

## 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) \_\_\_\_\_

BRIT (initials of surveyor)

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Price	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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MS (initials of surveyor)

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J. A. (initials of surveyor)

Joey

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DP (initials of surveyor)

Meesh

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DP. (initials of surveyor)



papa J.

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DP (initials of surveyor)

*Mon*

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mp3 (Sansa, Phillips, Sony, etc.) ✓

Zune (Microsoft) \_\_\_\_\_

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Features		<u>X</u>	
Price	<u>X</u>		
Peer pressure			<u>X</u>
Coolness			<u>X</u>
Brand name			<u>X</u>
Music software (e.g. iTunes)			<u>X</u>

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D.P. (initials of surveyor)

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 (initials of surveyor)

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ipod shuffle

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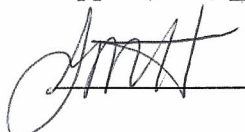
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M. E. (initials of surveyor)

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*xmas present*

What brand name do you prefer?

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HK (initials of surveyor)



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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)\_\_\_\_

\_\_\_\_ (initials of surveyor)

## 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) \_\_\_\_

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

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?

*forgot what I paid  
It was pretty cheap.*

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)

## 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) \_\_\_\_

BRH (initials of surveyor)

22

## 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) \_\_\_\_\_

BRH (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	<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) \_\_\_\_

BRH (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	<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) \_\_\_\_\_

BRH (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	<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) \_\_\_\_\_

\_\_\_\_\_ (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		<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) ☐

VE (initials of surveyor)

BB

## 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>X</u>		
Price	<u>X</u>		
Peer pressure			<u>X</u>
Coolness			<u>X</u>
Brand name		<u>X</u>	
Music software (e.g. iTunes)	<u>X</u>		

What budget do you have for a personal music player?

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

What brand name do you prefer?

Apple (iPod) X Sansa (Sandisk)\_\_\_\_ Philips\_\_\_\_ Sony\_\_\_\_ Microsoft (zune)\_\_\_\_

KJ (initials of surveyor)

B.B.

## AP Psychology Survey on MP3 Players

Please complete the following survey:

Age

9-12 \_\_\_\_\_ 13-19 \_\_\_\_\_ 20-35 \_\_\_\_\_ 35-45 \_\_\_\_\_ 45+ X

Gender

Male \_\_\_\_\_ Female X

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? 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) \_\_\_\_\_

mg (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	<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) \_\_\_\_\_

☒ 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+ X

Gender

Male \_\_\_\_ Female X

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 X \$150-\$200 \_\_\_\_ \$200+ \_\_\_\_

What brand name do you prefer?

Apple (iPod) X 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:

	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)

# AP Psychology Survey on MP3 Players

Please complete the following survey:

Age

9-12\_\_\_\_ 13-19\_\_\_\_ 20-35\_\_\_\_ 35-45\_\_\_\_ 45+ X

Gender

Male\_\_\_\_ Female X

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		<u>X</u>	
Price	<u>X</u>		
Peer pressure			<u>X</u>
Coolness			<u>X</u>
Brand name		<u>X</u>	
Music software (e.g. iTunes)			<u>X</u>

What budget do you have for a personal music player?

Under \$50\_\_\_\_ \$50-\$75 X \$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

[Signature] (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	<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 Zon (initials of surveyor)

BB

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## 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 X 45+\_\_\_\_

Gender

Male\_\_\_\_ Female X

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	<u>X</u>		
Price	<u>X</u>		
Peer pressure			<u>X</u>
Coolness			<u>X</u>
Brand name			<u>X</u>
Music software (e.g. iTunes)	<u>X</u>		

What budget do you have for a personal music player?

Under \$50 X \$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:

	Care a lot	Care a little	Don't care
Features <i>quality of sound, user friendly, 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)

## 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)

## 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	<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) \_\_\_\_\_

K.E (initials of surveyor)

BB



## 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:

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

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)

## 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)