Demographics

Age 20
Sex M
Occupation Stud

Transportation
Check all that you own

☐ car
☐ bike
☐ bus pass
☐ other: specify ____________________________

Rank your top three modes of transportation, 1=most frequently used
1 walking
3 biking
2 busing
4 driving
 taxed
☐ other: specify ____________________________

Entertainment

How often do you participate in the following activities?
Rank 1=never or almost never
5=monthly
10=daily

1 Go to a movie
1 Go to a bar
5 Go to a restaurant
1 Go to a play
1 Go to a concert
5 Go to an art show
1 Go to sporting events
7 Go to a coffee shop
6 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

<table>
<thead>
<tr>
<th>Rank</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>Bus schedules</td>
</tr>
<tr>
<td>5</td>
<td>Movie listings</td>
</tr>
<tr>
<td>4</td>
<td>Concert Calendars</td>
</tr>
<tr>
<td>2</td>
<td>Taxi numbers</td>
</tr>
<tr>
<td>1</td>
<td>Stock Quotes</td>
</tr>
<tr>
<td>8</td>
<td>Word definitions</td>
</tr>
<tr>
<td>1</td>
<td>Word translation</td>
</tr>
<tr>
<td>8</td>
<td>Bank account information</td>
</tr>
<tr>
<td>1</td>
<td>Traffic report</td>
</tr>
<tr>
<td>7</td>
<td>Weather report</td>
</tr>
<tr>
<td>6</td>
<td>Business operating hours</td>
</tr>
<tr>
<td>6</td>
<td>Recipes</td>
</tr>
<tr>
<td>5</td>
<td>Important dates (holidays, birthdays, etc.)</td>
</tr>
</tbody>
</table>

8 other: specify  Video Game News

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

<table>
<thead>
<tr>
<th>Rank</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Internet</td>
</tr>
<tr>
<td>2</td>
<td>Television</td>
</tr>
<tr>
<td>4</td>
<td>By phone</td>
</tr>
<tr>
<td>6</td>
<td>Newspaper or other print publication</td>
</tr>
<tr>
<td>5</td>
<td>Phonebook</td>
</tr>
<tr>
<td>7</td>
<td>Promotional material (advertisements, posters, billboards, etc.)</td>
</tr>
<tr>
<td>8</td>
<td>Company produced material (kiosk, ATM, printed bus schedules, etc.)</td>
</tr>
<tr>
<td>3</td>
<td>Word of mouth</td>
</tr>
</tbody>
</table>

other: specify __________________________
Respond

What kind of information do you want to have easy access to?

Bus schedules would be sweet.
You should do that. video
release info and new CD
release info pertaining to
artists I enjoy

What kind of widget would be most useful to you?

A CD Release widget, line
rider widget, bus line widget

What are your ideas?

have a widjet where you can
put a genre or related band
and it tells you recent CD
releases related, kinda like
pandora.

have a linerider widget to
kill time