

Online Survey

This item demonstrates a limited multiple response question which allows only a certain number of responses.

Which three terms below best describe the mobile phone made by your favorite brand?

- Easy-to-use
- Inexpensive
- Durable
- Multi-featured
- Light-weight
- Compact
- Clear-sounding
- Long-lasting batteries
- Colourful design

Online Survey

This question is known as a multiple response item and can be used for such tasks as aided awareness.

Which of the following brands of mobile phones have you heard of?
Please select all that apply.

- | | | |
|-------------------------------------|------------------------------------|--|
| <input type="checkbox"/> Alcatel | <input type="checkbox"/> Panasonic | <input type="checkbox"/> Siemens |
| <input type="checkbox"/> Benefon | <input type="checkbox"/> Philips | <input type="checkbox"/> Sony |
| <input type="checkbox"/> Ericsson | <input type="checkbox"/> Pogo | <input type="checkbox"/> Sony Ericsson |
| <input type="checkbox"/> Handspring | <input type="checkbox"/> Sagem | <input type="checkbox"/> Trium |
| <input type="checkbox"/> Motorola | <input type="checkbox"/> Samsung | <input type="checkbox"/> None of these |
| <input type="checkbox"/> Nokia | <input type="checkbox"/> Sendo | |

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This item is known as a single response item.

To view the "other specify" question, please select "Other" below.

What is your favorite mobile phone brand?

Please select only one response.

- Pogo
- Benefon
- Sendo
- Sony
- Sagem
- Panasonic
- Handspring
- Siemens
- Ericsson
- Alcatel
- Philips
- Trium
- Motorola
- Sony Ericsson
- Nokia
- Samsung
- Other
- I do not have a favourite mobile phone brand.

Online Survey

This question presents a rating scale with numeric boxes.

Using the scale below, please indicate how much you agree or disagree with each of the following statements about mobile phones.

- 1=Strongly disagree
- 2=Disagree
- 3=Somewhat disagree
- 4=Neutral
- 5=Somewhat agree
- 6=Agree
- 7=Strongly agree

Rating

- I find mobile phones beneficial to my personal communication needs.
- I pay attention to mobile phone advertisements.
- Mobile phones are essential for business leaders.
- Mobile phone technology is advancing at a fast pace.
- I try to learn as much as possible about new mobile phone features.
- Finding the best deal on mobile phones is important to me.

Online Survey

This question shows a ranking task. Programming logic will determine if a respondent has correctly performed the task.

How would you rate the following reasons for having a mobile phone? Please rank them in order from 1 to 4, where "1" means "Most important", and "4" means "Least important."

Please use each number from 1 to 4 only once.

Ranking

In case of an emergency

Keeping in touch with family

For friends/social life

For business purposes

Online Survey

This shows the use of semantic differential scales to rate an object.

Please rate the following form of communication using the scales below.

Satellite television

- Strongly dislike ○ ○ ○ ○ ○ ○ ○ Strongly like
- Very inexpensive ○ ○ ○ ○ ○ ○ ○ Very expensive
- Boring ○ ○ ○ ○ ○ ○ ○ Entertaining
- Inefficient ○ ○ ○ ○ ○ ○ ○ Efficient