AUSTRALIAN CONSUMERS' ATTITUDES TOWARDS SMARTPHONE SHOPPING

Quantitative Project

Part Three - Report

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Word Count: 2491

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PARTICIPATION REFLECTION

Part one of the Quantitative Project offered opportunities to foster an appreciation of the participant perspective by taking part in real quantitative research. The first quantitative study participated in was "Consumer Perceptions of Association". This study employed experimental methodology and was completed in-person via a computer at Queensland University of Technology. Participants were presented with pairs of words describing various things (such as cities and landmarks or brands and disasters) and were asked to indicate how well matched they are. Questions were then answered relating to these pairings. This study allowed for investigation into causal relationships and involved a high control of variables. Whilst at times the pairings of words or subjects did not make logical sense, some headlines were recognisable from actual events. The interval scale used was easy to understand and the study took approximately 20 minutes.

The second quantitative study "Consumer Problem Solving" had a clear aim to better understand how consumers perform in different types of problem solving tasks. Participants were asked to perform two cognitive tasks. The first task was timed, involving visual puzzles that needed to be arranged to form a design. This task proved difficult as the design was not obvious with a lot of random coloured lines and the timer ended before it could be successfully solved. The second was a task to unjumble a list of letters to form words. This also proved difficult and was frustrating, as some groups of letters did not seem to be able to form any words at all.

ABSTRACT

This descriptive research report examines whether Australian consumers' attitudes toward smartphone-shopping are more favourable among particular demographics, and behavioural segments within the population. Quantitative data was collected via surveys containing interval and nominal scales. These surveys were undertaken by a sample, using a quota sampling technique. After this data was cleaned and coded, tools such as t-tests, correlation analysis and secondary research was used to address the project objectives. The findings concluded that those aged 18 – 40, who are single, predominantly use instant messaging over email to communicate online, and use technology most at home, have a more favourable attitude towards smartphone-shopping. This population demographic is also more likely to have convenience seeking, materialistic, risk-taking and innovative behavioural characteristics.

1.0 INTRODUCTION AND BACKGROUND

1.1 IMPORTANCE OF RESEARCH

Firstly, it is important to understand why undertaking research is relevant; particularly for marketers. (Marcus, 1997) writes that whilst success is possible without market research, it is widely accepted that the systematic collection and internalisation of marketplace information allows for moving beyond passive reliance on the business cycle. Not only this, but better understanding of the consumer and markets, enables quantum improvements across all areas of business. Market research informs decision making when it comes to budgeting, resource allocation, technologies, pricing, forecasting, advertising, strategic business planning, and new product/ market opportunities. In turn, contributing to customer satisfaction and retention, financial results, and overall; achieving superior long-term business success.
In this case, research allows for marketers offering online shopping to better understand smartphone users. This is crucial with smartphone ownership rising to 84% of Australians, overtaking all other devices (Deloitte Australia, 2016)

Quantitative research is utilised within this project, combining the systematic investigation of social phenomena with statistical or numerical data (Watson, 2014). It assumes that the phenomena investigated can be measured, analysing data for trends to verify these measurements. Whilst there is debate surrounding which research type (quantitative vs qualitative) is best, (Kaiser, 2004) believes that they should not be viewed as a contradiction but rather cohesive and supplementary areas. Contrast to quantitative research, qualitative research undertaken using a variety of interpretive techniques, is beneficial in describing phenomena and assessing their meaning; which is harder to do with quantitative methods. From this point of view, this type of research is essential in the discovery and explanation phases of research, even though it does not include capabilities of testing and confirmation. (Petrescu, 2017)

1.2 SCOPE

The topic of this quantitative project is Australian consumers' attitudes toward smartphone-shopping. More specifically, the target audience is English speaking Australian adults, 18 years of age or older, who own a smartphone and who regularly use it to access the Internet. Respondents did not need to have previously engaged in smartphone shopping, but were aware that it is possible.

1.3 RESEARCH PROBLEM

The research problem is as follows: what are the determinants of Australian consumers' attitudes toward smartphone-shopping? With the growing usage of smartphone ownership and internet usage via smartphones, it is important for marketers to understand the types of people who do and do not shop online using their smartphone, and why this may be the case.

1.4 AIMS AND OBJECTIVES

The aim of this project is to quantitatively examine determinants of Australian consumer's attitudes toward smartphone-shopping. Two objectives have been defined as: (1) To examine if attitudes toward smartphone-shopping differ across population segments, and (2) To understand the relationships between individual characteristics and attitudes toward smartphone-shopping. The focal, dependent variable for this study is 'attitude', consisting of the following three dimensions (1) affective, (2) cognitive, and (3) behavioural intention. Individual characteristics are also examined with the following constructs defined: convenience seeking, risk aversion, impulsiveness, price consciousness, materialism, innovativeness, and trust. Segmentation variables are as follows: age group (18 – 40, 41+), gender (male, female), relationship status (single, partnered), primary mode of online communication (email, instant), primary place of internet access (home, work, other), internet usage (number of hours actively engaged) social media usage (number of hours actively engaged), and internet access device (type of device used).

2.0 METHOD

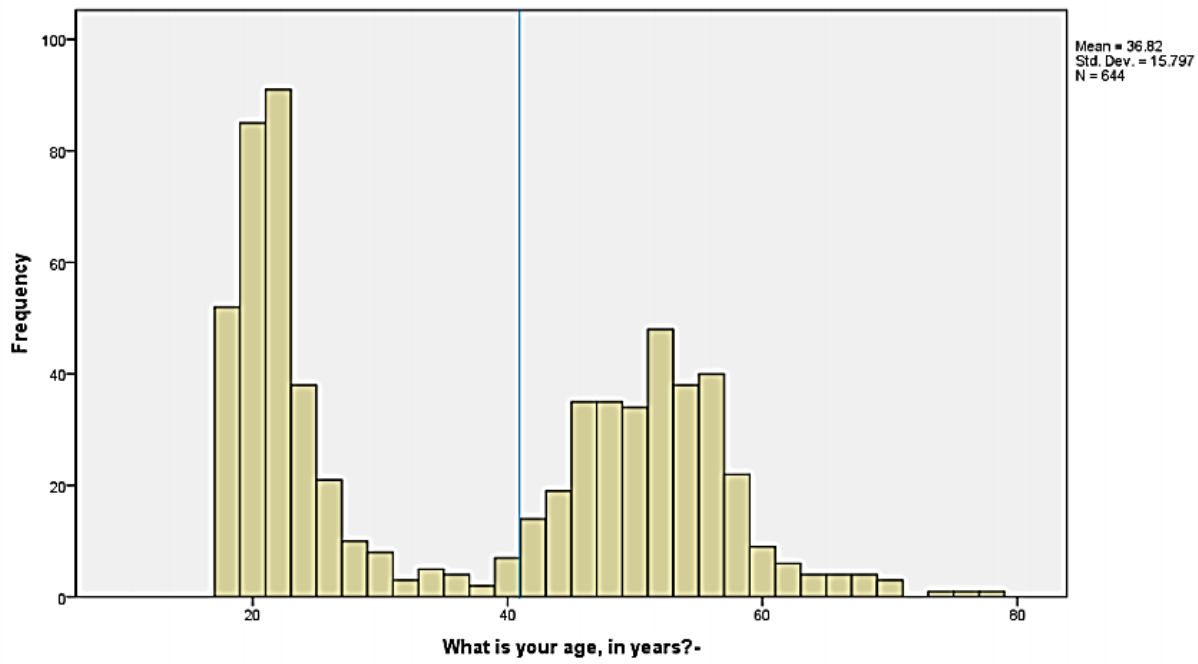
2.1 METHODOLOGICAL CONSIDERATIONS AND ASSUMPTIONS

Research was conducted as hard-copy surveys, designed to collect information regarding the population segment and characteristics of individuals. This type of research is categorised as descriptive as it helps to segment and target markets, revealing consumer behaviour. It is usually utilised to analyse and describe the characteristics of a population or phenomenon being studied (Solomon, 2016). It is important to consider that whilst accuracy is necessary for descriptive research, assumptions are made that survey participants are truthful and complete surveys correctly.

2.2 SAMPLE CONSIDERATIONS

There are many factors to consider when deciding on a sampling technique. Sampling in itself is effective for pragmatic reasons (e.g. lack of resources such as time and money), as well as limiting non-sampling error (such as respondent or researcher error). A non-probability sampling technique is used for this project, and this is identified as some elements of the population have zero probability of being selected, the probability cannot be determined, and selection is also biased (Solomon, 2016). The sampling approach taken was quota sampling as subgroups were chosen based on population segments (see 2.3 Data Collection, Framework and Analytical Considerations for detail). The sample size consisted of an almost an equal split of the two age groups for this project. Participants 18 – 40 made up 50.6%, whilst those aged 41+ made up 49.4%. However, there may have been an element of convenience sampling used as samples may have been chosen based on ease of access. Table 1.0 shows that participants in their 20s made up a high frequency of the surveys, and that the mean age was 36.82.

TABLE 1.0 AGE OF SURVEY PARTICIPANTS



2.3 DATA COLLECTION, FRAMEWORK AND ANALYTICAL CONSIDERATIONS

Researchers were divided into two groups: (1) researchers with surnames beginning with A – L, and (2) researchers with surnames beginning with M – Z. Both groups collected data from two participants – one participant from the 18 – 40 age group, and the other from the 41+ age group. However, the first group only used male participants, and the second group only used female participants. Researchers had access to the same framework – a survey instrument provided online. This was printed and used to survey participants. This occurred after the participant signed a consent form. Afterwards, the researchers uploaded this data onto an online database. This was completed with the utmost of care, however there is always possibility of systematic error.

The surveys consisted of interval and nominal scales as well as the non-comparative likert scale. Interval scales allow for averaging and adding of data to make comparisons between participants and population segments. Nominal scales allow for categories or groupings (such as male or female) and this was also used to collect demographic and behavioural information was at the end of the survey to identify any relevant market segments.

3.0 ETHICAL CONSIDERATIONS

Ethics refers to the accepted rules and standards that govern the conduct of members of a given group or profession (Solomon, 2016). Participants have the right to: voluntary participation, experience no adverse effects, confidentiality and anonymity (unless informed consent is given), be informed if recorded/observed, and assured of bona fides (good faith: honesty and sincerity) of researcher. In this case, a consent form was signed by the participant prior to participation and the hard-copy is being stored at Queensland University of Technology.

The researcher has a responsibility to: design cost efficient research, ensure security of research records, and report research findings accurately. In this case, the sample technique used was cost-effective and the survey data was uploaded online as accurately as possible.

This is important as research depends upon the continued willing cooperation of individuals, the public and the business community. It is also important, as consumers of research rely on research being carried out honestly, objectively and in a way that protects participants' rights (AMSRS, 2017).

4.0 ANALYSIS

4.1 DATA CLEAN-UP, EDITING AND CODING

There were errors identified with items where survey participants could freely enter data. Corrections such as deletion of uninterpretable or non-existent responses were made, at the discretion of the researcher. Other edits such as changing a suburb listing to a postcode or within range, converting birth year to age in years, altered mixed number/ text responses to number only took place. Approximations were also converted to conservative estimates. In addition, frequencies were also run to check values were all in range (e.g. all ages checked to be within range, and respondents allocated to correct age group.)

In addition to data cleaning, coding was performed to transform raw data into meaningful information that can be analysed. All data was coded, meaning it was converted to numerical format, so it was suitable to be analysed within SPSS (Statistical Package for the Social Sciences) software. Furthermore, each survey item was given a code which is beneficial for reference, and, as software may limit characters. Coding also involves reversing negatively scaled items, and construct values are determined for each survey participant by averaging their relevant items. The total sample size after cleaning is 644.
See (8.1) Appendix 1 for list of codes.

4.2 DESCRIPTIVE ANALYSIS

To initiate analysis, descriptive statistics and frequencies are examined to determine the nature of the data. Table 1.1 shows the standard deviation and mean of each construct. For this report, only the behavioural dimension of attitude (ATTBI) will be analysed as a dependent variable. Other constructs include: convenience seeking, risk aversion, impulsiveness, price consciousness, materialism, innovativeness, and trust orientation.

TABLE 1.1 STANDARD DEVIATION AND MEAN OF CONSTRUCTS

CONSTRUCT	MEAN	STANDARD DEVIATION
ATTBI	4.0678	1.65341
CONVENIENCE SEEKING	4.7762	.80316
RISK AVERSION	4.7120	.84942
IMPULSIVENESS	3.6681	1.11568
PRICE CONSCIOUSNESS	5.0311	.97858
MATERIALISM	4.3398	1.08762
INNOVATIVENESS	3.6671	.86844
TRUST ORIENTATION	4.1571	.97299
TOTAL VALID SAMPLE SIZE 644		

Table 1.1 shows that the construct with the highest mean is price consciousness at 5.0311, and the construct with the lowest mean is innovativeness at 3.6671.

When examining population segments within the sample size, Table 1.2 shows how it was divided by gender. Males made up slightly more of the sample size with 342 participants and women made up 302.

TABLE 1.2 SAMPLE BY GENDER

	FREQUENCY	VALID PERCENT
MALE	342	53.1
FEMALE	302	46.9
TOTAL SAMPLE SIZE 644	644	100

Table 1.3 shows the frequency and valid percent of the two age groups (18 – 40 and 41+). Those in the younger age group made up 326 of the valid 644 sample. Whilst the older age group is made up of 318 valid participants.

TABLE 1.3 SAMPLE BY AGE GROUPS

	FREQUENCY	VALID PERCENT
18 - 40	326	50.6
41+	318	49.4
TOTAL SAMPLE SIZE 644	644	100

Table 1.4 shows the frequency and valid percent of relationship status (single or partnered). Partnered participants were the majority with 421/ 644 valid participants, or 65.4% of the sample size.

TABLE 1.4 SAMPLE BY RELATIONSHIP STATUS

	FREQUENCY	VALID PERCENT
SINGLE	223	34.6
PARTNERED	421	65.4
TOTAL SAMPLE SIZE 644	644	100

Two options (email or instant messaging/ online chat) were provided for participants to select most frequently used online communication method. Instant messaging/ online chat was most selected with a frequency of 377, compared to 267 participants that chose email. (Table 1.5)

TABLE 1.5 SAMPLE BY MOST FREQUENTLY USED ONLINE COMMUNICATION METHOD

	FREQUENCY	VALID PERCENT
EMAIL	267	41.5
INSTANT MESSAGING/ ONLINE CHAT	377	58.5
TOTAL SAMPLE SIZE 644	644	100

4.3 DESCRIPTIVE ANALYSIS – CROSSTABULATIONS

Table 1.6 shows an age and gender crosstab. 18-40-year-old males made up most of male participants (174/ 342). Whilst female participants had an almost equal split, with 152/302 18 - 40 females.

TABLE 1.6 AGE AND GENDER CROSSTAB

GENDER	AGE		TOTAL
	18 - 40	41+	
MALE	174	168	342
FEMALE	152	150	302
TOTAL	326	318	644

The age and relationship status crosstab (Table 1.7) shows most 18 – 40 (183/ 326) are single. Whilst most 41+ (278/ 318) are partnered.

TABLE 1.7 AGE AND RELATIONSHIP STATUS CROSSTAB

RELATIONSHIP STATUS	AGE		TOTAL
	18 - 40	41+	
SINGLE	183	40	223
PARTNERED	143	278	421
TOTAL	326	318	644

The age and most frequently used method of online communication crosstab (Table 1.8) shows that email is most used by those 41+ (236/ 267), and instant messaging is most used by those 18 – 40 (295/ 377).

TABLE 1.8 AGE AND MOST FREQUENTLY USED METHOD OF ONLINE COMMUNICATION CROSSTAB

MOST FREQUENTLY USED ONLINE COMMUNICATION METHOD	AGE		TOTAL
	18 - 40	41+	
EMAIL	31	236	267
INSTANT MESSAGING/ ONLINE CHAT	295	82	377
TOTAL	326	318	644

The (Table 1.9) shows that internet is accessed most at home, followed by work/ university and then 'other' by both age groups.

TABLE 1.9 AGE AND LOCATION USED TO ACCESS THE INTERNET MOST CROSSTAB

LOCATION USED TO ACCESS INTERNET THE MOST	AGE		TOTAL
	18 - 40	41+	
HOME	265	232	467
WORK/ UNI	58	83	141
OTHER	3	3	6
TOTAL	326	318	644

4.4 DESCRIPTIVE ANALYSIS – OBJECTIVE ONE (T-TESTS)

Objective one of this project was to examine whether attitudes toward smartphone-shopping differ across population segments. For this report, two population segments will be analysed (age and gender), to address this objective. T-tests are conducted to compare two groups' descriptive statistics of each segment, which is obtained by SPSS output.

(Table 2.0) shows the descriptive statistics for two age groups (those 18 – 40 and those 41+) against the dependent variable: behavioural dimension of attitude (ATTBI). The mean attitude for the 18 – 40 group was 4.5399, whilst the mean attitude for the 41+ group was 3.5839. Assuming equal variances, a t-test (Table 2.1) showed the difference between group means was significant. This is due to the Sig. (2-tailed) value less than 0.05, meaning the attitude rating reported by the 18 - 40 group can be considered significantly higher than the mean attitude reported by the 41+ group.

TABLE 2.0 DESCRIPTIVE STATISTICS – AGE GROUPS

AGE GROUP	N	MEAN	STANDARD DEVIATION
18 - 40	326	4.5399	1.50677
41+	318	3.5839	1.65933

TABLE 2.1 T-TEST FOR EQUALITY OF MEANS – AGE GROUPS

		LEVENE'S TEST FOR EQUALITY OF VARIANCES		T-TEST FOR EQUALITY OF MEANS						
		F	SIG.	T	DF	SIG. (2TAILED)	MEAN DIFFERENCE	STD. ERROR DIFFERENCE	95% CONFIDENCE INTERVAL OF THE DIFFERENCE	
									LOWER	UPPER
ATTBI	EQUAL VARIANCES ASSUMED	8.401	.004	7.658	642	.000	.95602	.12484	.71087	1.20117

(Table 2.2) shows the descriptive statistics for both genders (male and female) against the dependent variable: behavioural dimension of attitude (ATTBI). The mean attitude for the male group was 3.9698, whilst the mean attitude for the female group was 4.1788. Assuming equal variances, a t-test (Table 2.3) showed the difference between group means was not significant. This is due to the Sig. (2-tailed) value more than 0.05, meaning there is not a statistically significant difference between the two groups, despite how the means appears in Table 2.2.

TABLE 2.2 DESCRIPTIVE STATISTICS – GENDER GROUPS

GENDER GROUP	N	MEAN	STANDARD DEVIATION
MALE	342	3.9698	1.62902
FEMALE	302	4.1788	1.67639

TABLE 2.3 T-TEST FOR EQUALITY OF MEANS – GENDER GROUPS

		LEVENE'S TEST FOR EQUALITY OF VARIANCES		T-TEST FOR EQUALITY OF MEANS						
		F	SIG.	T	DF	SIG. (2TAILED)	MEAN DIFFERENCE	STD. ERROR DIFFERENCE	95% CONFIDENCE INTERVAL OF THE DIFFERENCE	
									LOWER	UPPER
ATTBI	EQUAL VARIANCES ASSUMED	.420	.517	-1.603	642	.109	-.20902	.13040	-.46508	.04704

4.5 DESCRIPTIVE ANALYSIS – OBJECTIVE TWO (CORRELATIONS)

The second objective is to understand the relationships between individual characteristics and attitudes toward smartphone-shopping. Correlation analysis is used to provide a measure of the relationship determining the (positive or negative) direction of the relationship, the strength of the relationship, and the significance of the relationship. Four individual characteristics constructs are analysed. These are: convenience seeking, risk aversion, materialism, and innovativeness.

Table 2.4 contains data used to analyse results. All four characteristics constructs have a relationship that is statistically significant as all (2-tailed) values are under 0.05. Convenience seeking has a Pearson Correlation of .416. This shows a moderate strength of association as it has a value between 0.1 and 0.5. It also has a positive direction of relationship as it is not a negative number.

Materialism and innovativeness have a Pearson Correlation of .263 and .322 respectively. These also give it moderate strengths of correlation and positive directions of relationship.

In contrast, risk aversion had a negative direction of relationship and a weak strength of association, and a relationship that is significantly significant. With a Pearson Correlation of -.284.

		ATTBI
ATTBI	**Pearson Correlation**	1
	Sig. (2-tailed)	-
	N	644
Convenience Seeking	**Pearson Correlation**	.416
	Sig. (2-tailed)	.000
	N	644
Risk Aversion	**Pearson Correlation**	-.284
	Sig. (2-tailed)	.000
	N	644
Materialism	**Pearson Correlation**	.263
	Sig. (2-tailed)	.000
	N	644
Innovativeness	**Pearson Correlation**	.322
	Sig. (2-tailed)	.000
	N	644

5.0 DISCUSSION AND RECOMMENDATIONS

5.1 OBJECTIVE ONE - DISCUSSION

Quantitative data analysis using t-tests and coding software, concludes that attitudes toward smartphone-shopping does differ across population segments. Australian consumers that are aged 18 – 40 have a more positive relationship towards smart-phone shopping when compared to Australian consumers aged 41+. When analysing favourability by gender, there is no statistically significant difference between males and females, which indicates marketers should not target by gender segments, but age segments. Data regarding technology usage shows that their audience are consuming media at home rather than work or university, and that those 41+ communicate online using email most frequently.

5.2 OBJECTIVE TWO - DISCUSSION

Behavioural characteristics such as convenience seeking, materialism and innovativeness are strongly related to a favourable attitude towards smartphone-shopping. This is made evident by Pearson Correlation analysis. Risk aversion was highly associated with those that had a negative relationship with smart-phone shopping, which is in accordance to a theory discussed by (Hubert, 2017). (Hubert, 2017) writes that risk represents a major determinant of ease of use and usefulness perception when it comes to new technologies; especially regarding the perceived usefulness of mobile shopping applications. This implicates marketers as it would be beneficial to undertake further research on why smart-phone shopping is considered riskier compared to other non-traditional shopping channels (e.g. television home shopping). (Mi Lim, 2011) writes how studies on older consumers show that convenience was a key factor in making shopping choices, however the 41+ group are yet to embrace smart-phone shopping.

6.0 LIMITATIONS

As aforementioned in 2.3 Sample Considerations and seen in Table 1.0, the sample data collected may not offer the most accurate representation of the population due to elements of convenience sampling. This allows for researcher bias when selecting participants. For a more accurate representation of the population, researchers could have employed random selection of participants with more age brackets (e.g. 18 – 25, 26 – 34 etc.) with more surveys administered per researcher. This would also work to cater for any data that was deleted when cleaning.

Furthermore, the use of multiple researchers can affect results due to a greater chance of human error upon entering data online. This could be improved in future research by having a second researcher check the data is entered correctly before submitting online. However, it is recognised that there are limitations to these recommendations, as it would not be cost or time efficient.

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8.0 APPENDICES

8.1 APPENDIX 1

Survey Variable Codes Document

Each variable is coded into SPSS using the variable code on left (segmentation variables are coded numerically as indicated). Items shaded in yellow (and with an *) are reversed.

ATTITUDE VARIABLES

Response Code: 1-7 (Strongly Disagree to Strongly Agree)

ATT	Attitudes toward smartphone-shopping
ATTA	Affective
ATTA1	The thought of using my smartphone to shop makes me happy.
ATTA2	I feel excited at the thought of shopping on my smartphone.
ATTA3*	I do not like the thought of shopping with on a smartphone.*
ATTA4	The thought of buying things via my smartphone makes me feel good.

ATTC	Cognitive
ATTC1	I think shopping on a smartphone is a good way to shop.
ATTC2	Using a smartphone to shop is useful to me.
ATTC3*	Making purchases via a smartphone is risky.*
ATTC4	I believe shopping on a smartphone is an effective way to make purchases.
ATTC5	I think shopping on a smartphone is an easy way to buy things.

ATTBI	Behavioural Intention
ATTBI1	I plan to shop using my smartphone in the near future.
ATTBI2	I will seek out products to buy via my smartphone in the near future.
ATTBI3	I intend to make purchases using my smartphone in the near future.

INDIVIDUAL CHARACTERISTICS

Response Code: 1-7 (Strongly Disagree to Strongly Agree)

CS	Convenience Seeking
CS1	I hate to spend time gathering information on products
CS2	I do not like complicated things.
CS3	It is convenient to shop from home.
CS4	It is important to me that I can shop anytime I choose.
CS5	It is important to me that I can shop no matter where I am.
CS6	The ability to quickly compare products is important to me.
CS7	When shopping, I like to find what I want quickly.

RA	Risk Aversion
RA1	When making a purchase, I would rather be safe than sorry.
RA2	I like to be sure about a product before I purchase it.
RA3	I avoid risky purchases.
RA4	I would avoid using credit cards online.
RA5*	I would feel safe giving my personal details over the Internet.*
RA6	Buying online is too risky.

IMP	Impulsiveness
IMP1	I often make unplanned purchases.
IMP2	I like to purchase things on a whim.
IMP3*	I tend to think twice before committing myself to a purchase.*
IMP4*	I always stick to my shopping lists.*

PC	Price Consciousness
PC1	I usually buy the cheapest product available.
PC2	I usually purchase items on sale.
PC3	I often find myself checking prices.
PC4	A person can save a lot of money by shopping for bargains.

MAT	Materialism
MAT1	It is important to me to have really nice things.
MAT2	I would like to be rich enough to buy anything I want.
MAT3	I'd be happier if I could afford to buy more things.
MAT4	It sometimes bothers me that I can't afford to buy things I want.
MAT5*	People place too much emphasis on material things. *
MAT6	It's really true that money can buy happiness.

INN	Innovativeness
INN1	I enjoy taking chances.
INN2	I like to experiment with new ways of doing things.
INN3	I am among the first to try new things when they appear on the market.
INN4*	I am cautious in trying new and different products.*
INN5*	I rarely buy brands if I am uncertain how they will perform.*

TOR	Trust Orientation
TOR1	Retailers are generally honest.
TOR2	Most businesses are trustworthy.
TOR3	Businesses usually keep promises and commitments when selling things.
TOR4	I think retailers care about their customers and take their concerns seriously.
TOR5	Retailers usually have customers' best interests in mind.

OTHER VARIABLES

AGE (in years)	What is your age, in years?	_____ years
SUB (postcode)	What is the post code of your suburb of residence?	___ ___ ___ ___
NAT 1 = Aust 2= Non-Aust	What is your nationality?	

Please circle to indicate a response to the following:

SEX 1= Male 2=Female	What is your gender?	Male	Female
REL 1 = Single 2 =Partnered	What is your relationship status?	Single	Partnered

ACCESS 1=Home 2=Work 3=Other	From which location do you access the Internet the most?	Home	Work/Uni	Other
COMM 1= Email 2=Instant	Which method of online communication do you more frequently use?	Email messages	Instant messaging (online chat)	

NET (in hours)	On average, how many hours each week do you spend using the **Internet** (i.e., actively engaged with it)?	_____ hours per week
SOCMED (in hours)	On average, how many hours each week do you spend using **social media** (i.e., actively engaged with sites like Facebook)?	_____ hours per week
EMAIL (no. people)	On average, how many people do you **email** each week?	_____ people per week
CHAT (no. people)	On average, how many people do you **chat online** with each week (i.e., online instant messaging)?	_____ people per week

Please use an X to indicate your responses to the following:

DEV (1-7)	Which types of devices do you regularly use to access the Internet? (mark all that apply)	
1		Desktop computer
2		Laptop
3		Tablet computer (including iPads, e-readers)
4		Smart phone
5		Smart Television
6		Gaming console
7		Other, please specify: _____