

AP Psychology Survey on MP3 Players

Please complete the following survey:

Age

9-12 ____ 13-19 20-35 ____ 35-45 ____ 45+ ____

Gender

Male Female ____

Do you own a personal music player?

Yes No

If yes, what kind?

iPod (Apple)

mp3 (Sansa, Phillips, Sony, etc.) ____

Zune (Microsoft) ____

Please mark off spaces based on how much these factor into your choice of personal music player:

	Care a lot	Care a little	Don't care
Features	<input checked="" type="checkbox"/>		
Price		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Peer pressure			<input checked="" type="checkbox"/>
Coolness		<input checked="" type="checkbox"/>	
Brand name			<input checked="" type="checkbox"/>
Music software (e.g. iTunes)			<input checked="" type="checkbox"/>

What budget do you have for a personal music player?

Under \$50 \$50-\$75 ____ \$75-\$100 ____ \$100-\$150 ____ \$150-\$200 ____ \$200+ ____

What brand name do you prefer?

Apple (iPod) Sansa (Sandisk) ____ Philips ____ Sony ____ Microsoft (zune) ____

BRIT (initials of surveyor)

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J. A. (initials of surveyor)

Joey

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D.P' (initials of surveyor)

Meesh

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DP. (initials of surveyor)

Danai J.

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Features			✓
Price			✓
Peer pressure			✓
Coolness			✓
Brand name			✓
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JMHT (initials of surveyor)

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xmas present

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*forgot what I paid
It was pretty cheap.*

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Features	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Peer pressure	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Coolness	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Brand name	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Music software (e.g. iTunes)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

What budget do you have for a personal music player?

Under \$50 \$50-\$75 \$75-\$100 \$100-\$150 \$150-\$200 \$200+

What brand name do you prefer?

Apple (iPod) Sansa (Sandisk) Philips Sony Microsoft (zune)

BRH (initials of surveyor)

25

AP Psychology Survey on MP3 Players

Please complete the following survey:

Age

9-12 13-19 20-35 35-45 45+

Gender

Male Female

Do you own a personal music player?

Yes No

If yes, what kind?

iPod (Apple)

mp3 (Sansa, Phillips, Sony, etc.)

Zune (Microsoft)

Please mark off spaces based on how much these factor into your choice of personal music player:

	Care a lot	Care a little	Don't care
Features	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Peer pressure	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Coolness	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Brand name	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Music software (e.g. iTunes)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

What budget do you have for a personal music player?

Under \$50 \$50-\$75 \$75-\$100 \$100-\$150 \$150-\$200 \$200+

What brand name do you prefer?

Apple (iPod) Sansa (Sandisk) Philips Sony Microsoft (zune)

_____ (initials of surveyor)

26

AP Psychology Survey on MP3 Players

Please complete the following survey:

Age

9-12 13-19 20-35 35-45 45+

Gender

Male Female

Do you own a personal music player?

Yes No

If yes, what kind?

iPod (Apple)

mp3 (Sansa, Phillips, Sony, etc.)

Zune (Microsoft)

Please mark off spaces based on how much these factor into your choice of personal music player:

	Care a lot	Care a little	Don't care
Features		<input checked="" type="checkbox"/>	
Price			<input checked="" type="checkbox"/>
Peer pressure			<input checked="" type="checkbox"/>
Coolness			<input checked="" type="checkbox"/>
Brand name			<input checked="" type="checkbox"/>
Music software (e.g. iTunes)		<input checked="" type="checkbox"/>	

What budget do you have for a personal music player?

Under \$50 \$50-\$75 \$75-\$100 \$100-\$150 \$150-\$200 \$200+

What brand name do you prefer?

Apple (iPod) Sansa (Sandisk) Philips Sony Microsoft (zune)

K E (initials of surveyor)

BB

27

AP Psychology Survey on MP3 Players

Please complete the following survey:

Age

9-12 ____ 13-19 ____ 20-35 ____ 35-45 45+ ____

Gender

Male ____ Female

Do you own a personal music player?

Yes No

If yes, what kind?

iPod (Apple)

mp3 (Sansa, Phillips, Sony, etc.) ____

Zune (Microsoft) ____

Please mark off spaces based on how much these factor into your choice of personal music player:

	Care a lot	Care a little	Don't care
Features	<input checked="" type="checkbox"/>		
Price	<input checked="" type="checkbox"/>		
Peer pressure			<input checked="" type="checkbox"/>
Coolness			<input checked="" type="checkbox"/>
Brand name		<input checked="" type="checkbox"/>	
Music software (e.g. iTunes)	<input checked="" type="checkbox"/>		

What budget do you have for a personal music player?

Under \$50 ____ \$50-\$75 \$75-\$100 ____ \$100-\$150 ____ \$150-\$200 ____ \$200+ ____

What brand name do you prefer?

Apple (iPod) Sansa (Sandisk) ____ Philips ____ Sony ____ Microsoft (zune) ____

JK (initials of surveyor)

B.B.

28

AP Psychology Survey on MP3 Players

Please complete the following survey:

Age

9-12 13-19 20-35 35-45 45+

Gender

Male Female

Do you own a personal music player?

Yes No

If yes, what kind?

iPod (Apple)

mp3 (Sansa, Phillips, Sony, etc.)

Zune (Microsoft)

Please mark off spaces based on how much these factor into your choice of personal music player:

	Care a lot	Care a little	Don't care
Features			
Price			<input checked="" type="checkbox"/>
Peer pressure			
Coolness			
Brand name			
Music software (e.g. iTunes)			<input checked="" type="checkbox"/>

What budget do you have for a personal music player?

NA

Under \$50 \$50-\$75 \$75-\$100 \$100-\$150 \$150-\$200 \$200+

What brand name do you prefer?

NA

Apple (iPod) Sansa (Sandisk) Philips Sony Microsoft (zune)

WA (initials of surveyor)

29

AP Psychology Survey on MP3 Players

Please complete the following survey:

Age

9-12 13-19 20-35 35-45 45+

Gender

Male Female

Do you own a personal music player?

Yes No

If yes, what kind?

iPod (Apple)

mp3 (Sansa, Phillips, Sony, etc.)

Zune (Microsoft)

Please mark off spaces based on how much these factor into your choice of personal music player:

	Care a lot	Care a little	Don't care
Features	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Peer pressure	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Coolness	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Brand name	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Music software (e.g. iTunes)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What budget do you have for a personal music player?

Under \$50 \$50-\$75 \$75-\$100 \$100-\$150 \$150-\$200 \$200+

What brand name do you prefer?

Apple (iPod) Sansa (Sandisk) Philips Sony Microsoft (zune)

A BB (initials of surveyor)

AP Psychology Survey on MP3 Players

Please complete the following survey:

Age

9-12 13-19 20-35 35-45 45+

Gender

Male Female

Do you own a personal music player?

Yes No

If yes, what kind?

iPod (Apple)

mp3 (Sansa, Phillips, Sony, etc.)

Zune (Microsoft)

Please mark off spaces based on how much these factor into your choice of personal music player:

	Care a lot	Care a little	Don't care
Features			
Price			
Peer pressure			
Coolness			
Brand name			
Music software (e.g. iTunes)			

What budget do you have for a personal music player?

Under \$50 \$50-\$75 \$75-\$100 \$100-\$150 \$150-\$200 \$200+

What brand name do you prefer?

Apple (iPod) Sansa (Sandisk) Philips Sony Microsoft (zune)

BB (initials of surveyor)

31

AP Psychology Survey on MP3 Players

Please complete the following survey:

Age

9-12 ____ 13-19 ____ 20-35 ____ 35-45 ____ 45+

Gender

Male ____ Female

Do you own a personal music player?

Yes No

If yes, what kind?

iPod (Apple) ____

mp3 (Sansa, Phillips, Sony, etc.) ____

Zune (Microsoft) ____

Please mark off spaces based on how much these factor into your choice of personal music player:

	Care a lot	Care a little	Don't care
Features	<input checked="" type="checkbox"/>		
Price	<input checked="" type="checkbox"/>		
Peer pressure			<input checked="" type="checkbox"/>
Coolness		<input checked="" type="checkbox"/>	
Brand name		<input checked="" type="checkbox"/>	
Music software (e.g. iTunes)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

What budget do you have for a personal music player?

Under \$50 ____ \$50-\$75 ____ \$75-\$100 ____ \$100-\$150 ____ \$150-\$200 ____ \$200+

What brand name do you prefer?

Apple (iPod) Sansa (Sandisk) ____ Philips ____ Sony ____ Microsoft (zune) ____

BB (initials of surveyor)

30

AP Psychology Survey on MP3 Players

Please complete the following survey:

Age

9-12 13-19 20-35 35-45 45+

Gender

Male Female

Do you own a personal music player?

Yes

No

If yes, what kind?

iPod (Apple)

mp3 (Sansa, Phillips, Sony, etc.)

Zune (Microsoft)

Please mark off spaces based on how much these factor into your choice of personal music player:

	Care a lot	Care a little	Don't care
Features		<input checked="" type="checkbox"/>	
Price	<input checked="" type="checkbox"/>		
Peer pressure			<input checked="" type="checkbox"/>
Coolness			<input checked="" type="checkbox"/>
Brand name		<input checked="" type="checkbox"/>	
Music software (e.g. iTunes)			<input checked="" type="checkbox"/>

What budget do you have for a personal music player?

Under \$50 \$50-\$75 \$75-\$100 \$100-\$150 \$150-\$200 \$200+

What brand name do you prefer? *? I would research how they are rated*

Apple (iPod) Sansa (Sandisk) Philips Sony Microsoft (zune)

BB

ADP (initials of surveyor)

33

AP Psychology Survey on MP3 Players

Please complete the following survey:

Age

9-12 13-19 20-35 35-45 45+

Gender

Male Female

Do you own a personal music player?

Yes No

If yes, what kind?

iPod (Apple)

mp3 (Sansa, Phillips, Sony, etc.)

Zune (Microsoft)

Please mark off spaces based on how much these factor into your choice of personal music player:

	Care a lot	Care a little	Don't care
Features	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Peer pressure	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Coolness	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Brand name	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Music software (e.g. iTunes)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What budget do you have for a personal music player?

Under \$50 \$50-\$75 \$75-\$100 \$100-\$150 \$150-\$200 \$200+

What brand name do you prefer?

Apple (iPod) Sansa (Sandisk) Philips Sony Microsoft (zune)

Creative Zen (initials of surveyor)

BB

34

AP Psychology Survey on MP3 Players

Please complete the following survey:

Age

9-12 13-19 20-35 35-45 45+

Gender

Male Female

Do you own a personal music player?

Yes No

If yes, what kind?

iPod (Apple)

mp3 (Sansa, Phillips, Sony, etc.)

Zune (Microsoft)

Please mark off spaces based on how much these factor into your choice of personal music player:

	Care a lot	Care a little	Don't care
Features	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Peer pressure	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Coolness	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brand name	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Music software (e.g. iTunes)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

What budget do you have for a personal music player?

Under \$50 \$50-\$75 \$75-\$100 \$100-\$150 \$150-\$200 \$200+

What brand name do you prefer?

Apple (iPod) Sansa (Sandisk) Philips Sony Microsoft (zune)

BB (initials of surveyor)

35

AP Psychology Survey on MP3 Players

Please complete the following survey:

Age

9-12 ____ 13-19 ____ 20-35 ____ 35-45 45+ ____

Gender

Male ____ Female

Do you own a personal music player?

Yes No

If yes, what kind?

iPod (Apple) ____

mp3 (Sansa, Phillips, Sony, etc.) ____

Zune (Microsoft) ____

Please mark off spaces based on how much these factor into your choice of personal music player:

	Care a lot	Care a little	Don't care
Features	<input checked="" type="checkbox"/>		
Price	<input checked="" type="checkbox"/>		
Peer pressure			<input checked="" type="checkbox"/>
Coolness			<input checked="" type="checkbox"/>
Brand name			<input checked="" type="checkbox"/>
Music software (e.g. iTunes)	<input checked="" type="checkbox"/>		

What budget do you have for a personal music player?

Under \$50 \$50-\$75 ____ \$75-\$100 ____ \$100-\$150 ____ \$150-\$200 ____ \$200+ ____

What brand name do you prefer? ?

Apple (iPod) ____ Sansa (Sandisk) ____ Philips ____ Sony ____ Microsoft (zune) ____

BB (initials of surveyor)

AP Psychology Survey on MP3 Players

Please complete the following survey:

Age

9-12 13-19 20-35 35-45 45+

Gender

Male Female

Do you own a personal music player?

Yes No

If yes, what kind?

iPod (Apple)

mp3 (Sansa, Phillips, Sony, etc.)

Zune (Microsoft)

Please mark off spaces based on how much these factor into your choice of personal music player:

quality of sound

	User friendly	Care a lot	Care a little	Don't care
Features	<i>ease of use</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Peer pressure		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coolness		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brand name		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Music software (e.g. iTunes)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What budget do you have for a personal music player?

Under \$50 \$50-\$75 \$75-\$100 \$100-\$150 \$150-\$200 \$200+

What brand name do you prefer?

Apple (iPod) Sansa (Sandisk) Philips Sony Microsoft (zune)

BB (initials of surveyor)

37

AP Psychology Survey on MP3 Players

Please complete the following survey:

Age

9-12 13-19 20-35 35-45 45+

Gender

Male Female

Do you own a personal music player?

Yes No

If yes, what kind?

iPod (Apple)

mp3 (Sansa, Phillips, Sony, etc.)

Zune (Microsoft)

Please mark off spaces based on how much these factor into your choice of personal music player:

	Care a lot	Care a little	Don't care
Features		<input checked="" type="checkbox"/>	
Price	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Peer pressure		<input checked="" type="checkbox"/>	
Coolness			<input checked="" type="checkbox"/>
Brand name	<input checked="" type="checkbox"/>		
Music software (e.g. iTunes)			<input checked="" type="checkbox"/>

What budget do you have for a personal music player?

Under \$50 \$50-\$75 \$75-\$100 \$100-\$150 \$150-\$200 \$200+

What brand name do you prefer?

Apple (iPod) Sansa (Sandisk) Philips Sony Microsoft (zune)

B.B. (initials of surveyor)

38

AP Psychology Survey on MP3 Players

Please complete the following survey:

Age

9-12 12 13-19 ____ 20-35 ____ 35-45 ____ 45+ ____

Gender

Male ____ Female X

Do you own a personal music player?

Yes No

If yes, what kind?

iPod (Apple) X

mp3 (Sansa, Phillips, Sony, etc.) ____

Zune (Microsoft) ____

Please mark off spaces based on how much these factor into your choice of personal music player:

	Care a lot	Care a little	Don't care
Features	<input checked="" type="checkbox"/>		
Price		<input checked="" type="checkbox"/>	
Peer pressure			<input checked="" type="checkbox"/>
Coolness		<input checked="" type="checkbox"/>	
Brand name			<input checked="" type="checkbox"/>
Music software (e.g. iTunes)	<input checked="" type="checkbox"/>		

What budget do you have for a personal music player?

Under \$50 ____ \$50-\$75 ____ \$75-\$100 X \$100-\$150 ____ \$150-\$200 ____ \$200+ ____

What brand name do you prefer?

Apple (iPod) X Sansa (Sandisk) ____ Philips ____ Sony ____ Microsoft (zune) ____

BB

K.E (initials of surveyor)

39

AP Psychology Survey on MP3 Players

Please complete the following survey:

Age

9-12 ____ 13-19 ____ 20-35 ____ 35-45 ____ 45+

Gender

Male ____ Female

Do you own a personal music player?

Yes No 

If yes, what kind?

iPod (Apple)

mp3 (Sansa, Phillips, Sony, etc.) ____

Zune (Microsoft) ____

Please mark off spaces based on how much these factor into your choice of personal music player:

	Care a lot	Care a little	Don't care
Features	<input checked="" type="checkbox"/>		
Price	<input checked="" type="checkbox"/>		
Peer pressure			<input checked="" type="checkbox"/>
Coolness			<input checked="" type="checkbox"/>
Brand name			<input checked="" type="checkbox"/>
Music software (e.g. iTunes)		<input checked="" type="checkbox"/>	

What budget do you have for a personal music player?

Under \$50 ____ \$50-\$75 ____ \$75-\$100 ____ \$100-\$150 ____ \$150-\$200 \$200+ ____

What brand name do you prefer?

Apple (iPod) Sansa (Sandisk) ____ Philips ____ Sony ____ Microsoft (zune) ____

BB (initials of surveyor)

40

AP Psychology Survey on MP3 Players

Please complete the following survey:

Age

9-12 ____ 13-19 20-35 ____ 35-45 ____ 45+ ____

Gender

Male ____ Female

Do you own a personal music player?

Yes No

If yes, what kind?

iPod (Apple)

mp3 (Sansa, Phillips, Sony, etc.) ____

Zune (Microsoft) ____

Please mark off spaces based on how much these factor into your choice of personal music player:

	Care a lot	Care a little	Don't care
Features	<input checked="" type="checkbox"/>		
Price	<input checked="" type="checkbox"/>		
Peer pressure			
Coolness			<input checked="" type="checkbox"/>
Brand name			<input checked="" type="checkbox"/>
Music software (e.g. iTunes)	<input checked="" type="checkbox"/>		

a gift

What budget do you have for a personal music player?

Under \$50 ____ \$50-\$75 ____ \$75-\$100 ____ \$100-\$150 ____ \$150-\$200 \$200+ ____

What brand name do you prefer?

Apple (iPod) Sansa (Sandisk) ____ Philips ____ Sony ____ Microsoft (zune) ____

_____ (initials of surveyor)

41

AP Psychology Survey on MP3 Players

Please complete the following survey:

Age

9-12 ____ 13-19 ____ 20-35 ____ 35-45 X 45+ ____

Gender

Male ____ Female X

Do you own a personal music player?

Yes No

If yes, what kind?

iPod (Apple) X

mp3 (Sansa, Phillips, Sony, etc.) ____

Zune (Microsoft) ____

Please mark off spaces based on how much these factor into your choice of personal music player:

	Care a lot	Care a little	Don't care
Features	<u>✓</u>		
Price	<u>✓</u>		
Peer pressure			<u>✓</u>
Coolness			<u>✓</u>
Brand name			<u>✓</u>
Music software (e.g. iTunes)	<u>✓</u>		

What budget do you have for a personal music player?

Under \$50 ____ \$50-\$75 ____ \$75-\$100 X \$100-\$150 ____ \$150-\$200 ____ \$200+ ____

What brand name do you prefer?

Apple (iPod) X Sansa (Sandisk) ____ Philips ____ Sony ____ Microsoft (zune) ____

(initials of surveyor)

42