

Mobile app user survey (Coded)

Q1 Browser Meta Info

- Browser (1)
- Version (2)
- Operating System (3)
- Screen Resolution (4)
- Flash Version (5)
- Java Support (6)
- User Agent (7)

Q2 Do you own a mobile device? (e.g., phone or tablet)

- ☐ Yes (1)
- ☐ No (2)

Q3 What mobile device do you use?

- Manufacturer name (e.g., Nokia) (1)
- Model name and number (e.g., E71) (2)

Q4 Which app store do you use?

- ☐ Apple iOS App Store (1)
- ☐ Blackberry App World (2)
- ☐ Google Play / Android Market (3)
- ☐ Nokia Ovi Store (4)
- ☐ Samsung Application Store (5)
- ☐ Windows Phone Marketplace (6)
- ☐ None - my mobile device cannot run apps (7)
- ☐ I don't know (8)
- ☐ Other (please specify) (9) _____
- ☐ None - I don't use apps (10)

Q5 How frequently do you visit the app store to look for apps?

- ☐ Never (1)
- ☐ Less than once a month (2)
- ☐ Once a month (3)
- ☐ More than once a month (4)
- ☐ Once a week (5)
- ☐ More than once a week (6)
- ☐ Once a day (7)
- ☐ Several times a day (8)
- ☐ Other (please specify) (9) _____

Q6 On average, how many apps do you download a month?

- ☐ 0 - 1 (1)
- ☐ 2 - 5 (2)
- ☐ 6 - 10 (3)
- ☐ 11 - 20 (4)
- ☐ 21 - 30 (5)
- ☐ More than 30 (6)

Q7 When do you look for apps? (please select all that apply)

- ☐ When feeling depressed. (1)
- ☐ When I need to carry out a task. (2)
- ☐ When I am feeling bored. (3)
- ☐ When I want to be entertained. (4)
- ☐ When I need to know something. (5)
- ☐ Other (please specify) (6) _____

Q8 How do you find apps? (please select all that apply)

- ☐ I compare several apps in order to choose the best ones. (1)
- ☐ I download the first app that I see on the list of apps presented to me. (2)
- ☐ I look for apps that are featured on the front page of the app store. (3)
- ☐ I look at the top downloads chart. (4)
- ☐ I browse randomly for apps that might interest me. (5)
- ☐ I search the app store using keywords. (7) (keyword/name)
- ☐ I visit websites that review apps. (8)
- ☐ I use search engines (e.g., Google). (9)
- ☐ Other (please specify) (10) _____

Q9 What do you consider when choosing apps to download? (please select all that apply)

- ☐ Reviews by other users (1)
- ☐ Name of app (e.g., catchy name) (2)
- ☐ Number of users who have downloaded the app (3)
- ☐ Icon (e.g., if the icon is attractive) (4)
- ☐ Description of the app (5)
- ☐ Features (6)
- ☐ Number of users who have rated the app (7)
- ☐ Price (8)
- ☐ Star rating (9)
- ☐ Size of app (10)
- ☐ Screen shots (e.g., to see how the app looks like when running) (11)
- ☐ Who developed the app (12)
- ☐ Other (please specify) (13) _____

Q10 Why do you download an app? (please select all that apply)

- ☐ To interact with friends and/or family. (1)
- ☐ To interact with people I don't know. (2)
- ☐ To help me carry out a task. (3)
- ☐ It is featured in the app store. (4)
- ☐ It is on the top downloads chart. (5)
- ☐ It is advertised in the apps that I am using. (6)
- ☐ For entertainment. (7)
- ☐ Out of curiosity. (8)
- ☐ An impulsive purchase. (9)
- ☐ It features brands or celebrities that I like (e.g., Coca-Cola, Michael Jackson). (10)
- ☐ It was mentioned in the media (e.g., TV, newspaper, radio, blogs). (11)
- ☐ It is an extension of the website that I use (e.g., Facebook app). (12)
- ☐ It is recommended by friends and/or family. (13)
- ☐ For someone else (e.g., children, partner). (14)
- ☐ Other (please specify) (15) _____

Q11 Why do you spend money on an app? (please select all that apply)

- ☐ I do not pay for apps. (1)
- ☐ To remove advertisements from the app. (2)
- ☐ The paid app is on sale for a reduced price. (3)
- ☐ To subscribe to free content (e.g., magazine, newspaper). (4)
- ☐ The app is initially free but I have to pay for features that I want. (5)
- ☐ I can't find a free app with similar features. (6)
- ☐ I think paid apps have better quality than free apps in general. (11)
- ☐ I think paid apps have more features than free apps in general. (12)
- ☐ To get additional features or content for a paid app. (7)
- ☐ To subscribe to paid content (e.g., magazine, newspaper). (8)
- ☐ Compared to free apps with similar features, the paid app appears to be of better quality. (9)
- ☐ Other (please specify) (10) _____

Answer If Why do you spend money on an app? (please select all that... To remove advertisements from the app. Is Selected Or Why do you spend money on an app? (please select all that... The paid app is on sale for a reduced price. Is Selected Or Why do you spend money on an app? (please select all that... To subscribe to free content (e.g., magazine, newspaper). Is Selected Or Why do you spend money on an app? (please select all that... The app is initially free but I have to pay for features that I want. Is Selected Or Why do you spend money on an app? (please select all that... I can't find a free app with similar features. Is Selected Or Why do you spend money on an app? (please select all that... I think paid apps have better quality than free apps in general. Is Selected Or Why do you spend money on an app? (please select all that... I think paid apps have more features than free apps in general. Is Selected Or Why do you spend money on an app? (please select all that... To get additional features or content for a paid app. Is Selected Or Why do you spend money on an app? (please select all that... To subscribe to paid content (e.g., magazine, newspaper). Is Selected Or Why do you spend money on an app? (please select all that... Compared to free apps with similar features, the paid app appears to be of better quality. Is Selected Or Why do you spend money on an app? (please select all that... Other (please specify) Is Selected

Q12.1 What is the most you have spent on an app? (including in-app purchases such as additional features and subscription)

What is the amount you spent? (please specify currency) (1)

What is the name of the app? (2)

Why did you download the app? (e.g., I wanted to find my way, my friend told me the app was good) (3)

Describe the best and/or worst feature of the app. (4)

Answer If Why do you spend money on an app? (please select all that... To remove advertisements from the app. Is Selected Or Why do you spend money on an app? (please select all that... The paid app is on sale for a reduced price. Is Selected Or Why do you spend money on an app? (please select all that... To subscribe to free content (e.g., magazine, newspaper). Is Selected Or Why do you spend money on an app? (please select all that... I can't find a free app with similar features. Is Selected Or Why do you spend money on an app? (please select all that... I think paid apps have better quality than free apps in general. Is Selected Or Why do you spend money on an app? (please select all that... I think paid apps have more features than free apps in general. Is Selected Or Why do you spend money on an app? (please select all that... To get additional features or content for a paid app. Is Selected Or Why do you spend money on an app? (please select all that... To subscribe to paid content (e.g., magazine, newspaper). Is Selected Or Why do you spend money on an app? (please select all that... Compared to free apps with similar features, the paid app appears to be of better quality. Is Selected Or Why do you spend money on an app? (please select all that... Other (please specify) Is Selected Or Why

do you spend money on an app? (please select all that... The app is initially free but I have to pay for features that I want. Is Selected

Q12.2 On average, how much do you spend on apps each month? (including in-app purchases such as additional features and subscription)

Q13 Why do you rate apps? (please select all that apply)

- ☐ I don't rate apps. (1)
- ☐ To let other users to know that the app is good. (2)
- ☐ Someone asked me to do so. (3)
- ☐ The app asked me to rate it. (4)
- ☐ To let other users to know that the app is bad. (5)
- ☐ The app rewards me for rating it. (6)
- ☐ Other (please specify) (7) _____

Q14 What makes you stop using an app? (please select all that apply)

- ☐ It crashes. (1)
- ☐ I found better alternatives. (2)
- ☐ The advertisements are annoying. (3)
- ☐ It is difficult to use. (4)
- ☐ It is no longer used by my friends and/or family. (5)
- ☐ I need to pay extra for the features I need. (6)
- ☐ I forgot about the app. (7)
- ☐ I do not need the features it provides. (8)
- ☐ It invades my privacy. (9)
- ☐ It is too slow. (10)
- ☐ I got bored of it. (11)
- ☐ It does not work. (12)
- ☐ It does not have the features I hoped for. (13)
- ☐ I don't need it anymore. (15)
- ☐ Other (please specify) (14) _____

Q15 Which type of apps do you download? (please select all that apply)

- ☐ Navigation (e.g., GPS Navigation, Gyro Compass) (1)
- ☐ Business (e.g., PrintCentral, Quickoffice) (2)
- ☐ Catalogues (e.g., 1001 Home Interior Catalog, Art) (3)
- ☐ Travel (e.g., TripAdvisor, Lonely Planet Traveller) (4)
- ☐ Books (e.g., Kindle, Audiobook & Podcast Player) (5)
- ☐ Photo & video (e.g., Adobe, iMovie) (6)
- ☐ Lifestyle (e.g., eBay, Gumtree) (7)
- ☐ Entertainment (e.g., X Factor, Toca Hair Salon) (8)
- ☐ Finance (e.g., Debt Manager, Account Tracker) (9)
- ☐ News (e.g., Sunday Times, Bloomberg Businessweek) (10)
- ☐ Health & fitness (e.g., Calorie Counter, Simply Yoga) (11)
- ☐ Games (e.g., Angry Birds, Flight Control) (12)
- ☐ Food & drink (e.g., Domino's Pizza, Good Food Magazine) (13)
- ☐ Education (e.g., MathStudio, TED) (14)
- ☐ Medical (e.g., iStethoscope, Vision Test) (15)
- ☐ Social networking (e.g., Skype, Facebook) (16)
- ☐ Reference (e.g., Birds of Brazil, World's Longest Rivers) (17)
- ☐ Sports (e.g., NFL Game Pass, LiveScore) (18)
- ☐ Utilities (e.g., Calculator, Alarm Clock) (19)
- ☐ Weather (e.g., Weather+, Weather Live) (20)
- ☐ Productivity (e.g., Dropbox, Pages) (21)
- ☐ Music (e.g., djay, Piano*) (22)
- ☐ Other (please specify) (23) _____

Q16 This section asks about your demographic information (e.g., age, nationality, occupation). This is to ensure that we have surveyed a varied mix of people in society. What is your gender?

- ☐ Male (1)
- ☐ Female (2)

Q17 What is your age?

Q18 What is your marital status?

- ☐ In a relationship (1)
- ☐ Single (2)
- ☐ Married (3)
- ☐ Divorced (4)
- ☐ Widowed (5)
- ☐ Separated (6)
- ☐ Other (please specify) (7) _____

Q19 What is your nationality?

- ☐ American (1)
- ☐ Australian (2)
- ☐ Brazillian (3)
- ☐ British (4)
- ☐ Canadian (5)
- ☐ Chinese (6)
- ☐ French (7)
- ☐ German (8)
- ☐ Indian (9)
- ☐ Italian (10)
- ☐ Japanese (11)
- ☐ Mexican (12)
- ☐ Russian (13)
- ☐ South Korean (14)
- ☐ Spanish (15)
- ☐ Other (please specify) (16) _____

Q20 What is your country of residence?

- ☐ Australia (1)
- ☐ Brazil (2)
- ☐ Canada (3)
- ☐ China (4)
- ☐ France (5)
- ☐ Germany (6)
- ☐ India (7)
- ☐ Italy (8)
- ☐ Japan (9)
- ☐ Mexico (10)
- ☐ Republic of Korea (11)
- ☐ Russian Federation (12)
- ☐ Spain (13)
- ☐ United Kingdom (14)
- ☐ United States (15)
- ☐ Other (please specify) (16) _____

Q21 What is your first language?

- ☐ English (1)
- ☐ French (2)
- ☐ German (3)
- ☐ Italian (4)
- ☐ Japanese (5)
- ☐ Korean (6)
- ☐ Mandarin (7)
- ☐ Portuguese (8)
- ☐ Russian (9)
- ☐ Spanish (10)
- ☐ Other (please specify) (11) _____

Q22 What is your ethnicity?

- ☐ Asian (please specify, e.g., Chinese) (1) _____
- ☐ Black (please specify, e.g., African American) (2) _____
- ☐ Hispanic (please specify, e.g., Puerto Rican) (3) _____
- ☐ White (please specify, e.g., Scottish) (4) _____
- ☐ Mixed (please specify, e.g., English and German) (5) _____
- ☐ Other (please specify) (6) _____
- ☐ Prefer not to say (7)

Q23 What is the highest level of education you have completed?

- ☐ Primary school (1)
- ☐ Secondary / High school (2)
- ☐ Diploma (3)
- ☐ Vocational training (4)
- ☐ Undergraduate degree (5)
- ☐ Master's degree (6)
- ☐ Doctoral degree (7)
- ☐ Other (please specify) (8) _____

Q24 How many years of education have you received?(from age 5 until now, including kindergarten / pre-school, excluding gaps in between)

Q25 Do you have a disability?

- ☐ Yes (please specify) (1) _____
- ☐ No (2)
- ☐ Prefer not to say (3)

Q26 What is your current employment status?

- ☐ Full-time (1)
- ☐ Part-time (2)
- ☐ Self-employed (3)
- ☐ Student (4)
- ☐ Homemaker (5)
- ☐ Unemployed (6)
- ☐ Unable to work (7)
- ☐ Retired (8)
- ☐ Other (please specify) (9) _____

Q27 What is your current or most recent occupation?

- ☐ Management Occupations (1)
- ☐ Business and Financial Operations Occupations (2)
- ☐ Computer and Mathematical Occupations (3)
- ☐ Architecture and Engineering Occupations (4)
- ☐ Life, Physical, and Social Science Occupations (5)
- ☐ Community and Social Services Occupations (6)
- ☐ Legal Occupations (7)
- ☐ Education, Training, and Library Occupations (8)
- ☐ Arts, Design, Entertainment, Sports, and Media Occupations (9)
- ☐ Healthcare Practitioners and Technical Occupations (10)
- ☐ Healthcare Support Occupations (11)
- ☐ Protective Service Occupations (12)
- ☐ Food Preparation and Serving Related Occupations (13)
- ☐ Building and Grounds Cleaning and Maintenance Occupations (14)
- ☐ Personal Care and Service Occupations (15)
- ☐ Sales and Related Occupations (16)
- ☐ Office and Administrative Support Occupations (17)
- ☐ Farming, Fishing, and Forestry Occupations (18)
- ☐ Construction and Extraction Occupations (19)
- ☐ Installation, Maintenance, and Repair Occupations (20)
- ☐ Production Occupations (21)
- ☐ Transportation and Material Moving Occupations (22)
- ☐ Military Specific Occupations (23)
- ☐ Student (24)
- ☐ Other (please specify) (25) _____

Q28 What currency is your household income in?

- ☐ Australian Dollar (AUD) (1)
- ☐ Brazilian Real (BRL) (2)
- ☐ British Pound (GBP) (3)
- ☐ Canadian Dollar (CAD) (4)
- ☐ Chinese Yuan Renminbi (CNY) (5)
- ☐ Euro (EUR) (6)
- ☐ Indian Rupee (INR) (7)
- ☐ Japanese Yen (JPY) (8)
- ☐ Mexican Peso (MXN) (9)
- ☐ Russian Ruble (RUB) (10)
- ☐ South Korean Won (KRW) (11)
- ☐ US Dollar (USD) (12)
- ☐ Other (please specify) (13) _____

Answer If What currency is your household income in? Australian Dollar (AUD) Is Selected

Q29.1 What is your annual household income in \${q://QID36/ChoiceGroup/SelectedChoices}?
(before tax)

- ☐ 0 - 10,000 (1)
- ☐ 10,001 - 20,000 (2)
- ☐ 20,001 - 40,000 (3)
- ☐ 40,001 - 60,000 (4)
- ☐ 60,001 - 80,000 (5)
- ☐ 80,001 - 100,000 (6)
- ☐ 100,001 - 150,000 (7)
- ☐ 150,001 - 200,000 (8)
- ☐ 200,001 - 300,000 (9)
- ☐ 300,001 - 450,000 (10)
- ☐ More than 450,000 (11)
- ☐ Prefer not to say (12)

Answer If What currency is your household income in? Brazilian Real (BRL) Is Selected

Q29.2 What is your annual household income in \${q://QID36/ChoiceGroup/SelectedChoices}? (before tax)

- ☐ 0 - 5,000 (1)
- ☐ 5,001 - 10,000 (2)
- ☐ 10,001 - 20,000 (3)
- ☐ 20,001 - 30,000 (4)
- ☐ 30,001 - 40,000 (5)
- ☐ 40,001 - 50,000 (6)
- ☐ 50,001 - 75,000 (7)
- ☐ 75,001 - 100,000 (8)
- ☐ 100,001 - 150,000 (9)
- ☐ 150,001 - 250,000 (10)
- ☐ More than 250,000 (11)
- ☐ Prefer not to say (12)

Answer If What currency is your household income in? British Pound (GBP) Is Selected

Q29.3 What is your annual household income in \${q://QID36/ChoiceGroup/SelectedChoices}? (before tax)

- ☐ 0 - 5,000 (1)
- ☐ 5,001 - 10,000 (2)
- ☐ 10,001 - 15,000 (3)
- ☐ 15,001 - 20,000 (4)
- ☐ 20,001 - 30,000 (5)
- ☐ 30,001 - 40,000 (6)
- ☐ 40,001 - 50,000 (7)
- ☐ 50,001 - 75,000 (8)
- ☐ 75,001 - 100,000 (9)
- ☐ 100,001 - 150,000 (10)
- ☐ More than 150,000 (11)
- ☐ Prefer not to say (12)

Answer If What currency is your household income in? Canadian Dollar (CAD) Is Selected

Q29.4 What is your annual household income in \${q://QID36/ChoiceGroup/SelectedChoices}? (before tax)

- ☐ 0 - 10,000 (1)
- ☐ 10,001 - 20,000 (2)
- ☐ 20,001 - 30,000 (3)
- ☐ 30,001 - 50,000 (4)
- ☐ 50,001 - 70,000 (5)
- ☐ 70,001 - 100,000 (6)
- ☐ 100,001 - 150,000 (7)
- ☐ 150,001 - 200,000 (8)
- ☐ 200,001 - 250,000 (9)
- ☐ 250,001 - 350,000 (10)
- ☐ More than 350,000 (11)
- ☐ Prefer not to say (12)

Answer If What currency is your household income in? Chinese Yuan Renminbi (CNY) Is Selected

Q29.5 What is your annual household income in \${q://QID36/ChoiceGroup/SelectedChoices}? (before tax)

- ☐ 0 - 5,000 (1)
- ☐ 5,001 - 10,000 (2)
- ☐ 10,001 - 20,000 (3)
- ☐ 20,001 - 30,000 (4)
- ☐ 30,001 - 40,000 (5)
- ☐ 40,001 - 50,000 (6)
- ☐ 50,001 - 75,000 (7)
- ☐ 75,001 - 100,000 (8)
- ☐ 100,001 - 150,000 (9)
- ☐ 150,001 - 250,000 (10)
- ☐ More than 250,000 (11)
- ☐ Prefer not to say (12)

Answer If What currency is your household income in? Euro (EUR) Is Selected

Q29.6 What is your annual household income in $\{q://QID36/ChoiceGroup/SelectedChoices\}$? (before tax)

- ☐ 0 - 5,000 (1)
- ☐ 5,001 - 10,000 (2)
- ☐ 10,001 - 20,000 (3)
- ☐ 20,001 - 30,000 (4)
- ☐ 30,001 - 40,000 (5)
- ☐ 40,001 - 50,000 (6)
- ☐ 50,001 - 75,000 (7)
- ☐ 75,001 - 100,000 (8)
- ☐ 100,001 - 150,000 (9)
- ☐ 150,001 - 250,000 (10)
- ☐ More than 250,000 (11)
- ☐ Prefer not to say (12)

Answer If What currency is your household income in? Indian Rupee (INR) Is Selected

Q29.7 What is your annual household income in $\{q://QID36/ChoiceGroup/SelectedChoices\}$? (before tax)

- ☐ 0 - 20,000 (1)
- ☐ 20,001 - 40,000 (2)
- ☐ 40,001 - 60,000 (3)
- ☐ 60,001 - 80,000 (4)
- ☐ 80,001 - 100,000 (5)
- ☐ 100,001 - 150,000 (6)
- ☐ 150,001 - 200,000 (7)
- ☐ 200,001 - 300,000 (8)
- ☐ 300,001 - 400,000 (9)
- ☐ 400,001 - 600,000 (10)
- ☐ More than 600,000 (11)
- ☐ Prefer not to say (12)

Answer If What currency is your household income in? Japanese Yen (JPY) Is Selected

Q29.8 What is your annual household income in $\{q://QID36/ChoiceGroup/SelectedChoices\}$? (before tax)

- ☐ 0 - 1,000,000 (1)
- ☐ 1,000,001 - 2,000,000 (2)
- ☐ 2,000,001 - 3,000,000 (3)
- ☐ 3,000,001 - 4,000,000 (4)
- ☐ 4,000,001 - 5,000,000 (5)
- ☐ 5,000,001 - 6,000,000 (6)
- ☐ 6,000,001 - 8,000,000 (7)
- ☐ 8,000,001 - 12,000,000 (8)
- ☐ 12,000,001 - 20,000,000 (9)
- ☐ 20,000,001 - 30,000,000 (10)
- ☐ More than 30,000,000 (11)
- ☐ Prefer not to say (12)

Answer If What currency is your household income in? Mexican Peso (MXN) Is Selected

Q29.9 What is your annual household income in $\{q://QID36/ChoiceGroup/SelectedChoices\}$? (before tax)

- ☐ 0 - 25,000 (1)
- ☐ 25,001 - 50,000 (2)
- ☐ 50,001 - 75,000 (3)
- ☐ 75,001 - 100,000 (4)
- ☐ 100,001 - 125,000 (5)
- ☐ 125,001 - 150,000 (6)
- ☐ 150,001 - 200,000 (7)
- ☐ 200,001 - 300,000 (8)
- ☐ 300,001 - 500,000 (9)
- ☐ 500,001 - 750,000 (10)
- ☐ More than 750,000 (11)
- ☐ Prefer not to say (12)

Answer If What currency is your household income in? Russian Ruble (RUB) Is Selected

Q29.10 What is your annual household income in $\{q://QID36/ChoiceGroup/SelectedChoices\}$? (before tax)

- ☐ 0 - 100,000 (1)
- ☐ 100,001 - 200,000 (2)
- ☐ 200,001 - 300,000 (3)
- ☐ 300,001 - 400,000 (4)
- ☐ 400,001 - 500,000 (5)
- ☐ 500,001 - 600,000 (6)
- ☐ 600,001 - 800,000 (7)
- ☐ 800,001 - 1,200,000 (8)
- ☐ 1,200,001 - 2,000,000 (9)
- ☐ 2,000,001 - 3,000,000 (10)
- ☐ More than 3,000,000 (11)
- ☐ Prefer not to say (12)

Answer If What currency is your household income in? South Korean Won (KRW) Is Selected

Q29.11 What is your annual household income in $\{q://QID36/ChoiceGroup/SelectedChoices\}$? (before tax)

- ☐ 0 - 5,000,000 (1)
- ☐ 5,000,001 - 10,000,000 (2)
- ☐ 10,000,001 - 20,000,000 (3)
- ☐ 20,000,001 - 30,000,000 (4)
- ☐ 30,000,001 - 40,000,000 (5)
- ☐ 40,000,001 - 50,000,000 (6)
- ☐ 50,000,001 - 75,000,000 (7)
- ☐ 75,000,001 - 100,000,000 (8)
- ☐ 100,000,001 - 150,000,000 (9)
- ☐ 150,000,001 - 250,000,000 (10)
- ☐ More than 250,000,000 (11)
- ☐ Prefer not to say (12)

Answer If What currency is your household income in? US Dollar (USD) Is Selected

Q29.12 What is your annual household income in $\$$ {q://QID36/ChoiceGroup/SelectedChoices}? (before tax)

- ☐ 0 - 10,000 (1)
- ☐ 10,001 - 20,000 (2)
- ☐ 20,001 - 30,000 (3)
- ☐ 30,001 - 50,000 (4)
- ☐ 50,001 - 70,000 (5)
- ☐ 70,001 - 100,000 (6)
- ☐ 100,001 - 150,000 (7)
- ☐ 150,001 - 200,000 (8)
- ☐ 200,001 - 250,000 (9)
- ☐ 250,001 - 350,000 (10)
- ☐ More than 350,000 (11)
- ☐ Prefer not to say (12)

Answer If What currency is your household income in? Other (please specify) Is Selected

Q29.13 What is your annual household income in the currency you previously specified? (before tax)

- ☐ The amount is (1) _____
- ☐ Prefer not to say (2)

Q30 Your personality may influence the types of apps you like. In this final section, we ask about your personality. Here are a number of personality traits that may or may not apply to you.

Please rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other. 1 = Disagree strongly 2 = Disagree moderately 3 = Disagree a little 4

= Neither agree nor disagree 5 = Agree a little 6 = Agree moderately 7 = Agree strongly I see myself as:

- _____ Extraverted, enthusiastic (1)
- _____ Critical, quarrelsome (2)
- _____ Dependable, self-disciplined (3)
- _____ Anxious, easily upset (4)
- _____ Open to new experiences, complex (5)
- _____ Reserved, quiet (6)
- _____ Sympathetic, warm (7)
- _____ Disorganized, careless (8)
- _____ Calm, emotionally stable (9)
- _____ Conventional, uncreative (10)

Q31 Please let us know if you have any comments or suggestions. If you would like to know the results of the study, please provide your email address.

Q53