



TO: Florida Department of Transportation
FROM: The Schapiro Group, Inc.
DATE: August 19, 2014
RE: Customer Satisfaction Tracking Study — District 6 Results

The Schapiro Group (TSG) interviewed 300 Florida freeway drivers across District 6 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 Miami-Dade and Monroe 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 6 include:

Driving Patterns and Traffic Information Services

- There are about the same number of drivers on District 6 freeways as in 2012 for the morning rush hour and during the evening, but there are slightly fewer during the day and the evening rush hour.
- The number of drivers who use radio and television traffic reports dropped very slightly. Of the drivers who use those sources, over half continue to see them as “very useful” in aiding their trips.
- Drivers continue to use several different sources for their traffic information, but their patterns have changed. In-car navigation systems (47 % in 2014; 28% in 2012) are now the most popular source. Electronic message signs came in second at 41% (down from 71% in 2012). Mobile apps (37%) are right behind, followed by websites on their computers or cell phones (31%). Each of the last two showed increases from 2012, with mobile apps doubling in usage over the past two years. All other tested sources are used by less than 20% of drivers.
- Among drivers who use websites for traffic information, Google enjoyed impressive growth and remains the top site (39% in 2014; 24% in 2012). Local TV and radio station websites remained the second most popular, though usage declined from 23% in 2012 to 15% in 2014. Just over one-third (39%) of drivers continue to indicate some other site or that 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 (35%) is the leader, with Waze (14%) the second most popular. Just over one-third (38%) of drivers indicate some other site or do not know.

ITS Services: 511 Traveler Information System

- When asked if they would use a service that provided traffic information through a phone call, website, mobile app, or social media site, a majority (59%) of drivers continues to say that they would be likely to use it.
- Awareness of the 511 Traveler Information System has decreased since 2012, while usage has remained the same. District 6 drivers are most likely to find out about 511 from friends or acquaintances, through signs on the freeway, or from television.
- Starting in 2012, respondents who use the 511 Traveler Information System are now asked which services they use. The most popular is the call-in service, though usage dropped from 57% in 2012 to 38% in 2014. The next most popular are the mobile app (22%), personalized services (21%), and the website (13%).
- Drivers continue to use the 511 Traveler Information System at different points in time, but their patterns have shifted. Compared to 2012, they are now three times as likely (45%) to use the system while stopped in traffic approaching congestion. This year also showed an increase in the percentage of drivers who access this information before they leave for their destination (44%). Usage while on their way to their destination (29%) remained similar to 2012.
- In a dramatic increase since 2012, nearly three-quarters of drivers (74%) changed their route based on the information they received from the 511 Traveler Information System. Some have changed their estimated time of arrival (30%), stress level (24%), or departure time (16%).

ITS Services: Electronic Message Signs

- Most District 6 drivers (81%) continue to read electronic message signs at least once per week. Most users also continue to believe the signs are accurate (91%), useful (90%), and easy to read (88%), and three-quarters (76%) remain likely to change their route based on information they see posted.

ITS Services: Road Rangers

- Awareness of the Road Rangers has decreased slightly since 2012, with 63% of drivers knowing about the service. Only 9% of drivers have top-of-mind awareness of how to contact a Road Ranger; this is a sharp decline from the 30% with similar awareness in 2012. However, when prompted with a reminder about *FHP/*347, roughly six in ten (59%) 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, 57% say they have heard of *FHP/*347.

- The percentage of District 6 drivers who have been assisted by a Road Ranger unit increased to 30% in 2014 from 20% in 2012. Of those who have been assisted, a large majority (88%) describe the Road Ranger as “very helpful.” Nearly all 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, two-thirds of drivers (67%) say they would like information about alternate routes to help them avoid traffic incidents.

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

	Year-round	Only part of the year	Total
Total	96%	4%	100%
Gender			
Male	95%	5%	100%
Female	97%	3%	100%
Age			
18 to 29	98%	2%	100%
30 to 39	100%	0%	100%
40 to 49	98%	2%	100%
50 to 59	90%	10%	100%
Over 60	96%	4%	100%
Rush hour driver			
Yes	98%	2%	100%
No	91%	9%	100%

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

	Yes	No	Total
Total	54%	46%	100%
Gender			
Male	57%	43%	100%
Female	50%	50%	100%
Age			
18 to 29	58%	42%	100%
30 to 39	58%	42%	100%
40 to 49	63%	37%	100%
50 to 59	63%	37%	100%
Over 60	37%	63%	100%
Rush hour driver			
Yes	70%	30%	100%
No	0%	100%	100%

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

	Yes	No	Don't know/Refused	Total
Total	59%	40%	1%	100%
Gender				
Male	58%	40%	2%	100%
Female	61%	39%	0%	100%
Age				
18 to 29	58%	42%	0%	100%
30 to 39	59%	41%	0%	100%
40 to 49	36%	64%	0%	100%
50 to 59	69%	27%	4%	100%
Over 60	70%	29%	1%	100%
Rush hour driver				
Yes	59%	40%	1%	100%
No	60%	40%	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	68%	32%	0%	100%
Gender				
Male	71%	29%	1%	100%
Female	65%	35%	0%	100%
Age				
18 to 29	74%	26%	0%	100%
30 to 39	82%	18%	0%	100%
40 to 49	77%	23%	0%	100%
50 to 59	64%	34%	2%	100%
Over 60	55%	45%	0%	100%
Rush hour driver				
Yes	88%	12%	0%	100%
No	0%	99%	1%	100%

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

	Yes	No	Don't know/Refused	Total
Total	46%	53%	0%	100%
Gender				
Male	52%	48%	0%	100%
Female	40%	59%	1%	100%
Age				
18 to 29	58%	42%	0%	100%
30 to 39	46%	54%	0%	100%
40 to 49	44%	56%	0%	100%
50 to 59	46%	54%	0%	100%
Over 60	42%	57%	1%	100%
Rush hour driver				
Yes	48%	52%	0%	100%
No	41%	58%	1%	100%

	How often do you listen to radio traffic reports?				Don't know/Refused	Total
	Once per week	2-3 times per week	More than 3 times per week	Never		
Total	7%	12%	23%	57%	0%	100%
Gender						
Male	8%	14%	22%	56%	0%	100%
Female	6%	11%	24%	59%	1%	100%
Age						
18 to 29	11%	15%	13%	61%	0%	100%
30 to 39	2%	7%	22%	68%	0%	100%
40 to 49	7%	7%	27%	57%	2%	100%
50 to 59	5%	12%	31%	52%	0%	100%
Over 60	7%	18%	23%	52%	0%	100%
Rush hour driver						
Yes	7%	11%	26%	55%	0%	100%
No	7%	15%	12%	64%	1%	100%

	Do you find radio traffic reports...				Total
	Very useful	Somewhat useful	Not very useful at all	Don't know/Refused	
Total	51%	38%	11%	1%	100%
Gender					
Male	42%	44%	12%	1%	100%
Female	60%	31%	9%	0%	100%
Age					
18 to 29	49%	51%	0%	0%	100%
30 to 39	48%	30%	22%	0%	100%
40 to 49	45%	55%	0%	0%	100%
50 to 59	58%	20%	18%	4%	100%
Over 60	49%	37%	13%	0%	100%
Rush hour driver					
Yes	49%	38%	11%	1%	100%
No	55%	38%	7%	0%	100%

	How often do you tune in to traffic reports on television?				Total
	Once per week	2-3 times per week	More than 3 times per week	Never	
Total	9%	10%	24%	56%	100%
Gender					
Male	9%	12%	16%	63%	100%
Female	9%	9%	33%	50%	100%
Age					
18 to 29	8%	20%	2%	70%	100%
30 to 39	4%	11%	11%	74%	100%
40 to 49	14%	4%	27%	55%	100%
50 to 59	11%	15%	32%	42%	100%
Over 60	8%	5%	40%	47%	100%
Rush hour driver					
Yes	8%	11%	25%	56%	100%
No	13%	8%	21%	58%	100%

	Do you find television traffic reports...				Total
	Very useful	Somewhat useful	Not very useful at all	Don't know/Refused	
Total	47%	38%	14%	1%	100%
Gender					
Male	38%	42%	21%	0%	100%
Female	55%	35%	9%	1%	100%
Age					
18 to 29	29%	56%	16%	0%	100%
30 to 39	76%	24%	0%	0%	100%
40 to 49	45%	46%	9%	0%	100%
50 to 59	53%	30%	17%	0%	100%
Over 60	44%	36%	18%	2%	100%
Rush hour driver					
Yes	52%	36%	11%	1%	100%
No	31%	42%	26%	0%	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 week	Don't know/Refused
Total	52%	22%	5%	8%	12%	1%
Gender						
Male	52%	19%	4%	7%	18%	1%
Female	53%	25%	6%	10%	6%	1%
Age						
18 to 29	36%	29%	7%	12%	16%	0%
30 to 39	52%	18%	13%	5%	12%	0%
40 to 49	61%	24%	0%	4%	10%	2%
50 to 59	51%	21%	2%	11%	13%	2%
Over 60	58%	19%	4%	9%	9%	1%
Rush hour driver						
Yes	51%	22%	6%	8%	13%	0%
No	55%	22%	1%	8%	9%	4%

How often use for traffic information: Call in service

	Never	Occasionally	Once per week	2-3 times per week	More than 3 times per week	Don't know/Refused	Total
Total	85%	3%	3%	1%	2%	5%	100%
Gender							
Male	85%	3%	5%	1%	4%	2%	100%
Female	85%	4%	1%	2%	0%	8%	100%
Age							
18 to 29	89%	2%	2%	4%	2%	0%	100%
30 to 39	88%	0%	5%	0%	5%	2%	100%
40 to 49	89%	2%	2%	0%	0%	7%	100%
50 to 59	87%	3%	3%	1%	2%	3%	100%
Over 60	78%	7%	2%	1%	2%	9%	100%
Rush hour driver							
Yes	86%	3%	4%	1%	2%	4%	100%
No	82%	5%	0%	3%	1%	9%	100%

How often use for traffic information: Email alerts

	Never	Occasionally	Once per week	2-3 times per week	More than 3 times per week	Don't know/Refused	Total
Total	85%	7%	1%	2%	4%	0%	100%
Gender							
Male	87%	6%	0%	2%	4%	1%	100%
Female	83%	9%	2%	2%	4%	0%	100%
Age							
18 to 29	87%	2%	0%	4%	6%	0%	100%
30 to 39	86%	7%	0%	2%	4%	0%	100%
40 to 49	87%	11%	0%	2%	0%	0%	100%
50 to 59	77%	10%	1%	1%	8%	2%	100%
Over 60	86%	7%	2%	1%	3%	0%	100%
Rush hour driver							
Yes	85%	6%	1%	3%	5%	0%	100%
No	84%	12%	1%	0%	2%	1%	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/Refused	Total
Total	82%	7%	2%	3%	6%	0%	100%
Gender							
Male	84%	5%	3%	3%	5%	0%	100%
Female	79%	10%	1%	3%	6%	1%	100%
Age							
18 to 29	83%	2%	2%	4%	9%	0%	100%
30 to 39	83%	7%	2%	2%	5%	0%	100%
40 to 49	81%	8%	4%	4%	4%	0%	100%
50 to 59	76%	11%	3%	3%	7%	0%	100%
Over 60	84%	9%	0%	1%	5%	1%	100%
Rush hour driver							
Yes	83%	5%	2%	4%	6%	0%	100%
No	76%	14%	3%	0%	6%	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 per week	Don't know/Refused	Total
Total	57%	16%	4%	9%	12%	3%	100%
Gender							
Male	60%	17%	2%	8%	11%	2%	100%
Female	53%	16%	6%	9%	13%	3%	100%
Age							
18 to 29	63%	15%	0%	9%	11%	2%	100%
30 to 39	67%	9%	7%	2%	16%	0%	100%
40 to 49	40%	23%	7%	13%	11%	6%	100%
50 to 59	59%	18%	1%	7%	12%	2%	100%
Over 60	56%	14%	4%	11%	12%	3%	100%
Rush hour driver							
Yes	55%	16%	3%	9%	14%	2%	100%
No	61%	17%	5%	6%	5%	6%	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/Refused	Total
Total	63%	13%	4%	6%	14%	1%	100%
Gender							
Male	64%	11%	5%	8%	12%	1%	100%
Female	63%	14%	3%	4%	15%	1%	100%
Age							
18 to 29	39%	18%	7%	6%	30%	0%	100%
30 to 39	54%	9%	2%	12%	23%	0%	100%
40 to 49	71%	9%	4%	2%	14%	0%	100%
50 to 59	60%	17%	5%	9%	10%	0%	100%
Over 60	80%	10%	2%	5%	1%	2%	100%
Rush hour driver							
Yes	61%	12%	4%	8%	15%	0%	100%
No	69%	15%	4%	1%	10%	1%	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/Refused	Total
Total	69%	14%	6%	3%	8%	0%	100%
Gender							
Male	70%	11%	5%	5%	9%	0%	100%
Female	67%	17%	7%	1%	7%	1%	100%
Age							
18 to 29	51%	19%	7%	5%	18%	0%	100%
30 to 39	70%	14%	5%	2%	9%	0%	100%
40 to 49	69%	13%	11%	2%	4%	2%	100%
50 to 59	65%	16%	6%	8%	5%	0%	100%
Over 60	81%	11%	2%	0%	7%	0%	100%
Rush hour driver							
Yes	68%	13%	7%	4%	8%	0%	100%
No	70%	16%	3%	1%	8%	1%	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	Something else	Don't know/Refused	Total
Total	1%	39%	4%	1%	1%	15%	16%	23%	100%
Gender									
Male	0%	41%	4%	0%	0%	20%	16%	18%	100%
Female	2%	37%	4%	2%	2%	9%	15%	28%	100%
Age									
18 to 29	0%	58%	0%	0%	0%	15%	5%	23%	100%
30 to 39	7%	47%	0%	0%	0%	8%	22%	15%	100%
40 to 49	0%	45%	6%	0%	6%	12%	18%	13%	100%
50 to 59	0%	27%	9%	0%	0%	19%	28%	17%	100%
Over 60	0%	11%	6%	5%	0%	17%	12%	48%	100%
Rush hour driver									
Yes	1%	41%	5%	1%	1%	14%	15%	20%	100%
No	0%	32%	0%	0%	0%	15%	19%	33%	100%

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

	Florida 511	Waze	Google Maps	Intrix	Local TV/radio station	Something else	Don't know/Refused	Total
Total	1%	14%	35%	4%	9%	14%	24%	100%
Gender								
Male	2%	18%	36%	2%	10%	11%	20%	100%
Female	0%	9%	33%	6%	7%	17%	29%	100%
Age								
18 to 29	0%	10%	53%	3%	11%	15%	8%	100%
30 to 39	0%	21%	44%	5%	0%	10%	21%	100%
40 to 49	0%	20%	19%	12%	6%	18%	24%	100%
50 to 59	0%	17%	24%	0%	8%	19%	32%	100%
Over 60	7%	0%	13%	0%	18%	5%	57%	100%
Rush hour driver								
Yes	1%	15%	37%	5%	7%	11%	24%	100%
No	0%	9%	25%	0%	13%	26%	27%	100%

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

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Already know but do not use	Don't know/Refused	Total
Total	29%	30%	9%	31%	0%	1%	100%
Gender							
Male	30%	28%	10%	31%	1%	0%	100%
Female	29%	32%	8%	31%	0%	1%	100%
Age							
18 to 29	30%	35%	15%	19%	0%	0%	100%
30 to 39	32%	40%	4%	24%	0%	0%	100%
40 to 49	45%	24%	10%	19%	0%	2%	100%
50 to 59	29%	31%	5%	33%	0%	1%	100%
Over 60	16%	26%	10%	47%	1%	0%	100%
Rush hour driver							
Yes	33%	31%	10%	26%	0%	0%	100%
No	19%	25%	7%	47%	0%	1%	100%

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

	Quite a lot	Some	A little	Nothing at all	Don't know/Refused	Total
Total	4%	5%	15%	76%	0%	100%
Gender						
Male	5%	4%	16%	75%	0%	100%
Female	3%	5%	15%	77%	1%	100%
Age						
18 to 29	4%	2%	13%	80%	0%	100%
30 to 39	2%	8%	16%	73%	0%	100%
40 to 49	6%	2%	19%	73%	0%	100%
50 to 59	8%	0%	18%	74%	0%	100%
Over 60	1%	9%	13%	76%	1%	100%
Rush hour driver						
Yes	4%	4%	16%	76%	0%	100%
No	6%	7%	13%	74%	0%	100%

	How often do you use the 511 Traveler Information System?			Never	Total
	Once per week	2-3 times per week	More than 3 times per week		
Total	20%	8%	4%	68%	100%
Gender					
Male	25%	14%	3%	58%	100%
Female	15%	0%	5%	80%	100%
Age					
18 to 29	12%	12%	0%	76%	100%
30 to 39	0%	0%	8%	92%	100%
40 to 49	8%	8%	0%	84%	100%
50 to 59	44%	13%	6%	37%	100%
Over 60	29%	5%	5%	61%	100%
Rush hour driver					
Yes	18%	8%	5%	68%	100%
No	26%	5%	0%	68%	100%

	Which services of the 511 Traveler Information System do you use: Call in		
	Yes	No	Total
Total	38%	62%	100%
Gender			
Male	28%	72%	100%
Female	61%	39%	100%
Age			
18 to 29	50%	50%	100%
30 to 39	0%	100%	100%
40 to 49	50%	50%	100%
50 to 59	27%	73%	100%
Over 60	49%	51%	100%
Rush hour driver			
Yes	36%	64%	100%
No	43%	57%	100%

	Which services of 511 do you use: Website		
	Yes	No	Total
Total	13%	87%	100%
Gender			
Male	19%	81%	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	21%	79%	100%
Over 60	13%	87%	100%
Rush hour driver			
Yes	18%	82%	100%
No	0%	100%	100%

	Which services of 511 do you use: Mobile app		
	Yes	No	Total
Total	22%	78%	100%
Gender			
Male	20%	80%	100%
Female	26%	74%	100%
Age			
18 to 29	0%	100%	100%
30 to 39	100%	0%	100%
40 to 49	50%	50%	100%
50 to 59	20%	80%	100%
Over 60	13%	87%	100%
Rush hour driver			
Yes	23%	77%	100%
No	17%	83%	100%

	Which services of 511 do you use: Twitter		
	Yes	No	Total
Total	10%	90%	100%
Gender			
Male	14%	86%	100%
Female	0%	100%	100%
Age			
18 to 29	50%	50%	100%
30 to 39	0%	100%	100%
40 to 49	0%	100%	100%
50 to 59	11%	89%	100%
Over 60	0%	100%	100%
Rush hour driver			
Yes	0%	100%	100%
No	40%	60%	100%

Which services of 511 do you use: Personalized services

	Yes	No	Total
Total	21%	79%	100%
Gender			
Male	25%	75%	100%
Female	12%	88%	100%
Age			
18 to 29	0%	100%	100%
30 to 39	0%	100%	100%
40 to 49	0%	100%	100%
50 to 59	32%	68%	100%
Over 60	24%	76%	100%
Rush hour driver			
Yes	23%	77%	100%
No	17%	83%	100%

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

	Yes	No	Total
Total	44%	56%	100%
Gender			
Male	52%	48%	100%
Female	26%	74%	100%
Age			
18 to 29	50%	50%	100%
30 to 39	100%	0%	100%
40 to 49	0%	100%	100%
50 to 59	62%	38%	100%
Over 60	27%	73%	100%
Rush hour driver			
Yes	35%	65%	100%
No	71%	29%	100%

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

	Yes	No	Total
Total	29%	71%	100%
Gender			
Male	41%	59%	100%
Female	0%	100%	100%
Age			
18 to 29	50%	50%	100%
30 to 39	0%	100%	100%
40 to 49	100%	0%	100%
50 to 59	0%	100%	100%
Over 60	40%	60%	100%
Rush hour driver			
Yes	39%	61%	100%
No	0%	100%	100%

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

	Yes	No	Total
Total	45%	55%	100%
Gender			
Male	33%	67%	100%
Female	74%	26%	100%
Age			
18 to 29	50%	50%	100%
30 to 39	0%	100%	100%
40 to 49	0%	100%	100%
50 to 59	38%	62%	100%
Over 60	73%	27%	100%
Rush hour driver			
Yes	45%	55%	100%
No	46%	54%	100%

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

	Yes	No	Total
Total	13%	87%	100%
Gender			
Male	13%	87%	100%
Female	12%	88%	100%
Age			
18 to 29	0%	100%	100%
30 to 39	0%	100%	100%
40 to 49	0%	100%	100%
50 to 59	20%	80%	100%
Over 60	13%	87%	100%
Rush hour driver			
Yes	17%	83%	100%
No	0%	100%	100%

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

	Yes	No	Total
Total	10%	90%	100%
Gender			
Male	14%	86%	100%
Female	0%	100%	100%
Age			
18 to 29	50%	50%	100%
30 to 39	0%	100%	100%
40 to 49	0%	100%	100%
50 to 59	0%	100%	100%
Over 60	13%	87%	100%
Rush hour driver			
Yes	14%	86%	100%
No	0%	100%	100%

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

	Yes	No	Total
Total	8%	92%	100%
Gender			
Male	6%	94%	100%
Female	12%	88%	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	24%	76%	100%
Rush hour driver			
Yes	11%	89%	100%
No	0%	100%	100%

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

	Yes	No	Total
Total	74%	26%	100%
Gender			
Male	79%	21%	100%
Female	63%	37%	100%
Age			
18 to 29	50%	50%	100%
30 to 39	100%	0%	100%
40 to 49	100%	0%	100%
50 to 59	71%	29%	100%
Over 60	76%	24%	100%
Rush hour driver			
Yes	84%	16%	100%
No	46%	54%	100%

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

	Yes	No	Total
Total	16%	84%	100%
Gender			
Male	13%	87%	100%
Female	25%	75%	100%
Age			
18 to 29	0%	100%	100%
30 to 39	0%	100%	100%
40 to 49	0%	100%	100%
50 to 59	29%	71%	100%
Over 60	13%	87%	100%
Rush hour driver			
Yes	17%	83%	100%
No	14%	86%	100%

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

	Yes	No	Total
Total	30%	70%	100%
Gender			
Male	27%	73%	100%
Female	37%	63%	100%
Age			
18 to 29	50%	50%	100%
30 to 39	0%	100%	100%
40 to 49	0%	100%	100%
50 to 59	39%	61%	100%
Over 60	24%	76%	100%
Rush hour driver			
Yes	22%	78%	100%
No	54%	46%	100%

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

	Yes	No	Total
Total	24%	76%	100%
Gender			
Male	19%	81%	100%
Female	37%	63%	100%
Age			
18 to 29	0%	100%	100%
30 to 39	0%	100%	100%
40 to 49	0%	100%	100%
50 to 59	20%	80%	100%
Over 60	49%	51%	100%
Rush hour driver			
Yes	23%	77%	100%
No	29%	71%	100%

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

	Yes	No	Total
Total	9%	91%	100%
Gender			
Male	13%	87%	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	27%	73%	100%
Rush hour driver			
Yes	12%	88%	100%
No	0%	100%	100%

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

	Yes, and I changed m	Yes, but I did NOT c	No	Total
Total	46%	12%	42%	100%
Gender				
Male	55%	6%	39%	100%
Female	26%	25%	49%	100%
Age				
18 to 29	100%	0%	0%	100%
30 to 39	100%	0%	0%	100%
40 to 49	50%	0%	50%	100%
50 to 59	43%	18%	39%	100%
Over 60	24%	13%	62%	100%
Rush hour driver				
Yes	44%	11%	45%	100%
No	54%	14%	32%	100%

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

	Radio	Television	Newspaper	Online	Event/function	A friend or acquaintar	Signs on the freeway	Other	Don't know/Refus	Total
Total	8%	13%	4%	4%	4%	18%	14%	13%	21%	100%
Gender										
Male	6%	13%	6%	6%	6%	21%	8%	13%	20%	100%
Female	12%	12%	0%	0%	0%	12%	26%	12%	25%	100%
Age										
18 to 29	0%	0%	0%	0%	0%	50%	50%	0%	0%	100%
30 to 39	0%	0%	0%	0%	0%	0%	100%	0%	0%	100%
40 to 49	0%	50%	0%	0%	0%	0%	0%	0%	50%	100%
50 to 59	20%	9%	11%	11%	0%	21%	9%	20%	0%	100%
Over 60	0%	13%	0%	0%	13%	11%	0%	13%	49%	100%
Rush hour driver										
Yes	5%	13%	6%	6%	6%	11%	18%	17%	19%	100%
No	17%	14%	0%	0%	0%	40%	0%	0%	29%	100%

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

	Excellent	Good	Fair	Poor	Never used call in se	Total
Total	23%	51%	9%	4%	13%	100%
Gender						
Male	27%	47%	13%	0%	13%	100%
Female	12%	61%	0%	12%	14%	100%
Age						
18 to 29	50%	50%	0%	0%	0%	100%
30 to 39	0%	0%	0%	0%	100%	100%
40 to 49	0%	50%	50%	0%	0%	100%
50 to 59	41%	29%	11%	9%	11%	100%
Over 60	0%	87%	0%	0%	13%	100%
Rush hour driver						
Yes	12%	59%	13%	5%	12%	100%
No	54%	29%	0%	0%	17%	100%

	What type of cell phone do you use?						Total
	iPhone	Android	BlackBerry	Something else	Does not have a cell	Don't know/Refused	
Total	44%	29%	4%	22%	2%	0%	100%
Gender							
Male	39%	33%	4%	21%	2%	1%	100%
Female	48%	24%	4%	22%	2%	0%	100%
Age							
18 to 29	42%	51%	2%	5%	0%	0%	100%
30 to 39	51%	35%	0%	14%	0%	0%	100%
40 to 49	55%	23%	6%	13%	4%	0%	100%
50 to 59	45%	31%	6%	16%	1%	0%	100%
Over 60	34%	14%	2%	44%	5%	1%	100%
Rush hour driver							
Yes	44%	33%	4%	17%	2%	0%	100%
No	41%	15%	3%	38%	4%	0%	100%

	How often do you read these electronic message signs?					Total
	Once per week	2-3 times per week	More than 3 times per week	Never	Don't know/Refused	
Total	18%	23%	40%	18%	2%	100%
Gender						
Male	20%	21%	39%	18%	2%	100%
Female	15%	24%	41%	18%	2%	100%
Age						
18 to 29	13%	31%	39%	17%	0%	100%
30 to 39	18%	17%	50%	14%	0%	100%
40 to 49	19%	20%	39%	19%	2%	100%
50 to 59	21%	24%	39%	13%	3%	100%
Over 60	16%	23%	37%	21%	3%	100%
Rush hour driver						
Yes	15%	22%	47%	15%	2%	100%
No	26%	25%	15%	30%	3%	100%

	Do you find them to be...				Total
	Very accurate	Somewhat accurate	Not accurate at all	Don't know/Refused	
Total	38%	53%	6%	3%	100%
Gender					
Male	37%	52%	8%	3%	100%
Female	39%	55%	4%	3%	100%
Age					
18 to 29	31%	69%	0%	0%	100%
30 to 39	31%	57%	12%	0%	100%
40 to 49	48%	49%	3%	0%	100%
50 to 59	45%	46%	5%	4%	100%
Over 60	36%	47%	9%	9%	100%
Rush hour driver					
Yes	39%	54%	5%	3%	100%
No	35%	49%	10%	5%	100%

	Do you think the electronic message signs are easy to read?			Total
	Yes	No	Sometimes	
Total	88%	6%	6%	100%
Gender				
Male	89%	7%	4%	100%
Female	87%	5%	8%	100%
Age				
18 to 29	95%	5%	0%	100%
30 to 39	92%	8%	0%	100%
40 to 49	81%	5%	14%	100%
50 to 59	91%	2%	7%	100%
Over 60	83%	10%	7%	100%
Rush hour driver				
Yes	89%	5%	6%	100%
No	83%	13%	4%	100%

	When the electronic message signs post info about travel times, is the info...				Total
	Very useful	Somewhat useful	Not very useful at all	Never seen a delay message	
Total	47%	43%	7%	2%	100%
Gender					
Male	42%	45%	9%	3%	100%
Female	52%	41%	4%	1%	100%
Age					
18 to 29	44%	53%	0%	3%	100%
30 to 39	42%	42%	12%	3%	100%
40 to 49	65%	30%	2%	0%	100%
50 to 59	48%	39%	10%	4%	100%
Over 60	41%	49%	9%	2%	100%
Rush hour driver					
Yes	47%	45%	6%	1%	100%
No	49%	35%	10%	6%	100%

	How likely are you to change your route based on the info posted on these signs?					Total
	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know/Refused	
Total	36%	40%	12%	11%	1%	100%
Gender						
Male	34%	42%	12%	11%	2%	100%
Female	38%	37%	12%	12%	1%	100%
Age						
18 to 29	27%	43%	18%	13%	0%	100%
30 to 39	34%	42%	11%	14%	0%	100%
40 to 49	50%	33%	15%	2%	0%	100%
50 to 59	33%	38%	7%	21%	0%	100%
Over 60	37%	43%	10%	5%	4%	100%
Rush hour driver						
Yes	38%	39%	12%	10%	1%	100%
No	29%	42%	13%	15%	2%	100%

	Have you ever used 511 to obtain more info about something you saw on a sign?		
	Yes	No	Total
Total	8%	92%	100%
Gender			
Male	7%	93%	100%
Female	9%	91%	100%
Age			
18 to 29	5%	95%	100%
30 to 39	10%	90%	100%
40 to 49	5%	95%	100%
50 to 59	10%	90%	100%
Over 60	10%	90%	100%
Rush hour driver			
Yes	8%	92%	100%
No	8%	92%	100%

	Have you used info posted on a sign during severe weather/roadway emergency?				Total
	Yes, and I changed m	Yes, but I did NOT c	No	Don't know/Refused	
Total	36%	13%	49%	2%	100%
Gender					
Male	33%	13%	50%	4%	100%
Female	39%	13%	48%	0%	100%
Age					
18 to 29	34%	11%	55%	0%	100%
30 to 39	36%	13%	45%	6%	100%
40 to 49	41%	14%	42%	3%	100%
50 to 59	33%	11%	55%	0%	100%
Over 60	37%	14%	46%	3%	100%
Rush hour driver					
Yes	37%	13%	48%	2%	100%
No	34%	11%	53%	2%	100%

	Service to provide you with traffic info on the Internet: how likely to use it?					Total
	Definitely use it	Probably use it	Probably not use it	Definitely not use it	Don't know/Refused	
Total	8%	34%	31%	26%	2%	100%
Gender						
Male	7%	31%	36%	26%	1%	100%
Female	8%	37%	27%	26%	3%	100%
Age						
18 to 29	0%	58%	29%	12%	0%	100%
30 to 39	14%	37%	26%	23%	0%	100%
40 to 49	10%	30%	36%	23%	0%	100%
50 to 59	13%	27%	32%	25%	2%	100%
Over 60	4%	29%	33%	30%	4%	100%
Rush hour driver						
Yes	10%	36%	29%	24%	1%	100%
No	0%	25%	38%	33%	4%	100%

	How often do you use the My Florida 511 website, FL511.com?						
	Once per week	2-3 times per week	More than 3 times per	Never	Never heard	Don't know/Refused	Total
Total	1%	3%	1%	32%	61%	1%	100%
Gender							
Male	2%	4%	0%	30%	61%	2%	100%
Female	0%	2%	2%	35%	61%	0%	100%
Age							
18 to 29	0%	4%	0%	43%	53%	0%	100%
30 to 39	0%	0%	0%	44%	56%	0%	100%
40 to 49	0%	0%	0%	24%	76%	0%	100%
50 to 59	5%	10%	4%	22%	58%	0%	100%
Over 60	0%	0%	0%	26%	68%	6%	100%
Rush hour driver							
Yes	1%	4%	0%	33%	60%	1%	100%
No	0%	0%	4%	29%	67%	0%	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%	37%	22%	25%	2%	100%
Gender						
Male	9%	42%	21%	25%	3%	100%
Female	18%	31%	24%	26%	1%	100%
Age						
18 to 29	15%	56%	18%	10%	0%	100%
30 to 39	17%	32%	21%	30%	0%	100%
40 to 49	15%	42%	21%	19%	2%	100%
50 to 59	11%	41%	23%	24%	0%	100%
Over 60	12%	29%	25%	30%	4%	100%
Rush hour driver						
Yes	16%	39%	23%	21%	1%	100%
No	4%	31%	21%	38%	6%	100%

How often do you use the Florida 511 mobile app?

	Once per week	2-3 times per week	More than 3 times per week	Never	Never heard	Total
Total	3%	3%	2%	23%	69%	100%
Gender						
Male	4%	4%	2%	14%	76%	100%
Female	2%	2%	2%	32%	63%	100%
Age						
18 to 29	0%	4%	0%	17%	79%	100%
30 to 39	0%	4%	0%	29%	67%	100%
40 to 49	0%	0%	0%	18%	82%	100%
50 to 59	9%	4%	4%	15%	68%	100%
Over 60	5%	0%	7%	46%	42%	100%
Rush hour driver						
Yes	1%	4%	1%	21%	73%	100%
No	9%	0%	4%	31%	56%	100%

Are you aware of the Road Rangers provided by FDOT?

	Yes	No	Don't know/Refused	Total
Total	63%	36%	1%	100%
Gender				
Male	63%	35%	1%	100%
Female	62%	36%	1%	100%
Age				
18 to 29	48%	52%	0%	100%
30 to 39	59%	36%	5%	100%
40 to 49	69%	31%	0%	100%
50 to 59	68%	32%	0%	100%
Over 60	68%	30%	2%	100%
Rush hour driver				
Yes	67%	31%	1%	100%
No	48%	51%	1%	100%

Are you aware you can request assistance from the Road Rangers by dialing *FHP, or *347?

	Yes	No	Total
Total	59%	41%	100%
Gender			
Male	66%	34%	100%
Female	51%	49%	100%
Age			
18 to 29	66%	34%	100%
30 to 39	55%	45%	100%
40 to 49	54%	46%	100%
50 to 59	63%	37%	100%
Over 60	59%	41%	100%
Rush hour driver			
Yes	58%	42%	100%
No	66%	34%	100%

Do you know how to request a Road Ranger?

	Yes	No	Don't know/Refused	Total
Total	38%	62%	1%	100%
Gender				
Male	44%	56%	0%	100%
Female	30%	68%	2%	100%
Age				
18 to 29	50%	50%	0%	100%
30 to 39	37%	63%	0%	100%
40 to 49	33%	67%	0%	100%
50 to 59	41%	54%	5%	100%
Over 60	32%	68%	0%	100%
Rush hour driver				
Yes	41%	57%	1%	100%
No	21%	79%	0%	100%

	How would you do that?					Total
	Call 511	Call 911	Call *FHP/*347	Something else	Don't know/Refused	
Total	3%	14%	24%	28%	31%	100%
Gender						
Male	5%	14%	21%	25%	36%	100%
Female	0%	14%	28%	34%	24%	100%
Age						
18 to 29	0%	0%	21%	21%	57%	100%
30 to 39	0%	0%	19%	19%	63%	100%
40 to 49	0%	13%	58%	13%	16%	100%
50 to 59	15%	15%	15%	41%	15%	100%
Over 60	0%	33%	10%	33%	24%	100%
Rush hour driver						
Yes	3%	15%	24%	26%	32%	100%
No	0%	0%	23%	50%	27%	100%

	Have you ever heard of *FHP or *347?		Total
	Yes	No	
Total	57%	43%	100%
Gender			
Male	61%	39%	100%
Female	53%	47%	100%
Age			
18 to 29	66%	34%	100%
30 to 39	57%	43%	100%
40 to 49	45%	55%	100%
50 to 59	64%	36%	100%
Over 60	55%	45%	100%
Rush hour driver			
Yes	59%	41%	100%
No	49%	51%	100%

	How useful do you think the Road Rangers are?				Total
	Very useful	Somewhat useful	Not very useful at all	Don't know/Refused	
Total	76%	10%	4%	9%	100%
Gender					
Male	75%	12%	5%	8%	100%
Female	77%	8%	4%	11%	100%
Age					
18 to 29	74%	9%	4%	13%	100%
30 to 39	81%	12%	3%	3%	100%
40 to 49	69%	9%	12%	11%	100%
50 to 59	80%	7%	3%	10%	100%
Over 60	76%	13%	1%	9%	100%
Rush hour driver					
Yes	75%	10%	4%	11%	100%
No	80%	11%	6%	3%	100%

	Have you ever been assisted by a Road Ranger?		Total
	Yes	No	
Total	30%	70%	100%
Gender			
Male	32%	68%	100%
Female	27%	73%	100%
Age			
18 to 29	31%	69%	100%
30 to 39	39%	61%	100%
40 to 49	38%	62%	100%
50 to 59	27%	73%	100%
Over 60	20%	80%	100%
Rush hour driver			
Yes	33%	67%	100%
No	12%	88%	100%

	Would you say the Road Ranger driver was...		Total
	Very helpful	Somewhat helpful	
Total	88%	12%	100%
Gender			
Male	86%	14%	100%
Female	92%	8%	100%
Age			
18 to 29	71%	29%	100%
30 to 39	80%	20%	100%
40 to 49	100%	0%	100%
50 to 59	100%	0%	100%
Over 60	82%	18%	100%
Rush hour driver			
Yes	89%	11%	100%
No	74%	26%	100%

Like included: Information about other transportation services

	Yes	No	Total
Total	14%	86%	100%
Gender			
Male	15%	85%	100%
Female	13%	87%	100%
Age			
18 to 29	18%	82%	100%
30 to 39	9%	91%	100%
40 to 49	15%	85%	100%
50 to 59	20%	80%	100%
Over 60	10%	90%	100%
Rush hour driver			
Yes	14%	86%	100%
No	15%	85%	100%

Like included: Information about roads not in your area

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

Like included: Information about local attractions

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

Like included: Information about automotive services

	Yes	No	Total
Total	6%	94%	100%
Gender			
Male	6%	94%	100%
Female	5%	95%	100%
Age			
18 to 29	11%	89%	100%
30 to 39	7%	93%	100%
40 to 49	5%	95%	100%
50 to 59	2%	98%	100%
Over 60	5%	95%	100%
Rush hour driver			
Yes	5%	95%	100%
No	6%	94%	100%

Like included: Alternate routes to avoid a traffic incident

	Yes	No	Total
Total	67%	33%	100%
Gender			
Male	65%	35%	100%
Female	69%	31%	100%
Age			
18 to 29	69%	31%	100%
30 to 39	80%	20%	100%
40 to 49	68%	32%	100%
50 to 59	62%	38%	100%
Over 60	64%	36%	100%
Rush hour driver			
Yes	71%	29%	100%
No	54%	46%	100%

	Like included: All		Total
	Yes	No	
Total	6%	94%	100%
Gender			
Male	6%	94%	100%
Female	6%	94%	100%
Age			
18 to 29	4%	96%	100%
30 to 39	5%	95%	100%
40 to 49	8%	92%	100%
50 to 59	10%	90%	100%
Over 60	3%	97%	100%
Rush hour driver			
Yes	6%	94%	100%
No	5%	95%	100%

	Like included: None		Total
	Yes	No	
Total	6%	94%	100%
Gender			
Male	8%	92%	100%
Female	4%	96%	100%
Age			
18 to 29	2%	98%	100%
30 to 39	0%	100%	100%
40 to 49	8%	92%	100%
50 to 59	7%	93%	100%
Over 60	11%	89%	100%
Rush hour driver			
Yes	4%	96%	100%
No	15%	85%	100%

	Like included: Other		Total
	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					Don't know/Refused	Total
	18 to 29	30 to 39	40 to 49	50 to 59	Over 60		
Total	18%	15%	18%	19%	28%	1%	100%
Gender							
Male	20%	16%	14%	21%	27%	2%	100%
Female	17%	14%	22%	16%	30%	1%	100%
Rush hour driver							
Yes	19%	18%	21%	19%	23%	1%	100%
No	15%	8%	9%	18%	46%	3%	100%

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