

Phone Questionnaire

SCREENERS AND DEMOGRAPHICS

Q1. Do you have a mobile phone that you use to make personal calls?

- Yes.....1
No2 **END SURVEY**

Q2. To make sure we have a cross section of people in this study, we need to know your work status. Which of these *best* describes your work status? **SINGLE RESPONSE**

- Student.....1 **GO TO Q4**
Homemaker2 **GO TO Q4**
Retired3 **GO TO Q4**
Not working4 **GO TO Q4**
Part-time worker5 **GO TO Q4**
Full-time worker6
Don't know/refused7 **→ END SURVEY**

Q3. Which of these best describes your occupation? Just call out the number.
SINGLE RESPONSE

- Manager/administrator1
Professional2
Associate professional3
Tradesperson and related4
Clerical, sales and service5
Production/transport worker6
Labourer and related worker.....7
Don't know/refused8 **→ END SURVEY**

Q4. How old are you?

- 15 or younger1 **→ END SURVEY**
16-19 years2
20-24 years3
25-29 years4
30-34 years5
35-44 years6
45-54 years7
55-64 years8
65 years or above9
Don't know/refused10 **→ END SURVEY**

CHECK QUOTAS

Q5. When you think of companies that offer mobile phone services, which ones come to mind?

Q6. Which of these mobile phone companies have you heard of?

AAPT/Cellular One	1
New Tel	2
One-tel	3
Optus	4
Orange (Hutchison)	5
Telstra (Mobile Net)	6
Virgin Mobile	7
Vodafone	8
None of these	9

Q7. Which company do you currently have your mobile phone with? **SINGLE RESPONSE**

ATTITUDES

Q8. For each of the phone companies shown below select the appropriate statements. It doesn't matter if you don't know much about the companies; it is just your impressions that we want. Mention as many companies as you think apply.

	AAPT	New Tel	One-tel	Optus	Orange	Telstra	Virgin Mobile	Vodafone	All of them	None of them
a. Friendly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Low prices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Fashionable.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Reliable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Good coverage.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. The best phones	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Conveniently located stores.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Leaders in mobile phone technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q9. Which of the following best describes how you feel about these phone companies?

	Don't know much about them	Do not like them	Neither like nor dislike them	Like them
i. AAPT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. New Tel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. One-tel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Optus.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m. Orange	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n. Telstra	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o. Virgin Mobile	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q10. I am now going to read out some things that people have said about mobile phones. As I read out each one, please tell me the extent to which you agree or disagree. There are no right or wrong answers; we want to know what you think.

	Strongly agree	Agree a little	Neither	Disagree a little	Strongly disagree	DON'T KNOW
a. Technology is fascinating.....	1	2	3	4	5	9
b. I am often surprised by the size of bills.....	1	2	3	4	5	9
c. I find it difficult to determine best deal.....	1	2	3	4	5	9
d. I spent a lot of time shopping for best deal	1	2	3	4	5	9
e. I closely monitor the time I spend on the phone	1	2	3	4	5	9
f. Cost is a factor when deciding where to SMS or phone	1	2	3	4	5	9
g. I try to keep calls kept short and to the point	1	2	3	4	5	9

BEHAVIOR

Q11. In a typical week, how many SMS messages would you send? _____

Q12. SHOW Error! Reference source not found.
Thinking back over the past 3 months, roughly how much is the average monthly bill for your mobile phone?

- Less than \$10 per month 1
- \$10 to \$19 per month..... 2
- \$20 to \$29 per month..... 3
- \$30 to \$39 per month..... 4
- \$40 to \$49 per month..... 5
- \$50 to \$74 per month..... 6
- \$75 to \$99 per month..... 7
- \$100 to \$149 per month..... 8
- \$150 to \$199 per month..... 9
- \$200 or more per month 10
- Don't know 99

Q13. What proportion of the calls are for business?

_____ %

Q14. We're getting close to the end now! Where was your phone bought from? **SINGLE RESPONSE**

- Specialist phone store (e.g., Telstra shop) 1
- Phone company over the Internet (e.g., www.Optus.com)..... 2
- Phoned a phone company..... 3
- Specialist electronics store (e.g., Strathfield Car Radio, Tandy) 4
- Major retailer 5
- My employer 6
- Internet..... 7
- Internet cafe 8
- Family/friend 9
- Door-to-door salesperson 10
- Other (Please specify _____). 11

DEMOGRAPHICS

Q15. Are you... SINGLE RESPONSE

- Male 1
- Female 2

Q16. Do you have children living with you? SINGLE RESPONSE

- Yes 1
- No 2

Q17. Are you currently...? SINGLE RESPONSE

- Single 1
- Married or in a de facto relationship 2
- Separated or divorced 3
- Widowed 4