

Non-Response Survey for Users of Landsat Imagery

The non-response survey contains key questions which will assist in determining if the sample is representative of the population as a whole. These questions divide users into groups based on variables which were found to be important in the initial survey, such as sector, and those which may be important to the population under study for this survey, such as type of user.

Thank you for participating in this study of Landsat satellite imagery! When you have answered all of the questions and are satisfied with your responses, click on the “Submit” button at the end of the survey.

This survey will take approximately 3 minutes to complete. Although you should be able to complete this short survey, you can pause at any time; simply close the window and your answers will be saved. To resume and complete the survey, you will need to click on the link to the survey in the email you received. At that point, you can answer any remaining questions and/or edit any of your previous responses. At the end of the survey, click on the “Submit” button to finish the survey.

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Question 1 determines whether the user is currently using Landsat. The survey is focused on current users so it is necessary to determine which non-respondents are current users and which are past users.

1. Have you used Landsat imagery **in the past year**? *Please select only one answer.*
 - Yes
 - No → Q3

Question 2 determines whether the user is new, established, or returning. There may be differences between these groups within the respondents regarding uses and the value given to Landsat.

Beginning in the fall of 2008, Landsat imagery became available at no cost from the USGS Earth Resources Observation and Science (EROS) Center which provides imagery via the GloVis and Earth Explorer websites.

2. Which of the following best characterizes your use of Landsat? *Please select only one answer.*
 - I had never used Landsat imagery before it became available at no cost from EROS.

- I have used Landsat imagery both before and after it became available at no cost from EROS.
- Though I used Landsat imagery in the past, I had switched to using other types of data in my work before Landsat imagery became available at no cost from EROS.

Question 3 determines the sector of the user. The previous survey revealed significant differences among users from different sectors and those differences may persist within this population as well.

3. In what sector do you work? *Please select only one answer.*

- Academic institution (e.g., university, college, technical/vocational)
- National/Federal government
- State/Provincial/Departmental government
- Local government (e.g., county, city)
- Private business
- Non-profit organization
- Tribe/Nation/Indigenous group
- Other (please specify) _____