A PDA company designed a new PDA, with the following features:

- Instant communication for voice and data

- Cell phone, pager, fax and e-mail, and instant messaging

- PIM functions

- Digital voice recorder

- Enabled voice commands

- PalmOS application base.

To determine where to find the potential customers or the target market, the company contracted a consulting service company, and collected answers to the following survey questions

X1. Whenever new technologies emerge in my field, I am among the first to adopt them.

X2. How often do you use a pager or an Instant Messaging service?

X3. How often do you use a cell phone?

X4. How often do you use personal information management tools; e.g., scheduler, contact-management tools, to-do list? While away from your office (including remote locations)...

X5. How often do others send you time-sensitive information?

X6. How often do you have to send time-sensitive information?

X7. How often do you need remote access to information?

X8. How important is it for you to share information rapidly (e.g., synchronize information) with other people, e.g., colleagues?

X9. How important is it for you to view information on a large-sized, high-resolution display?

X10.How important is it for you to have constant access to e-mail?

X11.How important is it for you to have permanent Web access; e.g., real-time stock prices, news?

X12.How important is it for you to use multimedia features; e.g., playing of music, video and games?

X13.How important is it for you to have a communication device that is not bulky?

How much would you be willing to pay for a palm-sized PDA with the following features: instant communication from PDA to PDA, cellular phone, instant messaging, instant file sharing, e-mail, Web access, fax, personal information management features (e.g., scheduler, calculator, address book)?

X14.Monthly price (for all services that you use)?

X15.Invoice price for the PDA device with all the features?

In addition, they also collected the some basic demographic information, as well as the types of magazines they read.