

Please answer the following questions as it relates to your most recent mobile phone purchase.

BRAND		Choose One		Score
1	When it comes to my mobile phone, I would describe myself as "brand loyal."	Agree	Disagree	
2	I don't buy a brand, I bought a mobile phone.	Agree	Disagree	
3	When buying a mobile phone, I chose the lower price over brand name.	Agree	Disagree	
4	When purchasing my mobile phone, brand name:	Is very important	Not very important	
5	When I shopped for my mobile phone, if a brand I prefer was unavailable, I:	Bought another brand	Wait and bought the brand I want at another time.	

WALLET		Choose One		Score
1	When shopping for my mobile phone, I:	Spend time to save money	Spend money to save time	
2	I priced out mobile phones at more than one place, and then I bought it where it was cheapest.	Agree	Disagree	
3	I wouldn't have felt satisfied with my purchase unless I had felt I'd gotten a good deal.	Agree	Disagree	
4	I wanted a mobile phone earlier, but I waited for it to go on sale.	Agree	Disagree	
5	When shopping for my mobile phone, I actively used tools to save money (eg., coupons, deal websites, or pricing applications).	Agree	Disagree	

TIME		Choose One		Score
1	Shopping for my mobile phone was a task that I check off of my 'to-do' list.	Agree	Disagree	
2	I put off shopping for my mobile phone until I absolutely need to buy them.	Agree	Disagree	
3	When I shopping for my mobile phone, it was:	Like a mission - there is a very specific goal and plan of action	Like a journey - there is a process of discovery and evaluation	
4	When I shopping for my mobile phone, it was:	Want to spend as little time as possible	Enjoy it and like to browse around to see what's available	
5	When I shopping for my mobile phone, it was:	Have a plan for what I need and stick to it	Know what I need, but I'm open to other products and services	

Your Typology

Go to PrimalShopper.com for Shopper DNA scoring and typology explanations.

BRAND

WALLET

TIME