



TO: Florida Department of Transportation
FROM: The Schapiro Group, Inc.
DATE: August 19, 2014
RE: Customer Satisfaction Tracking Study — District 1 Results

The Schapiro Group (TSG) interviewed 300 Florida freeway drivers across District 1 as part of a larger statewide survey effort to explore ongoing usage of, attitudes toward, and perceptions of the Florida Department of Transportation's (FDOT) Intelligent Transportation Systems (ITS) services. Data collected in 2006, 2008, 2010, and 2012, in addition to the 2014 results, allow for changes in usage and attitudes to be tracked over time. During the months of April-June 2014, TSG randomly sampled phone numbers within Charlotte, Collier, Lee, Manatee, Polk, and Sarasota Counties to obtain scientific telephone survey data. The margin of sampling error for results is $\pm 5.7\%$. This report summarizes key changes in attitudes and behaviors regarding ITS services over the past eight years.

Some research highlights from District 1 include:

Driving Patterns and Traffic Information Services

- The number of drivers on the road in District 1 has generally decreased since 2008, and the number of people driving during morning and evening rush hours continues that decline in 2014 (40% and 52%, respectively). Non-peak time activity stayed virtually the same this year during the 9am-4pm slot (73%), but decreased after 7pm (35%).
- The overall use of radio and television as sources of traffic information has remained about the same since 2008. Similar to previous years, a majority of those who get traffic information from radio and television sees these resources as at least somewhat useful.
- Drivers use several different sources for their traffic information, and those patterns changed over the past two years. Use of in-car navigation systems increased to 52%, while use of electronic message signs dropped to 50%. Also showing increases were websites on computers or cell phones (35%) and mobile apps on cell phones or tablets (26%). All other tested sources are used by less than 20% of drivers.
- Among drivers who use websites for traffic information, the top sites are now Google (26%) and local TV and radio station websites (12%), a reversal of the top two since 2012. However, 49% of drivers indicate some other site or they do not know (up from 33% in 2012).
- The 2014 survey added a question to determine what mobile apps drivers are consulting. Among drivers who use mobile apps for traffic information, the top app is Google maps (28%). No other app comes remotely close, with two-thirds (65%) of drivers indicating some other site or that they do not know.

ITS Services: 511 Traveler Information System

- When asked if they would use a service that provided traffic information through a phone call, website, mobile app, or social media site, a majority (51%) of drivers says that they would be likely to use it. This represents a reversal of the same percentage who indicated in 2012 that they would be *unlikely* to access information in these ways.
- Awareness of the 511 Traveler Information System has decreased since 2012, with 30% of respondents now saying that they know at least a little about it. Among those who are aware of the service, usage dropped to 23%, continuing a decline evident since 2008. Drivers in District 1 are most likely to learn about 511 from signs on the freeway, radio, or word-of-mouth.
- Starting in 2012, respondents who use the 511 Traveler Information System are now asked which services they use. The most popular, by far, remains the call-in service (59%), with the website (30%) displacing the mobile app (13%) at number two. Personalized services dropped slightly to 9%, while no drivers use the 511 Traveler Information System through Twitter.
- Drivers are most likely to use the 511 Traveler Information System before they leave for their destination, with that usage increasing to 59% compared to 34% in 2012. Usage while stopped in traffic approaching congestion (28%) remains the second most popular choice, followed by usage after hearing radio or tv reports (27%). Drivers also reported increased usage while on their way to their destination (26%).
- Most drivers (70%) changed their route based on the information they received from the 511 Traveler Information System. Some have changed their stress level (38%), their departure time (24%), or their arrival time (24%). All types of changes increased from 2012.

ITS Services: Electronic Message Signs

- After an increase to 88% in 2012, general usage of electronic message signs has returned to its 2010 level, with 73% of respondents using them at least once per week. Most users continue to believe the signs are easy to read (92%), accurate (91%), and useful (89%). As was the case in 2012, roughly three-quarters (76%) say they are likely to change their route based on information they see posted on electronic message signs.

ITS Services: Road Rangers

- Awareness of Road Ranger units decreased slightly, with 61% knowing about them. Only 8% of drivers who know about the service have top-of-mind awareness of how to contact a Road Ranger. When prompted with a reminder about *FHP/*347, 64% of other drivers say they know to call that number to request assistance.

- Of those who are aware of the service, 22% have used the Road Rangers, a figure which increased slightly since 2012. Nearly all drivers who could recall indicated that the driver was at least somewhat helpful. As in 2012, around three-quarters of drivers who know about Road Rangers, even those who have not had direct experience with them, believe they provide a “very useful” service.
- When asked what types of additional information they would like FDOT to provide to Florida drivers, 69% say they would like information about alternate routes to help them avoid traffic incidents. This represents an increase from 2012, and continues to be, by far, the most popular type of desired information.

Do you live in Florida year-round, or for only part of the year?

	Year-round	Only part of the year	Don't know/Ref	Total
Total	93%	6%	1%	100%
Gender				
Male	94%	5%	1%	100%
Female	92%	8%	0%	100%
Age				
18 to 29	94%	6%	0%	100%
30 to 39	95%	5%	0%	100%
40 to 49	95%	2%	2%	100%
50 to 59	95%	3%	2%	100%
Over 60	91%	9%	0%	100%
Rush hour driver				
Yes	93%	7%	1%	100%
No	94%	6%	1%	100%

Typically driving on Florida freeways during: The morning rush, 6 a.m. to 9 a.m.

	Yes	No	Don't know/Ref	Total
Total	40%	59%	2%	100%
Gender				
Male	37%	61%	3%	100%
Female	43%	57%	1%	100%
Age				
18 to 29	40%	53%	7%	100%
30 to 39	59%	41%	0%	100%
40 to 49	63%	35%	2%	100%
50 to 59	40%	58%	2%	100%
Over 60	28%	72%	0%	100%
Rush hour driver				
Yes	64%	36%	0%	100%
No	0%	96%	4%	100%

Typically driving on Florida freeways during: The day, 9 a.m. to 4 p.m.

	Yes	No	Don't know/Ref	Total
Total	73%	25%	2%	100%
Gender				
Male	69%	28%	3%	100%
Female	77%	22%	1%	100%
Age				
18 to 29	60%	33%	7%	100%
30 to 39	59%	41%	0%	100%
40 to 49	58%	39%	2%	100%
50 to 59	69%	29%	2%	100%
Over 60	88%	11%	1%	100%
Rush hour driver				
Yes	77%	23%	0%	100%
No	67%	28%	5%	100%

Typically driving on Florida freeways during: The evening rush, 4 p.m. to 7 p.m.

	Yes	No	Don't know/Ref	Total
Total	52%	46%	2%	100%
Gender				
Male	48%	48%	4%	100%
Female	56%	43%	1%	100%
Age				
18 to 29	46%	47%	7%	100%
30 to 39	75%	25%	0%	100%
40 to 49	72%	24%	4%	100%
50 to 59	52%	45%	4%	100%
Over 60	42%	57%	1%	100%
Rush hour driver				
Yes	83%	16%	0%	100%
No	0%	94%	6%	100%

Typically driving on Florida freeways during: The evening after 7 p.m.

	Yes	No	Don't know/Ref	Total
Total	35%	63%	1%	100%
Gender				
Male	30%	69%	2%	100%
Female	41%	58%	1%	100%
Age				
18 to 29	53%	47%	0%	100%
30 to 39	44%	56%	0%	100%
40 to 49	42%	56%	2%	100%
50 to 59	29%	67%	4%	100%
Over 60	28%	71%	1%	100%
Rush hour driver				
Yes	42%	57%	0%	100%
No	24%	74%	2%	100%

How often do you listen to radio traffic reports?

	Once per week	2-3 times per we	More than 3 tim	Never	Don't know/Refu	Total
Total	7%	10%	28%	54%	1%	100%
Gender						
Male	7%	5%	25%	62%	2%	100%
Female	7%	14%	32%	47%	0%	100%
Age						
18 to 29	0%	0%	26%	67%	7%	100%
30 to 39	5%	24%	30%	40%	0%	100%
40 to 49	7%	9%	39%	45%	0%	100%
50 to 59	10%	10%	29%	52%	0%	100%
Over 60	8%	9%	25%	58%	0%	100%
Rush hour driver						
Yes	7%	12%	36%	45%	0%	100%
No	6%	6%	16%	70%	3%	100%

Do you find radio traffic reports...

	Very useful	Somewhat usefu	Not very useful	Don't know/Refu:	Total
Total	46%	40%	14%	1%	100%
Gender					
Male	46%	44%	8%	2%	100%
Female	46%	37%	17%	0%	100%
Age					
18 to 29	51%	49%	0%	0%	100%
30 to 39	41%	51%	8%	0%	100%
40 to 49	42%	34%	24%	0%	100%
50 to 59	59%	25%	17%	0%	100%
Over 60	44%	41%	13%	2%	100%
Rush hour driver					
Yes	46%	40%	14%	0%	100%
No	47%	40%	11%	3%	100%

How often do you tune in to traffic reports on television?

	Once per week	2-3 times per we	More than 3 tim	Never	Total
Total	11%	12%	28%	50%	100%
Gender					
Male	9%	10%	29%	53%	100%
Female	13%	13%	27%	47%	100%
Age					
18 to 29	6%	20%	14%	60%	100%
30 to 39	20%	10%	20%	51%	100%
40 to 49	12%	7%	30%	51%	100%
50 to 59	10%	12%	38%	40%	100%
Over 60	10%	12%	30%	49%	100%
Rush hour driver					
Yes	13%	10%	31%	45%	100%
No	7%	14%	22%	57%	100%

Do you find television traffic reports...

	Very useful	Somewhat usefu	Not very useful	Don't know/Refu:	Total
Total	46%	39%	14%	0%	100%
Gender					
Male	40%	42%	18%	0%	100%
Female	51%	38%	10%	1%	100%
Age					
18 to 29	50%	33%	17%	0%	100%
30 to 39	40%	51%	10%	0%	100%
40 to 49	56%	39%	5%	0%	100%
50 to 59	47%	39%	14%	0%	100%
Over 60	44%	38%	17%	1%	100%
Rush hour driver					
Yes	45%	42%	12%	0%	100%
No	49%	33%	16%	2%	100%

How often use for traffic information: In-car navigation system

	Never	Occasionally	Once per week	2-3 times per wee	More than 3 timε	Don't know/Refuse	Total
Total	46%	28%	8%	7%	9%	2%	100%
Gender							
Male	44%	30%	8%	8%	8%	2%	100%
Female	49%	27%	8%	6%	9%	1%	100%
Age							
18 to 29	47%	47%	0%	0%	0%	7%	100%
30 to 39	30%	50%	10%	0%	10%	0%	100%
40 to 49	51%	16%	5%	16%	12%	0%	100%
50 to 59	52%	19%	11%	8%	10%	0%	100%
Over 60	47%	23%	10%	8%	10%	2%	100%
Rush hour driver							
Yes	43%	30%	8%	8%	10%	1%	100%
No	53%	25%	8%	5%	6%	3%	100%

How often use for traffic information: Call in service

	Never	Occasionally	Once per week	2-3 times per wee	More than 3 timε	Don't know/Refuse	Total
Total	84%	6%	2%	2%	2%	5%	100%
Gender							
Male	85%	4%	1%	3%	2%	6%	100%
Female	82%	7%	3%	2%	2%	4%	100%
Age							
18 to 29	74%	6%	6%	7%	0%	7%	100%
30 to 39	85%	10%	0%	0%	5%	0%	100%
40 to 49	84%	5%	2%	2%	5%	2%	100%
50 to 59	87%	6%	2%	2%	2%	2%	100%
Over 60	85%	4%	2%	1%	1%	7%	100%
Rush hour driver							
Yes	83%	5%	2%	3%	2%	3%	100%
No	84%	6%	2%	0%	1%	7%	100%

How often use for traffic information: Email alerts

	Never	Occasionally	Once per week	2-3 times per wee	More than 3 timε	Total
Total	86%	6%	2%	2%	4%	100%
Gender						
Male	84%	8%	3%	2%	3%	100%
Female	87%	4%	1%	3%	4%	100%
Age						
18 to 29	80%	7%	7%	6%	0%	100%
30 to 39	95%	0%	0%	0%	5%	100%
40 to 49	88%	2%	0%	0%	9%	100%
50 to 59	77%	12%	2%	2%	8%	100%
Over 60	87%	7%	1%	3%	1%	100%
Rush hour driver						
Yes	85%	5%	2%	3%	5%	100%
No	86%	8%	1%	2%	2%	100%

How often use for traffic information: Text message alerts

	Never	Occasionally	Once per week	2-3 times per week	More than 3 times per week	Don't know/Refuse	Total
Total	81%	11%	1%	3%	4%	1%	100%
Gender							
Male	81%	12%	1%	3%	2%	1%	100%
Female	81%	9%	1%	3%	6%	0%	100%
Age							
18 to 29	60%	21%	0%	7%	12%	0%	100%
30 to 39	85%	10%	0%	5%	0%	0%	100%
40 to 49	87%	7%	0%	0%	7%	0%	100%
50 to 59	77%	8%	5%	2%	8%	0%	100%
Over 60	86%	11%	0%	2%	1%	1%	100%
Rush hour driver							
Yes	80%	13%	1%	2%	4%	0%	100%
No	83%	6%	1%	3%	5%	2%	100%

How often use for traffic information: Electronic message signs

	Never	Occasionally	Once per week	2-3 times per week	More than 3 times per week	Don't know/Refuse	Total
Total	46%	25%	6%	6%	13%	4%	100%
Gender							
Male	48%	25%	7%	5%	9%	6%	100%
Female	45%	24%	6%	7%	16%	2%	100%
Age							
18 to 29	47%	26%	13%	0%	6%	7%	100%
30 to 39	45%	20%	0%	10%	25%	0%	100%
40 to 49	39%	28%	7%	0%	23%	2%	100%
50 to 59	45%	19%	12%	8%	15%	2%	100%
Over 60	49%	26%	3%	9%	7%	6%	100%
Rush hour driver							
Yes	41%	27%	8%	5%	15%	4%	100%
No	55%	20%	4%	8%	8%	5%	100%

How often use for traffic information: Mobile apps on your cell phone or tablet

	Never	Occasionally	Once per week	2-3 times per week	More than 3 times per week	Don't know/Refuse	Total
Total	71%	10%	5%	4%	7%	2%	100%
Gender							
Male	75%	7%	3%	5%	6%	4%	100%
Female	67%	14%	8%	3%	8%	0%	100%
Age							
18 to 29	61%	6%	12%	7%	6%	7%	100%
30 to 39	65%	25%	5%	0%	5%	0%	100%
40 to 49	63%	9%	2%	7%	19%	0%	100%
50 to 59	70%	9%	8%	3%	10%	0%	100%
Over 60	79%	8%	3%	4%	3%	3%	100%
Rush hour driver							
Yes	68%	12%	7%	4%	8%	1%	100%
No	77%	8%	2%	4%	6%	3%	100%

How often use for traffic information: Websites on your computer or cell phone

	Never	Occasionally	Once per week	2-3 times per week	More than 3 times per week	Don't know/Refuse	Total
Total	63%	17%	6%	5%	7%	2%	100%
Gender							
Male	61%	18%	6%	5%	8%	3%	100%
Female	64%	17%	7%	5%	6%	0%	100%
Age							
18 to 29	33%	27%	6%	13%	13%	7%	100%
30 to 39	60%	30%	10%	0%	0%	0%	100%
40 to 49	67%	14%	4%	2%	12%	0%	100%
50 to 59	55%	13%	13%	6%	12%	0%	100%
Over 60	74%	14%	4%	4%	2%	1%	100%
Rush hour driver							
Yes	58%	20%	8%	5%	7%	1%	100%
No	70%	13%	4%	5%	6%	3%	100%

What is the main website you use for traffic information?

	FL511.com	Google	Mapquest	Traffic.com/Here.	Waze.com	Local TV or radio st:	Something else	Don't know/Ref	Total
Total	2%	26%	8%	2%	1%	12%	26%	23%	100%
Gender									
Male	2%	16%	5%	3%	2%	15%	30%	27%	100%
Female	3%	36%	10%	2%	0%	9%	21%	20%	100%
Age									
18 to 29	0%	43%	0%	0%	0%	0%	45%	12%	100%
30 to 39	0%	49%	0%	0%	0%	12%	14%	26%	100%
40 to 49	0%	14%	14%	0%	0%	29%	28%	14%	100%
50 to 59	11%	4%	0%	8%	4%	15%	26%	33%	100%
Over 60	0%	23%	20%	0%	0%	13%	15%	30%	100%
Rush hour driver									
Yes	2%	24%	10%	2%	1%	11%	29%	22%	100%
No	3%	31%	3%	3%	0%	15%	18%	28%	100%

What is the main mobile app you use for traffic information?

	Florida 511	Waze	Google Maps	Local TV/radio sta	Something else	Don't know/Refuse	Total
Total	2%	2%	28%	3%	19%	46%	100%
Gender							
Male	3%	0%	28%	5%	14%	49%	100%
Female	1%	3%	29%	1%	22%	43%	100%
Age							
18 to 29	0%	0%	39%	0%	20%	41%	100%
30 to 39	0%	0%	42%	0%	14%	44%	100%
40 to 49	7%	6%	38%	0%	12%	37%	100%
50 to 59	5%	0%	11%	0%	34%	50%	100%
Over 60	0%	3%	18%	11%	10%	58%	100%
Rush hour driver							
Yes	1%	1%	29%	3%	19%	47%	100%
No	5%	4%	27%	4%	19%	42%	100%

How likely would you be to use free service to get traffic information?

	Very likely	Somewhat likely	Somewhat unlik	Very unlikely	Already know bu	Don't know/Refuse	Total
Total	22%	29%	10%	38%	1%	0%	100%
Gender							
Male	20%	31%	10%	38%	1%	0%	100%
Female	24%	27%	10%	37%	1%	1%	100%
Age							
18 to 29	40%	40%	7%	13%	0%	0%	100%
30 to 39	24%	51%	5%	20%	0%	0%	100%
40 to 49	32%	24%	7%	33%	5%	0%	100%
50 to 59	26%	25%	13%	35%	0%	0%	100%
Over 60	11%	23%	12%	53%	0%	1%	100%
Rush hour driver							
Yes	26%	29%	11%	33%	1%	0%	100%
No	16%	28%	9%	45%	1%	1%	100%

How much do you know about the 511 Traveler Information System?

	Quite a lot	Some	A little	Nothing at all	Don't know/Refu	Total
Total	4%	5%	21%	70%	1%	100%
Gender						
Male	5%	3%	19%	72%	1%	100%
Female	2%	7%	22%	68%	0%	100%
Age						
18 to 29	7%	0%	13%	80%	0%	100%
30 to 39	0%	0%	40%	60%	0%	100%
40 to 49	7%	5%	12%	77%	0%	100%
50 to 59	3%	10%	27%	58%	2%	100%
Over 60	3%	7%	19%	70%	1%	100%
Rush hour driver						
Yes	3%	6%	24%	66%	1%	100%
No	5%	3%	16%	76%	1%	100%

How often do you use the 511 Traveler Information System?

	Once per week	2-3 times per we	More than 3 tim	Never	Total
Total	14%	6%	3%	77%	100%
Gender					
Male	17%	12%	5%	66%	100%
Female	11%	2%	2%	85%	100%
Age					
18 to 29	0%	35%	0%	65%	100%
30 to 39	0%	0%	0%	100%	100%
40 to 49	20%	11%	20%	49%	100%
50 to 59	17%	4%	0%	79%	100%
Over 60	20%	2%	2%	75%	100%
Rush hour driver					
Yes	14%	3%	3%	80%	100%
No	13%	14%	3%	69%	100%

Which services of the 511 Traveler Information System do you use: Call in

	Yes	No	Total
Total	59%	41%	100%
Gender			
Male	56%	44%	100%
Female	66%	34%	100%
Age			
18 to 29	100%	0%	100%
40 to 49	60%	40%	100%
50 to 59	79%	21%	100%
Over 60	36%	64%	100%
Rush hour driver			
Yes	46%	54%	100%
No	79%	21%	100%

Which services of 511 do you use: Website

	Yes	No	Total
Total	30%	70%	100%
Gender			
Male	30%	70%	100%
Female	32%	68%	100%
Age			
18 to 29	100%	0%	100%
40 to 49	21%	79%	100%
50 to 59	38%	62%	100%
Over 60	8%	92%	100%
Rush hour driver			
Yes	26%	74%	100%
No	37%	63%	100%

Which services of 511 do you use: Mobile app

	Yes	No	Total
Total	13%	87%	100%
Gender			
Male	20%	80%	100%
Female	0%	100%	100%
Age			
18 to 29	0%	100%	100%
40 to 49	21%	79%	100%
50 to 59	21%	79%	100%
Over 60	9%	91%	100%
Rush hour driver			
Yes	13%	87%	100%
No	13%	87%	100%

Which services of 511 do you use: Twitter

	No	Total
Total	100%	100%
Gender		
Male	100%	100%
Female	100%	100%
Age		
18 to 29	100%	100%
40 to 49	100%	100%
50 to 59	100%	100%
Over 60	100%	100%
Rush hour driver		
Yes	100%	100%
No	100%	100%

Which services of 511 do you use: Personalized services

	Yes	No	Total
Total	9%	91%	100%
Gender			
Male	6%	94%	100%
Female	13%	87%	100%
Age			
18 to 29	0%	100%	100%
40 to 49	19%	81%	100%
50 to 59	0%	100%	100%
Over 60	9%	91%	100%
Rush hour driver			
Yes	7%	93%	100%
No	10%	90%	100%

When are you likely to use 511: Before you leave for your destination

	Yes	No	Total
Total	59%	41%	100%
Gender			
Male	66%	34%	100%
Female	45%	55%	100%
Age			
18 to 29	100%	0%	100%
40 to 49	40%	60%	100%
50 to 59	60%	40%	100%
Over 60	56%	44%	100%
Rush hour driver			
Yes	47%	53%	100%
No	78%	22%	100%

When are you likely to use 511: On your way to your destination

	Yes	No	Total
Total	26%	74%	100%
Gender			
Male	15%	85%	100%
Female	47%	53%	100%
Age			
18 to 29	0%	100%	100%
40 to 49	79%	21%	100%
50 to 59	0%	100%	100%
Over 60	17%	83%	100%
Rush hour driver			
Yes	29%	71%	100%
No	22%	78%	100%

When are you likely to use 511: While stopped in traffic/approaching congestion

	Yes	No	Total
Total	28%	72%	100%
Gender			
Male	14%	86%	100%
Female	55%	45%	100%
Age			
18 to 29	0%	100%	100%
40 to 49	40%	60%	100%
50 to 59	79%	21%	100%
Over 60	8%	92%	100%
Rush hour driver			
Yes	38%	62%	100%
No	13%	87%	100%

When are you likely to use 511: After hearing a radio or TV report

	Yes	No	Total
Total	27%	73%	100%
Gender			
Male	28%	72%	100%
Female	24%	76%	100%
Age			
18 to 29	100%	0%	100%
40 to 49	19%	81%	100%
50 to 59	19%	81%	100%
Over 60	9%	91%	100%
Rush hour driver			
Yes	20%	80%	100%
No	37%	63%	100%

When are you likely to use 511: During an emergency such as a wildfire/hurricane

	Yes	No	Total
Total	5%	95%	100%
Gender			
Male	0%	100%	100%
Female	13%	87%	100%
Age			
18 to 29	0%	100%	100%
40 to 49	19%	81%	100%
50 to 59	0%	100%	100%
Over 60	0%	100%	100%
Rush hour driver			
Yes	7%	93%	100%
No	0%	100%	100%

When are you likely to use 511: To report a traffic incident

	Yes	No	Total
Total	10%	90%	100%
Gender			
Male	8%	92%	100%
Female	13%	87%	100%
Age			
18 to 29	0%	100%	100%
40 to 49	40%	60%	100%
50 to 59	0%	100%	100%
Over 60	0%	100%	100%
Rush hour driver			
Yes	7%	93%	100%
No	13%	87%	100%

How have you used the info you receive from 511: Changed your route

	Yes	No	Total
Total	70%	30%	100%
Gender			
Male	66%	34%	100%
Female	76%	24%	100%
Age			
18 to 29	100%	0%	100%
40 to 49	40%	60%	100%
50 to 59	100%	0%	100%
Over 60	63%	37%	100%
Rush hour driver			
Yes	63%	37%	100%
No	81%	19%	100%

How have you used the info you receive from 511: Changed departure time

	Yes	No	Total
Total	24%	76%	100%
Gender			
Male	18%	82%	100%
Female	34%	66%	100%
Age			
18 to 29	0%	100%	100%
40 to 49	19%	81%	100%
50 to 59	19%	81%	100%
Over 60	37%	63%	100%
Rush hour driver			
Yes	26%	74%	100%
No	21%	79%	100%

How have you used the info you receive from 511: Changed est. time of arrival

	Yes	No	Total
Total	24%	76%	100%
Gender			
Male	14%	86%	100%
Female	45%	55%	100%
Age			
18 to 29	0%	100%	100%
40 to 49	40%	60%	100%
50 to 59	19%	81%	100%
Over 60	26%	74%	100%
Rush hour driver			
Yes	19%	81%	100%
No	32%	68%	100%

How have you used the info you receive from 511: Changed your stress level

	Yes	No	Total
Total	38%	62%	100%
Gender			
Male	29%	71%	100%
Female	55%	45%	100%
Age			
18 to 29	0%	100%	100%
40 to 49	81%	19%	100%
50 to 59	38%	62%	100%
Over 60	26%	74%	100%
Rush hour driver			
Yes	48%	52%	100%
No	23%	77%	100%

How have you used the info you receive from 511: Changed your mode of travel

	Yes	No	Total
Total	13%	87%	100%
Gender			
Male	14%	86%	100%
Female	11%	89%	100%
Age			
18 to 29	0%	100%	100%
40 to 49	21%	79%	100%
50 to 59	0%	100%	100%
Over 60	18%	82%	100%
Rush hour driver			
Yes	6%	94%	100%
No	23%	77%	100%

Used info provided by the 511 during severe weather/roadway emergency?

	Yes, and I change	Yes, but I did NO	No	Total	
Total	32%	5%	59%	4%	100%
Gender					
Male	20%	8%	66%	6%	100%
Female	55%	0%	45%	0%	100%
Age					
18 to 29	0%	0%	100%	0%	100%
40 to 49	40%	21%	40%	0%	100%
50 to 59	60%	0%	40%	0%	100%
Over 60	26%	0%	64%	9%	100%
Rush hour driver					
Yes	44%	8%	47%	0%	100%
No	13%	0%	77%	10%	100%

How did you first find out about the 511 Traveler Information System?

	Radio	Television	Newspaper	Online	Event/function	A friend or acquaint	Signs on the free	Other	Don't know/R	Total
Total	14%	7%	5%	5%	4%	12%	27%	19%	8%	100%
Gender										
Male	14%	0%	8%	8%	6%	12%	28%	12%	12%	100%
Female	13%	21%	0%	0%	0%	11%	24%	32%	0%	100%
Age										
18 to 29	0%	0%	0%	0%	0%	0%	100%	0%	0%	100%
40 to 49	40%	0%	21%	21%	0%	0%	19%	0%	0%	100%
50 to 59	0%	19%	0%	0%	21%	21%	19%	19%	0%	100%
Over 60	9%	8%	0%	0%	0%	18%	9%	36%	19%	100%
Rush hour driver										
Yes	7%	6%	8%	8%	0%	13%	20%	31%	7%	100%
No	23%	9%	0%	0%	10%	10%	37%	0%	10%	100%

Call in feature of 511: would you say the quality of the voice-recognition is...

	Excellent	Good	Fair	Poor	Never used call in	Total
Total	12%	24%	47%	5%	12%	100%
Gender						
Male	6%	20%	48%	8%	18%	100%
Female	24%	32%	45%	0%	0%	100%
Age						
18 to 29	0%	0%	100%	0%	0%	100%
40 to 49	19%	21%	40%	21%	0%	100%
50 to 59	0%	19%	81%	0%	0%	100%
Over 60	18%	36%	18%	0%	28%	100%
Rush hour driver						
Yes	13%	39%	34%	0%	13%	100%
No	10%	0%	67%	13%	10%	100%

What type of cell phone do you use?

	iPhone	Android	BlackBerry	Something else	Does not have a	Don't know/Refusec	Total
Total	30%	29%	1%	31%	8%	2%	100%
Gender							
Male	26%	34%	1%	30%	8%	2%	100%
Female	33%	23%	2%	32%	8%	2%	100%
Age							
18 to 29	26%	60%	0%	14%	0%	0%	100%
30 to 39	35%	21%	0%	34%	5%	5%	100%
40 to 49	35%	49%	0%	14%	2%	0%	100%
50 to 59	32%	30%	3%	23%	8%	3%	100%
Over 60	26%	14%	2%	44%	13%	1%	100%
Rush hour driver							
Yes	29%	33%	1%	29%	6%	2%	100%
No	30%	21%	1%	34%	11%	2%	100%

How often do you read these electronic message signs?

	Once per week	2-3 times per we	More than 3 tim	Never	Don't know/Refu	Total
Total	26%	20%	27%	23%	4%	100%
Gender						
Male	26%	19%	27%	24%	4%	100%
Female	26%	20%	28%	22%	3%	100%
Age						
18 to 29	34%	13%	13%	33%	7%	100%
30 to 39	20%	24%	41%	15%	0%	100%
40 to 49	19%	14%	46%	21%	0%	100%
50 to 59	27%	28%	24%	20%	2%	100%
Over 60	29%	21%	22%	24%	5%	100%
Rush hour driver						
Yes	24%	20%	33%	21%	2%	100%
No	30%	19%	17%	27%	7%	100%

Do you find them to be...

	Very accurate	Somewhat accur	Not accurate at	Don't know/Refu:	Total
Total	40%	51%	4%	5%	100%
Gender					
Male	38%	49%	7%	5%	100%
Female	41%	52%	1%	5%	100%
Age					
18 to 29	33%	44%	12%	12%	100%
30 to 39	29%	58%	6%	6%	100%
40 to 49	43%	54%	3%	0%	100%
50 to 59	42%	56%	2%	0%	100%
Over 60	41%	48%	3%	8%	100%
Rush hour driver					
Yes	36%	56%	5%	3%	100%
No	47%	41%	3%	9%	100%

Do you think the electronic message signs are easy to read?

	Yes	No	Sometimes	Don't know/Refu:	Total
Total	92%	4%	3%	1%	100%
Gender					
Male	93%	3%	2%	1%	100%
Female	91%	4%	4%	1%	100%
Age					
18 to 29	100%	0%	0%	0%	100%
30 to 39	100%	0%	0%	0%	100%
40 to 49	94%	3%	3%	0%	100%
50 to 59	83%	8%	8%	0%	100%
Over 60	90%	3%	3%	3%	100%
Rush hour driver					
Yes	92%	3%	4%	1%	100%
No	91%	5%	2%	1%	100%

When the electronic message signs post info about travel times, is the info...

	Very useful	Somewhat useful	Not very useful	Never seen a dela	Don't know/Refu	Total
Total	43%	46%	6%	4%	1%	100%
Gender						
Male	39%	50%	9%	3%	0%	100%
Female	48%	43%	3%	5%	1%	100%
Age						
18 to 29	23%	54%	12%	12%	0%	100%
30 to 39	35%	53%	6%	6%	0%	100%
40 to 49	49%	45%	3%	3%	0%	100%
50 to 59	57%	43%	0%	0%	0%	100%
Over 60	45%	42%	8%	3%	2%	100%
Rush hour driver						
Yes	42%	49%	6%	2%	1%	100%
No	45%	41%	5%	8%	0%	100%

How likely are you to change your route based on the info posted on these signs?

	Very likely	Somewhat likely	Somewhat unlik	Very unlikely	Total
Total	30%	46%	11%	13%	100%
Gender					
Male	26%	49%	11%	15%	100%
Female	34%	44%	11%	11%	100%
Age					
18 to 29	12%	65%	12%	12%	100%
30 to 39	29%	53%	18%	0%	100%
40 to 49	31%	48%	9%	12%	100%
50 to 59	36%	43%	6%	15%	100%
Over 60	34%	38%	11%	17%	100%
Rush hour driver					
Yes	29%	46%	14%	11%	100%
No	33%	46%	4%	17%	100%

Have you ever used 511 to obtain more info about something you saw on a sign?

	Yes	No	Don't know/Ref	Total
Total	7%	91%	2%	100%
Gender				
Male	9%	90%	2%	100%
Female	6%	93%	1%	100%
Age				
18 to 29	0%	100%	0%	100%
30 to 39	6%	88%	6%	100%
40 to 49	12%	85%	3%	100%
50 to 59	15%	83%	2%	100%
Over 60	4%	96%	0%	100%
Rush hour driver				
Yes	8%	90%	2%	100%
No	5%	94%	1%	100%

Have you used info posted on a sign during severe weather/roadway emergency?

	Yes, and I change	Yes, but I did NO	No	Don't know/Refu:	Total
Total	36%	13%	49%	2%	100%
Gender					
Male	36%	16%	47%	1%	100%
Female	36%	10%	51%	3%	100%
Age					
18 to 29	44%	0%	56%	0%	100%
30 to 39	29%	18%	47%	6%	100%
40 to 49	41%	9%	50%	0%	100%
50 to 59	36%	13%	51%	0%	100%
Over 60	34%	15%	47%	3%	100%
Rush hour driver					
Yes	41%	11%	44%	3%	100%
No	27%	15%	58%	0%	100%

Service to provide you with traffic info on the Internet: how likely to use it?

	Definitely use it	Probably use it	Probably not us	Definitely not use	Don't know/Refu	Total
Total	4%	25%	37%	32%	2%	100%
Gender						
Male	3%	27%	36%	30%	3%	100%
Female	6%	22%	38%	33%	1%	100%
Age						
18 to 29	0%	21%	60%	19%	0%	100%
30 to 39	8%	34%	41%	17%	0%	100%
40 to 49	3%	34%	35%	28%	0%	100%
50 to 59	6%	31%	34%	30%	0%	100%
Over 60	4%	20%	33%	40%	3%	100%
Rush hour driver						
Yes	3%	24%	42%	29%	1%	100%
No	6%	25%	30%	36%	3%	100%

How often do you use the My Florida 511 website, FL511.com?

	Once per week	2-3 times per we	More than 3 tim	Never	Never heard	Total
Total	4%	1%	1%	32%	62%	100%
Gender						
Male	5%	2%	0%	29%	64%	100%
Female	3%	0%	3%	35%	60%	100%
Age						
18 to 29	0%	0%	0%	22%	78%	100%
30 to 39	0%	0%	0%	50%	50%	100%
40 to 49	8%	8%	0%	35%	50%	100%
50 to 59	7%	0%	4%	22%	67%	100%
Over 60	5%	0%	2%	35%	58%	100%
Rush hour driver						
Yes	4%	1%	2%	29%	64%	100%
No	3%	0%	0%	40%	57%	100%

Mobile app available to provide you with traffic info:how likely to use it?

	Definitely use it	Probably use it	Probably not us	Definitely not use	Don't know/Refu	Total
Total	9%	30%	27%	33%	2%	100%
Gender						
Male	2%	39%	27%	29%	2%	100%
Female	16%	20%	28%	36%	1%	100%
Age						
18 to 29	0%	34%	44%	22%	0%	100%
30 to 39	7%	39%	30%	23%	0%	100%
40 to 49	18%	41%	18%	23%	0%	100%
50 to 59	14%	39%	24%	23%	0%	100%
Over 60	8%	22%	25%	43%	2%	100%
Rush hour driver						
Yes	8%	29%	33%	28%	1%	100%
No	9%	30%	19%	39%	2%	100%

How often do you use the Florida 511 mobile app?

	Once per week	2-3 times per we	More than 3 tim	Never	Never heard	Total
Total	3%	3%	1%	33%	60%	100%
Gender						
Male	3%	3%	3%	30%	61%	100%
Female	3%	3%	0%	35%	59%	100%
Age						
18 to 29	0%	0%	0%	39%	61%	100%
30 to 39	0%	0%	0%	28%	72%	100%
40 to 49	0%	7%	7%	38%	49%	100%
50 to 59	0%	5%	0%	23%	72%	100%
Over 60	10%	3%	0%	31%	55%	100%
Rush hour driver						
Yes	4%	3%	2%	29%	62%	100%
No	0%	5%	0%	42%	53%	100%

Are you aware of the Road Rangers provided by FDOT?

	Yes	No	Don't know/Ref	Total
Total	61%	38%	1%	100%
Gender				
Male	66%	33%	1%	100%
Female	57%	42%	1%	100%
Age				
18 to 29	60%	40%	0%	100%
30 to 39	55%	45%	0%	100%
40 to 49	66%	34%	0%	100%
50 to 59	68%	32%	0%	100%
Over 60	60%	39%	1%	100%
Rush hour driver				
Yes	65%	35%	0%	100%
No	55%	43%	2%	100%

Aware can request assistance from the Road Rangers by dialing *FHP, or *347?

	Yes	No	Total
Total	64%	36%	100%
Gender			
Male	62%	38%	100%
Female	66%	34%	100%
Age			
18 to 29	70%	30%	100%
30 to 39	88%	12%	100%
40 to 49	68%	32%	100%
50 to 59	47%	53%	100%
Over 60	59%	41%	100%
Rush hour driver			
Yes	72%	28%	100%
No	47%	53%	100%

Do you know how to request a Road Ranger?

	Yes	No	Total
Total	31%	69%	100%
Gender			
Male	29%	71%	100%
Female	33%	67%	100%
Age			
18 to 29	0%	100%	100%
30 to 39	47%	53%	100%
40 to 49	47%	53%	100%
50 to 59	38%	62%	100%
Over 60	25%	75%	100%
Rush hour driver			
Yes	34%	66%	100%
No	24%	76%	100%

How would you do that?

	Call 511	Call 911	Call *FHP/*347	Call 411	Something else	Don't know/Refusec	Total
Total	3%	7%	25%	4%	43%	18%	100%
Gender							
Male	0%	14%	23%	9%	46%	7%	100%
Female	6%	0%	27%	0%	39%	28%	100%
Age							
30 to 39	0%	0%	0%	0%	100%	0%	100%
40 to 49	0%	0%	33%	17%	35%	15%	100%
50 to 59	0%	13%	38%	0%	49%	0%	100%
Over 60	9%	10%	17%	0%	37%	27%	100%
Rush hour driver							
Yes	4%	5%	24%	6%	40%	20%	100%
No	0%	13%	26%	0%	49%	12%	100%

Have you ever heard of *FHP or *347?

	Yes	No	Total
Total	61%	39%	100%
Gender			
Male	59%	41%	100%
Female	63%	37%	100%
Age			
18 to 29	47%	53%	100%
30 to 39	47%	53%	100%
40 to 49	72%	28%	100%
50 to 59	73%	27%	100%
Over 60	57%	43%	100%
Rush hour driver			
Yes	62%	38%	100%
No	59%	41%	100%

How useful do you think the Road Rangers are?

	Very useful	Somewhat usefu	Not very useful	Don't know/Refu:	Total
Total	73%	13%	5%	9%	100%
Gender					
Male	73%	13%	7%	8%	100%
Female	73%	13%	3%	11%	100%
Age					
18 to 29	77%	0%	12%	12%	100%
30 to 39	74%	18%	0%	9%	100%
40 to 49	86%	4%	3%	7%	100%
50 to 59	78%	12%	0%	10%	100%
Over 60	63%	21%	6%	9%	100%
Rush hour driver					
Yes	75%	11%	6%	8%	100%
No	68%	18%	3%	11%	100%

Have you ever been assisted by a Road Ranger?

	Yes	No	Total
Total	22%	78%	100%
Gender			
Male	25%	75%	100%
Female	18%	82%	100%
Age			
18 to 29	22%	78%	100%
30 to 39	20%	80%	100%
40 to 49	35%	65%	100%
50 to 59	30%	70%	100%
Over 60	14%	86%	100%
Rush hour driver			
Yes	24%	76%	100%
No	19%	81%	100%

Would you say the Road Ranger driver was...

	Very helpful	Somewhat helpf	Not helpful at al	Total
Total	90%	8%	2%	100%
Gender				
Male	86%	10%	3%	100%
Female	95%	5%	0%	100%
Age				
18 to 29	100%	0%	0%	100%
30 to 39	100%	0%	0%	100%
40 to 49	100%	0%	0%	100%
50 to 59	91%	9%	0%	100%
Over 60	68%	24%	8%	100%
Rush hour driver				
Yes	97%	0%	3%	100%
No	72%	28%	0%	100%

Like included: Information about other transportation services

	Yes	No	Total
Total	12%	88%	100%
Gender			
Male	13%	87%	100%
Female	12%	88%	100%
Age			
18 to 29	13%	87%	100%
30 to 39	10%	90%	100%
40 to 49	17%	83%	100%
50 to 59	13%	87%	100%
Over 60	12%	88%	100%
Rush hour driver			
Yes	10%	90%	100%
No	17%	83%	100%

Like included: Information about roads not in your area

	Yes	No	Total
Total	7%	93%	100%
Gender			
Male	5%	95%	100%
Female	9%	91%	100%
Age			
18 to 29	6%	94%	100%
30 to 39	10%	90%	100%
40 to 49	7%	93%	100%
50 to 59	10%	90%	100%
Over 60	7%	93%	100%
Rush hour driver			
Yes	8%	92%	100%
No	7%	93%	100%

Like included: Information about local attractions

	Yes	No	Total
Total	7%	93%	100%
Gender			
Male	5%	95%	100%
Female	9%	91%	100%
Age			
18 to 29	6%	94%	100%
30 to 39	5%	95%	100%
40 to 49	11%	89%	100%
50 to 59	10%	90%	100%
Over 60	5%	95%	100%
Rush hour driver			
Yes	7%	93%	100%
No	7%	93%	100%

Like included: Information about automotive services

	Yes	No	Total
Total	3%	97%	100%
Gender			
Male	4%	96%	100%
Female	2%	98%	100%
Age			
18 to 29	0%	100%	100%
30 to 39	5%	95%	100%
40 to 49	2%	98%	100%
50 to 59	5%	95%	100%
Over 60	3%	97%	100%
Rush hour driver			
Yes	4%	96%	100%
No	2%	98%	100%

Like included: Alternate routes to avoid a traffic incident

	Yes	No	Total
Total	69%	31%	100%
Gender			
Male	71%	29%	100%
Female	67%	33%	100%
Age			
18 to 29	67%	33%	100%
30 to 39	71%	29%	100%
40 to 49	81%	19%	100%
50 to 59	71%	29%	100%
Over 60	65%	35%	100%
Rush hour driver			
Yes	71%	29%	100%
No	65%	35%	100%

Like included: All

	Yes	No	Total
Total	6%	94%	100%
Gender			
Male	3%	97%	100%
Female	9%	91%	100%
Age			
18 to 29	6%	94%	100%
30 to 39	15%	85%	100%
40 to 49	7%	93%	100%
50 to 59	5%	95%	100%
Over 60	4%	96%	100%
Rush hour driver			
Yes	8%	92%	100%
No	3%	97%	100%

Like included: None

	Yes	No	Total
Total	8%	92%	100%
Gender			
Male	9%	91%	100%
Female	8%	92%	100%
Age			
18 to 29	7%	93%	100%
30 to 39	0%	100%	100%
40 to 49	2%	98%	100%
50 to 59	8%	92%	100%
Over 60	14%	86%	100%
Rush hour driver			
Yes	7%	93%	100%
No	11%	89%	100%

Like included: Other

	Yes	No	Total
Total	1%	99%	100%
Gender			
Male	1%	99%	100%
Female	1%	99%	100%
Age			
18 to 29	0%	100%	100%
30 to 39	5%	95%	100%
40 to 49	0%	100%	100%
50 to 59	0%	100%	100%
Over 60	0%	100%	100%
Rush hour driver			
Yes	0%	100%	100%
No	2%	98%	100%

	Age						
	18 to 29	30 to 39	40 to 49	50 to 59	Over 60	Don't know/Refusec	Total
Total	14%	12%	14%	16%	42%	3%	100%
Gender							
Male	18%	5%	15%	18%	40%	3%	100%
Female	10%	18%	13%	14%	43%	2%	100%
Rush hour driver							
Yes	14%	15%	19%	16%	35%	2%	100%
No	15%	6%	6%	16%	53%	4%	100%

	Gender		
	Male	Female	Total
Total	49%	51%	100%
Age			
18 to 29	63%	37%	100%
30 to 39	22%	78%	100%
40 to 49	52%	48%	100%
50 to 59	56%	44%	100%
Over 60	47%	53%	100%
Rush hour driver			
Yes	46%	54%	100%
No	53%	47%	100%