

Past and present tracking experiences

Instructions

In this survey, we're interested in gathering opinions from people who have ever used applications or devices to track physical activity, location, or finances. We will begin with a few short screener questions. If you fit the criteria for the survey, we will contact you with a link to the full version.

You will be compensated \$0.50 for completing the screener questions, and they should take no more than 3 minutes to complete. We will compensate \$2.00 each of the full surveys (which should take 10-15 minutes to fill out), should you qualify for them.

Physical activity tracking

Many devices and mobile apps are geared toward tracking physical activity. Examples of devices that track physical activity are **Fitbit**, **Jawbone Up**, and the **Nike Fuel Band**. Examples of mobile apps that track physical activity are **RunKeeper**, **Strava**, **MyFitnessPal**, and **MapMyRun**.

1) Do you currently, or have you previously, used technology to track your physical activity as defined above?

☐ Yes

☐ No

Logic: Hidden unless: Question "Do you currently or have you previously used technology to track your physical activity as defined above?" #1 is one of the following answers ("Yes")

2) Which of the following wearable devices or phone apps for tracking physical activity are you currently using?

- ☐ Fitbit
- ☐ Jawbone Up
- ☐ Nike Fuel Band
- ☐ Map My Run
- ☐ RunKeeper
- ☐ Apple HealthKit
- ☐ Other wearable device: _____
- ☐ Other wearable device: _____
- ☐ Other wearable device: _____
- ☐ Other phone app: _____
- ☐ Other phone app: _____
- ☐ Other phone app: _____

Logic: Hidden unless: Question "Do you currently or have you previously used technology to track your physical activity as defined above?" #1 is one of the following answers ("Yes")

3) Which of the following wearable devices or phone apps for tracking physical activity have you previously used and no longer use?

- ☐ Fitbit
- ☐ Jawbone Up
- ☐ Nike Fuel Band
- ☐ Map My Run
- ☐ RunKeeper
- ☐ Apple HealthKit
- ☐ Other wearable device: _____
- ☐ Other wearable device: _____
- ☐ Other wearable device: _____
- ☐ Other phone app: _____
- ☐ Other phone app: _____
- ☐ Other phone app: _____

Physical activity frequency

**In the survey, [tool x] was pulled from the survey respondent's answer to the relevant question above.*

For how long have you been using [tool x]?*

- ☐ Less than 1 week
- ☐ 1 week - 1 month
- ☐ 1 - 3 months
- ☐ 3 - 6 months
- ☐ 6 months - 1 year
- ☐ 1 - 2 years
- ☐ More than 2 years
- ☐ I don't remember

For how long did you use [tool x]?*

- ☐ Less than 1 week
- ☐ 1 week - 1 month
- ☐ 1 - 3 months
- ☐ 3 - 6 months
- ☐ 6 months - 1 year
- ☐ 1 - 2 years
- ☐ More than 2 years
- ☐ I don't remember

Finance tracking

For the context of this survey, we define tracking your finances as inclusive of, but not limited to: reviewing transaction statements, checking balances, transferring funds, and paying bills. Some digital tools for tracking finances include **Mint.com**, **Quicken**, or using a spreadsheet such as **Excel** or **Google Docs**.

4) Do you currently, or have you previously, tracked your finances as defined above?

- ☐ Yes
☐ No

Logic: Hidden unless: Question "Do you currently or have you previously tracked your finances as defined above?" #4 is one of the following answers ("Yes")

5) Have you ever used digital tools to track your finances?

- ☐ Yes
☐ No

Logic: Hidden unless: Question "Have you ever used digital tools to track your finances?" #5 is one of the following answers ("Yes")

6) What digital tools for tracking finances do you currently use?

- ☐ Digital spreadsheet (e.g. , Excel, Google Docs)
☐ Tools offered by my bank or credit card company (e.g. ,Wells Fargo online service/app)
☐ Mint.com
☐ LearnVest
☐ Quicken
☐ Spendee
☐ Another digital tool: _____
☐ Another digital tool: _____

☐ Another digital tool: _____

Logic: Hidden unless: Question "Have you ever used digital tools to track your finances?" #5 is one of the following answers ("Yes")

7) What digital tools for tracking finances have you previously used but no longer use?

☐ Digital spreadsheet (e.g., Excel, Google Docs)

☐ Tools offered by my bank or credit card company (e.g., Wells Fargo online service/app)

☐ Mint.com

☐ LearnVest

☐ Quicken

☐ Spendee

☐ Another digital tool: _____

☐ Another digital tool: _____

☐ Another digital tool: _____

Finance frequency

**In the survey, [tool x] was pulled from the survey respondent's answer to the relevant question above.*

For how long have you been using [tool x]?*

☐ Less than 1 week

☐ 1 week - 1 month

☐ 1 - 3 months

☐ 3 - 6 months

- ☐ 6 months - 1 year
- ☐ 1 - 2 years
- ☐ More than 2 years
- ☐ I don't remember

For how long did you use */tool x/*?*

- ☐ Less than 1 week
- ☐ 1 week - 1 month
- ☐ 1 - 3 months
- ☐ 3 - 6 months
- ☐ 6 months - 1 year
- ☐ 1 - 2 years
- ☐ More than 2 years
- ☐ I don't remember

Location tracking

There are many mobile applications that use your GPS location to control features and personalize feedback. There are apps that highlight location tracking as a key feature (**Foursquare**, **Moves**, etc.) and there are apps that allow you to tag your location, but location tracking is not the main purpose (**Facebook**, **Twitter**, **Instagram**, etc.). For the purposes of this survey, disregard apps that access your location, but you cannot use to look back at your location history (GoogleMaps, Waze).

8) Do you currently, or have you previously, tracked your location with an application as defined above?

- ☐ Yes
- ☐ No

Logic: Hidden unless: Question "Do you currently or have you previously tracked your location with an application as defined above?" #8 is one of the following answers ("Yes")

9) Which of the following apps that enable location tracking are you currently using?

- ☐ Moves
- ☐ Foursquare
- ☐ Find My Friends
- ☐ Saga
- ☐ Rovos
- ☐ Chronos
- ☐ Footsteps
- ☐ Google Latitude/Google Now
- ☐ Facebook location tagging
- ☐ Twitter location tagging
- ☐ Instagram location tagging
- ☐ Other: _____
- ☐ Other: _____
- ☐ Other: _____

Logic: Hidden unless: Question "Do you currently or have you previously tracked your location with an application as defined above?" #8 is one of the following answers ("Yes")

10) Which of the following apps that enable location tracking have you previously used but no longer use?

- ☐ Moves
- ☐ Foursquare
- ☐ Find My Friends
- ☐ Saga
- ☐ Rovos
- ☐ Chronos
- ☐ Footsteps
- ☐ Google Latitude/Google Now

☐ Facebook location tagging

☐ Twitter location tagging

☐ Instagram location tagging

☐ Other: _____

☐ Other: _____

☐ Other: _____

Location frequency

**In the survey, [tool x] was pulled from the survey respondent's answer to the relevant question above.*

For how long have you been using [tool x]? *

☐ Less than 1 week

☐ 1 week - 1 month

☐ 1 - 3 months

☐ 3 - 6 months

☐ 6 months - 1 year

☐ 1 - 2 years

☐ More than 2 years

☐ I don't remember

For how long did you use [tool x]? *

☐ Less than 1 week

☐ 1 week - 1 month

☐ 1 - 3 months

☐ 3 - 6 months

☐ 6 months - 1 year

- ☐ 1 - 2 years
- ☐ More than 2 years
- ☐ I don't remember

Page entry logic: This page will show when: ((Question "Do you currently or have you previously tracked your location with an application as defined above?" #8 is one of the following answers ("Yes")) OR Question "Do you currently or have you previously used technology to track your physical activity as defined above?" #1 is one of the following answers ("Yes")) OR Question "Have you ever used digital tools to track your finances?" #5 is one of the following answers ("Yes"))

Starting to track

11) What led you to start tracking your physical activity, finances, or location? Did you get value out of tracking, and if so, what value did you get?*

Page entry logic: This page will show when: (((Question "Do you currently or have you previously tracked your location with an application as defined above?" #8 is one of the following answers ("No")) AND Question "Do you currently or have you previously used technology to track your physical activity as defined above?" #1 is one of the following answers ("No")) AND Question "Have you ever used digital tools to track your finances?" #5 is one of the following answers ("No")) OR ((Question "Do you currently or have you previously used technology to track your physical activity as defined above?" #1 is one of the following answers ("No") AND Question "Do you currently or have you previously tracked your finances as defined above?" #4 is one of the following answers

("No")) AND Question "Do you currently or have you previously tracked your location with an application as defined above?" #8 is one of the following answers ("No"))

Interest in tracking

12) Have you ever considered buying a wearable self-tracker, such as a FitBit, Jawbone UP, Microsoft Band, or Misfit Shine? If so, what stopped you from purchasing them?*

13) Consider the hypothetical scenario: you win a wearable self-tracking device in a raffle. Would you use it? Why or why not?*

Thank You!
