I would appreciate it if you would answer a few questions. Is that okay?

1. Do you currently own a Mini Tablet? Yes\_\_\_\_ or No\_\_\_\_\_

If so what brand?

a. Apple- iPad Mini b. Samsung

c. Microsoft Surface d. Google Nexus

1. How many more months do you have left on your plan?\_\_\_\_\_\_\_\_\_\_\_\_
2. Would you be interested in changing tablet?

a. If NO, thank you and terminate the interview.

b. If YES, complete the interview.

1. What features did you look at when you purchased the tablet?

-Size less than 8”\_\_\_ -Price\_\_\_

-Processor\_\_\_ -Internal Storage >8 GB\_\_\_

-External Storage up to 32 GB\_\_\_ -Wi-Fi Connectivity\_\_\_

-Bluetooth\_\_\_ -Wide range of audio and video formats\_\_\_

-GPS\_\_\_ -Battery Life\_\_\_

-Made in America\_\_\_ -Lightweight\_\_\_

1. Where did you find the information on this tablet before you purchased it?
2. What attracted you to this specific brand, instead of other competing brands?

i.e. cost, certain features

1. Where did you purchase this tablet?
2. Why did you buy it? To stay connected at all times, size, social media connected
3. What else did you consider when making the final purchase decision?

i.e. extra amenities

1. What is your gender?

\_\_\_\_Male \_\_\_\_Female

1. Which of the following age categories do you fall in?

\_\_\_20 and below \_\_\_21-30 \_\_\_31-40 \_\_\_41-50 \_\_\_51-60 \_\_\_61 and over

1. Please indicate which of the following categories describes your educational level at this point in time.

\_\_\_High School Equivalent \_\_\_Associate’s Degree

\_\_\_Bachelor’s Degree \_\_\_Master’s degree or Higher

1. Which of the following categories includes your total family income during the last calendar year?

\_\_\_$50K and below \_\_\_$60K to $70K \_\_\_$70K-$80K \_\_\_$80K-$90K

\_\_\_$90K-$100K \_\_\_$100K or over \_\_\_Refused or don’t know