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