

# MEMO

**DATE:** February 5, 2019

**SUBJECT:** TWO #9 Task 1: Analysis of Visitor Satisfaction Survey

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## 1.0 RESULTS

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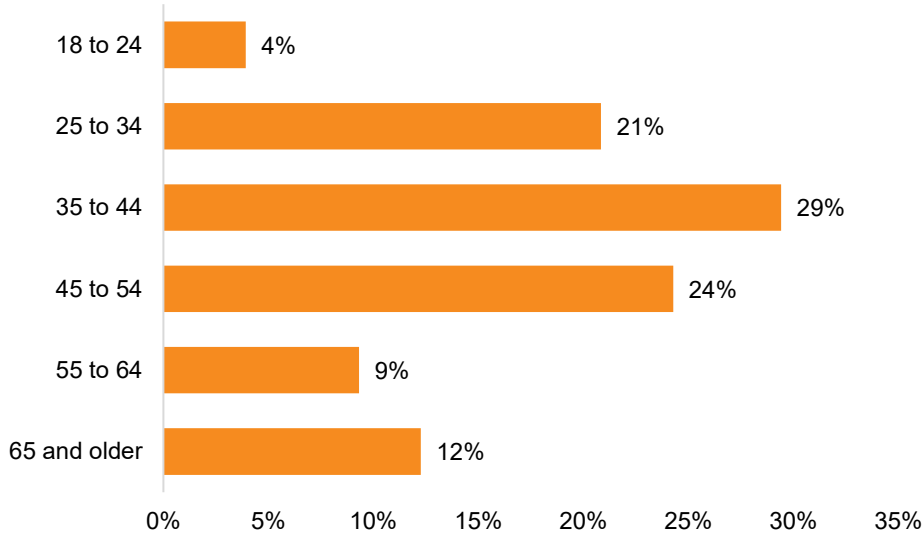
### 1.1 INTRODUCTION

This memo presents the results of the 2018 Florida Visitor Satisfaction Survey conducted by the Florida Department of Transportation (FDOT) and Toluna. The analysis was performed on the final dataset of 408 responses. It is divided into three sections, including demographic analysis, travel behavior analysis, and satisfaction analysis. This memo highlights key differences between 2016 and 2018 survey results. A complete set of crosstabulations comparing 2016 and 2018 survey results is presented in Section 2.0.

### 1.2 DEMOGRAPHICS

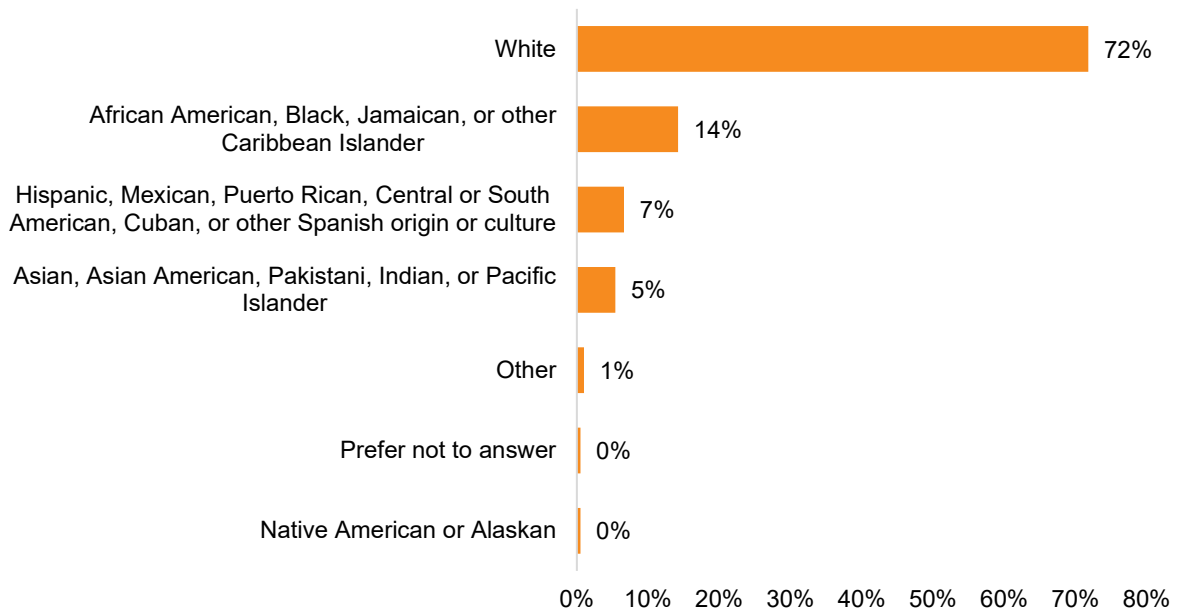
The largest share of respondents was from states in the South (38%), followed by 27% from the Midwest, 21% from the Northeast, and 14% from the West. Fifty-six percent (56%) of the sample were female and 44% were male. Figure 1-1 shows the age distribution for the sample. The median age of survey respondents is in the range of 35 to 44 years old.

**FIGURE 1-1: AGE**



As shown in Figure 1-2, 72% of survey respondents identify as white. Fourteen percent (14%) of respondents identify as African American, Black, Jamaican, or other Caribbean Islander, and 7% of respondents identify as Hispanic, Mexican, Puerto Rican, Central or South American, Cuban, or other Spanish origin or culture.

**FIGURE 1-2: RACE OR ETHNICITY**

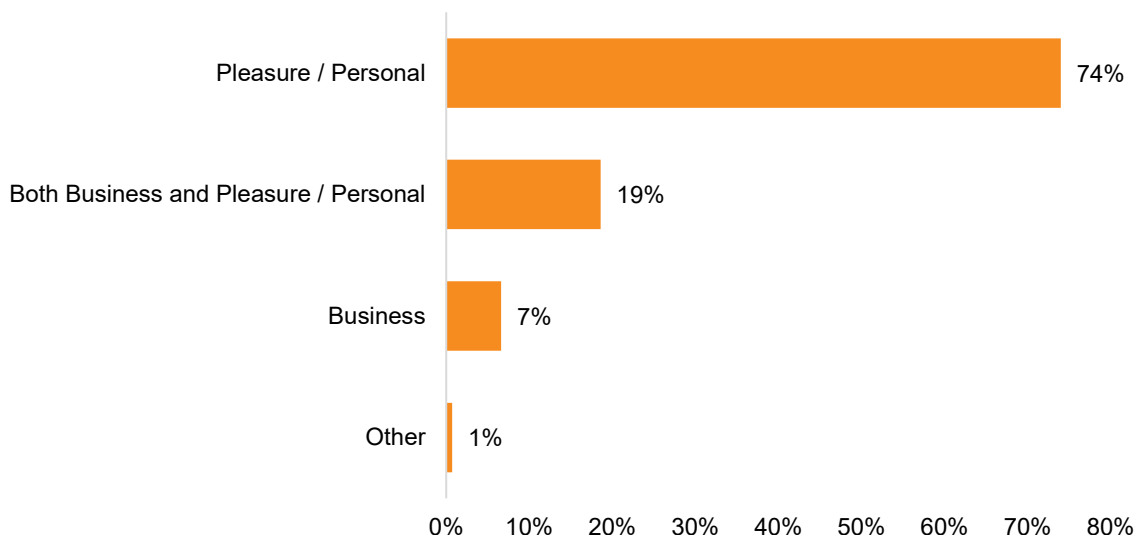




## 1.3 TRAVEL BEHAVIOR

Figure 1-3 shows the main purpose of respondents' most recent trip to Florida. Most respondents (74%) traveled to Florida for pleasure or personal reasons, while 7% of respondents traveled to Florida for business. Nineteen percent (19%) of respondents reported that they traveled to Florida for both business and pleasure.

**FIGURE 1-3: TRIP PURPOSE**



Eighty-seven percent (87%) of respondents indicated that they used a motor vehicle during a trip to Florida in the past year. These respondents were asked which systems they used to navigate on Florida's State Highway System. Most respondents (73%) said that they used Google Maps to navigate on Florida's State Highway System, and 22% said that they used Waze (Figure 1-4). Thirteen percent (13%) of respondents said that they did not use a navigation system on their trip to Florida. Compared to respondents in 2016, respondents in 2018 were more likely to use Google Maps and Waze. However, since all respondents in 2016 were asked this question (rather than just the ones using a vehicle during the trip), comparisons between 2016 and 2018 survey results for this question should be made with some caution.

**FIGURE 1-4: NAVIGATION TOOLS (SELECT ALL THAT APPLY)**

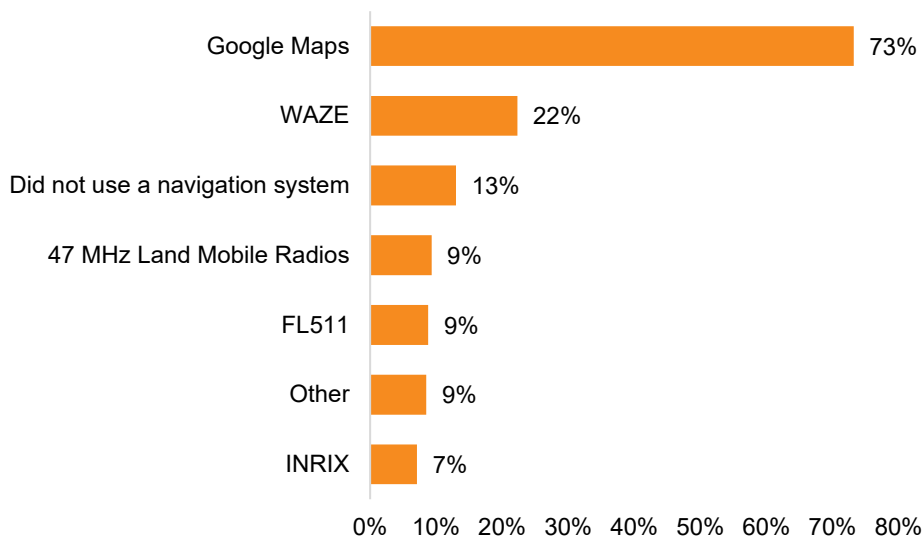


Table 1-1 shows the use of navigation tools by age. Respondents between the ages of 18 and 34 years old were most likely to use Google Maps (86%), followed by respondents age 35 to 44 (85%). In contrast, only 40% of respondents age 65 and older reported using Google Maps. Respondents under the age of 45 were also more likely to use WAZE than respondents 45 and older, while respondents age 65 and older were most likely to not use a navigation system while driving on Florida’s State Highway System (31%).

**TABLE 1-1: NAVIGATION TOOLS BY AGE**

	18 TO 34	35 TO 44	45 TO 54	55 TO 64	65 AND OLDER
Google Maps	86%	85%	67%	56%	40%
WAZE	31%	31%	13%	16%	7%
47 MHz Land Mobile Radios	13%	16%	1%	13%	0%
FL511	12%	16%	5%	0%	0%
INRIX	9%	13%	1%	6%	0%
Other	0%	2%	10%	22%	29%
Did not use a navigation system	6%	6%	16%	25%	31%

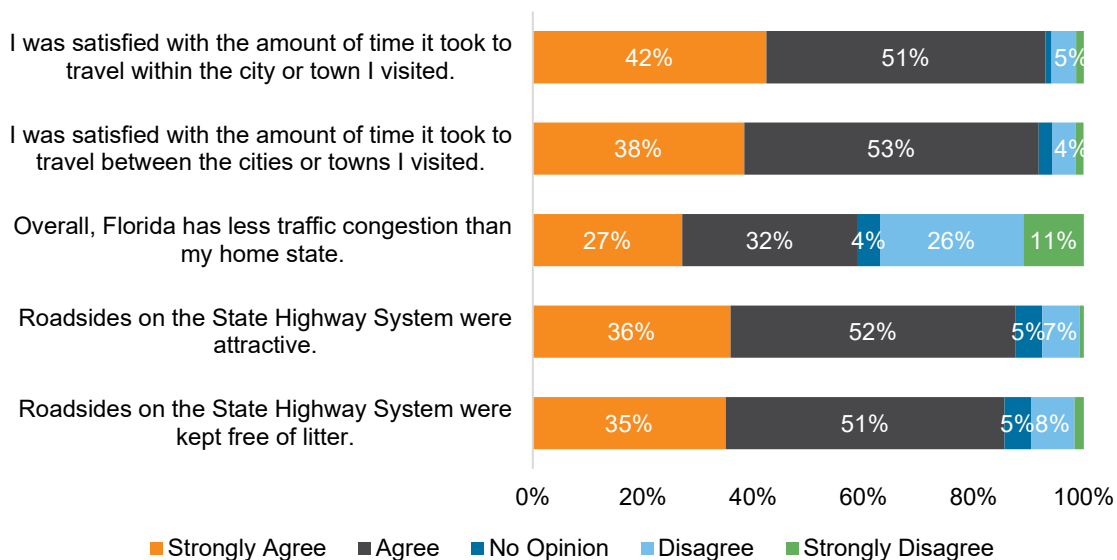
## 1.4 SATISFACTION

Respondents who had used a motor vehicle during a trip to Florida in the past year were asked to indicate their level of agreement with a set of statements about travel, traffic, and roadsides on the State Highway System (Figure 1-5). A large majority of respondents agreed or strongly agreed that they were satisfied with the amount of time it took to travel within the city or town they visited (93%) and to travel between cities or



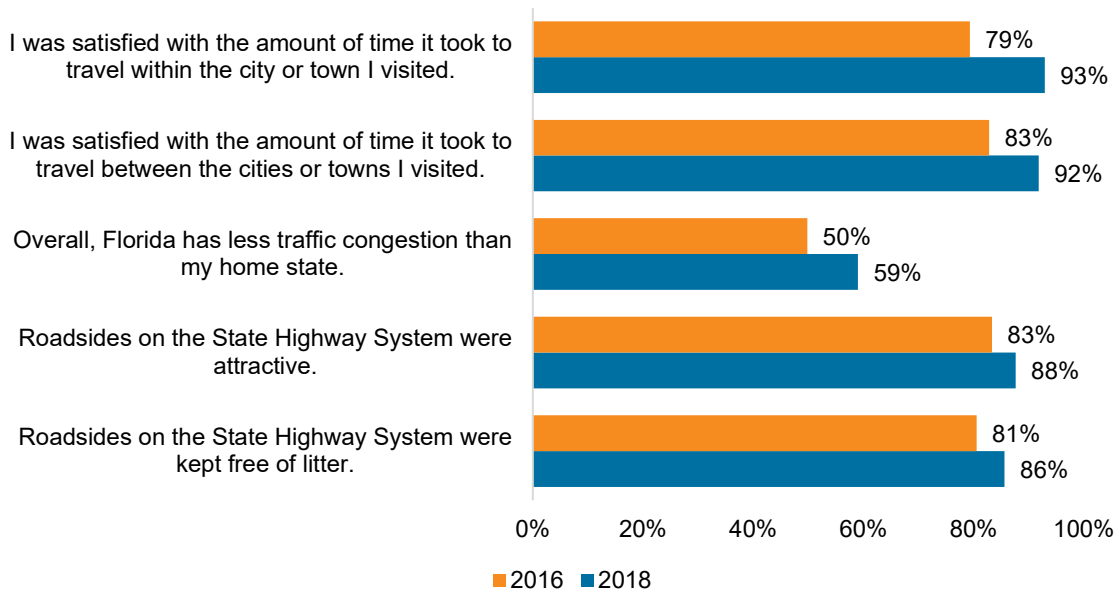
towns (91%). There was also widespread agreement that roadsides on the State Highway System are attractive (88%) and kept free of litter (86%). Over half (59%) of respondents agreed or strongly agreed that Florida has less traffic congestion than their home state. In comparison to the results from the 2018 Satisfaction Survey for Florida Residents, visitors reported higher satisfaction than residents with each aspect of travel, traffic, and roadsides on the Florida State Highway System.

**FIGURE 1-5: SATISFACTION WITH TRAVEL, TRAFFIC, AND ROADSIDES ON THE STATE HIGHWAY SYSTEM**



Respondents in 2018 were more likely to agree or strongly agree with each statement regarding travel, traffic, and roadsides on the State Highway System compared to respondents in 2016 (Figure 1-6). The most significant increase in satisfaction since 2016 was regarding travel time within the city or town residents visited: in 2016, 79% of the sample was satisfied and 18% of the sample was dissatisfied with the amount of time it took to travel within the city or town, while in 2018 93% of the sample was satisfied and 6% were dissatisfied. Since all respondents in 2016 were asked about travel, traffic, and roadsides on the State Highway System, not just drivers, comparisons between 2016 and 2018 survey results for these questions should be made with some caution.

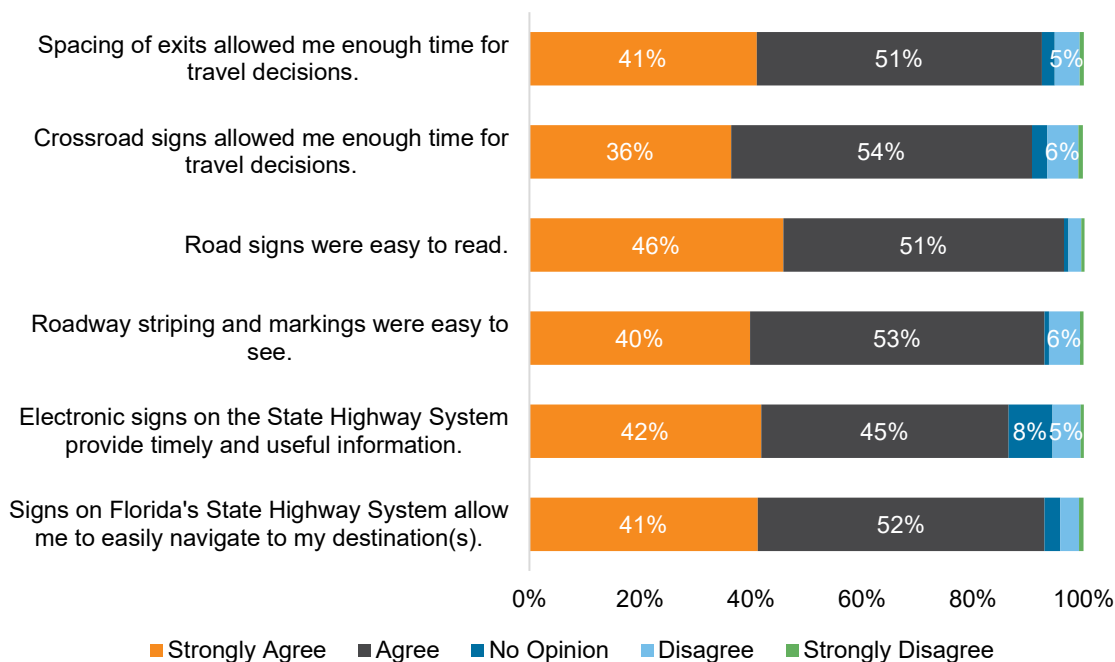
**FIGURE 1-6: PERCENT AGREE OR STRONGLY AGREE BY SURVEY YEAR: TRAVEL, TRAFFIC, AND ROADSIDES ON THE STATE HIGHWAY SYSTEM**



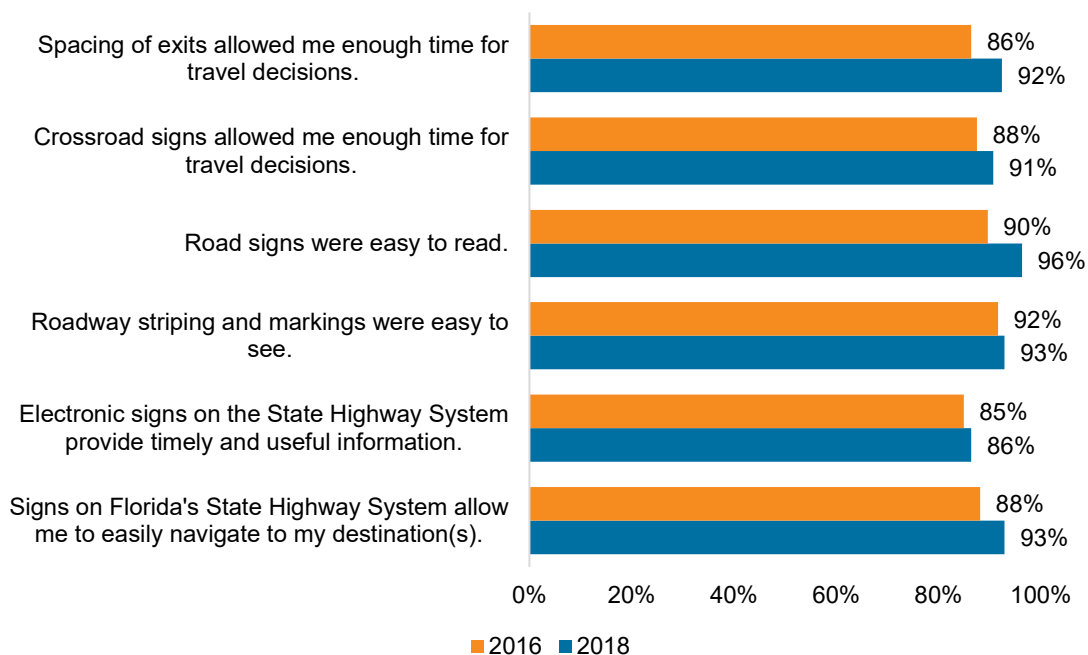
Respondents who had used a motor vehicle during a trip to Florida in the past year were next asked to indicate their level of agreement with a set of statements about signage and road markings on the State Highway System (Figure 1-7). In general, attitudes toward signage and road markings were positive; over 85% of respondents agreed or strongly agreed with each statement. The most favorable statement was “Road signs were easy to read,” with 97% of respondents saying that they agreed or strongly agreed. Visitors were more satisfied than residents with each aspect of signage and road markings included in both the visitor and resident satisfaction surveys. Additionally, as shown in Figure 1-8, satisfaction in 2018 was higher for each statement than in 2016.



**FIGURE 1-7: SATISFACTION WITH SIGNAGE AND ROAD MARKINGS**



**FIGURE 1-8: PERCENT AGREE OR STRONGLY AGREE BY SURVEY YEAR: SIGNAGE AND ROAD MARKINGS**

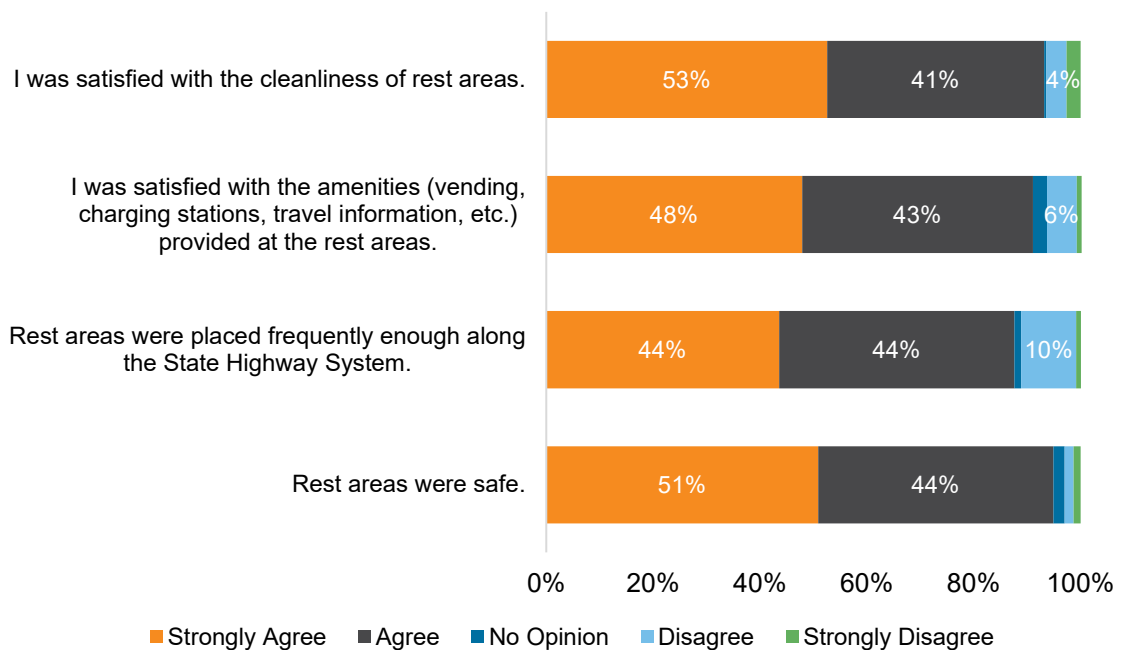


Sixty-six percent (66%) of respondents who had used a motor vehicle on a trip to Florida in the past year said that they stopped at a rest area during their last trip to Florida.

Among these respondents, 76% stopped at a rest area on an interstate and 47% stopped at a rest area on the Florida Turnpike system.

Respondents who had stopped at a rest area were then asked to indicate their level of agreement with four statements about their experience with rest areas while traveling in Florida. These results are presented in Figure 1-9. Ninety-four percent (94%) of respondents were satisfied with the cleanliness of the rest areas and 91% were satisfied with the amenities. Eighty-eight percent (88%) of respondents agreed or strongly agreed that rest areas were placed frequently enough along the State Highway System, while 11% disagreed or strongly disagreed. Ninety-five percent (95%) of respondents agreed or strongly agreed that rest areas were safe. Additionally, fifty-one percent (51%) of respondents strongly agreed that rest areas were safe, an increase from 37% in 2016. While more respondents in 2018 were satisfied with the cleanliness, placement, and safety of rest areas than respondents in 2016, satisfaction with amenities at rest areas decreased slightly since 2016 (Figure 1-10).

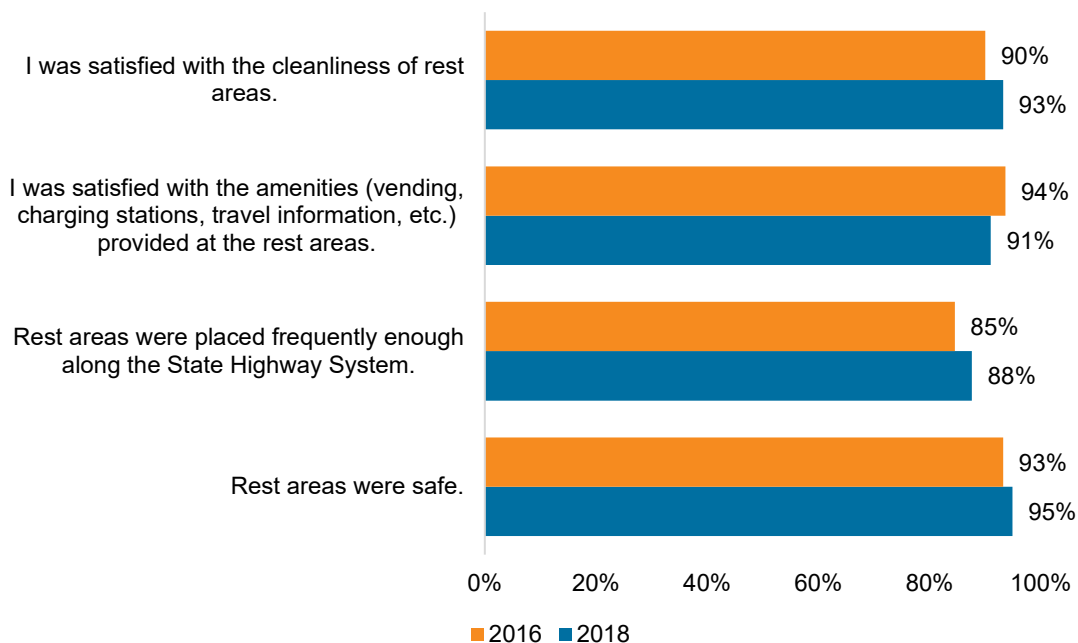
**FIGURE 1-9: SATISFACTION WITH REST AREAS**







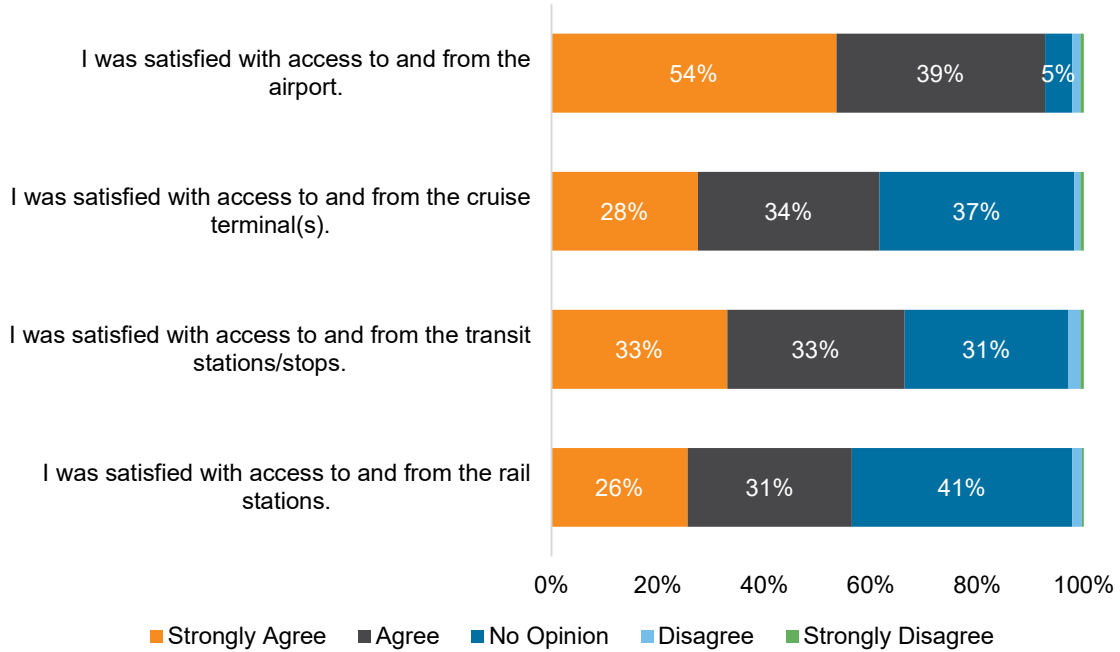
**FIGURE 1-10: PERCENT AGREE OR STRONGLY AGREE BY SURVEY YEAR: REST AREAS**



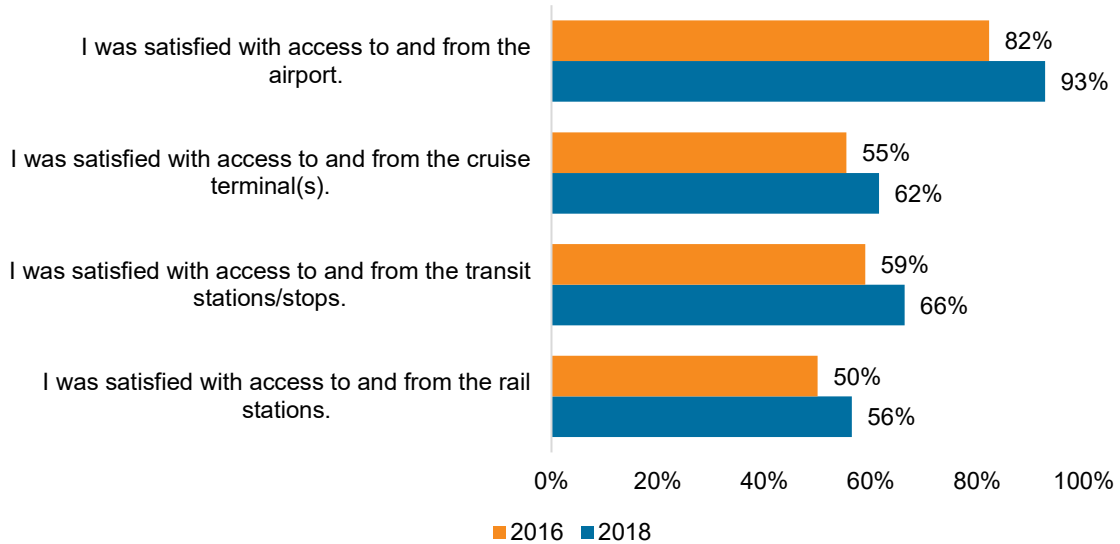
Sixty-seven percent (67%) of respondents said that they used a Florida airport, seaport, transit and rail service, or biked or walked on Florida State Roads during their last trip to Florida. These respondents were asked to indicate their level of agreement with a set of statements about their experience with these facilities and activities in Florida.

Respondents' satisfaction with access to major transportation centers in Florida is shown in Figure 1-11. Ninety-three percent (93%) of respondents were satisfied with access to and from the airport, including 54% who strongly agreed that they were satisfied. This is a notable increase since 2016, when 36% strongly agreed that they were satisfied with airport access. In 2018, respondents were also more satisfied with access to and from cruise terminals, transit stations, and rail stations compared to 2016 (Figure 1-12). Thirty-seven percent (37%) of respondents had no opinion about access to and from cruise terminals, 31% had no opinion about access to and from transit stations, and 41% had no opinion about access to and from rail stations. Visitors were more satisfied than residents with access to and from each type of transportation center.

**FIGURE 1-11: SATISFACTION WITH ACCESS TO MAJOR TRANSPORTATION CENTERS**



**FIGURE 1-12: PERCENT AGREE OR STRONGLY AGREE BY SURVEY YEAR: MAJOR TRANSPORTATION CENTERS**

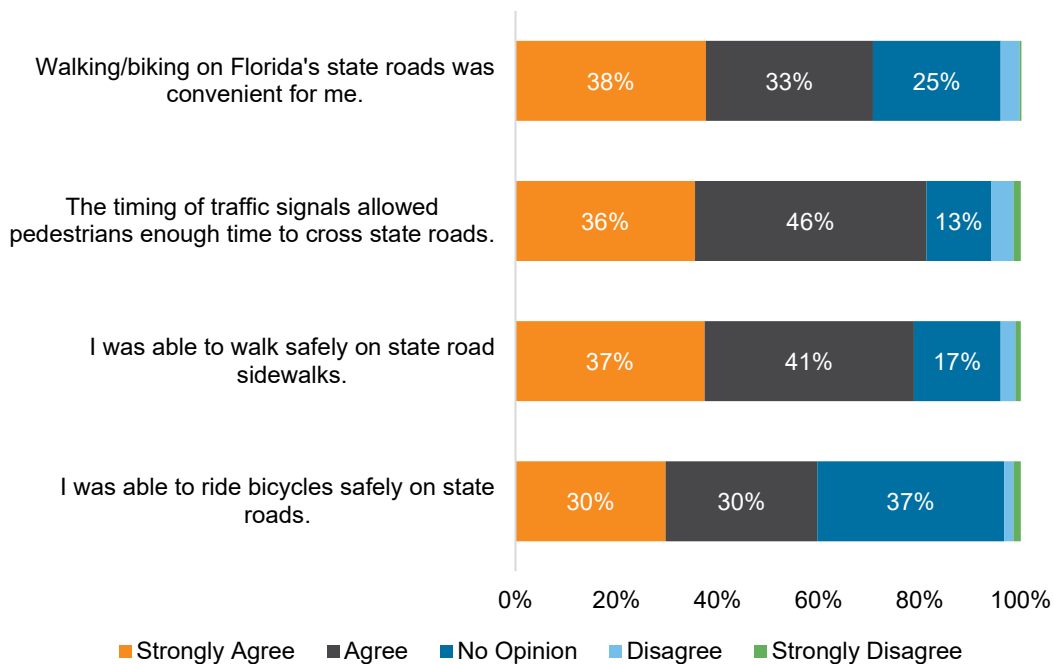


Respondents' satisfaction with walking and biking on State Roads is presented in Figure 1-13. Seventy-one percent (71%) of respondents agreed or strongly agreed that walking or biking on Florida's State Roads was convenient, and 25% had no opinion. Eighty-two percent (82%) of respondents agreed or strongly agreed that the timing of traffic signals allowed pedestrians enough time to cross State Roads. Seventy-nine percent (79%) of respondents agreed or strongly agreed that they were able to walk safely on State Road

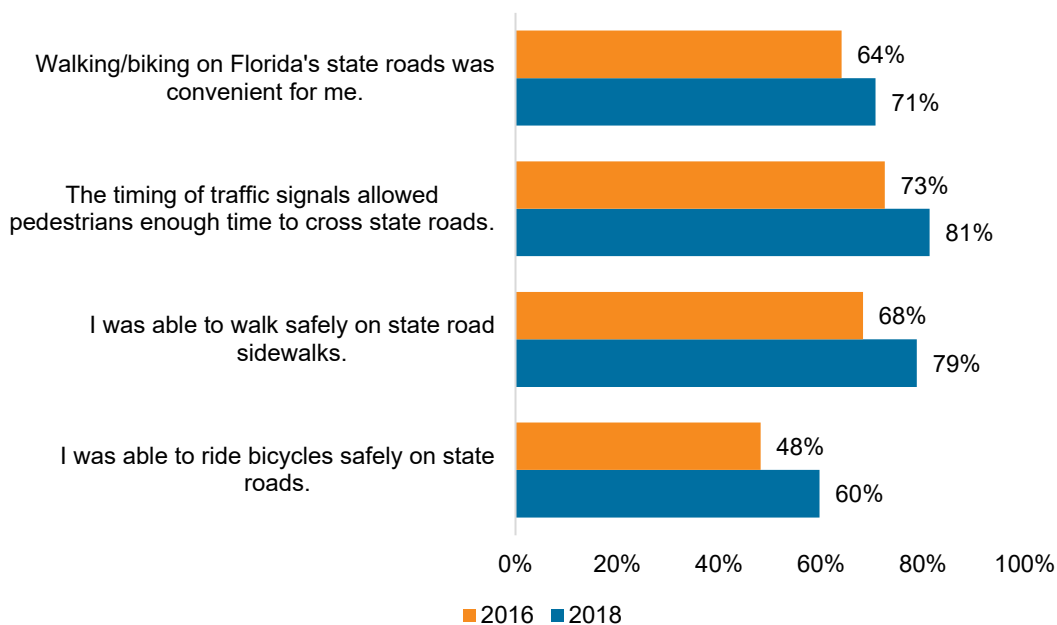


sidewalks, an increase from 68% in 2016 (Figure 1-14). Sixty percent (60%) of respondents agreed or strongly agreed that they were able to ride bicycles safely on State Roads, up from 48% in 2016.

**FIGURE 1-13: SATISFACTION WITH WALKING AND BIKING ON STATE ROADS**

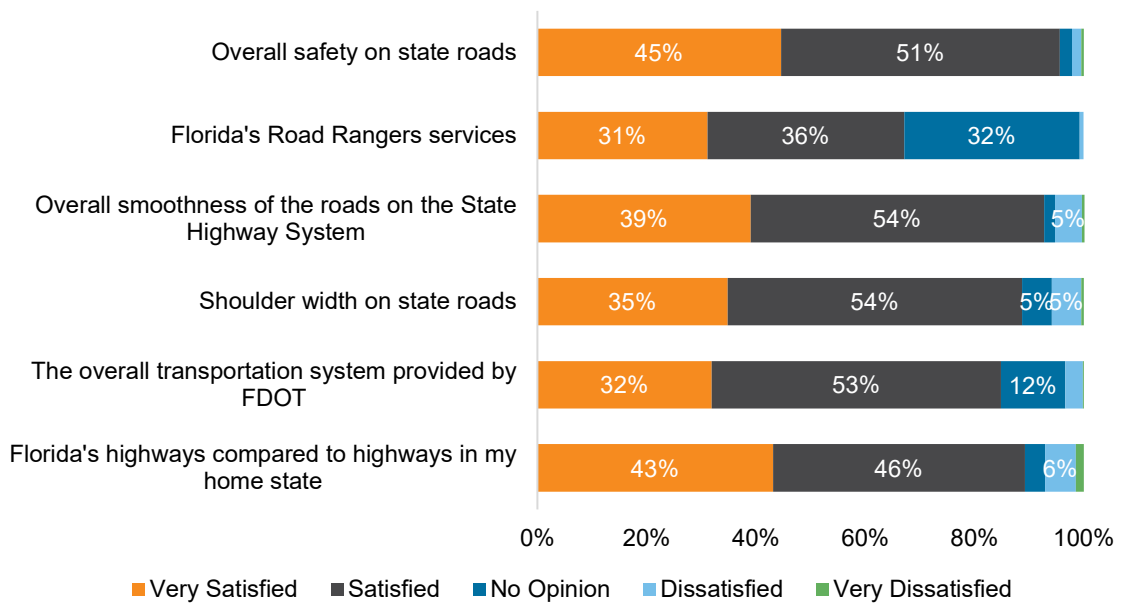


**FIGURE 1-14: PERCENT AGREE OR STRONGLY AGREE BY SURVEY YEAR: WALKING AND BIKING ON STATE ROADS**



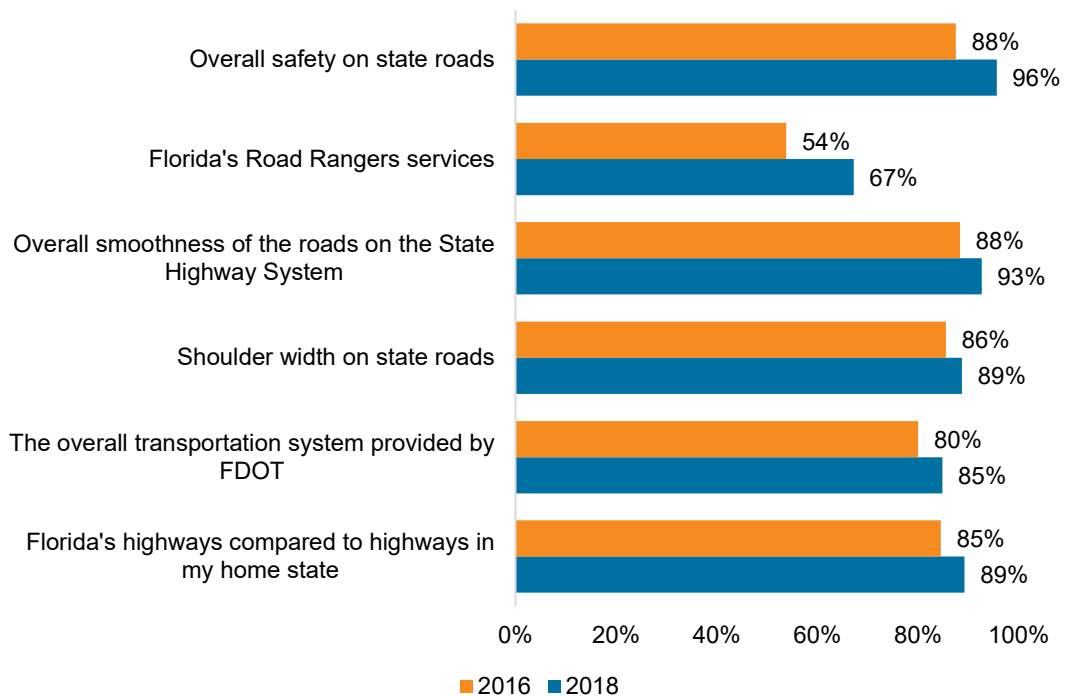
To conclude the satisfaction questions, all respondents were asked to provide their level of satisfaction with several aspects of the Florida State Highway System. The results are presented in Figure 1-15. Ninety-six percent (96%) of respondents were satisfied or very satisfied with the overall safety on Florida State Roads, and 85% were satisfied or very satisfied with the overall transportation system provided by FDOT. Additionally, 89% were satisfied or very satisfied with Florida’s highways compared to highways in their home state, while 7% were dissatisfied or very dissatisfied. Satisfaction increased for each aspect between 2016 and 2018 (Figure 1-16). Additionally, visitors were more satisfied than residents with each aspect of the Florida State Highway System included in both the visitor and resident satisfaction surveys.

**FIGURE 1-15: OVERALL SATISFACTION WITH FDOT SERVICES**





**FIGURE 1-16: PERCENT SATISFIED OR VERY SATISFIED WITH FDOT SERVICES BY SURVEY YEAR**



## 2.0 TABULATIONS BY SURVEY YEAR

TABLE 2-1: STATE

	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
Alabama	10	2.5%	11	2.7%	21	2.6%
Alaska	1	0.3%	0	0.0%	1	0.1%
Arizona	3	0.8%	8	2.0%	11	1.4%
Arkansas	2	0.5%	5	1.2%	7	0.9%
California	58	14.5%	34	8.3%	92	11.4%
Colorado	3	0.8%	5	1.2%	8	1.0%
Connecticut	5	1.3%	5	1.2%	10	1.2%
Delaware	1	0.3%	0	0.0%	1	0.1%
District of Columbia	2	0.5%	1	0.2%	3	0.4%
Florida	0	0.0%	0	0.0%	0	0.0%
Georgia	33	8.3%	25	6.1%	58	7.2%
Hawaii	0	0.0%	0	0.0%	0	0.0%
Idaho	0	0.0%	3	0.7%	3	0.4%
Illinois	21	5.3%	0	0.0%	21	2.6%
Indiana	13	3.3%	24	5.9%	37	4.6%
Iowa	4	1.0%	18	4.4%	22	2.7%
Kansas	2	0.5%	4	1.0%	6	0.7%
Kentucky	8	2.0%	7	1.7%	15	1.9%
Louisiana	5	1.3%	5	1.2%	10	1.2%
Maine	0	0.0%	1	0.2%	1	0.1%
Maryland	13	3.3%	11	2.7%	24	3.0%
Massachusetts	7	1.8%	10	2.5%	17	2.1%
Michigan	12	3.0%	22	5.4%	34	4.2%
Minnesota	7	1.8%	4	1.0%	11	1.4%
Mississippi	4	1.0%	4	1.0%	8	1.0%
Missouri	6	1.5%	7	1.7%	13	1.6%
Montana	0	0.0%	0	0.0%	0	0.0%
Nebraska	0	0.0%	1	0.2%	1	0.1%
Nevada	5	1.3%	5	1.2%	10	1.2%
New Hampshire	0	0.0%	3	0.7%	3	0.4%
New Jersey	10	2.5%	19	4.7%	29	3.6%
New Mexico	2	0.5%	1	0.2%	3	0.4%
New York	43	10.8%	33	8.1%	76	9.4%



North Carolina	9	2.3%	18	4.4%	27	3.3%
North Dakota	0	0.0%	0	0.0%	0	0.0%
Ohio	19	4.8%	22	5.4%	41	5.1%
Oklahoma	2	0.5%	2	0.5%	4	0.5%
Oregon	3	0.8%	1	0.2%	4	0.5%
Pennsylvania	14	3.5%	10	2.5%	24	3.0%
Rhode Island	1	0.3%	2	0.5%	3	0.4%
South Carolina	15	3.8%	14	3.4%	29	3.6%
South Dakota	0	0.0%	0	0.0%	0	0.0%
Tennessee	14	3.5%	10	2.5%	24	3.0%
Texas	18	4.5%	22	5.4%	40	5.0%
Utah	2	0.5%	2	0.5%	4	0.5%
Vermont	0	0.0%	1	0.2%	1	0.1%
Virginia	11	2.8%	16	3.9%	27	3.3%
Washington	6	1.5%	2	0.5%	8	1.0%
West Virginia	2	0.5%	4	1.0%	6	0.7%
Wisconsin	4	1.0%	6	1.5%	10	1.2%
Wyoming	0	0.0%	0	0.0%	0	0.0%
Non-US	0	0.0%	0	0.0%	0	0.0%
<b>Total</b>	<b>400</b>	<b>100.0%</b>	<b>408</b>	<b>100.0%</b>	<b>808</b>	<b>100.0%</b>

**TABLE 2-2: REGION**

	<b>Region (based on state) BY Survey Year</b>					
	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
Northeast (CT, MA, ME, NH, NJ, NY, PA, RI, VT)	80	20.0%	84	20.6%	164	20.3%
Midwest (IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI)	88	22.0%	111	27.2%	199	24.6%
South (AL, AR, DC, DE, GA, KY, LA MD, MS, NC, OK, SC, TN, TX, VA, WV)	149	37.3%	155	38.0%	304	37.6%
West (AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY)	83	20.8%	58	14.2%	141	17.5%
<b>Total</b>	<b>400</b>	<b>100.0%</b>	<b>408</b>	<b>100.0%</b>	<b>808</b>	<b>100.0%</b>

**TABLE 2-3: AGE**

	<b>Age BY Survey Year</b>					
	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
18 to 24	41	10.3%	16	3.9%	57	7.1%
25 to 34	85	21.3%	85	20.8%	170	21.0%
35 to 44	115	28.8%	120	29.4%	235	29.1%
45 to 54	88	22.0%	99	24.3%	187	23.1%
55 to 64	42	10.5%	38	9.3%	80	9.9%
65 and older	29	7.3%	50	12.3%	79	9.8%
Total	400	100.0%	408	100.0%	808	100.0%

**TABLE 2-4: RACE OR ETHNICITY**

	<b>With which racial or ethnic group do you best identify? (Select one) BY Survey Year</b>					
	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
African American, Black, Jamaican, or other Caribbean Islander	41	10.3%	58	14.2%	99	12.3%
Asian, Asian American, Pakistani, Indian, or Pacific Islander	13	3.3%	22	5.4%	35	4.3%
Hispanic, Mexican, Puerto Rican, Central or South American, Cuban, or other Spanish origin or culture	21	5.3%	27	6.6%	48	5.9%
Native American or Alaskan	1	0.3%	2	0.5%	3	0.4%
White	313	78.3%	293	71.8%	606	75.0%
Other (Specify)	7	1.8%	4	1.0%	11	1.4%
Prefer not to answer	4	1.0%	2	0.5%	6	0.7%
Total	400	100.0%	408	100.0%	808	100.0%



**TABLE 2-5: TRIP DESTINATIONS**

To which of the following places have you taken a trip (for business or pleasure) since last October? (Select all that apply) BY Survey Year

	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
Hawaii	65	16.3%	64	15.7%	129	16.0%
The Caribbean	82	20.5%	92	22.5%	174	21.5%
Florida	400	100.0%	408	100.0%	808	100.0%
California	130	32.5%	127	31.1%	257	31.8%
Texas	109	27.3%	100	24.5%	209	25.9%
Mexico	62	15.5%	57	14.0%	119	14.7%
Canada	69	17.3%	76	18.6%	145	17.9%
None of these	0	0.0%	0	0.0%	0	0.0%
Total	400	100.0%	408	100.0%	808	100.0%

**TABLE 2-6: TRIP PURPOSE**

What was the main purpose of your last trip to Florida? (Select one) BY Survey Year

	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
Business	24	6.0%	27	6.6%	51	6.3%
Pleasure / Personal	280	70.0%	302	74.0%	582	72.0%
Both	92	23.0%	76	18.6%	168	20.8%
Other (Specify)	4	1.0%	3	0.7%	7	0.9%
Total	400	100.0%	408	100.0%	808	100.0%

**TABLE 2-7: MOTOR VEHICLE USE**

During your trip(s) to Florida in the past year, did you use a motor vehicle during your visit? BY Survey Year

	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
Yes	345	86.3%	354	86.8%	699	86.5%
No	55	13.8%	54	13.2%	109	13.5%
Don't know	0	0.0%	0	0.0%	0	0.0%
Total	400	100.0%	408	100.0%	808	100.0%

**TABLE 2-8: ATTITUDES TOWARD TRAFFIC, TRAVEL, AND ROADSIDES (STATEMENT 1)**  
*Respondents in 2018 were only shown this question if they used a motor vehicle during a visit to Florida in the past year. All respondents in 2016 were shown this question.*

**I was satisfied with the amount of time it took to travel within the city or town I visited. BY Survey**

	Year					
	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
No Opinion	13	3.3%	4	1.1%	17	2.3%
Strongly Disagree	10	2.5%	5	1.4%	15	2.0%
Disagree	60	15.0%	16	4.5%	76	10.1%
Agree	207	51.8%	179	50.6%	386	51.2%
Strongly Agree	110	27.5%	150	42.4%	260	34.5%
Total	400	100.0%	354	100.0%	754	100.0%

**TABLE 2-9: ATTITUDES TOWARD TRAFFIC, TRAVEL, AND ROADSIDES (STATEMENT 2)**  
*Respondents in 2018 were only shown this question if they used a motor vehicle during a visit to Florida in the past year. All respondents in 2016 were shown this question.*

**I was satisfied with the amount of time it took to travel between the cities or towns I visited. BY**

	Survey Year					
	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
No Opinion	14	3.5%	9	2.5%	23	3.1%
Strongly Disagree	9	2.3%	5	1.4%	14	1.9%
Disagree	46	11.5%	15	4.2%	61	8.1%
Agree	225	56.3%	189	53.4%	414	54.9%
Strongly Agree	106	26.5%	136	38.4%	242	32.1%
Total	400	100.0%	354	100.0%	754	100.0%

**TABLE 2-10: ATTITUDES TOWARD TRAFFIC, TRAVEL, AND ROADSIDES (STATEMENT 3)**  
*Respondents in 2018 were only shown this question if they used a motor vehicle during a visit to Florida in the past year. All respondents in 2016 were shown this question.*

**Overall, Florida has less traffic congestion than my home state. BY Survey Year**

	Survey Year					
	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
No Opinion	33	8.3%	14	4.0%	47	6.2%
Strongly Disagree	53	13.3%	39	11.0%	92	12.2%
Disagree	115	28.8%	92	26.0%	207	27.5%
Agree	116	29.0%	113	31.9%	229	30.4%
Strongly Agree	83	20.8%	96	27.1%	179	23.7%
Total	400	100.0%	354	100.0%	754	100.0%



**TABLE 2-11: ATTITUDES TOWARD TRAFFIC, TRAVEL, AND ROADSIDES (STATEMENT 4)**  
*Respondents in 2018 were only shown this question if they used a motor vehicle during a visit to Florida in the past year. All respondents in 2016 were shown this question.*

	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
No Opinion	37	9.3%	17	4.8%	54	7.2%
Strongly Disagree	4	1.0%	3	0.8%	7	0.9%
Disagree	26	6.5%	24	6.8%	50	6.6%
Agree	228	57.0%	183	51.7%	411	54.5%
Strongly Agree	105	26.3%	127	35.9%	232	30.8%
Total	400	100.0%	354	100.0%	754	100.0%

**TABLE 2-12: ATTITUDES TOWARD TRAFFIC, TRAVEL, AND ROADSIDES (STATEMENT 5)**  
*Respondents in 2018 were only shown this question if they used a motor vehicle during a visit to Florida in the past year. All respondents in 2016 were shown this question.*

	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
No Opinion	28	7.0%	17	4.8%	45	6.0%
Strongly Disagree	6	1.5%	6	1.7%	12	1.6%
Disagree	44	11.0%	28	7.9%	72	9.5%
Agree	199	49.8%	179	50.6%	378	50.1%
Strongly Agree	123	30.8%	124	35.0%	247	32.8%
Total	400	100.0%	354	100.0%	754	100.0%

**TABLE 2-13: ATTITUDES TOWARD SIGNAGE AND ROAD MARKINGS (STATEMENT 1)**  
*Respondents were only shown this question if they used a motor vehicle during a visit to Florida in the past year.*

	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
No Opinion	18	5.2%	8	2.3%	26	3.7%
Strongly Disagree	5	1.4%	3	0.8%	8	1.1%
Disagree	24	7.0%	16	4.5%	40	5.7%
Agree	179	51.9%	182	51.4%	361	51.6%
Strongly Agree	119	34.5%	145	41.0%	264	37.8%
Total	345	100.0%	354	100.0%	699	100.0%

**TABLE 2-14: ATTITUDES TOWARD SIGNAGE AND ROAD MARKINGS (STATEMENT 2)**

*Respondents were only shown this question if they used a motor vehicle during a visit to Florida in the past year.*

<b>Crossroad signs allowed me enough time for travel decisions. BY Survey Year</b>						
	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
No Opinion	17	4.9%	10	2.8%	27	3.9%
Strongly Disagree	6	1.7%	3	0.8%	9	1.3%
Disagree	20	5.8%	20	5.6%	40	5.7%
Agree	203	58.8%	192	54.2%	395	56.5%
Strongly Agree	99	28.7%	129	36.4%	228	32.6%
Total	345	100.0%	354	100.0%	699	100.0%

**TABLE 2-15: ATTITUDES TOWARD SIGNAGE AND ROAD MARKINGS (STATEMENT 3)**

*Respondents were only shown this question if they used a motor vehicle during a visit to Florida in the past year.*

<b>Road signs were easy to read. BY Survey Year</b>						
	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
No Opinion	10	2.9%	3	0.8%	13	1.9%
Strongly Disagree	1	0.3%	2	0.6%	3	0.4%
Disagree	25	7.2%	8	2.3%	33	4.7%
Agree	172	49.9%	179	50.6%	351	50.2%
Strongly Agree	137	39.7%	162	45.8%	299	42.8%
Total	345	100.0%	354	100.0%	699	100.0%

**TABLE 2-16: ATTITUDES TOWARD SIGNAGE AND ROAD MARKINGS (STATEMENT 4)**

*Respondents were only shown this question if they used a motor vehicle during a visit to Florida in the past year.*

<b>Roadway striping and markings were easy to see. BY Survey Year</b>						
	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
No Opinion	10	2.9%	3	0.8%	13	1.9%
Strongly Disagree	3	0.9%	2	0.6%	5	0.7%
Disagree	16	4.6%	20	5.6%	36	5.2%
Agree	192	55.7%	188	53.1%	380	54.4%
Strongly Agree	124	35.9%	141	39.8%	265	37.9%
Total	345	100.0%	354	100.0%	699	100.0%



**TABLE 2-17: ATTITUDES TOWARD SIGNAGE AND ROAD MARKINGS (STATEMENT 5)**

*Respondents were only shown this question if they used a motor vehicle during a visit to Florida in the past year.*

**Electronic signs on the State Highway System provide timely and useful information. BY Survey**

	Year					
	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
No Opinion	30	8.7%	28	7.9%	58	8.3%
Strongly Disagree	3	0.9%	2	0.6%	5	0.7%
Disagree	19	5.5%	18	5.1%	37	5.3%
Agree	188	54.5%	158	44.6%	346	49.5%
Strongly Agree	105	30.4%	148	41.8%	253	36.2%
Total	345	100.0%	354	100.0%	699	100.0%

**TABLE 2-18: ATTITUDES TOWARD SIGNAGE AND ROAD MARKINGS (STATEMENT 6)**

*Respondents were only shown this question if they used a motor vehicle during a visit to Florida in the past year.*

**Signs on Florida's State Highway System allow me to easily navigate to my destination(s). BY**

	Survey Year					
	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
No Opinion	16	4.6%	10	2.8%	26	3.7%
Strongly Disagree	3	0.9%	3	0.8%	6	0.9%
Disagree	22	6.4%	12	3.4%	34	4.9%
Agree	180	52.2%	183	51.7%	363	51.9%
Strongly Agree	124	35.9%	146	41.2%	270	38.6%
Total	345	100.0%	354	100.0%	699	100.0%

**TABLE 2-19: NAVIGATION**

*Respondents in 2018 were only shown this question if they used a motor vehicle during a visit to Florida in the past year. All respondents in 2016 were shown this question.*

**Did you use any of the following systems to navigate on Florida's State Highway System? (Select all that apply) BY Survey Year**

	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
Google Map	279	69.8%	259	73.2%	538	71.4%
WAZE	76	19.0%	79	22.3%	155	20.6%
47 MHz Land Mobile Radios	21	5.3%	33	9.3%	54	7.2%
FL511	19	4.8%	31	8.8%	50	6.6%
INRIX	32	8.0%	25	7.1%	57	7.6%
Other (Specify)	30	7.5%	30	8.5%	60	8.0%
Did not use a navigation system	71	17.8%	46	13.0%	117	15.5%
Total	400	-	354	-	754	-

**TABLE 2-20: REST AREAS**

*Respondents in 2018 were only shown this question if they used a motor vehicle during a visit to Florida in the past year. All respondents in 2016 were shown this question.*

**Did you use a rest area during your last trip to Florida? BY Survey Year**

	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
Yes	220	55.0%	234	66.1%	454	60.2%
No	180	45.0%	120	33.9%	300	39.8%
Total	400	100.0%	354	100.0%	754	100.0%

**TABLE 2-21: LOCATION OF REST AREAS**

*Respondents were only shown this question if they used a rest area during their last trip to Florida.*

**Did you stop at rest areas on the: (Select all that apply) BY Survey Year**

	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
Interstate	151	68.6%	177	75.6%	328	72.2%
Florida Turnpike	102	46.4%	109	46.6%	211	46.5%
Other (Specify)	1	0.5%	2	0.9%	3	0.7%
Not sure	10	4.5%	4	1.7%	14	3.1%
Total	220	-	234	-	454	-



**TABLE 2-22: ATTITUDES TOWARD REST AREAS (STATEMENT 1)**

*Respondents were only shown this question if they used a rest area during their last trip to Florida.*

<b>I was satisfied with the cleanliness of rest areas. BY Survey Year</b>						
	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
No Opinion	3	1.4%	1	0.4%	4	0.9%
Strongly Disagree	4	1.8%	6	2.6%	10	2.2%
Disagree	15	6.8%	9	3.8%	24	5.3%
Agree	106	48.2%	95	40.6%	201	44.3%
Strongly Agree	92	41.8%	123	52.6%	215	47.4%
Total	220	100.0%	234	100.0%	454	100.0%

**TABLE 2-23: ATTITUDES TOWARD REST AREAS (STATEMENT 2)**

*Respondents were only shown this question if they used a rest area during their last trip to Florida.*

<b>I was satisfied with the amenities (vending, charging stations, travel information, etc.) provided at the rest areas. BY Survey Year</b>						
	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
No Opinion	4	1.8%	6	2.6%	10	2.2%
Strongly Disagree	1	0.5%	2	0.9%	3	0.7%
Disagree	9	4.1%	13	5.6%	22	4.8%
Agree	113	51.4%	101	43.2%	214	47.1%
Strongly Agree	93	42.3%	112	47.9%	205	45.2%
Total	220	100.0%	234	100.0%	454	100.0%

**TABLE 2-24: ATTITUDES TOWARD REST AREAS (STATEMENT 3)**

*Respondents were only shown this question if they used a rest area during their last trip to Florida.*

<b>Rest areas were placed frequently enough along the State Highway System. BY Survey Year</b>						
	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
No Opinion	5	2.3%	3	1.3%	8	1.8%
Strongly Disagree	4	1.8%	2	0.9%	6	1.3%
Disagree	25	11.4%	24	10.3%	49	10.8%
Agree	111	50.5%	103	44.0%	214	47.1%
Strongly Agree	75	34.1%	102	43.6%	177	39.0%
Total	220	100.0%	234	100.0%	454	100.0%

**TABLE 2-25: ATTITUDES TOWARD REST AREAS (STATEMENT 4)**

*Respondents were only shown this question if they used a rest area during their last trip to Florida.*

<b>Rest areas were safe. BY Survey Year</b>						
	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
No Opinion	4	1.8%	5	2.1%	9	2.0%
Strongly Disagree	2	0.9%	3	1.3%	5	1.1%
Disagree	9	4.1%	4	1.7%	13	2.9%
Agree	123	55.9%	103	44.0%	226	49.8%
Strongly Agree	82	37.3%	119	50.9%	201	44.3%
Total	220	100.0%	234	100.0%	454	100.0%

**TABLE 2-26: AIRPORT, SEAPORT, TRANSIT AND RAIL SERVICE USE AND WALKING/BIKING ON STATE ROADS**

**Next, did you use a Florida airport, seaport, transit and rail service, or do any biking/walking on**

**Florida's state roads during your last trip to Florida? BY Survey Year**

	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
Yes	258	64.5%	273	66.9%	531	65.7%
No	142	35.5%	135	33.1%	277	34.3%
Total	400	100.0%	408	100.0%	808	100.0%

**TABLE 2-27: ATTITUDES TOWARD AIRPORTS, SEAPORTS, TRANSIT AND RAIL SERVICES, OR WALKING AND BIKING (STATEMENT 1)**

*Respondents were only shown this question if they used a Florida airport, seaport, transit and rail service, or did any biking or walking on Florida's state roads during their last trip to Florida.*

**I was satisfied with access to and from the airport. BY Survey Year**

	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
No Opinion	32	12.4%	14	5.1%	46	8.7%
Strongly Disagree	4	1.6%	2	0.7%	6	1.1%
Disagree	10	3.9%	4	1.5%	14	2.6%
Agree	118	45.7%	107	39.2%	225	42.4%
Strongly Agree	94	36.4%	146	53.5%	240	45.2%
Total	258	100.0%	273	100.0%	531	100.0%





**TABLE 2-28: ATTITUDES TOWARD AIRPORTS, SEAPORTS, TRANSIT AND RAIL SERVICES, OR WALKING AND BIKING (STATEMENT 2)**

*Respondents were only shown this question if they used a Florida airport, seaport, transit and rail service, or did any biking or walking on Florida's state roads during their last trip to Florida.*

	<b>I was satisfied with access to and from the cruise terminal(s). BY Survey Year</b>					
	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
No Opinion	106	41.1%	100	36.6%	206	38.8%
Strongly Disagree	0	0.0%	2	0.7%	2	0.4%
Disagree	9	3.5%	3	1.1%	12	2.3%
Agree	83	32.2%	93	34.1%	176	33.1%
Strongly Agree	60	23.3%	75	27.5%	135	25.4%
Total	258	100.0%	273	100.0%	531	100.0%

**TABLE 2-29: ATTITUDES TOWARD AIRPORTS, SEAPORTS, TRANSIT AND RAIL SERVICES, OR WALKING AND BIKING (STATEMENT 3)**

*Respondents were only shown this question if they used a Florida airport, seaport, transit and rail service, or did any biking or walking on Florida's state roads during their last trip to Florida.*

	<b>I was satisfied with access to and from the transit stations/stops. BY Survey Year</b>					
	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
No Opinion	91	35.3%	84	30.8%	175	33.0%
Strongly Disagree	3	1.2%	2	0.7%	5	0.9%
Disagree	12	4.7%	6	2.2%	18	3.4%
Agree	86	33.3%	91	33.3%	177	33.3%
Strongly Agree	66	25.6%	90	33.0%	156	29.4%
Total	258	100.0%	273	100.0%	531	100.0%

**TABLE 2-30: ATTITUDES TOWARD AIRPORTS, SEAPORTS, TRANSIT AND RAIL SERVICES, OR WALKING AND BIKING (STATEMENT 4)**

*Respondents were only shown this question if they used a Florida airport, seaport, transit and rail service, or did any biking or walking on Florida's state roads during their last trip to Florida.*

<b>I was satisfied with access to and from the rail stations. BY Survey Year</b>						
	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
No Opinion	118	45.7%	113	41.4%	231	43.5%
Strongly Disagree	1	0.4%	1	0.4%	2	0.4%
Disagree	10	3.9%	5	1.8%	15	2.8%
Agree	71	27.5%	84	30.8%	155	29.2%
Strongly Agree	58	22.5%	70	25.6%	128	24.1%
Total	258	100.0%	273	100.0%	531	100.0%

**TABLE 2-31: ATTITUDES TOWARD AIRPORTS, SEAPORTS, TRANSIT AND RAIL SERVICES, OR WALKING AND BIKING (STATEMENT 5)**

*Respondents were only shown this question if they used a Florida airport, seaport, transit and rail service, or did any biking or walking on Florida's state roads during their last trip to Florida.*

<b>Walking/biking on Florida's state roads was convenient for me. BY Survey Year</b>						
	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
No Opinion	77	29.8%	69	25.3%	146	27.5%
Strongly Disagree	1	0.4%	1	0.4%	2	0.4%
Disagree	15	5.8%	10	3.7%	25	4.7%
Agree	92	35.7%	90	33.0%	182	34.3%
Strongly Agree	73	28.3%	103	37.7%	176	33.1%
Total	258	100.0%	273	100.0%	531	100.0%



**TABLE 2-32: ATTITUDES TOWARD AIRPORTS, SEAPORTS, TRANSIT AND RAIL SERVICES, OR WALKING AND BIKING (STATEMENT 6)**

*Respondents were only shown this question if they used a Florida airport, seaport, transit and rail service, or did any biking or walking on Florida's state roads during their last trip to Florida.*

**The timing of traffic signals allowed pedestrians enough time to cross state roads. BY Survey Year**

	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
No Opinion	48	18.6%	35	12.8%	83	15.6%
Strongly Disagree	1	0.4%	4	1.5%	5	0.9%
Disagree	22	8.5%	12	4.4%	34	6.4%
Agree	114	44.2%	125	45.8%	239	45.0%
Strongly Agree	73	28.3%	97	35.5%	170	32.0%
Total	258	100.0%	273	100.0%	531	100.0%

**TABLE 2-33: ATTITUDES TOWARD AIRPORTS, SEAPORTS, TRANSIT AND RAIL SERVICES, OR WALKING AND BIKING (STATEMENT 7)**

*Respondents were only shown this question if they used a Florida airport, seaport, transit and rail service, or did any biking or walking on Florida's state roads during their last trip to Florida.*

**I was able to walk safely on state road sidewalks. BY Survey Year**

	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
No Opinion	65	25.2%	47	17.2%	112	21.1%
Strongly Disagree	1	0.4%	3	1.1%	4	0.8%
Disagree	16	6.2%	8	2.9%	24	4.5%
Agree	110	42.6%	113	41.4%	223	42.0%
Strongly Agree	66	25.6%	102	37.4%	168	31.6%
Total	258	100.0%	273	100.0%	531	100.0%

**TABLE 2-34: ATTITUDES TOWARD AIRPORTS, SEAPORTS, TRANSIT AND RAIL SERVICES, OR WALKING AND BIKING (STATEMENT 8)**

*Respondents were only shown this question if they used a Florida airport, seaport, transit and rail service, or did any biking or walking on Florida's state roads during their last trip to Florida.*

<b>I was able to ride bicycles safely on state roads. BY Survey Year</b>						
	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
No Opinion	115	44.6%	101	37.0%	216	40.7%
Strongly Disagree	2	0.8%	4	1.5%	6	1.1%
Disagree	17	6.6%	5	1.8%	22	4.1%
Agree	61	23.6%	82	30.0%	143	26.9%
Strongly Agree	63	24.4%	81	29.7%	144	27.1%
Total	258	100.0%	273	100.0%	531	100.0%

**TABLE 2-35: OVERALL SATISFACTION WITH FDOT SERVICES (STATEMENT 1)**

<b>Overall safety on state roads BY Survey Year</b>						
	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
No Opinion	30	7.5%	9	2.2%	39	4.8%
Very Dissatisfied	3	0.8%	2	0.5%	5	0.6%
Dissatisfied	17	4.3%	7	1.7%	24	3.0%
Satisfied	224	56.0%	208	51.0%	432	53.5%
Very Satisfied	126	31.5%	182	44.6%	308	38.1%
Total	400	100.0%	408	100.0%	808	100.0%

**TABLE 2-36: OVERALL SATISFACTION WITH FDOT SERVICES (STATEMENT 2)**

<b>Florida's Road Rangers services BY Survey Year</b>						
	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
No Opinion	171	42.8%	131	32.1%	302	37.4%
Very Dissatisfied	2	0.5%	0	0.0%	2	0.2%
Dissatisfied	12	3.0%	3	0.7%	15	1.9%
Satisfied	133	33.3%	147	36.0%	280	34.7%
Very Satisfied	82	20.5%	127	31.1%	209	25.9%
Total	400	100.0%	408	100.0%	808	100.0%



**TABLE 2-37: OVERALL SATISFACTION WITH FDOT SERVICES (STATEMENT 3)**

**Overall smoothness of the roads on the State Highway System BY Survey Year**

	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
No Opinion	24	6.0%	8	2.0%	32	4.0%
Very Dissatisfied	3	0.8%	2	0.5%	5	0.6%
Dissatisfied	20	5.0%	20	4.9%	40	5.0%
Satisfied	219	54.8%	219	53.7%	438	54.2%
Very Satisfied	134	33.5%	159	39.0%	293	36.3%
Total	400	100.0%	408	100.0%	808	100.0%

**TABLE 2-38: OVERALL SATISFACTION WITH FDOT SERVICES (STATEMENT 4)**

**Shoulder width on state roads BY Survey Year**

	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
No Opinion	43	10.8%	22	5.4%	65	8.0%
Very Dissatisfied	1	0.3%	2	0.5%	3	0.4%
Dissatisfied	14	3.5%	22	5.4%	36	4.5%
Satisfied	226	56.5%	220	53.9%	446	55.2%
Very Satisfied	116	29.0%	142	34.8%	258	31.9%
Total	400	100.0%	408	100.0%	808	100.0%

**TABLE 2-39: OVERALL SATISFACTION WITH FDOT SERVICES (STATEMENT 5)**

**The overall transportation system provided by FDOT BY Survey Year**

	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
No Opinion	67	16.8%	48	11.8%	115	14.2%
Very Dissatisfied	3	0.8%	1	0.2%	4	0.5%
Dissatisfied	10	2.5%	13	3.2%	23	2.8%
Satisfied	228	57.0%	216	52.9%	444	55.0%
Very Satisfied	92	23.0%	130	31.9%	222	27.5%
Total	400	100.0%	408	100.0%	808	100.0%

**TABLE 2-40: OVERALL SATISFACTION WITH FDOT SERVICES (STATEMENT 6)****Florida's highways compared to highways in my home state BY Survey Year**

	2016		2018		Total	
	Count	Percent	Count	Percent	Count	Percent
No Opinion	27	6.8%	15	3.7%	42	5.2%
Very Dissatisfied	3	0.8%	6	1.5%	9	1.1%
Dissatisfied	32	8.0%	23	5.6%	55	6.8%
Satisfied	209	52.3%	188	46.1%	397	49.1%
Very Satisfied	129	32.3%	176	43.1%	305	37.7%
Total	400	100.0%	408	100.0%	808	100.0%