Demographics
Age 22
Sex F
Occupation student

Transportation
Check all that you own
☑ car
☑ bike
☑ bus pass
☑ other: specify good sneakers for walking!

Rank your top three modes of transportation, 1=most frequently used
1 walking
2 biking
2 busing
2 driving
2 taxi
2 other: specify

Entertainment
How often do you participate in the following activities?
Rank 1=never or almost never
5=monthly
10=daily
5 Go to a movie
6 Go to a bar
8 Go to a restaurant
2 Go to a play
4 Go to a concert
2 Go to an art show
3 Go to sporting events
10 Go to a coffee shop
5 Rent a movie (in person or via internet)
☑ other: specify

Information needs
How often do you have to look up the following information?
(This includes any source, such as via internet, print media, by phone, or word of mouth)

**Rank**  
1 = never or almost never  
5 = monthly  
10 = daily

1  Bus schedules  
5  Movie listings  
1  Concert Calendars  
1  Taxi numbers  
1  Stock Quotes  
9  Word definitions  
10  Word translation  
8  Bank account information  
1  Traffic report  
8  Weather report  
7  Business operating hours  
4  Recipes  
4  Important dates (holidays, birthdays, etc.)

**Information access**  
*Rank your top three sources that you use most often for getting the information listed previously*  
1 = most frequently used

1  Internet  
2  Television  
3  By phone  
4  Newspaper or other print publication  
5  Phonebook  
6  Promotional material (advertisements, posters, billboards, etc.)  
7  Company produced material (kiosk, ATM, printed bus schedules, etc.)  
3  Word of mouth  
other: specify

**Respond**  
*What kind of information do you want to have easy access to?*
News that is important!!!
not crap about celebs!

What kind of widget would be most useful to you?
dictionary/translator

What are your ideas?
PUPPIES!!