



AVIC-F700BT Survey

1. What type of audio package was originally included in your vehicle?

- ☐ Base (AM/FM/CD)
- ☐ Premium - no Navigation (Bose/JBL, etc)
- ☐ Premium - plus Navigation
- ☐ Not sure

2. How much time do you spend daily in your vehicle?

- ☐ Less than 30 minutes
- ☐ Between 30 minutes and 1 hour
- ☐ Between 1 and 2 hours
- ☐ More than 2 hours

3. What kind of vehicle was your AVIC-F700BT installed in?

- ☐ Existing vehicle
- ☐ Recently purchased new vehicle
- ☐ Recently purchased used vehicle

4. What aftermarket head units have you owned in the past? (Check all that apply)

- ☐ CD Player
- ☐ Tape Player
- ☐ DVD Player
- ☐ In-dash Navigation unit
- ☐ This is my first aftermarket device

5. Where did you first learn about your AVIC-F700BT ?

- | | |
|--|--|
| ☐ Car audio specialty shop | ☐ Electronics Superstore (Best Buy, etc) |
| ☐ Pioneer web site | ☐ From Car Dealer when purchasing new |

- ☐ Retailer web site (Crutchfield, etc)
- ☐ Magazine / Newspaper
- ☐ Other (please specify)

- ☐ vehicle
- ☐ Internet (new tech bulletin, email newsletter, blogs, etc)
- ☐ Family member / Friend

6. Features used and frequency: Navigation

	Every Time I'm in my Car	Once a Week	Few Times a Month	Rarely	Not Familiar With This Feature
Navigation - Address Search	☐	☐	☐	☐	☐
Navigation - POI Search around Cursor	☐	☐	☐	☐	☐
Navigation - POI Search around Destination	☐	☐	☐	☐	☐
Navigation - POI Search along Route	☐	☐	☐	☐	☐
MSN Direct (opt. feature in select markets with subscription)	☐	☐	☐	☐	☐
PC Application (AVIC-Feeds/Google Send to Car)	☐	☐	☐	☐	☐

7. Features used and frequency: Audio and Video

	Every Time I'm in my Car	Once a Week	Few Times a Month	Rarely	Never/Didn't purchase option
CD Playback	☐	☐	☐	☐	☐
MP3/WMA/AAC Playback on SD Card/USB Drive	☐	☐	☐	☐	☐
HD Radio	☐	☐	☐	☐	☐
MPEG4 Playback on SD Card/USB Drive	☐	☐	☐	☐	☐
DVD Playback (if the feature is included in your unit)	☐	☐	☐	☐	☐
iPod	☐	☐	☐	☐	☐
Radio (AM/FM)	☐	☐	☐	☐	☐
Satellite Radio (Sirius/XM)	☐	☐	☐	☐	☐
Front AUX Input	☐	☐	☐	☐	☐

8. On a regular day (driving for commute, errands, etc) what screen is most often displayed on your AVIC-F700BT ?

- ☐ Navigation Map
- ☐ AM/FM Radio Screen
- ☐ Satellite Radio Screen
- ☐ iPod Screen
- ☐ Other (please specify)

9. Features used and frequency: Other

	Every Time I'm in my Car	Once a Week	Few Times a Month	Rarely	Never/Didn't purchase option
Bluetooth Hands Free	☐	☐	☐	☐	☐
Backup Camera (ND-BC2 or other rear camera required)	☒	☐	☐	☐	☐
Voice Recognition	☐	☐	☐	☐	☐

10. Were you aware that some features on your AVIC-F700BT can be controlled by voice recognition when you purchased this device?

- ☐ Yes, and that was one of the reasons why I chose this product
- ☐ Yes, but it wasn't an important factor in purchasing this product
- ☐ No

11. Which one of the following features below do you use voice recognition for the most?

- ☐ Hands Free Calling
- ☐ Source Change
- ☐ USB/SD/iPod Playback Control
- ☐ Advanced iPod Control
- ☐ Not Applicable

12. Pick one of the following to best describe the usability of Voice Control

- ☐ It's extremely easy, and great that I don't have to memorize the commands
- ☐ It took a while for me to get used to, but now I've got the hang of it
- ☐ It only works sometimes for me
- ☐ It usually doesn't work, so I don't use it unless I have to
- ☐ I don't use it at all

13. What other products did you purchase at the same time as your AVIC-F700BT purchase? (Check all that apply)

- ☐ Satellite Radio (GEX-P920XM, SIR-PNR2)
- ☐ GEX-P10HD (HD Radio Tuner)
- ☐ CD-IU230V (iPod Cable)
- ☐ ND-BC2 (Backup Camera)
- ☐ ND-BC20PA (Parking Assist - Backup Camera)
- ☐ Non Pioneer Back-up Camera (iPod adapter)
- ☐ GEX-P5700TV (TV Tuner)
- ☐ Amplifier
- ☐ Speakers
- ☐ Rear-Seat Monitor (Overhead)
- ☐ Rear-Seat Monitor (Headrest)
- ☐ Other (please specify)

14. Did you consider any other in-dash navigation products before purchasing your AVIC-F700BT ?

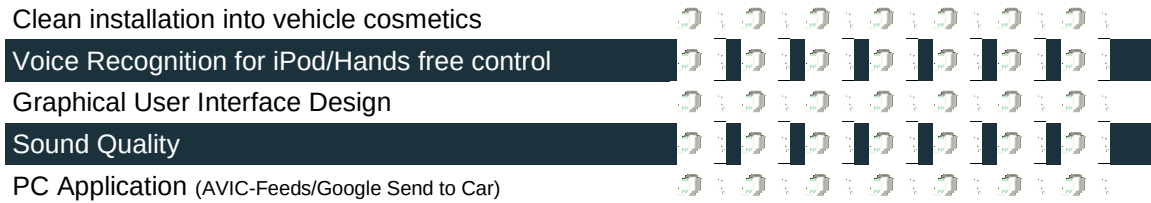
- ☐ Yes (please answer questions #14A through C)
- ☐ No (please go to question #15)

A. Which brands did you consider? (Check all that apply)

- ☐ Navigation package for new vehicle (OEM system)
- ☐ Other Pioneer AVIC-F series (2 DIN Audio Visual navigation)
- ☐ Pioneer AVIC-Z3 (2 DIN HDD navigation)
- ☐ Alpine IVA-W505/IVA-W205 + Blackbird (AVH + Portable navigation combination)
- ☐ Kenwood DNX-8120
- ☐ Kenwood DNX-7120
- ☐ Kenwood DNX-5120
- ☐ Eclipse AVN-2210P
- ☐ Other (please specify)

B. Why did you consider other brands? (Check all that apply)

- ☐ Price
- ☐ Features and functions
- ☐ Cosmetic integration
- ☐ Brand name
- ☐ Sales person recommendation



17. If you were to buy another Navigation product for your second vehicle (or, your next new vehicle) what kind of system would you purchase?

- ☐ Preinstalled system from the vehicle manufacturer (OEM)
- ☐ Aftermarket installed system (like Pioneer AVIC-F)
- ☐ Transportable system (like the Garmin NUVI)
- ☐ I would not purchase another navigation system

18. Please Rate your Overall Satisfaction with your AVIC-F700BT on a scale of 1 - 7



19. In the last 12 months, how much did your household spend on purchasing technology products (excluding monthly subscription fees)?

- | | |
|---------------------------------------|---|
| ☐ \$0 | ☐ Less than \$500 |
| ☐ \$501 - \$1000 | ☐ \$1001 - \$2000 |
| ☐ \$2001 - \$5000 | ☐ \$5001 - \$10,000 |
| ☐ \$10,001 + | |

20. What other technnnology do you own? (Check all that apply)

- ☐ Blu-ray / HDDVD Player
- ☐ TiVo, or other DVR device
- ☐ Apple iPod (audio and video)
- ☐ Memory music-device (other than Apple iPod)
- ☐ Portable/Transportable navigation/GPS device
- ☐ Satellite Radio (XM, Sirius)

- ☐ High Definition Television
- ☐ Networked Game Console (PS3, XBOX360, Wii)
- ☐ Standard Game Console (PS, PS2, XBOX)
- ☐ Portable Game Console (PSP, Nintendo DS)
- ☐ PC with Broadband for Internet Access
- ☐ PC with Wireless Technology (Wifi)
- ☐ Basic Cell Phone (if yes please answer #20A)
- ☐ Smart Phone (iPhone, Blackberry, etc) (if yes please answer #20B)

A. Which brand of cell phone do you currently have? (Check all that apply)

- ☐ Motorola
- ☐ Nokia
- ☐ LG
- ☐ Samsung
- ☐ Other (please specify)
- ☐ Not Sure

B. Which brand of Smart phone do you currently have? (Check all that apply)

- ☐ Apple iPhone
- ☐ Motorola
- ☐ Android based phone (HTC T-Mobile G1)
- ☐ Palm (please specify model)
- ☐ Nokia (please specify model)
- ☐ LG (please specify model)
- ☐ Blackberry (please specify model)
- ☐ Samsung (please specify model)
- ☐ Other (please specify model)
- ☐ Not Sure

21. Which of the following Mobile Networking options do you use most often?

- | | |
|---|---|
| ☐ Email | ☐ Social Networking |
| ☐ Web Browsing | ☐ Internet Radio |
| ☐ Digital TV (Verizon Vcast) | ☐ Internet Video (YouTube) |

☐ Music Downloads

☐ I do not use these services

☐ Other (please specify)

22. How many text messages do you send and receive daily?

☐ None

☐ 1 - 5

☐ 6 - 10

☐ 11 - 50

☐ More than 50

23. How often do you add songs to your digital music library?

☐ Almost every day

☐ About once a month

☐ A few times a year

☐ A few times a month

☐ Once every three months

☐ I never manage my music digitally (go to #25)

24. How often do you update the music library on your portable device?

☐ Almost every day

☐ About once a month

☐ A few times a year

☐ A few times a month

☐ Once every three months

25. Which on-line Digital Music services do you use? (Check all that apply)

☐ Apple iTunes

☐ Napster to Go

☐ Rhapsody

☐ Slacker

☐ Other (please specify)

☐ Yahoo Music

☐ Amazon

☐ Pandora

☐ Last FM

26. Which format do you use to view digital video downloads? (Check all that apply)

☐ I use Apple iTunes

☐ I use WMV

☐☐

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☐

27. Is your home connected to a wireless router?

If yes, is this network reachable from your parking area? (garage, carport, street, etc)

28. If you have any questions about your AVIC-F700BT , please go [here](#).

29. Do you have any additional comments regarding your AVIC-F700BT ? (no questions here please)

