

From:	"J.D. Power and Associates" <jdpowernavigation@servicesurveyonline.com>
To:	Me
Subject:	J.D. Power and Associates wants your feedback!
Date:	Tuesday, September 11, 2007 11:34:30 PM

Dear MR NoMoShocks,

Congratulations on the purchase/lease of your 2007 TOYOTA PRIUS equipped with a factory-installed navigation system! We would like YOUR opinion and feedback on the navigation system in your vehicle.

As always, your personal information will be kept strictly confidential.

Thank you very much in advance for taking the time to complete this survey.  
Your feedback WILL make a difference!

Click here to get started:

<http://surveys.surveynetwork.com/navigation/main.php?pin=0356657>  
X

Sincerely,

J.D. Power III  
Founder

### ***Welcome to the 2007 Navigation Usage and Satisfaction Study***



*During the survey, please do not use your browser's "Forward" and "Back" buttons. To move through the survey, use the 'Back' and 'Next' buttons at the bottom of each page. At the end of the survey click the 'Done' button to submit your survey.*

Start  Finish

**For best results please MAXIMIZE this screen.**

**Thank you for agreeing to participate in our online survey!**

[Survey Instructions](#)

When you have answered all of the questions on a page, click the "Next" button at the bottom of the page to move on to the next page.

You may move backward by using the "Previous" button at the bottom of the screen; if you move back more than 1 question, you may have to re-fill the intermediate screens with your responses.

If you should have to stop while taking the survey, close the internet browser and your answers will be automatically saved so that you may return and complete the survey at a more convenient time. Please be sure to note the URL. You will need it to resume your survey.

Questions regarding the administration of this survey may be sent to us by clicking on the email link at the bottom of any page.

Please click "Next" to begin the survey.

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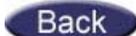
Start  Finish

**Do you still own the 2007 TOYOTA PRIUS equipped with a factory-installed navigation system?**

Yes

No

---



Start  Finish

***ABOUT YOU AND YOUR VEHICLE***

## How was your navigation system purchased?

Select only one.

- Standard with vehicle purchase
  - Purchased as a stand-alone option
  - Part of an option package
- 

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Should you need any help with the survey please send an email to [surveyhelp@surveynetwork.com](mailto:surveyhelp@surveynetwork.com)

During the survey, please do not use your browser's "Forward" and "Back" buttons. To move through the survey, use the 'Back' and 'Next' buttons at the bottom of each page. At the end of the survey click the 'Done' button to submit your survey.

Start  Finish

**Please select the type(s) of prior experience you have had with a navigation system prior to the system in your current vehicle.**

Select all that apply.

- Previously owned vehicle with factory-installed navigation system
  - Used someone else's vehicle that had a navigation system
  - Used one in a rental vehicle
  - Purchased an aftermarket/portable navigation system (e.g., retail electronic store, catalog, etc.)
  - I have not had any prior experience with a navigation system before my current system
- 

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**What type of aftermarket/portable navigation system was it?**

- Aftermarket in-dash navigation system (e.g., Alpine, Pioneer, Kenwood)

- Handheld navigation system (e.g., Lowrance iFinder, Garmin eTrex, Magellan Meridian)
- Cell phone GPS
- Car-based portable navigation system (e.g., Alpine Blackbird, Garmin StreetPilot)

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**Do you currently own a car-based portable navigation system?**

- Yes
- No

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**What vehicle would you have purchased if the navigation system was not available on your current vehicle?**

**Select only one.**

- Same vehicle
- Different vehicle but same brand
- Vehicle of a different brand

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**Overall, how often do you use your navigation system?**

**Select only one.**

- Almost every day
- 3-4 times per week
- 1-2 times per week
- 2-3 times per month
- 1-2 times per month
- 1-2 times per quarter
- 1-2 times per year

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**How often do you travel outside of familiar areas? (e.g., would require directions/map to arrive at destination)**

**Select only one.**

- Almost every day
- 3-4 times per week
- 1-2 times per week
- 2-3 times per month
- 1-2 times per month
- 1-2 times per quarter
- 1-2 times per year/Never

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**How many miles do you typically drive in a given year in this vehicle?**

Select only one.

- Less than 10,000 miles/year
- 10,000 - 15,000 miles/year
- 15,001 - 20,000 miles/year
- 20,001 - 30,000 miles/year
- More than 30,000 miles/year

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**NAVIGATION SYSTEM USAGE**

**On average, how often do you use your navigation system for the following?**

	3-4 Almost Every Day	1-2 Times per Week	2-3 Times per Month	1-2 Times per Month	1-2 Times per Quarter	1-2 Times per Year/Never
Locating gas stations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Finding the way home from an unfamiliar location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Locating restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Identifying current location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Finding alternate routes due to construction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Finding local retail stores (e.g., dept, hardware, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Estimating time of arrival	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

to destination								
Finding residential/business addresses	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>				

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### **NAVIGATION SYSTEM SATISFACTION**

In this section, please tell us about how much you like or dislike certain aspects of the navigation system in your 2007 TOYOTA PRIUS. Using a 1 to 10 scale where 1 is Unacceptable, 10 is Outstanding, and 5 is Average, please rate your navigation system on the following.

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### **Voice Directions**

**Please rate the following:**

	Unacceptable				Average		Outstanding			
	1	2	3	4	5	6	7	8	9	10
Clarity of voice directions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to adjust volume of voice directions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accuracy of voice directions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Timeliness of voice directions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Overall satisfaction with voice directions</b>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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### Navigation Display Screen

Please rate the following:

	Unacceptable			Average				Outstanding		
	1	2	3	4	5	6	7	8	9	10
Ability to read screen during the day	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>						
Ability to read screen at night	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>						
Map zoom function	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>						
Screen Size	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>						
Screen Location	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>						
Clarity of displayed image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>						
Size of text on the screen	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>						
<b>Overall satisfaction with navigation display screen</b>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>					

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### Routing

Please rate the accuracy of the following:

	Unacceptable			Average				Outstanding		
	1	2	3	4	5	6	7	8	9	10
Route to destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vehicle's starting location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Route alternatives (i.e., highway vs. city, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vehicle's location while in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

route

Destination at arrival	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Geographic coverage area of system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Map Detail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Overall satisfaction with routing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>				

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### Speed of system

Please rate the following:

	Unacceptable			Average				Outstanding		
	1	2	3	4	5	6	7	8	9	10
Time it takes to calculate original route	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>							
Speed of screen transitions	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>							
Time it takes to recalculate route	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>							
Start up time from engine start	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>							
Overall satisfaction with speed of system	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>							

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### Ease of Use

Please rate the ease of use for each of following:

Unacceptable

Average

Outstanding

	1	2	3	4	5	6	7	8	9	10
Reaching controls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
User manual instructions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
System controls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inputting destination	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The order information is presented on the screen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Overall satisfaction with ease of using the system</b>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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### Appearance

Please rate the following:

	Unacceptable			Average				Outstanding		
	1	2	3	4	5	6	7	8	9	10
Quality of workmanship	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>							
Incorporation of system into vehicle interior design	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>							
Look and feel of controls (high quality, precise)	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>							
<b>Overall satisfaction with appearance of system</b>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>							

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### OVERALL SATISFACTION

Using a 1 to 10 scale where 1 is Unacceptable, 10 is Outstanding, and 5 is Average, please rate the following:

Considering all aspects of the navigation system in your TOYOTA PRIUS, what is your overall rating of your navigation system?

Unacceptable				Average					Outstanding
1	2	3	4	5	6	7	8	9	10
<input checked="" type="radio"/>	<input type="radio"/>								

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Please rate your TOYOTA PRIUS overall.

Unacceptable				Average					Outstanding
1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input checked="" type="radio"/>								

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Overall, what do you especially LIKE about your navigation system?

Screen size, optional views (split screen, freeway exit)

I have no comment

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**Overall, what do you especially DISLIKE (or you would like to see improved) about your navigation system?**

Does not speak specific street names.  
Voice recognition is poor  
When an address number does not exist,  
it should provide an option for closest match.  
Manual is too complicated.

I have no comment

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**THINGS GONE WRONG**

**Please tell us about any problems that you may have experienced with your navigation system.**

**Select all that apply.**

- |   |  |
|---|--|
| <input type="checkbox"/> Button/knob controls                       | <input type="checkbox"/> Speed of screen-to-screen scrolling           |
| <input checked="" type="checkbox"/> Zoom function for map           | <input type="checkbox"/> Response speed to a voice command             |
| <input type="checkbox"/> Coloring of map                            | <input type="checkbox"/> System freezes up/shuts down                  |
| <input checked="" type="checkbox"/> Accuracy of route               | <input type="checkbox"/> Touch screen controls                         |
| <input checked="" type="checkbox"/> Accuracy of turns               | <input checked="" type="checkbox"/> Voice prompt/instructions          |
| <input type="checkbox"/> Accuracy of vehicle's starting location    | <input checked="" type="checkbox"/> Voice recognition                  |
| <input checked="" type="checkbox"/> Accuracy of address information | <input checked="" type="checkbox"/> Map missing data points            |
| <input type="checkbox"/> Recalculating route function               | <input type="checkbox"/> Accuracy of vehicle's location while in route |
| <input checked="" type="checkbox"/> Following driving instructions  | <input type="checkbox"/> Accuracy of points of interest information    |
| <input type="checkbox"/> Resolution of image on screen              |  |
| <input type="checkbox"/> I have not had any of these problems       |  |
-

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**Among the problems you selected, please select the top 3 problems you experience with your navigation system.**

- Zoom function for map
- Accuracy of route
- Accuracy of turns
- Accuracy of address information
- Following driving instructions
- Voice prompt/instructions
- Voice recognition
- Map missing data points

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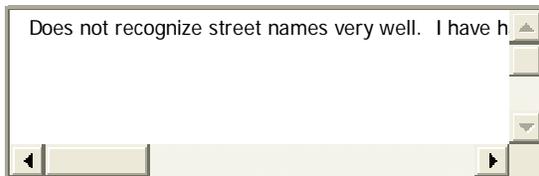
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**Please provide more detail regarding the problems you previously selected.**

Please tell us more detail regarding problems experienced with: Voice recognition

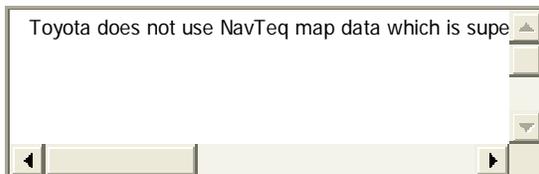
Does not recognize street names very well. I have h



I have no comment

Please tell us more detail regarding problems experienced with: Map missing data points

Toyota does not use NavTeq map data which is supe



I have no comment

Please tell us more detail regarding problems experienced with: Voice prompt/instructions

After a few misunderstood voice commands, the sys

I have no comment

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**Other than the problems listed, please tell us about any other specific problem you would like to discuss in detail.**

Do away with "Address does not exist". Offer me the  
Want specific street names spoken in directions.  
Need real time digital FM traffic data.

I have no comment

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**How does the number of problems you have experienced with your navigation system (even if it is 0) compare to your expectations?**

- More than I expected
- About what I expected
- Fewer than I expected

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**Did any navigation system related problems require you to bring your vehicle in for service?**

- Yes
- No

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### ***PRODUCT SUPPORT/INSTRUCTION***

**In this section, please tell us about your experience at the dealership using a 1 to 10 scale where 1 is Unacceptable, 10 is Outstanding, and 5 is Average.**

	Unacceptable				Average			Outstanding		NA	
	1	2	3	4	5	6	7	8	9		10
<b>Salesperson's explanation of how the system operates</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>						
<b>Ability to service your navigation system</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
<b>Thoroughness of instructions provided for updating software (e.g., map database)</b>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>User Instructions (user manual, DVD tutorial, etc.)</b>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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## VALUE

Using a 1 to 10 scale where 1 is Unacceptable, 10 is Outstanding, and 5 is Average, please rate the price paid for your navigation system given the benefits it provides.

Unacceptable		Average					Outstanding		
1	2	3	4	5	6	7	8	9	10
<input type="radio"/>									

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If your navigation system were to be offered only as an option, how much would you be willing to pay for that system?

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## YOUR VEHICLE'S NAVIGATION SYSTEM

How much do you agree/disagree with the following statements regarding your navigation system?

Completely  
Disagree

Somewhat  
Disagree

Neither Agree  
nor Disagree

Somewhat  
Agree

Completely  
Agree

Regardless of the functionality of my navigation system, I would only input destinations when stopped	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would prefer to have radio/climate controls integrated with my navigation system	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Viewing my navigation system is distracting while driving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
My navigation system creates dangerous driving situations/hazards	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
The navigation system should have a built-in tutorial	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My voice prompt is distracting while driving	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My navigation system is too complicated to operate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
My navigation system provides peace-of-mind/reduces stress	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
I need to refer to the user manual prior to using my navigation system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Programming a destination is distracting while driving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
I am aware of the costs involved in updating my software (e.g., new addresses, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
I was not given enough instructions on how to operate my navigation system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

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**FEATURES YOU HAVE/DESIRE ON YOUR NAVIGATION SYSTEM**

**Please indicate if your current navigation system has the particular feature and whether or not you would like the feature on your next navigation system.**

	HAVE	WANT
Turn-by-Turn directions in instrument panel	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Touch screen controls	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Dual navigation/split screens	<input checked="" type="checkbox"/>	<input type="checkbox"/>
User voice activated commands (i.e., "nav on")	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Point of Interest search by category (e.g., banks, hotels, etc.)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Point of interest search by key word	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Turn-by-turn directional assistance service (e.g., OnStar Directions)	<input type="checkbox"/>	<input type="checkbox"/>
Personal address book (i.e., capability to store and retrieve names)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Ability to exchange address information from/to PDA, memory cards etc. with navigation system	<input type="checkbox"/>	<input type="checkbox"/>
Ability to access real-time traffic information (such as road construction and accidents)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Map displaying 3-dimensional buildings	<input type="checkbox"/>	<input type="checkbox"/>
Integrated demo mode	<input type="checkbox"/>	<input type="checkbox"/>
Announce street names while in route	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Ability to navigate in off-road conditions	<input type="checkbox"/>	<input type="checkbox"/>
Support function to help operate navigation system	<input type="checkbox"/>	<input type="checkbox"/>
Dimmed night-view display option	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Speed limit information	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Lane guidance	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Voice guidance with street names (e.g., "turn left onto Smith Street")	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Rear-view camera, displays both rear-view and navigation map	<input type="checkbox"/>	<input type="checkbox"/>
Roadside assistance displays emergency phone numbers in your current location	<input type="checkbox"/>	<input type="checkbox"/>
Ability to exclude areas you wish to avoid	<input type="checkbox"/>	<input type="checkbox"/>
Voice recognition	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Intersection close-up	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Wireless hands-free (Bluetooth) operation	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>None</b>	<input type="checkbox"/>	<input type="checkbox"/>

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**How often do you use the Voice Recognition function on your navigation system?**

- Never
- Rarely
- Sometimes
- Always

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Using a 1 to 10 scale where 1 is Unacceptable, 10 is Outstanding, and 5 is

system.

Unacceptable		Average					Outstanding		
1	2	3	4	5	6	7	8	9	10
<input checked="" type="radio"/>	<input type="radio"/>								

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**Please tell us about any problems/difficulties you have experienced with the Voice Recognition feature on your navigation system.**

	Always have difficulties	Sometimes have difficulties	Rarely have difficulties	Never have difficulties	Not sure/Don't know
Destination set up or POI search	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Controlling other functions (audio, climate, etc.)	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
System does not recognize voice command (i.e., asks you to repeat)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
System misinterprets voice command	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Start  Finish

**Using a 1 to 10 scale where 1 is Unacceptable, 10 is Outstanding, and 5 is Average, please rate the level of commands available for your Voice Recognition feature.**

Unacceptable		Average					Outstanding		
1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>						

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Start  Finish

**If there is anything specific you would like to tell us regarding the Voice Recognition feature on your navigation system, please do so in the space provided.**

Needs to be a lot better. Should recognize multiple \ "Martin Luther King Blvd.", "Martin Luther King", "M. L "s. W." same as "Southwest"

I have no comment

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Start  Finish

**If there is only one way to enter a destination, which would you prefer?**

**Select only one.**

- Steering Wheel Controls
- Dial/Knob
- Touch Screen
- Buttons
- Voice

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Start  Finish

**What method do you use MOST often for selecting destinations?**

**Select only one.**

- Speller
- Memory
- POI (Points of Interest)
- Quick Access
- Voice
- Other

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Start  Finish

**What would be your preferred order for entering a destination?**

**Select only one.**

- City First
  - Street First
  - Address Number First
  - Zip Code First
  - I would like to have the flexibility of selecting any order I want
  - No preference
-

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Start  Finish

## ***POINTS OF INTEREST***

**What additional information would you like provided with the "Points of Interest" (POI) feature on your navigation system?**

**Select all that apply.**

- Business hours
  - Restaurant menus
  - Hotel/restaurant ratings
  - Price of gas at indicated stations
  - Phone numbers of establishments
  - Freeway exit information (e.g., gas stations, restaurants, etc.)
  - Establishment logo (e.g., Marriott, McDonalds®)
  - Branded reviews of establishments (e.g., Zagat reviews, Time Out review information)
  - Customer reviews of establishments
  - Type of fuel available at gas station (e.g., diesel, E85)
  - None
- 

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Start  Finish

**How does the level of POI information available with your navigation system meet your expectations?**

- Below my expectations
- Meets expectations
- Above my expectations

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Start  Finish

**OTHER ENHANCEMENTS**

*The next set of questions pertain to enhancements on your navigation system.*

**The current navigation system in your vehicle may not include streets of newer subdivisions, some rural roads or Points of Interest based on newer business establishments. How often would you be willing to buy mapping software updates for your navigation system?**

- Every 3 years
- Every 2 years
- Every year
- Twice a year
- I would not purchase mapping updates

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Start  Finish

**What would you consider paying to receive mapping software updates (including POI updates) Every 3 years?**

60 .00

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Start  Finish

**How would you MOST prefer to receive these map updates?**

- I would prefer to download myself via the internet
- I would prefer to go directly to the dealership for updates

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**Navigation systems may have the ability to access Real-Time Traffic information which will enable drivers to detect oncoming traffic jams, road construction or other situations that may delay their route. If traffic information could be provided for \$10/month or included in a satellite radio subscription for \$17/month, which would you prefer?**

- Real-Time Traffic WITHOUT satellite radio (\$10/month)
- Real-Time Traffic WITH satellite radio (\$17/month)
- Neither

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## GENERALLY SPEAKING

*The next set of questions pertain to general thoughts about your current navigation system and vehicle.*

**If a friend was considering a navigation system like yours, would you recommend it?**

- Definitely will not
- Probably will not
- Probably will
- Definitely will

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**If a navigation system was not an available option on your next vehicle, would this negatively impact your purchase decision for that vehicle?**

- Definitely will not
- Probably will not
- Probably will
- Definitely will

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**How likely are you to purchase a portable navigation system for your family within the next 12 months?**

- Definitely will not
- Probably will not
- Probably will
- Definitely will

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**Which of the following features does your current vehicle have?**

Select all that apply.

- Sunroof/Moonroof
- Satellite radio
- Convertible Top
- Hands-free (Bluetooth) Phone System
- Rear-View Camera
- None

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## ABOUT YOU

Are you:

Male

Female

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Start  Finish

In what year were you born?

MAKE SELECTION ▼

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Start  Finish

What was the last year of school you completed?

4-year college degree ▼

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Start  Finish

Are you:

Married ▼

---

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Start  Finish

**How many children under the age of 18 currently live with you?**

2

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Start  Finish

**Which one of the following groups best describes your household's total income before taxes?**

MAKE SELECTION

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THANK YOU FOR TAKING THE TIME TO PARTICIPATE IN THIS IMPORTANT STUDY.

Done