

EXHIBIT NN

**TO DECLARATION AND LOCAL RULE 7-5 CERTIFICATION OF ERIK
S. MAURER IN SUPPORT OF PLAINTIFFS' EMERGENCY MOTION
FOR TEMPORARY RESTRAINING ORDER, SEIZURE ORDER, AND
PRELIMINARY INJUNCTION**

DECLARATION OF DR. GERALD L. FORD

I, Gerald L. Ford, declare as follows:

INTRODUCTION

1. I am a partner in the marketing research and consulting firm of Ford Bubala & Associates, located in Huntington Beach, California, where I have been engaged in commercial marketing research and consulting for the past thirty-six years. I am also an emeritus faculty member of the School of Business Administration, California State University, Long Beach, where I held a full-time teaching position for twenty-five years, prior to my retirement in 1994. My professional experience is further summarized below in paragraphs 25 through 35.

2. At the request of Howrey LLP, counsel for Converse,¹ I designed and caused to be conducted a survey to address the issue of secondary meaning or acquired distinctiveness with respect to the trade dress² of the Converse Chuck Taylor All Star low ("Converse CTASL") sneaker.

¹ Subsequently, Banner & Witcoff was substituted in as counsel for Converse.

² It is my understanding that the trade dress of the Converse Chuck Taylor Allstar low sneaker is defined as "(a) Multi-Patterned Rubber Toe Strip. The rubber toe strip has four layers of bands featuring intricate and distinct patterns of three-dimensional diamonds and lines. (b) Double Rand Stripes. Two parallel horizontal lines run along the rubber outsole of the shoe. The uppermost contrasting stripe runs along the edge of the rubber outsole around the entire circumference of the shoe, including on the toe cap. The second contrasting stripe appears midway along the rubber outsole and runs from the front edge of the license plate heel tab to the back edge of the rubber toe bumper. (c) Brushed Metal Grommets in Medial Side Arch. Two round brushed steel grommets are placed in a horizontal line above the inside medial arch of the shoe. (d) Brushed Metal Eyestay Grommets. A series of equally-spaced wide, round brushed metal eyestay grommets are part of the lacing system instead of hooks, loops, D-rings, or other holding and lacing mechanisms. (e) Convex Rubber Toe Cap. A raised, protruding rubber toe cap. (f) Double Stitching and Box-Like Stitch Along the Upper."

Specifically, the survey reported herein was designed to measure the level or degree, if any, to which the Converse CTASL sneaker trade dress is associated with a sneaker emanating from the named source Converse (i.e., Converse/Chuck Taylor/All Star) or a sole, yet anonymous, source.

3. The secondary meaning survey conducted in this matter employed a scientific experimental survey design consisting of two survey cells: (1) a test or experimental survey cell designed to measure secondary meaning, if any, with respect to the trade dress of the Converse CTASL sneaker; and, (2) a control survey cell designed to measure the extent of mismeasurement error in the test cell survey results.

4. In the test cell, survey respondents were asked about their association of the trade dress of the Converse CTASL sneaker and, in the control cell, survey respondents were asked about their association of the trade dress of a control shoe.

5. The results of the secondary meaning or acquired distinctiveness survey evidence, on a net basis after adjusting the survey data for mismeasurement error based upon the control cell, that approximately forty-two percent (42.12%) of the relevant universe associate the trade dress of the Converse CTASL with the named source Converse (i.e., Converse/Chuck Taylor/All Star), or a sole, yet anonymous, source.

6. It is my opinion that the results of the survey conducted in this matter clearly support a finding of secondary meaning or acquired distinctiveness for the trade dress of the Converse CTASL sneaker. The results of the survey evidence that a substantial segment of the relevant universe associate the

trade dress of the Converse CTASL sneaker with the named source Converse (i.e., Converse/Chuck Taylor/All Star) or a sole, yet anonymous, source.

SURVEY BACKGROUND

7. Attached hereto, as Exhibit A, are the results of a survey which addressed the issue of secondary meaning or acquired distinctiveness with respect to the trade dress of the Converse CTASL sneakers. Exhibit A provides a synopsis of the survey methodology, the survey screeners and questionnaires, response frequencies, and a listing of respondents' verbatim responses to the survey. The Appendix to Exhibit A contains a sequential listing of all of the survey responses and copies of the Supervisor and Interviewer Instructions, which provide additional details of the survey protocols, and other survey-related background materials.

8. The sample selection, questions, questionnaire design, and interviewing procedures employed in this survey were designed in accordance with the generally accepted standards and procedures in the field of surveys and were designed to meet the criteria for survey trustworthiness detailed in the Federal Judicial Center's Manual for Complex Litigation, Fourth.³

³ For the proffered poll or survey, "...Relevant factors include whether: the population was properly chosen and defined; the sample chosen was representative of that population; the data gathered were accurately reported; and the data were analyzed in accordance with accepted statistical principles... In addition, in assessing the validity of a survey, the judge should take into account the following factors: whether the questions asked were clear and not leading; whether the survey was conducted by qualified persons following proper interview procedures; and whether the process was conducted so as to ensure objectivity..." See Federal Judicial Center, Manual for Complex Litigation, Fourth, Section 11.493, @ 102-104 (2004).

9. I was responsible for the design of the survey, the survey's questionnaires, and the instructions given to the survey's supervisors and interviewers, as well as for the procedures to be followed in conducting the interviews. Interviewing, data gathering, and response recordation were carried out, under the direction of Ford Bubala & Associates, by professional interviewers employed by independent professional interviewing organizations. Supervisors working on this survey were personally trained by Ford Bubala & Associates with respect to the design, procedures, and related protocols for the survey; and daily shipments of completed interviews from each professional interviewing service were reviewed by Ford Bubala & Associates to confirm that the questionnaires were being properly executed. In addition, approximately seventy-eight percent (78.01%) of the survey interviews were validated, in person, by the survey supervisors personally meeting the survey respondents and confirming their qualification and participation in the survey. Ford Bubala & Associates conducted validations of approximately twenty percent (20.37%) of the interviews by recontacting, by telephone, survey respondents to confirm their qualification and participation in the survey. Net nonduplicated validations totaled approximately eighty-one percent (81.48%) of all survey interviews.⁴ None of the interviews failed to validate.

10. The survey conducted in this matter was administered under a double-blind protocol. Specifically, not

⁴ This level of validation exceeds industry standards of 10% to 15%.

only were the respondents not informed of the purpose or sponsor of the survey, but similarly, both the survey's supervisors and interviewers were not informed of the purpose or sponsor of the survey.

SURVEY STRUCTURE

11. As noted above, the secondary meaning survey conducted in this matter employed a scientific experimental survey design consisting of two survey cells: (1) a test or experimental survey cell designed to measure secondary meaning, if any, with respect to the trade dress of the Converse CTASL sneaker; and, (2) a control survey cell designed to measure the extent of potential mismeasurement error in the test cell survey results.

12. In the test cell respondents were shown a photograph exhibiting the trade dress of the Converse CTASL sneaker. The All Star word mark and star graphic on the back of the shoe were redacted from the photograph.

Test Cell Exhibit



13. In the control cell respondents were shown a photograph of the Fred Perry Canvas Tennis Pimsoll sneaker which was modified to remove any elements of the Converse CTASL trade dress.

Control Cell Exhibit



14. The test and control cells were separate cells in the survey. In particular, although the questions and procedures for the test cell and the control cell were identical with the exception of the exhibit respondents were asked about, any single respondent participated in an interview in only one of the two survey cells.

15. The control cell provides a measure of the extent of mismeasurement error that may exist in the test cell survey results that is not reflective of secondary meaning for the trade dress of the Converse CTASL sneaker, but rather is reflective of some other reason. Specifically, the control survey cell functions as a baseline and provides a measure of the degree to which respondents are likely to report that they associate the trade dress of the Converse CTASL sneaker with sneakers from the named source Converse (i.e., Converse/Chuck Taylor/All Star) or a sole, yet anonymous, source not as a result of the secondary meaning or acquired distinctiveness of the trade dress of the Converse CTASL but rather because of other factors such as the survey questions, survey procedures, the market share or brand popularity or some other potential influence on the respondents' answers.

16. In a fashion similar to the protocols employed in a pharmaceutical drug test, the test or experimental cell represents the drug or pill with the "active" ingredient and the control cell represents the "placebo" that does not contain the active ingredient being tested.⁵

17. In total, four hundred thirty-two interviews were conducted in the survey: two hundred sixteen (216) in the test cell and two hundred sixteen (216) in the control cell.

18. The secondary meaning survey in this matter employed a standard shopping center intercept methodology. Respondents in the survey were interviewed by interviewers employed by professional interviewing services at shopping centers in metropolitan markets in eight (8) states (i.e., Arizona, California, Florida, Illinois, New Jersey, New York, Texas, and Wisconsin), with two (2) shopping centers located in

⁵ This methodology is consistent with the methodology discussed by Professor Diamond in the Federal Judicial Center's Reference Manual on Scientific Evidence, Third; "It is possible to adjust many survey designs so that causal inferences about the effect of a [stimulus]...become clear and unambiguous. By adding one or more appropriate control groups, the survey expert can test directly the influence of the stimulus.... Respondents in both the experimental and control groups answer the same set of questions.... The effect of the [stimulus]...is evaluated by comparing the responses made by the experimental group members with those of the control group members.... Both preexisting beliefs and other background noise should have produced similar response levels in the experimental and control groups. In addition, if respondents who viewed the [test cell stimulus]...respond differently than respondents who viewed the control [cell stimulus]..., the difference cannot be merely the result of a leading question, because both groups answered the same question..."
Shari Seidman Diamond "Reference Guide on Survey Research," in the Federal Judicial Center's Reference Manual on Scientific Evidence, Third, pages 398-399.

each of the four (4) U.S. Census Regions. Interviewing occurred between June 19 and June 30, 2009.

19. The relevant universe, for both the test cell and the control cell, was the same and was defined as males and females, fifteen (15) years of age or older, who reported that within the past year they had purchased any casual sneakers for casual use and not athletic use, or within the next year were likely to purchase any casual sneakers for casual use and not athletic use.⁶

20. The respondent selection procedure employed in this survey was based upon screening for qualified respondents in proportion to the known age and gender distribution of the United States population fifteen (15) years of age or older, based upon the U.S. Census.

SURVEY PROCEDURES AND QUESTIONS

21. Initially, a potential survey respondent was stopped by an interviewer in the public area of a shopping mall and screened (i.e., asked questions) to determine if the potential respondent met the criteria to be included in the survey universe (i.e., within the past year had purchased or within the next year were likely to purchase any casual

⁶ Additionally, the survey universe was also restricted as follows: (1) to respondents who did not, nor does anyone else in their homes, work for an advertising agency or marketing research firm; or a retail store or company that makes, sells, or distributes any shoes; (2) to respondents who, during the past three months, had not participated in any marketing research surveys other than a political poll, including online surveys; (3) to respondents who, during the past month, had not heard anything about the subject of any of the interviews being conducted at the mall; and (4) to respondents who, if the respondent wore contact lenses or eyeglasses when looking at a photograph would be willing to wear them during the interview.

sneakers for casual use and not athletic use, etc.). See Exhibit A, pages 6-7 and 33-34.

22. If a potential respondent fulfilled the screening criteria, also known as the survey universe definition, he/she was then invited to return with the interviewer to the professional interviewing service facility located within the shopping mall to complete the interview. See Exhibit A, pages 8-9 and 35-36. The interviewer then escorted the survey respondent into a private interviewing area. In the private interviewing area, the respondent was told:

In a moment, I am going to show you a survey exhibit; then I will ask you a couple of questions.

Please understand that we are only interested in your opinions; and if you don't have an opinion or don't know the answer to a question, that is an acceptable answer.

The respondent was then handed a color photograph that had either the test cell sneaker (i.e., the Converse CTASL sneaker) or the control cell sneaker (i.e., a sneaker that did not bear the trade dress of the Converse CTASL sneaker). Respondents were then told:

Please look at the sneaker in this photograph.

Please understand that we have covered up all of the words and labeling on this sneaker.

Please take as much time as you like and let me know when you are ready to continue.

When a respondent indicated that he/she was ready to continue, the respondent was then asked:

6.0 Now, thinking about sneakers...
Do you associate the appearance of this sneaker with
any particular brand or brands of sneakers?⁷

Respondents who reported that they associated the sneaker with
any particular brand or brands of sneakers were asked:

6.1 What brand or brands of sneakers?

Respondents who reported an association in question 6.0 but could
not identify the brand or brands name were asked:

6.2 Do you associate the appearance of this sneaker
with one brand of sneakers or more than one brand
of sneakers?⁸

See Exhibit A, Appendix B and C, for additional details of the
survey protocols.

⁷ Respondents who said "no/don't know" to question 6.0
were not asked questions 6.1 or 6.2.

⁸ To guard against any order bias, the first two
alternatives in this list were rotated (i.e., approximately one-
half of the respondents were read the list with the first
alternative being "one brand of sneakers" and approximately one-
half of the respondents were read the list with the first
alternative being "more than one brand of sneakers").

SURVEY RESULTS

Test Cell Survey Results

23. In the test cell, approximately sixty-two percent (61.57%) of the survey respondents reported that they associated the appearance of the Converse CTASL sneaker with a sneaker emanating from the named source Converse (i.e., Converse/Chuck Taylor/All Star). See Exhibit A, Table 1, page 9.

TABLE 1⁹
TEST CELL

- Q6.0 Now thinking about sneakers...
Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
- Q6.1 What brand or brands of sneakers?
- Q6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=216)
Association with Converse/one company		
1. Converse/Chuck Taylor/All Star	133	61.57
2. Don't remember name - one company	--	---
Subtotal	<u>133</u>	<u>61.57</u>
Association with other company or companies		
1. Airwalk/Vans/Keds/etc.	26	12.04
2. Converse/Chuck Taylor/All Star plus other	18	8.33
3. Don't remember name - more than one company	1	0.46
4. Don't know/No opinion	--	---
Subtotal	<u>45</u>	<u>20.83</u>
No association with any company or companies	38	17.59
Total	<u>216</u>	<u>100.00</u>

⁹ Table numbers in this declaration correspond to the table numbers in Exhibit A and therefore may not be sequential.

Control Cell Survey Results

24. In the control cell, approximately nineteen percent (19.44%) of the survey respondents reported that they associated the appearance of the control sneaker with a sneaker emanating from the named source Converse (i.e., Converse/Chuck Taylor/All Star) or a sole, yet anonymous, source. See Exhibit A, Table 5, page 36.

TABLE 5
CONTROL CELL

- Q6.0 Now thinking about sneakers...
Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
- Q6.1 What brand or brands of sneakers?
- Q6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=216)
Association with Converse/one company		
1. Converse/Chuck Taylor/All Star	40	18.52
2. Don't remember name - one company	2	0.93
Subtotal	<u>42</u>	<u>19.44</u>
Association with other company or companies		
1. Airwalk/Vans/Keds/etc.	78	36.11
2. Converse/Chuck Taylor/All Star plus other	21	9.72
3. Don't remember name - more than one company	--	---
4. Don't know/No opinion	1	0.46
Subtotal	<u>100</u>	<u>46.30</u>
No association with any company or companies	74	34.26
Total	<u>216</u>	<u>100.00</u>

SUMMARY OF SURVEY RESULTS

25. The results of the secondary meaning or acquired distinctiveness survey evidence, on a net basis after adjusting the survey data for mismeasurement error based upon the control cell, that approximately forty-two percent (42.12%)¹⁰ of the relevant universe associates the trade dress of the Converse CTASL sneaker as emanating from the named source Converse (i.e., Converse/Chuck Taylor/All Star) or a sole, yet anonymous, source. See Exhibit A, Table 9, page 56.

TABLE 9
TEST CELL AND CONTROL CELL
Composite Response Analysis

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Test Cell</u> <u>Percent</u> (n=216)	<u>Control Cell</u> <u>Percent</u> (n=216)
1. Converse/Chuck Taylor/All Star	61.57	18.52
2. Don't remember name - one company	---	0.93
Total	<u>61.57</u>	<u>19.45</u>

¹⁰ The adjustment for mismeasurement error in the survey results is accomplished by reducing the percentage of Converse/Chuck Taylor/All Star responses in the test cell by the percentage of Converse/Chuck Taylor/All Star and one company don't know name responses in the control cell. In this case, 61.57% of the survey respondents in the test cell reported that they associated the trade dress of the Converse CTASL sneaker with Converse/Chuck Taylor/All Star; and, 19.45% of the survey respondents in the control cell reported that they associated the control sneaker with Converse/Chuck Taylor/All Star or a sneaker from one company don't know name responses. Thus, the net secondary meaning would be calculated as 61.57% - 19.45% = 42.12%.

CONCLUSION

26. It is my considered opinion, based upon my education, background, and professional experience, and my review and analysis of the survey conducted with respect to the issue of secondary meaning or acquired distinctiveness, that the results of the survey conducted in this matter clearly support a finding of secondary meaning or acquired distinctiveness for the trade dress of the Converse CTASL sneaker. The results of the survey evidence that a substantial segment of the relevant universe associate the trade dress of the Converse CTASL sneaker with the named source Converse (i.e., Converse/Chuck Taylor/All Star) or a sole, yet anonymous, source.

QUALIFICATIONS

27. I hold a Bachelor's Degree in Advertising (B.A.) from San Jose State University, a Master's Degree in Business Administration (M.B.A.) from the University of Southern California, and a Doctoral Degree in Business Administration (D.B.A.) from the University of Southern California.

28. During my twenty-five year academic appointment, my teaching responsibilities included both graduate and undergraduate level courses in a variety of subject areas. My teaching responsibilities included courses in marketing (e.g., marketing, marketing management, advertising, promotion, consumer behavior, and marketing research) and management (e.g., principles of management; business policy and strategy; business policies, operations, and organizations; and integrated analysis).

29. I am a member of the American Marketing Association (AMA), the American Academy of Advertising (AAA), the American Association of Public Opinion Research (AAPOR), the Council of American Survey Research Organizations (CASRO), and the International Trademark Association (INTA).

30. As a partner with Ford Bubala & Associates, I have been retained by a variety of firms engaged in the consumer product, industrial product, and service sectors of the economy to provide marketing consulting and research services. Approximately one-half of Ford Bubala & Associates' consultancies in which I have participated have involved the design and execution of marketing research surveys.

31. During the past thirty-six years, I have been retained in a number of litigation-related consultancies involving intellectual property matters, including matters before federal and state courts, the Trademark Trial and Appeal Board of the U.S. Patent and Trademark Office, and the International Trade Commission. I have designed and executed surveys relating to intellectual property matters, including false advertising, trademark, patent, and other related matters. I am familiar with the accepted principles of survey research, as well as the tests for trustworthiness of properly conducted surveys or polls.¹¹

32. During the past thirty-one years, I have addressed a variety of groups on the subject of surveys or polls and their use in the measurement of the state of mind of consumers, with respect to Lanham Act matters. For example, I have spoken at

¹¹ Supra note 4.

meetings of the American Bar Association, the American Intellectual Property Law Association, the Intellectual Property Owner's Association, the American Marketing Association, the International Trademark Association, the Marketing Research Association, the Intellectual Property Law Institute of Canada, Marques, and the Practising Law Institute.

33. I have also written on the subject of the design and execution of litigation-related surveys in Lanham Act matters. Attached hereto as Exhibit B is a list of papers I have written in the past ten (10) years.

34. Since 1998 I have served as a member of the Editorial Board of The Trademark Reporter, the scholarly legal journal on the subject of trademarks, published by the International Trademark Association.

35. I have been qualified and accepted as an expert in marketing and marketing research in more than sixty (60) trials before federal and state courts and administrative government agencies, including the Trademark Trial and Appeal Board.

36. Attached hereto as Exhibit C is a list of cases in which I have provided trial and/or deposition testimony since 1992.

37. Attached hereto as Exhibit D is a copy of my professional history, describing my qualifications and professional background.

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct. Executed this 30th day of November, 2011, in Huntington Beach, California.



Dr. Gerald L. Ford

Exhibit A

ford bubala & associates

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Huntington Beach, California 92649
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November 30, 2011

TO: Erik S. Mauer, Esq.
Banner Witcoff
Ten South Wacker Drive
Suite 3000
Chicago, Illinois 60606

FROM: Ford Bubala & Associates

RE: Secondary Meaning Survey
Converse Chuck Taylor All Star low Matter

Enclosed herein, please find the results of a survey designed to address the issue of secondary meaning or acquired distinctiveness with respect to the trade dress of the Converse Chuck Taylor All Star low ("Converse CTASL") sneaker. Specifically, the survey reported herein was designed to measure the level or degree, if any, to which the Converse CTASL sneaker trade dress is associated with a sneaker emanating from the named source Converse (i.e., Converse/Chuck Taylor/All Star) or a sole, yet anonymous, source.

Provided in this report is a synopsis of the survey methodology, the survey screeners and questionnaires, and response frequencies for the survey questions. The Appendix of this report contains a sequential listing of the survey responses, copies of the Supervisor and Interviewer instructions, which provide additional details of the survey's protocols, and other survey-related background materials.

SECONDARY MEANING SURVEY
CONVERSE CHUCK TAYLOR ALL STAR LOW SNEAKER MATTER

Ford Bubala & Associates
November, 2011

SECONDARY MEANING SURVEY
 CONVERSE CHUCK TAYLOR ALL STAR LOW SNEAKER MATTER
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- Appendix A: Sequential Listing of Survey Responses
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Tab A

SURVEY SYNOPSIS

SURVEY BACKGROUND

The report, contained herein, provides the results of a survey designed to address the issue of secondary meaning or acquired distinctiveness with respect to the trade dress of the Converse Chuck Taylor All Star low ("Converse CTASL") sneaker. Specifically, the survey reported herein was designed to measure the level or degree, if any, to which the Converse CTASL sneaker trade dress is associated with a sneaker emanating from the named source Converse (i.e., Converse/Chuck Taylor/All Star) or a sole, yet anonymous, source.

The secondary meaning survey conducted in this matter employed a scientific experimental survey design consisting of two survey cells: (1) a test or experimental survey cell designed to measure secondary meaning, if any, with respect to the trade dress of the Converse CTASL sneaker; and, (2) a control survey cell designed to measure the extent of mismeasurement error in the test cell survey results.

In the test cell respondents were shown a photograph exhibiting the trade dress of the Converse CTASL sneaker. The All Star word mark and star graphic on the back of the shoe were redacted from the photograph. In the control cell respondents were shown a photograph of the Fred Perry Canvas Tennis Pimsoll sneaker which was modified to remove elements of the Converse CTASL trade dress.

The control cell provides a measure of the extent of mismeasurement error that may exist in the test cell survey results that is not reflective of secondary meaning for the trade dress of the Converse CTASL sneaker, but rather is reflective of some other reason. Specifically, the control survey cell functions as a baseline and provides a measure of the degree to which respondents are likely to report that they associate the trade dress of the Converse CTASL sneaker with sneakers from the named source Converse (i.e., Converse/Chuck Taylor/All Star) or a sole, yet anonymous, source not as a result of the secondary meaning or acquired distinctiveness of the trade dress of the Converse CTASL but rather because of other factors such as the survey questions, survey procedures, the market share or brand popularity or some other potential influence on the respondents' answers.

SAMPLING FRAME

This secondary meaning survey employed a standard shopping center intercept methodology. Respondents in the survey were interviewed at shopping centers in metropolitan markets in eight (8) states (i.e., Arizona, California, Florida, Illinois, New Jersey, New York, Texas and Wisconsin), with two (2) shopping centers located in each of the four (4) U.S. Census Regions.

In total, four hundred thirty-two (432) interviews were conducted in the secondary meaning survey: two hundred sixteen (216) in the test cell and two hundred sixteen (216) in the control cell.

Although the survey in this matter consisted of two cells (i.e., a test cell and a control cell), any single respondent participated in only one of the two cells.

SURVEY UNIVERSE

Generally, respondents who qualified for the survey were males and females fifteen (15) years of age and over who met the following specific criteria:

- within the past year had purchased any casual sneakers for casual use and not athletic use, or within the next year were likely to purchase any casual sneakers for casual use and not athletic use;
- did not, nor does anyone else in their home, work for an advertising agency or marketing research firm; or a retail store or company that makes, sells, or distributes any shoes;
- during the past three months, had not participated in any marketing research surveys other than a political poll, including online surveys;
- during the past month, had not heard anything about the subject of any of the interviews being conducted at the mall; and
- if the respondent wore contact lenses or eyeglasses when looking at a photograph would be willing to wear them during the interview.

RESPONDENT SELECTION PROCEDURE

The respondent selection procedure employed in this survey was based upon screening for qualified respondents in proportion to the known age and gender distribution of the United States population fifteen (15) years of age or older, based upon the U.S. Census.

SURVEY METHODOLOGICAL PROCEDURES

The survey sample selection, questions, questionnaire design, and interviewing procedures employed in this survey were designed in accordance with the generally accepted standards and procedures in the field of surveys. The survey was also designed

to meet the criteria for survey trustworthiness detailed by the Federal Judicial Center in the Manual for Complex Litigation, Fourth.

The survey conducted in this matter was administered under a double-blind protocol. Specifically, not only were the respondents not informed as to the purpose or sponsor of the survey, but similarly, both the survey's supervisors and interviewers were not informed as to the purpose or sponsor of the survey.

Interviewing, data gathering, and response recordation were carried out, under the direction of Ford Bubala & Associates, by interviewers employed by independent professional interviewing organizations. Supervisors working on this survey were personally trained by Ford Bubala & Associates with respect to the design, procedures, and related protocols for the survey; and daily shipments of completed interviews from each professional interviewing service were reviewed by Ford Bubala & Associates to confirm that the questionnaires were being properly executed. In addition, approximately seventy-eight percent (78.01%) of the survey interviews were validated, in person, by the survey supervisors personally meeting the survey respondents and confirming their qualification and participation in the survey. Ford Bubala & Associates conducted validations of approximately twenty percent (20.37%) of the interviews by recontacting, by telephone, survey respondents to confirm their qualification and participation in the survey. Net nonduplicated validations totaled approximately eighty-one percent (81.48%) of all survey interviews. This level of validation exceeds industry standards of 10% to 15%. None of the interviews failed to validate.

The Appendix of this report contains a sequential listing of the survey responses, copies of the Supervisor and Interviewer Instructions which provide additional details of the survey protocols, and other survey-related background materials.

SURVEY RESEARCH DESIGN/TABULATION/ANALYSIS

Ford Bubala & Associates
16400 Pacific Coast Highway
Suite 211
Huntington Beach, California 92649

Dr. Gerald L. Ford

INTERVIEWING DATES

June 19 through June 30, 2009

Tab B

TEST CELL
SCREENER/QUESTIONNAIRE - W



SCREENER - W

Hello. My name is _____, and I am with _____. We are conducting a very brief survey today and would like to include your opinions.

1.0 Within the past year, have you purchased any casual sneakers that you would wear for casual use and not athletic use?
RECORD RESPONSE WITH AN 'X.'

- ____ 1. yes GO TO --> Q2.0.
 - ____ 2. no _____
 - ____ 3. don't recall _____
- } CONTINUE.

1.1 Within the next year, are you likely to purchase any casual sneakers that you would wear for casual use and not athletic use?
RECORD RESPONSE WITH AN 'X.'

- ____ 1. yes CONTINUE.
 - ____ 2. no _____
 - ____ 3. don't know _____
- } TERMINATE. TALLY.
ERASE & REUSE.

2.0 So that we can get a mix of individuals in various age categories, would you please tell me if you are...
READ LIST. RECORD RESPONSE WITH AN 'X.'

- ____ 1. under 15 TERMINATE. TALLY. ERASE & REUSE.
 - ____ 2. 15 to 19 _____
 - ____ 3. 20 to 30 _____
 - ____ 4. over 30 _____
 - ____ 5. refused DO NOT READ. TERMINATE. TALLY.
ERASE & REUSE.
- } CHECK QUOTA. CONTINUE.

2.1 RECORD GENDER:

- ____ 1. male _____
 - ____ 2. female _____
- } CHECK QUOTA. CONTINUE.

3.0 Do you, or does anyone else in your home, work for...
READ LIST. RECORD RESPONSES WITH AN 'X.'

- | | <u>Yes</u> | <u>No</u> |
|--|------------|-----------|
| - an advertising agency or marketing research firm? | ____ 1. | ____ 2. |
| - a retail store or company that makes, sells, or distributes any shoes? | ____ 1. | ____ 2. |

**IF 'YES' TO EITHER, TERMINATE.
TALLY. ERASE & REUSE;
IF 'NO' TO BOTH, CONTINUE.**

4.0 Other than a political poll, during the past three months, have you participated in any marketing research surveys, including online surveys?
RECORD RESPONSE WITH AN 'X.'

- ___ 1. yes **TERMINATE. TALLY. ERASE & REUSE.**
 - ___ 2. no
 - ___ 3. don't recall
- } **CONTINUE.**

4.1 During the past month, have you heard anything about the subject of any of the interviews we are conducting here at the mall?
RECORD RESPONSE WITH AN 'X.'

- ___ 1. yes **TERMINATE. TALLY. ERASE & REUSE.**
 - ___ 2. no
 - ___ 3. don't recall
- } **CONTINUE.**

5.0 Do you usually wear contact lenses or eyeglasses when you are looking at a photograph?
RECORD RESPONSE WITH AN 'X.'

- ___ 1. yes **CONTINUE.**
- ___ 2. no **GO TO --> INVITATION TO INTERVIEW.**

5.1 Do you have them with you at this time?
RECORD RESPONSE WITH AN 'X.'

- ___ 1. yes **CONTINUE.**
- ___ 2. no **TERMINATE. TALLY. ERASE & REUSE.**

5.2 Will you please wear them during the rest of the interview?
RECORD RESPONSE WITH AN 'X.'

- ___ 1. yes, agreed **CONTINUE.**
- ___ 2. no, refused **TERMINATE. TALLY. ERASE & REUSE.**

INVITATION TO INTERVIEW:

We would like to show you a survey exhibit and ask the remainder of our questions in our interviewing facility here at the mall. This will take only a few minutes of your time. Would you come with me, please? **RECORD RESPONSE WITH AN 'X.'**

- ___ 1. yes, agreed **CONTINUE.**
- ___ 2. no, refused **TERMINATE. TALLY. ERASE & REUSE.**

QUESTIONNAIRE - W

DO NOT ERASE ON THE QUESTIONNAIRE.

TAKE RESPONDENT INTO INTERVIEWING ROOM.

SEAT RESPONDENT AND SEAT YOURSELF ACROSS FROM THE RESPONDENT.

In a moment, I am going to show you a survey exhibit; then I will ask you a couple of questions.

Please understand that we are only interested in your opinions; and if you don't have an opinion or don't know the answer to a question, that is an acceptable answer.

TAKE EXHIBIT W OUT OF FILE AND HAND TO RESPONDENT.

Please look at the sneaker in this photograph.

Please understand that we have covered up all of the words and labeling on this sneaker.

Please take as much time as you like and let me know when you are ready to continue.

PAUSE UNTIL RESPONDENT INDICATES HE/SHE IS READY TO CONTINUE.

6.0 Now, thinking about sneakers...

Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
RECORD RESPONSE WITH AN 'X.'

- 1. yes CONTINUE.
- 2. no/don't know GO TO --> Q7.0.

6.1 What brand or brands of sneakers?

RECORD RESPONSE VERBATIM.

IF 'DON'T KNOW' BRAND/BRANDS NAME(S), CONTINUE;
OTHERWISE, GO TO --> Q7.0.

6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?
RECORD RESPONSE WITH AN 'X.'

- 1. one brand of sneakers
 - 2. more than one brand of sneakers
 - 3. don't know/no opinion
- CONTINUE.

7.0 Would you please tell me what letter is on the back of the photograph?

RECORD LETTER: _____ CONTINUE.

7.1 PUT EXHIBIT BACK IN FILE AND CONTINUE.

VERIFICATION:

Finally, may I please have your name and telephone number? This information is so that my Supervisor can verify a portion of my work. If you are contacted, it will only be to confirm that I conducted this interview and for no other reason.

Respondent Name: _____

Telephone Number: __ (____) _____

ASK: Is that a daytime or evening telephone number?
RECORD RESPONSE WITH AN 'X.'

____ 1. daytime telephone number

____ 2. evening telephone number

THANK RESPONDENT FOR HIS/HER TIME AND PARTICIPATION.

Interviewer Certification:

I hereby certify that the information contained on this Questionnaire is a true and accurate record of this respondent's comments as they were given to me.

Interviewer's signature (no initials)

Date

Supervisor Validation:

I hereby certify that I personally met this respondent and validated his/her answers to questions Q1.0 through Q2.1.

Supervisor's signature (no initials)

Tab 1

TABLE 1
TEST CELL

- Q6.0 Now thinking about sneakers...
Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
- Q6.1 What brand or brands of sneakers?
- Q6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=216)
Association with Converse/One company		
1. Converse/Chuck Taylor/All Star	133	61.57
2. Don't remember name - one company	--	---
Subtotal	<u>133</u>	<u>61.57</u>
Association with other company or companies		
1. Airwalk/Vans/Keds/etc.	26	12.04
2. Converse/Chuck Taylor/All Star plus other	18	8.33
3. Don't remember name - more than one company	1	0.46
4. Don't know/No opinion	--	---
Subtotal	<u>45</u>	<u>20.83</u>
No association with any company or companies	38	17.59
Total	<u>216</u>	<u>100.00</u>

Note: Total on this and all subsequent tables may not be exactly 100.00 percent, due to rounding.

SURVEY RESPONSE CATEGORIES
Questions 6.0 through 6.2

TEST CELL

Association with Converse/One company

1. Converse/Chuck Taylor/All Star
2. Don't remember name - one company

Association with other company or companies

1. Airwalk/Vans/Keds/etc.
2. Converse/Chuck Taylor/All Star plus other
3. Don't remember name - more than one company
4. Don't know/No opinion

No association with any company or companies

SURVEY RESPONSES

TEST CELL

- Q6.0 Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
Q6.1 What brand or brands of sneakers?
Q6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?
-
-

RESPONSE CATEGORY 1: Association with Converse/One company
- CONVERSE/CHUCK TAYLOR/ALL STAR

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
1101	Q6.0 Yes. Q6.1 Converse.
1102	Q6.0 Yes. Q6.1 Converse.
1103	Q6.0 Yes. Q6.1 Converse.
1104	Q6.0 Yes. Q6.1 Converse.
1105	Q6.0 Yes. Q6.1 Converse.
1106	Q6.0 Yes. Q6.1 Converse.
1107	Q6.0 Yes. Q6.1 Converse.
1108	Q6.0 Yes. Q6.1 I think they look like Converse brand.
1109	Q6.0 Yes. Q6.1 Converse.
1110	Q6.0 Yes. Q6.1 Converse.
1111	Q6.0 Yes. Q6.1 Converse.
1112	Q6.0 Yes. Q6.1 It looks like a Converse Chuck Taylor model.
1113	Q6.0 Yes. Q6.1 Converse.

- Q6.0 Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
 Q6.1 What brand or brands of sneakers?
 Q6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?
-

RESPONSE CATEGORY 1: Association with Converse/One company
 - CONVERSE/CHUCK TAYLOR/ALL STAR continued

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
1115	Q6.0 Yes. Q6.1 Converse.
1116	Q6.0 Yes. Q6.1 Converse. That's what they look like.
1117	Q6.0 Yes. Q6.1 Converse.
1118	Q6.0 Yes. Q6.1 Converse.
1120	Q6.0 Yes. Q6.1 Converse.
1121	Q6.0 Yes. Q6.1 Converse.
1123	Q6.0 Yes. Q6.1 Converse.
1124	Q6.0 Yes. Q6.1 Converse All Stars.
1125	Q6.0 Yes. Q6.1 Converse.
1126	Q6.0 Yes. Q6.1 Converse All Stars.
1127	Q6.0 Yes. Q6.1 Converse.
1201	Q6.0 Yes. Q6.1 Converse.
1202	Q6.0 Yes. Q6.1 All Star.
1204	Q6.0 Yes. Q6.1 Converse.
1205	Q6.0 Yes. Q6.1 Converse.
1209	Q6.0 Yes. Q6.1 Converse.

- Q6.0 Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
 Q6.1 What brand or brands of sneakers?
 Q6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?
-

RESPONSE CATEGORY 1: Association with Converse/One company
 - CONVERSE/CHUCK TAYLOR/ALL STAR continued

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
1210	Q6.0 Yes. Q6.1 Converse.
1212	Q6.0 Yes. Q6.1 Converse.
1213	Q6.0 Yes. Q6.1 Converse All Star.
1214	Q6.0 Yes. Q6.1 Converse.
1215	Q6.0 Yes. Q6.1 Converse.
1216	Q6.0 Yes. Q6.1 Converse.
1217	Q6.0 Yes. Q6.1 Converse.
1218	Q6.0 Yes. Q6.1 Converse.
1219	Q6.0 Yes. Q6.1 Converse.
1222	Q6.0 Yes. Q6.1 Converse.
1224	Q6.0 Yes. Q6.1 All Star.
1225	Q6.0 Yes. Q6.1 Converse.
1227	Q6.0 Yes. Q6.1 Converse.
1305	Q6.0 Yes. Q6.1 Converse.
1306	Q6.0 Yes. Q6.1 This looks like an old pair of Converse.
1308	Q6.0 Yes. Q6.1 I can't think of the name. Maybe All Star.

- Q6.0 Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
 Q6.1 What brand or brands of sneakers?
 Q6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?
-

RESPONSE CATEGORY 1: Association with Converse/One company
 - CONVERSE/CHUCK TAYLOR/ALL STAR continued

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
1309	Q6.0 Yes. Q6.1 Converse.
1315	Q6.0 Yes. Q6.1 Converse.
1316	Q6.0 Yes. Q6.1 Converse.
1317	Q6.0 Yes. Q6.1 Chuck Taylor.
1320	Q6.0 Yes. Q6.1 Converse.
1321	Q6.0 Yes. Q6.1 Converse.
1323	Q6.0 Yes. Q6.1 Converse.
1325	Q6.0 Yes. Q6.1 Converse.
1401	Q6.0 Yes. Q6.1 Converse.
1404	Q6.0 Yes. Q6.1 Converse.
1405	Q6.0 Yes. Q6.1 Converse.
1407	Q6.0 Yes. Q6.1 Converse.
1411	Q6.0 Yes. Q6.1 Converse.
1415	Q6.0 Yes. Q6.1 Converse.
1415	Q6.0 Yes. Q6.1 Converse.
1420	Q6.0 Yes. Q6.1 Converse.

- Q6.0 Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
 Q6.1 What brand or brands of sneakers?
 Q6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?
-

RESPONSE CATEGORY 1: Association with Converse/One company
 - CONVERSE/CHUCK TAYLOR/ALL STAR continued

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
1422	Q6.0 Yes. Q6.1 Converse.
1423	Q6.0 Yes. Q6.1 Converse.
1425	Q6.0 Yes. Q6.1 Converse All Star.
1426	Q6.0 Yes. Q6.1 Converse.
1502	Q6.0 Yes. Q6.1 Converse All Star.
1503	Q6.0 Yes. Q6.1 Converse.
1504	Q6.0 Yes. Q6.1 Converse All Star.
1505	Q6.0 Yes. Q6.1 Converse.
1506	Q6.0 Yes. Q6.1 Converse Chuck Taylor.
1507	Q6.0 Yes. Q6.1 Converse.
1508	Q6.0 Yes. Q6.1 Converse.
1510	Q6.0 Yes. Q6.1 All Star.
1511	Q6.0 Yes. Q6.1 Converse.
1512	Q6.0 Yes. Q6.1 All Star.
1513	Q6.0 Yes. Q6.1 Converse or something.
1514	Q6.0 Yes. Q6.1 Converse.

- Q6.0 Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
 Q6.1 What brand or brands of sneakers?
 Q6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?
-

RESPONSE CATEGORY 1: Association with Converse/One company
 - CONVERSE/CHUCK TAYLOR/ALL STAR continued

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
1516	Q6.0 Yes. Q6.1 Converse.
1517	Q6.0 Yes. Q6.1 Converse.
1518	Q6.0 Yes. Q6.1 Converse.
1519	Q6.0 Yes. Q6.1 Chuck Taylor All Star.
1521	Q6.0 Yes. Q6.1 Converse.
1523	Q6.0 Yes. Q6.1 Converse.
1525	Q6.0 Yes. Q6.1 Converse.
1527	Q6.0 Yes. Q6.1 Converse.
1601	Q6.0 Yes. Q6.1 Converse.
1602	Q6.0 Yes. Q6.1 Converse.
1603	Q6.0 Yes. Q6.1 Converse.
1604	Q6.0 Yes. Q6.1 Converse.
1605	Q6.0 Yes. Q6.1 Converse.
1606	Q6.0 Yes. Q6.1 Converse.
1607	Q6.0 Yes. Q6.1 Converse.
1608	Q6.0 Yes. Q6.1 Converse.

- Q6.0 Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
 Q6.1 What brand or brands of sneakers?
 Q6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?
-

RESPONSE CATEGORY 1: Association with Converse/One company
 - CONVERSE/CHUCK TAYLOR/ALL STAR continued

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
1609	Q6.0 Yes. Q6.1 Converse.
1610	Q6.0 Yes. Q6.1 Converse.
1611	Q6.0 Yes. Q6.1 Converse.
1612	Q6.0 Yes. Q6.1 Converse.
1613	Q6.0 Yes. Q6.1 Converse.
1615	Q6.0 Yes. Q6.1 Converse.
1616	Q6.0 Yes. Q6.1 Converse.
1618	Q6.0 Yes. Q6.1 Converse.
1620	Q6.0 Yes. Q6.1 Converse.
1621	Q6.0 Yes. Q6.1 Converse.
1622	Q6.0 Yes. Q6.1 Converse Chuck Taylors.
1624	Q6.0 Yes. Q6.1 Converse.
1625	Q6.0 Yes. Q6.1 Converse.
1626	Q6.0 Yes. Q6.1 Chuck Taylor.
1701	Q6.0 Yes. Q6.1 Converse.
1702	Q6.0 Yes. Q6.1 Converse.

- Q6.0 Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
 Q6.1 What brand or brands of sneakers?
 Q6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?
-

RESPONSE CATEGORY 1: Association with Converse/One company
 - CONVERSE/CHUCK TAYLOR/ALL STAR continued

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
1703	Q6.0 Yes. Q6.1 Chucks, Chuck Taylor.
1704	Q6.0 Yes. Q6.1 Converse.
1706	Q6.0 Yes. Q6.1 Converse.
1708	Q6.0 Yes. Q6.1 Converse.
1710	Q6.0 Yes. Q6.1 Converse.
1711	Q6.0 Yes. Q6.1 All Star Converse.
1712	Q6.0 Yes. Q6.1 Converse.
1725	Q6.0 Yes. Q6.1 Converse.
1804	Q6.0 Yes. Q6.1 Converse.
1805	Q6.0 Yes. Q6.1 Converse.
1808	Q6.0 Yes. Q6.1 All Star Converse.
1809	Q6.0 Yes. Q6.1 Converse.
1810	Q6.0 Yes. Q6.1 Converse.
1811	Q6.0 Yes. Q6.1 Converse.
1812	Q6.0 Yes. Q6.1 Converse.
1814	Q6.0 Yes. Q6.1 Converse, Chucks.

- Q6.0 Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
 Q6.1 What brand or brands of sneakers?
 Q6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?
-

RESPONSE CATEGORY 1: Association with Converse/One company
 - CONVERSE/CHUCK TAYLOR/ALL STAR continued

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
1815	Q6.0 Yes. Q6.1 Converse.
1818	Q6.0 Yes. Q6.1 Converse.
1819	Q6.0 Yes. Q6.1 Converse.
1821	Q6.0 Yes. Q6.1 Converse.
1823	Q6.0 Yes. Q6.1 Converse.
1824	Q6.0 Yes. Q6.1 Converse.
1825	Q6.0 Yes. Q6.1 Converse.
1826	Q6.0 Yes. Q6.1 Converse.

- Q6.0 Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
Q6.1 What brand or brands of sneakers?
Q6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?
-
-

RESPONSE CATEGORY 2: Association with Converse/One company
- DON'T REMEMBER NAME - ONE COMPANY

There are no responses in this category.

- Q6.0 Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
 Q6.1 What brand or brands of sneakers?
 Q6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?
-

RESPONSE CATEGORY 1: Association with other company or companies
 - AIRWALK/VANS/KEDS/ETC.

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
1206	Q6.0 Yes. Q6.1 Vans.
1207	Q6.0 Yes. Q6.1 Keds.
1211	Q6.0 Yes. Q6.1 Keds.
1301	Q6.0 Yes. Q6.1 Keds.
1302	Q6.0 Yes. Q6.1 Keds. Looks like a Keds to me.
1307	Q6.0 Yes. Q6.1 Keds.
1310	Q6.0 Yes. Q6.1 Keds.
1318	Q6.0 Yes. Q6.1 Nike.
1326	Q6.0 Yes. Q6.1 Vans.
1402	Q6.0 Yes. Q6.1 Keds.
1417	Q6.0 Yes. Q6.1 U.S. Keds.
1421	Q6.0 Yes. Q6.1 adidas.
1424	Q6.0 Yes. Q6.1 Sketchers.
1427	Q6.0 Yes. Q6.1 Pumas or Nike.
1524	Q6.0 Yes. Q6.1 Classic Reeboks.
1617	Q6.0 Yes. Q6.1 Keds.

- Q6.0 Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
 Q6.1 What brand or brands of sneakers?
 Q6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?
-

RESPONSE CATEGORY 1: Association with other company or companies
 - AIRWALK/VANS/KEDS/ETC. continued

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
1623	Q6.0 Yes. Q6.1 Vans.
1627	Q6.0 Yes. Q6.1 Keds.
1714	Q6.0 Yes. Q6.1 Keds.
1715	Q6.0 Yes. Q6.1 K-Swiss.
1716	Q6.0 Yes. Q6.1 Vans.
1721	Q6.0 Yes. Q6.1 Keds.
1724	Q6.0 Yes. Q6.1 Keds.
1726	Q6.0 Yes. Q6.1 Keds or maybe the ones they sell at Wal-Mart. Not sure of the name.
1727	Q6.0 Yes. Q6.1 Faded Glory.
1820	Q6.0 Yes. Q6.1 Vans.

- Q6.0 Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
 Q6.1 What brand or brands of sneakers?
 Q6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?
-

RESPONSE CATEGORY 2: Association with other company or companies
 - CONVERSE/CHUCK TAYLOR/ALL STAR PLUS OTHER

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
1114	Q6.0 Yes. Q6.1 Converse or Levi.
1203	Q6.0 Yes. Q6.1 Converse, Gap, All Stars, and PF Flyers.
1304	Q6.0 Yes. Q6.1 All Stars, Rocket Dogs.
1322	Q6.0 Yes. Q6.1 Converse, Airwalks.
1324	Q6.0 Yes. Q6.1 Jordans, skateboarding shoes, Converse.
1419	Q6.0 Yes. Q6.1 Nike, Converse.
1501	Q6.0 Yes. Q6.1 Skechers and Converse.
1520	Q6.0 Yes. Q6.1 Converse, Polo.
1619	Q6.0 Yes. Q6.1 Converse and Airwalk.
1713	Q6.0 Yes. Q6.1 Airwalk, Converse.
1801	Q6.0 Yes. Q6.1 Skechers or Converse.
1802	Q6.0 Yes. Q6.1 Converse All Stars and Airwalk.
1803	Q6.0 Yes. Q6.1 Converse, Keds, PF Flyers.
1806	Q6.0 Yes. Q6.1 PF Flyers and Converse.
1807	Q6.0 Yes. Q6.1 Converse, Airwalks.
1813	Q6.0 Yes. Q6.1 Airwalk or Converse.

- Q6.0 Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
Q6.1 What brand or brands of sneakers?
Q6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?
-
-

RESPONSE CATEGORY 2: Association with other company or companies
- CONVERSE/CHUCK TAYLOR/ALL STAR PLUS OTHER
continued

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
1816	Q6.0 Yes. Q6.1 Converse, Airwalk.
1827	Q6.0 Yes. Q6.1 Converse and Airwalk.

- Q6.0 Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
Q6.1 What brand or brands of sneakers?
Q6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?
-
-

RESPONSE CATEGORY 3: Association with other company or companies
- DON'T REMEMBER NAME - MORE THAN ONE COMPANY

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
1515	Q6.0 Yes. Q6.1 Don't know. Q6.2 More than one company.

- Q6.0 Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
Q6.1 What brand or brands of sneakers?
Q6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?
-
-

RESPONSE CATEGORY 4: Association with other companies or companies
- DON'T KNOW/NO OPINION

There are no responses in this category.

NO ASSOCIATION WITH ANY COMPANY OR COMPANIES
QUESTION 6.0

TEST CELL

RESPONDENT
NUMBER

1119
1122
1208
1220
1221
1223
1226
1303
1311
1312
1313
1314
1319
1327
1403
1406
1408
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1522
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1720
1722
1723
1817
1822

Tab 2

TABLE 2
TEST CELL

- Q1.0 Within the past year, have you purchased any casual sneakers that you would wear for casual use and not athletic use?
- Q1.1 Within the next year, are you likely to purchase any casual sneakers that you would wear for casual use and not athletic use?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=216)
Q1.0 - Yes	195	90.28
Q1.1 - Yes	21	9.72
Total	<u>216</u>	<u>100.00</u>

Note: Respondents who said 'yes' to Q1.0 were not asked Q1.1.

Tab 3

TABLE 3
TEST CELL

AGE DISTRIBUTION OF RESPONDENTS

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=216)
1. 15 to 19	127	58.80
2. 20 to 30	42	19.44
3. Over 30	47	21.76
Total	<u>216</u>	<u>100.00</u>

Tab 4

TABLE 4
TEST CELL

GENDER DISTRIBUTION OF RESPONDENTS

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=216)
1. Male	114	52.78
2. Female	102	47.22
Total	<u>216</u>	<u>100.00</u>

Tab C

CONTROL CELL
SCREENER/QUESTIONNAIRE - X



SCREENER - X

Hello. My name is _____, and I am with _____. We are conducting a very brief survey today and would like to include your opinions.

1.0 Within the past year, have you purchased any casual sneakers that you would wear for casual use and not athletic use?
RECORD RESPONSE WITH AN 'X.'

- ____ 1. yes GO TO --> Q2.0.
 - ____ 2. no _____
 - ____ 3. don't recall _____
- } CONTINUE.

1.1 Within the next year, are you likely to purchase any casual sneakers that you would wear for casual use and not athletic use?
RECORD RESPONSE WITH AN 'X.'

- ____ 1. yes CONTINUE.
 - ____ 2. no _____
 - ____ 3. don't know _____
- } TERMINATE. TALLY.
ERASE & REUSE.

2.0 So that we can get a mix of individuals in various age categories, would you please tell me if you are...
READ LIST. RECORD RESPONSE WITH AN 'X.'

- ____ 1. under 15 TERMINATE. TALLY. ERASE & REUSE.
 - ____ 2. 15 to 19 _____
 - ____ 3. 20 to 30 _____
 - ____ 4. over 30 _____
 - ____ 5. refused DO NOT READ. TERMINATE. TALLY.
ERASE & REUSE.
- } CHECK QUOTA. CONTINUE.

2.1 RECORD GENDER:

- ____ 1. male _____
 - ____ 2. female _____
- } CHECK QUOTA. CONTINUE.

3.0 Do you, or does anyone else in your home, work for...
READ LIST. RECORD RESPONSES WITH AN 'X.'

- | | <u>Yes</u> | <u>No</u> |
|--|------------|-----------|
| - an advertising agency or marketing research firm? | ____ 1. | ____ 2. |
| - a retail store or company that makes, sells, or distributes any shoes? | ____ 1. | ____ 2. |
- IF 'YES' TO EITHER, TERMINATE.
TALLY. ERASE & REUSE;
IF 'NO' TO BOTH, CONTINUE.

4.0 Other than a political poll, during the past three months, have you participated in any marketing research surveys, including online surveys?
RECORD RESPONSE WITH AN 'X.'

- ___ 1. yes **TERMINATE. TALLY. ERASE & REUSE.**
 - ___ 2. no _____
 - ___ 3. don't recall _____
- CONTINUE.**

4.1 During the past month, have you heard anything about the subject of any of the interviews we are conducting here at the mall?
RECORD RESPONSE WITH AN 'X.'

- ___ 1. yes **TERMINATE. TALLY. ERASE & REUSE.**
 - ___ 2. no _____
 - ___ 3. don't recall _____
- CONTINUE.**

5.0 Do you usually wear contact lenses or eyeglasses when you are looking at a photograph?
RECORD RESPONSE WITH AN 'X.'

- ___ 1. yes **CONTINUE.**
- ___ 2. no **GO TO --> INVITATION TO INTERVIEW.**

5.1 Do you have them with you at this time?
RECORD RESPONSE WITH AN 'X.'

- ___ 1. yes **CONTINUE.**
- ___ 2. no **TERMINATE. TALLY. ERASE & REUSE.**

5.2 Will you please wear them during the rest of the interview?
RECORD RESPONSE WITH AN 'X.'

- ___ 1. yes, agreed **CONTINUE.**
- ___ 2. no, refused **TERMINATE. TALLY. ERASE & REUSE.**

INVITATION TO INTERVIEW:

We would like to show you a survey exhibit and ask the remainder of our questions in our interviewing facility here at the mall. This will take only a few minutes of your time. Would you come with me, please? **RECORD RESPONSE WITH AN 'X.'**

- ___ 1. yes, agreed **CONTINUE.**
- ___ 2. no, refused **TERMINATE. TALLY. ERASE & REUSE.**

QUESTIONNAIRE - X

DO NOT ERASE ON THE QUESTIONNAIRE.

TAKE RESPONDENT INTO INTERVIEWING ROOM.

SEAT RESPONDENT AND SEAT YOURSELF ACROSS FROM THE RESPONDENT.

In a moment, I am going to show you a survey exhibit; then I will ask you a couple of questions.

Please understand that we are only interested in your opinions; and if you don't have an opinion or don't know the answer to a question, that is an acceptable answer.

TAKE EXHIBIT W OUT OF FILE AND HAND TO RESPONDENT.

Please look at the sneaker in this photograph.

Please understand that we have covered up all of the words and labeling on this sneaker.

Please take as much time as you like and let me know when you are ready to continue.

PAUSE UNTIL RESPONDENT INDICATES HE/SHE IS READY TO CONTINUE.

6.0 Now, thinking about sneakers...

Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
RECORD RESPONSE WITH AN 'X.'

- 1. yes CONTINUE.
- 2. no/don't know GO TO --> Q7.0.

6.1 What brand or brands of sneakers?

RECORD RESPONSE VERBATIM.

IF 'DON'T KNOW' BRAND/BRANDS NAME(S), CONTINUE;
OTHERWISE, GO TO --> Q7.0.

6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?
RECORD RESPONSE WITH AN 'X.'

- 1. one brand of sneakers
 - 2. more than one brand of sneakers
 - 3. don't know/no opinion
- CONTINUE.

7.0 Would you please tell me what letter is on the back of the photograph?

RECORD LETTER: _____ CONTINUE.

7.1 PUT EXHIBIT BACK IN FILE AND CONTINUE.

VERIFICATION:

Finally, may I please have your name and telephone number? This information is so that my Supervisor can verify a portion of my work. If you are contacted, it will only be to confirm that I conducted this interview and for no other reason.

Respondent Name: _____

Telephone Number: __ (____) _____

ASK: Is that a daytime or evening telephone number?
RECORD RESPONSE WITH AN 'X.'

____ 1. daytime telephone number

____ 2. evening telephone number

THANK RESPONDENT FOR HIS/HER TIME AND PARTICIPATION.

Interviewer Certification:

I hereby certify that the information contained on this Questionnaire is a true and accurate record of this respondent's comments as they were given to me.

Interviewer's signature (no initials) Date

Supervisor Validation:

I hereby certify that I personally met this respondent and validated his/her answers to questions Q1.0 through Q2.1.

Supervisor's signature (no initials)

Tab 5

TABLE 5
CONTROL CELL

- Q6.0 Now thinking about sneakers...
Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
- Q6.1 What brand or brands of sneakers?
- Q6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=216)
Association with Converse/One company		
1. Converse/Chuck Taylor/All Star	40	18.52
2. Don't remember name - one company	2	0.93
Subtotal	<u>42</u>	<u>19.44</u>
Association with other company or companies		
1. Airwalk/Vans/Keds/etc.	78	36.11
2. Converse/Chuck Taylor/All Star plus other	21	9.72
3. Don't remember name - more than one company	--	---
4. Don't know/No opinion	1	0.46
Subtotal	<u>100</u>	<u>46.30</u>
No association with any company or companies	74	34.26
Total	<u>216</u>	<u>100.00</u>

SURVEY RESPONSE CATEGORIES
Questions 6.0 through 6.2

CONTROL CELL

Association with Converse/One company

1. Converse/Chuck Taylor/All Star
2. Don't remember name - one company

Association with other company or companies

1. Airwalk/Vans/Keds/etc.
2. Converse/Chuck Taylor/All Star plus other
3. Don't remember name - more than one company
4. Don't know/No opinion

No association with any company or companies

SURVEY RESPONSES

CONTROL CELL

- Q6.0 Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
Q6.1 What brand or brands of sneakers?
Q6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?
-
-

RESPONSE CATEGORY 1: Association with Converse/One company
- CONVERSE/CHUCK TAYLOR/ALL STAR

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
2101	Q6.0 Yes. Q6.1 I'd say Converse.
2103	Q6.0 Yes. Q6.1 Converse.
2109	Q6.0 Yes. Q6.1 Converse is what it reminds me of.
2114	Q6.0 Yes. Q6.1 Converse.
2115	Q6.0 Yes. Q6.1 Converse.
2118	Q6.0 Yes. Q6.1 Converse.
2120	Q6.0 Yes. Q6.1 Converse.
2205	Q6.0 Yes. Q6.1 Converse.
2206	Q6.0 Yes. Q6.1 With Converse.
2210	Q6.0 Yes. Q6.1 Converse.
2310	Q6.0 Yes. Q6.1 Converse.
2317	Q6.0 Yes. Q6.1 Converse.
2321	Q6.0 Yes. Q6.1 Converse.

- Q6.0 Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
 Q6.1 What brand or brands of sneakers?
 Q6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?
-

RESPONSE CATEGORY 1: Association with Converse/One company
 - CONVERSE/ALL STAR/CHUCK TAYLOR continued

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
2324	Q6.0 Yes. Q6.1 Converse.
2411	Q6.0 Yes. Q6.1 Converse.
2415	Q6.0 Yes. Q6.1 Converse.
2416	Q6.0 Yes. Q6.1 Converse.
2418	Q6.0 Yes. Q6.1 Converse All Star.
2421	Q6.0 Yes. Q6.1 Converse.
2423	Q6.0 Yes. Q6.1 Converse.
2425	Q6.0 Yes. Q6.1 All Star Converse.
2509	Q6.0 Yes. Q6.1 Converse.
2512	Q6.0 Yes. Q6.1 Looked kinda like Converse.
2516	Q6.0 Yes. Q6.1 Chucks, Converse.
2517	Q6.0 Yes. Q6.1 Converse.
2524	Q6.0 Yes. Q6.1 Converse.
2606	Q6.0 Yes. Q6.1 Converse.
2613	Q6.0 Yes. Q6.1 Converse.
2617	Q6.0 Yes. Q6.1 Converse or some older brand.

- Q6.0 Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
 Q6.1 What brand or brands of sneakers?
 Q6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?
-

RESPONSE CATEGORY 1: Association with Converse/One company
 - CONVERSE/ALL STAR/CHUCK TAYLOR continued

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
2626	Q6.0 Yes. Q6.1 Chuck Taylor.
2704	Q6.0 Yes. Q6.1 Low-cut Converse.
2714	Q6.0 Yes. Q6.1 Converse.
2725	Q6.0 Yes. Q6.1 Converse.
2727	Q6.0 Yes. Q6.1 Converse.
2801	Q6.0 Yes. Q6.1 Converse.
2803	Q6.0 Yes. Q6.1 Converse.
2807	Q6.0 Yes. Q6.1 Converse.
2811	Q6.0 Yes. Q6.1 Converse.
2817	Q6.0 Yes. Q6.1 Converse.
2820	Q6.0 Yes. Q6.1 Converse.

- Q6.0 Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
Q6.1 What brand or brands of sneakers?
Q6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?
-
-

RESPONSE CATEGORY 2: Association with Converse/One company
- DON'T REMEMBER NAME - ONE COMPANY

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
2209	Q6.0 Yes. Q6.1 Don't know. Q6.2 One brand of sneakers.
2214	Q6.0 Yes. Q6.1 Don't know. Q6.2 One brand of sneakers.

- Q6.0 Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
 Q6.1 What brand or brands of sneakers?
 Q6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?
-

RESPONSE CATEGORY 1: Association with other company or companies
 - AIRWALK/VANS/KEDS/ETC.

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
2102	Q6.0 Yes. Q6.1 Adidas.
2105	Q6.0 Yes. Q6.1 I would say maybe Wal-Mart brand.
2107	Q6.0 Yes. Q6.1 Keds.
2108	Q6.0 Yes. Q6.1 Timberland.
2111	Q6.0 Yes. Q6.1 PRO-Keds.
2112	Q6.0 Yes. Q6.1 PRO-Keds.
2113	Q6.0 Yes. Q6.1 Crocs.
2121	Q6.0 Yes. Q6.1 Puma.
2126	Q6.0 Yes. Q6.1 Vans.
2201	Q6.0 Yes. Q6.1 Keds.
2202	Q6.0 Yes. Q6.1 Keds.
2203	Q6.0 Yes. Q6.1 Keds.
2204	Q6.0 Yes. Q6.1 Vans.
2207	Q6.0 Yes. Q6.1 Vans.
2217	Q6.0 Yes. Q6.1 Vans.
2220	Q6.0 Yes. Q6.1 Keds.

- Q6.0 Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
 Q6.1 What brand or brands of sneakers?
 Q6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?
-

RESPONSE CATEGORY 1: Association with other company or companies
 - AIRWALK/VANS/KEDS/ETC. continued

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
2225	Q6.0 Yes. Q6.1 Logg.
2227	Q6.0 Yes. Q6.1 Adidas.
2302	Q6.0 Yes. Q6.1 Adidas, Nike.
2303	Q6.0 Yes. Q6.1 Keds.
2306	Q6.0 Yes. Q6.1 Keds.
2308	Q6.0 Yes. Q6.1 Airwalk.
2316	Q6.0 Yes. Q6.1 Keds.
2319	Q6.0 Yes. Q6.1 Vans.
2320	Q6.0 Yes. Q6.1 Nike.
2325	Q6.0 Yes. Q6.1 Vans.
2327	Q6.0 Yes. Q6.1 Skechers.
2407	Q6.0 Yes. Q6.1 Copa.
2412	Q6.0 Yes. Q6.1 Rocket Dogs.
2413	Q6.0 Yes. Q6.1 Vans.
2422	Q6.0 Yes. Q6.1 Airwalk or a Ked.
2424	Q6.0 Yes. Q6.1 Keds.

- Q6.0 Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
 Q6.1 What brand or brands of sneakers?
 Q6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?
-

RESPONSE CATEGORY 1: Association with other company or companies
 - AIRWALK/VANS/KEDS/ETC. continued

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
2427	Q6.0 Yes. Q6.1 Skateboard.
2502	Q6.0 Yes. Q6.1 The Chinese shoes from Zensation.
2503	Q6.0 Yes. Q6.1 Looks like a Champion from Payless.
2507	Q6.0 Yes. Q6.1 Airwalk.
2508	Q6.0 Yes. Q6.1 Keds.
2510	Q6.0 Yes. Q6.1 Vans or Airwalk.
2511	Q6.0 Yes. Q6.1 Keds.
2515	Q6.0 Yes. Q6.1 Vans.
2518	Q6.0 Yes. Q6.1 Vans.
2523	Q6.0 Yes. Q6.1 Keds.
2525	Q6.0 Yes. Q6.1 A Vans shoe.
2526	Q6.0 Yes. Q6.1 Keds.
2602	Q6.0 Yes. Q6.1 Vans.
2603	Q6.0 Yes. Q6.1 Vans.
2607	Q6.0 Yes. Q6.1 Vans.
2608	Q6.0 Yes. Q6.1 Keds.

- Q6.0 Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
 Q6.1 What brand or brands of sneakers?
 Q6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?
-

RESPONSE CATEGORY 1: Association with other company or companies
 - AIRWALK/VANS/KEDS/ETC. continued

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
2611	Q6.0 Yes. Q6.1 Airwalk.
2612	Q6.0 Yes. Q6.1 It looks like Vans.
2618	Q6.0 Yes. Q6.1 Vans.
2620	Q6.0 Yes. Q6.1 Nike.
2621	Q6.0 Yes. Q6.1 Vans.
2623	Q6.0 Yes. Q6.1 Echo.
2627	Q6.0 Yes. Q6.1 Vans.
2701	Q6.0 Yes. Q6.1 Keds.
2702	Q6.0 Yes. Q6.1 Keds.
2705	Q6.0 Yes. Q6.1 Checkers, Vans.
2706	Q6.0 Yes. Q6.1 The cheap canvas shoes from Wal-Mart.
2707	Q6.0 Yes. Q6.1 Keds.
2711	Q6.0 Yes. Q6.1 Skechers.
2712	Q6.0 Yes. Q6.1 Vans.
2713	Q6.0 Yes. Q6.1 Vans.
2715	Q6.0 Yes. Q6.1 Vans.

- Q6.0 Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
 Q6.1 What brand or brands of sneakers?
 Q6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?
-

RESPONSE CATEGORY 1: Association with other company or companies
 - AIRWALK/VANS/KEDS/ETC. continued

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
2717	Q6.0 Yes. Q6.1 Keds.
2718	Q6.0 Yes. Q6.1 Sears brand.
2723	Q6.0 Yes. Q6.1 Vans.
2804	Q6.0 Yes. Q6.1 Vans.
2806	Q6.0 Yes. Q6.1 Vans.
2809	Q6.0 Yes. Q6.1 Vans.
2810	Q6.0 Yes. Q6.1 Looks like a Payless shoe.
2814	Q6.0 Yes. Q6.1 Nike.
2815	Q6.0 Yes. Q6.1 Vans.
2816	Q6.0 Yes. Q6.1 Vans.
2821	Q6.0 Yes. Q6.1 Nike.
2823	Q6.0 Yes. Q6.1 Vans.
2825	Q6.0 Yes. Q6.1 Vans or general skater brand.
2827	Q6.0 Yes. Q6.1 Soft Sole.

- Q6.0 Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
 Q6.1 What brand or brands of sneakers?
 Q6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?
-

RESPONSE CATEGORY 2: Association with other company or companies
 - CONVERSE/CHUCK TAYLOR/ALL STAR PLUS OTHER

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
2104	Q6.0 Yes. Q6.1 Converse or flat top K-Swiss ones.
2106	Q6.0 Yes. Q6.1 Vans or Converse.
2211	Q6.0 Yes. Q6.1 Keds or Converse's.
2216	Q6.0 Yes. Q6.1 Vans and Converse.
2218	Q6.0 Yes. Q6.1 Nike and Converse.
2307	Q6.0 Yes. Q6.1 Converse, Rocket Dog.
2313	Q6.0 Yes. Q6.1 Converse, Puma.
2315	Q6.0 Yes. Q6.1 Converse, Vans.
2405	Q6.0 Yes. Q6.1 Airwalk and Converse.
2505	Q6.0 Yes. Q6.1 Vans or Converse.
2506	Q6.0 Yes. Q6.1 Converse, Vans. That's about it.
2519	Q6.0 Yes. Q6.1 Converse, Rocket Dog.
2527	Q6.0 Yes. Q6.1 Converse, Keds.
2601	Q6.0 Yes. Q6.1 Vans or Converse.
2605	Q6.0 Yes. Q6.1 Converse or Keds.
2609	Q6.0 Yes. Q6.1 Vans, Converse, Keds, and PRO-Keds.

- Q6.0 Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
 Q6.1 What brand or brands of sneakers?
 Q6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?
-

RESPONSE CATEGORY 2: Association with other company or companies
 - CONVERSE/CHUCK TAYLOR/ALL STAR PLUS OTHER
 continued

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
2624	Q6.0 Yes. Q6.1 Vans or Converse.
2625	Q6.0 Yes. Q6.1 Vans or Chucks.
2813	Q6.0 Yes. Q6.1 Vans, Converse, Keds.
2818	Q6.0 Yes. Q6.1 Converse, Chucks and Vans low profile.
2826	Q6.0 Yes. Q6.1 Vans, and I've seen some Converse like that.

- Q6.0 Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
Q6.1 What brand or brands of sneakers?
Q6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?
-
-

RESPONSE CATEGORY 3: Association with other company or companies
- DON'T REMEMBER NAME - MORE THAN ONE COMPANY

There are no responses in this category.

- Q6.0 Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
Q6.1 What brand or brands of sneakers?
Q6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?
-

RESPONSE CATEGORY 4: Association with other companies or companies
- DON'T KNOW/NO OPINION

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
2221	Q6.0 Yes. Q6.1 I don't know. Q6.2 Don't know/no opinion

NO ASSOCIATION WITH ANY COMPANY OR COMPANIES
QUESTION 6.0

CONTROL CELL

RESPONDENT
NUMBER

2110
2116
2117
2119
2122
2123
2124
2125
2127
2208
2212
2213
2215
2219
2222
2223
2224
2226
2301
2304
2305
2309
2311
2312
2314
2318
2322
2323
2326
2401
2402
2403
2404
2406
2408
2409
2410
2414
2417
2419
2420
2426
2501
2504

RESPONDENT
NUMBER

2513
2514
2520
2521
2522
2604
2610
2614
2615
2616
2619
2622
2703
2708
2709
2710
2716
2719
2720
2721
2722
2724
2726
2802
2805
2808
2812
2819
2822
2824

Tab 6

TABLE 6
CONTROL CELL

- Q1.0 Within the past year, have you purchased any casual sneakers that you would wear for casual use and not athletic use?
- Q1.1 Within the next year, are you likely to purchase any casual sneakers that you would wear for casual use and not athletic use?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=216)
Q1.0 - Yes	189	87.50
Q1.1 - Yes	27	12.50
Total	216	100.00

Note: Respondents who said 'yes' to Q1.0 were not asked Q1.1.

Tab 7

TABLE 7
CONTROL CELL

AGE DISTRIBUTION OF RESPONDENTS

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=216)
1. 15 to 19	127	58.80
2. 20 to 30	42	19.44
3. Over 30	47	21.76
Total	<u>216</u>	<u>100.00</u>

Tab 8

TABLE 8
CONTROL CELL

GENDER DISTRIBUTION OF RESPONDENTS

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=216)
1. Male	113	52.31
2. Female	103	47.69
Total	<u>216</u>	<u>100.00</u>

Tab D

TEST CELL AND CONTROL CELL
COMPOSITE RESPONSE ANALYSIS

Tab 9

TABLE 9
TEST CELL AND CONTROL CELL

Composite Response Analysis

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Test Cell Percent (n=216)</u>	<u>Control Cell Percent (n=216)</u>
1. Converse/Chuck Taylor/All Star	61.57	18.52
2. Don't remember name - one company	---	0.93
Total	<u>61.57</u>	<u>19.45</u>

APPENDIX

Appendix A

APPENDIX A
SEQUENTIAL LISTING OF SURVEY RESPONSES

APPENDIX A

SEQUENTIAL LISTING OF SURVEY RESPONSES

SURVEY QUESTIONS

- Q1.0 Within the past year, have you purchased any casual sneakers that you would wear for casual use and not athletic use?
- Q1.1 Within the next year, are you likely to purchase any casual sneakers that you would wear for casual use and not athletic use?
- Q6.0 Now, thinking about sneakers...
Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
- Q6.1 What brand or brands of sneakers?
- Q6.2 Do you associate the appearance of this sneaker with one brand of sneakers or more than one brand of sneakers?
1. one brand of sneakers
 2. more than one brand of sneakers
 3. don't know/no opinion

APPENDIX A

SEQUENTIAL LISTING OF SURVEY RESPONSES

TEST CELL

QNUM 1101
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1102
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1103
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1104
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1105
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1106
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1107
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1108
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 I think they look like Converse brand.

QNUM 1109
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1110
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1111
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1112
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 It looks like a Converse Chuck Taylor model.

QNUM 1113
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1114
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse or Levi.

QNUM 1115
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1116
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse. That's what they look like.

QNUM 1117
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1118
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1119
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 1120
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1121
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1122
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 1123
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1124
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse All Stars.

QNUM 1125
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1126
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse All Stars.

QNUM 1127
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1201
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 15 to 19
 Q2.1 Gender: Male
 Q6.0 Yes.
 Q6.1 Converse.

QNUM 1202
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 15 to 19
 Q2.1 Gender: Female
 Q6.0 Yes.
 Q6.1 All Star.

QNUM 1203
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 20 to 30
 Q2.1 Gender: Male
 Q6.0 Yes.
 Q6.1 Converse, Gap, All Stars, and PF Flyers.

QNUM 1204
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 15 to 19
 Q2.1 Gender: Female
 Q6.0 Yes.
 Q6.1 Converse.

QNUM 1205
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 No.
 Q1.1 [Within next year, likely to purchase any casual sneakers...]
 Q1.1 Yes.
 Q2.0 Age: 15 to 19
 Q2.1 Gender: Female
 Q6.0 Yes.
 Q6.1 Converse.

QNUM 1206
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 15 to 19
 Q2.1 Gender: Male
 Q6.0 Yes.
 Q6.1 Vans.

QNUM 1207
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: Over 30
 Q2.1 Gender: Male
 Q6.0 Yes.
 Q6.1 Keds.

QNUM 1208
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 1209
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1210
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1211
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Keds.

QNUM 1212
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1213
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse All Star.

QNUM 1214
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1215
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1216
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1217
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1218
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1219
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1220
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 1221
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 1222
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1223
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 1224
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 All Star.

QNUM 1225
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1226
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 1227
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1301
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Keds.

QNUM 1302
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Keds. Looks like a Keds to me.

QNUM 1303
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 1304
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 All Stars, Rocket Dogs.

QNUM 1305
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1306
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 This looks like an old pair of Converse.

QNUM 1307
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Keds.

QNUM 1308
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 I can't think of the name. Maybe All Star.

QNUM 1309
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1310
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Keds.

QNUM 1311
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 1312
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 1313
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 1314
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 1315
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1316
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1317
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Chuck Taylor.

QNUM 1318
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Nike.

QNUM 1319
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 1320
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1321
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1322
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse, Airwalks.

QNUM 1323
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1324
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 15 to 19
 Q2.1 Gender: Male
 Q6.0 Yes.
 Q6.1 Jordans, skateboarding shoes, Converse.

QNUM 1325
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 15 to 19
 Q2.1 Gender: Male
 Q6.0 Yes.
 Q6.1 Converse.

QNUM 1326
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: Over 30
 Q2.1 Gender: Female
 Q6.0 Yes.
 Q6.1 Vans.

QNUM 1327
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 No.
 Q1.1 [Within next year, likely to purchase any casual sneakers...]
 Q1.1 Yes.
 Q2.0 Age: 15 to 19
 Q2.1 Gender: Male
 Q6.0 No/don't know.

QNUM 1401
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 15 to 19
 Q2.1 Gender: Male
 Q6.0 Yes.
 Q6.1 Converse.

QNUM 1402
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: Over 30
 Q2.1 Gender: Female
 Q6.0 Yes.
 Q6.1 Keds.

QNUM 1403
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: Over 30
 Q2.1 Gender: Female
 Q6.0 No/don't know.

QNUM 1404
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1405
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1406
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 1407
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1408
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 1409
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 1410
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 1411
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1412
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: Over 30
 Q2.1 Gender: Female
 Q6.0 No/don't know.

QNUM 1413
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: Over 30
 Q2.1 Gender: Female
 Q6.0 No/don't know.

QNUM 1414
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 No.
 Q1.1 [Within next year, likely to purchase any casual sneakers...]
 Q1.1 Yes.
 Q2.0 Age: 15 to 19
 Q2.1 Gender: Male
 Q6.0 No/don't know.

QNUM 1415
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 15 to 19
 Q2.1 Gender: Male
 Q6.0 Yes.
 Q6.1 Converse.

QNUM 1415
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 20 to 30
 Q2.1 Gender: Female
 Q6.0 Yes.
 Q6.1 Converse.

QNUM 1417
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: Over 30
 Q2.1 Gender: Male
 Q6.0 Yes.
 Q6.1 U.S. Keds.

QNUM 1418
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 20 to 30
 Q2.1 Gender: Male
 Q6.0 No/don't know.

QNUM 1419
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Nike, Converse.

QNUM 1420
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1421
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 adidas.

QNUM 1422
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1423
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1424
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Sketchers.

QNUM 1425
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse All Star.

QNUM 1426
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1427
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Pumas or Nike.

QNUM 1501
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Skechers and Converse.

QNUM 1502
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse All Star.

QNUM 1503
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1504
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse All Star.

QNUM 1505
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1506
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse Chuck Taylor.

QNUM 1507
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1508
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1509
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 1510
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 All Star.

QNUM 1511
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1512
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 All Star.

QNUM 1513
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse or something.

QNUM 1514
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1515
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Don't know.
Q6.2 More than one brand of sneakers.

QNUM 1516
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1517
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1518
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1519
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Chuck Taylor All Star.

QNUM 1520
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse, Polo.

QNUM 1521
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1522
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 1523
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1524
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Classic Reeboks.

QNUM 1525
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1526
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 1527
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1601
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1602
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1603
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1604
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1605
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1606
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1607
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1608
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1609
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1610
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1611
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1612
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1613
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1614
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 1615
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1616
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1617
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Keds.

QNUM 1618
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1619
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse and Airwalk.

QNUM 1620
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1621
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: Over 30
 Q2.1 Gender: Female
 Q6.0 Yes.
 Q6.1 Converse.

QNUM 1622
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 15 to 19
 Q2.1 Gender: Female
 Q6.0 Yes.
 Q6.1 Converse Chuck Taylors.

QNUM 1623
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 20 to 30
 Q2.1 Gender: Female
 Q6.0 Yes.
 Q6.1 Vans.

QNUM 1624
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: Over 30
 Q2.1 Gender: Male
 Q6.0 Yes.
 Q6.1 Converse.

QNUM 1625
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 15 to 19
 Q2.1 Gender: Male
 Q6.0 Yes.
 Q6.1 Converse.

QNUM 1626
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 15 to 19
 Q2.1 Gender: Male
 Q6.0 Yes.
 Q6.1 Chuck Taylor.

QNUM 1627
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 No.
 Q1.1 [Within next year, likely to purchase any casual sneakers...]
 Q1.1 Yes.
 Q2.0 Age: Over 30
 Q2.1 Gender: Female
 Q6.0 Yes.
 Q6.1 Keds.

QNUM 1701
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 15 to 19
 Q2.1 Gender: Female
 Q6.0 Yes.
 Q6.1 Converse.

QNUM 1702
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 No.
 Q1.1 [Within next year, likely to purchase any casual sneakers...]
 Q1.1 Yes.
 Q2.0 Age: 20 to 30
 Q2.1 Gender: Male
 Q6.0 Yes.
 Q6.1 Converse.

QNUM 1703
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 15 to 19
 Q2.1 Gender: Male
 Q6.0 Yes.
 Q6.1 Chucks, Chuck Taylor.

QNUM 1704
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 20 to 30
 Q2.1 Gender: Male
 Q6.0 Yes.
 Q6.1 Converse.

QNUM 1705
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: Over 30
 Q2.1 Gender: Male
 Q6.0 No/don't know.

QNUM 1706
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 No.
 Q1.1 [Within next year, likely to purchase any casual sneakers...]
 Q1.1 Yes.
 Q2.0 Age: 15 to 19
 Q2.1 Gender: Male
 Q6.0 Yes.
 Q6.1 Converse.

QNUM 1707
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: Over 30
 Q2.1 Gender: Female
 Q6.0 No/don't know.

QNUM 1708
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1709
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 1710
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1711
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 All Star Converse.

QNUM 1712
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1713
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Airwalk, Converse.

QNUM 1714
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Keds.

QNUM 1715
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 K-Swiss.

QNUM 1716
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Vans.

QNUM 1717
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 1718
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 1719
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 1720
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 1721
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Keds.

QNUM 1722
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 1723
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: Over 30
 Q2.1 Gender: Male
 Q6.0 No/don't know.

QNUM 1724
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: Over 30
 Q2.1 Gender: Female
 Q6.0 Yes.
 Q6.1 Keds.

QNUM 1725
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 15 to 19
 Q2.1 Gender: Male
 Q6.0 Yes.
 Q6.1 Converse.

QNUM 1726
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 20 to 30
 Q2.1 Gender: Female
 Q6.0 Yes.
 Q6.1 Keds or maybe the ones they sell at Walmart. Not sure of the name.

QNUM 1727
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 No.
 Q1.1 [Within next year, likely to purchase any casual sneakers...]
 Q1.1 Yes.
 Q2.0 Age: Over 30
 Q2.1 Gender: Female
 Q6.0 Yes.
 Q6.1 Faded Glory.

QNUM 1801
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: Over 30
 Q2.1 Gender: Male
 Q6.0 Yes.
 Q6.1 Skechers or Converse.

QNUM 1802
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 15 to 19
 Q2.1 Gender: Female
 Q6.0 Yes.
 Q6.1 Converse All Stars and Airwalk.

QNUM 1803
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse, Keds, PF Flyers.

QNUM 1804
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1805
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1806
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 PF Flyers and Converse.

QNUM 1807
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse, Airwalks.

QNUM 1808
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 All Star Converse.

QNUM 1809
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1810
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1811
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1812
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1813
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Airwalk or Converse.

QNUM 1814
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse, Chucks.

QNUM 1815
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1816
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse, Airwalk.

QNUM 1817
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 1818
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1819
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1820
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Vans.

QNUM 1821
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1822
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 1823
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 1824
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1825
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1826
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 1827
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse and Airwalk.

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QNUM 2101
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 I'd say Converse.

QNUM 2102
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Adidas.

QNUM 2103
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 2104
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse or flat top K-Swiss ones.

QNUM 2105
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 I would say maybe Walmart brand.

QNUM 2106
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Vans or Converse.

QNUM 2107
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Keds.

QNUM 2108
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Timberland.

QNUM 2109
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse is what it reminds me of.

QNUM 2110
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2111
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 PRO-Keds.

QNUM 2112
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 PRO-Keds.

QNUM 2113
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Crocs.

QNUM 2114
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 2115
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 2116
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 2117
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2118
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 2119
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2120
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 2121
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Puma.

QNUM 2122
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2123
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 2124
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2125
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 2126
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Vans.

QNUM 2127
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 2201
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Keds.

QNUM 2202
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Keds.

QNUM 2203
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Keds.

QNUM 2204
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Vans.

QNUM 2205
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 2206
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 With Converse.

QNUM 2207
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Vans.

QNUM 2208
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2209
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Don't know.
Q6.2 One brand of sneakers.

QNUM 2210
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 2211
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Keds or Converse's.

QNUM 2212
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 2213
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2214
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Don't know.
Q6.2 One brand of sneakers.

QNUM 2215
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2216
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 15 to 19
 Q2.1 Gender: Male
 Q6.0 Yes.
 Q6.1 Vans and Converse.

QNUM 2217
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 15 to 19
 Q2.1 Gender: Male
 Q6.0 Yes.
 Q6.1 Vans.

QNUM 2218
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 15 to 19
 Q2.1 Gender: Male
 Q6.0 Yes.
 Q6.1 Nike and Converse.

QNUM 2219
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 15 to 19
 Q2.1 Gender: Female
 Q6.0 No/don't know.

QNUM 2220
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 15 to 19
 Q2.1 Gender: Female
 Q6.0 Yes.
 Q6.1 Keds.

QNUM 2221
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 15 to 19
 Q2.1 Gender: Female
 Q6.0 Yes.
 Q6.1 I don't know.
 Q6.2 Don't know/no opinion.

QNUM 2222
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 No.
 Q1.1 [Within next year, likely to purchase any casual sneakers...]
 Q1.1 Yes.
 Q2.0 Age: 15 to 19
 Q2.1 Gender: Male
 Q6.0 No/don't know.

QNUM 2223
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2224
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2225
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Logg.

QNUM 2226
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2227
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Adidas.

QNUM 2301
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 2302
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Adidas, Nike.

QNUM 2303
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Keds.

QNUM 2304
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2305
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 2306
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Keds.

QNUM 2307
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse, Rocket Dog.

QNUM 2308
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Airwalk.

QNUM 2309
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2310
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 2311
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2312
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2313
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse, Puma.

QNUM 2314
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2315
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse, Vans.

QNUM 2316
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Keds.

QNUM 2317
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 2318
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 2319
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Vans.

QNUM 2320
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Nike.

QNUM 2321
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 2322
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 2323
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 2324
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 2325
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Vans.

QNUM 2326
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2327
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Skechers.

QNUM 2401
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 2402
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2403
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2404
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 2405
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Airwalk and Converse.

QNUM 2406
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2407
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Copa.

QNUM 2408
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2409
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2410
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 2411
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 2412
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Rocket Dogs.

QNUM 2413
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Vans.

QNUM 2414
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 2415
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 2416
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 2417
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 2418
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse All Star.

QNUM 2419
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2420
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2421
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 2422
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Airwalk or a Ked.

QNUM 2423
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 2424
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Keds.

QNUM 2425
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 All Star Converse.

QNUM 2426
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 2427
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Skateboard.

QNUM 2501
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 2502
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 The Chinese shoes from Zensation.

QNUM 2503
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Looks like a Champion from Payless.

QNUM 2504
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 2505
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Vans or Converse.

QNUM 2506
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse, Vans. That's about it.

QNUM 2507
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Airwalk.

QNUM 2508
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Keds.

QNUM 2509
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 2510
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Vans or Airwalk.

QNUM 2511
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Keds.

QNUM 2512
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Looked kinda like Converse.

QNUM 2513
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2514
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2515
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Vans.

QNUM 2516
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Chucks, Converse.

QNUM 2517
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 2518
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Vans.

QNUM 2519
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse, Rocket Dog.

QNUM 2520
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2521
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 2522
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 15 to 19
 Q2.1 Gender: Male
 Q6.0 No/don't know.

QNUM 2523
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 20 to 30
 Q2.1 Gender: Female
 Q6.0 Yes.
 Q6.1 Keds.

QNUM 2524
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 No.
 Q1.1 [Within next year, likely to purchase any casual sneakers...]
 Q1.1 Yes.
 Q2.0 Age: 15 to 19
 Q2.1 Gender: Male
 Q6.0 Yes.
 Q6.1 Converse.

QNUM 2525
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 15 to 19
 Q2.1 Gender: Male
 Q6.0 Yes.
 Q6.1 A Vans shoe.

QNUM 2526
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 15 to 19
 Q2.1 Gender: Female
 Q6.0 Yes.
 Q6.1 Keds.

QNUM 2527
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 No.
 Q1.1 [Within next year, likely to purchase any casual sneakers...]
 Q1.1 Yes.
 Q2.0 Age: 15 to 19
 Q2.1 Gender: Female
 Q6.0 Yes.
 Q6.1 Converse, Keds.

QNUM 2601
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: Over 30
 Q2.1 Gender: Male
 Q6.0 Yes.
 Q6.1 Vans or Converse.

QNUM 2602
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Vans.

QNUM 2603
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Vans.

QNUM 2604
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 2605
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse or Keds.

QNUM 2606
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 2607
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Vans.

QNUM 2608
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Keds.

QNUM 2609
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Vans, Converse, Keds, and PRO-Keds.

QNUM 2610
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 2611
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Airwalk.

QNUM 2612
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 It looks like Vans.

QNUM 2613
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 2614
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 2615
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 2616
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2617
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse or some older brand.

QNUM 2618
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Vans.

QNUM 2619
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2620
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Nike.

QNUM 2621
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Vans.

QNUM 2622
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2623
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Echo.

QNUM 2624
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Vans or Converse.

QNUM 2625
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Vans or Chucks.

QNUM 2626
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Chuck Taylor.

QNUM 2627
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Vans.

QNUM 2701
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Keds.

QNUM 2702
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Keds.

QNUM 2703
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2704
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Low-cut Converse.

QNUM 2705
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Checkers, Vans.

QNUM 2706
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 The cheap canvas shoes from Walmart.

QNUM 2707
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Keds.

QNUM 2708
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2709
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 2710
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 15 to 19
 Q2.1 Gender: Male
 Q6.0 No/don't know.

QNUM 2711
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: Over 30
 Q2.1 Gender: Female
 Q6.0 Yes.
 Q6.1 Skechers.

QNUM 2712
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 15 to 19
 Q2.1 Gender: Female
 Q6.0 Yes.
 Q6.1 Vans.

QNUM 2713
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 15 to 19
 Q2.1 Gender: Female
 Q6.0 Yes.
 Q6.1 Vans.

QNUM 2714
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 20 to 30
 Q2.1 Gender: Male
 Q6.0 Yes.
 Q6.1 Converse.

QNUM 2715
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 Yes.
 Q2.0 Age: 15 to 19
 Q2.1 Gender: Female
 Q6.0 Yes.
 Q6.1 Vans.

QNUM 2716
 Q1.0 [Within past year, purchased casual sneakers...]
 Q1.0 No.
 Q1.1 [Within next year, likely to purchase any casual sneakers...]
 Q1.1 Yes.
 Q2.0 Age: 20 to 30
 Q2.1 Gender: Female
 Q6.0 No/don't know.

QNUM 2717
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Keds.

QNUM 2718
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Sears brand.

QNUM 2719
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 2720
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2721
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2722
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2723
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Vans.

QNUM 2724
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 2725
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 2726
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2727
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 2801
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 2802
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2803
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 2804
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Vans.

QNUM 2805
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2806
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Vans.

QNUM 2807
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 2808
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 2809
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Vans.

QNUM 2810
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Looks like a Payless shoe.

QNUM 2811
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse.

QNUM 2812
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2813
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Vans, Converse, Keds.

QNUM 2814
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Nike.

QNUM 2815
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Vans.

QNUM 2816
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Vans.

QNUM 2817
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 2818
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Converse, Chucks and Vans low profile.

QNUM 2819
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2820
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Converse.

QNUM 2821
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: Over 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Nike.

QNUM 2822
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Female
Q6.0 No/don't know.

QNUM 2823
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Vans.

QNUM 2824
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Male
Q6.0 No/don't know.

QNUM 2825
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Vans or general skater brand.

QNUM 2826
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 Yes.
Q2.0 Age: 15 to 19
Q2.1 Gender: Male
Q6.0 Yes.
Q6.1 Vans, and I've seen some Converse like that.

QNUM 2827
Q1.0 [Within past year, purchased casual sneakers...]
Q1.0 No.
Q1.1 [Within next year, likely to purchase any casual sneakers...]
Q1.1 Yes.
Q2.0 Age: 20 to 30
Q2.1 Gender: Female
Q6.0 Yes.
Q6.1 Soft Sole.

Appendix B

APPENDIX B
SUPERVISOR INSTRUCTIONS

Ford Bubala & Associates
16400 Pacific Coast Highway
Suite 211
Huntington Beach, California 92649
Telephone: 562/592-4581
Facsimile: 562/592-3867

FB&A
6/09
Study #1444

SUPERVISOR INSTRUCTIONS

LIST OF MATERIALS

Survey W
Screeners/Questionnaires - W (Yellow)
Exhibit W and Folder
Supervisor Master Quota Sheet - W
Terminate Tally Sheets - W (Yellow)

Survey X
Screeners/Questionnaires - X (Ivory)
Exhibit X and Folder
Supervisor Master Quota Sheet - X
Terminate Tally Sheets - X (Ivory)

Supervisor Instructions
Interviewer Instructions

If any materials are missing, or any instructions are unclear, please notify Dr. Gerald Ford immediately.

STUDY OVERVIEW

This is a study among males and females who meet the survey screening criteria.

This study has two separate surveys or cells. Each survey or cell has separate age and gender quotas.

INTERVIEWING SCHEDULE/INTERVIEWING LOCATIONS

Interviewing is to commence as scheduled and be continued each day until your assigned quotas are completed. Interviewing is to be conducted during daytime and evening mall hours on weekdays and during the weekend.

Screening is not to be conducted at any locations where there are visible any displays, posters, advertising, signage, or other promotional materials for any shoes.

In this study, respondents are to be screened on the mall and then taken to a private interviewing area to complete the interview.

The Questionnaire portion of the interview is to be conducted in the private interviewing area. The private interviewing area should contain a table and two chairs. The Interviewer and the respondent should be seated across the table from each other during the Questionnaire portion of the interview.

SCREENERS/QUESTIONNAIRES/EXHIBITS

In each study, there is one Screener and one Questionnaire with 2 rotations. Survey Exhibit W will be used in Survey W and Survey Exhibit X will be used in Survey X.

Additional details involving the execution of the Screeners/Questionnaires and display of Survey Exhibits are outlined in the Interviewer Instructions and on the Screeners/Questionnaires.

Please read and review the Interviewer Instructions and the Screeners/Questionnaires prior to the briefing and distribution of materials to the Interviewers.

CREW SIZE

A minimum of two Interviewers should be briefed and assigned to work on this study. While an Interviewer is working on this study, he/she should not recruit or interview on any other study.

CREW ROTATION

No Interviewer should complete more than one-half or fourteen (14) of the twenty-seven (27) interviews with either of the two color-coded Screeners/Questionnaires.

QUOTA

The desired quota for the surveys is 54 completed interviews. The desired quota for completed interviews, for each survey, by age and gender is as follows:

		Quota Yellow Survey W	Quota Ivory Survey X
Age:	15-19	16	16
	20-30	5	5
	Over 30	6	6
Gender:	Male	14	14
	Female	13	13
	Total Quota	27	27

Any one respondent may participate in only one of the two surveys.

MASTER QUOTA SHEET

You have been provided with separate Master Quota Sheets so that you can track the number of completed interviews, for each survey, by age and gender.

Please send, via facsimile, a copy of the Master Quota Sheet at the end of each interviewing day.

TERMINATE TALLY SHEETS

For ineligible respondents, we require a tally of the number screened who terminated at each question. We also require a tally of qualified respondents who refused the invitation to return to your facility to complete the interview.

You have been provided separate Terminate Tally Sheets for Survey W (Yellow) and Survey X (Ivory).

Interviewers should use a new Terminate Tally Sheet for each day of interviewing and should print their full name, the name of the mall, and the date on each sheet.

QUALIFIED RESPONDENTS

Qualified respondents, generally, are males and females (in the desired age and gender distributions):

- who within the past year have purchased or within the next year are likely to purchase casual sneakers for casual use and not athletic use;
- who are 15 years of age or over;
- who do not, nor does anyone else in their home, work for an advertising agency or marketing research firm, or a retail store or company that makes, sells, or distributes any shoes;
- who, during the past three months, other than a political poll, have not participated in any marketing research surveys, including online surveys;
- who, during the past month, have not heard anything about the subject of any of the interviews being conducted at the mall; and
- if the respondent usually wears contact lenses or eyeglasses when looking at a photograph, is willing to wear them during the interview.

The Interviewer Instructions provide for the sequence to be used in approaching a potential participant. (i.e., After a completed interview, the Interviewer should return to his/her assigned screening site and attempt to screen the first individual approaching that site who appears to be 15 years of age or over. If that individual does not qualify, or does not meet any available age or gender quota categories, the Interviewer should approach the next individual that passes, and the next, until a qualified participant is located.) Interviewers should use this sequence in approaching potential participants regardless of race, dress, appearance or any other consideration (with the exception of the desired age and gender quotas).

SCREENERS/QUESTIONNAIRES BRIEFING

Although the Screeners/Questionnaires employed in this study are short, it is important that the Screeners/Questionnaires and Exhibits are handled properly and that the questions are read verbatim.

All Interviewers participating in this study are to be briefed. During the briefing, go over the Interviewer Instructions and the question-by-question instructions on each of the Screeners/Questionnaires with the Interviewers. Stress the need for reading the questions exactly as they are printed on the Screeners/Questionnaires, and recording clearly and accurately the responses of the interviewees.

During the briefing, please hold practice interviews with each Interviewer. The practice interviews give the Interviewers practice in the mechanics of the Screeners/Questionnaires and the handling of the Survey Exhibits. Please do additional practice, as necessary, until you are confident that the Interviewers know how to properly conduct the interview and thoroughly understand the mechanics of the study.

SURVEY MATERIALS

Interviewers are to be instructed to take care in not misplacing any of the survey materials. No survey materials are to be removed from the private interviewing area with the exception of materials used in recruiting respondents. All survey materials are confidential.

VALIDATION

Validation in this study requires that a Supervisor personally meet 35% of each Interviewer's respondents and confirm his/her answers to Questions 1.0 through 2.1. A Supervisor is to sign his/her name where indicated (see "Supervisor Validation" signature area) on last page of the Questionnaire to affirm this in-person validation.

Interviews with respondents who refuse name and/or telephone number will not be accepted toward the quotas, unless they are validated on site.

If a Supervisor conducts an interview, that Supervisor should not validate his/her own interview. A Supervisor-conducted interview should be validated by another Supervisor.

Our firm will also conduct additional telephone validations of the completed Questionnaires.

REPORTING/SHIPMENT OF COMPLETED INTERVIEWS

Daily Fax Report

Please send, via facsimile, a copy of the Master Quota Sheet at the end of each interviewing day.

Daily Shipments

You are to ship daily (Monday through Friday)

- all completed Screeners/Questionnaires,
- all Terminate Tally Sheets for each Interviewer.

(NOTE: All Screeners/Questionnaires should be reviewed prior to shipment.)

In your first daily shipment, include the signature page for all signed Supervisor and Interviewer instructions. In subsequent daily shipments, include the signature page for any additional signed Supervisor and Interviewer instructions for Supervisors or Interviewers who began work on this project after the initial survey briefing.

Final Shipment of Completed Screeners/Questionnaires

At the time of the final shipment of completed Screeners/Questionnaires, you should retain possession of all other survey materials until contacted by Ford Bubala & Associates.

Final Shipment of All Survey Materials

When you are contacted by Ford Bubala & Associates to make your final shipment of remaining materials, you are to return all survey materials.

Shipping costs for the return of any materials not shipped in the final shipment, and/or charges for any materials that need to be returned to you for signature, etc., will be at your expense.

SHIPPING INFORMATION

Please use UPS or Federal Express for your daily shipments to us.

IF YOU USE UPS:

- please use UPS Next Day Legal Express Envelopes for your daily shipments.
- UPS Account Number #75W369.

IF YOU USE FEDERAL EXPRESS:

- Please use FedEx Pak (Soft) envelopes for your daily shipments.
- Federal Express #1108-3076-9 (Standard)

When filling out the Air Bill, please put our study number, #1444, in the space marked Reference Number.

Ship materials to:
Dr. Gerald Ford
Ford Bubala & Associates
16400 Pacific Coast Highway, Suite 211
Huntington Beach, California 92649

SUPERVISOR INSTRUCTIONS

SIGNATURE PAGE

Study #1444

Note: After reading and reviewing these instructions and procedures, along with the Interviewer Instructions, Screeners/Questionnaires, and Exhibits, please print your name and then sign this set of instructions.

Name (Please Print)

Signature

Appendix C

APPENDIX C

INTERVIEWER INSTRUCTIONS

Ford Bubala & Associates
16400 Pacific Coast Highway
Suite 211
Huntington Beach, California 92649
Telephone: 562/592-4581
Facsimile: 562/592-3867

FB&A
6/09
Study #1444

INTERVIEWER INSTRUCTIONS

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A minimum of two Interviewers should be briefed and assigned to work on this study. While an Interviewer is working on this study, he/she should not recruit or interview on any other study.

CREW ROTATION

No Interviewer should complete more than one-half or fourteen (14) of the twenty-seven (27) interviews with either of the two color-coded Screeners/Questionnaires.

QUOTA

The desired quota for the surveys is 54 completed interviews, 27 with each of the two color-coded Screeners/Questionnaires.

This study requires that completed interviews match desired age and gender quotas for each of the two color-coded Screeners/Questionnaires. Your Supervisor has been provided with a Master Quota Sheet so that the results of your completed interviews will provide the desired age and gender distributions for each of the two color-coded Screeners/Questionnaires.

Any one respondent may participate in only one of the two surveys.

TERMINATE TALLY SHEETS

For ineligible respondents, we require a tally of the number screened who terminated at each question. We also require a tally of qualified respondents who refused the invitation to return to your facility to complete the interview.

You have been provided separate Terminate Tally Sheets for Survey W (Yellow) and Survey X (Ivory).

Interviewers should use a new Terminate Tally Sheet for each day of interviewing and should print their full name, the name of the mall, and the date on each sheet.

QUALIFIED RESPONDENTS

Qualified respondents, generally, are males and females (in the desired age and gender distributions):

- who within the past year have purchased or within the next year are likely to purchase casual sneakers for casual use and not athletic use;
 - who are 15 years of age or over;
 - who, during the past three months, other than a political poll, have not participated in any marketing research surveys, including online surveys;
 - who, during the past month, have not heard anything about the subject of any of the interviews being conducted at the mall; and
 - if the respondent usually wears contact lenses or eyeglasses when looking at a photograph, is willing to wear them during the interview.
- After positioning yourself at your assigned screening site, you should attempt to screen the first individual approaching your site who appears to be 15 years of age or over. If that individual does not qualify, or does not meet any available age or gender quota categories, you should approach the next individual, and the next, until you locate a qualified participant. Proceed from attempt to screen/qualify to attempt to screen/qualify utilizing the selection method described, approaching each prospective respondent, regardless of race, dress, appearance or any other consideration (with the exception of the desired age and gender quotas).
- After qualifying a respondent, you are to take that individual to your facility to be interviewed in a private interviewing area. Upon completion of the interview, you are to return to the mall and position yourself at your assigned screening site, and repeat the respondent selection process previously described.

General Reminders

- Do not interview anyone you know.
- Do not attempt to screen/qualify anyone who has, or might have, overheard the screening of a previous respondent.
- During the screening portion of the interview, if you approach a group of two or more, address your request to only one of the individuals and request that the other individual(s) not help or assist the participating individual with his/her answers. If this occurs, terminate the attempt to interview.
- Do not position yourself in a manner in which a respondent can read any of the words or questions on the Screeners/Questionnaires.
- During the Questionnaire portion of the interview, the respondent should be alone, with the exception of a single parent or adult with a young child.

SCREENERS/QUESTIONNAIRES PROCEDURES

- The Screeners/Questionnaires are short; however, it is important (1) that the questions are read verbatim, (2) that the responses are accurately recorded, and (3) that the Exhibits are properly shown to the respondents at the time appointed on the Questionnaires.
- Administer each Screener/Questionnaire in a completely uniform manner, reading each question exactly as it is written and allow the respondent as much time as he/she needs to answer before proceeding to the next question. Do not change the wording of any question, and ask only the questions included on the Screener/Questionnaire. If a respondent indicates he/she does not understand a question or asks you to explain a question, simply repeat it exactly as worded on the Screener/Questionnaire. If necessary, repeat a question twice. Each time you repeat a question, mark R/Q for "reasked question" where appropriate. If the respondent still does not understand or asks that a question be explained, terminate the interview.
- When returning to your interviewing facility with a qualified respondent, you should not discuss any aspects of the survey.
- The questions are to be read verbatim. You should not probe or clarify on any question.
- If you are unsure about the spelling of any word in a respondent's answer(s), ask the respondent to spell the word(s). If the respondent cannot spell the word(s), please spell the word(s) phonetically.
- If a potential respondent is terminated on any of the screening questions, tally, erase, and reuse the Screener. If an interview is terminated during the Questionnaire portion, mark terminate (TM) on the Questionnaire where this occurred and note an explanation in the margin of the Questionnaire. Do not erase or reuse the Questionnaire. Return the terminated Questionnaire to your Supervisor.
- On screening questions and category response questions, record response with an 'X' on the appropriate line.
- You may only erase on the Screener. You are not to erase on the Questionnaire. If you make an error in filling out the Questionnaire, put a line through the error and put the

initials 'IE' (Interviewer Error) next to the error. If the respondent makes an error, while you are executing the Questionnaire, put a line through the error and put the initials 'RE' (Respondent Error) next to the error.

- Validation in this study requires that a Supervisor personally meets 35% of each Interviewer's respondents and confirms his/her answers to Questions 1.0 through 2.1. A Supervisor is to sign his/her name where indicated (see "Supervisor Validation" signature area) on the last page of the Questionnaire to affirm this in-person validation.
- If a respondent refuses either his/her name or telephone number, the interview must be validated on site by your Supervisor in order for the interview to be counted toward the quotas.
- In addition to your Supervisor, our firm will also conduct additional telephone validation of your completed interviews. Therefore, you are to attempt to obtain each respondent's name and telephone number.

You are to take care in not misplacing any of the survey materials. No survey materials are to be removed from your facility with the exception of materials used in recruiting respondents. All survey materials are confidential.

All instructions for execution of the Screeners/Questionnaires are on the Screeners/Questionnaires. The instructions for execution of the Screeners/Questionnaires are in all **BOLD CAPITAL LETTERS**.

INTERVIEWER INSTRUCTIONS

SIGNATURE PAGE

Study #1444

Note: After reading and reviewing these instructions and procedures, please print your name and then sign this set of instructions and return it to your Supervisor.

Name (Please Print)

Signature

Appendix D

APPENDIX D

QUESTIONNAIRES W AND X
ROTATION 2

QUESTIONNAIRE - W

DO NOT ERASE ON THE QUESTIONNAIRE.

TAKE RESPONDENT INTO INTERVIEWING ROOM.

SEAT RESPONDENT AND SEAT YOURSELF ACROSS FROM THE RESPONDENT.

In a moment, I am going to show you a survey exhibit; then I will ask you a couple of questions.

Please understand that we are only interested in your opinions; and if you don't have an opinion or don't know the answer to a question, that is an acceptable answer.

TAKE EXHIBIT W OUT OF FILE AND HAND TO RESPONDENT.

Please look at the sneaker in this photograph.

Please understand that we have covered up all of the words and labeling on this sneaker.

Please take as much time as you like and let me know when you are ready to continue.

PAUSE UNTIL RESPONDENT INDICATES HE/SHE IS READY TO CONTINUE.

6.0 Now, thinking about sneakers...

Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
RECORD RESPONSE WITH AN 'X.'

- 1. yes CONTINUE.
- 2. no/don't know GO TO --> Q7.0.

6.1 What brand or brands of sneakers?
RECORD RESPONSE VERBATIM.

IF 'DON'T KNOW' BRAND/BRANDS NAME(S), CONTINUE;
OTHERWISE, GO TO --> Q7.0.

6.2 Do you associate the appearance of this sneaker with more than one brand of sneakers or one brand of sneakers?
RECORD RESPONSE WITH AN 'X.'

- 1. more than one brand of sneakers
 - 2. one brand of sneakers
 - 3. don't know/no opinion
- CONTINUE.

7.0 Would you please tell me what letter is on the back of the photograph?
RECORD LETTER: _____ CONTINUE.

7.1 PUT EXHIBIT BACK IN FILE AND CONTINUE.

VERIFICATION:

Finally, may I please have your name and telephone number? This information is so that my Supervisor can verify a portion of my work. If you are contacted, it will only be to confirm that I conducted this interview and for no other reason.

Respondent Name: _____

Telephone Number: __ (____) _____

ASK: Is that a daytime or evening telephone number?
RECORD RESPONSE WITH AN 'X.'

____ 1. daytime telephone number

____ 2. evening telephone number

THANK RESPONDENT FOR HIS/HER TIME AND PARTICIPATION.

Interviewer Certification:

I hereby certify that the information contained on this Questionnaire is a true and accurate record of this respondent's comments as they were given to me.

Interviewer's signature (no initials) Date

Supervisor Validation:

I hereby certify that I personally met this respondent and validated his/her answers to questions Q1.0 through Q2.1.

Supervisor's signature (no initials)

QUESTIONNAIRE - X

DO NOT ERASE ON THE QUESTIONNAIRE.

TAKE RESPONDENT INTO INTERVIEWING ROOM.

SEAT RESPONDENT AND SEAT YOURSELF ACROSS FROM THE RESPONDENT.

In a moment, I am going to show you a survey exhibit; then I will ask you a couple of questions.

Please understand that we are only interested in your opinions; and if you don't have an opinion or don't know the answer to a question, that is an acceptable answer.

TAKE EXHIBIT W OUT OF FILE AND HAND TO RESPONDENT.

Please look at the sneaker in this photograph.

Please understand that we have covered up all of the words and labeling on this sneaker.

Please take as much time as you like and let me know when you are ready to continue.

PAUSE UNTIL RESPONDENT INDICATES HE/SHE IS READY TO CONTINUE.

6.0 Now, thinking about sneakers...

Do you associate the appearance of this sneaker with any particular brand or brands of sneakers?
RECORD RESPONSE WITH AN 'X.'

- 1. yes CONTINUE.
- 2. no/don't know GO TO --> Q7.0.

6.1 What brand or brands of sneakers?
RECORD RESPONSE VERBATIM.

IF 'DON'T KNOW' BRAND/BRANDS NAME(S), CONTINUE;
OTHERWISE, GO TO --> Q7.0.

6.2 Do you associate the appearance of this sneaker with more than one brand of sneakers or one brand of sneakers?
RECORD RESPONSE WITH AN 'X.'

- 1. more than one brand of sneakers
 - 2. one brand of sneakers
 - 3. don't know/no opinion
- CONTINUE.

7.0 Would you please tell me what letter is on the back of the photograph?
RECORD LETTER: _____ CONTINUE.

7.1 PUT EXHIBIT BACK IN FILE AND CONTINUE.

VERIFICATION:

Finally, may I please have your name and telephone number? This information is so that my Supervisor can verify a portion of my work. If you are contacted, it will only be to confirm that I conducted this interview and for no other reason.

Respondent Name: _____

Telephone Number: __ (____) _____

ASK: Is that a daytime or evening telephone number?
RECORD RESPONSE WITH AN 'X.'

____ 1. daytime telephone number

____ 2. evening telephone number

THANK RESPONDENT FOR HIS/HER TIME AND PARTICIPATION.

Interviewer Certification:

I hereby certify that the information contained on this Questionnaire is a true and accurate record of this respondent's comments as they were given to me.

Interviewer's signature (no initials) Date

Supervisor Validation:

I hereby certify that I personally met this respondent and validated his/her answers to questions Q1.0 through Q2.1.

Supervisor's signature (no initials)

Appendix E

APPENDIX E

QUESTIONNAIRE NUMBERING SYSTEM

<u>INTERVIEWING LOCATIONS</u>	<u>TEST CELL</u>	<u>CONTROL CELL</u>
Boston, MA	1101	2101
Hicksville, NY	1201	2201
Vernon Hills, IL	1301	2301
Burnsville, MN	1401	2401
Jacksonville, FL	1501	2501
Arlington, TX	1601	2601
Tucson, AZ	1701	2701
Santa Ana, CA	1801	2801

Appendix F

APPENDIX F

PROFESSIONAL INTERVIEWING SERVICES AND LOCATIONS

Boston Metropolitan Market
Performance Plus
Faneuil Hall
#2 Faneuil Hall Marketplace
Boston, MA 02109

New York Metropolitan Market
Sight Line Research, Ltd.
Broadway Mall
884 Broadway Mall
Hicksville, NY 11801

Chicago Metropolitan Market
Carlene Data
Hawthorn Center
429 Hawthorn Center
Vernon Hills, IL 60061

Minneapolis Metropolitan Market
Carlene Data
Burnsville Center
2071 Burnsville Center
Burnsville, MN 55306

Jacksonville Metropolitan Market
Quick Test/Heakin
The Avenues Mall
10300 Southside Boulevard.
Jacksonville, FL 32256

Dallas Metropolitan Market
Friedman Marketing Services
The Parks @ Arlington
3811 S. Cooper
Arlington, TX 76015

Tucson Metropolitan Market
Carlene Data
Foothills Mall
7401 N. La Cholla
Tucson, AZ 85741

Los Angeles Metropolitan Market
Quick Test/Heakin
MainPlace
2800 North Main Street
Santa Ana, CA 92705

Appendix G

APPENDIX G
INCIDENCE TABLE

	<u>Number</u>
Total Screened	1,762
<hr/>	
Q1.1 Within next year, not likely to purchase any casual sneakers worn for casual use and not athletic use	340
Q2.0 Under 15, over quota, or refused age	440
Q3.0 Someone works for advertising agency/marketing research firm; retail store or company that makes/sells/distributes any shoes	136
Q4.0 Past three months, has participated in marketing research survey	156
Q4.1 Past month heard about subject of interviews	59
Q5.1 Did not have contact lenses/eyeglasses	39
Total number ineligible	1,170
<hr/>	
Q5.2 Refused to wear contact lenses/eyeglasses	15
Refused invitation to return to facility to complete interview	145
Terminated during interview	--
Total refused	160
Completed interviews	432
Total number eligible	592
<hr/>	
Interview completion rate	432/592 = 72.97%

Exhibit B

Articles Since 2001
By Dr. Gerald L. Ford

These articles are available @ www.fordbubala.com/articles

"Lanham Act Surveys: 2001" was published in the 2001 Practising Law Institute course handbook Strategies for Litigating Copyright, Trademark & Unfair Competition Cases.

"Lanham Act Surveys: 2002" was published in the 2002 Practising Law Institute course handbook Strategies for Litigating Copyright, Trademark & Unfair Competition Cases.

"Survey Evidence - Successful Challenges Since Daubert" was published in 2003 in the International Trademark Association 125th Annual Meeting proceedings.

"Lanham Act Surveys: 2003" was published in 2003 in the American Intellectual Property Law Association annual proceedings. This paper, "Lanham Act Surveys: 2003," was reprinted in the 78th Intellectual Property Institute of Canada proceedings, 2004.

"Lanham Act Surveys: 2004" was published in the Law Education Institute National CLE Conference proceedings, 2005.

"Lanham Act Surveys: 2005" was presented at a meeting of the Intellectual Property Law Section of the State Bar of Georgia, 2006. This paper, "Lanham Act Surveys: 2005" was reprinted in the NAD Annual Conference proceedings, 2006, and in the Law Education Institute National CLE Conference proceedings, 2007.

"Intellectual Property Surveys: 2006" was electronically published on the members-only section of the INTA website.

"Intellectual Property Surveys: 2007" was electronically published on the members-only section of the INTA website.

"Intellectual Property Surveys: 2008-2009" was electronically published on the members-only section of the INTA website. This paper was reprinted in the USC Gould School of Law - 2010 Intellectual Property Institute proceedings. This paper was also reprinted in the Intellectual Property Owners Association Annual Meeting Proceedings, 2010 and the Proceedings of the California CPA Education Foundation, IP Damage Institute 2010.

"False Advertising Surveys January 1998 - December 2010" was published in the 2011 Practising Law Institute course handbook Hot Topics in Advertising Law 2011.

"Intellectual Property Surveys: 2010" was electronically published on the members-only section of the INTA website. This paper was reprinted in the Proceedings, Marques 25th Annual Conference, Baveno, Italy, 2011.

"Intellectual Property Surveys: Annual Cumulative Update 2010" was electronically published on the members-only section of the INTA website.

Exhibit C

DR. GERALD L. FORD
TRIAL TESTIMONY 1992 - 2011

2011

Sara Lee Corporation v. Kraft Foods, Inc. et al.
U.S. District Court, Northern District of Illinois

The Gap, Inc. and Gap (Apparel) LLC v. G.A.P Adventures Inc.
U.S. District Court, Southern District of New York

2010

Clinique Laboratories LLC v. Absolute Dental Cheyenne, Inc.
Trademark Trial and Appeal Board

2009

The Procter & Gamble Company v. Georgia-Pacific Consumer
Products LP
U.S. District Court, Southern District of Ohio

2008

Levi Strauss & Co. v. Abercrombie & Fitch Trading Co.
U.S. District Court, Northern District of California

Google Inc. v. Nikolaus Gubernator
Trademark Trial and Appeal Board

adidas America, Inc. and adidas AG v. Payless ShoeSource, Inc.
U.S. District Court, District of Oregon

2007

Nissan Motor Co. Ltd. and Nissan North America, Inc. v. Nissan
Computer Corporation and the Internet Center
U.S. District Court, Central District of California

2006

Phillips-Van Heusen Corp., Calvin Klein, Inc., and Calvin Klein
Trademark Trust v. Calvin Clothing Company, Inc. and Star Ride
Kids, Inc.
U.S. District Court, Southern District of New York

Joel D. Wallach v. Longevity Network, Ltd.
U.S. District Court, Central District of California,
Western District

Trial Testimony continued

2005

General Motors Corporation v. Chevy Duty, Inc.
U.S. District Court, Eastern District of Michigan,
Southern Division

2004

A&W Food Services of Canada Inc. and A&W Trade Marks Inc. v.
McDonald's Restaurants of Canada Limited.
Federal Court, Toronto, Canada

Callaway Golf Company v. Dunlop Slazenger Group Americas,
Inc.

U.S. District Court for the District of Delaware

Nova Development v. Individual Software, Inc.
Arbitration (JAMS)

The PE Corporation and Roche Molecular Systems, Inc. v. MJ
Research Incorporated and Michael and John Finney
U.S. District Court, District of Connecticut

2002

Sara Lee Corporation v. Kayser-Roth Corporation
Trademark Trial and Appeal Board

Kirkbi AG and Lego Canada Inc. v. Ritvik Holdings Inc./
Gestions Ritvik Inc. and Ritvik Toys Inc./Jouets Ritvik Inc.
Federal Court of Canada, Toronto, Ontario

2001

Harrods Limited v. Sixty Internet Domain Names
U.S. District Court, Eastern District of Virginia

The State of California Acting in a Higher Education Capacity
by and through The Board of Trustees of the California State
University v. Bello's Sporting Goods
State of California, Superior Court, San Luis Obispo

2000

Rally Accessories, Inc. d/b/a/ Rally Manufacturing, Inc., v.
Quest Industries, Inc.
U.S. District Court, Southern District of Florida

Jack Daniel's Properties, Inc. v. Quest Associates, Ltd.
Trademark Trial and Appeal Board

Trial Testimony continued

1999

Daimler Chrysler Corporation v. Ted L. Vanzant, dba Country Craft
U.S. District Court, Central District of California

Hewlett-Packard Company v. Nu-kote International, Inc.
U.S. District Court, Northern District of California

1998

Nexus Products Company v. Russ Calvin, Inc., et al.
Superior Court of California, County of Santa Barbara

1-800-FLOWERS, Inc. v. Michael Segura, d/b/a FLOWER STAR,
et al.
U.S. District Court, Eastern District of New York

Haverly Systems, Inc. v. Omni Flow Computers, Inc.
Trademark Trial and Appeal Board

1997

Kendall-Jackson Winery, Ltd. v. E. & J. Gallo Winery
U.S. District Court, Northern District of California

Leonard Studio Equipment, Inc. v. Desmar Corporation and
Meccanica Italiana Srl.
U.S. District Court, District of New Jersey

1996

Black & Decker (U.S.) Inc. v. GSL Engineering Ltd., GSL Consumer
Products Ltd., GSL Rechargeable Products Ltd., et al.
U.S. District Court, Eastern District of Virginia

1995

Berner International Corporation v. Mars Sales Company
U.S. District Court, Western District of Pennsylvania

Mavrides, et al. v. Hammond, et al.
U.S. District Court, Northern District of California

Peter Morton, et al. v. Rank Organization, et al.
Arbitration, Los Angeles

1994

The Princeton Review Management Corp. v. Stanley H. Kaplan
Educational Center, Ltd.
Arbitration, New York

Trial Testimony continued - 1994

Al-Site Corp. v. The Bonneau Company
U.S. District Court, Central District of California

1993

American Professional Testing Service, Inc. v. Harcourt Brace
Jovanovich Legal and Professional Publications, Inc.
U.S. District Court, Central District of California

Devon Industries, Inc. v. American Medical Manufacturing, Inc.,
et al.
U.S. District Court, Central District of California

United Services of America Federal Credit Union dba USA Federal
Credit Union v. USA Federal Credit Union
U.S. District Court, Southern District of California

In re: Circuit Breaker Litigation
U.S. District Court, Central District of California

P. Leiner Nutritional Products v. Pharmavite Corporation
U.S. District Court, Central District of California

Mouldings, Inc. v. Kellogg Company
U.S. District Court, District of Utah, Central Division

1992

Adray, et al. v. Adry-Mart, et al.
U.S. District Court, Central District of California

Mag Instrument, Inc. v. Martin Heller et al.
Superior Court of California, County of San Bernardino

Baldwin Corporation v. Frank Su Enterprise Corporation, Frank
Su, and Decorators Accessories, Ltd.
U.S. District Court, Central District of California

Mag Instrument Inc. v. Vermont American Corporation
Trademark Trial and Appeal Board

Better Carpet Care, Inc., dba A-1 Carpet Care v. A-1 Carpet
Market
Superior Court of California, County of Orange

DEPOSITION TESTIMONY 1992 - 2011

2011

- E. & J. Gallo Winery v. Proximo Spirits et. al.
U.S. District Court, Eastern District of California
- H-D Michigan, LLC v. Safety National Casualty Corporation
Trademark Trial and Appeal Board
- The Coca-Cola Company v. Pepsico, Inc.
U.S. District Court, Southern District of Texas
- Georgia-Pacific Consumer Products LP and Georgia-Pacific LLC
v. Four-U-Packaging, Inc.
U.S. District Court, Northern District of Ohio
- Target Brands, Inc. and Target Corporation v. Fairweather Ltd.,
International Clothiers Inc. and Les Ailes de La Mode
Incorporees
Federal Court, Toronto, Canada
- Fortune Dynamic, Inc. v. Victoria's Secret Stores Brand
Management, Inc.
U.S. District Court, Central District of California

2009

- Dixie Consumer Products LLC v. Huhtamaki Americas, Inc.
U.S. District Court, Northern District of Georgia
- Autodesk, Inc. v. Dassault Systèmes Solidworks Corporation
U.S. District Court, Northern District of California
- Good Sportsman Marketing LLC and IP Holdings, Inc. v. Non Typical
Inc.
U.S. District Court, Eastern District of Texas

2008

- Dayals (Fiji) Artesian Waters Limited v. Fiji Water Company
LLC; Paramount International Expert, Ltd.; and Roll
International Corporation
U.S. District Court, Central District of California
- adidas American, Inc. and adidas AG v. Wal-Mart Stores, Inc.
U.S. District Court, District of Oregon

Deposition Testimony continued

2007

HomeLife Communities Group v. HomeLife Realty Services, Inc.
and HomeLife Securities, Inc.

U.S. District Court, Northern District of Georgia

Luppen Holdings, Inc. v. Pitney Bowes, Inc. & Staples, Inc.

U.S. District Court, Central District of California

E. & J. Gallo Winery v. Cantine Rallo, S.p.A.

U.S. District Court, Eastern District of California

adidas American, Inc. and adidas AG v. Kmart Corporation and
Footstar, Inc.

U.S. District Court, District of Oregon

2006

NFL Properties LLC v. AllAuthentic Corporation

U.S. District Court, Southern District of New York

The Board of Trustees of the University of Alabama v. New Life
Art, Inc. and Daniel A. Moore

U.S. District Court, Northern District of Alabama

2005

Children's Medical Center of Dallas v. Columbia Hospital at
Medical City Dallas Subsidiary, L.P.

U.S. District Court, Northern District of Texas

Board of Supervisors of the Louisiana State University and
Agricultural and Mechanical College, Board of Regents of the
University of Oklahoma, Ohio State University, University of
Southern California, Pasadena Tournament of Roses, and The
Collegiate Licensing Company v. Smack Apparel Company and Wayne
Curtiss

U.S. District Court for the Eastern District of Louisiana

The Boyds Collection, Ltd. v. The Bearington Collection

U.S. District Court, Middle District of Pennsylvania

Mag Instrument, Inc. v. Dollar Tree Stores, Inc. and Dollar
Tree Distribution, Inc.

U.S. District Court, Central District of California

2004

Nissan North America and Nissan Jidosha Kabushiki Kaisha dba
Nissan Motor Co., Ltd v. Europacific Parts International, Inc.
dba Service & Value Expeditors, and Interstate Automotive
Distributors dba Genuine Parts Advantage and Metro Automotive

U.S. District Court, Central District of California

Deposition Testimony continued

2003

XtraPlus Corporation v. Google, Inc.
U.S. District Court, Northern District of California

The Iams Company v. Nutro Products, Inc.
U.S. District Court, Southern District of Ohio

adidas America, Inc. and adidas-Salomon AG v. Steve Madden,
Ltd., and Steve Madden Retail, Inc.
U.S. District Court, District of Oregon

2002

Masterfoods USA, a division of Mars, Incorporated v. Arcor USA,
Incorporated, and Arcor S.A.I.C.
U.S. District Court, Western District of New York

Dioptics Medical Products, Inc. v. The Cooper Companies, Inc.
U.S. District Court, Northern District of California

2001

Manufacture des Montres Jaguar, S.A., Manufacturas de Montres
Jaguar, S.L., and Festina, U.S.A., Inc. v. Jaguar Cars Limited,
The Jaguar Collection Limited and Jaguar Cars, a division of
Ford Motor Company
U.S. District Court, Southern District of New York

Magnivision, Inc. v. The Bonneau Company
U.S. District Court, Central District of California

2000

Kelly Blue Book Company, Inc. v. Primedia Intertec National
Market Reports, Primedia Intertec Inc., & Primedia Inc.
U.S. District Court, Central District of California

JMYZ, Inc. v. The Gap, Inc. and Old Navy, Inc.
U.S. District Court, Southern District of Florida

1999

In re: Certain Two-Handle Centerset Faucets and Escutcheons
and Components Thereof
U.S. International Trade Commission, Washington, D.C.

TriStar Pictures, Inc. and Zorro Productions, Inc. v. Del Taco,
Inc. and Wongdoody
U.S. District Court, Southern District of California

Deposition Testimony continued

1997

Summit Bottling, Inc. v. Water Star Bottling, Inc. et al.
U.S. District Court, District of Utah, Northern Division

Kellogg Company v. Exxon Corporation
U.S. District Court, Western District of Tennessee

Galen Rowell and Richard Johnson v. Price/Costco
U.S. District Court, Northern District of California

1996

Saban Entertainment, Inc. and Saban International, N.V. v.
Rubie's Costumes Co., Inc.
U.S. District Court, Eastern District of New York

Breath Asure, Inc. v. Merlin Offshore International, Inc. et
al.
U.S. District Court, Central District of California

Men's Wearhouse, Inc. v. T.H.C., Inc.
U.S. District Court, Eastern District of Michigan

1995

Hugo Boss Fashions Inc., et al. v. Brookhurst, Inc., et al.
U.S. District Court, Southern District of New York

Wilden Pump & Engineering Co. v. Charles Horvath (PTE), et al.
U.S. District Court, Central District of California

Barbara Arner v. Sharper Image Corporation, Remington Products,
et al.
U.S. District Court, Central District of California

1993

The Famous Amos Chocolate Chip Cookie Corporation v. Wally Amos
U.S. District Court, Northern District of California

Atari Games Corporation & Tengen, Inc. v. Nintendo of America
U.S. District Court, Northern District of California

Calgene, Inc. v. Enzo Biochem, Inc.
U.S. District Court, Eastern District of California

Health Net v. U.S.A. Healthnet Inc.
U.S. District court, Central District of California

Exhibit D

PROFESSIONAL HISTORY

Dr. Gerald L. Ford
Ford Bubala & Associates
Peter's Landing, Suite 211
16400 Pacific Coast Highway
Huntington Beach, California 92649
Telephone (562) 592-4581
Facsimile (562) 592-3867

EDUCATION

b

Doctor of Business Administration (D.B.A.)
University of Southern California, 1977
Master of Business Administration (M.B.A.)
University of Southern California, 1969
Bachelor of Arts (B.A.)
San Jose State University, 1967

PROFESSIONAL AFFILIATIONS

American Academy of Advertising
American Marketing Association
American Association for Public Opinion Research
Council of American Survey Research Organizations
International Trademark Association

PROFESSIONAL EXPERIENCE

Ford Bubala & Associates (Principal), 1975 - Present
Ford Bubala & Associates is a marketing and management consulting firm which provides a variety of consulting services in the areas of marketing management, marketing research, marketing planning, competitive evaluation, economic analysis, and strategy development.
Ford Bubala & Associates has been retained to provide consulting assistance for a diverse base of companies in consumer products, industrial products, and service sectors of the economy.

PRIOR EXPERIENCE

1970 - 1994

Emeritus faculty member, School of Business Administration, California State University, Long Beach. Teaching responsibilities included both graduate and undergraduate level courses. Courses taught covered a variety of subject areas, including marketing (e.g., marketing, marketing management, advertising, promotion, consumer behavior and marketing research) and management (e.g., principles of management; business policy and strategy; business policies, operations, and organizations; and integrated analysis).