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The
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TO: Florida Department of Transportation

FROM: The Schapiro Group, Inc.

DATE: August 19, 2014

RE: Customer Satisfaction Tracking Study — District 5 Results

The Schapiro Group (TSG) interviewed 300 Florida freeway drivers across District 5 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 Orange, Osceola, Seminole, and Volusia 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 5 include:

Driving Patterns and Traffic Information Services

- The number of drivers on the road in District 5 has remained relatively steady during the morning rush, daytime, and afternoon rush hours, but has slightly decreased in the evening.

- The overall use of radio as a source of traffic information has remained the same since 2010, while the percentage of drivers turning to television dropped from 59% in 2012 to 46% this year. A majority of those who get traffic information from radio and television still sees these resources as at least somewhat useful.

- Drivers use several different sources for their traffic information. Just over half (54%) use electronic message signs (down from 78% in 2012), 52% use in-car navigation systems (up from 30% in 2012), one-third (33%) use mobile apps, and one-third (33%) use websites on their computer or cell phone (up from 22% in 2012). All other tested sources are used by less than 15% of drivers.

- Among drivers who use websites for traffic information, the top site is Google, whose usage doubled to 29%. As in 2012, 13% use local TV and radio station websites, though 43% of drivers 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 (32%) is the leader, with another 10% using local radio and television station apps. Just under half (48%) indicate some other site or 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, the percentage of drivers who say that they would be likely to use it increased to 54% (up from 44% two years ago).

- Awareness of the 511 Traveler Information System decreased slightly to 42% in 2014. In that same time period, the percentage of drivers who know about 511 and use the service held steady at around one-third (35%). District 5 drivers continue to say that they are most likely to find out about 511 through signs on the freeway or a friend or acquaintance.

- Starting in 2012, respondents who use the 511 Traveler Information System are now asked which services they use. The most popular continues to be the call-in service, though usage dropped from 87% in 2012 to 53% of drivers this year. The 32% of drivers using the mobile app represents a four-fold increase since 2012. No other service is used by more than 10% of 511 Traveler Information System users.

- Drivers are most likely to use the 511 Traveler Information System in the same ways as in the past, but the order has shifted since 2012. Now, 37% are likely to use the system before they leave for their destination (21% in 2012), 30% while stopped in traffic approaching congestion (37% in 2012), and 29% while on their way to their destination (55% in 2012).

- Most drivers (71%) continue to change their route based on the information they received from the 511 Traveler Information System. Some have changed their mode of travel (20% in 2014; 7% in 2012) or their estimated time of arrival (22% in 2014; 14% in 2012). Those who changed their stress levels (16%) or their departure time (15%) did so at similar levels in 2012.

ITS Services: Electronic Message Signs

- Most District 5 drivers (83%) read electronic message signs at least once per week, a percentage that is down slightly from 94% in 2012. Nearly all users continue to believe the signs are accurate (97%), useful (93%), and easy to read (92%). As in 2012, 82% are likely to change their route based on information they see posted.

ITS Services: Road Rangers

- After an increase in 2012, awareness of the Road Rangers has decreased slightly, with 72% of drivers knowing about this service. Continuing a downward trend since 2010, 7% have top-of-mind awareness of how to contact a Road Ranger. However, when prompted with a reminder about *FHP/*347, 61% of other drivers say they know to call that number to request assistance. Among drivers who say they do not know how to contact a Road Ranger, 68% say they have heard of *FHP/*347 (up from 44% in 2012).

- Now at 23%, the number of District 5 drivers who have been assisted by a Road Ranger has shown its first increase since 2006. A strong majority (87%) of those who have been assisted say that the Road Ranger was "very helpful," which is up somewhat from 2012. Nearly all drivers (93%) who know about Road Rangers, even those who have not had direct experience with them, continue to believe this service is at least "somewhat useful."

- When asked what types of additional information they would like FDOT to provide, drivers continue to say they would like information about alternate routes to help them avoid traffic incidents. That sentiment was even stronger in 2014, with 78% expressing this desire compared to 64% 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	99%	1%	100%
Gender			
Male	99%	1%	100%
Female	99%	1%	100%
Age			
18 to 29	100%	0%	100%
30 to 39	100%	0%	100%
40 to 49	100%	0%	100%
50 to 59	97%	3%	100%
Over 60	98%	2%	100%
Rush hour driver			
Yes	99%	1%	100%
No	99%	1%	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	53%	46%	0%	100%
Gender				
Male	55%	45%	0%	100%
Female	52%	48%	0%	100%
Age				
18 to 29	72%	28%	0%	100%
30 to 39	57%	43%	0%	100%
40 to 49	56%	44%	0%	100%
50 to 59	69%	31%	0%	100%
Over 60	26%	73%	1%	100%
Rush hour driver				
Yes	75%	25%	0%	100%
No	0%	99%	1%	100%

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

	Yes	No	Don't know/Refused	Total
Total	63%	37%	0%	100%
Gender				
Male	65%	35%	0%	100%
Female	61%	38%	1%	100%
Age				
18 to 29	53%	47%	0%	100%
30 to 39	67%	30%	3%	100%
40 to 49	60%	40%	0%	100%
50 to 59	58%	42%	0%	100%
Over 60	72%	28%	0%	100%
Rush hour driver				
Yes	57%	42%	1%	100%
No	76%	24%	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	61%	39%	100%
Female	67%	33%	100%
Age			
18 to 29	71%	29%	100%
30 to 39	75%	25%	100%
40 to 49	72%	28%	100%
50 to 59	74%	26%	100%
Over 60	42%	58%	100%
Rush hour driver			
Yes	89%	11%	100%
No	0%	100%	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	41%	59%	0%	100%
Female	36%	64%	0%	100%
Age				
18 to 29	41%	59%	0%	100%
30 to 39	39%	61%	0%	100%
40 to 49	39%	61%	0%	100%
50 to 59	36%	63%	1%	100%
Over 60	38%	62%	0%	100%
Rush hour driver				
Yes	42%	57%	0%	100%
No	28%	72%	0%	100%

How often do you listen to radio traffic reports?

	Once per week	2-3 times per week	More than 3 times per	Never	Don't know/Refused	Total
Total	10%	15%	30%	44%	0%	100%
Gender						
Male	9%	9%	30%	51%	1%	100%
Female	11%	21%	31%	37%	0%	100%
Age						
18 to 29	12%	15%	28%	45%	0%	100%
30 to 39	13%	15%	30%	43%	0%	100%
40 to 49	9%	28%	25%	38%	0%	100%
50 to 59	8%	7%	37%	48%	0%	100%
Over 60	10%	13%	31%	44%	2%	100%
Rush hour driver						
Yes	11%	14%	34%	41%	0%	100%
No	7%	19%	22%	50%	1%	100%

Do you find radio traffic reports...

	Very useful	Somewhat useful	Not very useful at all	Don't know/Refused	Total
Total	41%	46%	12%	1%	100%
Gender					
Male	43%	46%	10%	2%	100%
Female	39%	47%	13%	1%	100%
Age					
18 to 29	43%	43%	14%	0%	100%
30 to 39	47%	41%	11%	0%	100%
40 to 49	26%	67%	7%	0%	100%
50 to 59	45%	50%	5%	0%	100%
Over 60	41%	37%	17%	4%	100%
Rush hour driver					
Yes	41%	48%	11%	0%	100%
No	39%	42%	15%	4%	100%

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

	Once per week	2-3 times per week	More than 3 times per	Never	Don't know/Refused	Total
Total	8%	12%	26%	53%	0%	100%
Gender						
Male	9%	11%	20%	60%	1%	100%
Female	8%	14%	31%	47%	0%	100%
Age						
18 to 29	8%	8%	15%	69%	0%	100%
30 to 39	3%	12%	24%	61%	0%	100%
40 to 49	9%	21%	27%	42%	0%	100%
50 to 59	14%	11%	29%	45%	3%	100%
Over 60	7%	10%	33%	50%	0%	100%
Rush hour driver						
Yes	8%	12%	25%	55%	0%	100%
No	8%	14%	27%	50%	1%	100%

Do you find television traffic reports...

	Very useful	Somewhat useful	Not very useful at all	Total
Total	49%	41%	10%	100%
Gender				
Male	46%	40%	14%	100%
Female	51%	42%	8%	100%
Age				
18 to 29	38%	62%	0%	100%
30 to 39	84%	7%	8%	100%
40 to 49	40%	48%	12%	100%
50 to 59	56%	36%	8%	100%
Over 60	39%	44%	16%	100%
Rush hour driver				
Yes	48%	42%	10%	100%
No	49%	38%	13%	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 per we	Don't know/Refused	Total
Total	47%	22%	6%	11%	13%	1%	100%
Gender							
Male	47%	26%	5%	8%	13%	1%	100%
Female	46%	18%	7%	13%	14%	1%	100%
Age							
18 to 29	56%	12%	8%	12%	12%	0%	100%
30 to 39	34%	34%	0%	12%	21%	0%	100%
40 to 49	37%	28%	5%	13%	14%	2%	100%
50 to 59	55%	18%	5%	6%	15%	0%	100%
Over 60	48%	22%	12%	9%	8%	2%	100%
Rush hour driver							
Yes	44%	21%	6%	12%	17%	1%	100%
No	54%	26%	8%	8%	3%	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 per we	Don't know/Refused	Total
Total	89%	5%	1%	2%	1%	2%	100%
Gender							
Male	88%	5%	1%	3%	1%	1%	100%
Female	91%	5%	1%	2%	0%	2%	100%
Age							
18 to 29	100%	0%	0%	0%	0%	0%	100%
30 to 39	82%	6%	0%	9%	0%	3%	100%
40 to 49	93%	5%	0%	0%	2%	0%	100%
50 to 59	84%	8%	1%	1%	0%	5%	100%
Over 60	89%	5%	1%	2%	1%	2%	100%
Rush hour driver							
Yes	91%	4%	1%	3%	1%	1%	100%
No	85%	8%	1%	1%	1%	3%	100%

How often use for traffic information: Email alerts

	Never	Occasionally	Once per week	2-3 times per week	More than 3 times per we	Total
Total	88%	5%	2%	1%	4%	100%
Gender						
Male	89%	5%	3%	1%	2%	100%
Female	87%	5%	1%	2%	5%	100%
Age						
18 to 29	96%	0%	0%	0%	4%	100%
30 to 39	76%	9%	0%	0%	15%	100%
40 to 49	93%	5%	2%	0%	0%	100%
50 to 59	86%	7%	3%	3%	1%	100%
Over 60	86%	6%	5%	2%	2%	100%
Rush hour driver						
Yes	88%	5%	2%	1%	4%	100%
No	88%	6%	3%	1%	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 we	Don't know/Refused	Total
Total	86%	7%	1%	0%	5%	0%	100%
Gender							
Male	91%	4%	0%	0%	4%	0%	100%
Female	82%	9%	2%	0%	6%	1%	100%
Age							
18 to 29	96%	0%	0%	0%	4%	0%	100%
30 to 39	71%	15%	0%	0%	12%	3%	100%
40 to 49	86%	5%	4%	0%	4%	0%	100%
50 to 59	81%	12%	3%	0%	4%	0%	100%
Over 60	89%	6%	1%	1%	3%	0%	100%
Rush hour driver							
Yes	85%	8%	1%	0%	5%	0%	100%
No	88%	4%	2%	1%	4%	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 we	Don't know/Refused	Total
Total	45%	23%	5%	11%	15%	1%	100%
Gender							
Male	44%	25%	6%	11%	14%	0%	100%
Female	46%	21%	4%	11%	16%	2%	100%
Age							
18 to 29	64%	16%	4%	8%	4%	4%	100%
30 to 39	31%	28%	0%	18%	24%	0%	100%
40 to 49	37%	26%	4%	12%	21%	0%	100%
50 to 59	34%	27%	4%	8%	25%	1%	100%
Over 60	49%	21%	10%	10%	9%	2%	100%
Rush hour driver							
Yes	39%	25%	5%	12%	18%	1%	100%
No	60%	19%	5%	7%	7%	1%	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 we	Total
Total	67%	12%	3%	4%	14%	100%
Gender						
Male	74%	13%	1%	5%	8%	100%
Female	60%	10%	6%	4%	20%	100%
Age						
18 to 29	69%	4%	0%	4%	23%	100%
30 to 39	49%	25%	3%	6%	18%	100%
40 to 49	60%	12%	9%	2%	16%	100%
50 to 59	66%	12%	3%	4%	15%	100%
Over 60	80%	9%	3%	5%	3%	100%
Rush hour driver						
Yes	68%	9%	3%	5%	15%	100%
No	65%	17%	4%	3%	11%	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 we	Don't know/Refused	Total
Total	67%	13%	5%	5%	10%	0%	100%
Gender							
Male	73%	13%	2%	7%	4%	0%	100%
Female	60%	14%	7%	3%	15%	0%	100%
Age							
18 to 29	53%	4%	12%	9%	23%	0%	100%
30 to 39	67%	18%	6%	3%	6%	0%	100%
40 to 49	75%	9%	4%	2%	9%	0%	100%
50 to 59	59%	22%	1%	7%	11%	0%	100%
Over 60	79%	12%	2%	6%	1%	1%	100%
Rush hour driver							
Yes	67%	12%	4%	6%	11%	0%	100%
No	66%	17%	8%	4%	6%	0%	100%

What is the main website you use for traffic information?

	FL511.com	Google	Mapquest	Traffic.com/Here.com	Waze.com	Local TV or radio station v	Something else	Don't know/Refused	Total
Total	2%	29%	5%	4%	5%	13%	27%	16%	100%
Gender									
Male	0%	21%	5%	3%	7%	22%	26%	17%	100%
Female	3%	35%	5%	4%	3%	7%	27%	15%	100%
Age									
18 to 29	0%	40%	8%	0%	9%	9%	25%	8%	100%
30 to 39	0%	18%	0%	9%	9%	27%	18%	18%	100%
40 to 49	9%	45%	0%	10%	0%	10%	18%	9%	100%
50 to 59	3%	17%	4%	6%	3%	7%	43%	17%	100%
Over 60	0%	21%	4%	0%	0%	12%	28%	35%	100%
Rush hour driver									
Yes	1%	32%	5%	1%	3%	11%	32%	15%	100%
No	4%	23%	3%	12%	9%	17%	14%	17%	100%

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

	Florida 511	Waze	Google Maps	Intrix	Local TV/radio station app	Something else	Don't know/Refused	Total
Total	3%	6%	32%	1%	10%	25%	23%	100%
Gender								
Male	8%	5%	39%	2%	5%	26%	14%	100%
Female	0%	7%	27%	0%	14%	24%	28%	100%
Age								
18 to 29	0%	0%	51%	0%	12%	25%	12%	100%
30 to 39	0%	11%	32%	0%	17%	12%	28%	100%
40 to 49	6%	6%	41%	0%	0%	23%	23%	100%
50 to 59	4%	12%	15%	0%	4%	41%	24%	100%
Over 60	0%	0%	16%	4%	20%	31%	29%	100%
Rush hour driver								
Yes	3%	7%	28%	1%	11%	25%	25%	100%
No	3%	4%	42%	0%	9%	25%	17%	100%

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

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Already know about it and	Don't know/Refused	Total
Total	22%	32%	14%	30%	1%	0%	100%
Gender							
Male	18%	30%	14%	36%	2%	0%	100%
Female	26%	35%	13%	25%	1%	1%	100%
Age							
18 to 29	23%	40%	16%	20%	0%	0%	100%
30 to 39	42%	30%	3%	25%	0%	0%	100%
40 to 49	18%	28%	21%	28%	5%	0%	100%
50 to 59	17%	34%	14%	32%	1%	3%	100%
Over 60	15%	29%	15%	41%	0%	0%	100%
Rush hour driver							
Yes	27%	30%	14%	27%	1%	1%	100%
No	7%	38%	14%	40%	1%	0%	100%

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

	Quite a lot	Some	A little	Nothing at all	Total
Total	7%	11%	24%	57%	100%
Gender					
Male	9%	9%	23%	59%	100%
Female	5%	14%	25%	56%	100%
Age					
18 to 29	0%	8%	24%	69%	100%
30 to 39	10%	15%	27%	48%	100%
40 to 49	7%	12%	23%	59%	100%
50 to 59	14%	17%	18%	52%	100%
Over 60	8%	7%	30%	55%	100%
Rush hour driver					
Yes	9%	10%	26%	56%	100%
No	3%	16%	20%	61%	100%

How often do you use the 511 Traveler Information System?

	Once per week	2-3 times per week	More than 3 times per	Never	Don't know/Refused	Total
Total	22%	8%	5%	64%	2%	100%
Gender						
Male	27%	9%	5%	56%	3%	100%
Female	17%	6%	5%	71%	1%	100%
Age						
18 to 29	0%	0%	0%	100%	0%	100%
30 to 39	30%	23%	6%	41%	0%	100%
40 to 49	22%	6%	5%	67%	0%	100%
50 to 59	32%	6%	8%	48%	6%	100%
Over 60	20%	4%	4%	71%	2%	100%
Rush hour driver						
Yes	23%	9%	4%	62%	2%	100%
No	19%	4%	6%	70%	2%	100%

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

	Yes	No	Total
Total	53%	47%	100%
Gender			
Male	50%	50%	100%
Female	56%	44%	100%
Age			
30 to 39	49%	51%	100%
40 to 49	32%	68%	100%
50 to 59	63%	37%	100%
Over 60	66%	34%	100%
Rush hour driver			
Yes	52%	48%	100%
No	56%	44%	100%

Which services of 511 do you use: Website

	Yes	No	Total
Total	10%	90%	100%
Gender			
Male	15%	85%	100%
Female	3%	97%	100%
Age			
30 to 39	21%	79%	100%
40 to 49	0%	100%	100%
50 to 59	6%	94%	100%
Over 60	6%	94%	100%
Rush hour driver			
Yes	13%	87%	100%
No	0%	100%	100%

Which services of 511 do you use: Mobile app

	Yes	No	Total
Total	32%	68%	100%
Gender			
Male	35%	65%	100%
Female	28%	72%	100%
Age			
30 to 39	51%	49%	100%
40 to 49	34%	66%	100%
50 to 59	18%	82%	100%
Over 60	21%	79%	100%
Rush hour driver			
Yes	35%	65%	100%
No	20%	80%	100%

Which services of 511 do you use: Twitter

	Yes	No	Total
Total	2%	98%	100%
Gender			
Male	0%	100%	100%
Female	4%	96%	100%
Age			
30 to 39	0%	100%	100%
40 to 49	0%	100%	100%
50 to 59	6%	94%	100%
Over 60	0%	100%	100%
Rush hour driver			
Yes	2%	98%	100%
No	0%	100%	100%

Which services of 511 do you use: Personalized services

	Yes	No	Total
Total	4%	96%	100%
Gender			
Male	7%	93%	100%
Female	0%	100%	100%
Age			
30 to 39	0%	100%	100%
40 to 49	0%	100%	100%
50 to 59	6%	94%	100%
Over 60	0%	100%	100%
Rush hour driver			
Yes	2%	98%	100%
No	11%	89%	100%

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

	Yes	No	Total
Total	37%	63%	100%
Gender			
Male	44%	56%	100%

	Yes	No	Total
Female	27%	73%	100%
Age			
30 to 39	41%	59%	100%
40 to 49	34%	66%	100%
50 to 59	24%	76%	100%
Over 60	41%	59%	100%
Rush hour driver			
Yes	37%	63%	100%
No	37%	63%	100%

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

	Yes	No	Total
Total	29%	71%	100%
Gender			
Male	29%	71%	100%
Female	29%	71%	100%
Age			
30 to 39	20%	80%	100%
40 to 49	48%	52%	100%
50 to 59	26%	74%	100%
Over 60	34%	66%	100%
Rush hour driver			
Yes	26%	74%	100%
No	39%	61%	100%

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

	Yes	No	Total
Total	30%	70%	100%
Gender			
Male	23%	77%	100%
Female	40%	60%	100%
Age			
30 to 39	29%	71%	100%
40 to 49	34%	66%	100%
50 to 59	31%	69%	100%
Over 60	32%	68%	100%
Rush hour driver			
Yes	27%	73%	100%
No	43%	57%	100%

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

	Yes	No	Total
Total	14%	86%	100%
Gender			
Male	9%	91%	100%
Female	20%	80%	100%
Age			
30 to 39	9%	91%	100%
40 to 49	16%	84%	100%
50 to 59	19%	81%	100%
Over 60	13%	87%	100%
Rush hour driver			
Yes	14%	86%	100%
No	13%	87%	100%

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

	Yes	No	Total
Total	12%	88%	100%
Gender			
Male	9%	91%	100%
Female	16%	84%	100%
Age			
30 to 39	9%	91%	100%
40 to 49	16%	84%	100%
50 to 59	19%	81%	100%
Over 60	6%	94%	100%
Rush hour driver			
Yes	12%	88%	100%
No	13%	87%	100%

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

	Yes	No	Total
Total	9%	91%	100%
Gender			
Male	9%	91%	100%
Female	10%	90%	100%
Age			
30 to 39	0%	100%	100%
40 to 49	0%	100%	100%
50 to 59	25%	75%	100%
Over 60	13%	87%	100%
Rush hour driver			
Yes	12%	88%	100%
No	0%	100%	100%

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

	Yes	No	Total
Total	71%	29%	100%
Gender			
Male	67%	33%	100%
Female	76%	24%	100%
Age			
30 to 39	80%	20%	100%
40 to 49	66%	34%	100%
50 to 59	63%	37%	100%
Over 60	80%	20%	100%
Rush hour driver			
Yes	74%	26%	100%
No	61%	39%	100%

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

	Yes	No	Total
Total	15%	85%	100%
Gender			
Male	16%	84%	100%
Female	14%	86%	100%
Age			
30 to 39	29%	71%	100%
40 to 49	0%	100%	100%
50 to 59	6%	94%	100%
Over 60	7%	93%	100%
Rush hour driver			
Yes	17%	83%	100%
No	11%	89%	100%

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

	Yes	No	Total
Total	22%	78%	100%
Gender			
Male	24%	76%	100%
Female	20%	80%	100%
Age			
30 to 39	31%	69%	100%
40 to 49	16%	84%	100%
50 to 59	19%	81%	100%
Over 60	20%	80%	100%
Rush hour driver			
Yes	16%	84%	100%
No	42%	58%	100%

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

	Yes	No	Total
Total	16%	84%	100%
Gender			
Male	12%	88%	100%
Female	21%	79%	100%
Age			
30 to 39	29%	71%	100%
40 to 49	0%	100%	100%
50 to 59	12%	88%	100%
Over 60	13%	87%	100%
Rush hour driver			
Yes	20%	80%	100%
No	0%	100%	100%

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

	Yes	No	Total
Total	20%	80%	100%
Gender			
Male	11%	89%	100%
Female	30%	70%	100%
Age			
30 to 39	19%	81%	100%
40 to 49	50%	50%	100%
50 to 59	13%	87%	100%
Over 60	6%	94%	100%
Rush hour driver			
Yes	18%	82%	100%
No	25%	75%	100%

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

	Yes, and I changed my rout	Yes, but I did NOT cha	No	Total
Total	47%	5%	48%	100%
Gender				
Male	45%	6%	50%	100%
Female	50%	3%	47%	100%
Age				
30 to 39	60%	0%	40%	100%
40 to 49	32%	0%	68%	100%
50 to 59	50%	6%	43%	100%
Over 60	40%	13%	47%	100%
Rush hour driver				
Yes	53%	6%	42%	100%
No	27%	0%	73%	100%

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

	Radio	Television	Newspaper	Online	A friend or acquaintance t	Signs on the freeway	A Road Ranger unit	Other	Don't know/Refused	Total
Total	6%	4%	6%	2%	23%	33%	2%	20%	5%	100%
Gender										
Male	3%	3%	9%	3%	16%	29%	0%	29%	8%	100%
Female	9%	6%	4%	0%	33%	38%	4%	7%	0%	100%
Age										
30 to 39	0%	0%	11%	0%	20%	39%	0%	31%	0%	100%
40 to 49	16%	0%	0%	0%	48%	0%	0%	36%	0%	100%
50 to 59	6%	6%	6%	6%	12%	37%	6%	13%	6%	100%
Over 60	6%	13%	7%	0%	13%	47%	0%	0%	14%	100%
Rush hour driver										
Yes	7%	6%	6%	2%	13%	36%	2%	25%	2%	100%
No	0%	0%	7%	0%	59%	20%	0%	0%	15%	100%

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

	Excellent	Good	Fair	Never used call in service	Total
Total	11%	52%	31%	6%	100%
Gender					
Male	18%	44%	36%	3%	100%
Female	3%	63%	24%	10%	100%
Age					
30 to 39	0%	59%	41%	0%	100%
40 to 49	18%	48%	34%	0%	100%
50 to 59	6%	45%	37%	12%	100%
Over 60	20%	60%	6%	13%	100%
Rush hour driver					
Yes	8%	53%	33%	6%	100%
No	24%	48%	21%	7%	100%

What type of cell phone do you use?

	iPhone	Android	BlackBerry	Something else	Does not have a cell phone	Don't know/Refused	Total
Total	38%	38%	1%	15%	7%	1%	100%
Gender							
Male	39%	38%	0%	18%	4%	1%	100%
Female	37%	39%	1%	13%	9%	1%	100%
Age							
18 to 29	52%	48%	0%	0%	0%	0%	100%
30 to 39	36%	58%	0%	3%	3%	0%	100%
40 to 49	42%	42%	0%	10%	7%	0%	100%
50 to 59	33%	36%	1%	16%	12%	1%	100%
Over 60	28%	19%	2%	38%	11%	1%	100%
Rush hour driver							
Yes	39%	43%	1%	12%	6%	0%	100%
No	37%	26%	2%	24%	10%	2%	100%

How often do you read these electronic message signs?

	Once per week	2-3 times per week	More than 3 times per	Never	Don't know/Refused	Total
Total	19%	26%	38%	15%	2%	100%
Gender						
Male	20%	28%	36%	16%	1%	100%
Female	18%	25%	40%	14%	4%	100%
Age						
18 to 29	12%	32%	28%	25%	4%	100%
30 to 39	13%	21%	63%	3%	0%	100%
40 to 49	16%	26%	49%	9%	0%	100%
50 to 59	23%	28%	37%	11%	1%	100%
Over 60	27%	24%	27%	17%	5%	100%
Rush hour driver						
Yes	17%	27%	44%	10%	2%	100%
No	23%	25%	23%	26%	4%	100%

Do you find them to be...

	Very accurate	Somewhat accurate	Not accurate at all	Don't know/Refused	Total
Total	37%	60%	2%	1%	100%
Gender					
Male	33%	61%	4%	2%	100%
Female	41%	58%	1%	0%	100%
Age					
18 to 29	22%	78%	0%	0%	100%
30 to 39	27%	73%	0%	0%	100%
40 to 49	48%	49%	3%	0%	100%
50 to 59	39%	53%	8%	0%	100%
Over 60	42%	52%	1%	4%	100%
Rush hour driver					
Yes	37%	60%	3%	1%	100%
No	37%	60%	1%	2%	100%

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

	Yes	No	Sometimes	Total
Total	92%	5%	3%	100%
Gender				
Male	89%	9%	2%	100%
Female	96%	2%	3%	100%
Age				
18 to 29	94%	6%	0%	100%
30 to 39	100%	0%	0%	100%
40 to 49	92%	5%	2%	100%
50 to 59	83%	10%	8%	100%
Over 60	93%	4%	3%	100%
Rush hour driver				
Yes	91%	6%	3%	100%
No	97%	1%	2%	100%

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

	Very useful	Somewhat useful	Not very useful at all	Never seen a delay mess	Don't know/Refused	Total
Total	44%	49%	4%	3%	0%	100%
Gender						
Male	48%	40%	7%	5%	1%	100%
Female	41%	57%	0%	1%	0%	100%
Age						
18 to 29	39%	55%	0%	6%	0%	100%
30 to 39	38%	55%	3%	3%	0%	100%
40 to 49	54%	41%	3%	2%	0%	100%
50 to 59	44%	47%	7%	3%	0%	100%
Over 60	44%	49%	5%	1%	1%	100%
Rush hour driver						
Yes	43%	51%	2%	4%	0%	100%
No	46%	43%	8%	1%	1%	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	30%	52%	9%	9%	100%
Gender					
Male	31%	46%	9%	14%	100%
Female	28%	57%	10%	5%	100%
Age					
18 to 29	33%	51%	11%	5%	100%
30 to 39	16%	58%	9%	16%	100%
40 to 49	32%	53%	10%	5%	100%
50 to 59	34%	52%	3%	11%	100%
Over 60	33%	45%	13%	9%	100%
Rush hour driver					
Yes	30%	51%	10%	9%	100%
No	28%	53%	7%	12%	100%

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

	Yes	No	Don't know/Refused	Total
Total	11%	89%	1%	100%
Gender				
Male	11%	87%	1%	100%
Female	10%	90%	0%	100%
Age				
18 to 29	0%	100%	0%	100%
30 to 39	16%	84%	0%	100%
40 to 49	10%	87%	3%	100%
50 to 59	19%	81%	0%	100%
Over 60	6%	93%	1%	100%
Rush hour driver				
Yes	11%	88%	1%	100%
No	8%	92%	0%	100%

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

	Yes, and I changed my rout	Yes, but I did NOT cha	No	Total
Total	38%	14%	48%	100%
Gender				
Male	37%	16%	48%	100%
Female	40%	12%	48%	100%
Age				
18 to 29	22%	17%	61%	100%
30 to 39	44%	16%	41%	100%
40 to 49	43%	11%	46%	100%
50 to 59	43%	15%	41%	100%
Over 60	39%	11%	50%	100%
Rush hour driver				
Yes	40%	14%	46%	100%
No	32%	14%	54%	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	6%	30%	40%	22%	3%	100%
Gender						
Male	7%	28%	40%	24%	1%	100%
Female	5%	32%	39%	20%	4%	100%
Age						
18 to 29	0%	31%	45%	23%	0%	100%
30 to 39	5%	40%	28%	23%	4%	100%
40 to 49	12%	35%	32%	18%	3%	100%
50 to 59	10%	29%	35%	21%	5%	100%
Over 60	3%	23%	51%	21%	2%	100%
Rush hour driver						
Yes	8%	29%	38%	23%	2%	100%
No	0%	33%	43%	20%	4%	100%

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

	Once per week	2-3 times per week	Never	Never heard	Don't know/Refused	Total
Total	8%	1%	36%	53%	2%	100%
Gender						
Male	12%	0%	36%	52%	0%	100%
Female	5%	2%	36%	54%	3%	100%
Age						
18 to 29	0%	0%	33%	67%	0%	100%
30 to 39	18%	9%	36%	37%	0%	100%
40 to 49	9%	0%	27%	55%	9%	100%
50 to 59	7%	0%	46%	46%	0%	100%
Over 60	8%	0%	41%	48%	4%	100%
Rush hour driver						
Yes	10%	2%	38%	50%	1%	100%
No	3%	0%	31%	61%	4%	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	13%	35%	25%	27%	1%	100%
Gender						
Male	11%	36%	24%	27%	2%	100%
Female	15%	33%	25%	26%	0%	100%
Age						
18 to 29	11%	42%	29%	18%	0%	100%
30 to 39	31%	19%	25%	25%	0%	100%
40 to 49	15%	42%	16%	22%	4%	100%
50 to 59	10%	35%	25%	30%	0%	100%
Over 60	7%	31%	27%	33%	2%	100%
Rush hour driver						
Yes	16%	34%	23%	25%	1%	100%
No	2%	36%	28%	30%	2%	100%

How often do you use the Florida 511 mobile app?

	Once per week	2-3 times per week	Never	Never heard	Don't know/Refused	Total
Total	11%	2%	35%	51%	1%	100%
Gender						
Male	17%	0%	34%	49%	0%	100%
Female	7%	3%	36%	52%	2%	100%
Age						
18 to 29	0%	0%	25%	75%	0%	100%
30 to 39	18%	6%	30%	47%	0%	100%
40 to 49	24%	0%	41%	29%	6%	100%
50 to 59	4%	0%	43%	53%	0%	100%
Over 60	4%	4%	36%	57%	0%	100%
Rush hour driver						
Yes	14%	3%	29%	54%	0%	100%
No	4%	0%	50%	43%	4%	100%

Are you aware of the Road Rangers provided by FDOT?

	Yes	No	Total
Total	72%	28%	100%
Gender			
Male	79%	21%	100%
Female	65%	35%	100%
Age			
18 to 29	56%	44%	100%
30 to 39	65%	35%	100%
40 to 49	77%	23%	100%
50 to 59	84%	16%	100%
Over 60	80%	20%	100%
Rush hour driver			
Yes	73%	27%	100%
No	69%	31%	100%

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

	Yes	No	Don't know/Refused	Total
Total	61%	39%	1%	100%
Gender				
Male	66%	34%	0%	100%
Female	55%	43%	1%	100%
Age				
18 to 29	86%	14%	0%	100%
30 to 39	80%	20%	0%	100%
40 to 49	45%	55%	0%	100%
50 to 59	50%	50%	0%	100%
Over 60	56%	42%	2%	100%
Rush hour driver				
Yes	67%	33%	0%	100%
No	46%	52%	2%	100%

Do you know how to request a Road Ranger?

	Yes	No	Don't know/Refused	Total
Total	28%	71%	1%	100%
Gender				
Male	27%	73%	0%	100%
Female	28%	69%	2%	100%
Age				
18 to 29	58%	42%	0%	100%
30 to 39	17%	83%	0%	100%
40 to 49	7%	93%	0%	100%
50 to 59	30%	68%	3%	100%
Over 60	28%	70%	2%	100%
Rush hour driver				
Yes	30%	69%	1%	100%
No	19%	79%	2%	100%

How would you do that?

	Call 511	Call 911	Call *FHP/*347	Call 411	Something else	Don't know/Refused	Total
Total	13%	6%	24%	2%	29%	26%	100%
Gender							
Male	8%	4%	42%	0%	24%	22%	100%
Female	18%	8%	4%	4%	34%	32%	100%
Age							
18 to 29	0%	0%	53%	0%	24%	24%	100%
30 to 39	50%	0%	0%	0%	0%	50%	100%
40 to 49	0%	0%	0%	0%	100%	0%	100%
50 to 59	18%	0%	19%	0%	18%	46%	100%
Over 60	14%	21%	7%	7%	43%	8%	100%
Rush hour driver							
Yes	13%	3%	30%	0%	25%	29%	100%
No	11%	21%	0%	11%	44%	14%	100%

Have you ever heard of *FHP or *347?

	Yes	No	Total
Total	68%	32%	100%
Gender			
Male	75%	25%	100%
Female	61%	39%	100%
Age			
18 to 29	100%	0%	100%
30 to 39	56%	44%	100%
40 to 49	61%	39%	100%
50 to 59	77%	23%	100%
Over 60	60%	40%	100%
Rush hour driver			
Yes	71%	29%	100%
No	62%	38%	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	72%	21%	2%	5%	100%
Gender					
Male	70%	24%	1%	6%	100%
Female	74%	18%	3%	5%	100%
Age					
18 to 29	56%	36%	0%	8%	100%
30 to 39	62%	33%	4%	0%	100%
40 to 49	82%	15%	0%	3%	100%
50 to 59	78%	13%	0%	8%	100%
Over 60	77%	16%	2%	5%	100%
Rush hour driver					
Yes	71%	22%	1%	6%	100%
No	76%	18%	3%	4%	100%

Have you ever been assisted by a Road Ranger?

	Yes	No	Total
Total	23%	77%	100%
Gender			
Male	22%	78%	100%
Female	24%	76%	100%
Age			
18 to 29	28%	72%	100%
30 to 39	39%	61%	100%
40 to 49	30%	70%	100%
50 to 59	15%	85%	100%
Over 60	14%	86%	100%
Rush hour driver			
Yes	27%	73%	100%
No	11%	89%	100%

Would you say the Road Ranger driver was...

	Very helpful	Somewhat helpful	Not helpful at all	Total
Total	87%	9%	4%	100%
Gender				
Male	89%	8%	3%	100%
Female	85%	10%	5%	100%
Age				
18 to 29	100%	0%	0%	100%
30 to 39	88%	12%	0%	100%
40 to 49	81%	10%	10%	100%
50 to 59	89%	11%	0%	100%
Over 60	77%	15%	8%	100%
Rush hour driver				
Yes	89%	9%	1%	100%
No	72%	10%	18%	100%

Like included: Information about other transportation services

	Yes	No	Total
Total	15%	85%	100%
Gender			
Male	15%	85%	100%
Female	14%	86%	100%
Age			
18 to 29	24%	76%	100%
30 to 39	21%	79%	100%
40 to 49	10%	90%	100%
50 to 59	18%	82%	100%
Over 60	5%	95%	100%
Rush hour driver			
Yes	16%	84%	100%
No	11%	89%	100%

Like included: Information about roads not in your area

	Yes	No	Total
Total	7%	93%	100%
Gender			
Male	10%	90%	100%
Female	4%	96%	100%
Age			
18 to 29	13%	87%	100%
30 to 39	12%	88%	100%
40 to 49	0%	100%	100%
50 to 59	3%	97%	100%
Over 60	6%	94%	100%
Rush hour driver			
Yes	7%	93%	100%
No	5%	95%	100%

Like included: Information about local attractions

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

Like included: Information about automotive services

	Yes	No	Total
Total	9%	91%	100%
Gender			
Male	8%	92%	100%
Female	9%	91%	100%
Age			
18 to 29	4%	96%	100%
30 to 39	13%	87%	100%
40 to 49	9%	91%	100%
50 to 59	12%	88%	100%
Over 60	6%	94%	100%
Rush hour driver			
Yes	10%	90%	100%
No	5%	95%	100%

Like included: Alternate routes to avoid a traffic incident

	Yes	No	Total
Total	78%	22%	100%
Gender			
Male	79%	21%	100%
Female	78%	22%	100%
Age			
18 to 29	92%	8%	100%
30 to 39	70%	30%	100%
40 to 49	77%	23%	100%
50 to 59	84%	16%	100%
Over 60	73%	27%	100%
Rush hour driver			
Yes	77%	23%	100%
No	80%	20%	100%

Like included: All

	Yes	No	Total
Total	4%	96%	100%
Gender			
Male	2%	98%	100%
Female	5%	95%	100%
Age			
18 to 29	0%	100%	100%
30 to 39	9%	91%	100%
40 to 49	7%	93%	100%
50 to 59	3%	97%	100%
Over 60	3%	97%	100%
Rush hour driver			
Yes	5%	95%	100%
No	1%	99%	100%

Like included: None

	Yes	No	Total
Total	4%	96%	100%
Gender			
Male	5%	95%	100%
Female	4%	96%	100%
Age			
18 to 29	0%	100%	100%
30 to 39	3%	97%	100%
40 to 49	5%	95%	100%
50 to 59	1%	99%	100%
Over 60	8%	92%	100%
Rush hour driver			
Yes	3%	97%	100%
No	6%	94%	100%

Like included: Other

	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%

	Age						
	18 to 29	30 to 39	40 to 49	50 to 59	Over 60	Don't know/Refused	Total
Total	21%	16%	18%	17%	25%	2%	100%
Gender							
Male	19%	16%	16%	19%	28%	2%	100%
Female	24%	16%	19%	16%	23%	2%	100%
Rush hour driver							
Yes	25%	18%	19%	20%	17%	0%	100%
No	12%	10%	15%	10%	47%	6%	100%

	Gender		
	Male	Female	Total
Total	49%	51%	100%
Age			
18 to 29	43%	57%	100%
30 to 39	48%	52%	100%
40 to 49	45%	55%	100%
50 to 59	53%	47%	100%
Over 60	53%	47%	100%
Rush hour driver			
Yes	48%	52%	100%
No	51%	49%	100%