

Initial Survey

Q1 Select your Gender

- Male
- Female
- Prefer not to answer

Q2 Enter your Age

Q3 Are you a student?

- Yes
- No

Q4 What field are you studying?

- Engineering
- Mathematics
- Science
- Arts and Humanities
- Business
- Health/Medicine
- Social sciences
- Computer science

Q5 How many hours per week do you participate in a form of physical activity?

- 0-4
- 5-10
- 10-15
- 15-20
- 20+

Q6 What sort of physical activity do you do? (check all that apply)

- Walking
- Running/jogging
- Gym
- Swimming
- Recreational sports (soccer, football, ultimate frisbee, etc.)
- Exercise games (WiiFit, Kinect Sports, etc)
- Other _____

Q7 How do you use your mobile phone? (check all that apply)

- Gaming
- Phone calls
- Text messages
- Web browsing
- Music
- Watch videos
- I don't own a smartphone
- Tracking exercise
- Other _____

Q8 What do you use to track exercise?

- External device (Fitbit, Nike+, etc)
- Pedometer app
- Other _____

Q9 How often do you play mobile games?

- 1-4 times per month
- 5-15 times per month
- 15-25 times per month
- Once daily
- 2-5 times per day
- 5+ times per day

Q10 Before continuing, it is important to define a word that will be used in the rest of the survey: Paywalls: A "roadblock" in a game that inhibits progress by making the gamer do some action (make a purchase, play an ad, wait for a timer to expire, etc) before continuing in the game

Q11 Have you played games that include paywalls?

- Yes
- No

Q12 The following games all include paywalls, please check ALL those that you have played

- Clash of Clans
- Puzzles and Dragons
- Candy Crush
- Farmville
- The Battle Cats
- Marvel Avengers Academy
- Other _____

Q13 How likely are you to spend money on a mobile game?

- Extremely likely
- Moderately likely
- Slightly likely
- Neither likely nor unlikely
- Slightly unlikely
- Moderately unlikely
- Extremely unlikely

Q14 If you encountered a paywall preventing play for X minutes, how much would you pay to continue immediately?

- _____ 1 minute
- _____ 10 minutes
- _____ 30 minutes
- _____ 1 hour
- _____ 8 hours
- _____ 24 hours

Q15 If you encountered a paywall preventing play that costs X dollars, how long would you wait to continue without paying?

- _____ \$0.25
- _____ \$0.99
- _____ \$2.00
- _____ \$5.00
- _____ \$10.00
- _____ \$20.00

Q16 If you encountered a paywall preventing play for X minutes, how long would you instead WALK to continue play?

- _____ 1 minute
- _____ 10 minutes
- _____ 30 minutes
- _____ 1 hour
- _____ 8 hours
- _____ 24 hours

Q17 If you encountered a paywall preventing play that costs X dollars, how long would you instead WALK to continue play?

- _____ \$0.25
- _____ \$0.99
- _____ \$2.00
- _____ \$5.00
- _____ \$10.00
- _____ \$20.00

Q18 How does the presence of paywalls affect your playing of a game?

- I refuse to play games with paywalls
- I try to avoid paywalls
- Paywalls don't bother me
- I enjoy paywalls