TO: Florida Department of Transportation

FROM: The Schapiro Group, Inc.

DATE: August 19, 2014

RE: Customer Satisfaction Tracking Study — District 3 Results

The Schapiro Group (TSG) interviewed 300 Florida freeway drivers across District 3 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 Escambia and Leon Counties to obtain scientific telephone survey data. The margin of sampling error for results is ± 5.7%. This report summarizes key changes in attitudes and behaviors regarding ITS services over the past eight years.

Some research highlights from District 3 include:

Driving Patterns and Traffic Information Services

- The number of drivers on District 3 freeways during all day parts has remained largely the same since 2010.

- Drivers are using radio (44%) and television (32%) as sources for traffic information in virtually the same rates as they did in 2012. Of the drivers who use these sources, approximately half continue to see them as "very useful" in aiding their trips.

- Drivers use several different sources for their traffic information, but their usage patterns have changed since 2012. In-car navigation systems (44% in 2014; 26% in 2012) and electronic message signs (43% in 2014; 70% in 2012) are the most popular, with another 33% using websites on their computer or cell phone (this description changed from "home or work computers," which was cited by 25% in 2012). One-fifth use mobile apps, while all other tested sources are used by less than 20% of drivers.

- Among drivers who use websites for traffic information, their patterns also changed. Use of Google maps (41%) has doubled since 2012, while local TV and radio station websites dropped to 11% (27% in 2012). Just over one-third of drivers continue to indicate some other site or they do not know.

- Starting in 2014, we asked drivers who use mobile apps for traffic information about their main mobile app for this kind of information. Google maps (31%) is the leader by far, with 47% either not knowing or indicating some other site.

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, roughly half of drivers continue to say that they would be likely to use it.

- Awareness of the 511 Traveler Information System continues to have increased since 2010 and is now at 32%. Among those who have some knowledge of the system, the proportion of drivers who use it (27%) has remained about the same since 2010. District 3 drivers are most likely to find out about 511 through signs on the freeway, friends or acquaintances, or the radio.

- 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 (41%), with usage at the same level as in 2012. Use of the website more than doubled to 36%, while the mobile app held steady at just under 20%. Personalized service is up to 14%, while no other service is used by more than 10% of 511 Traveler Information System users.

- Drivers use the 511 Traveler Information System in a variety of situations, and those patterns also changed. They are most likely to use it while stopped in traffic approaching congestion (61% in 2014; 22% in 2012) or during an emergency (46% in 2014; 20% in 2012). Usage on their way to their destination dropped from 43% to 27%, and a similar decline was seen in usage before they leave for their destination (23% in 2014; 38% in 2012).

- Most drivers (77%) continue to change their route based on the information they received from the 511 Traveler Information System. Some have changed their departure time (41%), their stress level (40%), or their estimated time of arrival (31%). All of these behavior changes have increased since 2012.

ITS Services: Electronic Message Signs

- Three-quarters of District 3 drivers read electronic message signs at least once per week, a decrease from 90% in 2012. In levels similar to 2012, most users believe the signs are accurate (96%), easy to read (95%), and useful (87%), and 77% are likely to change their route based on information they see posted.

ITS Services: Road Rangers

- Awareness of the Road Rangers has been consistently low in District 3 compared to the rest of the state. While 62% of drivers statewide know about this service, only 27% of drivers in District 3 are aware of it. As was true in 2012, roughly 15% of drivers who are aware of Road Rangers have top-of-mind awareness on how to contact them. When prompted with a reminder about *FHP/*347, 64% of other drivers say they know to call that number to request assistance (up from 43% in 2012). Among drivers who say they do not know how to contact a Road Ranger, 65% say they have heard of *FHP (also up from 47% in 2012).

- The number of District 3 drivers who have been assisted by a Road Ranger has remained low since 2010. As has been true in the past, virtually every respondent who has been assisted (91%) said that the Road Ranger was "very helpful." Most drivers (86%) who know about Road Rangers, even those who have not had direct experience with them, continue to believe this service to be at least "somewhat useful."
- When asked what types of additional information they would like FDOT to provide, almost three-quarters of drivers (72%) said they would like information about alternate routes to help them avoid traffic incidents. Just under one-tenth (7%) of District 3 drivers said they would like this service to provide *all* types of information, including information about roads outside their area, other transportation services, local attractions, and automotive services. This represents a drop from 28% in 2012.

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

	Year-round	Only part of the year	Total
Total	98%	2%	100%
Gender			
Male	97%	3%	100%
Female	99%	1%	100%
Age			
18 to 29	100%	0%	100%
30 to 39	96%	4%	100%
40 to 49	98%	2%	100%
50 to 59	97%	3%	100%
Over 60	98%	2%	100%
Rush hour driver			
Yes	98%	2%	100%
No	98%	2%	100%

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

	Yes	No	Don't know/Refused	Total
Total	46%	54%	0%	100%
Gender				
Male	49%	51%	0%	100%
Female	43%	57%	1%	100%
Age				
18 to 29	35%	65%	0%	100%
30 to 39	57%	43%	0%	100%
40 to 49	64%	34%	2%	100%
50 to 59	58%	42%	0%	100%
Over 60	27%	73%	0%	100%
Rush hour driver				
Yes	64%	35%	0%	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/Refused	Total
Total	64%	36%	0%	100%
Gender				
Male	63%	37%	1%	100%
Female	66%	34%	0%	100%
Age				
18 to 29	66%	34%	0%	100%
30 to 39	49%	51%	0%	100%
40 to 49	56%	44%	0%	100%
50 to 59	54%	44%	2%	100%
Over 60	81%	19%	0%	100%
Rush hour driver				
Yes	61%	39%	0%	100%
No	72%	28%	0%	100%

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

	Yes	No	Don't know/Refused	Total
Total	62%	37%	1%	100%
Gender				
Male	71%	29%	0%	100%
Female	54%	45%	1%	100%
Age				
18 to 29	80%	20%	0%	100%
30 to 39	66%	30%	4%	100%
40 to 49	62%	38%	0%	100%
50 to 59	72%	28%	0%	100%
Over 60	36%	64%	0%	100%
Rush hour driver				
Yes	87%	12%	1%	100%
No	0%	100%	0%	100%

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

	Yes	No	Don't know/Refused	Total
Total	38%	62%	0%	100%
Gender				
Male	49%	51%	0%	100%
Female	26%	74%	0%	100%
Age				
18 to 29	47%	53%	0%	100%
30 to 39	36%	64%	0%	100%
40 to 49	28%	72%	0%	100%
50 to 59	38%	62%	0%	100%
Over 60	33%	67%	1%	100%
Rush hour driver				
Yes	42%	58%	0%	100%
No	26%	74%	0%	100%

How often do you listen to radio traffic reports?

	Once per week	2-3 times per week	More than 3 times pe	Never	Don't know/Refused	Total
Total	11%	13%	20%	56%	0%	100%
Gender						
Male	8%	11%	18%	62%	0%	100%
Female	13%	15%	22%	49%	0%	100%
Age						
18 to 29	0%	16%	21%	63%	0%	100%
30 to 39	22%	8%	15%	55%	0%	100%
40 to 49	13%	20%	30%	37%	0%	100%
50 to 59	14%	13%	20%	54%	0%	100%
Over 60	10%	8%	16%	64%	1%	100%
Rush hour driver						
Yes	9%	13%	23%	55%	0%	100%
No	14%	14%	14%	57%	0%	100%

Do you find radio traffic reports...

	Very useful	Somewhat useful	Not very useful at all	Don't know/Refused	Total
Total	49%	45%	6%	1%	100%
Gender					
Male	46%	47%	8%	0%	100%
Female	51%	43%	5%	1%	100%
Age					
18 to 29	22%	78%	0%	0%	100%
30 to 39	33%	58%	9%	0%	100%
40 to 49	60%	29%	7%	3%	100%
50 to 59	67%	27%	6%	0%	100%
Over 60	56%	34%	10%	0%	100%
Rush hour driver					
Yes	50%	47%	3%	0%	100%
No	45%	38%	15%	3%	100%

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

	Once per week	2-3 times per week	More than 3 times pe	Never	Don't know/Refused	Total
Total	7%	11%	14%	67%	1%	100%
Gender						
Male	7%	12%	9%	71%	1%	100%
Female	6%	11%	19%	63%	1%	100%
Age						
18 to 29	5%	17%	4%	75%	0%	100%
30 to 39	8%	8%	14%	71%	0%	100%
40 to 49	6%	14%	22%	57%	0%	100%
50 to 59	8%	11%	19%	61%	2%	100%
Over 60	8%	7%	15%	68%	2%	100%
Rush hour driver						
Yes	7%	12%	14%	66%	1%	100%
No	5%	10%	14%	71%	1%	100%

Do you find television traffic reports...

	Very useful	Somewhat useful	Not very useful at all	Total
Total	45%	48%	6%	100%
Gender				
Male	39%	56%	5%	100%
Female	50%	43%	7%	100%
Age				
18 to 29	15%	85%	0%	100%
30 to 39	76%	24%	0%	100%
40 to 49	42%	53%	5%	100%
50 to 59	58%	37%	5%	100%
Over 60	48%	33%	18%	100%
Rush hour driver				
Yes	46%	50%	5%	100%
No	44%	45%	11%	100%

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

	Never	Occasionally	Once per week	2-3 times per week	More than 3 times pe	Don't know/Refused	Total
Total	54%	25%	5%	4%	10%	1%	100%
Gender							
Male	54%	27%	4%	3%	11%	0%	100%
Female	54%	23%	6%	6%	9%	1%	100%
Age							
18 to 29	58%	22%	4%	4%	12%	0%	100%
30 to 39	47%	29%	4%	4%	12%	4%	100%
40 to 49	50%	28%	9%	2%	11%	0%	100%
50 to 59	58%	27%	5%	6%	5%	0%	100%
Over 60	55%	25%	5%	6%	7%	1%	100%
Rush hour driver							
Yes	52%	25%	6%	5%	12%	1%	100%
No	59%	27%	4%	4%	4%	1%	100%

How often use for traffic information: Call in service

	Never	Occasionally	Once per week	2-3 times per week	More than 3 times pe	Don't know/Refused	Total
Total	92%	4%	1%	0%	1%	2%	100%
Gender							
Male	90%	6%	2%	0%	0%	1%	100%
Female	93%	3%	0%	0%	1%	2%	100%
Age							
18 to 29	100%	0%	0%	0%	0%	0%	100%
30 to 39	87%	8%	4%	0%	0%	0%	100%
40 to 49	89%	7%	0%	0%	2%	2%	100%
50 to 59	84%	8%	3%	0%	0%	5%	100%
Over 60	92%	2%	1%	1%	1%	3%	100%
Rush hour driver							
Yes	91%	4%	1%	0%	1%	2%	100%
No	92%	4%	2%	0%	1%	2%	100%

How often use for traffic information: Email alerts

	Never	Occasionally	Once per week	2-3 times per week	More than 3 times pe	Don't know/Refused	Total
Total	85%	9%	2%	2%	2%	0%	100%
Gender							
Male	87%	8%	1%	2%	2%	0%	100%
Female	83%	9%	2%	3%	2%	0%	100%
Age							
18 to 29	96%	4%	0%	0%	0%	0%	100%
30 to 39	73%	20%	4%	0%	4%	0%	100%
40 to 49	82%	7%	0%	7%	4%	0%	100%
50 to 59	83%	11%	3%	1%	0%	1%	100%
Over 60	84%	8%	3%	4%	1%	0%	100%
Rush hour driver							
Yes	84%	11%	2%	2%	2%	0%	100%
No	89%	3%	2%	3%	3%	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 p	Don't know/Refused	Total
Total	81%	12%	2%	2%	4%	0%	100%
Gender							
Male	89%	9%	0%	1%	1%	0%	100%
Female	73%	15%	3%	2%	6%	0%	100%
Age							
18 to 29	76%	20%	0%	4%	0%	0%	100%
30 to 39	73%	13%	4%	0%	11%	0%	100%
40 to 49	78%	13%	0%	0%	9%	0%	100%
50 to 59	88%	9%	0%	1%	1%	0%	100%
Over 60	87%	7%	3%	2%	1%	1%	100%
Rush hour driver							
Yes	79%	14%	2%	1%	5%	0%	100%
No	87%	8%	1%	2%	1%	1%	100%

How often use for traffic information: Electronic message signs

	Never	Occasionally	Once per week	2-3 times per week	More than 3 times p	Don't know/Refused	Total
Total	55%	21%	5%	7%	10%	2%	100%
Gender							
Male	54%	19%	7%	7%	12%	1%	100%
Female	55%	23%	4%	8%	8%	2%	100%
Age							
18 to 29	66%	17%	5%	4%	9%	0%	100%
30 to 39	55%	15%	11%	8%	8%	4%	100%
40 to 49	45%	23%	3%	12%	15%	2%	100%
50 to 59	44%	33%	3%	9%	11%	0%	100%
Over 60	55%	21%	5%	8%	8%	3%	100%
Rush hour driver							
Yes	53%	22%	6%	7%	11%	1%	100%
No	60%	20%	3%	8%	6%	3%	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 p	Don't know/Refused	Total
Total	78%	10%	2%	3%	5%	2%	100%
Gender							
Male	86%	8%	0%	1%	4%	1%	100%
Female	71%	12%	4%	4%	7%	2%	100%
Age							
18 to 29	76%	4%	4%	0%	12%	4%	100%
30 to 39	66%	20%	4%	7%	0%	4%	100%
40 to 49	76%	16%	0%	2%	6%	0%	100%
50 to 59	79%	13%	0%	6%	2%	0%	100%
Over 60	88%	5%	1%	2%	4%	1%	100%
Rush hour driver							
Yes	76%	10%	3%	3%	7%	1%	100%
No	83%	10%	1%	2%	1%	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 p	Total
Total	68%	22%	2%	6%	3%	100%
Gender						
Male	68%	25%	0%	4%	3%	100%
Female	67%	18%	4%	8%	3%	100%
Age						
18 to 29	50%	34%	4%	8%	4%	100%
30 to 39	58%	31%	0%	7%	4%	100%
40 to 49	70%	19%	4%	4%	3%	100%
50 to 59	82%	10%	0%	6%	2%	100%
Over 60	82%	11%	1%	2%	3%	100%
Rush hour driver						
Yes	66%	22%	2%	7%	3%	100%
No	73%	21%	1%	3%	2%	100%

What is the main website you use for traffic information?

	0	Google	Mapquest	Waze.com	Intrix	Local TV or radio station	Something else	Don't know/Refused	Total
Total	5%	41%	0%	1%	2%	11%	17%	23%	100%
Gender									
Male	4%	52%	0%	2%	4%	6%	16%	16%	100%
Female	6%	30%	1%	0%	0%	16%	18%	29%	100%
Age									
18 to 29	0%	68%	0%	0%	0%	0%	17%	15%	100%
30 to 39	18%	35%	0%	0%	10%	18%	0%	18%	100%
40 to 49	7%	17%	0%	0%	0%	7%	39%	31%	100%
50 to 59	0%	27%	0%	9%	0%	33%	16%	16%	100%
Over 60	4%	17%	4%	0%	0%	15%	23%	37%	100%
Rush hour driver									
Yes	5%	47%	1%	1%	3%	12%	17%	15%	100%
No	7%	23%	0%	0%	0%	7%	15%	48%	100%

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

	Florida 511	Waze	Google Maps	SigAlert	Intrix	Local TV/radio station a	Something else	Don't know/Refused	Total
Total	3%	8%	31%	3%	1%	7%	28%	19%	100%
Gender									
Male	10%	22%	19%	0%	0%	10%	26%	13%	100%
Female	0%	2%	37%	4%	2%	5%	29%	21%	100%
Age									
18 to 29	0%	23%	58%	0%	0%	0%	19%	0%	100%
30 to 39	14%	0%	26%	12%	0%	0%	49%	0%	100%
40 to 49	0%	0%	36%	0%	0%	10%	19%	35%	100%
50 to 59	0%	15%	7%	0%	7%	15%	28%	28%	100%
Over 60	0%	0%	19%	0%	0%	17%	26%	38%	100%
Rush hour driver									
Yes	4%	10%	32%	3%	2%	3%	28%	18%	100%
No	0%	0%	25%	0%	0%	25%	28%	22%	100%

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

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know/Refused	Total
Total	15%	31%	11%	42%	1%	100%
Gender						
Male	14%	30%	8%	48%	1%	100%
Female	17%	33%	15%	36%	0%	100%
Age						
18 to 29	8%	49%	4%	39%	0%	100%
30 to 39	20%	23%	8%	50%	0%	100%
40 to 49	23%	36%	20%	21%	0%	100%
50 to 59	17%	33%	7%	43%	0%	100%
Over 60	16%	12%	18%	52%	2%	100%
Rush hour driver						
Yes	16%	35%	10%	40%	0%	100%
No	13%	22%	15%	48%	2%	100%

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

	Quite a lot	Some	A little	Nothing at all	Don't know/Refused	Total
Total	2%	10%	20%	68%	0%	100%
Gender						
Male	2%	11%	22%	64%	1%	100%
Female	2%	8%	17%	73%	0%	100%
Age						
18 to 29	0%	9%	30%	61%	0%	100%
30 to 39	0%	11%	22%	66%	0%	100%
40 to 49	0%	11%	13%	75%	0%	100%
50 to 59	8%	11%	11%	68%	2%	100%
Over 60	1%	7%	18%	74%	0%	100%
Rush hour driver						
Yes	2%	10%	21%	67%	0%	100%
No	3%	9%	16%	72%	0%	100%

How often do you use the 511 Traveler Information System?

	Once per week	2-3 times per week	More than 3 times pe	Never	Don't know/Refused	Total
Total	19%	5%	3%	72%	1%	100%
Gender						
Male	18%	9%	2%	71%	0%	100%
Female	20%	0%	4%	74%	2%	100%
Age						
18 to 29	12%	12%	0%	77%	0%	100%
30 to 39	33%	0%	0%	67%	0%	100%
40 to 49	8%	10%	8%	64%	8%	100%
50 to 59	31%	0%	6%	63%	0%	100%
Over 60	13%	0%	3%	84%	0%	100%
Rush hour driver						
Yes	15%	7%	3%	74%	1%	100%
No	31%	0%	2%	67%	0%	100%

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

	Yes	No	Total
Total	41%	59%	100%
Gender			
Male	40%	60%	100%
Female	41%	59%	100%
Age			
18 to 29	50%	50%	100%
30 to 39	31%	69%	100%
40 to 49	0%	100%	100%
50 to 59	72%	28%	100%
Over 60	32%	68%	100%
Rush hour driver			
Yes	47%	53%	100%
No	27%	73%	100%

Which services of 511 do you use: Website

	Yes	No	Total
Total	36%	64%	100%
Gender			
Male	38%	62%	100%
Female	34%	66%	100%
Age			
18 to 29	50%	50%	100%
30 to 39	31%	69%	100%
40 to 49	31%	69%	100%
50 to 59	44%	56%	100%
Over 60	19%	81%	100%
Rush hour driver			
Yes	40%	60%	100%
No	28%	72%	100%

Which services of 511 do you use: Mobile app

	Yes	No	Total
Total	16%	84%	100%
Gender			
Male	26%	74%	100%
Female	0%	100%	100%
Age			
18 to 29	0%	100%	100%
30 to 39	37%	63%	100%
40 to 49	37%	63%	100%
50 to 59	15%	85%	100%
Over 60	0%	100%	100%
Rush hour driver			
Yes	7%	93%	100%
No	36%	64%	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	14%	86%	100%
Gender			
Male	8%	92%	100%
Female	25%	75%	100%
Age			
18 to 29	0%	100%	100%
30 to 39	0%	100%	100%
40 to 49	31%	69%	100%
50 to 59	0%	100%	100%
Over 60	48%	52%	100%
Rush hour driver			
Yes	11%	89%	100%
No	21%	79%	100%

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

	Yes	No	Total
Total	23%	77%	100%
Gender			
Male	23%	77%	100%
Female	23%	77%	100%
Age			
18 to 29	0%	100%	100%
30 to 39	0%	100%	100%
40 to 49	69%	31%	100%
50 to 59	44%	56%	100%
Over 60	35%	65%	100%
Rush hour driver			
Yes	27%	73%	100%
No	13%	87%	100%

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

	Yes	No	Total
Total	27%	73%	100%
Gender			
Male	6%	94%	100%
Female	60%	40%	100%
Age			
18 to 29	0%	100%	100%
30 to 39	63%	37%	100%
40 to 49	31%	69%	100%
50 to 59	28%	72%	100%
Over 60	32%	68%	100%
Rush hour driver			
Yes	23%	77%	100%
No	36%	64%	100%

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

	Yes	No	Total
Total	61%	39%	100%
Gender			
Male	63%	37%	100%
Female	58%	42%	100%
Age			
18 to 29	100%	0%	100%
30 to 39	100%	0%	100%
40 to 49	0%	100%	100%
50 to 59	41%	59%	100%
Over 60	32%	68%	100%
Rush hour driver			
Yes	62%	38%	100%
No	60%	40%	100%

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

	Yes	No	Total
Total	19%	81%	100%
Gender			
Male	18%	82%	100%
Female	21%	79%	100%
Age			
18 to 29	0%	100%	100%
30 to 39	31%	69%	100%
40 to 49	0%	100%	100%
50 to 59	46%	54%	100%
Over 60	16%	84%	100%
Rush hour driver			
Yes	20%	80%	100%
No	18%	82%	100%

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

	Yes	No	Total
Total	46%	54%	100%
Gender			
Male	36%	64%	100%
Female	61%	39%	100%
Age			
18 to 29	50%	50%	100%
30 to 39	31%	69%	100%
40 to 49	31%	69%	100%
50 to 59	41%	59%	100%
Over 60	65%	35%	100%
Rush hour driver			
Yes	50%	50%	100%
No	37%	63%	100%

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

	Yes	No	Total
Total	6%	94%	100%
Gender			
Male	0%	100%	100%
Female	16%	84%	100%
Age			
18 to 29	0%	100%	100%
30 to 39	31%	69%	100%
40 to 49	0%	100%	100%
50 to 59	0%	100%	100%
Over 60	0%	100%	100%
Rush hour driver			
Yes	9%	91%	100%
No	0%	100%	100%

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

	Yes	No	Total
Total	77%	23%	100%
Gender			
Male	72%	28%	100%
Female	85%	15%	100%
Age			
18 to 29	50%	50%	100%
30 to 39	100%	0%	100%
40 to 49	100%	0%	100%
50 to 59	85%	15%	100%
Over 60	52%	48%	100%
Rush hour driver			
Yes	69%	31%	100%
No	94%	6%	100%

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

	Yes	No	Total
Total	41%	59%	100%
Gender			
Male	41%	59%	100%
Female	42%	58%	100%
Age			
18 to 29	50%	50%	100%
30 to 39	100%	0%	100%
40 to 49	0%	100%	100%
50 to 59	15%	85%	100%
Over 60	32%	68%	100%
Rush hour driver			
Yes	34%	66%	100%
No	57%	43%	100%

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

	Yes	No	Total
Total	31%	69%	100%
Gender			
Male	36%	64%	100%
Female	22%	78%	100%
Age			
18 to 29	50%	50%	100%
30 to 39	0%	100%	100%
40 to 49	0%	100%	100%
50 to 59	28%	72%	100%
Over 60	48%	52%	100%
Rush hour driver			
Yes	31%	69%	100%
No	30%	70%	100%

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

	Yes	No	Total
Total	40%	60%	100%
Gender			
Male	57%	43%	100%
Female	13%	87%	100%
Age			
18 to 29	100%	0%	100%
30 to 39	0%	100%	100%
40 to 49	0%	100%	100%
50 to 59	44%	56%	100%
Over 60	16%	84%	100%
Rush hour driver			
Yes	50%	50%	100%
No	16%	84%	100%

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

	Yes	No	Total
Total	4%	96%	100%
Gender			
Male	6%	94%	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	15%	85%	100%
Over 60	0%	100%	100%
Rush hour driver			
Yes	5%	95%	100%
No	0%	100%	100%

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

	Yes, and I changed my	Yes, but I did NOT ch	No	Total
Total	52%	15%	33%	100%
Gender				
Male	46%	13%	41%	100%
Female	61%	18%	21%	100%
Age				
18 to 29	50%	0%	50%	100%
30 to 39	31%	0%	69%	100%
40 to 49	69%	31%	0%	100%
50 to 59	56%	28%	15%	100%
Over 60	84%	0%	16%	100%
Rush hour driver				
Yes	62%	15%	23%	100%
No	29%	15%	56%	100%

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

	Radio	Online	A friend or acquainta	Signs on the freeway	Other	Total
Total	22%	18%	24%	24%	13%	100%
Gender						
Male	26%	8%	26%	23%	18%	100%
Female	15%	34%	21%	25%	5%	100%
Age						
18 to 29	0%	0%	50%	50%	0%	100%
30 to 39	37%	31%	31%	0%	0%	100%
40 to 49	69%	31%	0%	0%	0%	100%
50 to 59	15%	13%	0%	26%	46%	100%
Over 60	16%	0%	35%	32%	16%	100%
Rush hour driver						
Yes	18%	10%	29%	30%	13%	100%
No	30%	35%	13%	10%	11%	100%

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

	Excellent	Good	Fair	ever used call in servi	Total
Total	19%	36%	11%	34%	100%
Gender					
Male	6%	49%	12%	32%	100%
Female	39%	15%	10%	36%	100%
Age					
18 to 29	0%	50%	0%	50%	100%
30 to 39	31%	0%	37%	31%	100%
40 to 49	31%	37%	0%	31%	100%
50 to 59	28%	56%	0%	15%	100%
Over 60	16%	0%	32%	52%	100%
Rush hour driver					
Yes	20%	41%	6%	34%	100%
No	16%	26%	24%	34%	100%

What type of cell phone do you use?

	iPhone	Android	BlackBerry	Something else	Does not have a cell	Don't know/Refused	Total
Total	38%	27%	4%	25%	6%	0%	100%
Gender							
Male	31%	33%	5%	23%	8%	0%	100%
Female	45%	20%	2%	27%	5%	1%	100%
Age							
18 to 29	40%	47%	0%	8%	5%	0%	100%
30 to 39	42%	38%	4%	11%	4%	0%	100%
40 to 49	50%	14%	7%	25%	5%	0%	100%
50 to 59	35%	18%	8%	35%	4%	0%	100%
Over 60	27%	14%	2%	44%	12%	2%	100%
Rush hour driver							
Yes	38%	30%	5%	21%	6%	0%	100%
No	39%	17%	1%	35%	6%	1%	100%

How often do you read these electronic message signs?

	Once per week	2-3 times per week	More than 3 times pe	Never	Don't know/Refused	Total
Total	23%	23%	29%	23%	2%	100%
Gender						
Male	20%	25%	31%	21%	3%	100%
Female	26%	20%	26%	25%	2%	100%
Age						
18 to 29	17%	29%	30%	20%	5%	100%
30 to 39	19%	19%	31%	31%	0%	100%
40 to 49	16%	16%	43%	21%	4%	100%
50 to 59	38%	27%	20%	14%	0%	100%
Over 60	24%	21%	24%	30%	1%	100%
Rush hour driver						
Yes	22%	24%	33%	19%	3%	100%
No	25%	20%	18%	34%	2%	100%

Do you find them to be...

	Very accurate	Somewhat accurate	Not accurate at all	Don't know/Refused	Total
Total	41%	55%	1%	3%	100%
Gender					
Male	38%	58%	2%	3%	100%
Female	44%	51%	1%	4%	100%
Age					
18 to 29	28%	72%	0%	0%	100%
30 to 39	56%	39%	0%	5%	100%
40 to 49	44%	49%	3%	3%	100%
50 to 59	46%	53%	0%	2%	100%
Over 60	41%	52%	3%	4%	100%
Rush hour driver					
Yes	41%	56%	1%	2%	100%
No	39%	52%	3%	7%	100%

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

	Yes	No	Sometimes	Don't know/Refused	Total
Total	95%	2%	3%	0%	100%
Gender					
Male	96%	2%	2%	0%	100%
Female	93%	2%	4%	1%	100%
Age					
18 to 29	95%	0%	5%	0%	100%
30 to 39	100%	0%	0%	0%	100%
40 to 49	94%	3%	0%	3%	100%
50 to 59	93%	3%	3%	0%	100%
Over 60	92%	2%	6%	0%	100%
Rush hour driver					
Yes	95%	1%	3%	1%	100%
No	93%	4%	3%	0%	100%

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

	Very useful	Somewhat useful	Not very useful at all	seen a delay message	Total
Total	37%	50%	9%	5%	100%
Gender					
Male	32%	54%	11%	3%	100%
Female	42%	46%	6%	6%	100%
Age					
18 to 29	32%	62%	6%	0%	100%
30 to 39	46%	44%	5%	5%	100%
40 to 49	36%	49%	6%	9%	100%
50 to 59	45%	46%	4%	6%	100%
Over 60	31%	47%	16%	6%	100%
Rush hour driver					
Yes	37%	51%	8%	5%	100%
No	37%	47%	12%	5%	100%

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

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Total	32%	45%	6%	16%	100%
Gender					
Male	28%	48%	5%	19%	100%
Female	37%	43%	8%	12%	100%
Age					
18 to 29	27%	45%	0%	28%	100%
30 to 39	46%	44%	0%	10%	100%
40 to 49	44%	44%	6%	6%	100%
50 to 59	31%	47%	13%	10%	100%
Over 60	27%	44%	9%	20%	100%
Rush hour driver					
Yes	30%	47%	6%	17%	100%
No	40%	39%	7%	14%	100%

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

	Yes	No	Total
Total	5%	95%	100%
Gender			
Male	3%	97%	100%
Female	7%	93%	100%
Age			
18 to 29	0%	100%	100%
30 to 39	16%	84%	100%
40 to 49	8%	92%	100%
50 to 59	0%	100%	100%
Over 60	6%	94%	100%
Rush hour driver			
Yes	6%	94%	100%
No	2%	98%	100%

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

	Yes, and I changed my	Yes, but I did NOT ch	No	Don't know/Refused	Total
Total	41%	8%	50%	1%	100%
Gender					
Male	39%	6%	55%	0%	100%
Female	43%	10%	44%	3%	100%
Age					
18 to 29	39%	5%	56%	0%	100%
30 to 39	51%	0%	44%	5%	100%
40 to 49	51%	3%	46%	0%	100%
50 to 59	37%	13%	50%	0%	100%
Over 60	34%	17%	46%	3%	100%
Rush hour driver					
Yes	40%	8%	51%	1%	100%
No	42%	9%	46%	3%	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 it	Definitely not use it	Don't know/Refused	Total
Total	5%	26%	47%	22%	1%	100%
Gender						
Male	1%	18%	57%	24%	1%	100%
Female	9%	34%	37%	20%	0%	100%
Age						
18 to 29	0%	30%	53%	17%	0%	100%
30 to 39	18%	6%	42%	34%	0%	100%
40 to 49	6%	25%	52%	16%	0%	100%
50 to 59	6%	42%	40%	12%	0%	100%
Over 60	1%	23%	47%	28%	2%	100%
Rush hour driver						
Yes	5%	25%	50%	20%	0%	100%
No	5%	27%	41%	25%	2%	100%

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

	Once per week	Never	Never heard	Total
Total	9%	30%	61%	100%
Gender				
Male	10%	20%	70%	100%
Female	7%	40%	53%	100%
Age				
18 to 29	0%	41%	59%	100%
30 to 39	18%	17%	65%	100%
40 to 49	15%	7%	78%	100%
50 to 59	19%	17%	64%	100%
Over 60	8%	51%	41%	100%
Rush hour driver				
Yes	9%	35%	56%	100%
No	7%	15%	78%	100%

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

	Definitely use it	Probably use it	Probably not use it	Definitely not use it	Don't know/Refused	Total
Total	10%	26%	37%	27%	0%	100%
Gender						
Male	7%	27%	38%	27%	1%	100%
Female	14%	24%	36%	27%	0%	100%
Age						
18 to 29	11%	28%	34%	28%	0%	100%
30 to 39	17%	5%	36%	41%	0%	100%
40 to 49	12%	34%	33%	21%	0%	100%
50 to 59	9%	31%	41%	18%	0%	100%
Over 60	6%	24%	39%	30%	2%	100%
Rush hour driver						
Yes	10%	26%	38%	26%	0%	100%
No	10%	25%	35%	29%	1%	100%

How often do you use the Florida 511 mobile app?

	Once per week	2-3 times per week	Never	Never heard	Total
Total	8%	2%	26%	64%	100%
Gender					
Male	24%	0%	15%	61%	100%
Female	0%	2%	32%	66%	100%
Age					
18 to 29	0%	0%	19%	81%	100%
30 to 39	28%	0%	35%	37%	100%
40 to 49	0%	9%	9%	83%	100%
50 to 59	8%	0%	36%	55%	100%
Over 60	0%	0%	26%	74%	100%
Rush hour driver					
Yes	4%	2%	27%	67%	100%
No	24%	0%	23%	53%	100%

Are you aware of the Road Rangers provided by FDOT?

	Yes	No	Don't know/Refused	Total
Total	27%	72%	1%	100%
Gender				
Male	28%	71%	2%	100%
Female	26%	73%	1%	100%
Age				
18 to 29	20%	80%	0%	100%
30 to 39	34%	62%	4%	100%
40 to 49	30%	70%	0%	100%
50 to 59	32%	66%	1%	100%
Over 60	25%	73%	2%	100%
Rush hour driver				
Yes	28%	70%	2%	100%
No	24%	75%	1%	100%

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

	Yes	No	Total
Total	64%	36%	100%
Gender			
Male	44%	56%	100%
Female	85%	15%	100%
Age			
18 to 29	46%	54%	100%
30 to 39	100%	0%	100%
40 to 49	68%	32%	100%
50 to 59	50%	50%	100%
Over 60	54%	46%	100%
Rush hour driver			
Yes	57%	43%	100%
No	82%	18%	100%

Do you know how to request a Road Ranger?

	Yes	No	Don't know/Refused	Total
Total	32%	67%	1%	100%
Gender				
Male	32%	66%	2%	100%
Female	32%	68%	0%	100%
Age				
18 to 29	0%	100%	0%	100%
30 to 39	39%	61%	0%	100%
40 to 49	33%	67%	0%	100%
50 to 59	42%	58%	0%	100%
Over 60	44%	50%	6%	100%
Rush hour driver				
Yes	29%	71%	0%	100%
No	45%	50%	6%	100%

How would you do that?

	Call 511	Call 911	Call *FHP/*347	Call 411	Something else	Don't know/Refused	Total
Total	6%	7%	46%	6%	31%	4%	100%
Gender							
Male	12%	0%	41%	12%	27%	8%	100%
Female	0%	14%	51%	0%	35%	0%	100%
Age							
30 to 39	0%	0%	100%	0%	0%	0%	100%
40 to 49	0%	0%	54%	0%	46%	0%	100%
50 to 59	21%	0%	36%	21%	21%	0%	100%
Over 60	0%	21%	10%	0%	56%	12%	100%
Rush hour driver							
Yes	9%	0%	55%	0%	30%	6%	100%
No	0%	21%	26%	20%	32%	0%	100%

Have you ever heard of *FHP or *347?

	Yes	No	Don't know/Refused	Total
Total	65%	34%	1%	100%
Gender				
Male	83%	17%	0%	100%
Female	45%	53%	3%	100%
Age				
18 to 29	37%	63%	0%	100%
30 to 39	100%	0%	0%	100%
40 to 49	81%	19%	0%	100%
50 to 59	70%	30%	0%	100%
Over 60	58%	37%	5%	100%
Rush hour driver				
Yes	66%	34%	0%	100%
No	61%	34%	5%	100%

How useful do you think the Road Rangers are?

	Very useful	Somewhat useful	Not very useful at all	Don't know/Refused	Total
Total	67%	19%	4%	9%	100%
Gender					
Male	78%	9%	6%	7%	100%
Female	55%	31%	2%	12%	100%
Age					
18 to 29	63%	37%	0%	0%	100%
30 to 39	67%	12%	0%	20%	100%
40 to 49	70%	14%	8%	7%	100%
50 to 59	86%	9%	5%	0%	100%
Over 60	53%	20%	8%	18%	100%
Rush hour driver					
Yes	68%	17%	4%	11%	100%
No	64%	26%	5%	5%	100%

Have you ever been assisted by a Road Ranger?

	Yes	No	Total
Total	19%	81%	100%
Gender			
Male	24%	76%	100%
Female	13%	87%	100%
Age			
18 to 29	22%	78%	100%
30 to 39	22%	78%	100%
40 to 49	23%	77%	100%
50 to 59	26%	74%	100%
Over 60	5%	95%	100%
Rush hour driver			
Yes	20%	80%	100%
No	16%	84%	100%

Would you say the Road Ranger driver was...

	Very helpful	Somewhat helpful	Total
Total	91%	9%	100%
Gender			
Male	91%	9%	100%
Female	91%	9%	100%
Age			
18 to 29	100%	0%	100%
30 to 39	100%	0%	100%
40 to 49	100%	0%	100%
50 to 59	79%	21%	100%
Over 60	50%	50%	100%
Rush hour driver			
Yes	100%	0%	100%
No	58%	42%	100%

Like included: Information about other transportation services

	Yes	No	Total
Total	11%	89%	100%
Gender			
Male	8%	92%	100%
Female	14%	86%	100%
Age			
18 to 29	15%	85%	100%
30 to 39	16%	84%	100%
40 to 49	9%	91%	100%
50 to 59	9%	91%	100%
Over 60	6%	94%	100%
Rush hour driver			
Yes	10%	90%	100%
No	13%	87%	100%

Like included: Information about roads not in your area

	Yes	No	Total
Total	8%	92%	100%
Gender			
Male	11%	89%	100%
Female	5%	95%	100%
Age			
18 to 29	8%	92%	100%
30 to 39	12%	88%	100%
40 to 49	10%	90%	100%
50 to 59	5%	95%	100%
Over 60	7%	93%	100%
Rush hour driver			
Yes	9%	91%	100%
No	7%	93%	100%

Like included: Information about local attractions

	Yes	No	Total
Total	12%	88%	100%
Gender			
Male	7%	93%	100%
Female	18%	82%	100%
Age			
18 to 29	24%	76%	100%
30 to 39	4%	96%	100%
40 to 49	14%	86%	100%
50 to 59	13%	87%	100%
Over 60	5%	95%	100%
Rush hour driver			
Yes	15%	85%	100%
No	7%	93%	100%

Like included: Information about automotive services

	Yes	No	Total
Total	8%	92%	100%
Gender			
Male	10%	90%	100%
Female	6%	94%	100%
Age			
18 to 29	9%	91%	100%
30 to 39	15%	85%	100%
40 to 49	7%	93%	100%
50 to 59	6%	94%	100%
Over 60	5%	95%	100%
Rush hour driver			
Yes	9%	91%	100%
No	5%	95%	100%

Like included: Alternate routes to avoid a traffic incident

	Yes	No	Total
Total	72%	28%	100%
Gender			
Male	75%	25%	100%
Female	70%	30%	100%
Age			
18 to 29	72%	28%	100%
30 to 39	77%	23%	100%
40 to 49	74%	26%	100%
50 to 59	76%	24%	100%
Over 60	68%	32%	100%
Rush hour driver			
Yes	73%	27%	100%
No	70%	30%	100%

Like included: All

	Yes	No	Total
Total	7%	93%	100%
Gender			
Male	4%	96%	100%
Female	9%	91%	100%
Age			
18 to 29	8%	92%	100%
30 to 39	12%	88%	100%
40 to 49	2%	98%	100%
50 to 59	6%	94%	100%
Over 60	5%	95%	100%
Rush hour driver			
Yes	8%	92%	100%
No	5%	95%	100%

Like included: None

	Yes	No	Total
Total	5%	95%	100%
Gender			
Male	8%	92%	100%
Female	3%	97%	100%
Age			
18 to 29	5%	95%	100%
30 to 39	4%	96%	100%
40 to 49	3%	97%	100%
50 to 59	2%	98%	100%
Over 60	11%	89%	100%
Rush hour driver			
Yes	5%	95%	100%
No	6%	94%	100%

Like included: Other

	Yes	No	Total
Total	0%	100%	100%
Gender			
Male	0%	100%	100%
Female	1%	99%	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	0%	100%	100%
Rush hour driver			
Yes	0%	100%	100%
No	1%	99%	100%

| | Age | | | | | | |
	18 to 29	30 to 39	40 to 49	50 to 59	Over 60	Don't know/Refused	Total
Total	25%	15%	15%	17%	24%	3%	100%
Gender							
Male	27%	16%	14%	18%	22%	2%	100%
Female	23%	14%	17%	16%	26%	4%	100%
Rush hour driver							
Yes	30%	16%	16%	19%	15%	3%	100%
No	13%	12%	13%	12%	46%	2%	100%

| | Gender | | |
	Male	Female	Total
Total	50%	50%	100%
Age			
18 to 29	54%	46%	100%
30 to 39	54%	46%	100%
40 to 49	45%	55%	100%
50 to 59	53%	47%	100%
Over 60	46%	54%	100%
Rush hour driver			
Yes	55%	45%	100%
No	37%	63%	100%