



TO: Florida Department of Transportation
FROM: The Schapiro Group, Inc.
DATE: August 19, 2014
RE: Customer Satisfaction Tracking Study — District 2 Results

The Schapiro Group (TSG) interviewed 300 Florida freeway drivers across District 2 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 Clay, Duval, Nassau, and St. John's 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 2 include:

Driving Patterns and Traffic Information Services

- The number of drivers on the road in District 2 during each time of day has remained nearly the same since 2010.
- Traditional traffic information sources such as radio and television continue to be popular, with 57% of drivers using radio traffic reports. This is an increase since 2012 and continues an upswing that began in 2010. The 49% of drivers who get traffic information from television represent a slight decline from 2012. An overwhelming majority of those who get traffic information from radio and television see these resources as at least "somewhat useful."
- Drivers use several different sources for their traffic information. Use of electronic message signs dropped to 63%, while in-car navigation systems (51%), websites on their computer or cell phone (32%), mobile apps (31%), and text message alerts (17%) all increased noticeably. All other tested sources are used by less than 15% of drivers.
- Among drivers who use websites for traffic information, the top sites continue to be local TV and radio station websites (32%). Google (13%) remained in second, while around half of drivers (46%) continue to indicate some other site or that they do not know.
- 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 apps are Google maps (19%) and those of local television and radio stations (14%). Just under half (48%) of drivers indicate 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, just over half of drivers say that they would be likely to use it. This is similar to the 2012 response.
- Awareness of the 511 Traveler Information System has continued its growth since 2010, and usage has returned to its 2010 levels. Of those who have some knowledge of 511, the proportion of drivers who use it had decreased from 35% in 2010 to 21% in 2012, but now 36% report using it. District 2 drivers continue to be most likely to find out about 511 through signs on the freeway.
- Starting in 2012, respondents who use the 511 Traveler Information System are now asked which services they use. The most popular, by far, continues to be the call-in service (68%), with the website (17%) displacing the mobile app as the second most popular. The mobile app continues to be used by roughly 11% of drivers. No other service is used by more than 10% of 511 Traveler Information System users.
- Drivers are using the 511 Traveler Information System in a variety of situations, with all showing growth since 2012. The most popular continues to be while stopped in traffic approaching congestion (45%), with checking before they leave for their destination more than doubling to 38%. Drivers also check while on their way to their destination (25%), in response to an electronic message sign (22%), during an emergency such as a wildfire or hurricane (22%), or to report a traffic incident (19%).
- The information received from the 511 Traveler Information System elicits a number of responses. In a dramatic jump from 50% in 2012, 80% now report changing their route based on that information. Just under one-third (30%) changed their departure time, 27% have changed their estimated time of arrival, 26% changed their stress level, and 13% altered their mode of travel.

ITS Services: Electronic Message Signs

- Most District 2 drivers (84%) continue to read electronic message signs at least once per week and believe the signs are at least somewhat accurate (96%) and useful (94%). Strong majorities of drivers continue to rate them as easy to read (87%) and continue to be likely to change their route based on information they see posted (78%).

ITS Services: Road Rangers

- After steady increases since 2006, awareness of Road Rangers (65%) is roughly equal to the 2012 level. Not all drivers who have heard of Road Rangers, however, know how to request their assistance. Similar to 2012, only 3% have top-of-mind awareness of how to contact one. When prompted with a reminder about *FHP/*347, 59% of other drivers say they know to call that number to request assistance (an increase of 11% since 2012). Among drivers who say they do not know how to contact a Road Ranger, 64% have heard of *FHP/*347 (an increase of 15% since 2012).

- After increases over the years, the number of District 2 drivers who have been assisted by a Road Ranger decreased to 13% (down from 20% in 2012). Everyone who had been assisted (100%) said that the Road Ranger was “very helpful” or “somewhat helpful.” Nearly all drivers (93%) who know about Road Rangers, including those who have not had direct experience with them, continue to believe this service to be at least “somewhat useful,” similar to previous years.
- When asked what types of additional information they would like FDOT to provide, more than two-thirds of drivers (69%) said they would like information about alternate routes to help them avoid traffic incidents (up 10% from 2012). By far, this is the most desired type of additional information for FDOT to provide.

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

	Year-round	Only part of the	Total
Total	98%	2%	100%
Gender			
Male	99%	1%	100%
Female	98%	2%	100%
Age			
18 to 29	100%	0%	100%
30 to 39	97%	3%	100%
40 to 49	100%	0%	100%
50 to 59	99%	1%	100%
Over 60	98%	2%	100%
Rush hour driver			
Yes	99%	1%	100%
No	97%	3%	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	56%	44%	1%	100%
Gender				
Male	55%	43%	1%	100%
Female	56%	44%	1%	100%
Age				
18 to 29	60%	40%	0%	100%
30 to 39	81%	16%	4%	100%
40 to 49	65%	35%	0%	100%
50 to 59	50%	49%	1%	100%
Over 60	35%	65%	0%	100%
Rush hour driver				
Yes	74%	25%	1%	100%
No	0%	100%	0%	100%

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

	Yes	No	Don't know/Ref	Total
Total	67%	33%	0%	100%
Gender				
Male	71%	29%	0%	100%
Female	62%	38%	0%	100%
Age				
18 to 29	51%	49%	0%	100%
30 to 39	55%	45%	0%	100%
40 to 49	73%	27%	0%	100%
50 to 59	68%	32%	0%	100%
Over 60	78%	22%	1%	100%
Rush hour driver				
Yes	59%	40%	0%	100%
No	89%	11%	0%	100%

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

	Yes	No	Total
Total	64%	36%	100%
Gender			
Male	64%	36%	100%
Female	63%	37%	100%
Age			
18 to 29	74%	26%	100%
30 to 39	68%	32%	100%
40 to 49	69%	31%	100%
50 to 59	58%	42%	100%
Over 60	52%	48%	100%
Rush hour driver			
Yes	84%	16%	100%
No	0%	100%	100%

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

	Yes	No	Don't know/Ref	Total
Total	44%	56%	1%	100%
Gender				
Male	49%	50%	1%	100%
Female	38%	62%	0%	100%
Age				
18 to 29	67%	33%	0%	100%
30 to 39	35%	61%	4%	100%
40 to 49	43%	57%	0%	100%
50 to 59	36%	64%	0%	100%
Over 60	36%	63%	1%	100%
Rush hour driver				
Yes	45%	54%	1%	100%
No	39%	61%	0%	100%

How often do you listen to radio traffic reports?

	Once per week	2-3 times per we	More than 3 tim	Never	Total
Total	9%	16%	32%	42%	100%
Gender					
Male	11%	17%	28%	44%	100%
Female	8%	15%	36%	41%	100%
Age					
18 to 29	10%	10%	38%	42%	100%
30 to 39	0%	30%	19%	51%	100%
40 to 49	9%	22%	31%	38%	100%
50 to 59	13%	11%	39%	37%	100%
Over 60	13%	11%	33%	43%	100%
Rush hour driver					
Yes	8%	17%	36%	39%	100%
No	13%	13%	20%	53%	100%

Do you find radio traffic reports...

	Very useful	Somewhat usefu	Not very useful	Don't know/Refu	Total
Total	48%	42%	10%	1%	100%
Gender					
Male	42%	41%	15%	2%	100%
Female	53%	42%	4%	0%	100%
Age					
18 to 29	61%	33%	0%	6%	100%
30 to 39	49%	45%	6%	0%	100%
40 to 49	27%	63%	10%	0%	100%
50 to 59	48%	42%	11%	0%	100%
Over 60	55%	31%	15%	0%	100%
Rush hour driver					
Yes	47%	41%	10%	1%	100%
No	49%	42%	9%	0%	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	8%	12%	29%	51%	100%
Gender					
Male	7%	12%	26%	55%	100%
Female	9%	12%	32%	47%	100%
Age					
18 to 29	13%	14%	9%	64%	100%
30 to 39	13%	7%	23%	58%	100%
40 to 49	6%	14%	35%	46%	100%
50 to 59	6%	10%	30%	53%	100%
Over 60	5%	13%	43%	39%	100%
Rush hour driver					
Yes	9%	11%	30%	51%	100%
No	6%	14%	27%	52%	100%

Do you find television traffic reports...

	Very useful	Somewhat usefu	Not very useful	Don't know/Refu	Total
Total	44%	46%	9%	0%	100%
Gender					
Male	37%	49%	14%	0%	100%
Female	51%	43%	5%	1%	100%
Age					
18 to 29	25%	65%	10%	0%	100%
30 to 39	56%	37%	7%	0%	100%
40 to 49	46%	48%	6%	0%	100%
50 to 59	41%	44%	15%	0%	100%
Over 60	47%	43%	9%	1%	100%
Rush hour driver					
Yes	44%	48%	7%	0%	100%
No	46%	38%	15%	0%	100%

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

	Never	Occasionally	Once per week	2-3 times per wei	More than 3 time	Don't know/Refu	Total
Total	49%	30%	7%	6%	8%	1%	100%
Gender							
Male	48%	30%	10%	3%	10%	0%	100%
Female	50%	30%	5%	9%	5%	1%	100%
Age							
18 to 29	36%	55%	4%	3%	3%	0%	100%
30 to 39	45%	29%	7%	9%	10%	0%	100%
40 to 49	51%	26%	9%	3%	12%	0%	100%
50 to 59	55%	21%	11%	5%	8%	0%	100%
Over 60	52%	24%	7%	8%	6%	3%	100%
Rush hour driver							
Yes	49%	31%	7%	4%	8%	0%	100%
No	48%	25%	7%	10%	7%	3%	100%

How often use for traffic information: Call in service

	Never	Occasionally	Once per week	2-3 times per wei	More than 3 time	Don't know/Refu	Total
Total	85%	6%	2%	1%	1%	5%	100%
Gender							
Male	84%	5%	3%	1%	2%	4%	100%
Female	85%	8%	1%	0%	0%	5%	100%
Age							
18 to 29	86%	7%	4%	0%	0%	4%	100%
30 to 39	93%	0%	0%	0%	0%	7%	100%
40 to 49	92%	3%	0%	0%	0%	6%	100%
50 to 59	85%	10%	3%	0%	2%	0%	100%
Over 60	76%	9%	4%	2%	2%	7%	100%
Rush hour driver							
Yes	86%	6%	2%	0%	2%	4%	100%
No	82%	7%	3%	2%	0%	6%	100%

How often use for traffic information: Email alerts

	Never	Occasionally	Once per week	2-3 times per wei	More than 3 time	Don't know/Refu	Total
Total	84%	9%	2%	1%	3%	1%	100%
Gender							
Male	82%	9%	3%	1%	3%	1%	100%
Female	86%	8%	1%	1%	3%	0%	100%
Age							
18 to 29	87%	7%	3%	4%	0%	0%	100%
30 to 39	93%	0%	0%	0%	3%	4%	100%
40 to 49	69%	28%	3%	0%	0%	0%	100%
50 to 59	92%	0%	2%	0%	7%	0%	100%
Over 60	83%	8%	2%	1%	4%	1%	100%
Rush hour driver							
Yes	84%	10%	1%	0%	3%	1%	100%
No	85%	6%	5%	3%	1%	0%	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	82%	9%	3%	1%	4%	1%	100%
Gender							
Male	81%	10%	2%	1%	5%	1%	100%
Female	83%	9%	3%	1%	4%	0%	100%
Age							
18 to 29	87%	9%	0%	4%	0%	0%	100%
30 to 39	87%	3%	0%	0%	6%	4%	100%
40 to 49	63%	20%	11%	0%	6%	0%	100%
50 to 59	83%	5%	2%	0%	10%	0%	100%
Over 60	89%	8%	1%	1%	1%	0%	100%
Rush hour driver							
Yes	81%	10%	2%	1%	5%	1%	100%
No	84%	5%	4%	3%	3%	0%	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	37%	30%	10%	7%	16%	1%	100%
Gender							
Male	33%	33%	14%	6%	13%	1%	100%
Female	40%	26%	7%	9%	18%	0%	100%
Age							
18 to 29	47%	29%	7%	7%	10%	0%	100%
30 to 39	35%	26%	10%	0%	25%	4%	100%
40 to 49	24%	43%	14%	3%	17%	0%	100%
50 to 59	30%	26%	13%	11%	19%	0%	100%
Over 60	41%	26%	7%	12%	12%	1%	100%
Rush hour driver							
Yes	33%	30%	11%	6%	19%	1%	100%
No	49%	27%	9%	10%	5%	0%	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	69%	11%	5%	5%	10%	1%	100%
Gender							
Male	64%	13%	6%	4%	11%	1%	100%
Female	74%	8%	4%	5%	8%	0%	100%
Age							
18 to 29	77%	9%	0%	0%	14%	0%	100%
30 to 39	45%	17%	7%	13%	15%	4%	100%
40 to 49	62%	15%	9%	5%	9%	0%	100%
50 to 59	72%	8%	3%	3%	13%	0%	100%
Over 60	81%	7%	5%	4%	3%	0%	100%
Rush hour driver							
Yes	68%	12%	4%	4%	11%	1%	100%
No	74%	9%	7%	5%	4%	0%	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	67%	18%	4%	4%	6%	1%	100%
Gender							
Male	67%	14%	5%	6%	6%	1%	100%
Female	67%	23%	3%	2%	5%	0%	100%
Age							
18 to 29	66%	24%	7%	0%	4%	0%	100%
30 to 39	58%	29%	3%	4%	3%	4%	100%
40 to 49	59%	20%	3%	12%	6%	0%	100%
50 to 59	73%	13%	2%	1%	11%	0%	100%
Over 60	76%	11%	4%	3%	5%	1%	100%
Rush hour driver							
Yes	66%	18%	5%	5%	5%	1%	100%
No	70%	20%	1%	2%	6%	0%	100%

What is the main website you use for traffic information?

	FL511.com	Google	Mapquest	Traffic.com/Here	Local TV or radio	Social media, such	Something else	Don't know/Ref	Total
Total	2%	13%	2%	1%	32%	3%	26%	20%	100%
Gender									
Male	4%	14%	3%	0%	32%	7%	32%	8%	100%
Female	0%	13%	1%	3%	31%	0%	20%	32%	100%
Age									
18 to 29	0%	0%	0%	0%	55%	0%	36%	9%	100%
30 to 39	0%	17%	0%	0%	17%	9%	26%	31%	100%
40 to 49	0%	8%	0%	0%	35%	8%	23%	27%	100%
50 to 59	13%	29%	0%	5%	17%	0%	30%	6%	100%
Over 60	0%	16%	10%	3%	28%	0%	19%	24%	100%
Rush hour driver									
Yes	0%	12%	1%	1%	35%	5%	27%	19%	100%
No	9%	18%	5%	2%	21%	0%	20%	24%	100%

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

	Florida 511	Waze	Beat the Traffic	Google Maps	SigAlert	Intrix	Local TV/radio sta	Something else	Don't know/Ref	Total
Total	3%	9%	3%	19%	3%	1%	14%	27%	21%	100%
Gender										
Male	2%	10%	0%	18%	2%	2%	17%	27%	23%	100%
Female	4%	8%	7%	20%	4%	0%	10%	28%	19%	100%
Age										
18 to 29	0%	28%	0%	13%	0%	0%	30%	13%	15%	100%
30 to 39	6%	20%	6%	32%	0%	0%	6%	19%	12%	100%
40 to 49	0%	0%	7%	8%	7%	0%	8%	46%	24%	100%
50 to 59	6%	0%	0%	17%	6%	6%	18%	35%	12%	100%
Over 60	0%	0%	0%	24%	0%	0%	19%	15%	42%	100%
Rush hour driver										
Yes	2%	11%	4%	18%	3%	0%	15%	28%	19%	100%
No	5%	0%	0%	22%	0%	5%	11%	26%	31%	100%

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

	Very likely	Somewhat likely	Somewhat unlik	Very unlikely	Don't know/Refu	Total
Total	18%	33%	13%	35%	0%	100%
Gender						
Male	13%	34%	16%	37%	0%	100%
Female	24%	32%	11%	33%	0%	100%
Age						
18 to 29	22%	25%	17%	35%	0%	100%
30 to 39	20%	35%	20%	26%	0%	100%
40 to 49	19%	47%	11%	23%	0%	100%
50 to 59	19%	36%	10%	36%	0%	100%
Over 60	15%	25%	12%	47%	1%	100%
Rush hour driver						
Yes	19%	34%	13%	33%	0%	100%
No	15%	30%	13%	41%	0%	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	6%	17%	21%	56%	0%	100%
Gender						
Male	7%	13%	23%	57%	0%	100%
Female	5%	20%	19%	55%	0%	100%
Age						
18 to 29	0%	6%	22%	72%	0%	100%
30 to 39	7%	32%	17%	45%	0%	100%
40 to 49	3%	26%	26%	45%	0%	100%
50 to 59	14%	19%	23%	45%	0%	100%
Over 60	6%	8%	18%	68%	1%	100%
Rush hour driver						
Yes	7%	18%	17%	58%	0%	100%
No	3%	14%	32%	51%	0%	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	31%	3%	2%	64%	100%
Gender					
Male	32%	3%	0%	65%	100%
Female	31%	3%	5%	62%	100%
Age					
18 to 29	21%	12%	0%	67%	100%
30 to 39	16%	0%	5%	78%	100%
40 to 49	42%	0%	0%	58%	100%
50 to 59	37%	3%	5%	55%	100%
Over 60	27%	4%	0%	69%	100%
Rush hour driver					
Yes	34%	3%	3%	60%	100%
No	24%	4%	0%	72%	100%

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

	Yes	No	Total
Total	68%	32%	100%
Gender			
Male	74%	26%	100%
Female	63%	37%	100%
Age			
18 to 29	100%	0%	100%
30 to 39	50%	50%	100%
40 to 49	77%	23%	100%
50 to 59	47%	53%	100%
Over 60	86%	14%	100%
Rush hour driver			
Yes	75%	25%	100%
No	44%	56%	100%

Which services of 511 do you use: Website

	Yes	No	Total
Total	17%	83%	100%
Gender			
Male	13%	87%	100%
Female	21%	79%	100%
Age			
18 to 29	0%	100%	100%
30 to 39	25%	75%	100%
40 to 49	23%	77%	100%
50 to 59	27%	73%	100%
Over 60	0%	100%	100%
Rush hour driver			
Yes	15%	85%	100%
No	25%	75%	100%

Which services of 511 do you use: Mobile app

	Yes	No	Total
Total	11%	89%	100%
Gender			
Male	18%	82%	100%
Female	5%	95%	100%
Age			
18 to 29	0%	100%	100%
30 to 39	0%	100%	100%
40 to 49	0%	100%	100%
50 to 59	27%	73%	100%
Over 60	7%	93%	100%
Rush hour driver			
Yes	9%	91%	100%
No	18%	82%	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%
30 to 39	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	1%	99%	100%
Gender			
Male	0%	100%	100%
Female	2%	98%	100%
Age			
18 to 29	0%	100%	100%
30 to 39	0%	100%	100%
40 to 49	0%	100%	100%
50 to 59	0%	100%	100%
Over 60	7%	93%	100%
Rush hour driver			
Yes	1%	99%	100%
No	0%	100%	100%

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

	Yes	No	Total
Total	38%	62%	100%
Gender			
Male	29%	71%	100%
Female	46%	54%	100%
Age			
18 to 29	32%	68%	100%
30 to 39	50%	50%	100%
40 to 49	62%	38%	100%
50 to 59	33%	67%	100%
Over 60	14%	86%	100%
Rush hour driver			
Yes	38%	62%	100%
No	38%	62%	100%

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

	Yes	No	Total
Total	25%	75%	100%
Gender			
Male	32%	68%	100%
Female	18%	82%	100%
Age			
18 to 29	0%	100%	100%
30 to 39	0%	100%	100%
40 to 49	27%	73%	100%
50 to 59	20%	80%	100%
Over 60	42%	58%	100%
Rush hour driver			
Yes	26%	74%	100%
No	20%	80%	100%

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

	Yes	No	Total
Total	45%	55%	100%
Gender			
Male	48%	52%	100%
Female	42%	58%	100%
Age			
18 to 29	32%	68%	100%
30 to 39	0%	100%	100%
40 to 49	38%	62%	100%
50 to 59	54%	46%	100%
Over 60	77%	23%	100%
Rush hour driver			
Yes	45%	55%	100%
No	44%	56%	100%

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

	Yes	No	Total
Total	7%	93%	100%
Gender			
Male	8%	92%	100%
Female	6%	94%	100%
Age			
18 to 29	0%	100%	100%
30 to 39	0%	100%	100%
40 to 49	13%	87%	100%
50 to 59	0%	100%	100%
Over 60	7%	93%	100%
Rush hour driver			
Yes	9%	91%	100%
No	0%	100%	100%

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

	Yes	No	Total
Total	22%	78%	100%
Gender			
Male	32%	68%	100%
Female	14%	86%	100%
Age			
18 to 29	0%	100%	100%
30 to 39	0%	100%	100%
40 to 49	38%	62%	100%
50 to 59	21%	79%	100%
Over 60	22%	78%	100%
Rush hour driver			
Yes	24%	76%	100%
No	15%	85%	100%

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

	Yes	No	Total
Total	19%	81%	100%
Gender			
Male	16%	84%	100%
Female	21%	79%	100%
Age			
18 to 29	0%	100%	100%
30 to 39	25%	75%	100%
40 to 49	38%	62%	100%
50 to 59	0%	100%	100%
Over 60	20%	80%	100%
Rush hour driver			
Yes	23%	77%	100%
No	5%	95%	100%

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

	Yes	No	Total
Total	80%	20%	100%
Gender			
Male	84%	16%	100%
Female	76%	24%	100%
Age			
18 to 29	63%	37%	100%
30 to 39	50%	50%	100%
40 to 49	100%	0%	100%
50 to 59	81%	19%	100%
Over 60	72%	28%	100%
Rush hour driver			
Yes	80%	20%	100%
No	79%	21%	100%

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

	Yes	No	Total
Total	30%	70%	100%
Gender			
Male	44%	56%	100%
Female	17%	83%	100%
Age			
18 to 29	0%	100%	100%
30 to 39	25%	75%	100%
40 to 49	40%	60%	100%
50 to 59	34%	66%	100%
Over 60	35%	65%	100%
Rush hour driver			
Yes	28%	72%	100%
No	36%	64%	100%

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

	Yes	No	Total
Total	27%	73%	100%
Gender			
Male	35%	65%	100%
Female	20%	80%	100%
Age			
18 to 29	0%	100%	100%
30 to 39	0%	100%	100%
40 to 49	52%	48%	100%
50 to 59	20%	80%	100%
Over 60	42%	58%	100%
Rush hour driver			
Yes	28%	72%	100%
No	26%	74%	100%

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

	Yes	No	Total
Total	26%	74%	100%
Gender			
Male	37%	63%	100%
Female	17%	83%	100%
Age			
18 to 29	37%	63%	100%
30 to 39	0%	100%	100%
40 to 49	52%	48%	100%
50 to 59	7%	93%	100%
Over 60	34%	66%	100%
Rush hour driver			
Yes	28%	72%	100%
No	21%	79%	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	20%	80%	100%
Female	6%	94%	100%
Age			
18 to 29	0%	100%	100%
30 to 39	0%	100%	100%
40 to 49	27%	73%	100%
50 to 59	7%	93%	100%
Over 60	7%	93%	100%
Rush hour driver			
Yes	14%	86%	100%
No	5%	95%	100%

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

	Yes, and I changed	Yes, but I did NO	No	Total
Total	63%	6%	31%	100%
Gender				
Male	60%	3%	37%	100%
Female	66%	8%	25%	100%
Age				
18 to 29	63%	0%	37%	100%
30 to 39	100%	0%	0%	100%
40 to 49	77%	12%	12%	100%
50 to 59	34%	0%	66%	100%
Over 60	57%	15%	28%	100%
Rush hour driver				
Yes	74%	7%	19%	100%
No	23%	0%	77%	100%

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

	Radio	Television	Online	A friend or acquaintance	Signs on the freeway	Other	Don't know/Refus	Total
Total	3%	5%	7%	10%	53%	11%	11%	100%
Gender								
Male	0%	0%	13%	12%	53%	13%	9%	100%
Female	5%	9%	2%	8%	54%	10%	13%	100%
Age								
18 to 29	0%	0%	0%	0%	63%	37%	0%	100%
30 to 39	0%	0%	0%	0%	50%	0%	50%	100%
40 to 49	0%	0%	0%	13%	75%	12%	0%	100%
50 to 59	6%	12%	14%	13%	34%	7%	14%	100%
Over 60	7%	7%	7%	14%	59%	0%	7%	100%
Rush hour driver								
Yes	4%	4%	4%	8%	56%	14%	10%	100%
No	0%	8%	19%	15%	45%	0%	13%	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	9%	54%	17%	3%	17%	100%
Gender						
Male	4%	57%	30%	0%	9%	100%
Female	13%	52%	5%	5%	24%	100%
Age						
18 to 29	32%	68%	0%	0%	0%	100%
30 to 39	0%	50%	0%	25%	25%	100%
40 to 49	0%	50%	27%	0%	23%	100%
50 to 59	7%	47%	20%	0%	26%	100%
Over 60	20%	57%	23%	0%	0%	100%
Rush hour driver						
Yes	11%	51%	19%	4%	15%	100%
No	0%	66%	9%	0%	25%	100%

	What type of cell phone do you use?						Total
	iPhone	Android	BlackBerry	Something else	Does not have a	Don't know/Refu	
Total	31%	38%	3%	22%	5%	1%	100%
Gender							
Male	29%	41%	4%	23%	3%	1%	100%
Female	33%	35%	2%	21%	6%	2%	100%
Age							
18 to 29	21%	69%	0%	10%	0%	0%	100%
30 to 39	48%	40%	0%	6%	4%	3%	100%
40 to 49	23%	55%	8%	14%	0%	0%	100%
50 to 59	41%	28%	5%	20%	6%	0%	100%
Over 60	27%	14%	1%	45%	11%	1%	100%
Rush hour driver							
Yes	31%	42%	3%	20%	4%	1%	100%
No	31%	27%	2%	30%	8%	3%	100%

	How often do you read these electronic message signs?					Total
	Once per week	2-3 times per we	More than 3 tim	Never	Don't know/Refu	
Total	27%	22%	35%	13%	3%	100%
Gender						
Male	31%	28%	27%	11%	2%	100%
Female	22%	15%	44%	15%	3%	100%
Age						
18 to 29	36%	18%	24%	22%	0%	100%
30 to 39	20%	17%	48%	16%	0%	100%
40 to 49	29%	20%	48%	0%	3%	100%
50 to 59	25%	23%	40%	11%	1%	100%
Over 60	25%	28%	26%	15%	5%	100%
Rush hour driver						
Yes	25%	20%	39%	13%	3%	100%
No	32%	28%	23%	16%	2%	100%

	Do you find them to be...				Total
	Very accurate	Somewhat accur	Not accurate at	Don't know/Refu	
Total	39%	57%	2%	2%	100%
Gender					
Male	37%	59%	2%	2%	100%
Female	40%	56%	3%	1%	100%
Age					
18 to 29	28%	72%	0%	0%	100%
30 to 39	35%	61%	4%	0%	100%
40 to 49	45%	50%	3%	3%	100%
50 to 59	42%	56%	2%	0%	100%
Over 60	41%	55%	1%	4%	100%
Rush hour driver					
Yes	40%	57%	2%	2%	100%
No	37%	59%	3%	2%	100%

	Do you think the electronic message signs are easy to read?			
	Yes	No	Sometimes	Total
Total	87%	5%	7%	100%
Gender				
Male	91%	3%	6%	100%
Female	83%	8%	9%	100%
Age				
18 to 29	75%	8%	17%	100%
30 to 39	89%	4%	8%	100%
40 to 49	95%	3%	3%	100%
50 to 59	91%	4%	5%	100%
Over 60	85%	8%	7%	100%
Rush hour driver				
Yes	87%	6%	7%	100%
No	88%	4%	8%	100%

When the electronic message signs post info about travel times, is the info...						Total
	Very useful	Somewhat usefu	Not very useful	Never seen a deli	Don't know/Refu	
Total	47%	47%	4%	2%	1%	100%
Gender						
Male	48%	47%	3%	2%	0%	100%
Female	47%	46%	4%	1%	2%	100%
Age						
18 to 29	42%	46%	4%	4%	4%	100%
30 to 39	36%	60%	4%	0%	0%	100%
40 to 49	53%	45%	3%	0%	0%	100%
50 to 59	53%	42%	2%	4%	0%	100%
Over 60	49%	46%	4%	1%	1%	100%
Rush hour driver						
Yes	46%	49%	3%	1%	1%	100%
No	52%	39%	6%	2%	1%	100%

How likely are you to change your route based on the info posted on these signs?					Total
	Very likely	Somewhat likely	Somewhat unlik	Very unlikely	
Total	31%	47%	10%	12%	100%
Gender					
Male	27%	48%	9%	16%	100%
Female	35%	46%	11%	8%	100%
Age					
18 to 29	33%	41%	8%	17%	100%
30 to 39	31%	34%	15%	20%	100%
40 to 49	23%	68%	6%	3%	100%
50 to 59	36%	41%	7%	15%	100%
Over 60	32%	46%	13%	9%	100%
Rush hour driver					
Yes	31%	46%	9%	14%	100%
No	30%	52%	13%	5%	100%

Have you ever used 511 to obtain more info about something you saw on a sign?				Total
	Yes	No	Don't know/Ref	
Total	10%	89%	1%	100%
Gender				
Male	10%	89%	0%	100%
Female	9%	89%	2%	100%
Age				
18 to 29	0%	100%	0%	100%
30 to 39	8%	92%	0%	100%
40 to 49	12%	88%	0%	100%
50 to 59	11%	89%	0%	100%
Over 60	13%	83%	4%	100%
Rush hour driver				
Yes	10%	90%	1%	100%
No	10%	88%	2%	100%

Have you used info posted on a sign during severe weather/roadway emergency?					Total
	Yes, and I changed	Yes, but I did NO	No	Don't know/Refu	
Total	40%	11%	48%	0%	100%
Gender					
Male	40%	12%	48%	0%	100%
Female	40%	11%	48%	1%	100%
Age					
18 to 29	33%	12%	55%	0%	100%
30 to 39	40%	19%	41%	0%	100%
40 to 49	53%	9%	38%	0%	100%
50 to 59	31%	10%	59%	0%	100%
Over 60	41%	9%	49%	2%	100%
Rush hour driver					
Yes	39%	13%	47%	1%	100%
No	44%	6%	51%	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 use	Definitely not use	Don't know/Refu	Total
Total	7%	28%	43%	22%	1%	100%
Gender						
Male	8%	26%	44%	21%	1%	100%
Female	6%	30%	41%	23%	1%	100%
Age						
18 to 29	10%	25%	40%	25%	0%	100%
30 to 39	6%	34%	43%	17%	0%	100%
40 to 49	10%	48%	38%	4%	0%	100%
50 to 59	4%	26%	46%	21%	2%	100%
Over 60	4%	18%	46%	31%	1%	100%
Rush hour driver						
Yes	7%	28%	44%	20%	1%	100%
No	7%	27%	37%	29%	0%	100%

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

	Once per week	2-3 times per we	Never	Never heard	Don't know/Refu	Total
Total	14%	2%	37%	46%	1%	100%
Gender						
Male	17%	4%	38%	41%	0%	100%
Female	10%	0%	35%	52%	3%	100%
Age						
18 to 29	9%	0%	17%	74%	0%	100%
30 to 39	8%	0%	58%	26%	8%	100%
40 to 49	14%	8%	35%	43%	0%	100%
50 to 59	32%	0%	35%	33%	0%	100%
Over 60	6%	0%	39%	55%	0%	100%
Rush hour driver						
Yes	12%	0%	35%	52%	0%	100%
No	18%	8%	40%	27%	6%	100%

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

	Definitely use it	Probably use it	Probably not use	Definitely not use	Don't know/Refu	Total
Total	7%	37%	31%	24%	1%	100%
Gender						
Male	9%	28%	36%	26%	0%	100%
Female	5%	45%	26%	22%	2%	100%
Age						
18 to 29	13%	36%	30%	21%	0%	100%
30 to 39	0%	50%	22%	21%	7%	100%
40 to 49	5%	50%	31%	14%	0%	100%
50 to 59	4%	46%	28%	22%	0%	100%
Over 60	6%	23%	37%	32%	2%	100%
Rush hour driver						
Yes	7%	41%	33%	18%	1%	100%
No	6%	27%	25%	40%	2%	100%

How often do you use the Florida 511 mobile app?

	Once per week	More than 3 tim	Never	Never heard	Total
Total	6%	4%	39%	51%	100%
Gender					
Male	9%	6%	44%	40%	100%
Female	1%	0%	31%	67%	100%
Age					
18 to 29	0%	0%	0%	100%	100%
30 to 39	0%	7%	50%	43%	100%
40 to 49	0%	8%	48%	44%	100%
50 to 59	25%	0%	35%	40%	100%
Over 60	4%	0%	43%	53%	100%
Rush hour driver					
Yes	6%	2%	38%	54%	100%
No	8%	9%	42%	41%	100%

Are you aware of the Road Rangers provided by FDOT?

	Yes	No	Don't know/Ref	Total
Total	65%	34%	1%	100%
Gender				
Male	67%	32%	0%	100%
Female	64%	35%	1%	100%
Age				
18 to 29	39%	61%	0%	100%
30 to 39	68%	32%	0%	100%
40 to 49	75%	25%	0%	100%
50 to 59	74%	25%	1%	100%
Over 60	71%	28%	1%	100%
Rush hour driver				
Yes	68%	31%	1%	100%
No	58%	41%	1%	100%

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

	Yes	No	Total
Total	59%	41%	100%
Gender			
Male	64%	36%	100%
Female	53%	47%	100%
Age			
18 to 29	72%	28%	100%
30 to 39	52%	48%	100%
40 to 49	59%	41%	100%
50 to 59	57%	43%	100%
Over 60	57%	43%	100%
Rush hour driver			
Yes	60%	40%	100%
No	54%	46%	100%

Do you know how to request a Road Ranger?

	Yes	No	Don't know/Ref	Total
Total	15%	83%	2%	100%
Gender				
Male	12%	87%	1%	100%
Female	17%	80%	3%	100%
Age				
18 to 29	19%	81%	0%	100%
30 to 39	23%	77%	0%	100%
40 to 49	21%	73%	7%	100%
50 to 59	14%	86%	0%	100%
Over 60	4%	93%	2%	100%
Rush hour driver				
Yes	16%	82%	3%	100%
No	11%	89%	0%	100%

How would you do that?

	Call 511	Call *FHP/*347	Something else	Don't know/Refu	Total
Total	32%	20%	33%	15%	100%
Gender					
Male	30%	0%	59%	11%	100%
Female	33%	34%	16%	17%	100%
Age					
18 to 29	0%	100%	0%	0%	100%
30 to 39	32%	32%	37%	0%	100%
40 to 49	68%	0%	0%	32%	100%
50 to 59	0%	0%	100%	0%	100%
Over 60	0%	0%	46%	54%	100%
Rush hour driver					
Yes	38%	11%	33%	18%	100%
No	0%	67%	33%	0%	100%

Have you ever heard of *FHP or *347?

	Yes	No	Don't know/Ref	Total
Total	64%	36%	1%	100%
Gender				
Male	72%	28%	0%	100%
Female	55%	44%	1%	100%
Age				
18 to 29	50%	50%	0%	100%
30 to 39	49%	51%	0%	100%
40 to 49	92%	8%	0%	100%
50 to 59	71%	29%	0%	100%
Over 60	44%	54%	2%	100%
Rush hour driver				
Yes	64%	35%	1%	100%
No	61%	39%	0%	100%

How useful do you think the Road Rangers are?

	Very useful	Somewhat usefu	Not very useful	Don't know/Refu	Total
Total	68%	25%	1%	6%	100%
Gender					
Male	66%	25%	3%	6%	100%
Female	69%	25%	0%	6%	100%
Age					
18 to 29	58%	33%	0%	9%	100%
30 to 39	76%	20%	0%	4%	100%
40 to 49	69%	27%	0%	4%	100%
50 to 59	72%	17%	5%	6%	100%
Over 60	64%	29%	1%	6%	100%
Rush hour driver					
Yes	68%	24%	2%	7%	100%
No	67%	28%	0%	4%	100%

Have you ever been assisted by a Road Ranger?

	Yes	No	Total
Total	13%	87%	100%
Gender			
Male	11%	89%	100%
Female	15%	85%	100%
Age			
18 to 29	0%	100%	100%
30 to 39	28%	72%	100%
40 to 49	11%	89%	100%
50 to 59	13%	87%	100%
Over 60	9%	91%	100%
Rush hour driver			
Yes	14%	86%	100%
No	10%	90%	100%

Would you say the Road Ranger driver was...

	Very helpful	Total
Total	100%	100%
Gender		
Male	100%	100%
Female	100%	100%
Age		
30 to 39	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%

Like included: Information about other transportation services

	Yes	No	Total
Total	10%	90%	100%
Gender			
Male	10%	90%	100%
Female	10%	90%	100%
Age			
18 to 29	9%	91%	100%
30 to 39	16%	84%	100%
40 to 49	9%	91%	100%
50 to 59	13%	87%	100%
Over 60	7%	93%	100%
Rush hour driver			
Yes	10%	90%	100%
No	10%	90%	100%

Like included: Information about roads not in your area

	Yes	No	Total
Total	5%	95%	100%
Gender			
Male	5%	95%	100%
Female	5%	95%	100%
Age			
18 to 29	3%	97%	100%
30 to 39	7%	93%	100%
40 to 49	3%	97%	100%
50 to 59	7%	93%	100%
Over 60	5%	95%	100%
Rush hour driver			
Yes	4%	96%	100%
No	5%	95%	100%

Like included: Information about local attractions

	Yes	No	Total
Total	11%	89%	100%
Gender			
Male	10%	90%	100%
Female	13%	87%	100%
Age			
18 to 29	20%	80%	100%
30 to 39	19%	81%	100%
40 to 49	9%	91%	100%
50 to 59	6%	94%	100%
Over 60	6%	94%	100%
Rush hour driver			
Yes	11%	89%	100%
No	11%	89%	100%

Like included: Information about automotive services

	Yes	No	Total
Total	9%	91%	100%
Gender			
Male	9%	91%	100%
Female	8%	92%	100%
Age			
18 to 29	3%	97%	100%
30 to 39	6%	94%	100%
40 to 49	17%	83%	100%
50 to 59	5%	95%	100%
Over 60	10%	90%	100%
Rush hour driver			
Yes	8%	92%	100%
No	11%	89%	100%

Like included: Alternate routes to avoid a traffic incident

	Yes	No	Total
Total	69%	31%	100%
Gender			
Male	64%	36%	100%
Female	73%	27%	100%
Age			
18 to 29	67%	33%	100%
30 to 39	68%	32%	100%
40 to 49	80%	20%	100%
50 to 59	65%	35%	100%
Over 60	68%	32%	100%
Rush hour driver			
Yes	70%	30%	100%
No	64%	36%	100%

Like included: All

	Yes	No	Total
Total	7%	93%	100%
Gender			
Male	9%	91%	100%
Female	5%	95%	100%
Age			
18 to 29	4%	96%	100%
30 to 39	7%	93%	100%
40 to 49	9%	91%	100%
50 to 59	14%	86%	100%
Over 60	4%	96%	100%
Rush hour driver			
Yes	8%	92%	100%
No	4%	96%	100%

Like included: None

	Yes	No	Total
Total	8%	92%	100%
Gender			
Male	10%	90%	100%
Female	5%	95%	100%
Age			
18 to 29	11%	89%	100%
30 to 39	6%	94%	100%
40 to 49	3%	97%	100%
50 to 59	5%	95%	100%
Over 60	10%	90%	100%
Rush hour driver			
Yes	7%	93%	100%
No	9%	91%	100%

Like included: Other

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

	Age						Total
	18 to 29	30 to 39	40 to 49	50 to 59	Over 60	on't know/Refuse	
Total	18%	15%	19%	18%	27%	2%	100%
Gender							
Male	18%	14%	22%	20%	24%	2%	100%
Female	19%	16%	16%	16%	31%	1%	100%
Rush hour driver							
Yes	21%	17%	20%	18%	22%	2%	100%
No	9%	9%	18%	19%	44%	0%	100%

	Gender		
	Male	Female	Total
Total	50%	50%	100%
Age			
18 to 29	49%	51%	100%
30 to 39	46%	54%	100%
40 to 49	58%	42%	100%
50 to 59	56%	44%	100%
Over 60	43%	57%	100%
Rush hour driver			
Yes	52%	48%	100%
No	45%	55%	100%