

Survey - High-frequency users

The goal of the survey

To understand the high-frequency user behaviour in relation to the hybrid working model.

[Research Plan](#)

Audience

High-frequency hybrid commuters who have made a purchase on SpotHero 8 times or more within a month.

Question

1. Do you work remotely or commute to an office or worksite?
 - a. I work remotely all the time
 - b. I work remotely some days and commute some days (hybrid schedule)
 - c. I work onsite or in an office every day
 - d. I am unemployed
2. How many days each week do you commute to work by driving?
 - a. Once a week
 - b. 2-3 days a week
 - c. 4 days a week
 - d. Everyday
 - e. I never drive to work
3. Do you drive to work on the same day(s) every week?
 - a. Yes
 - b. No - go to Q4
4. If yes, Why do you drive to work on the same day(s)?
 - a. The set days are mandated by my company
 - b. I go to work on the same days as colleagues/ team
 - c. It's convenient for me to go on the same day(s) each week
 - d. Other
5. Do you have fixed working hours when going to your office or worksite?
 - a. Yes; I arrive and leave at the same time each day
 - b. No; my hours vary or are flexible
6. If yes, What are your working hours?
 - a. 8-5
 - b. 9-6
 - c. 10-7

- d. Other. Please specify _____
7. When you drive to work, do you park your vehicle at the same facility (parking garage or lot) every time?
- a. Yes
 - b. No - go to 10
8. If yes, why?
- multi-select*
- a. Convenient location
 - b. Good price
 - c. It feels safe
 - d. It has the amenities I need
 - e. Familiarity
9. If yes, if you had the option to park at a different parking garage each time for a similar price point, would you find it useful?
- a. Yes
 - b. No
10. If yes, why? _____
11. If not, why do you not park at the same parking facility every time?
- a. I park at the parking facility that has the lowest price
 - b. I prefer street parking if it's available
 - c. I find parking based on the weather
 - d. My work location is not fixed
 - e. Other
12. Thinking about your past experience with SH, how far in advance did you book a parking spot?
- a. I book the spot when I arrive at the destination
 - b. before I leave my home
 - c. 1 day in advance
 - d. A few days in advance
 - e. A week in advance
13. If b,c,d,e - why do you generally book a parking spot in advance?
- a. It is more convenient / saves time
 - b. Parking is hard to find in the area
 - c. I'm someone who always plans ahead
 - d. It's cheaper
 - e. Other

14. If a, why do you book a spot at the last minute? (phrase this better)
- a. There are always parking spots available near my workplace, so no need to plan ahead
 - b. I am busy and I don't think about it until I am there
 - c. Other. Please specify
15. Have you ever noticed that SpotHero allows you to book on multiple days for the same facility, for the same reservation start/end in a given week? (Have a screenshot).
- a. Yes - go to the next question
 - b. No - go to Q19
16. If yes, Have you ever used it?
- a. Yes - go to 18
 - b. No - Go to 17
17. If not, why have you never used it?
- a. I usually don't have an idea about my upcoming schedule
 - b. I don't have fixed working hours
 - c. I don't have a fixed work location
 - d. I am not sure how scheduling for multiple days works
 - e. I am worried that I won't be able to cancel or edit the reservation later
 - f. I am hesitant to try new things or change my current habits
18. 'Rate your experience using it
- a. Very negative
 - b. Somewhat negative
 - c. Somewhat positive
 - d. Very positive
19. If not seen power-booking, would you like to use a feature like this?
- a. Yes
 - b. No
20. If not, why not?
- a. I usually don't have an idea about my upcoming schedule
 - b. I don't have fixed working hours
 - c. I don't have a fixed work location
 - d. I am not sure how scheduling for multiple days works
 - e. I am worried that I won't be able to cancel or edit the reservation later
 - f. I am hesitant to try new things or change my current habits
21. Which major metropolitan area do you live in (or near)??
- a. Chicago
 - b. Washington
 - c. San Francisco

- d. New York
- e. Denver
- f. Seattle
- g. Los Angeles
- h. Boston
- i. Washington DC