Mobile App Research Survey

q1. Which of the following best describes your age?
(Select one)

— Under 18 (1)
— 18-24 (2)
— 25-29 (3)
— 30-34 ...
— 35-39
— 40-44
— 45-49
— 50-54
— 55-59
— 60-64
— 65 or over (12)

q2. Do you own any of the following smartphones or other web-enabled devices?
(Select all that apply)

(RANDOMIZE)

— iPhone (r1)
— iPod touch (r2)
— Android (r3)
— BlackBerry (r4)
— Nokia (r5)
— Windows Phone or Windows Mobile (r6)
— HP/ Palm WebOS (r7)
— Tablet (iPad, Xoom, Galaxy Tab etc.) (r8)
— Other smartphone (please specify) (r9)
— None (**TERMINATE**) (r10)

q4. Do you use any of the following kinds of Apps?
(Select all that apply)
(**RANDOMIZE**)

— Music and Sound Identification Apps (r1)
— TV Check-in Apps (r2)
— Entertainment Apps (i.e. U2) (r3)
— TV Show Apps (i.e. Glee) ...
— Gaming Apps
— Social Networking Apps (i.e. Facebook)
— General News Apps (i.e. Yahoo! News)

— Shopping Apps
— Specific Publication News Apps (i.e. New York Times)
— Other
— None (r11)

q11. How many Apps do you have on your smartphone/iPod Touch/Tablet? If you have more than of these device, please tell us the total number of Apps.
(Select one)

— 1-5 - 1
— 6-10 - 2
— 11-30 - 3
— 31+ - 4
— Don't know - 4
— None - 6 (Skip to q13)

q12. Of your Apps, what percent were free to download?
(Select one)

— None of my Apps were free - 1
— 1% - 25% - 2
— 26% - 50% ...
— 51% - 75%
— 76% - 99%
— All of my Apps were free - 6

q13. How many times per week do you visit each of the following websites?
(Select all that apply)

codes
1 – very often
2 - sometimes
3 - rarely
4 – almost never

(**RANDOMIZE**)

— Facebook (r1)
— Twitter (r2)
— Myspace ...
— Pandora Radio
— Vevo

— YouTube
— AOL Radio
— Last.fm
— Yahoo Entertainment and Music
— IMDB
— LinkedIn
— Netflix (r12)

q24. Please tell us how much you agree or disagree with each of the following statements.
(Select one across for each)

codes:
1 - Agree Strongly
2 - Agree
3- Agree Somewhat
4- Disagree Somewhat
5 - Disagree
6 - Disagree Strongly

Statements: (**RANDOMIZE**)

r1. I try to keep up with technological developments
r2. People often ask my advice when they are looking to buy technology or electronic products
r3. I enjoy purchasing new gadgets and appliances
r4. I think there is too much technology in everyday life
r5. I enjoy using technology to give me more control over my life
r6. I look for web tools and Apps that help me save time
r7. Music is an important part of my life
r8. I like learning more about my favorite TV shows when I'm not watching them
r9. I think there is too much information out there today from the internet and sites like Facebook
r10. I'm always checking on friends and family through Facebook or other networking websites
r11. The internet makes it easier to keep in touch with family and friends
r12. The internet makes it easy to avoid seeing or having to speak with family and friends

q25. And how much do you agree or disagree with each of the following?

coding:
like q24

Statements: (**RANDOMIZE**)

r1. I consider myself an opinion leader

r2. I like to stand out from others
r3. I like to offer advice to others
r4. I like to take the lead in decision making
r5. I'm the first of my friends and family to try new things
r6. Responsibility is overrated; I'd rather be told what to do
r7. I like being in control
r8. I'm a risk taker
r9. I think of myself as creative
r10. I am an optimistic person
r11. I am very active and always on the go
r12. I always feel stretched for time

q26. How much do you agree or disagree with each of these statements?
(Select one across for each)
coding:
like q24

Statements: (**RANDOMIZE**)

r3. I am always on the lookout for a bargain, discounts or deals
r4. I derive enjoyment from any kind of shopping
r5. I like package deals because I don't have to do as much planning
r6. I'm always shopping online
r18. I find I'm often attracted to luxury brands.
r7. I prefer to buy designer brands.
r8. I can't get enough Apps
r9. It's not the number of Apps you have but how cool they are that really matters
r10. I love showing off my new Apps to others
r11. My children have an impact on the Apps I download
r12. It's usually worth spending a few extra dollars to get extra App features
r13. There's no point in earning money if I'm not going to spend it
r14. I am influenced by what's hot and what's not
r15. I buy brands that reflect my style
r16. I tend to make impulse purchases
r17. Above all else, I think of my mobile phone as a source of entertainment

q48. Which of the following best describes the highest level of education you have attained?
(Select one)

— Some high school - 1
— High school graduate - 2
— Some college - 3
— College graduate - 4
— Some post-graduate studies - 5
— Post graduate degree - 6

q49. Which of the following best describe your marital status?
(Select one)

— Married - 1
— Single - 2
— Single with a partner - 3
— Separated/Widowed/Divorced – 4

q50. Do you currently have any children in the following age groups?
(Select as many as apply)

— No children (r1)
— Yes, children under 6 years old (r2)
— Yes, children 6-12 years old (r3)
— Yes, children 13-17 years old (r4)
— Yes, children 18 or older (r5)

q54. Which of the following best describes your race?
— White or Caucasian - 1
— Black or African American - 2
— Asian - 3
— Native Hawaiian or Other Pacific Islander – 4
— American Indian or Alaska Native - 5
— Other race – 6

q55. Do you consider yourself to be of Hispanic or Latino ethnicity?
(Select one)
— Yes - 1
— No – 2

q56. Which of the following best describes your household annual income before taxes?
(Select one)

— Under $10,000 - 1
— $10,000-$14,999 - 2
— $15,000-$19,999 - 3
— $20,000-$29,999 ...

- $30,000-$39,999
- $40,000-$49,999
- $50,000-$59,999
- $60,000-$69,999
- $70,000-$79,999
- $80,000-$89,999
- $90,000-$99,999
- $100,000-$124,999
- $125,000-$149,999
- $150,000 and over – 14

q57. Please indicate your gender.

- Male - 1
- Female - 2