

Questions marked with a \* are required



## The Buyer's Guide for Life Scientists

Thank you for participating in our Cell-based Imaging survey.  
This survey should take you about 5 minutes to complete.  
The first 100 participants will receive a laser pointer or a Starbucks card as a thank-you gift, and all eligible participants will be entered to win and **Apple iPod**.

Thank you,  
Biocompare®  
*The Buyers Guide For Life Scientists™*

Although anyone of the first 100 survey takers who complete the survey are eligible for the thank-you gifts, the sweepstakes is intended for play in the United States only and shall only be construed and evaluated according to United States law.  
No purchase is necessary to enter or win.  
Entry in this contest constitutes your acceptance of these [official rules](#).

### Privacy Policy:

Biocompare is committed to protecting your privacy. The information provided by you for this survey may be shared with partners of Biocompare, however, **your email address will only be used to to contact you regarding sweepstakes prizes and future surveys**.

As always, your information will be subject to the terms and conditions of Biocompare's [privacy policy](#).

**I accept the privacy policy. \***

- Yes  
 No

**First Name \***

**Last Name \***

**Email Address \***

**Company/Institution Name \***

**Department**

**Street Address \***

**PO Box/Building/Room Number**

**City \***

**State/Province**

If you do not live in the United States choose "Other (please specify)" from the drop down list. \*

-- Select --



**Zip/Postal Code \***

**Country**

If your country is not on the list choose "Other (please specify)" and write the name of your country into the box on the right. \*

-- Select --



**In which type of institution do you work? \***

-- Select --



**Which title best applies? \***

-- Select --



**Which best describes your purchasing authority? \***

-- Select --



**Principal Area of Research or Work**

(check all that apply) \*

- Administration
- Neuroscience
- Biochemistry
- Bioinformatics
- Proteomics
- Pharmacology/Toxicology
- Molecular Biology
- Genomics/Genetics
- Immunology
- Marketing/Sales
- Drug Discovery
- Microbiology/Virology
- Purchasing
- Diagnostics/Pathology
- Cell Biology
- Bioengineering
- None of the Above

**How would you characterize your cell-based imaging use? \***

Frequent Use

- Regular Use  
 Occasional Use  
 I do not use cell-based imaging

**For what are you currently using cell-based imaging? \***

- Basic Research  
 Lead Characterization  
 Drug Screening  
 Clinical Diagnostics  
 Forensics  
 Target Validation  
 None of the Above

**Are you currently using or planning to use any of the following?**

|                         | Currently use         | Plan to use           | Neither use nor plan to use |
|-------------------------|-----------------------|-----------------------|-----------------------------|
| High Content Screening  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>       |
| In-vivo Digital Imaging | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>       |
| Confocal Microscopy     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>       |
| Light Microscopy        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>       |
| Fluorescent Microscopy  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>       |

**Which of the following cell-based assays do you currently use? \***

- Phosphatase Assays  
 Cell-based Absorption Assays  
 Hormone Assays  
 Cell Signaling Assays  
 Phosphodiesterase Assays  
 Cell Motility/Morphology Assays  
 Apoptosis Assays  
 Diagnostic Assays  
 RNAi Assays  
 Kinase Assays  
 Membrane Potential Assays  
 Ion Channel Assays  
 Toxicology Assays  
 Fusion Tag Assay Kits  
 Cell Viability/Proliferation Assays  
 Protease Assays  
 Protein Translocation Assays

- Reporter Gene Assays
- None of the Above

**Do you prefer to use fixed or live cell assay formats? \***

- Fixed
- Live
- Both
- N/A

**What types of cells do you use? \***

- Epithelial-like cells
- Fibroblast-like cells
- Endothelial-like cells
- Hepatocyte-like cells
- Neuroblastoma
- Leukemia cells/lymphoblasts
- Melanoma
- Monocytes/macrophages
- Myotubes/myoblasts/muscle cells
- Keratinocytes
- Primary cells
- None of the Above

**What is your current throughput requirement for cell-based imaging? \***

- Low (< 50 images at a time)
- Medium (50-500 images at a time)
- High (>500 images at a time)
- None of the above

**Do you own or have access to any of the following systems?**

|  | Own                   | Have access to        | N/A                   |
|--|-----------------------|-----------------------|-----------------------|
| Multi-use CCD Imaging System                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Confocal Imaging System                        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| High Content Screening System                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Inverted Microscope Fluorescent Imaging System | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**Which of the following detection technologies do you use? \***

- Labeled antibodies
- Fluorescent dyes
- pH sensitive fluorescent dyes

- Quencher dyes
- Radioactive labels
- Cell stains (eg. hematoxylin, eosin, etc.)
- FRET
- Quantum Dots (i.e. nanospheres)
- None of the Above

**How do you prefer to image your cells? \***

- Slides
- Microplates
- Both
- N/A

**Which of the following imaging products do you plan to purchase in the next 12 months? \***

- High Content Screening System
- Confocal Imaging System
- HCS Data Management Software
- Inverted Microscope Imaging System
- Multi-use CCD Imaging System
- Image Analysis Software
- Imaging System Software
- None of the Above

**Which of the following is most important when choosing a cell-based imaging system? \***

- Complete technical support/training
- Journal references
- Knowledgeable field specialists
- Fast and reasonable repair service
- Brand name
- Colleague recommendation
- Friendly/helpful customer service
- Price
- Product specifications
- None of the above
- N/A

**Whom do you think of when you think of fluorescent microscopy? \***

- Zeiss
- Leica

- Olympus
- Applied Precision
- Nikon
- Nikon
- Kodak
- N/A
- Other (please specify) \_\_\_\_\_

**Whom do you think of when you think of High Content Screening (HCS)? \***

- Axon/Molecular Devices
- Cellomics
- GE Healthcare/Amersham Biosciences
- Bio-Rad
- Beckman Coulter
- Molecular Devices/Universal Imaging
- PerkinElmer
- N/A
- Other (please specify) \_\_\_\_\_

**Whom do you think of when you think of confocal microscopy? \***

- Zeiss
- Nikon
- Biomedical Photometrics
- Leica
- PerkinElmer
- N/A
- Other (please specify) \_\_\_\_\_

Biocompare is constantly striving to improve our surveys. They are an important tool to help us determine what technologies researchers are currently using as well as what new technologies researchers need.

**If you have any comments about this survey, or about your cell based imaging needs, please submit them here.**

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**Thank you for taking this survey, your opinions are very important to us.**

Please contact [surveys@biocompare.com](mailto:surveys@biocompare.com) or [click here](#) if you have any questions regarding this survey.