Location-Based Services User Survey v2.2

The two pages are always presented in the same way:

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Introduction

This survey asks you about how you value location-based services for a variety of applications and services. The results of this survey will be used to estimate the economic impact of location-based services provided using GPS signals.

Location-based services enable mobile devices like your phone or tablet to determine your location, usually to within a few feet. If you have ever used your phone to locate nearby attractions or get turn-by-turn walking or driving directions, you have used location-based services.

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OMB Control #0693-0033
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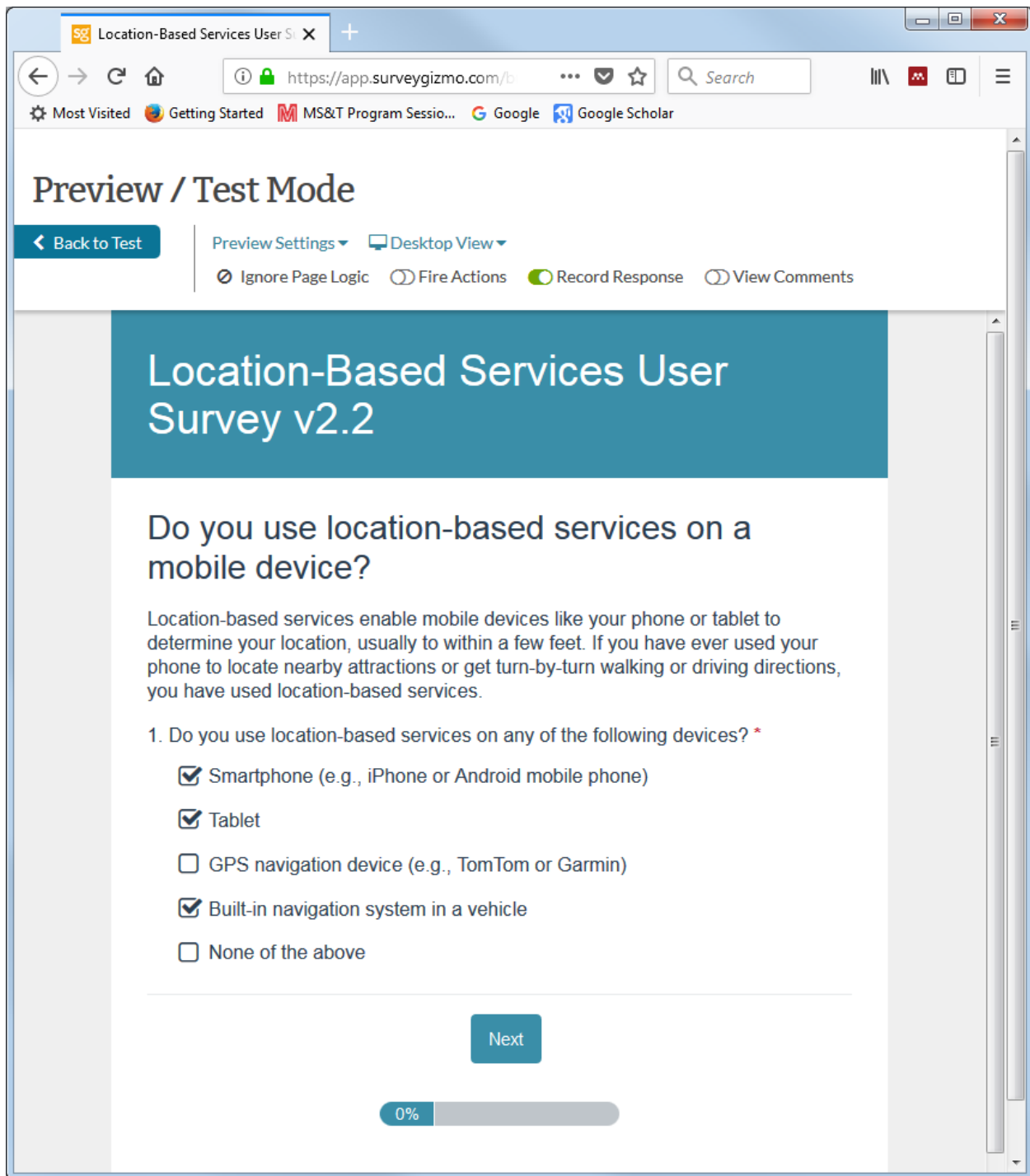0%

Location-Based Services User Survey v2.2

Do you use location-based services on a mobile device?

1. Do you use location-based services on any of the following devices? *

- ☐ Smartphone (e.g., iPhone or Android mobile phone)
- ☐ Tablet
- ☐ GPS navigation device (e.g., TomTom or Garmin)
- ☐ Built-in navigation system in a vehicle
- ☐ None of the above

[Next]

20%

If the user says 'None of the above' the survey skips to the end. Otherwise, the second page is presented. Except for 'Other,' which always appears last, the options are presented in random order:

Then, no matter how many boxes are checked, one—and only one—of the things checked is randomly chosen for a follow-up question or questions about how much the respondent values the ability to use location-based services for that thing:
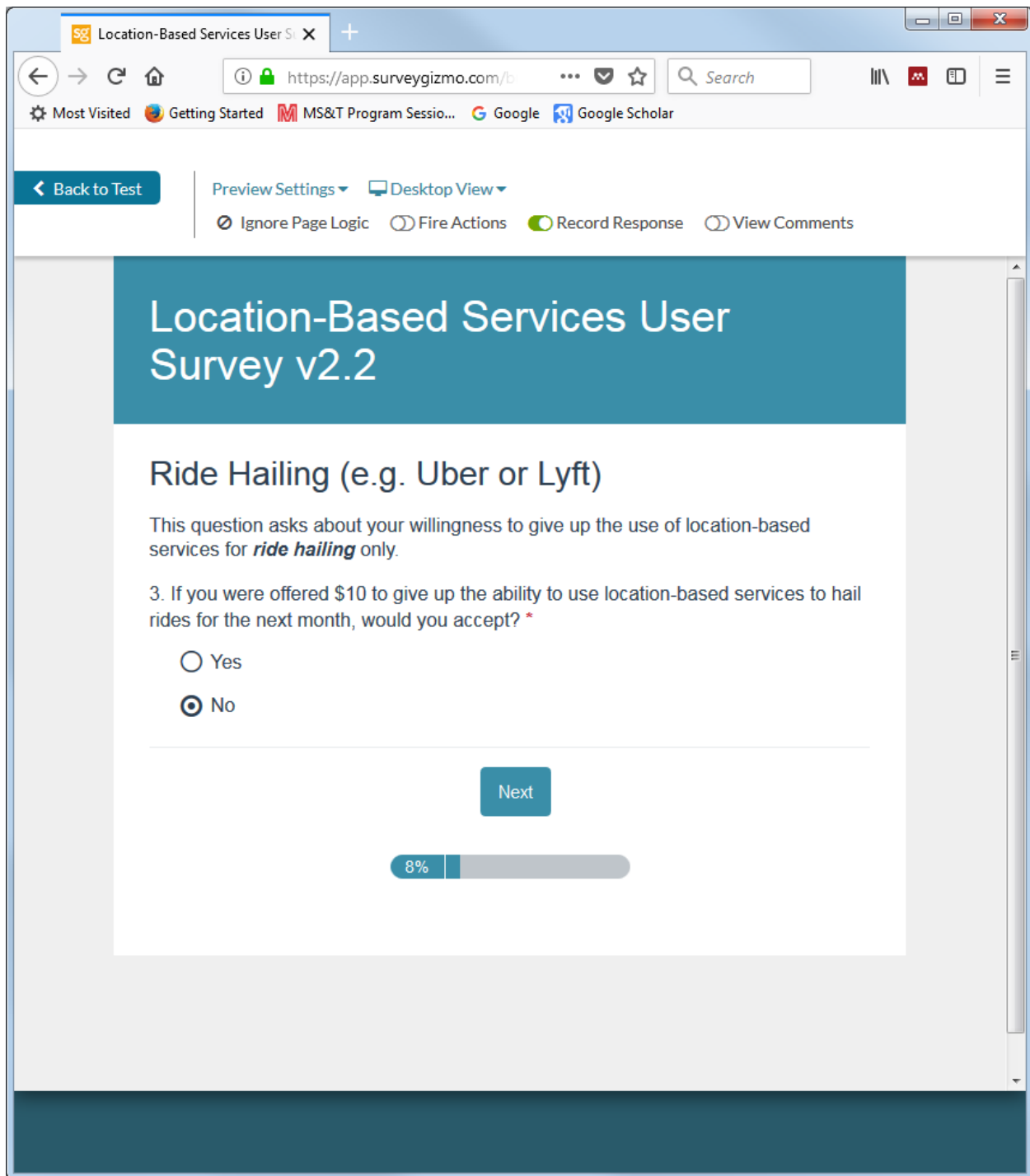
Sometimes, as in this case, the user is presented with an offer and a take-it-or-leave-it choice. If the first offer is rejected, a higher offer is made and the question posed again. If the first offer is accepted, a lower offer is made and the question posed again. The offers are randomized: different initial and follow-up offers are made to each respondent.
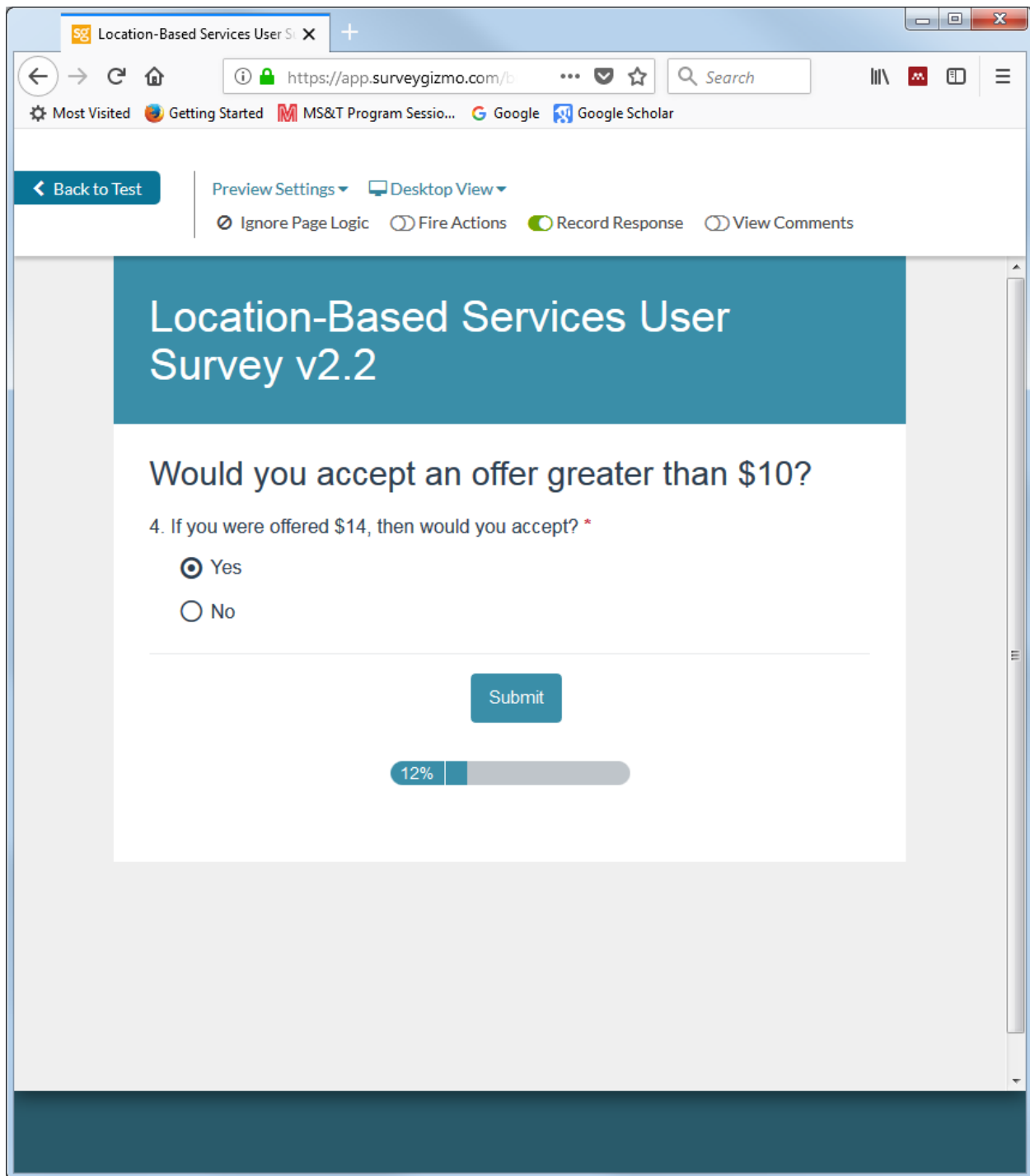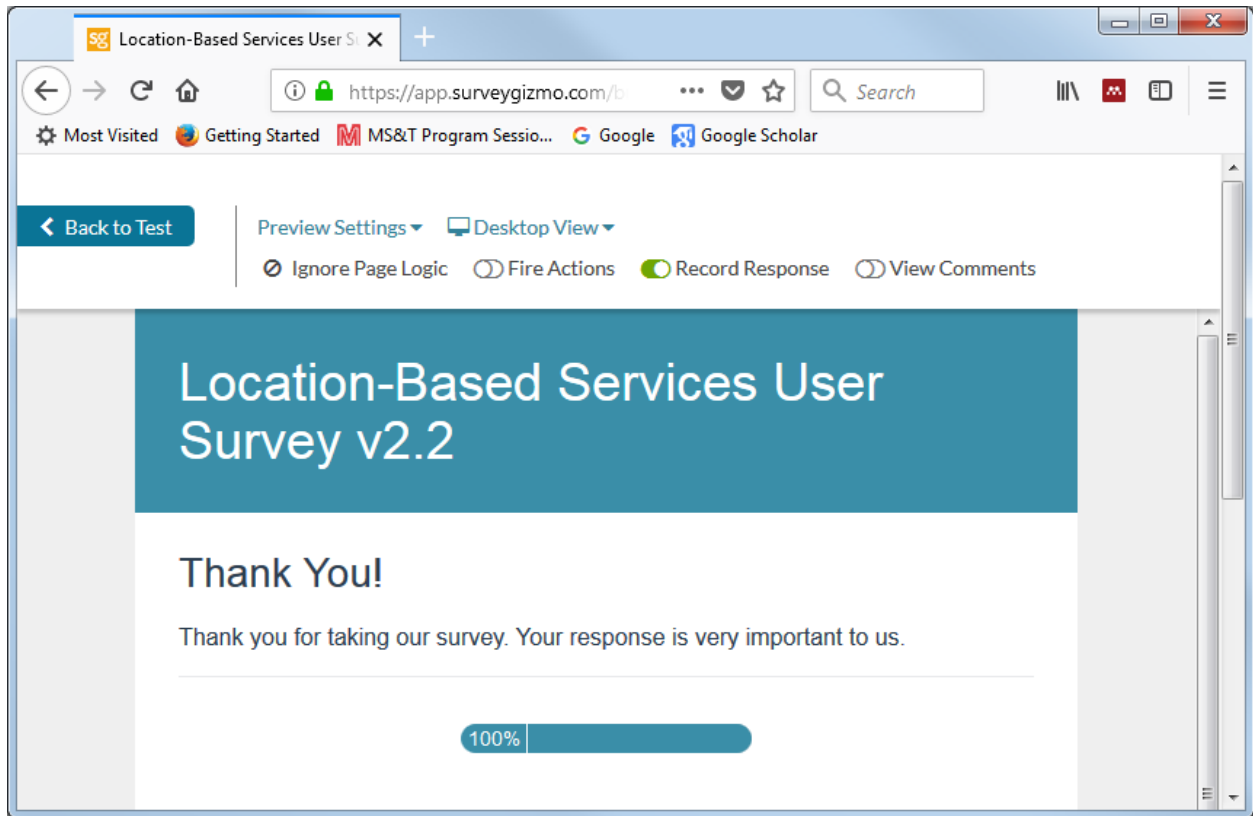
After responding to the second offer, the survey is complete:
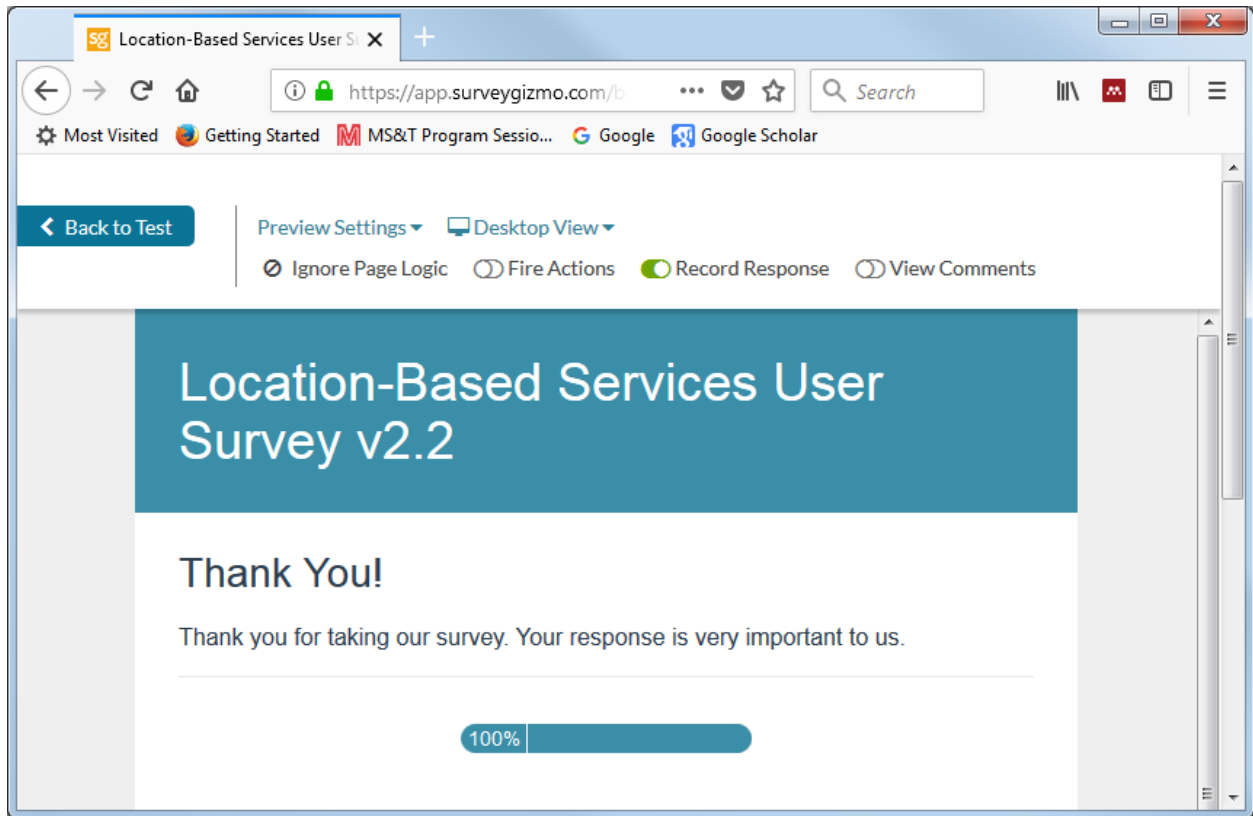
Some respondents will be randomized to receive instead a single Question 3 that asks them to provide an exact value, chosen from a drop-down list. The values in the list are randomized to be in either ascending or descending order:
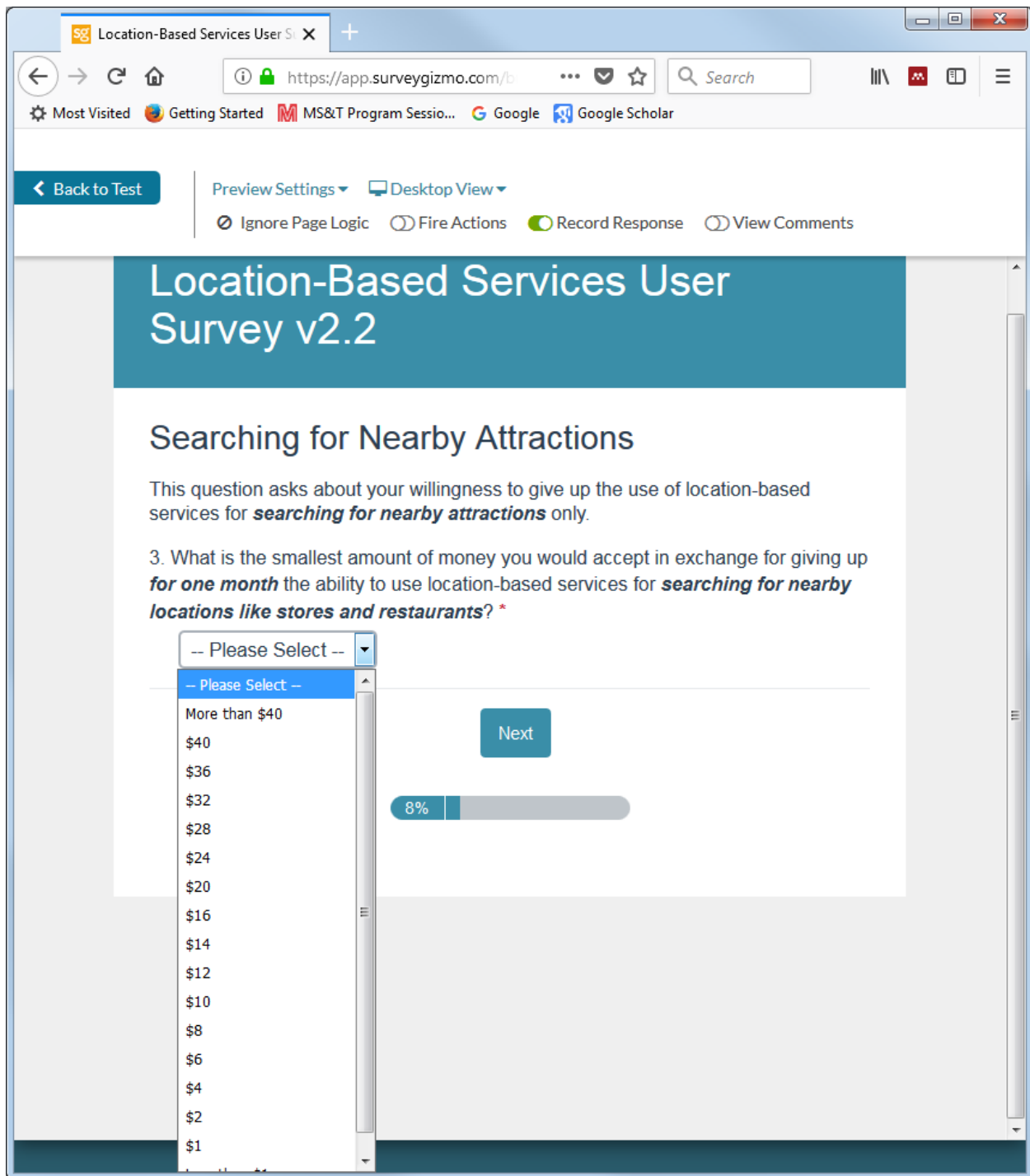
After making a selection, the respondent is taken to the final screen:

Each respondent is presented with either 3 or 4 questions:

1. What devices? → What applications? → Initial offer → Follow-up offer.
2. What devices? → What applications? → Specify a value.