TO:　　　　Florida Department of Transportation

FROM:　　The Schapiro Group, Inc.

DATE:　　 August 19, 2014

RE:　　　　Customer Satisfaction Tracking Study — District 7 Results

The Schapiro Group (TSG) interviewed 300 Florida freeway drivers across District 7 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 Hillsborough, Pasco, and Pinellas 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 7 include:

Driving Patterns and Traffic Information Services

- The number of drivers on District 7 freeways during the day is similar to 2012, with slightly fewer during the morning rush hour, evening rush period, and the evening.

- Roughly half of drivers still use traditional traffic information sources such as radio and television, and an overwhelming majority of those who get traffic information from those sources sees them as at least "somewhat useful."

- Drivers still use several different sources for their traffic information, but their patterns have changed over the past two years. Electronic message signs are still the most popular information source, but their usage dropped from 73% in 2012 to 50% this year. Just under half (46%) use in-car navigation systems, 34% use mobile apps, and 31% use websites on their computers or cell phones. Usage of each of these last three sources increased in 2014.

- Among drivers who use websites for traffic information, the top site is now Google (24% in 2014; 20% in 2012). Local TV and radio station websites are now second in popularity (15% in 2014; 25% in 2012). Over half (56%) 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 (40%) is the leader, by far, with local radio and television websites a distant second at 7%. Roughly four in ten (42%) drivers indicate some other site or that they do not know.

ITS Services: 511 Traveler Information System

- When asked if they would use a service that provided traffic information through a phone call, website, mobile app, or social media site, half (51%) of drivers continue to say that they would be unlikely to use it.

- Awareness of the 511 Traveler Information System decreased slightly to 29%. Usage, however, has remained the same. District 7 drivers are most likely to find out about 511 through signs on the freeway or television.

- Starting in 2012, respondents who use the 511 Traveler Information System are now asked which services they use. The most popular, by far, continues to be the call-in service (51%), though usage is down from 2012. Personalized services are used by 16% of drivers, while 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 on their way to their destination (41%), while stopped in traffic approaching congestion (34%), or before they leave for their destination (28%). These patterns are similar to those seen in 2012.

- Most drivers (60%) changed their route based on the information they received from the 511 Traveler Information System. Some have changed their departure time (32%), their stress levels (24%), their estimated time of arrival (24%), or their mode of travel (16%). These usage levels are similar to those reported in 2012, with the exception of changed stress levels (increased in 2014).

ITS Services: Electronic Message Signs

- A solid majority of District 7 drivers (80%) continues to read electronic message signs at least once per week. Most users continue to believe the signs are accurate (95%), useful (92%), and easy to read (91%), and 75% are still likely to change their route based on information they see posted.

ITS Services: Road Rangers

- After slight increases over the years, awareness of the Road Rangers has decreased slightly, with 55% of current drivers knowing about this service. Only 6% of District 7 drivers have top-of-mind awareness of how to contact a Road Ranger, down from 28% in 2012. When prompted with a reminder about *FHP/*347, a majority (64%) of other drivers continues to say they know to call that number to request assistance. Among drivers who say they do not know how to contact a Road Ranger, roughly two-thirds continue to say they have heard of *FHP.

- The number of District 7 drivers who have been assisted by a Road Ranger increased from 17% in 2012 to 29% in 2014. Of those who have been assisted, virtually all (95%) describe the Road Ranger as "very helpful." Nearly all drivers (89%) 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, more than half of drivers (72%) continue to 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	97%	3%	100%
Gender			
Male	98%	2%	100%
Female	96%	4%	100%
Age			
18 to 29	100%	0%	100%
30 to 39	100%	0%	100%
40 to 49	98%	2%	100%
50 to 59	99%	1%	100%
Over 60	92%	8%	100%
Rush hour driver			
Yes	98%	2%	100%
No	94%	6%	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	50%	50%	0%	100%
Gender				
Male	54%	46%	0%	100%
Female	46%	54%	0%	100%
Age				
18 to 29	56%	44%	0%	100%
30 to 39	50%	50%	0%	100%
40 to 49	67%	33%	0%	100%
50 to 59	59%	41%	0%	100%
Over 60	33%	66%	1%	100%
Rush hour driver				
Yes	71%	29%	0%	100%
No	0%	100%	0%	100%

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

	Yes	No	Total
Total	71%	29%	100%
Gender			
Male	72%	28%	100%
Female	70%	30%	100%
Age			
18 to 29	72%	28%	100%
30 to 39	67%	33%	100%
40 to 49	63%	37%	100%
50 to 59	68%	32%	100%
Over 60	77%	23%	100%
Rush hour driver			
Yes	65%	35%	100%
No	86%	14%	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	61%	39%	0%	100%
Gender				
Male	63%	37%	0%	100%
Female	59%	41%	0%	100%
Age				
18 to 29	83%	17%	0%	100%
30 to 39	73%	27%	0%	100%
40 to 49	65%	35%	0%	100%
50 to 59	64%	36%	0%	100%
Over 60	39%	59%	2%	100%
Rush hour driver				
Yes	86%	14%	0%	100%
No	0%	98%	2%	100%

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

	Yes	No	Don't know/Refused	Total
Total	40%	59%	0%	100%
Gender				
Male	50%	49%	1%	100%
Female	31%	69%	0%	100%
Age				
18 to 29	61%	39%	0%	100%
30 to 39	37%	63%	0%	100%
40 to 49	29%	69%	2%	100%
50 to 59	47%	53%	0%	100%
Over 60	35%	65%	0%	100%
Rush hour driver				
Yes	44%	56%	1%	100%
No	31%	69%	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	Total
Total	10%	12%	26%	52%	100%
Gender					
Male	9%	12%	22%	58%	100%
Female	11%	12%	30%	47%	100%
Age					
18 to 29	11%	11%	17%	61%	100%
30 to 39	7%	10%	17%	67%	100%
40 to 49	12%	14%	37%	37%	100%
50 to 59	8%	14%	33%	45%	100%
Over 60	11%	11%	26%	52%	100%
Rush hour driver					
Yes	9%	11%	31%	49%	100%
No	12%	13%	14%	61%	100%

Do you find radio traffic reports...

	Very useful	Somewhat useful	Not very useful at all	Don't know/Refused	Total
Total	45%	42%	13%	0%	100%
Gender					
Male	30%	50%	20%	0%	100%
Female	56%	36%	7%	1%	100%
Age					
18 to 29	43%	29%	29%	0%	100%
30 to 39	30%	50%	20%	0%	100%
40 to 49	42%	55%	3%	0%	100%
50 to 59	50%	38%	12%	0%	100%
Over 60	48%	39%	11%	2%	100%
Rush hour driver					
Yes	45%	43%	13%	0%	100%
No	45%	41%	12%	2%	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	13%	10%	28%	49%	0%	100%
Gender						
Male	17%	10%	20%	53%	1%	100%
Female	8%	10%	37%	44%	0%	100%
Age						
18 to 29	22%	6%	6%	67%	0%	100%
30 to 39	7%	10%	20%	63%	0%	100%
40 to 49	14%	6%	35%	45%	0%	100%
50 to 59	7%	11%	37%	44%	1%	100%
Over 60	12%	15%	37%	36%	0%	100%
Rush hour driver						
Yes	10%	9%	31%	50%	0%	100%
No	18%	12%	23%	46%	1%	100%

Do you find television traffic reports...

	Very useful	Somewhat useful	Not very useful at all	Don't know/Refused	Total
Total	49%	42%	9%	0%	100%
Gender					
Male	42%	47%	9%	1%	100%
Female	54%	37%	9%	0%	100%
Age					
18 to 29	33%	67%	0%	0%	100%
30 to 39	45%	45%	9%	0%	100%
40 to 49	52%	41%	7%	0%	100%
50 to 59	48%	38%	15%	0%	100%
Over 60	53%	36%	9%	1%	100%
Rush hour driver					
Yes	52%	40%	7%	1%	100%
No	41%	46%	13%	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	Don't know/Refused	Total
Total	53%	15%	6%	10%	15%	0%	100%
Gender							
Male	54%	12%	4%	11%	18%	0%	100%
Female	52%	18%	9%	10%	11%	1%	100%
Age							
18 to 29	44%	17%	6%	11%	22%	0%	100%
30 to 39	43%	13%	10%	7%	27%	0%	100%
40 to 49	55%	14%	6%	16%	8%	0%	100%
50 to 59	55%	16%	5%	11%	12%	0%	100%
Over 60	59%	15%	6%	8%	11%	2%	100%
Rush hour driver							
Yes	50%	15%	6%	12%	17%	0%	100%
No	61%	15%	8%	7%	9%	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	Don't know/Refused	Total
Total	90%	2%	1%	2%	3%	3%	100%
Gender							
Male	91%	1%	1%	2%	3%	1%	100%
Female	88%	2%	1%	1%	3%	4%	100%
Age							
18 to 29	89%	0%	0%	6%	6%	0%	100%
30 to 39	90%	0%	3%	0%	7%	0%	100%
40 to 49	98%	0%	0%	0%	0%	2%	100%
50 to 59	85%	1%	3%	4%	4%	3%	100%
Over 60	88%	5%	1%	0%	2%	5%	100%
Rush hour driver							
Yes	89%	1%	0%	2%	4%	3%	100%
No	92%	2%	3%	1%	1%	1%	100%

How often use for traffic information: Email alerts

	Never	Occasionally	Once per week	2-3 times per week	More than 3 times per	Total
Total	85%	7%	2%	3%	3%	100%
Gender						
Male	89%	3%	2%	3%	1%	100%
Female	81%	11%	2%	2%	4%	100%
Age						
18 to 29	89%	6%	0%	6%	0%	100%
30 to 39	87%	10%	3%	0%	0%	100%
40 to 49	84%	8%	0%	4%	4%	100%
50 to 59	79%	8%	4%	1%	7%	100%
Over 60	86%	7%	3%	2%	2%	100%
Rush hour driver						
Yes	84%	9%	1%	4%	2%	100%
No	87%	5%	4%	0%	4%	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	Don't know/Refused	Total
Total	81%	11%	1%	1%	5%	1%	100%
Gender							
Male	84%	8%	1%	1%	4%	2%	100%
Female	78%	13%	1%	2%	6%	0%	100%
Age							
18 to 29	72%	17%	0%	0%	6%	6%	100%
30 to 39	80%	10%	3%	0%	7%	0%	100%
40 to 49	82%	10%	2%	2%	4%	0%	100%
50 to 59	78%	14%	0%	3%	5%	0%	100%
Over 60	86%	7%	0%	2%	5%	1%	100%
Rush hour driver							
Yes	76%	14%	1%	2%	5%	2%	100%
No	91%	3%	0%	1%	4%	0%	100%

How often use for traffic information: Electronic message signs

	Never	Occasionally	Once per week	2-3 times per week	More than 3 times per	Don't know/Refused	Total
Total	48%	23%	5%	10%	12%	2%	100%
Gender							
Male	49%	20%	4%	12%	12%	2%	100%
Female	47%	25%	5%	8%	13%	1%	100%
Age							
18 to 29	56%	28%	0%	11%	6%	0%	100%
30 to 39	57%	20%	7%	3%	13%	0%	100%
40 to 49	47%	16%	2%	10%	22%	2%	100%
50 to 59	41%	32%	1%	11%	14%	1%	100%
Over 60	43%	21%	11%	13%	10%	3%	100%
Rush hour driver							
Yes	47%	23%	3%	11%	15%	1%	100%
No	51%	22%	9%	9%	6%	2%	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	Don't know/Refused	Total
Total	66%	11%	3%	8%	12%	1%	100%
Gender							
Male	66%	8%	2%	8%	15%	1%	100%
Female	66%	14%	3%	8%	9%	0%	100%
Age							
18 to 29	44%	6%	0%	11%	39%	0%	100%
30 to 39	57%	20%	7%	10%	7%	0%	100%
40 to 49	59%	10%	8%	10%	10%	2%	100%
50 to 59	74%	12%	1%	5%	7%	0%	100%
Over 60	80%	10%	1%	5%	4%	1%	100%
Rush hour driver							
Yes	63%	12%	2%	7%	16%	1%	100%
No	74%	9%	5%	11%	1%	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	Don't know/Refused	Total
Total	67%	14%	5%	3%	9%	2%	100%
Gender							
Male	66%	13%	4%	2%	12%	3%	100%
Female	68%	15%	5%	5%	7%	0%	100%
Age							
18 to 29	61%	6%	6%	0%	22%	6%	100%
30 to 39	60%	20%	10%	0%	10%	0%	100%
40 to 49	57%	22%	6%	4%	8%	2%	100%
50 to 59	71%	14%	4%	5%	5%	0%	100%
Over 60	76%	11%	2%	5%	5%	1%	100%
Rush hour driver							
Yes	67%	13%	5%	2%	10%	2%	100%
No	66%	16%	4%	6%	8%	0%	100%

What is the main website you use for traffic information?

	FL511.com	Google	Mapquest	Traffic.com/Here.com	Intrix	l TV or radio station we	Something else	Don't know/Refuse	Total
Total	1%	24%	2%	1%	1%	15%	30%	26%	100%
Gender									
Male	0%	27%	2%	0%	0%	8%	41%	23%	100%
Female	2%	20%	3%	2%	2%	22%	19%	30%	100%
Age									
18 to 29	0%	50%	0%	0%	0%	0%	50%	0%	100%
30 to 39	0%	25%	8%	0%	0%	17%	17%	33%	100%
40 to 49	5%	20%	0%	0%	5%	20%	20%	30%	100%
50 to 59	0%	19%	5%	5%	0%	14%	24%	33%	100%
Over 60	0%	10%	0%	0%	0%	23%	39%	29%	100%
Rush hour driver									
Yes	2%	27%	1%	1%	2%	15%	31%	22%	100%
No	0%	16%	5%	0%	0%	17%	26%	36%	100%

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

	Florida 511	Waze	Beat the Traffic	Google Maps	SigAlert	Local TV/radio station	Something else	Don't know/Refuse	Total
Total	1%	6%	3%	40%	1%	7%	26%	16%	100%
Gender									
Male	1%	5%	0%	47%	1%	3%	35%	8%	100%
Female	0%	8%	6%	33%	0%	11%	18%	24%	100%
Age									
18 to 29	0%	10%	10%	50%	0%	0%	10%	20%	100%
30 to 39	0%	8%	0%	46%	0%	0%	38%	8%	100%
40 to 49	0%	5%	0%	37%	0%	11%	26%	21%	100%
50 to 59	0%	5%	0%	26%	0%	16%	32%	21%	100%
Over 60	4%	0%	0%	31%	4%	15%	35%	12%	100%
Rush hour driver									
Yes	1%	6%	4%	45%	1%	6%	26%	13%	100%
No	0%	8%	0%	22%	0%	13%	28%	29%	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	18%	31%	16%	35%	0%	100%
Gender						
Male	12%	33%	20%	34%	0%	100%
Female	23%	30%	11%	36%	0%	100%
Age						
18 to 29	17%	44%	22%	17%	0%	100%
30 to 39	23%	30%	17%	30%	0%	100%
40 to 49	20%	35%	16%	29%	0%	100%
50 to 59	15%	33%	11%	41%	0%	100%
Over 60	17%	23%	14%	46%	1%	100%
Rush hour driver						
Yes	20%	33%	16%	31%	0%	100%
No	13%	27%	15%	44%	1%	100%

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

	Quite a lot	Some	A little	Nothing at all	Total
Total	4%	6%	19%	71%	100%
Gender					
Male	3%	9%	19%	68%	100%
Female	4%	4%	19%	73%	100%
Age					
18 to 29	0%	6%	33%	61%	100%
30 to 39	10%	10%	10%	70%	100%
40 to 49	4%	0%	18%	78%	100%
50 to 59	5%	5%	18%	71%	100%
Over 60	2%	10%	17%	72%	100%
Rush hour driver					
Yes	3%	5%	21%	70%	100%
No	5%	9%	15%	72%	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	13%	6%	2%	79%	1%	100%
Gender						
Male	15%	5%	0%	79%	2%	100%
Female	11%	8%	4%	78%	0%	100%
Age						
18 to 29	0%	0%	0%	100%	0%	100%
30 to 39	11%	11%	11%	67%	0%	100%
40 to 49	9%	0%	0%	91%	0%	100%
50 to 59	24%	10%	0%	67%	0%	100%
Over 60	19%	5%	0%	73%	3%	100%
Rush hour driver						
Yes	9%	3%	2%	85%	0%	100%
No	22%	13%	0%	63%	3%	100%

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

	Yes	No	Total
Total	51%	49%	100%
Gender			
Male	44%	56%	100%
Female	57%	43%	100%
Age			
30 to 39	100%	0%	100%
40 to 49	100%	0%	100%
50 to 59	43%	57%	100%
Over 60	22%	78%	100%
Rush hour driver			
Yes	47%	53%	100%
No	55%	45%	100%

Which services of 511 do you use: Website

	Yes	No	Total
Total	4%	96%	100%
Gender			
Male	8%	92%	100%
Female	0%	100%	100%
Age			
30 to 39	0%	100%	100%
40 to 49	0%	100%	100%
50 to 59	0%	100%	100%
Over 60	11%	89%	100%
Rush hour driver			
Yes	8%	92%	100%
No	0%	100%	100%

Which services of 511 do you use: Mobile app

	Yes	No	Total
Total	8%	92%	100%
Gender			
Male	16%	84%	100%
Female	0%	100%	100%
Age			
30 to 39	0%	100%	100%
40 to 49	0%	100%	100%
50 to 59	14%	86%	100%
Over 60	11%	89%	100%
Rush hour driver			
Yes	8%	92%	100%
No	8%	92%	100%

Which services of 511 do you use: Twitter

	Yes	No	Total
Total	8%	92%	100%
Gender			
Male	8%	92%	100%
Female	8%	92%	100%
Age			
30 to 39	0%	100%	100%
40 to 49	0%	100%	100%
50 to 59	14%	86%	100%
Over 60	11%	89%	100%
Rush hour driver			
Yes	8%	92%	100%
No	8%	92%	100%

Which services of 511 do you use: Personalized services

	Yes	No	Total
Total	16%	84%	100%
Gender			
Male	8%	92%	100%
Female	24%	76%	100%
Age			
30 to 39	0%	100%	100%
40 to 49	0%	100%	100%
50 to 59	29%	71%	100%
Over 60	22%	78%	100%
Rush hour driver			
Yes	15%	85%	100%
No	17%	83%	100%

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

	Yes	No	Total
Total	28%	72%	100%
Gender			
Male	16%	84%	100%
Female	41%	59%	100%
Age			
30 to 39	33%	67%	100%
40 to 49	0%	100%	100%
50 to 59	29%	71%	100%
Over 60	33%	67%	100%
Rush hour driver			
Yes	23%	77%	100%
No	34%	66%	100%

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

	Yes	No	Total
Total	41%	59%	100%
Gender			
Male	57%	43%	100%
Female	24%	76%	100%
Age			
30 to 39	67%	33%	100%
40 to 49	0%	100%	100%
50 to 59	57%	43%	100%
Over 60	22%	78%	100%
Rush hour driver			
Yes	62%	38%	100%
No	17%	83%	100%

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

	Yes	No	Total
Total	34%	66%	100%
Gender			
Male	36%	64%	100%
Female	32%	68%	100%
Age			
30 to 39	33%	67%	100%
40 to 49	100%	0%	100%
50 to 59	14%	86%	100%
Over 60	44%	56%	100%
Rush hour driver			
Yes	31%	69%	100%
No	37%	63%	100%

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

	Yes	No	Total
Total	20%	80%	100%
Gender			
Male	24%	76%	100%
Female	16%	84%	100%
Age			
30 to 39	33%	67%	100%
40 to 49	0%	100%	100%
50 to 59	14%	86%	100%
Over 60	22%	78%	100%
Rush hour driver			
Yes	23%	77%	100%
No	17%	83%	100%

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

	Yes	No	Total
Total	16%	84%	100%
Gender			
Male	16%	84%	100%
Female	16%	84%	100%
Age			
30 to 39	33%	67%	100%
40 to 49	0%	100%	100%
50 to 59	0%	100%	100%
Over 60	22%	78%	100%
Rush hour driver			
Yes	23%	77%	100%
No	8%	92%	100%

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

	Yes	No	Total
Total	20%	80%	100%
Gender			
Male	16%	84%	100%
Female	24%	76%	100%
Age			
30 to 39	33%	67%	100%
40 to 49	0%	100%	100%
50 to 59	0%	100%	100%
Over 60	33%	67%	100%
Rush hour driver			
Yes	31%	69%	100%
No	8%	92%	100%

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

	Yes	No	Total
Total	60%	40%	100%
Gender			
Male	52%	48%	100%
Female	68%	32%	100%
Age			
30 to 39	67%	33%	100%
40 to 49	100%	0%	100%
50 to 59	57%	43%	100%
Over 60	44%	56%	100%
Rush hour driver			
Yes	47%	53%	100%
No	74%	26%	100%

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

	Yes	No	Total
Total	32%	68%	100%
Gender			
Male	32%	68%	100%
Female	32%	68%	100%
Age			
30 to 39	33%	67%	100%
40 to 49	0%	100%	100%
50 to 59	29%	71%	100%
Over 60	44%	56%	100%
Rush hour driver			
Yes	46%	54%	100%
No	17%	83%	100%

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

	Yes	No	Total
Total	24%	76%	100%
Gender			
Male	16%	84%	100%
Female	33%	67%	100%
Age			
30 to 39	33%	67%	100%
40 to 49	0%	100%	100%
50 to 59	14%	86%	100%
Over 60	33%	67%	100%
Rush hour driver			
Yes	23%	77%	100%
No	25%	75%	100%

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

	Yes	No	Total
Total	24%	76%	100%
Gender			
Male	16%	84%	100%
Female	32%	68%	100%
Age			
30 to 39	33%	67%	100%
40 to 49	0%	100%	100%
50 to 59	14%	86%	100%
Over 60	33%	67%	100%
Rush hour driver			
Yes	23%	77%	100%
No	25%	75%	100%

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

	Yes	No	Total
Total	16%	84%	100%
Gender			
Male	8%	92%	100%
Female	24%	76%	100%
Age			
30 to 39	33%	67%	100%
40 to 49	0%	100%	100%
50 to 59	0%	100%	100%
Over 60	22%	78%	100%
Rush hour driver			
Yes	31%	69%	100%
No	0%	100%	100%

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

	Yes, and I changed my	No	Total
Total	44%	56%	100%
Gender			
Male	44%	56%	100%
Female	44%	56%	100%
Age			
30 to 39	33%	67%	100%
40 to 49	100%	0%	100%
50 to 59	57%	43%	100%
Over 60	22%	78%	100%
Rush hour driver			
Yes	39%	61%	100%
No	49%	51%	100%

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

	Television	Newspaper	Signs on the freeway	A Road Ranger unit	Other	Don't know/Refused	Total
Total	12%	4%	38%	5%	12%	28%	100%
Gender							
Male	24%	0%	44%	0%	8%	24%	100%
Female	0%	8%	32%	11%	16%	33%	100%
Age							
30 to 39	33%	0%	33%	0%	0%	33%	100%
40 to 49	0%	0%	100%	0%	0%	0%	100%
50 to 59	0%	14%	43%	0%	0%	43%	100%
Over 60	11%	0%	33%	0%	33%	22%	100%
Rush hour driver							
Yes	23%	0%	46%	0%	8%	23%	100%
No	0%	9%	29%	11%	17%	34%	100%

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

	Excellent	Good	Poor	Never used call in ser	Total
Total	9%	42%	16%	32%	100%
Gender					
Male	0%	60%	8%	32%	100%
Female	19%	24%	24%	32%	100%
Age					
30 to 39	0%	67%	33%	0%	100%
40 to 49	0%	100%	0%	0%	100%
50 to 59	0%	43%	14%	43%	100%
Over 60	11%	22%	11%	56%	100%
Rush hour driver					
Yes	8%	39%	23%	30%	100%
No	11%	46%	8%	34%	100%

What type of cell phone do you use?

	iPhone	Android	Something else	Does not have a cell p	Don't know/Refused	Total
Total	35%	30%	23%	11%	0%	100%
Gender						
Male	38%	30%	21%	11%	0%	100%
Female	32%	31%	25%	12%	0%	100%
Age						
18 to 29	50%	39%	0%	11%	0%	100%
30 to 39	37%	47%	13%	3%	0%	100%
40 to 49	37%	37%	18%	8%	0%	100%
50 to 59	36%	33%	26%	5%	0%	100%
Over 60	25%	14%	39%	20%	2%	100%
Rush hour driver						
Yes	37%	35%	19%	9%	0%	100%
No	31%	20%	32%	17%	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	20%	22%	38%	18%	2%	100%
Gender						
Male	20%	23%	39%	17%	1%	100%
Female	20%	22%	37%	19%	2%	100%
Age						
18 to 29	22%	28%	33%	17%	0%	100%
30 to 39	27%	17%	30%	27%	0%	100%
40 to 49	10%	29%	53%	8%	0%	100%
50 to 59	19%	19%	42%	18%	1%	100%
Over 60	20%	21%	35%	20%	5%	100%
Rush hour driver						
Yes	18%	22%	43%	16%	1%	100%
No	25%	23%	27%	22%	3%	100%

Do you find them to be...

	Very accurate	Somewhat accurate	Not accurate at all	Don't know/Refused	Total
Total	33%	62%	2%	3%	100%
Gender					
Male	28%	67%	2%	3%	100%
Female	39%	57%	1%	4%	100%
Age					
18 to 29	13%	87%	0%	0%	100%
30 to 39	32%	64%	0%	5%	100%
40 to 49	33%	62%	0%	4%	100%
50 to 59	49%	46%	3%	2%	100%
Over 60	38%	54%	3%	5%	100%
Rush hour driver					
Yes	31%	63%	2%	4%	100%
No	40%	58%	1%	1%	100%

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

	Yes	No	Sometimes	Don't know/Refused	Total
Total	91%	6%	3%	0%	100%
Gender					
Male	93%	5%	2%	1%	100%
Female	89%	7%	5%	0%	100%
Age					
18 to 29	93%	0%	7%	0%	100%
30 to 39	86%	14%	0%	0%	100%
40 to 49	98%	2%	0%	0%	100%
50 to 59	92%	7%	2%	0%	100%
Over 60	85%	8%	6%	1%	100%
Rush hour driver					
Yes	90%	6%	4%	0%	100%
No	91%	6%	2%	0%	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 m	Don't know/Refused	Total
Total	43%	49%	5%	4%	0%	100%
Gender						
Male	34%	56%	6%	4%	1%	100%
Female	52%	42%	3%	3%	0%	100%
Age						
18 to 29	33%	60%	0%	7%	0%	100%
30 to 39	41%	50%	9%	0%	0%	100%
40 to 49	44%	51%	4%	0%	0%	100%
50 to 59	41%	46%	8%	5%	0%	100%
Over 60	49%	43%	3%	5%	1%	100%
Rush hour driver						
Yes	38%	55%	4%	3%	0%	100%
No	56%	34%	6%	4%	0%	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	Don't know/Refused	Total
Total	34%	41%	12%	12%	1%	100%
Gender						
Male	27%	42%	18%	12%	1%	100%
Female	41%	41%	5%	12%	1%	100%
Age						
18 to 29	27%	33%	27%	13%	0%	100%
30 to 39	27%	55%	9%	5%	5%	100%
40 to 49	36%	42%	13%	9%	0%	100%
50 to 59	37%	47%	5%	10%	0%	100%
Over 60	39%	36%	7%	18%	1%	100%
Rush hour driver						
Yes	30%	43%	13%	13%	1%	100%
No	43%	36%	9%	11%	1%	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	7%	92%	1%	100%
Gender				
Male	4%	95%	1%	100%
Female	10%	89%	1%	100%
Age				
18 to 29	0%	100%	0%	100%
30 to 39	14%	86%	0%	100%
40 to 49	2%	96%	2%	100%
50 to 59	12%	88%	0%	100%
Over 60	9%	89%	2%	100%
Rush hour driver				
Yes	7%	92%	1%	100%
No	8%	91%	1%	100%

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

	Yes, and I changed my r	Yes, but I did NOT cha	No	Don't know/Refused	Total
Total	37%	9%	53%	1%	100%
Gender					
Male	39%	9%	51%	1%	100%
Female	35%	8%	55%	1%	100%
Age					
18 to 29	20%	13%	67%	0%	100%
30 to 39	41%	9%	50%	0%	100%
40 to 49	33%	9%	58%	0%	100%
50 to 59	49%	12%	39%	0%	100%
Over 60	40%	4%	52%	4%	100%
Rush hour driver					
Yes	37%	10%	51%	1%	100%
No	36%	4%	58%	1%	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	3%	18%	51%	27%	1%	100%
Gender						
Male	4%	11%	55%	29%	1%	100%
Female	1%	25%	48%	25%	1%	100%
Age						
18 to 29	0%	18%	73%	9%	0%	100%
30 to 39	0%	17%	50%	33%	0%	100%
40 to 49	0%	32%	46%	21%	0%	100%
50 to 59	4%	23%	44%	27%	2%	100%
Over 60	4%	10%	49%	36%	2%	100%
Rush hour driver						
Yes	3%	20%	53%	22%	2%	100%
No	2%	13%	47%	39%	0%	100%

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

	Once per week	More than 3 times pe	Never	Never heard	Total
Total	2%	2%	22%	73%	100%
Gender					
Male	2%	0%	13%	85%	100%
Female	3%	5%	30%	62%	100%
Age					
18 to 29	0%	0%	0%	100%	100%
30 to 39	0%	8%	17%	75%	100%
40 to 49	0%	0%	15%	85%	100%
50 to 59	5%	5%	43%	48%	100%
Over 60	6%	0%	32%	61%	100%
Rush hour driver					
Yes	2%	2%	16%	79%	100%
No	2%	2%	35%	60%	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	7%	25%	33%	34%	1%	100%
Gender						
Male	4%	25%	35%	36%	0%	100%
Female	9%	25%	31%	33%	2%	100%
Age						
18 to 29	12%	12%	62%	12%	0%	100%
30 to 39	12%	24%	18%	47%	0%	100%
40 to 49	3%	52%	21%	24%	0%	100%
50 to 59	7%	24%	30%	39%	0%	100%
Over 60	5%	18%	36%	39%	3%	100%
Rush hour driver						
Yes	9%	24%	34%	33%	1%	100%
No	2%	26%	32%	38%	2%	100%

How often do you use the Florida 511 mobile app?

	Once per week	2-3 times per week	More than 3 times pe	Never	Never heard	Total
Total	1%	1%	1%	19%	78%	100%
Gender						
Male	1%	2%	0%	22%	75%	100%
Female	0%	0%	1%	17%	82%	100%
Age						
18 to 29	0%	0%	0%	20%	80%	100%
30 to 39	0%	0%	0%	8%	92%	100%
40 to 49	0%	0%	0%	11%	89%	100%
50 to 59	0%	5%	0%	37%	58%	100%
Over 60	4%	0%	4%	27%	65%	100%
Rush hour driver						
Yes	0%	1%	1%	16%	82%	100%
No	3%	0%	0%	30%	66%	100%

Are you aware of the Road Rangers provided by FDOT?

	Yes	No	Don't know/Refused	Total
Total	55%	44%	1%	100%
Gender				
Male	56%	43%	0%	100%
Female	55%	45%	1%	100%
Age				
18 to 29	39%	61%	0%	100%
30 to 39	57%	43%	0%	100%
40 to 49	61%	39%	0%	100%
50 to 59	62%	38%	0%	100%
Over 60	58%	41%	1%	100%
Rush hour driver				
Yes	58%	42%	0%	100%
No	50%	49%	1%	100%

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

	Yes	No	Total
Total	64%	36%	100%
Gender			
Male	68%	32%	100%
Female	60%	40%	100%
Age			
18 to 29	75%	25%	100%
30 to 39	86%	14%	100%
40 to 49	60%	40%	100%
50 to 59	57%	43%	100%
Over 60	58%	42%	100%
Rush hour driver			
Yes	68%	32%	100%
No	54%	46%	100%

Do you know how to request a Road Ranger?

	Yes	No	Total
Total	22%	78%	100%
Gender			
Male	20%	80%	100%
Female	24%	76%	100%
Age			
18 to 29	67%	33%	100%
30 to 39	20%	80%	100%
40 to 49	7%	93%	100%
50 to 59	24%	76%	100%
Over 60	18%	82%	100%
Rush hour driver			
Yes	25%	75%	100%
No	14%	86%	100%

How would you do that?

	Call 511	Call 911	Call *FHP/*347	Something else	Don't know/Refused	Total
Total	28%	4%	25%	24%	19%	100%
Gender						
Male	38%	9%	20%	9%	24%	100%
Female	22%	0%	28%	36%	14%	100%
Age						
18 to 29	50%	0%	50%	0%	0%	100%
30 to 39	50%	0%	0%	50%	0%	100%
40 to 49	0%	0%	0%	0%	100%	100%
50 to 59	0%	0%	50%	0%	50%	100%
Over 60	14%	14%	0%	57%	14%	100%
Rush hour driver						
Yes	34%	5%	29%	15%	17%	100%
No	0%	0%	0%	75%	25%	100%

Have you ever heard of *FHP or *347?

	Yes	No	Total
Total	66%	34%	100%
Gender			
Male	64%	36%	100%
Female	67%	33%	100%
Age			
18 to 29	100%	0%	100%
30 to 39	90%	10%	100%
40 to 49	60%	40%	100%
50 to 59	67%	33%	100%
Over 60	49%	51%	100%
Rush hour driver			
Yes	69%	31%	100%
No	56%	44%	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	70%	19%	4%	6%	100%
Gender					
Male	74%	15%	4%	7%	100%
Female	66%	23%	4%	6%	100%
Age					
18 to 29	71%	14%	0%	14%	100%
30 to 39	65%	24%	6%	6%	100%
40 to 49	73%	20%	7%	0%	100%
50 to 59	76%	18%	2%	4%	100%
Over 60	66%	19%	5%	9%	100%
Rush hour driver					
Yes	72%	18%	5%	5%	100%
No	63%	24%	3%	10%	100%

Have you ever been assisted by a Road Ranger?

	Yes	No	Total
Total	29%	71%	100%
Gender			
Male	36%	64%	100%
Female	21%	79%	100%
Age			
18 to 29	57%	43%	100%
30 to 39	35%	65%	100%
40 to 49	27%	73%	100%
50 to 59	22%	78%	100%
Over 60	21%	79%	100%
Rush hour driver			
Yes	32%	68%	100%
No	19%	81%	100%

Would you say the Road Ranger driver was...

	Very helpful	Somewhat helpful	Not helpful at all	Total
Total	95%	4%	1%	100%
Gender				
Male	98%	2%	0%	100%
Female	90%	6%	4%	100%
Age				
18 to 29	100%	0%	0%	100%
30 to 39	100%	0%	0%	100%
40 to 49	88%	12%	0%	100%
50 to 59	90%	10%	0%	100%
Over 60	94%	0%	6%	100%
Rush hour driver				
Yes	94%	5%	2%	100%
No	100%	0%	0%	100%

Like included: Information about other transportation services

	Yes	No	Total
Total	13%	87%	100%
Gender			
Male	11%	89%	100%
Female	14%	86%	100%
Age			
18 to 29	22%	78%	100%
30 to 39	10%	90%	100%
40 to 49	12%	88%	100%
50 to 59	7%	93%	100%
Over 60	13%	87%	100%
Rush hour driver			
Yes	13%	87%	100%
No	11%	89%	100%

Like included: Information about roads not in your area

	Yes	No	Total
Total	10%	90%	100%
Gender			
Male	10%	90%	100%
Female	9%	91%	100%
Age			
18 to 29	22%	78%	100%
30 to 39	10%	90%	100%
40 to 49	4%	96%	100%
50 to 59	4%	96%	100%
Over 60	9%	91%	100%
Rush hour driver			
Yes	10%	90%	100%
No	8%	92%	100%

Like included: Information about local attractions

	Yes	No	Total
Total	10%	90%	100%
Gender			
Male	9%	91%	100%
Female	11%	89%	100%
Age			
18 to 29	11%	89%	100%
30 to 39	7%	93%	100%
40 to 49	10%	90%	100%
50 to 59	16%	84%	100%
Over 60	7%	93%	100%
Rush hour driver			
Yes	11%	89%	100%
No	8%	92%	100%

Like included: Information about automotive services

	Yes	No	Total
Total	5%	95%	100%
Gender			
Male	6%	94%	100%
Female	5%	95%	100%
Age			
18 to 29	6%	94%	100%
30 to 39	13%	87%	100%
40 to 49	4%	96%	100%
50 to 59	4%	96%	100%
Over 60	3%	97%	100%
Rush hour driver			
Yes	5%	95%	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	78%	22%	100%
30 to 39	67%	33%	100%
40 to 49	86%	14%	100%
50 to 59	71%	29%	100%
Over 60	65%	35%	100%
Rush hour driver			
Yes	75%	25%	100%
No	66%	34%	100%

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

Like included: None			
	Yes	No	Total
Total	7%	93%	100%
Gender			
Male	8%	92%	100%
Female	6%	94%	100%
Age			
18 to 29	0%	100%	100%
30 to 39	10%	90%	100%
40 to 49	0%	100%	100%
50 to 59	10%	90%	100%
Over 60	11%	89%	100%
Rush hour driver			
Yes	6%	94%	100%
No	8%	92%	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	17%	15%	18%	18%	32%	1%	100%
Gender							
Male	27%	15%	16%	16%	27%	0%	100%
Female	7%	14%	19%	21%	37%	2%	100%
Rush hour driver							
Yes	23%	16%	19%	20%	21%	0%	100%
No	3%	12%	13%	13%	56%	2%	100%

	Gender		
	Male	Female	Total
Total	49%	51%	100%
Age			
18 to 29	78%	22%	100%
30 to 39	50%	50%	100%
40 to 49	45%	55%	100%
50 to 59	42%	58%	100%
Over 60	41%	59%	100%
Rush hour driver			
Yes	52%	48%	100%
No	42%	58%	100%