



BACKGROUND INFORMATION											
Q1 Visit Date						Mm:dd:yyyy					
Q1.1 Store Visited											
a. AT&T	b. Sprint	c. T-Mobile	d. Verizon Wireless	e. US Cellular	f. Metro PCS	g. Best Buy	h. Wal-Mart	i. Radio Shack	j. Costco		
Q1.21 Store location						a. Village/Rural area	b. Small-Medium Town	c. Large Town or City Suburbs	d. Major City Centre		
Q1.22 Store Type						a. Small-Medium Size Store		b. Large Store/Flagship Store			
Q1.31 Time of entry (24 hour clock)						hh:mm					
Q1.32 Time of exit (24 hour clock)						hh:mm					
Q1.33 Record total time in store (in minutes)						:mm					
Q1.41 Please describe what is left of the store											
Q1.42 Please describe what is right of the store											
Q1.51 Please upload an image of the store that you assessed.						Upload photo					
Q1.52 Please upload an image of the business card or brochure						Upload photo					
Q1.61 Mystery Shopper gender						a. Male			b. Female		
Q1.62 Mystery Shopper age											
Q1.71 Brand of smart phone you currently use (if any):											
a. Alcatel ONE	b. Apple	c. BlackBerry	d. Casio	e. Coolpad	f. Google	g. HTC	h. Huawei	i. Kyocera	j. LG		
k. Motorola	l. MyTouch	m. Nokia	n. Palm	o. Pantech	p. PCD	q. Samsung	r. Sanyo	s. Sony Ericsson	t. ZTE		
u. Other (Q1.711 specify)	v. I do not own a smart phone (skip to Q1.81)										
Q1.72 Operating System of smart phone you currently use:											
a. BlackBerry		b. iOS (Apple)		c. Android		d. Windows		e. Other (Q1.721 specify)		f. Not sure	
Q1.81 Were you able to complete your shop?						a. Yes (jump to Q2.1)			b. No (ask Q1.82)		
Q1.82 Why were you unable to complete your shop?											
a. Assigned location is no longer in business			b. Assigned location closed when I arrived			c. Waited longer than 40 minutes to be assisted (ask 2.1, then skip to 2.21)			d. Other (Q1.821 specify)		
If Q1.82 a, b, or d, term as completed, unsuccessful visit at Q2.25. If Q1.82/c, ask Q2.1, Q2.2 and Q2.21.											



INITIAL INTERACTION AND PROSPECTING					
Q2.1. How long did it take to get acknowledged? (from time entered store/department) Focus Area: Store Availability					
___ a. Less than 1 minute	___ b. 1-5 minutes	___ c. 5:01-10 minutes	___ d. 10:01-15 minutes	___ e. 15:01-20 minutes	
___ f. 20:01-25 minutes	___ g. 25:01-30 minutes	___ h. 30:01-35 minutes	___ i. 35:01-40 minutes	___ j. Not acknowledged within 40 minutes (<i>skip to Q2.21. Otherwise ask Q2.2</i>)	
Q2.2 How long did it take to get assistance? (from time entered store/department)					
___ a. Less than 1 minute	___ b. 1-5 minutes	___ c. 5:01-10 minutes	___ d. 10:01-15 minutes	___ e. 15:01-20 minutes	
___ f. 20:01-25 minutes	___ g. 25:01-30 minutes	___ h. 30:01-35 minutes	___ i. 35:01-40 minutes	___ j. Not assisted within 40 minutes (<i>ask Q2.21. Otherwise jump to Q3</i>)	
Q2.21 Please explain what happened while waiting to get assisted. Within the explanation, provide the name and description (gender, hair color, etc.) of at least one of the sales associates on duty. (<i>term as unsuccessful visit at Q2.25</i>)					
Q2.25 (not visible to shoppers) Shop Status		a. Successful (<i>Q1.81/Yes</i>)	b. Unsuccessful (<i>Q1.81/no</i>)		
Q3. Did the sales associate ask questions about your smart phone needs before recommending a smart phone brand?		a. Yes (<i>ask Q4</i>)	b. No (<i>jump to Q5.1</i>)		
Q4. What needs did the sales associate ask about?					
a. Accessories	b. Accessing Internet	c. Applications	d. Battery life		
e. Business/Personal use	f. Budget	g. Camera	h. Current Phone Brand		
i. Current Rate Plan	j. Design	k. Email	l. GPS/Nav		
m. Issues with current phone	n. Memory	o. Playing games	p. Preferred brand		
q. Preferred connectivity	r. Preferred operating system	s. Preferred rate plan	t. Processing Speed		
u. Screen size	v. Social networking	w. Texting	x. Travel frequency		
y. Viewing/Recording videos	z. Other (<i>Q4.1 specify</i>)				
Q5.1 Which operating systems were mentioned spontaneously during the shop?					
a. BlackBerry	b. iOS (Apple)	c. Android	d. Windows	e. Other (Q5.11 specify)	f. None (<i>skip to Q5.2</i>)



Q5.2 Which operating systems were mentioned after you prompted the sales associate?									
a. BlackBerry	b. iOS (Apple)	c. Android	d. Windows	e. Other (Q5.21 specify)	f. None (skip to note before Q6.1)				
If Q5.1/f and Q5.2/f jump to Q10. Otherwise ask Q6.1									
Q6.1 What was the order of preference provided for the operating system? (First choice)									
a. BlackBerry	b. iOS (Apple)	c. Android	d. Windows	e. Other	f. No preference was provided (skip to Q10)				
Q6.2 What was the order of preference provided for the operating system? (Second choice)									
a. BlackBerry	b. iOS (Apple)	c. Android	d. Windows	e. Other	f. No second preference was provided (skip to Q10)				
Q6.3 What was the order of preference provided for the operating system? (Third choice)									
a. BlackBerry	b. iOS (Apple)	c. Android	d. Windows	e. Other	f. No third preference was provided				
SALES PRESENTATION: Smart Phone 1									
Q10. When you said you were shopping for a Smart phone, which <u>brand</u> was shown or mentioned first ? Mark one only: Focus Area: Retail Recommendation Rate									
a. Alcatel ONE	b. Apple	c. BlackBerry	d. Casio	e. Coolpad	f. Google	g. HTC	h. Huawei	i. Kyocera	j. LG
k. Motorola	l. MyTouch	m. Nokia	n. Palm	o. Pantech	p. PCD	q. Samsung	r. Sanyo	s. Sony Ericsson	t. ZTE
u. Other (Q10.01 specify)									
The questionnaire will have logic to ensure only the brands sold at that the location being shopped are able to be selected. The brands for each location are outlined below.									

<u>AT&T:</u>	<u>Sprint:</u>	<u>T-Mobile:</u>	<u>Verizon Wireless:</u>	<u>US Cellular:</u>
Apple	Apple	BlackBerry	Apple	AlcatelONE
BlackBerry	BlackBerry	Google	BlackBerry	BlackBerry
HTC	HTC	HTC	Casio	HTC
LG	Kyocera	Huawei	HTC	Huawei
Motorola	LG	LG	Huawei	LG
Nokia	Motorola	MyTouch	LG	Motorola
Pantech	MyTouch	Nokia	Motorola	Pantech
Samsung	Samsung	Pantech	Nokia	Samsung
Sony Ericsson	ZTE	Samsung	Pantech	ZTE
Other (Specify)	Other (Specify)	Other (Specify)	Samsung	Other (Specify)
			Other (Specify)	



<u>Metro PCS:</u>	<u>Best Buy:</u>	<u>Wal-Mart:</u>	<u>Radio Shack:</u>	<u>Costco:</u>
BlackBerry	Apple	Apple	Apple	BlackBerry
Coolpad	BlackBerry	BlackBerry	BlackBerry	HTC
HTC	Casio	Casio	Casio	Huawei
Huawei	Coolpad	HTC	HTC	Kyocera
LG	HTC	Huawei	Huawei	LG
Pantech	Huawei	Kyocera	Kyocera	Motorola
Samsung	Kyocera	LG	LG	MyTouch
ZTE	LG	Motorola	Motorola	Nokia
Other (Specify)	Motorola	MyTouch	Nokia	Samsung
	MyTouch	Nokia	Pantech	Sony Ericsson
	Nokia	Pantech	Samsung	Other (Specify)
	Palm	PCD	Sanyo	
	Pantech	Samsung	ZTE	
	PCD	Sanyo	Other (Specify)	
	Samsung	Sony Ericsson		
	Sony Ericsson	ZTE		
	ZTE	Other (Specify)		
	Other (Specify)			

Q10.1 (only show for Best Buy, Wal-Mart, Radio Shack and Costco: Q1.1/g, h, I or j)
Which carrier was recommended for the **first** recommended smart phone brand?

The questionnaire will have logic to ensure only the carriers sold at that the location being shopped are able to be selected. The carriers for each location are outlined below.

a. AT&T	b. Boost Mobile	c. Cricket	d. MetroPCS	e. Net10
f. Sprint	g. Straight Talk	h. T-Mobile	i. Verizon	j. Virgin Mobile
k. Wal-Mart Family Mobile	l. Other (Q10.11 Specify)			
<u>Best Buy</u>	<u>Walmart</u>	<u>RadioShack</u>	<u>Costco</u>	
AT&T	AT&T	AT&T	AT&T	
Boost Mobile	Cricket	Boost Mobile	Sprint	
MetroPCS	Net 10	Sprint	T-Mobile	
Net10	Sprint	T-Mobile	Verizon	
Sprint	Straight Talk	Verizon	Other	
T-Mobile	T-Mobile	Virgin Mobile		
Verizon	Verizon	Other		
Virgin Mobile	Virgin Mobile			
Other	Wal-Mart Family Mobile			
	Other			



Q10.2 What rate plan was recommended with the first smart phone brand?		a. Prepaid (ask Q10.3)	b. Postpaid/contract (ask Q10.3)	c. No rate plan was recommended (jump to Q11)
Q10.3 Why was that rate plan recommended? Please be as specific as possible.				
Q11. What smart phone <u>model</u> did the sales associate show you first ? <i>This will be a close-ended model list that is filtered by the brand selected at Q10. The list is on a separate spreadsheet.</i>				
Q12. Did the sales associate mention any positive things about the first smart phone brand that was shown or mentioned? Focus Area: Sales Index		a. Yes (ask Q12.1)	b. No (jump to Q13)	
Q12.1 What positive items were mentioned? Mark all that apply:				
a. Attractive appearance (size, color, design)	b. Available accessories	c. Available applications	d. Available features	e. Desirable operating system
f. Ease of use	g. Expandable memory	h. Fast	i. Good battery life	j. Good value
k. Great screen quality	l. Keyboard type	m. Live/Ready to demonstrate	n. Materials	o. Processing speed
p. Promotional price/Rebate	q. Touch screen	r. Weight	s. Other (Q12.11 specify)	
Q13. Did the sales associate mention anything negative about the first smart phone shown or mentioned? Focus Area: Sales Index		a. Yes (ask Q13.1)	b. No (jump to Q14)	
Q13.1 What negative items were mentioned? Mark all that apply:				
a. Difficult to use	b. Keyboard type	c. Lack of available accessories	d. Lack of available applications	e. Lack of available features
f. Lack of touch screen	g. Materials	h. No live/demo unit	i. Price – lack of promotional pricing and/or rebates	j. Poor battery life
k. Poor screen quality	l. Poor value	m. Slow	n. Unattractive appearance (size, color, design)	o. Undesirable operating system
p. Weight	q. Other (Q13.11 specify)			
Ask Q14 if Q12.1/d or Q13.1/e. Otherwise jump to Q15				



Q14. Which available features were mentioned? Mark all that apply: Focus Area: Sales Index				
a. All Share Play (Share Content With Other Devices Such as a TV or Laptop)	b. Android Market	c. Bluetooth connectivity	d. Camera	e. Email
f. Games	g. Internet	h. Instant Messaging	i. Mobile Hotspot	j. Music player
k. Navigation/GPS	l. Productivity features (e.g., document reader)	m. Security features (e.g., handset lock/unlock code)	n. Swype text entry	o. TecTiles
p. Text messaging	q. Transferring Music	r. Video player	s. Video recorder	t. Voice commands
u. Other (Q14.01 specify)				
<i>Ask Q14.1 if Q14/d. Otherwise jump to Q15</i>				
Q14.1. What did the sales associate mention about the camera?				
a. Ability to modify images		b. Ability to synch with other devices	c. Best Shot("Best" Photo Taken From Series of Photos)	d. Burst Shot (Rapid Photo Taking)
e. Image file management		f. Image quality	g. Number of megapixels	h. Share Shot (Photo Sharing)
i. Other (Q14.11 specify)				
Q15. Did the sales associate demonstrate any of the available features or applications on the first smart phone? Focus Area: Sales Index		a. Yes (ask Q15.1)	b. No (jump to Q19.1)	
Q15.1 Which available features or applications were demonstrated?				
a. Android Market	b. Bluetooth connectivity	c. Camera	d. Email	e. Games
f. Instant Messaging	g. Internet	h. Mobile Hotspot	i. Music player	j. Navigation/GPS
k. Pop-Up Play (Picture-in-Picture)	l. Productivity features (e.g., document reader)	m. S-Beam (One-Touch Mobile-To-Mobile Sharing)	n. S-Suggest (App Recommendation Engine)	o. S-Voice (Voice Control)
p. Security features (e.g., handset lock/unlock code)	q. Smart Gestures	r. Smart Stay (Eye Tracking)	s. Swype text entry	t. TecTiles
u. Text messaging	v. Video player	w. Video recorder	x. Voice commands	y. Other (Q15.11 specify)



Ask Q16 if Q15.1/c. Otherwise jump to Q17.				
Q16. What did the sales associate demonstrate on the camera?				
a. Ability to modify images	b. Ability to synch with other devices	c. Best Shot("Best" Photo Taken From Series of Photos)	d. Burst Shot (Rapid Photo Taking)	
e. Image file management	f. Image quality	g. Number of megapixels)	h. Share Shot (Photo Sharing)	
i. Other (Q16.1 specify)				
Q17. Was the model that was demoed...?				
a. A real phone that was turned on	b. A real phone that was turned off	c. A dummy phone showing simulated functions	d. A dummy phone without simulated functions	e. Unsure
Q18.1 How much time did the sales associate spend on the demo?				
a. Less than 1 minute	b. 1-5 minutes	c. 5:01-10 minutes	d. 10:01-15 minutes	
e. 15:01-20 minutes	f. 20:01-25 minutes	g. more than 25 minutes		
Q19.1 How would you rate the strength of recommendation of the first recommended smart phone brand?				
4. Very strong Spoke very positively about the brand and stressed it was the best one for you.	3. Strong Used positive language and recommended it was a good brand.	2. Indifferent Recommended the brand, but didn't really speak positively about it.	1. Weak Made a recommendation, but did not talk positively about the brand.	
Q19.2 How knowledgeable was the member of staff about the first recommended smart phone brand?				
4. Extremely Knowledgeable The member of staff clearly knew a lot about the brand and displayed detailed product knowledge.	3. Quite Knowledgeable The member of staff appeared to know the brand quite well.	2. Not Very Knowledgeable The member of staff did not appear to know the brand very well.	1. Not At All Knowledgeable The member of staff appeared to know nothing about the phone.	
Q19.3 How enthusiastic was the member of staff about the first recommended smart phone brand?				
4. Extremely Enthusiastic The member of staff talked about the recommended brand with keen, lively interest and excitement. They appeared genuinely passionate about the brand.	3. Quite Enthusiastic The member of staff talked about the recommended brand with relative interest, excitement and passion.	2. Not Very Enthusiastic The member of staff talked about the recommended brand in a muted manner, with little emotion or excitement. They appeared neither interested nor disinterested.	1. Not At All Enthusiastic The member of staff talked about the recommended brand with absolutely no interest, emotion or excitement.	



SALES PRESENTATION: Smart Phone 2				
Q20. When you said you were shopping for a Smart phone, which <u>brand</u> was shown or mentioned second ? Mark one only: Focus Area: Retail Recommendation Rate		<i>Use same list from Q10, and suppress brand from Q10</i> <i>Add "No second brand recommended"</i>		
Q20.1. (only show for Best Buy, Wal-Mart, Radio Shack and Costco: Q1.1/g, h, l or j) Which <u>carrier</u> was recommended for the second recommended smart phone brand?				
<i>The questionnaire will have logic to ensure only the carriers sold at that the location being shopped are able to be selected.</i>				
Q20.2 What rate plan was recommended with the second smart phone brand?		a. Prepaid (ask Q20.3)	b. Postpaid/contract (ask Q20.3)	c. No rate plan was recommended (jump to Q21)
Q20.3 Why was that rate plan recommended? Please be as specific as possible.				
Q21. What smart phone <u>model</u> did the sales associate show you second ? <i>This will be a close-ended model list that is filtered by the brand selected at Q20.</i>				
Q22. Did the sales associate mention any positive things about the second smart phone brand that was shown or mentioned? Focus Area: Sales Index		a. Yes (ask Q22.1)	b. No (jump to Q23)	
Q22.1 What positive items were mentioned? Mark all that apply:				
a. Attractive appearance (size, color, design)	b. Available accessories	c. Available applications	d. Available features	e. Desirable operating system
f. Ease of use	g. Expandable memory	h. Fast	i. Good battery life	j. Good value
k. Great screen quality	l. Keyboard type	m. Live/Ready to demonstrate	n. Materials	o. Processing speed
p. Promotional price/Rebate	q. Touch screen	r. Weight	s. Other (Q23.11 specify)	
Q23. Did the sales associate mention anything negative about the second smart phone shown or mentioned? Focus Area: Sales Index		a. Yes (ask Q23.1)	b. No (jump to Q24)	
Q23.1 What negative items were mentioned? Mark all that apply:				
a. Difficult to use	b. Keyboard type	c. Lack of available accessories	d. Lack of available applications	e. Lack of available features
f. Lack of touch screen	g. Materials	h. No live/demo unit	i. Price – lack of promotional pricing and/or rebates	j. Poor battery life
k. Poor screen quality	l. Poor value	m. Slow	n. Unattractive appearance (size, color, design)	o. Undesirable operating system
p. Weight	q. Other (Q23.11 specify)			



Ask Q24 if Q22.1/d or Q23.1/e. Otherwise jump to Q25.

Q24 Which available features were mentioned? Mark all that apply:
Focus Area: Sales Index

- | | | | | |
|---|--|---|---------------------|----------------------------------|
| a. All Share Play (Share Content With Other Devices Such as a TV or Laptop) | b. Android Market | c. Bluetooth connectivity | d. Camera | e. Email |
| f. Games | g. Internet | h. Instant Messaging | i. Mobile Hotspot | j. Music player |
| k. Navigation/GPS | l. Productivity features (e.g., document reader) | m. Security features (e.g., handset lock/unlock code) | n. Swype text entry | o. TecTiles |
| p. Text messaging | q. Transferring Music | r. Video player | s. Video recorder | t. Voice commands Video recorder |
| u. Other (Q24.01 specify) | | | | |

Ask Q24.1 if Q24/d. Otherwise jump to Q25.

Q24.1. What did the sales associate mention about the camera?

- | | | | | |
|-----------------------------|--|--|------------------------------------|--------------------------|
| a. Ability to modify images | b. Ability to synch with other devices | c. Best Shot("Best" Photo Taken From Series of Photos) | d. Burst Shot (Rapid Photo Taking) | e. Image file management |
| f. Image quality | g. Number of megapixels | h. Share Shot (Photo Sharing) | i. Other (Q24.11 specify) | |

Q25. Did the sales associate demonstrate any of the available features or applications on the second smart phone?
Focus Area: Sales Index

- | | |
|--------------------|-----------------------|
| a. Yes (ask Q25.1) | b. No (jump to Q29.1) |
|--------------------|-----------------------|

Q25.1 Which available features or applications were demonstrated?

- | | | | | |
|---|--|--|--|----------------------------|
| a. Android Market | b. Bluetooth connectivity | c. Camera | d. Email | e. Games |
| f. Instant Messaging | g. Internet | h. Mobile Hotspot | i. Music player | j. Navigation/GPS |
| k. Pop-Up Play (Picture-in-Picture) | l. Productivity features (e.g., document reader) | m. S-Beam (One-Touch Mobile-To-Mobile Sharing) | n. S-Suggest (App Recommendation Engine) | o. S-Voice (Voice Control) |
| p. Security features (e.g., handset lock/unlock code) | q. Smart Gestures | r. Smart Stay (Eye Tracking) | s. Swype text entry | t. TecTiles |
| u. Text messaging | v. Video player | w. Video recorder | x. Voice commands | y. Other (Q25.11 specify) |



Ask Q26 if Q25.1/c. Otherwise jump to Q27.				
Q26. What did the sales associate demonstrate on the camera?				
a. Ability to modify images	b. Ability to synch with other devices	c. Best Shot("Best" Photo Taken From Series of Photos)	d. Burst Shot (Rapid Photo Taking)	
e. Image file management	f. Image quality	g. Number of megapixels)	h. Share Shot (Photo Sharing)	
i. Other (Q26.1 specify)				
Q27. Was the model that was demoed...?				
a. A real phone that was turned on	b. A real phone that was turned off	c. A dummy phone showing simulated functions	d. A dummy phone without simulated functions	e. Unsure
Q28.1 How much time did the sales associate spend on the model demo?				
a. Less than 1 minute	b. 1-5 minutes	c. 5:01-10 minutes	d. 10:01-15 minutes	
e. 15:01-20 minutes	f. 20:01-25 minutes	g. more than 25 minutes		
Q29.1 How would you rate the strength of recommendation of the second recommended smart phone brand?				
4. Very strong Spoke very positively about the brand and stressed it was the best one for you.	3. Strong Used positive language and recommended it was a good brand.	2. Indifferent Recommended the brand, but didn't really speak positively about it.	1. Weak Made a recommendation, but did not talk positively about the brand.	
Q29.2 How knowledgeable was the member of staff about the second recommended smart phone brand?				
4. Extremely Knowledgeable The member of staff clearly knew a lot about the brand and displayed detailed product knowledge.	3. Quite Knowledgeable The member of staff appeared to know the brand quite well.	2. Not Very Knowledgeable The member of staff did not appear to know the brand very well.	1. Not At All Knowledgeable The member of staff appeared to know nothing about the phone.	
Q29.3 How enthusiastic was the member of staff about the second recommended smart phone brand?				
4. Extremely Enthusiastic The member of staff talked about the recommended brand with keen, lively interest and excitement. They appeared genuinely passionate about the brand.	3. Quite Enthusiastic The member of staff talked about the recommended brand with relative interest, excitement and passion.	2. Not Very Enthusiastic The member of staff talked about the recommended brand in a muted manner, with little emotion or excitement. They appeared neither interested nor disinterested.	1. Not At All Enthusiastic The member of staff talked about the recommended brand with absolutely no interest, emotion or excitement.	



SALES PRESENTATION: Smart Phone 3				
Q30. When you said you were shopping for a Smart phone, which <u>brand</u> was shown or mentioned third ? Mark one only: Focus Area: Retail Recommendation Rate		<i>Use same list from Q10, and suppress brand from Q10 and Q20</i> <i>Add "No third brand recommended"</i>		
Q30.1. (only show for Best Buy, Wal-Mart, Radio Shack and Costco: Q1.1/g, h, I or j) Which <u>carrier</u> was recommended for the third recommended smart phone brand?				
<i>The questionnaire will have logic to ensure only the carriers sold at that the location being shopped are able to be selected.</i>				
Q30.2 What rate plan was recommended with the third smart phone brand?		a. Prepaid <i>(ask Q30.3)</i>	b. Postpaid/contract <i>(ask Q30.3)</i>	c. No rate plan was recommended <i>(jump to Q31)</i>
Q30.3 Why was that rate plan recommended? Please be as specific as possible.				
Q31. What smart phone <u>model</u> did the sales associate show you third ? <i>This will be a close-ended model list that is filtered by the brand selected at Q30.</i>				
Q32. Did the sales associate mention any positive things about the third smart phone brand that was shown or mentioned? Focus Area: Sales Index		a. Yes <i>(ask Q32.1)</i>	b. No <i>(jump to Q33)</i>	
Q32.1 What positive items were mentioned? Mark all that apply:				
a. Attractive appearance (size, color, design)	b. Available accessories	c. Available applications	d. Available features	e. Desirable operating system
f. Ease of use	g. Expandable memory	h. Fast	i. Good battery life	j. Good value
k. Great screen quality	l. Keyboard type	m. Live/Ready to demonstrate	n. Materials	o. Processing speed
p. Promotional price/Rebate	q. Touch screen	r. Weight	s. Other (Q32.11 specify)	
Q33. Did the sales associate mention anything negative about the third smart phone shown or mentioned? Focus Area: Sales Index		a. Yes <i>(ask Q33.1)</i>	b. No <i>(jump to Q34)</i>	
Q33.1 What negative items were mentioned? Mark all that apply:				
a. Difficult to use	b. Keyboard type	c. Lack of available accessories	d. Lack of available applications	e. Lack of available features
f. Lack of touch screen	g. Materials	h. No live/demo unit	i. Price – lack of promotional pricing and/or rebates	j. Poor battery life
k. Poor screen quality	l. Poor value	m. Slow	n. Unattractive appearance (size, color, design)	o. Undesirable operating system
p. Weight	q. Other (Q33.11 specify)			



Ask Q34 if Q32.1/d or Q33.1/e. Otherwise jump to Q35.				
Q34. Which available features were mentioned? Mark all that apply: Focus Area: Sales Index				
a. All Share Play (Share Content With Other Devices Such as a TV or Laptop)	b. Android Market	c. Bluetooth connectivity	d. Camera	e. Email
f. Games	g. Internet	h. Instant Messaging	i. Mobile Hotspot	j. Music player
k. Navigation/GPS	l. Productivity features (e.g., document reader)	m. Security features (e.g., handset lock/unlock code)	n. Swype text entry	o. TecTiles
p. Text messaging	q. Transferring Music	r. Video player	s. Video recorder	t. Voice commands
u. Other (Q34.01 specify)				
Ask Q34.1 if Q34/d. Otherwise jump to Q35.				
Q34.1 What did the sales associate mention about the camera?				
a. Ability to modify images	b. Ability to synch with other devices	c. Best Shot("Best" Photo Taken From Series of Photos)	d. Burst Shot (Rapid Photo Taking)	e. Image file management
f. Image quality	g. Number of megapixels	h. Share Shot (Photo Sharing)	i. Other (Q34.11 specify)	
Q35. Did the sales associate demonstrate any of the available features or applications on the third smart phone? Focus Area: Sales Index		a. Yes (ask Q35.1)	b. No (jump to Q39.1)	
Q35.1 Which available features or applications were demonstrated?				
a. Android Market	b. Bluetooth connectivity	c. Camera	d. Email	e. Games
f. Instant Messaging	g. Internet	h. Mobile Hotspot	i. Music player	j. Navigation/GPS
k. Pop-Up Play (Picture-in-Picture)	l. Productivity features (e.g., document reader)	m. S-Beam (One-Touch Mobile-To-Mobile Sharing)	n. S-Suggest (App Recommendation Engine)	o. S-Voice (Voice Control)
p. Security features (e.g., handset lock/unlock code)	q. Smart Gestures	r. Smart Stay (Eye Tracking)	s. Swype text entry	t. TecTiles
u. Text messaging	v. Video player	w. Video recorder	x. Voice commands	y. Other (Q35.11 specify)



Ask Q36 if Q35.1/c. Otherwise jump to Q37.				
Q36. What did the sales associate demonstrate on the camera?				
a. Ability to modify images	b. Ability to synch with other devices	c. Best Shot("Best" Photo Taken From Series of Photos)	d. Burst Shot (Rapid Photo Taking)	
e. Image file management	f. Image quality	g. Number of megapixels)	h. Share Shot (Photo Sharing)	
i. Other (Q36.1 specify)				
Q37. Was the model that was demoed...?				
a. A real phone that was turned on	b. A real phone that was turned off	c. A dummy phone showing simulated functions	d. A dummy phone without simulated functions	e. Unsur e
Q38.1 How much time did the sales associate spend on the model demo?				
a. Less than 1 minute	b. 1-5 minutes	c. 5:01-10 minutes	d. 10:01-15 minutes	
e. 15:01-20 minutes	f. 20:01-25 minutes	g. more than 25 minutes		
Q39.1 How would you rate the strength of recommendation of the third recommended smart phone brand?				
4. Very strong Spoke very positively about the brand and stressed it was the best one for you.	3. Strong Used positive language and recommended it was a good brand.	2. Indifferent Recommended the brand, but didn't really speak positively about it.	1. Weak Made a recommendation, but did not talk positively about the brand.	
Q39.2 How knowledgeable was the member of staff about the third recommended smart phone brand?				
4. Extremely Knowledgeable The member of staff clearly knew a lot about the brand and displayed detailed product knowledge.	3. Quite Knowledgeable The member of staff appeared to know the brand quite well.	2. Not Very Knowledgeable The member of staff did not appear to know the brand very well.	1. Not At All Knowledgeable The member of staff appeared to know nothing about the phone.	
Q39.3 How enthusiastic was the member of staff about the third recommended smart phone brand?				
4. Extremely Enthusiastic The member of staff talked about the recommended brand with keen, lively interest and excitement. They appeared genuinely passionate about the brand.	3. Quite Enthusiastic The member of staff talked about the recommended brand with relative interest, excitement and passion.	2. Not Very Enthusiastic The member of staff talked about the recommended brand in a muted manner, with little emotion or excitement. They appeared neither interested nor disinterested.	1. Not At All Enthusiastic The member of staff talked about the recommended brand with absolutely no interest, emotion or excitement.	



SALES PRESENTATION: Final Assessment											
Q40. Did the sales associate seem to favor any one smart phone brand over the others?					a. Yes (ask Q41)		b. No (jump to Q42)				
Q41 Which brand did the sales associate seem to favor? Mark one only:					At Q41 Show brands from Q10, Q20 and Q30						
Q42. Which brand of phone did the sales associate say he/she personally uses? <i>Shopper: prompt for personal phone if the sales associate does not provide this information spontaneously</i>											
a. Alcatel ONE	b. Apple	c. BlackBerry	d. Casio	e. Coolpad	f. Google	g. HTC	h. Huawei	i. Kyocera	j. LG	k. Motorola	
l. MyTouch	m. Nokia	n. Palm	o. Pantech	p. PCD	q. Samsung	r. Sanyo	s. Sony Ericsson	t. ZTE	u. Other (Q42.1 specify)		
MERCHANDISING											
Q50. Which smart phone/device brand's signs/promotional materials were seen at this store? Focus Area: Merchandising					The questionnaire will have logic to ensure only the brands sold at that the location being shopped are able to be selected.						
a. Alcatel ONE	b. Apple	c. BlackBerry	d. Casio	e. Coolpad	f. Google	g. HTC	h. Huawei	i. Kyocera	j. LG	k. Motorola	
l. MyTouch	m. Nokia	n. Palm	o. Pantech	p. PCD	q. Samsung	r. Sanyo	s. Sony Ericsson	t. ZTE	u. Other (Q50.1 specify)	v. None (jump to Q60.1)	
Q51 Which smart phone/device brand's signs/promotional materials were most prominently displayed? Select only one.					Only show brands selected at Q50						
a. Alcatel ONE	b. Apple	c. BlackBerry	d. Casio	e. Coolpad	f. Google	g. HTC	h. Huawei	i. Kyocera	j. LG	k. Motorola	
l. MyTouch	m. Nokia	n. Palm	o. Pantech	p. PCD	q. Samsung	r. Sanyo	s. Sony Ericsson	t. ZTE	u. Other	v. None were most prominently displayed	
Q52 Images from the inside of the store: Image 1 (if you were able to capture the photos)					Uploading images from inside the store is not a requirement, but we strongly suggest capturing pictures, if it is possible.						
Q53 Images from the inside of the store: Image 2 (if you were able to capture the photos)											
Q54 Images from the inside of the store: Image 3 (if you were able to capture the photos)											
Q55 Images from the inside of the store: Image 4 (if you were able to capture the photos)											



OVERALL FEEDBACK			
Q60.1 <i>(Ask if Apple was not the first recommended brand at Q10)</i> In detail, describe why the sales associate did not recommend Apple as the first recommended brand.			
Q60.2 <i>(Ask if Samsung was not the first recommended brand at Q10)</i> In detail, describe why the sales associate did not recommend Samsung as the first recommended brand.			
Q61 At any point did the sales associate recommend a tablet?	a. Yes <i>(ask Q62)</i>	b. No <i>(jump to Q63.1)</i>	
Q62 What brand of tablet was recommended? Check all that apply			
a. Acer Iconica	b. Amazon Kindle	c. Apple iPad	d. ASUS Transformer
e. Barnes & Noble Nook	f. Blackberry Playbook	g. Google Nexus	h. HP Touchpad
i. Lenovo Ideapad	j. Microsoft Surface	k. Motorola Xoom	l. Samsung Galaxy
m. Sony Xperia	n. Toshiba Excite	o. Other (Q62.1 Specify)	
Q63.1 If you were in the market for a new smart phone, how likely would you be to purchase a smart phone from this sales associate?			
4. Extremely Likely I would definitely purchase from this associate	3. Quite Likely I would purchase from this associate, but may seek out advice from other sales associates	2. Indifferent I would purchase from this or any other sales associate	1. Not at all Likely I would not purchase from this associate
Q63.2 How professional was the sales associate?			
4. Extremely Professional The associate spoke and explained the product clearly and displayed other characteristics that made him/her seem professional,	3. Quite Professional The associate spoke and explained the product well, and mostly displayed other characteristics that made him/her seem professional,	2. Not Very Professional The associate had some difficulties speaking and explaining the product, and displayed other characteristics that made him/her seem unprofessional	1. Not At All professional The associate did not speak and explained the product well , and displayed other characteristics that made him/her seem unprofessional



Q63.3 How efficient was the sales associate in guiding you through the entire shopping process?			
<p style="text-align: center;">4. Extremely Efficient</p> <p style="text-align: center;">The associate clearly knew how to efficiently guide me through the process of selecting a smart phone</p>	<p>3. Quite Efficient</p> <p>The associate knew how to efficiently guide me through the process of selecting a smart phone, but had to pause a time or two</p>	<p>2. Not Very Efficient</p> <p>The associate was able to efficiently guide me through the process of selecting a smart phone, but often paused and asked for help</p>	<p>1. Not At All Efficient</p> <p>The associate constantly needed assistance and clearly did not know how to efficiently guide me through the process of selecting a smart phone</p>
Q63.4 Based on your interaction, how much do you trust the sales associate's first recommended brand?			
<p style="text-align: center;">4. Extremely Trustworthy</p> <p style="text-align: center;">I completely trust the advice and feel there is no need to research it elsewhere</p>	<p>3. Quite Trustworthy</p> <p>I trust the advice but may look at additional resources to research the phone</p>	<p>2. Not Very Trustworthy</p> <p>I have some doubts about the advice, and believe I need to check several other resources for my research</p>	<p>1. Not At All Trustworthy</p> <p>I completely do not trust the advice and feel I need to conduct all of my research elsewhere</p>
Q64.1 Did you feel like the sales associate really cared about you as a customer?	<p style="text-align: center;">a. Yes</p>	<p style="text-align: center;">b. No</p>	
Q64.2 Did you feel that the sales associate gave you their undue attention during the interaction?	<p style="text-align: center;">a. Yes</p>	<p style="text-align: center;">b. No</p>	
Q65 When in the process was price first discussed? Please be as detailed as possible.			
Q66. How many sales associates did you interact with? Note this does not include greeters or anyone providing updates on your wait time.			
Q67 In detail, please describe anything the sales associate mentioned that was new and/or cool about smart phones. This could be for any of the phones that were recommended, or anything else that came up in the discussion.			
Q68 In detail, please describe the experience of shopping for a smart phone.			