Technology demo survey

Technology Products and Services (visible to respondents)

Prequalification questions

1. What type of cell phone do you have?  
   [checkboxes] [prequalification question] [positive] [N/A] [answer randomization] [min 1] [max OFF]

Answer options

* 1. Smartphone [Accept]
  2. Basic cell phone (not a smartphone) [Accept]
  3. None - I don't have a cell phone [N/A] [Anchored]

Questions

1. Thank you for participating. This survey will ask about a variety of technology products and services.[Group Q1-2 and Q3-4 and Q5-6 max 1]  
   [instruction]

We're going to start by asking you about cell phone shopping. Over the next 6 screens, you will be shown 4 types of features of a cell phone or smartphone. Your job will be to indicate the feature that is most important to you when shopping for a new cell phone or smartphone with a thumbs up and the feature that is least important with a thumbs down.

1. Which of these features would be most important to you? Which would be least important? [@maxDiff]  
   [max diff] [turf] [items per question 4][Best-Worst]

Compared alternatives

* 1. Battery life
  2. Quality of the camera(s)
  3. Operating System
  4. Price
  5. Privacy features
  6. Size of the screen/phone
  7. Amount of data storage

Experiment is using 6 Qs

1. Thank you for participating. This survey will ask about a variety of technology products and services.[@instructionText]  
   [instruction]

We're going to start by asking you about cell phone shopping. Over the next series of screens, you will be shown 2 types of features of a cell phone or smartphone. Your job will be to select the feature that is most important to you when shopping for a new cell phone or smartphone.

1. Imagine you were shopping for a new cell phone or smartphone. In this exercise, please select the aspect of the phone that is most important to you on each screen.[@sideBySide]  
   [comparison]

Sub-questions

* 1. Battery life[Hide text] [image\_uid im\_302676416c95737fd5d1f7bb87998f36]   
     
  2. Quality of the camera(s)[Hide text] [image\_uid im\_d88345f657f3ab41373b6deb88b6b888]   
     
  3. Operating System[Hide text] [image\_uid im\_b9a5a6f1fa778022f2f142cb877dafa1]   
     
  4. Price[Hide text] [image\_uid im\_d556a9fa736464a2ade54b8a32ab4c1b]   
     
  5. Privacy features[Hide text] [image\_uid im\_423f2fb33364528a75bfd4ea7ddd3bc9]   
     
  6. Size of the screen/phone[Hide text] [image\_uid im\_286ddef264fe1fffc72fa3706669a0f8]   
     
  7. Amount of data storage[Hide text] [image\_uid im\_19e1b83afe0e6c607c71861256604734]   
     

Experiment is using 2 Qs

1. Thank you for participating. This survey will ask about a variety of technology products and services.  
   [instruction]

We're going to start by asking you about cell phone shopping.

1. Imagine you were shopping for a new cell phone or smartphone. Please rank order these aspects of the phone that would be most important to you.[@ranking][@reorder]  
   [reorder]

Sub-questions

* 1. Battery life
  2. Quality of the camera(s)
  3. Operating System
  4. Price
  5. Privacy features
  6. Size of the screen/phone
  7. Amount of data storage

1. Please name as many cell phone service providers you can think of. If you know more than 10, just list the first 10 you can think of.[@form]  
   [form]
   1. First | \_[3-35] [Required]
   2. Second | \_[3-35] [Optional]
   3. Third | \_[3-35] [Optional]
   4. Fourth | \_[3-35] [Optional]
   5. Fifth | \_[3-35] [Optional]
   6. Sixth | \_[3-35] [Optional]
   7. Seventh | \_[3-35] [Optional]
   8. Eighth | \_[3-35] [Optional]
   9. Ninth | \_[3-35] [Optional]
   10. Tenth | \_[3-35] [Optional]
2. Asked another way, which of the following cell phone service providers have you heard of?[@checkbox]  
   [checkboxes] [image grid 4 columns] [N/A] [answer randomization] [min 1] [max OFF]

Answer options

* 1. AT&T [image\_uid im\_f31d18fe1061c13116d908dde505f918]   
     
  2. Best Cellular [image\_uid im\_b36b42f080500e1ec2c2e6ea1ddd494f]   
     
  3. Boost Mobile [image\_uid im\_ea6a4b57163832bd68de61af51e6cbe0]   
     
  4. Cricket Wireless [image\_uid im\_2d2119a201e8f9adfa3e745f2ee9dee6]   
     
  5. GoogleFi [image\_uid im\_c5327462cd7779fbe680e0a384fc3db5]   
     
  6. MetroPCS [image\_uid im\_b43b135328fb50bf8cfdae8d7a1db85c]   
     
  7. Sprint [image\_uid im\_faaaf5f31bb26ae3c3a64db7d7694219]   
     
  8. T-Mobile [image\_uid im\_ee920ebff2370205207ab17ddffaa685]   
     
  9. US Mobile [image\_uid im\_1b720a04e8b3fdfc16b210746426d2c1]   
     
  10. U.S. Cellular [image\_uid im\_557d2b1372fbd11ff3f7012f79625601]   
      
  11. Verizon [image\_uid im\_b2bed380f71ac8b1e3994ef47cb502cc]   
      
  12. Virgin Mobile [image\_uid im\_5d4b71eff964bc0d3528ec2b6a46b7dc]   
      
  13. None of the above [N/A] [Anchored]

1. Imagine you are shopping around to sign up with or change your cell phone service provider and plan. How important are each of these criteria when selecting a plan?  
     
   Please distribute 100 points to indicate your preferences. [@distribute]  
   [Group Q9 and Q10 max 1]  
   [distribute] [constant sum] [show sum] [max 100] [increment 1]

Sub-questions

* 1. Brand of the service provider (like AT&T or Verizon)
  2. Monthly fee for the first phone line
  3. Monthly fee for each additional phone line
  4. Amount of data included in the plan (typically in GB)
  5. Streaming video service included (like Netflix or Hulu)

1. For this next series of questions, you'll be shown various cell phone service plans. Imagine you are shopping around to sign up with or change your cell phone service provider and plan, and the plans shown are the only options available.  
   [instruction]

This is a choice exercise where you will indicate the service plan you would prefer among the 4 shown, and you will see 9 screens where you have to make a choice.

1. Please select the cell phone service plan you would choose if these were the only options available.[@conjoint][Show if Q10]  
   [conjoint segmentation] [4 per screen] [Design Sheet by AYTM]
   1. Feature:

Brand / Service provider

Attribute options

* + 1. AT&T [image\_uid im\_db405cc983e854beb87dead3c8594af4]   
       
    2. Verizon [image\_uid im\_bdcf373c28dbae8174fb8ab7422c74da]   
       
    3. Sprint [image\_uid im\_35034a83ca3056e1f7d14482679d46e7]   
       
    4. T-Mobile [image\_uid im\_f7d8c8cdc2b7999a1fe6890c49903f87]   
       
  1. Feature:

Monthly fee: first line

Attribute options

* + 1. $40
    2. $60
    3. $80
  1. Feature:

Monthly fee: each additional line

Attribute options

* + 1. $15
    2. $25
    3. $35
  1. Feature:

Amount of data included

Attribute options

* + 1. 2GB
    2. 5GB
    3. 10GB
    4. Unlimited
  1. Feature:

Video service included

Attribute options

* + 1. Netflix [image\_uid im\_92abedaa81650acbd457cc11686a522e]   
       
    2. Hulu [image\_uid im\_4f7421e29a90a357f291b01ce06fe4eb]   
       
    3. Disney+ [image\_uid im\_b7d839db92d88b80f6b46b4988abadc6]   
       
    4. HBO Max [image\_uid im\_6bc7d066f538c9c750055d4839383381]   
       
    5. None

Experiment is using 9 Qs (36 packages/respondent | 720 unique packages | 720 possible packages)

1. Let's change gears now...  
   [instruction]

In this next series of questions, we'll be asking about car and truck brands and automotive technologies you may start seeing.

1. How many cars and trucks are owned and in use within your household?[Group Q15 and Q16 and Q17 max 1]  
   [combobox] [custom list 11 rows]

Answer options

* 1. 0
  2. 1
  3. 2
  4. 3
  5. 4
  6. 5
  7. 6
  8. 7
  9. 8
  10. 9
  11. 10+

1. What is the make and model of the car or truck that you primarily use? [Hide if Q13A1]  
   [cascade] [Vehicle make/model/year/trim]
2. Thinking about your [Q14R1] [Q14R2], how satisfied are you with it in the following categories?[Hide if Q13A1]  
   [stars] [5 stars] [subquestion randomization]

Sub-questions

* 1. Reliability
  2. Fun to Drive
  3. Comfort
  4. Beautiful Design
  5. Technology Features
  6. Safety Features

1. Thinking about your [Q14R1] [Q14R2], how satisfied are you with it in the following categories?[Hide if Q13A1]  
   [smiles] [5 smiles] [subquestion randomization]

Sub-questions

* 1. Reliability
  2. Fun to Drive
  3. Comfort
  4. Beautiful Design
  5. Technology Features
  6. Safety Features

1. For each of the following, use the slider to indicate how you feel about your [Q14R1] [Q14R2].[@polarityScale][Hide if Q13A1]  
   [polarity] [sliders] [accept neutral] [1 to 100 with increment 1][subquestion randomization]

Sub-questions

* 1. Completely Unreliable <|> Extremely Reliable
  2. Awful Driving Experience <|> Extremely Fun to Drive
  3. Extremely Uncomfortable <|> Extremely Comfortable
  4. Ugly <|> Beautiful
  5. Boring Technology <|> Exciting Technology
  6. Dangerous <|> Completely Safe

1. For each of the following auto brands, please tell us how much you agree or disagree that its brand personality is like [attribute] person.[@topography][@quadrant][hide if Q11 and Q2.4]  
   [topography] [group by attributes] [subquestion randomization] [answer randomization]

Compared entities

* 1. Ford
  2. Cadillac
  3. Toyota
  4. Jeep
  5. Mini
  6. Mercedes-Benz

Attributes

* 1. an Honest / Down-to-Earth
  2. a Cool / Exciting
  3. a Confident / intelligent
  4. a Charming / Glamorous
  5. a Rugged / Outdoorsy

Answer options [sliders]

* 1. Strongly disagree [score ]
  2. Disagree [score ]
  3. Somewhat disagree [score ]
  4. Neither agree or disagree [score ]
  5. Somewhat agree [score ]
  6. Agree [score ]
  7. Strongly agree [score ]

Experiment is using 5 Qs

1. Thinking about the next time you are purchasing a car, tell us how likely you would be to pay extra for each of the following new technological advancements,  
   You may expand the image to read more about each potential new feature.[@sliders]  
   [sliders] [subquestion randomization]

Sub-questions

* 1. Biometrics [image\_uid im\_4c4a1e784a78bd00de9da1dba1a97e88]   
     
  2. Car-to-Car Communication [image\_uid im\_132ba2140c159255d6046b23db7f1897]   
     
  3. Mobile Payments System [image\_uid im\_c95176455aaccae8e11c3174d5bef520]   
     
  4. Smart Visors [image\_uid im\_4b06b0035fe7afe3162905bfe7c095e3]   
     
  5. Solar Cells [image\_uid im\_04ecfa723b03a7c725bd4e610a99fde9]   
     

Answer options

* 1. Extremely unlikely
  2. Somewhat unlikely
  3. Slightly unlikely
  4. Neutral / Unsure
  5. Slightly likely
  6. Somewhat likely
  7. Extremely likely

1. Thank you for your thoughtful answers so far!  
   [seeVideo=rand 1:2]  
   [monadicPriceTest = rand 1:2]  
   [Group Q23 and Q24 max 1]  
   [instruction]

This last series of questions will be about new technologies for your home.

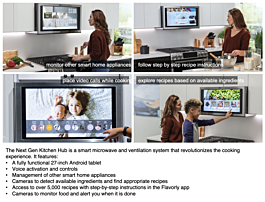
1. We'd like see an example of your favorite technology in your life by asking to take or upload a photo of it in action. Is it a convenient time for you to do this?   
   [checkboxes] [N/A] [min 1] [max OFF]

Answer options

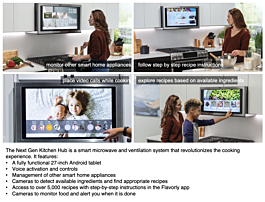
* 1. Yes, I have it here and can take a picture of it
  2. Yes, I have a photo of it already that I can upload
  3. No, I can't right now or I'd prefer to skip this [N/A] [Anchored]

1. Not counting your phone or computer, please take or upload a photo of your favorite technology in your home.[Show if Q21A1.2]  
   [image response] [instruction] [optional] [mask ]

Ideally, we'd like to see it turned on and in use.

1. Please review this new smart home appliance before answering the next series of questions.[@imageShow]  
   [image] [allow scrolling] [image\_uid im\_8c3503d48c010e7b784bbfada573ce9b]   
   

[comment][author Dale Gilliam][date 07/15/2020 07:00AM PDT]  
We can do some research on research here to see if the heatmap exercise has an effect beyond just looking at the concept.

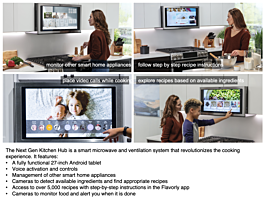
1. Please review this new smart home appliance. We are interested in what you love or dislike about it. You have up to 3 "love" pins and 3 "dislike" pins to place wherever you see fit.[@heatMap]  
   [heatmap] [allow scrolling] [min points off] [max points 3] [image\_uid im\_6cc92c1835dcb4160390ddf7310765ab]   
   

Pins

* 1. I love this! [color #00b71c]
  2. I don't like this [color #b70508]

1. Now see this smart appliance in action.[show if seeVideo=1][@videoShow]  
    [video][video\_uid vd\_76f0a9dee2c31b2cf12cc8d77d2117de]   
   

[comment][author Dale Gilliam][date 07/15/2020 07:04AM PDT]  
Testing the effect of the video with control and treatment groups

1. Review the smart appliance one more time, and then record a response to the following questions.[@videoResponse]  
   [video answer] [image] [respondents 10] [allow scrolling] [image\_uid im\_0c3d3925dd3c60c6c7c502bbe1e4325c]   
   

Instruction points

* 1. Your first impression of this smart appliance
  2. What do you like about it, and why?
  3. What (if anything) do you dislike about it, and why?
  4. What feature could you see yourself really using, and why?

1. What is your overall impression of this smart appliance? What do you like or dislike about it?[hide if Q26][@openEnd]  
   [open ended] [mandatory] [3-5000 characters] [image\_uid im\_3f586fb953caab5e1c223a66bed54d6e]   
   

[comment][author Dale Gilliam][date 07/13/2020 07:35AM PDT]  
show if not answered video question

1. If this smart appliance were available at a price of $800, how likely would you be to purchase one within the next year?  
   [show if monadicPriceTest = 1] [GROUP Q28 and Q29 and Q30 and Q31 and Q32 MAX 1]  
   [sliders] [image\_uid im\_647d50b3cd1d2a5efa243bce5e82e428]   
   

Sub-questions

* 1. For your own household
  2. As a gift (for another person's household)

Answer options

* 1. Definitely would not purchase
  2. Probably would not purchase
  3. A little unlikely to purchase
  4. Unsure / Might or might not purchase
  5. A little likely to purchase
  6. Probably would purchase
  7. Definitely would purchase

1. If this smart appliance were available at a price of $1000, how likely would you be to purchase one within the next year?  
   [show if monadicPriceTest = 1]   
   [sliders] [image\_uid im\_6e11bff92e123ad7661e42a822a85efd]   
   

Sub-questions

* 1. For your own household
  2. As a gift (for another person's household)

Answer options

* 1. Definitely would not purchase
  2. Probably would not purchase
  3. A little unlikely to purchase
  4. Unsure / Might or might not purchase
  5. A little likely to purchase
  6. Probably would purchase
  7. Definitely would purchase

1. If this smart appliance were available at a price of $1200, how likely would you be to purchase one within the next year?  
   [show if monadicPriceTest = 1]   
   [sliders] [image\_uid im\_a5ab428a8bc2aab38d57c1c8059b29a2]   
   

Sub-questions

* 1. For your own household
  2. As a gift (for another person's household)

Answer options

* 1. Definitely would not purchase
  2. Probably would not purchase
  3. A little unlikely to purchase
  4. Unsure / Might or might not purchase
  5. A little likely to purchase
  6. Probably would purchase
  7. Definitely would purchase

1. If this smart appliance were available at a price of $1400, how likely would you be to purchase one within the next year?  
   [show if monadicPriceTest = 1]   
   [sliders] [image\_uid im\_daa24abfbe4fe9556d6b19dc31d7d827]   
   

Sub-questions

* 1. For your own household
  2. As a gift (for another person's household)

Answer options

* 1. Definitely would not purchase
  2. Probably would not purchase
  3. A little unlikely to purchase
  4. Unsure / Might or might not purchase
  5. A little likely to purchase
  6. Probably would purchase
  7. Definitely would purchase

1. If this smart appliance were available at a price of $1600, how likely would you be to purchase one within the next year?  
   [show if monadicPriceTest = 1]   
   [sliders] [image\_uid im\_0dfcf6698378058f9f924459af8784c7]   
   

Sub-questions

* 1. For your own household
  2. As a gift (for another person's household)

Answer options

* 1. Definitely would not purchase
  2. Probably would not purchase
  3. A little unlikely to purchase
  4. Unsure / Might or might not purchase
  5. A little likely to purchase
  6. Probably would purchase
  7. Definitely would purchase

1. In the next series of questions, we'd like to better understand the expectations you would have for this product. [@vanKonan][hide if monadicPriceTest = 1]  
   [van konan] [image\_uid im\_5071613928f0393fed4fd6cf79dc5d26]   
   
   1. PRICE SENSITIVITY [retail price: $1200][product][purchase]
   2. Max REVENUE [market size: 34,375,000]
   3. Max PROFIT [Cost changes with 1 unit increment]
      1. 300 - 10000000
      2. 400 - 5000000
      3. 500 - 1000000

Experiment is using 3 Qs

1. Finally, which of the following statements sounds most like you and your attitude toward purchasing new technology products and services.[@radio]  
   [radio buttons]

Answer options

* 1. I always have new tech that others aren't even aware of. Sometimes I have special access to tech before it's released.
  2. I am tech savvy and ensure my tech is always the latest. People sometimes come to me for advice on tech.
  3. I like new tech, but I tend to wait until others have tried it and shown it to be useful.
  4. When I buy new tech products or services, I usually like to have someone there to help me with it.
  5. I don't tend to use new technologies unless someone practically forces me to start using it.

Order details

* Completes: 1000
* Total words: 1354
* Video responses: 10
* Research topic: Technology

Included Traits (quota Balance (migrated): {:gender=>["f"], :age=>["18-24", "25-34"]})

* Country: United States
* Location: Any
* Gender: Females only
* Age Range: 18 - 34 years old
* Language: English
* Education: No college, Some college, 2yr degree, 4yr degree, Grad school degree, Professional degree
* Employment: Full time, Part time, Retired, Student, Unemployed
* Relationship: Single, Engaged, Living with a significant other, Married, Divorced, Widowed, It's complicated
* Income: $0 to $500k+
* Ethnicity/Race: African-American, Asian-American, Hispanic/Latino-American, Indian-American, Native American, White American, Multi-racial, Other
* Career: Accounting/Finance/Banking, Advertising/Graphic design, Arts and entertainment, Clerical, Healthcare, Hospitality, IT, Legal, Management, Military, Public safety, Real estate, Retail, Small business owner, Student, Other
* Parental status: no children, 1 child, 2 children, 3 children, 4 children, 5+ children

Included Traits (quota Balance (migrated): {:gender=>["m"], :age=>["18-24", "25-34"]})

* Country: United States
* Location: Any
* Gender: Males only
* Age Range: 18 - 34 years old
* Language: English
* Education: No college, Some college, 2yr degree, 4yr degree, Grad school degree, Professional degree
* Employment: Full time, Part time, Retired, Student, Unemployed
* Relationship: Single, Engaged, Living with a significant other, Married, Divorced, Widowed, It's complicated
* Income: $0 to $500k+
* Ethnicity/Race: African-American, Asian-American, Hispanic/Latino-American, Indian-American, Native American, White American, Multi-racial, Other
* Career: Accounting/Finance/Banking, Advertising/Graphic design, Arts and entertainment, Clerical, Healthcare, Hospitality, IT, Legal, Management, Military, Public safety, Real estate, Retail, Small business owner, Student, Other
* Parental status: no children, 1 child, 2 children, 3 children, 4 children, 5+ children

Included Traits (quota Balance (migrated): {:gender=>["f"], :age=>["35-44", "45-54"]})

* Country: United States
* Location: Any
* Gender: Females only
* Age Range: 35 - 54 years old
* Language: English
* Education: No college, Some college, 2yr degree, 4yr degree, Grad school degree, Professional degree
* Employment: Full time, Part time, Retired, Student, Unemployed
* Relationship: Single, Engaged, Living with a significant other, Married, Divorced, Widowed, It's complicated
* Income: $0 to $500k+
* Ethnicity/Race: African-American, Asian-American, Hispanic/Latino-American, Indian-American, Native American, White American, Multi-racial, Other
* Career: Accounting/Finance/Banking, Advertising/Graphic design, Arts and entertainment, Clerical, Healthcare, Hospitality, IT, Legal, Management, Military, Public safety, Real estate, Retail, Small business owner, Student, Other
* Parental status: no children, 1 child, 2 children, 3 children, 4 children, 5+ children

Included Traits (quota Balance (migrated): {:gender=>["m"], :age=>["35-44", "45-54"]})

* Country: United States
* Location: Any
* Gender: Males only
* Age Range: 35 - 54 years old
* Language: English
* Education: No college, Some college, 2yr degree, 4yr degree, Grad school degree, Professional degree
* Employment: Full time, Part time, Retired, Student, Unemployed
* Relationship: Single, Engaged, Living with a significant other, Married, Divorced, Widowed, It's complicated
* Income: $0 to $500k+
* Ethnicity/Race: African-American, Asian-American, Hispanic/Latino-American, Indian-American, Native American, White American, Multi-racial, Other
* Career: Accounting/Finance/Banking, Advertising/Graphic design, Arts and entertainment, Clerical, Healthcare, Hospitality, IT, Legal, Management, Military, Public safety, Real estate, Retail, Small business owner, Student, Other
* Parental status: no children, 1 child, 2 children, 3 children, 4 children, 5+ children

Included Traits (quota Balance (migrated): {:gender=>["f"], :age=>["55-64", "65+"]})

* Country: United States
* Location: Any
* Gender: Females only
* Age Range: 55 - 65+ years old
* Language: English
* Education: No college, Some college, 2yr degree, 4yr degree, Grad school degree, Professional degree
* Employment: Full time, Part time, Retired, Student, Unemployed
* Relationship: Single, Engaged, Living with a significant other, Married, Divorced, Widowed, It's complicated
* Income: $0 to $500k+
* Ethnicity/Race: African-American, Asian-American, Hispanic/Latino-American, Indian-American, Native American, White American, Multi-racial, Other
* Career: Accounting/Finance/Banking, Advertising/Graphic design, Arts and entertainment, Clerical, Healthcare, Hospitality, IT, Legal, Management, Military, Public safety, Real estate, Retail, Small business owner, Student, Other
* Parental status: no children, 1 child, 2 children, 3 children, 4 children, 5+ children

Included Traits (quota Balance (migrated): {:gender=>["m"], :age=>["55-64", "65+"]})

* Country: United States
* Location: Any
* Gender: Males only
* Age Range: 55 - 65+ years old
* Language: English
* Education: No college, Some college, 2yr degree, 4yr degree, Grad school degree, Professional degree
* Employment: Full time, Part time, Retired, Student, Unemployed
* Relationship: Single, Engaged, Living with a significant other, Married, Divorced, Widowed, It's complicated
* Income: $0 to $500k+
* Ethnicity/Race: African-American, Asian-American, Hispanic/Latino-American, Indian-American, Native American, White American, Multi-racial, Other
* Career: Accounting/Finance/Banking, Advertising/Graphic design, Arts and entertainment, Clerical, Healthcare, Hospitality, IT, Legal, Management, Military, Public safety, Real estate, Retail, Small business owner, Student, Other
* Parental status: no children, 1 child, 2 children, 3 children, 4 children, 5+ children