

Discrete Choice Survey

In each set below, imagine these were your only options. Cross the one you would choose. There are no right or wrong answers. Please use a blue or black pen.

Choice set 1

If these were your only options, which would you choose?

	Option A ☐	Option B ☐	Neither ☐
Brand	Everyday	Premium	-
Monthly price	\$19	\$39	-
Contract length	12 months	No contract	-
Support	Email only	24/7 phone	-

Choice set 2

If these were your only options, which would you choose?

	Option A ☐	Option B ☐	Neither ☐
Brand	Premium	Everyday	-
Monthly price	\$29	\$25	-
Contract length	12 months	No contract	-
Support	24/7 phone	Email only	-

Choice set 3

If these were your only options, which would you choose?

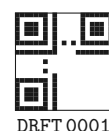
	Option A ☐	Option B ☐	Neither ☐
Brand	Everyday	Premium	-
Monthly price	\$39	\$19	-
Contract length	No contract	12 months	-
Support	24/7 phone	Email only	-

A few final questions

How important is price when you choose a plan?

Not important ☐ ☐ ☐ ☐ ☐ Very important

To respond ☐ or ☒



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Which feature matters most to you?

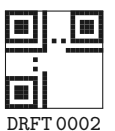
(Please cross one)

- ☐ Low price
- ☐ No contract
- ☐ Strong support
- ☐ Trusted brand

Is there anything else that would influence your choice?

PREVIEW

To respond ☒ or ☐



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