

# Location-Based Services User Survey v2.2

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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**

**Expiration Date: 06/30/2019**

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

**Page exit logic:** Skip / Disqualify Logic**IF:** #1 Question "Do you use location-based services on any of the following devices?" is one of the following answers ("None of the above") **THEN:** Jump to [page 6 - Thank You!](#)

ID: 3

**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

**Page entry logic:** This page will show when: #1 Question "Do you use location-based services on any of the following devices?" is one of the following answers ("Smartphone (e.g., iPhone or Android mobile phone)", "Tablet", "GPS navigation device (e.g., TomTom or Garmin)", "Built-in navigation system in a vehicle")

## How do you use location-based services?

ID: 4

**2) In what ways do you use location-based services? Check any that you use at least once a month:\***

- Traffic information
- Turn-by-turn driving and walking directions
- Social (e.g., check-in apps and dating apps)
- Gaming (e.g., Pokemon Go)
- Fitness (e.g., tracking distance walked, run, or biked)
- Searching for nearby attractions, like stores or restaurants

Ride-hailing (e.g., Uber or Lyft)

Geofencing (e.g., get reminders to run an errand when you leave work)

Other - Write In (Required): \_\_\_\_\_\*

**Page entry logic:** This page will show when: #2 Question "In what ways do you use location-based services? Check any that you use at least once a month:" is one of the following answers ("Turn-by-turn driving and walking directions")

## Turn-by-turn driving and walking directions

**This question asks about your willingness to give up the use of location-based services for *turn-by-turn driving and walking directions* only.**

Validation: Min = 0 Max = 10000 Must be currency

ID: 157

**3) What is the smallest amount of money you would accept in exchange for giving up the ability to use location-based services to get *turn-by-turn driving and walking directions* for one month?\***

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Validation: Min = 0 Max = 10000 Must be currency

ID: 182

**4) What is the smallest amount of money you would accept in exchange for giving up the ability to use location-based services to get *turn-by-turn driving and walking directions* for two months?\***

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Validation: Min = 0 Max = 10000 Must be currency

ID: 180

**5) Imagine your ability to use location-based services to get *turn-by-turn driving and walking directions* is going to be *taken away for one month* unless you pay an extra fee. What is the most you would pay to avoid losing this ability for one month?\***

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Validation: Min = 0 Max = 10000 Must be currency

ID: 184

**6) Imagine your ability to use location-based services to get *turn-by-turn driving and walking directions* is going to be *taken away for two months* unless you pay an extra fee. What is the most you would pay to avoid losing this ability for two months?\***

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**Page entry logic:** This page will show when: #2 Question "In what ways do you use location-based services? Check any that you use at least once a month:" is one of the following answers ("Traffic information", "Turn-by-turn driving and walking directions", "Social (e.g., check-in apps and dating apps)", "Gaming (e.g., Pokemon Go)", "Fitness (e.g., tracking distance walked, run, or biked)", "Searching for nearby attractions, like stores or restaurants", "Ride-hailing (e.g., Uber or Lyft)", "Geofencing (e.g., get reminders to run an errand when you leave work)", "Other - Write In (Required)")

## **All Location-Based Services**

**This question asks about your willingness to give up the use of location-based services for *all of the things you use them for*.**

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ID: 196

**7) What is the smallest amount of money you would accept in exchange for giving up the ability to use location-based services *for one month*?\***

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**8) Imagine your ability to use location-based services is going to be *taken away for one month* unless you pay an extra fee. What is the most you would pay to avoid losing this ability for one month?\***

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ID: 192

**9) Imagine your ability to use location-based services is going to be *taken away for two months* unless you pay an extra fee. What is the most you would pay to avoid losing this ability for two months?\***

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ID: 193

**10) What is the smallest amount of money you would accept in exchange for giving up the ability to use location-based services *for two months*?\***

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**Thank You!**

ID: 1

**Thank you for taking our survey. Your response is very important to us.**

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