15 faked. Of course, I eliminated those once I
16 discovered that. But -- so that's one
17 possibility.
18 Another possibility is -- is
19 sometimes the interviewers, even though they
20 were instructed very carefully, might not
21 follow the instructions properly. So it's

1 really important to go through an editing
2 process so that any respondents who -- or any
3 interviews that weren't conducted properly,
4 they need to be eliminated from the database.
5 So that's part of the quality control process.
6 Q. To your knowledge, were any of the
7 surveys faked in this particular case?
8 A. No. We didn't find any
9 circumstance. The process is what's called
10 validation. Once the interview is complete the
11 interviewer gets the phone number from the
12 respondent and then an independent service
13 calls the people back to make sure they
14 actually participated. And of course, you
15 can't possibility reach every single person.
16 But in this case they were may able to reach 77
17 percent of the people, which is far above the
18 sort of recommended percentage of 50 percent.
19 So the vast majority of these people actually
20 indicated that they did participate in the
21 survey, so that's -- you know, we didn't find

1 anybody who said they didn't participate.
2 You also look for patterns across
3 shopping malls. You know, you look to see
4 whether -- you know, are there substantially
5 lower validation percentages in certain malls
6 which might give you pause to wonder if
7 something is wrong, but we didn't find that. I
8 checked across all the malls. The validation
9 percentages were pretty similar across all
10 those malls.
11 Q. Okay. Other than validation, did
12 you take any steps to ensure the quality of
13 this survey?
14 A. Yes. Yes, I did.
15 What -- during the editing phase
16 where each questionnaire is looked at carefully
17 to make sure that people followed the
18 instructions, we found that 12 respondents
19 needed to be removed from the database because
20 it appeared that the questions or the
21 procedures weren't followed properly.

1 One of the most common things was
2 that it appeared that the wrong logos were
3 shown to the people. In other words, people
4 were supposed to be in the test cell and you
5 could tell from the pattern of the responses
6 that they were giving responses that made it
7 appear that they were actually in the control
8 cell where they shouldn't have been. I mean,
9 there were only 12 of them. It wasn't, you
10 know, a big number. But those 12 interviews
11 were removed from the database during the
12 editing phase.
13 Q. Okay. And is that editing commonly
14 done with surveys?
15 A. Yes. Well, it should be. I mean,
16 it should always be done. It's an important
17 quality control procedure.
18 Q. What could cause one of these
19 responses that appear to be -- appear to
20 require editing?
21 A. Well, for example, if the

1 respondent -- the way this works is there's
2 different colors, different colored
3 questionnaires. And so if the respondent is,
4 let's say, given a certain questionnaire and by
5 the color of the questionnaire that person is
6 supposed to be in the control group. By being
7 in the control group they're supposed to see
8 the Gander Mountain logo as part of the array
9 but yet when you see the -- they report what
10 logos they think are put out by the same
11 company, all of a sudden you see a response
12 that indicates a Gander Mountain -- I mean, a
13 Sportsman's Warehouse response, then you know
14 that they were in the wrong group. I mean,
15 they were shown the wrong array.
16 Q. Did you do the editing yourself?
17 A. No, I didn't. Target Research Group
18 did that and they do an excellent job of this
19 editing process.
20 Q. Did you do the validation yourself?
21 A. No. An independent firm called

1 Field Solutions that's not connected with
2 Target Research Group did the validation.
3 Q. I believe you said that 70 some
4 percent of the respondents were validated?
5 A. Yes, 77 percent.
6 Q. Did you give any instructions as to
7 how many of the respondents you wanted
8 validated?
9 A. At least 50 percent.
10 Could I take just a brief break?
11 Q. Sure.
12 (A short recess was taken.)
13 BY MR. UPCHURCH:
14 Q. Sir, do you know if the independent
15 validation firm attempted to contact all of the
16 respondents?
17 A. Yes, it did.
18 Q. What were the results of your
19 survey?
20 A. Well, I have basically organized the
21 results in three levels. At the first level,

1 if you recall, people were asked whether the
2 Sportsman's logo was put out by the same
3 company as any of the other logos and -- that
4 they saw in the array. And what I found was
5 that 45 percent of the people in the test group
6 indicated that the Sportsman's Warehouse logo
7 was put out by the same company that put out
8 the Bass Pro Shops Sportsman's Warehouse logo.
9 In contrast, only 10 percent of the
10 respondents in the control cell mentioned that
11 the Gander Mountain logo was put out by the
12 same company that put out the Bass Pro Shops
13 Sportsman's Warehouse logo. So the standard
14 procedure is to take the percentage in the test
15 cell, which is 45 percent, subtract the noise
16 factor, which was the Gander Mountain mentions
17 which was 10 percent, take 45 percent minus 10
18 percent and that gives us 35 percent of the
19 outdoor gear purchasers were likely confused
20 about the source of the Sportsman's -- of
21 Sportsman's Warehouse logo; confusing it with

1 the Bass Pro Shops Sportsman's Warehouse logo.
2 So that's the first --
3 Q. I'm sorry. Are these results found
4 somewhere in Exhibit 3?
5 A. Yes. You can see those on -- at the
6 bottom of Page 12 and the top of Page 13.
7 Q. Okay. And I'm sorry I interrupted
8 you. You were going to go ahead and say
9 something else?
10 A. I was just going to say that at the
11 first level here about whether they thought
12 that the two logos were put out by the same
13 company, the percentage there of likelihood of
14 confusion was 35 percent. Adjusting for the
15 control cell.
16 Q. Okay. And as I recall, you
17 testified there were several levels to the
18 survey?
19 A. Right. And the second and third
20 levels I just basically put those together,
21 which level 2 dealt with permission or approval

1 and level 3 dealt with affiliation. So when
2 you considered both those together -- you have
3 to remember at the second and third levels if
4 people had mentioned Sportsman's Warehouse, the
5 Sportsman's -- Bass Pro Shops Sportsman's -- if
6 they had mentioned the -- either the
7 Sportsman's Warehouse logo or the Gander
8 Mountain logo, they were eliminated after the
9 first section here because they only -- in the
10 second and third ones they only responded to
11 the logos that were left in the array.
12 If they mentioned a logo in one part
13 of the survey then those were removed. That's
14 a standard practice in these types of surveys.
15 So once you get to the second and third level,
16 the permission approval and affiliation, we
17 found that 45 percent of respondents in the
18 test cell indicated that the company that puts
19 out the Sportsman's Warehouse logo either put
20 out, needed permission or approval or is
21 affiliated with a company that puts out the

1 Bass Pro Shops Sportsman's Warehouse logo. So
2 you've got 54 percent in the test cell and in
3 the control cell you had 24 percent mention the
4 Gander Mountain logo.
5 So following the same process you
6 would take 54 percent in the test cell minus
7 the 24 percent in the control cell or 30
8 percent, which is after the three levels are
9 looked at, 30 percent were likely confused
10 about the source or the relationship between
11 the company that puts out the Sportsman's
12 Warehouse logo and the company that puts out
13 the Bass Pro Shop Sportsman's Warehouse logo.
14 And then there was a third type of
15 analysis I looked at which was to look at the
16 comments where people indicated why they
17 indicated the Sportsman's Warehouse logo was
18 either put out, needed permission or approval
19 or is affiliated with a company that put out
20 the Bass Pro Shops Sportsman's logo, and there
21 I -- just to make this simple, I only looked at

1 the similarity of names. To what extent people
2 mention the similarities of names was a reason
3 they believe that the logos had a common source
4 or was somehow confused. And 22 percent
5 mentioned name similarity as being the reason
6 for their making the association between the
7 Sportsman's Warehouse logo and the Bass Pro
8 Shops Sportsman's Warehouse logo.
9 Of course, there was a lot of other
10 reasons mentioned. A lot of times you can't
11 always know what's in people's mind. Some of
12 the comments are somewhat hard to interpret
13 what they're thinking. But clearly name
14 similarity was a prominent reason for why they
15 indicated that the two logos came from a common
16 source or were somehow connected.
17 Q. Okay. So you talked about this 35
18 percent figure of the Sportsman's Warehouse
19 logo put out by the same company?
20 A. Right.
21 Q. And I think you also referred to a

1 30 percent figure?
2 A. Right. We got a 30 percent figure
3 when you looked at the three levels combined;
4 puts out, needed permission or affiliated.
5 Q. Okay. So there's some overlap
6 between that 35 percent figure and the 30
7 percent figure?
8 A. Yes. The 35 percent was only after
9 the first level. The 30 percent considers
10 levels 1, 2 and 3.
11 Q. Okay. What significance do you
12 place on those particular percentages?
13 A. Well, compared to other surveys that
14 I have done in other opinions I have read, 30
15 percent is considered a substantial likelihood
16 of confusion.
17 Q. So is that expert your opinion that
18 the results of this survey indicate that there
19 is a likelihood of confusion?
20 A. Yes.
21 Q. Do you believe that this survey was

1 conducted in accordance with generally accepted
2 survey methodology?
3 A. Yes, I do.
4 Q. Do you believe that you have the
5 education training background and understanding
6 of the facts in this case to properly conduct
7 such a survey?
8 A. Yes, I do.
9 Q. Do you believe that the survey you
10 conducted is an appropriate sound and reliable
11 measure of the likelihood of consumer confusion
12 with respect to the Bass Pro Shop's Sportsman's
13 Warehouse logo and the Sportsman's Warehouse
14 logo?
15 A. Yes, I do.
16 MR. UPCHURCH: I have no further
17 questions for this witness.
18 MR. ALLGEYER: Thank you.
19 EXAMINATION BY COUNSEL FOR REGISTRANT
20 BY MR. ALLGEYER:
21 Q. Good afternoon, Dr. Mazis. We have

1 spoken before when I took your deposition
2 earlier. And I have just a few questions.
3 Now, as I understand it, the point
4 of the exercise was to compare the Sportsman's
5 Warehouse registered mark which is found in
6 Exhibit 1 -- I'm sorry -- the Bass Pro
7 Sportsman's Warehouse registered mark on
8 Exhibit 1 with the Sportsman's Warehouse mark
9 found on Exhibit 2, correct?
10 A. Yes.
11 Q. And so the focus was directed as to
12 whether the registered mark was, in your
13 opinion, confusingly similar to the Bass Pro
14 mark, correct?
15 A. Yes. With the one caveat here
16 that -- you know, in doing these surveys what I
17 would typically do is look at the way the marks
18 are actually used in commerce. So the
19 Sportsman's Warehouse logo that I used was what
20 actually appears on the website and other
21 materials that Sportsman's Warehouse puts out.

1 So it is actually slightly different than the
2 registered mark. It has an oval in it in the
3 one I tested because that's what they have been
4 using. The registered mark doesn't have the
5 oval.
6 Q. Okay. So when -- and so just to be
7 clear, what you're referring to now is, for
8 example, on Exhibit 4, that form of Sportsman's
9 Warehouse includes an oval, correct?
10 A. Yes.
11 Q. And the mark on Exhibit 2 does not?
12 A. Right. They are similar in all
13 respects except for the logo -- I mean, the
14 oval that Sportsman's Warehouse has been using
15 on their website.
16 Q. Okay. So, as I understand it, then,
17 your -- what you were testing here was the mark
18 as used in commerce including the oval as
19 against the Bass Pro mark as used in commerce,
20 correct?
21 A. Yes, to the best of my knowledge

1 that's what I was testing.
2 Q. Okay. And one other difference one
3 might observe, would one not, is between the
4 Bass Pro mark use on Exhibit 4 and the one
5 that's actually registered Exhibit 1 is Exhibit
6 4 the oval is a little bit different shape, I
7 guess, true?
8 A. This is Exhibit 1 you're talking
9 about?
10 Q. Yeah. Compare Exhibit 1 and Exhibit
11 4. Maybe it isn't. You tell me.
12 A. Yeah. It looks pretty similar to
13 me.
14 Q. And there's an oak leaf or something
15 in the Exhibit 4 logo but not in the Exhibit 2
16 logo, correct?
17 A. Yeah. There is some little thing.
18 I don't know what it is.
19 Q. I'm sorry. I misstated that. Oak
20 leaf or whatever it is in Exhibit 4 but not in
21 Exhibit 1?

1 A. Right. Yeah, there is that -- looks
2 like that very slight difference, correct.
3 Q. Okay. So a more correct
4 characterization of your study was you were
5 comparing the Sportsman's Warehouse as you had
6 determined it was used in commerce with the
7 Bass Pro mark. You did not compare the
8 registered Sportsman's Warehouse mark as an
9 Exhibit 2 which is the Bass Pro mark, correct?
10 A. Yes. Technically that's correct. I
11 mean, the differences are pretty small, but,
12 yes, technically that's correct.
13 Q. Have you had a look at the signage
14 on the front of every Sportsman's Warehouse
15 store in America?
16 A. No.
17 Q. Have you looked at any one of them?
18 A. I don't recall. I know I have
19 looked on the website, but I don't recall
20 whether there were pictures of the stores or
21 not. I don't recall.

1 Q. But as you sit there today, you have
2 never seen an oval on the sign of any
3 Sportsman's Warehouse store anywhere in
4 America, have you?
5 A. I haven't ever seen a Sportsman's
6 Warehouse store up close. This was what was
7 pulled off the website.
8 Q. Okay. Now, in terms of the sides of
9 the marks actually used in the array, give us a
10 little background on that. Would you please
11 lock at your report, Exhibit 3, we marked here
12 today, and just maybe go back to MBM000206?
13 A. Yes.
14 Q. Okay. Now, these marks have a
15 different -- have a certain size here. Were
16 the marks that were shown on the cards to the
17 survey participants this size or were they
18 bigger or what were they like?
19 A. Well, these actually -- this was the
20 size. If you would take this picture, let's
21 say, on 206 and you would cut it in quarters,

1 those are the cards.
2 Q. Okay. Now, would you have a look at
3 Exhibit 2, second page, the Sportsman's
4 Warehouse mark as registered?
5 A. Yes.
6 Q. Now, you note that part of that mark
7 includes the words "hunting, fishing, camping
8 reloading, outerware, footwear"?
9 A. Yes.
10 Q. Now, in the -- I guess it's card L
11 on MBM000206 of Exhibit 3, can you make out
12 those words because I can't?
13 A. They're a little bit hard to read.
14 Yeah, the print is pretty small there.
15 Q. Now, I believe during your direct
16 testimony today you had mentioned that
17 basically people in the malls were selected at
18 random?
19 A. I said more or less at random. I
20 mean, it wasn't a random process. It's a
21 convenient sample. But, you know, basically

1 what I meant was is that as -- the interviewers
2 are spread out in the mall and they approach
3 people as they see them in the mall.
4 Q. Was that random or is that not
5 random?
6 A. From a statistical point of view
7 it's not random, but there wasn't any
8 systematic way that the people were chosen.
9 They just -- they were just interviewed as they
10 appeared in the mall. But from a statistical
11 point of view it's not random.
12 Q. And you didn't do anything in
13 designing your study especially to randomize
14 that process, correct, like say pick every
15 person or something like that?
16 A. No. You know, that doesn't work
17 very well anyway because a lot --
18 Q. I didn't ask you if it worked well.
19 My question was, did you do it or didn't you?
20 A. Yeah. I was trying to answer your
21 question. I didn't do that.

1 Q. The answer would be either yes or
2 no.
3 Did you do that or didn't you?
4 A. I didn't do it and that I found that
5 that really doesn't add anything because a lot
6 of people refuse anyway.
7 Q. Move to strike the last part. I
8 really just asked you what you did. I didn't
9 ask you why.
10 MR. ALLGEYER: Can we have just
11 probably five minutes? I think we're probably
12 just about done.
13 MR. UPCHURCH: Sure.
14 (A short recess was taken.)
15 MR. ALLGEYER: All right. Thank
16 you, Dr. Mazis. Those are all the questions I
17 have.
18 MR. UPCHURCH: I have no redirect.
19 (Whereupon, the proceeding was
20 concluded at 2:24 p.m.)
21

1 ACKNOWLEDGMENT OF DEPONENT

2 I, MICHAEL B. MAZIS, Ph.D., do hereby
3 acknowledge I have read and examined the
4 foregoing pages of testimony, and the same is a
5 true, correct and complete transcription of the
6 testimony given by me, and any changes or
7 corrections, if any, appear in the attached
8 errata sheet signed by me.
9
10 Date MICHAEL B. MAZIS, Ph.D.
11
12
13
14
15
16
17
18
19
20
21

1 CERTIFICATE OF NOTARY PUBLIC

2 I, Bonnie L. Russo, the officer before
3 whom the foregoing deposition was taken, do
4 hereby certify that the witness whose testimony
5 appears in the foregoing deposition was duly
6 sworn by me; that the testimony of said witness
7 was taken by me in shorthand and thereafter
8 reduced to computerized transcription under my
9 direction; that said deposition is a true
10 record of the testimony given by said witness;
11 that I am neither counsel for, related to, nor
12 employed by any of the parties to the action in
13 which this deposition was taken; and further,
14 that I am not a relative or employee of any
15 attorney or counsel employed by the parties
16 hereto, nor financially or otherwise interested
17 in the outcome of the action.

18 Bonnie Russo (NA)

19 Notary Public in and for

20 the District of Columbia

21 My Commission expires: May 14, 2010

1 December 7, 2006
2
3 Mr. Gregory E. Upchurch
190 Carondelet Plaza
4 Suite 600
St. Louis, Missouri 63105
5
6
IN RE: Bass Pro Tradmark, LLC vs. Sportman's
7 Warehouse, Inc.
8
9 Dear Mr. Upchurch:
10 Enclosed please find your copy of the
deposition of MICHAEL B. MAZIS, Ph.D., along
11 with the original signature page. As agreed,
you will be responsible for contacting the
12 witness regarding reading and signing the
transcript.
13
Within 30 days of receipt, please forward
14 errata sheet and original signature page signed
to opposing counsel.
15
If you would like to change this procedure or
16 if you have any questions, please do not
hesitate to call.
17
Thank you.
18
Yours,
19
20
Bonnie L. Russo
21 Reporter/Notary

1 DEPOSITION ERRATA SHEET

CASE CAPTION: Bass Pro vs. Sportsman's
2 Warehouse

DEPONENT: Michael B. Mazis, Ph.D.

3 DEPOSITION DATE: December 1, 2006

4 I have read the entire transcript of my Deposition taken in the captioned matter or
5 the same has been read to me. I request that the changes noted on the following errata sheet
6 be entered upon the record for the reasons indicated. I have signed my name to the Errata
7 Sheet and the appropriate Certificate and authorize you to attach both to the original
8 transcript.

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21 MICHAEL B. MAZIS, Ph.D.

1 DEPOSITION ERRATA SHEET

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2 Warehouse

DEPONENT: Michael B. Mazis, Ph.D.

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21 MICHAEL B. MAZIS, Ph.D.

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