SAMPLING STRATEGY\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

I intend to gather my own data. To do this I would sample students at a number of different locations throughout campus over a week. I would stand at the entrance of the cafeteria, the library, Fraser dorms and the collegiums to gather an accurate sample of the students at Trinity Western University. I will stand at each site for approximately an hour. I will determine if I need to stand at each site for an extra hour after I have the total number of completed questionnaires from the first hour at each site. I will read each person my recruitment script to ask if they want to take part in the study.

RECRUITMENT SCRIPT \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Hello! I am doing a research project for my statistics class and was wondering if you would mind filling out a quick anonymous questionnaire on cell phone use? It shouldn’t take more than a minute of your time.

QUESTIONNAIRE \_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please circle your answer.

Have you taken this questionnaire before? **Yes No**

Are you a student at Trinity Western University? **Yes No**

What is your gender? **M F**

Do you have a cell phone? **Yes No**

If yes …

Do you have a smart phone? **Yes No**

Is data included in your plan? **Yes No**

Who is your current service provider? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If Telus, Rogers or Bell …

Assuming full coverage on campus, would you consider switching service providers to one that is less well-known if your monthly bill was going to be $20 cheaper? **Yes No**

How much did you pay for your most recent phone bill? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Did you receive a free phone with your plan? **Yes No**

What is your phone’s operating system? **Blackberry iOS Android Other**

Are you currently on a contract for your cell phone use? **Yes No**

If yes …

What is the total duration of the contract in years? **1 2 3 Other**

Did you receive a free phone with your plan? **Yes No**

Out of the following, what is most important to you in a service provider?

**Coverage Monthly Bill Customer Service Free Merchandise Other**

What would it take for you to switch cell phone service providers? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_