



Customer Satisfaction Tracking Survey

August, 2014

Prepared for:



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Introduction and Methodology

The Schapiro Group (TSG) interviewed 2,100 drivers across Florida via landline and cell phone in order to explore usage of, attitudes toward, and perceptions of the Florida Department of Transportation's (FDOT) Intelligent Transportation Systems (ITS) services. TSG randomly sampled phone numbers within FDOT's seven Districts to obtain telephone survey data April–June 2014. The margin of sampling error for statewide results is $\pm 2.1\%$.

Because the survey instrument is largely identical to the instrument FDOT and TSG fielded in 2006, 2008, 2010, and 2012, most results may be used to track changes in opinions and usage of FDOT's ITS services over the past eight years. Any figures without data from previous years are either new questions or items that are similar to previous years, but different enough to prohibit comparing responses over time. The appendix contains the 2014 survey instrument.

TSG completed 300 of these surveys in each of the seven Districts, including 60 in each District that were completed via cell phone. The margin of sampling error for results within individual Districts is $\pm 5.7\%$. Professional interviewers administered the survey instrument to respondents who reported driving on freeways or the Florida Turnpike¹ within their District three or more times per week. The table below lists qualifying freeways within each District.

District	Qualifying Freeways
1	I-75, I-275, I-4, SR 570
2	I-10, I-75, I-95, I-295, SR 9A, J. Turner Butler Blvd. (SR 202), Arlington Expressway (SR 115), Hart Bridge Expressway (SR 228)
3	I-10, I-110 (SR 8A)
4	I-95, I-75, I-595, Sawgrass Expressway (SR 869), Florida's Turnpike (SR821)
5	I-4, I-75, I-95, East-West Expressway (SR 408), Bee Line Expressway (SR 528), Central Florida Greenway (SR 417), Western Beltway (SR 429), Florida's Turnpike (SR 821)
6	I-95, I-195, I-395, I-75, Florida's Turnpike (SR 821), Dolphin Expressway (SR 836), Palmetto Expressway (SR 826), SR 878, Don Shula Expressway (SR 874), Airport Expressway (SR 112), Gratigny Parkway (SR 924)
7	I-75 I-275, I-175, I-4, Veterans Expressway/Suncoast Parkway (SR 589), SR 568

The Florida Turnpike and other toll facilities in Florida were not broken out separately in this survey but are covered in the questions within the seven geographic FDOT Districts. The Florida Turnpike Enterprise conducts a survey of their customers annually.

¹ Even though Florida's freeways are managed separately from the Florida Turnpike, asking respondents to differentiate between ITS services provided by each is difficult, would require a much longer survey, and could potentially introduce a high level of response error.

This report is based on analysis of statewide data, rather than individual District data. District results are much more alike than different, and District-level results are reported separately.

This report is organized primarily by topic. The first section examines trends in how drivers get their traffic information and in how open they are to new prospective sources. The report then turns to awareness and usage of the 511 Traveler Information System, electronic message signs, and Road Rangers. The final section of the report outlines several potential strategic directions for FDOT to consider in light of the study's findings. These recommendations are made by TSG and are for consideration by FDOT. FDOT will develop their actions in consultation with the Districts.

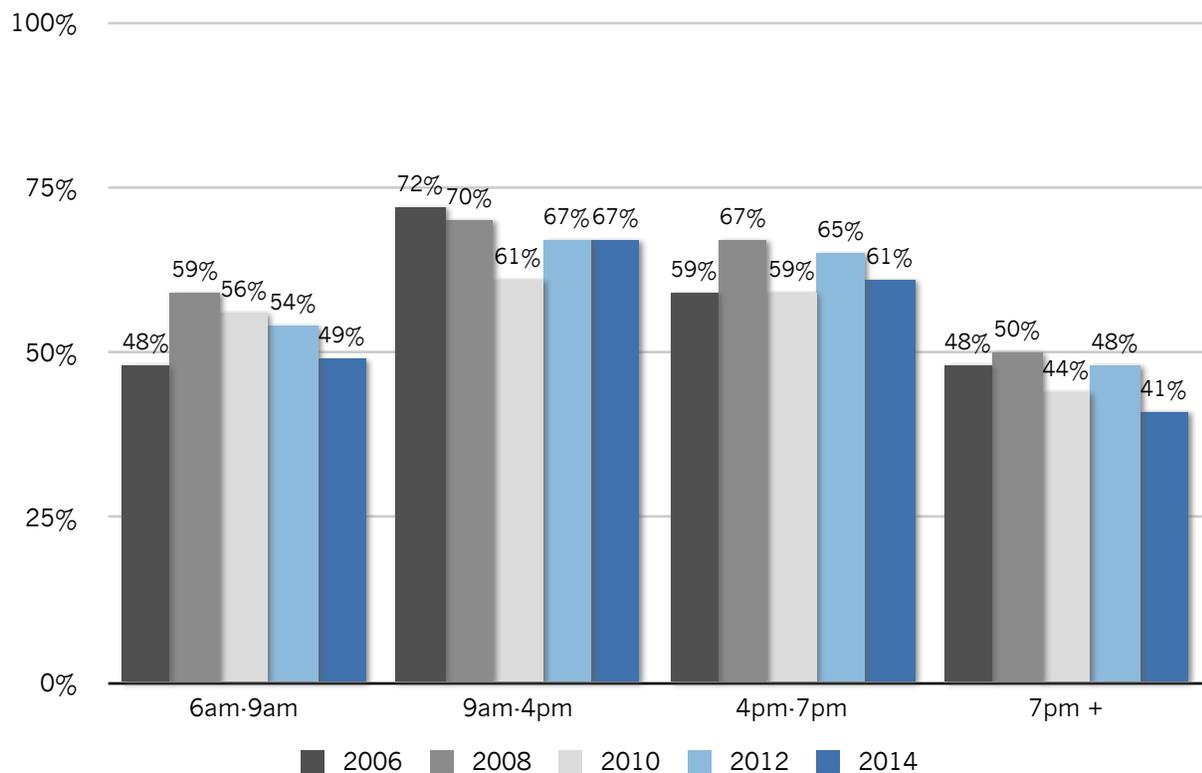
Current and Preferred Traffic Information Sources

This section of the report examines the types and sources of traffic information on which drivers currently rely, as well as their basic preferences for alternative traffic information sources.

Driving Patterns

The number of drivers on Florida's freeways has, in general, seen a slight decrease since 2012 (Figure 1).

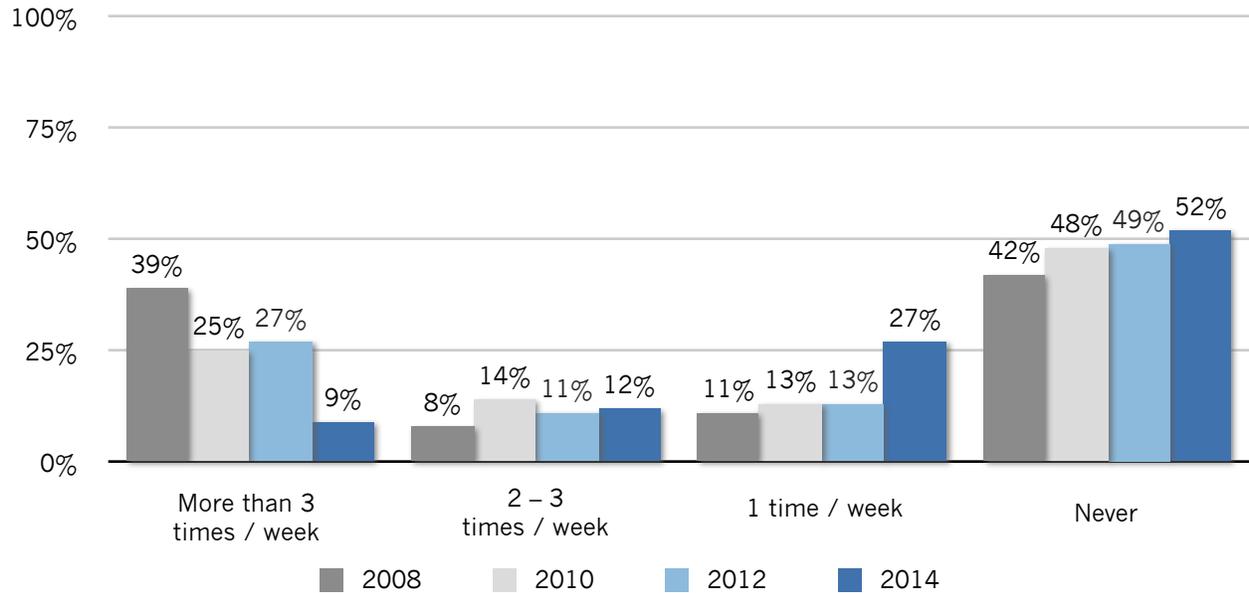
Figure 1: Are you typically driving on Florida freeways during the following times?



Traditional Media: Radio and Television

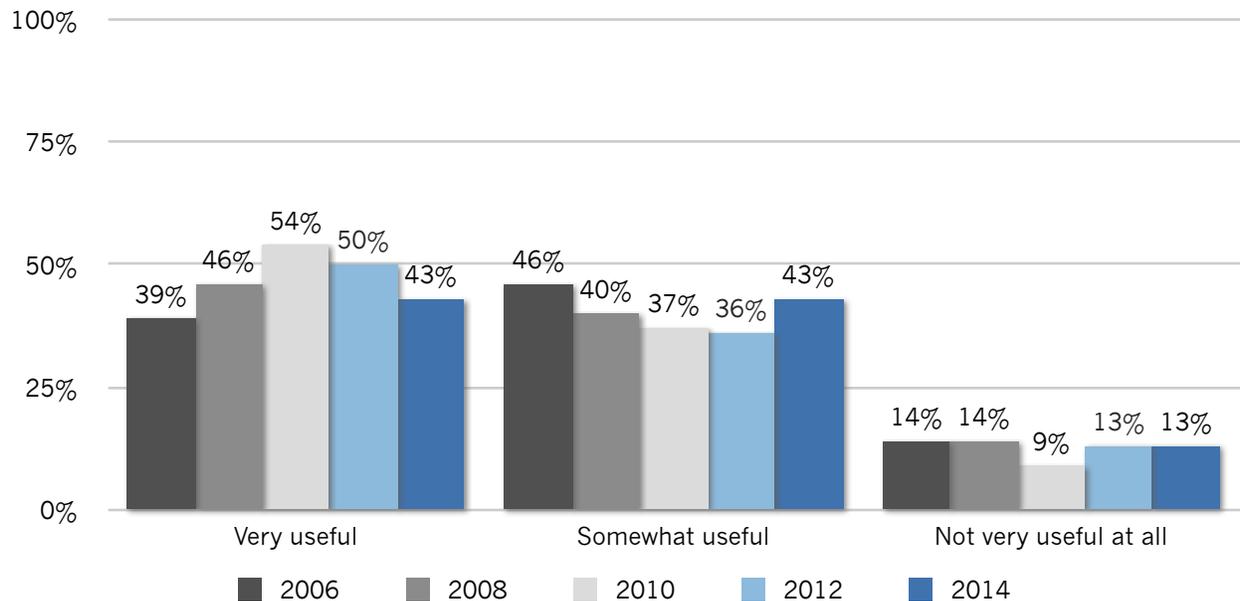
For the first time, less than half (48%) of drivers listen to radio traffic reports, and a lower percentage of those are listening more than three times per week (Figure 2).

Figure 2: How often do you listen to radio traffic reports?



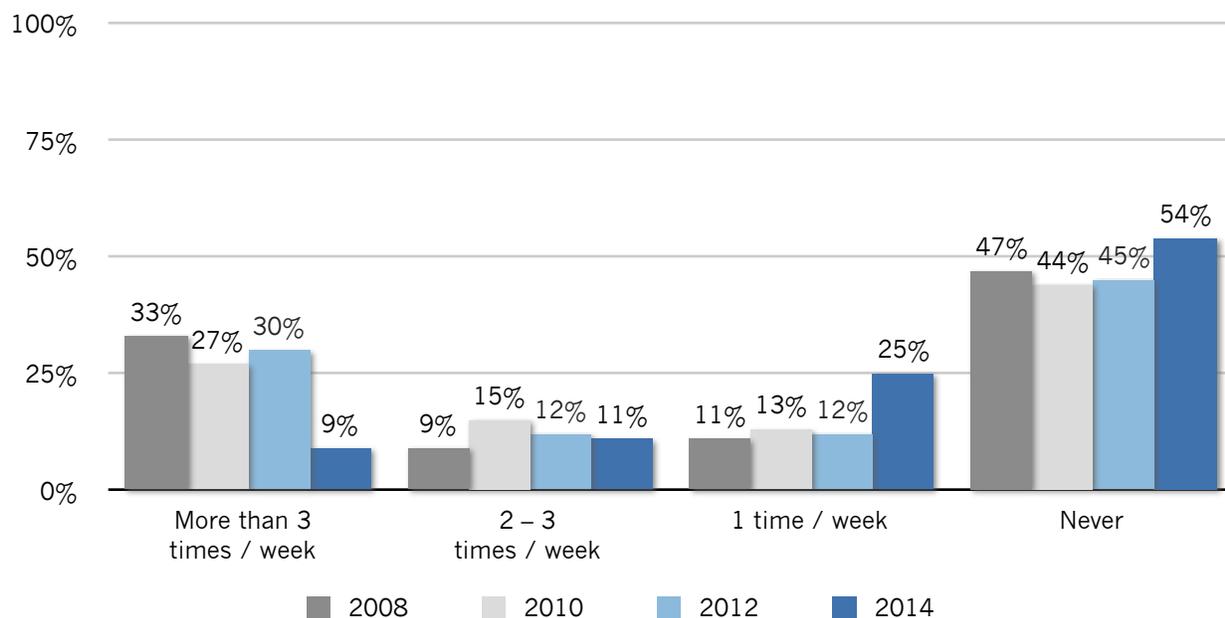
Among drivers who use the radio as a source of traffic information, the number who consider them to be “very useful” has been trending downward recently (Figure 3).

Figure 3: Do you find radio traffic reports very useful, somewhat useful, or not very useful at all in aiding your trip?



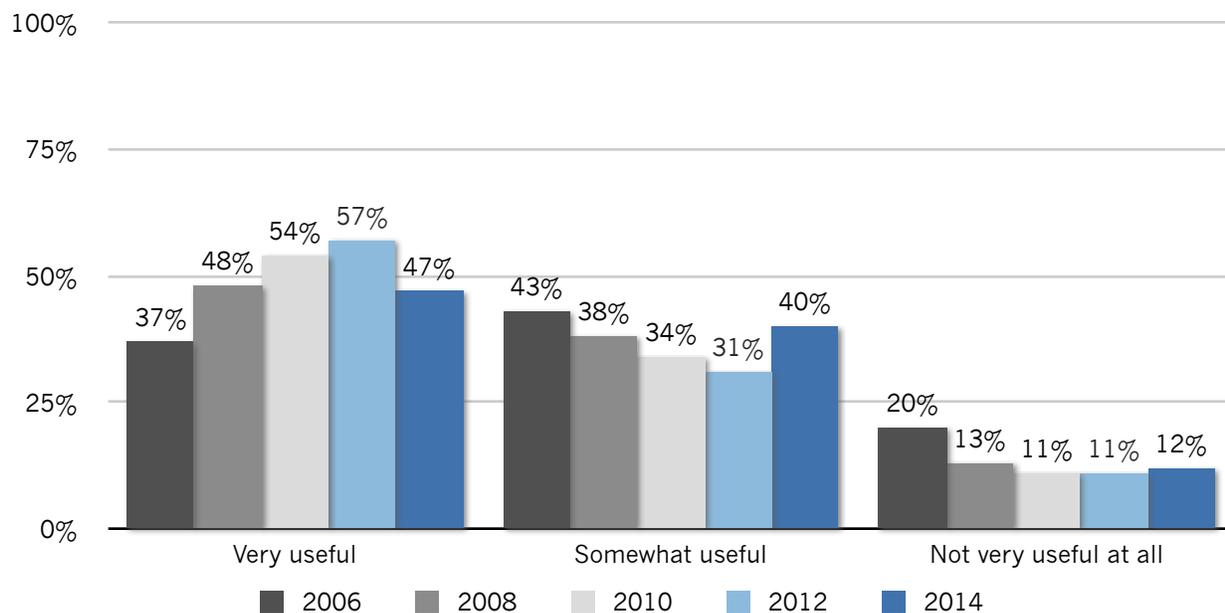
Also for the first time, less than half (45%) of drivers watch traffic reports on television, and fewer of those are doing so more than three times per week (Figure 4). Drivers are just as likely to access traffic reports via radio as they are through television.

Figure 4: How often do you tune in to traffic reports on TV?



Drivers who use the television as a source of traffic information are somewhat less likely to find these reports “very useful” in 2014 (Figure 5).

Figure 5: Do you find television traffic reports very useful, somewhat useful, or not very useful at all in aiding your trip?



Alternative Media: Internet and ITS

Drivers use a variety of sources for traffic information in addition to television and radio reports (Figures 6-13). The most popular alternative source is electronic message signs, though much fewer people use them in 2014. The next most popular sources for traffic information are in-car navigation systems. More drivers are using websites and mobile apps than ever before, but they still lag behind.

Figure 6: How often do you use each of the following for traffic information: Electronic message signs?

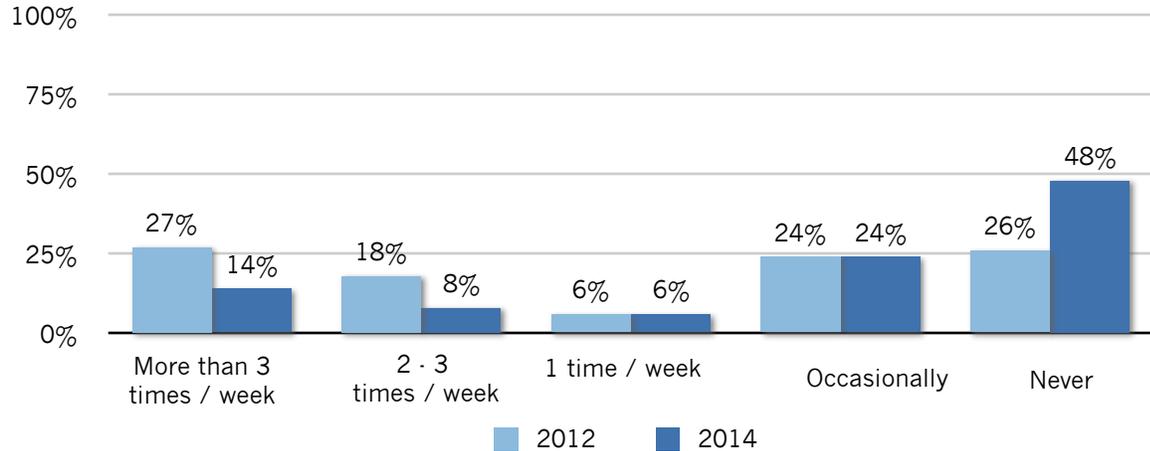


Figure 7: How often do you use each of the following for traffic information: In-car navigation system?

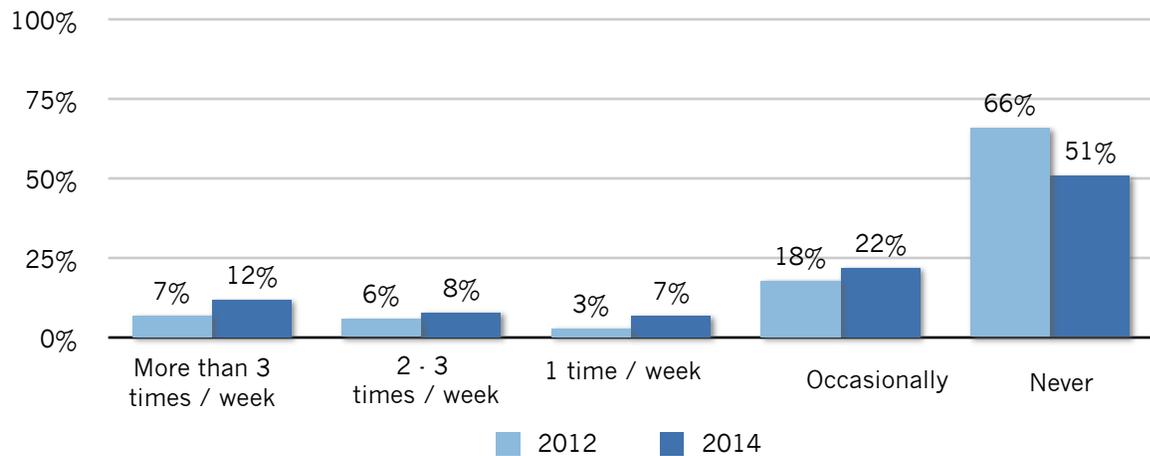


Figure 8: How often do you use each of the following for traffic information: Websites on your computer or cell phone? (note: computer and cell phone asked separately in 2012)

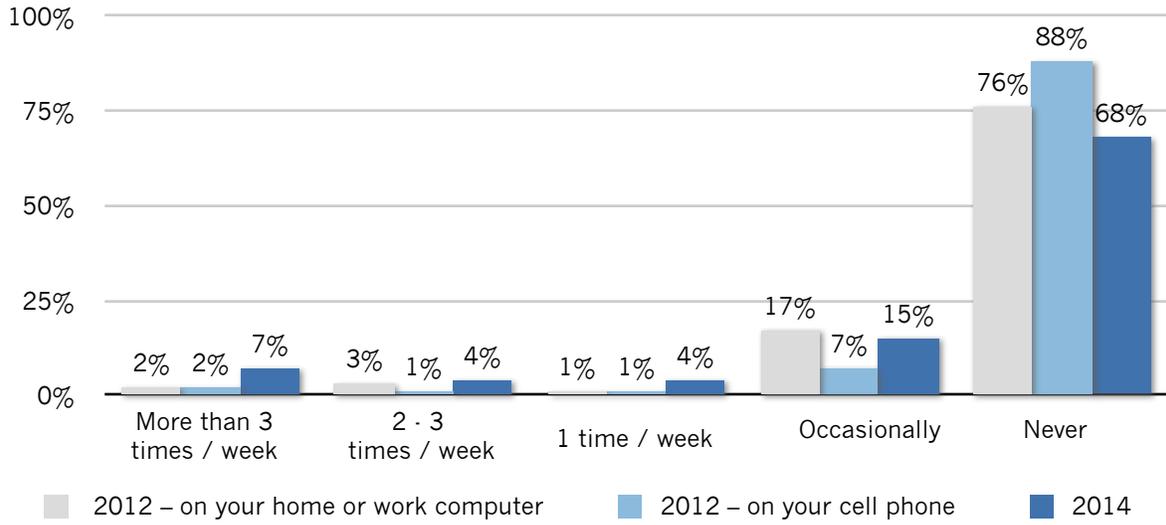


Figure 9: How often do you use each of the following for traffic information: Mobile apps on your cell phone or tablet? (note: "or tablet" added in 2014)

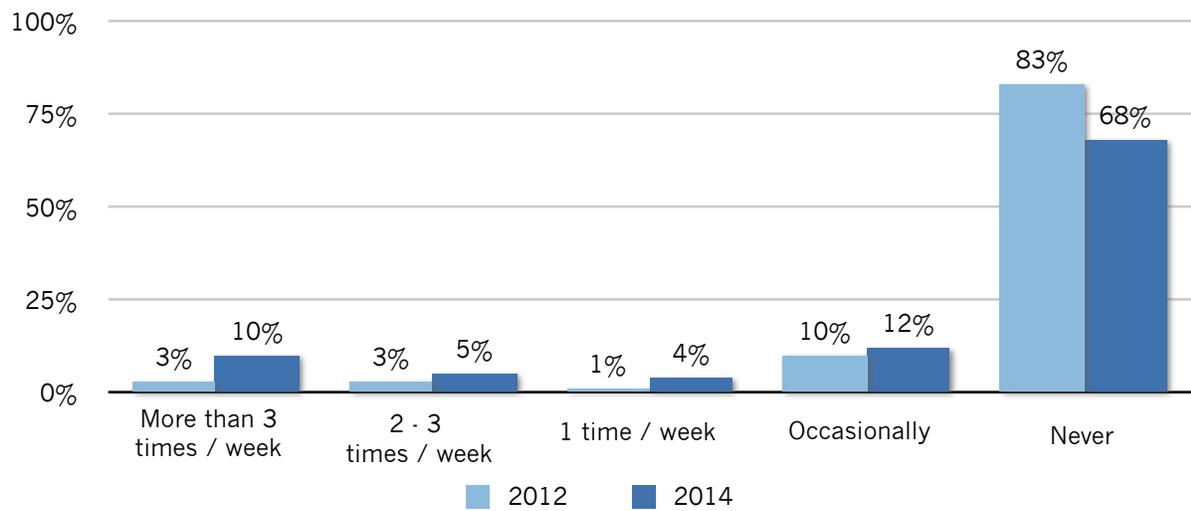


Figure 11: How often do you use each of the following for traffic information: Call in service?

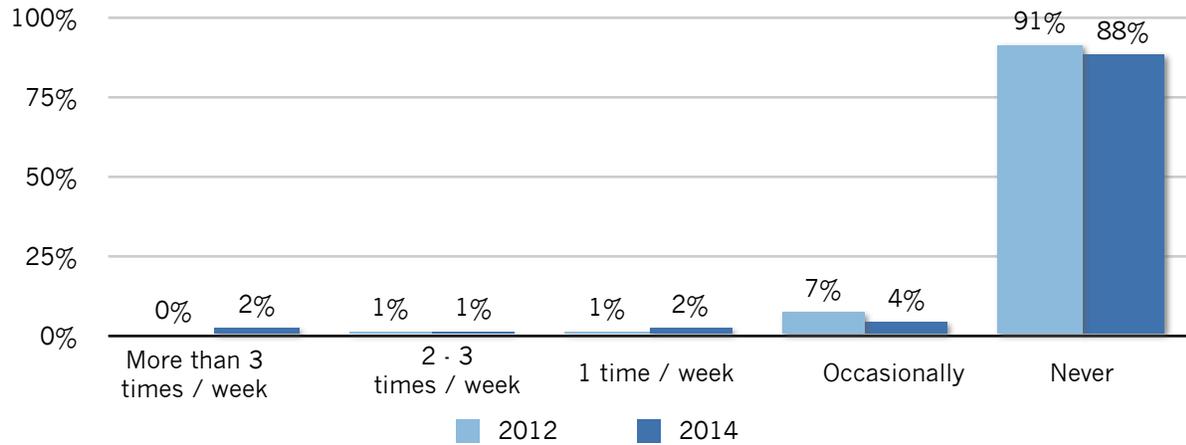


Figure 12: How often do you use each of the following for traffic information: Text message alerts?

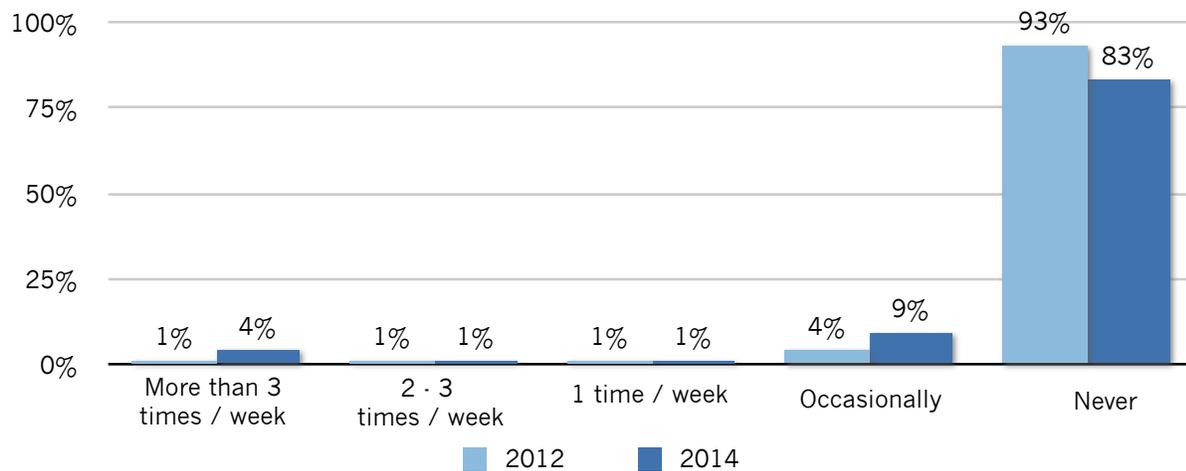
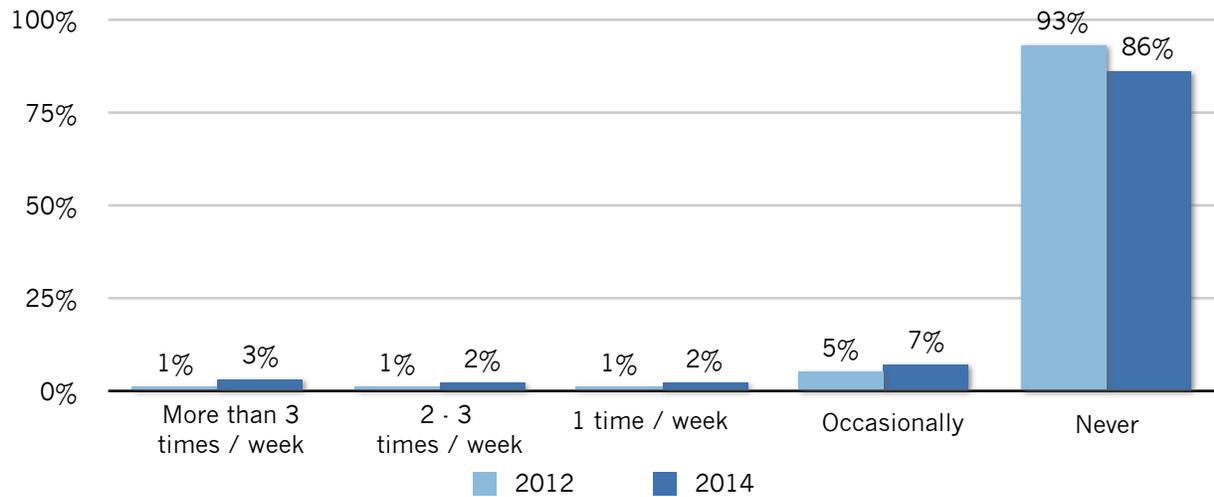
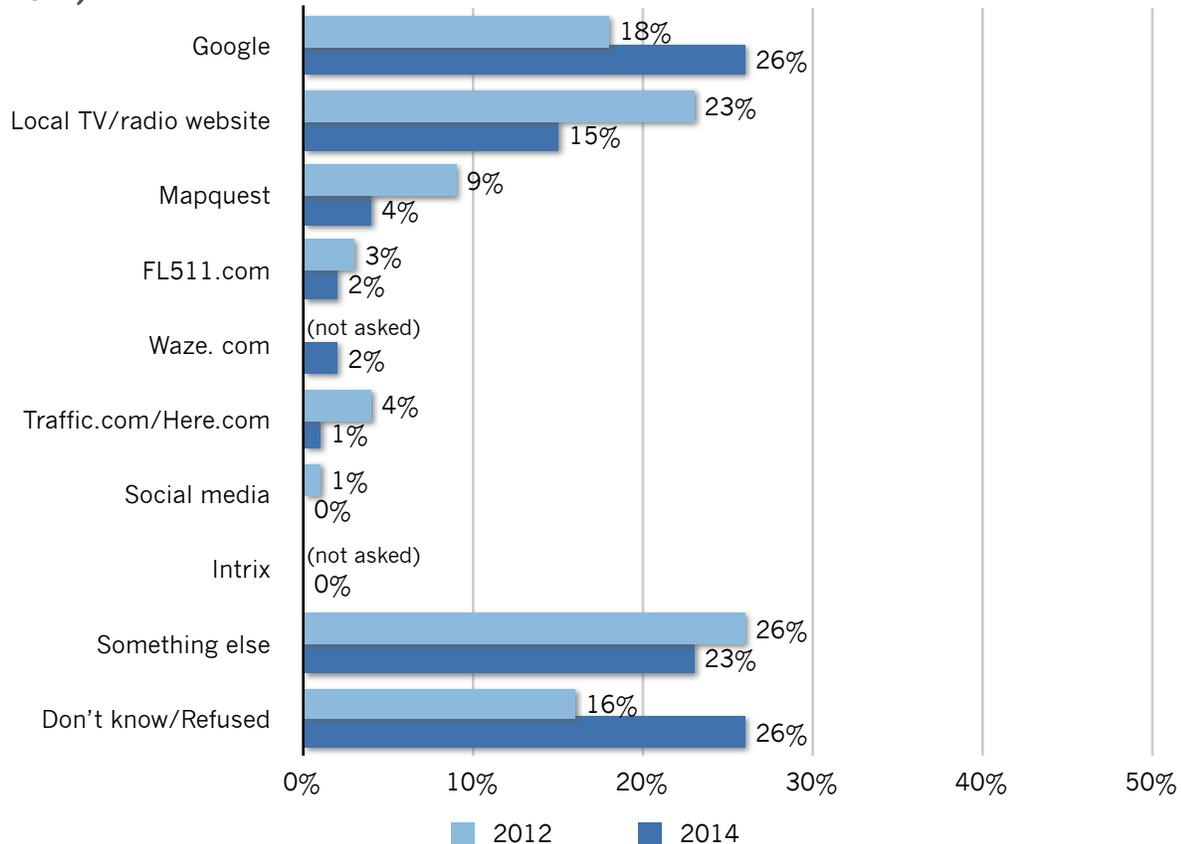


Figure 13: How often do you use each of the following for traffic information: Email alerts?



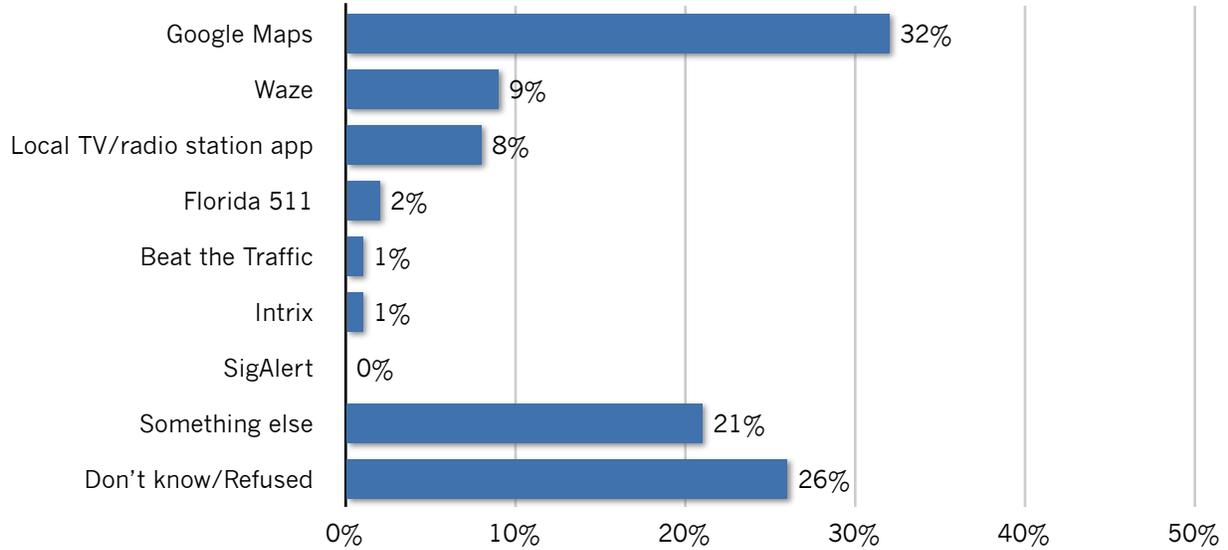
Among drivers who use any type of website for traffic information, the most popular sites are Google and their local TV or radio stations' sites (Figure 14). Half of respondents either mentioned a website not tested here or were not sure.

Figure 14: What is the main website you use for traffic information? (note: "Here.com" added in 2014)



Among drivers who use mobile apps for traffic information, the most popular, by far, is Google Maps (Figure 15). Once again, half of respondents either mentioned an app not tested here or were not sure.

Figure 15: What is the main mobile app you use for traffic information?



When asked what additional types of traffic information FDOT should provide, most drivers say they would find information on alternate routes useful (Figure 16).

Figure 16: If the Florida Department of Transportation were to provide new information to aid travelers in Florida, would you like it to include information about:

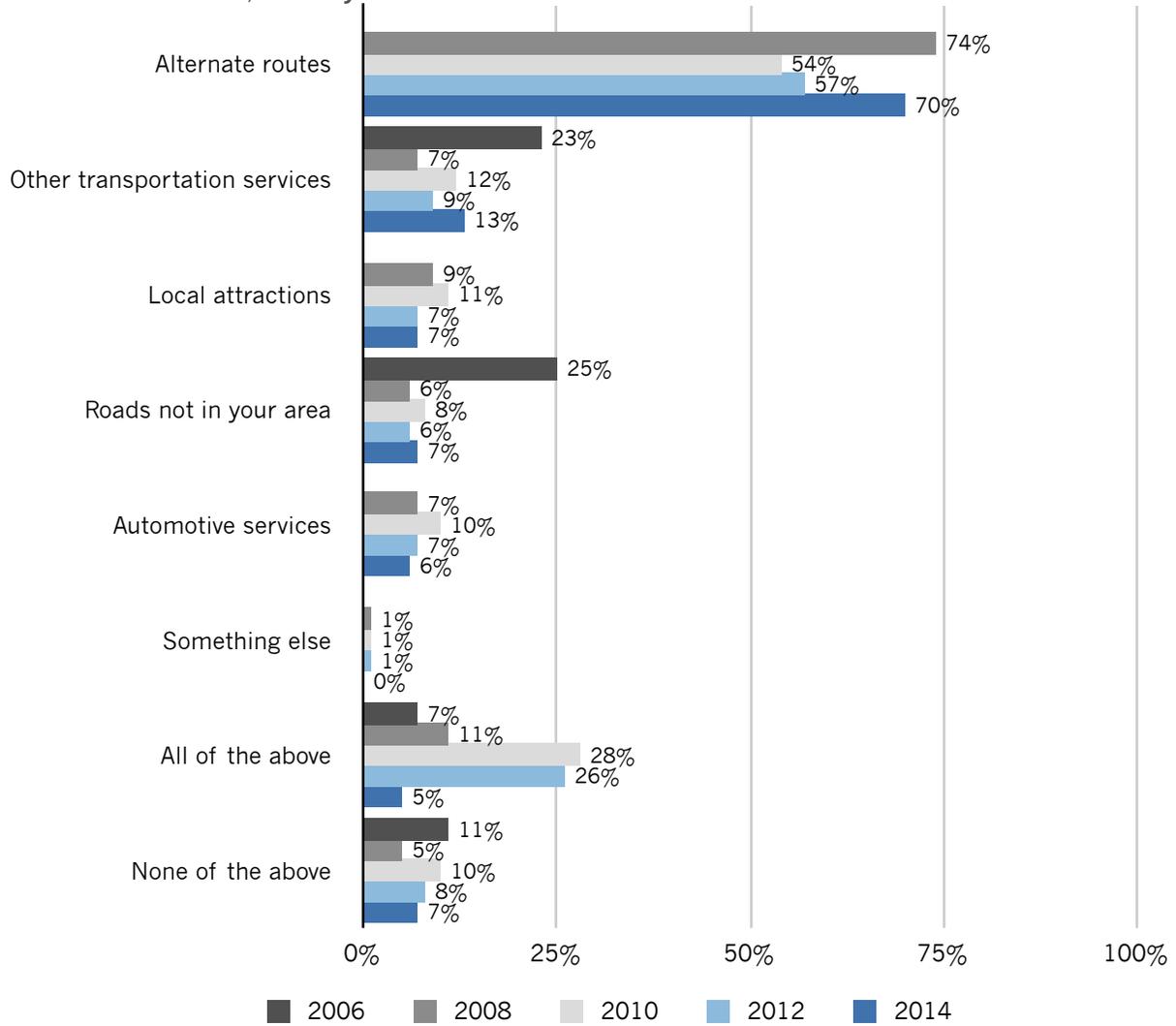
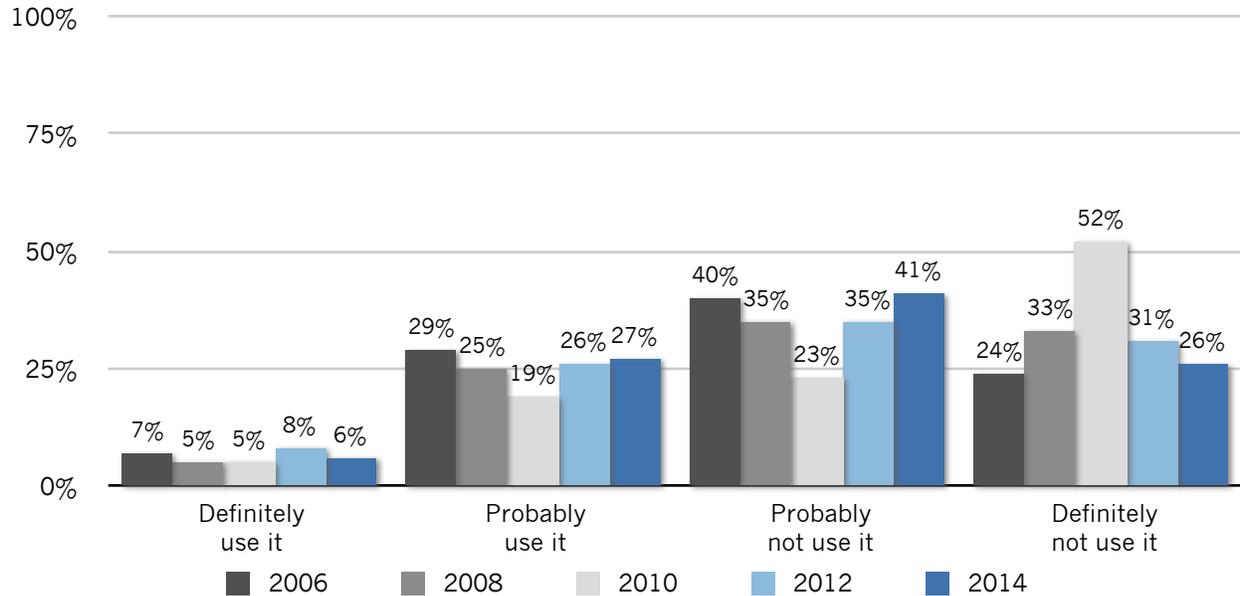


Figure 17 shows that, among drivers who do not already use traffic websites, only one-third are interested in beginning to do so.

Figure 17: If you knew about a service available to provide you with traffic information on the Internet, how likely would you be to use it?



Starting in 2010, respondents who use websites for traffic information were asked about how often they use FL511.com (Figure 18). The numbers have remained steady since 2012, with close to 60% having never heard of FL511.com.

Figure 18: How often do you use the My Florida 511 website, FL511.com? If you've never heard of it, just say so.

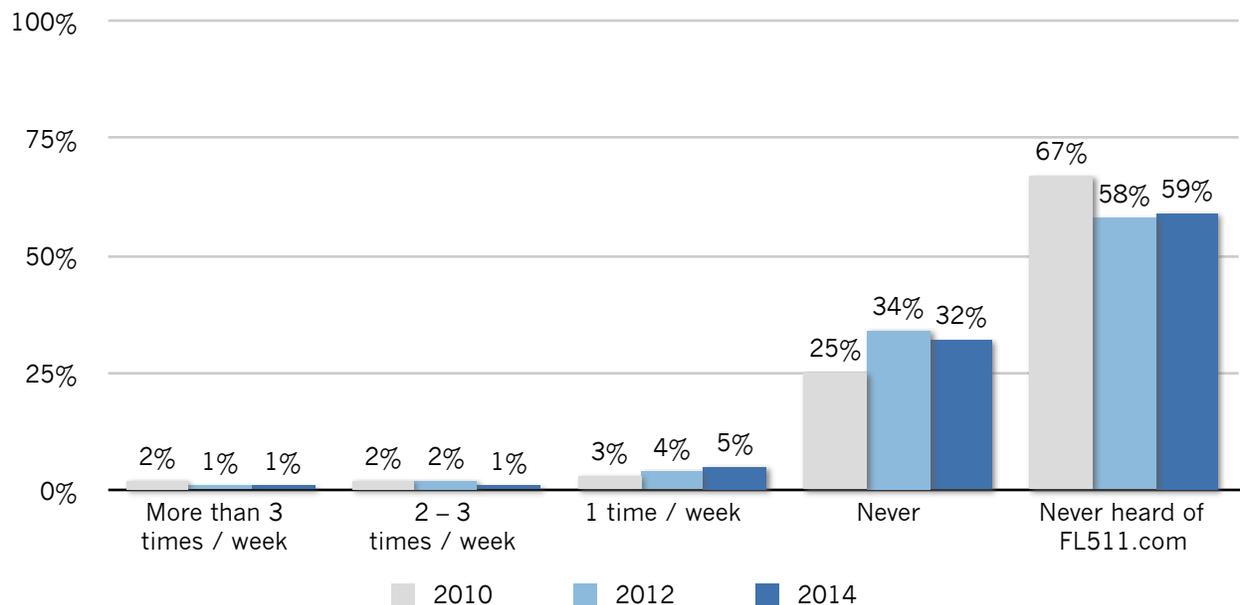
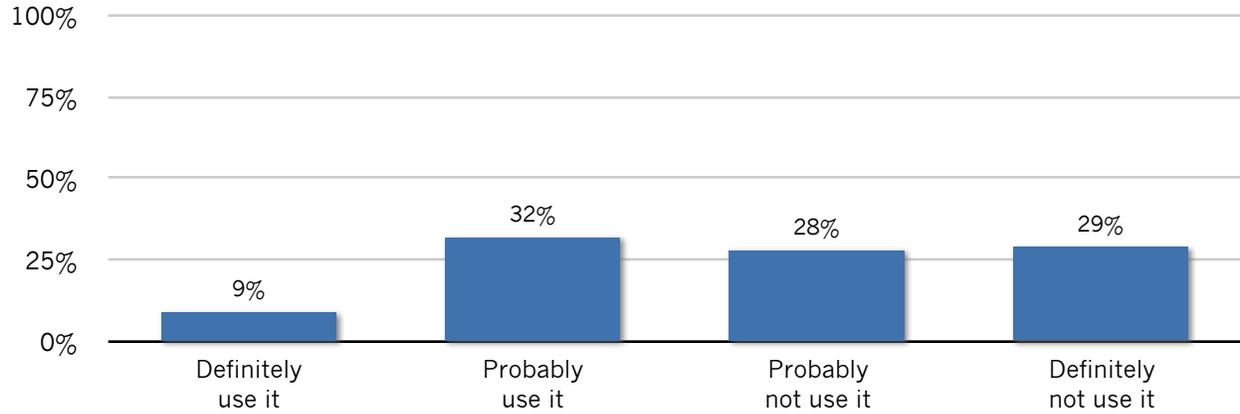


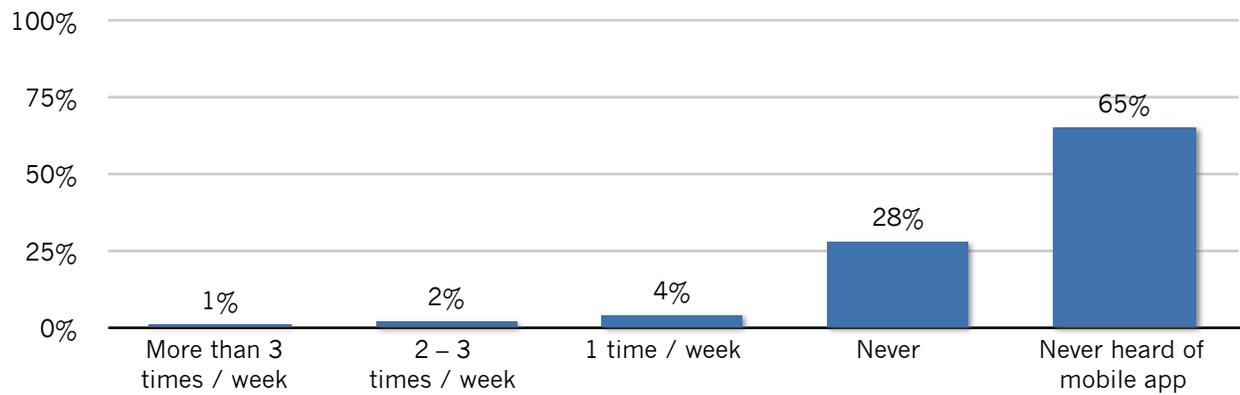
Figure 19 shows that, among drivers who do not already use traffic apps, less than half are interested in beginning to do so.

Figure 19: If you knew about a mobile app available to provide you with traffic information on your phone or tablet, how likely would you be to use it?



Starting in 2014, respondents who use mobile apps for traffic information were asked about how often they use the Florida 511 app (Figure 20). Only about one-third (35%) of those respondents have ever heard of the app, and only 7% use it regularly.

Figure 20: How often do you use the Florida 511 mobile app? If you've never heard of it, just say so.



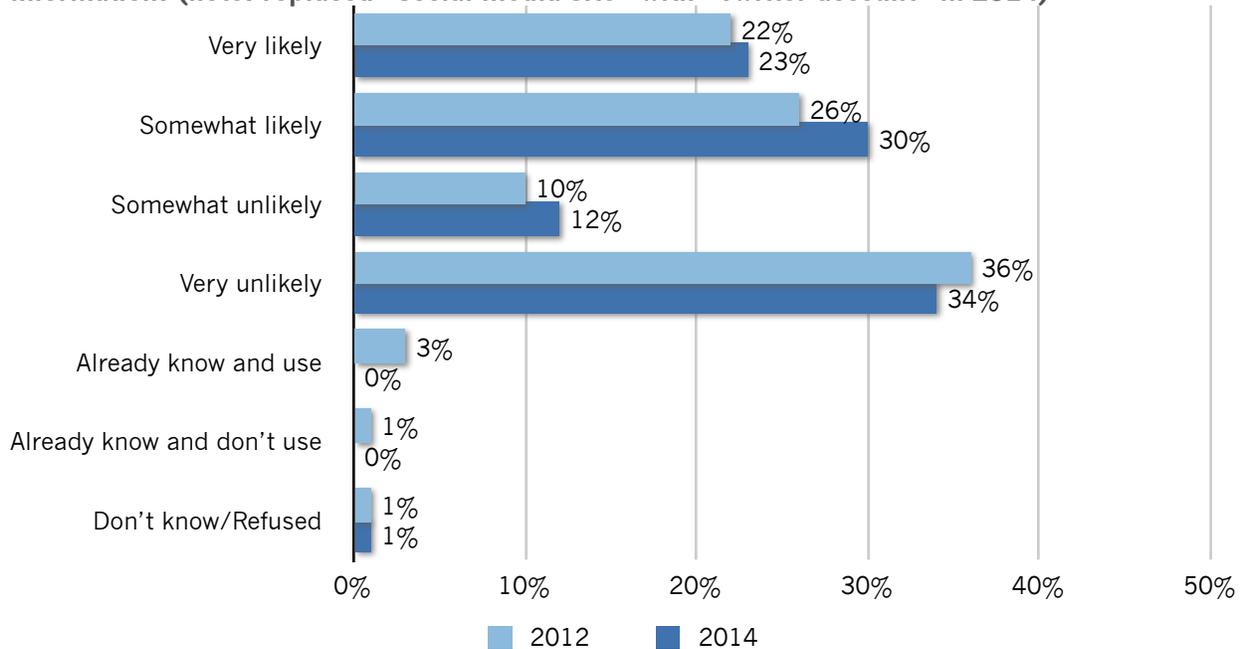
ITS Services Awareness and Usage

FDOT ITS services run the gamut in terms of awareness and usage levels. Some services, such as electronic message signs, are designed to be widely available and easy for everyone to use. Other services, like the 511 Traveler Information System, require drivers to be more proactive in order to find them, but provide a greater depth of information. Regardless of the service, however, usage is highly dependent upon awareness. Drivers who use ITS services tend to think well of them, but the number of drivers who know about the services is often low.

511 Traveler Information System

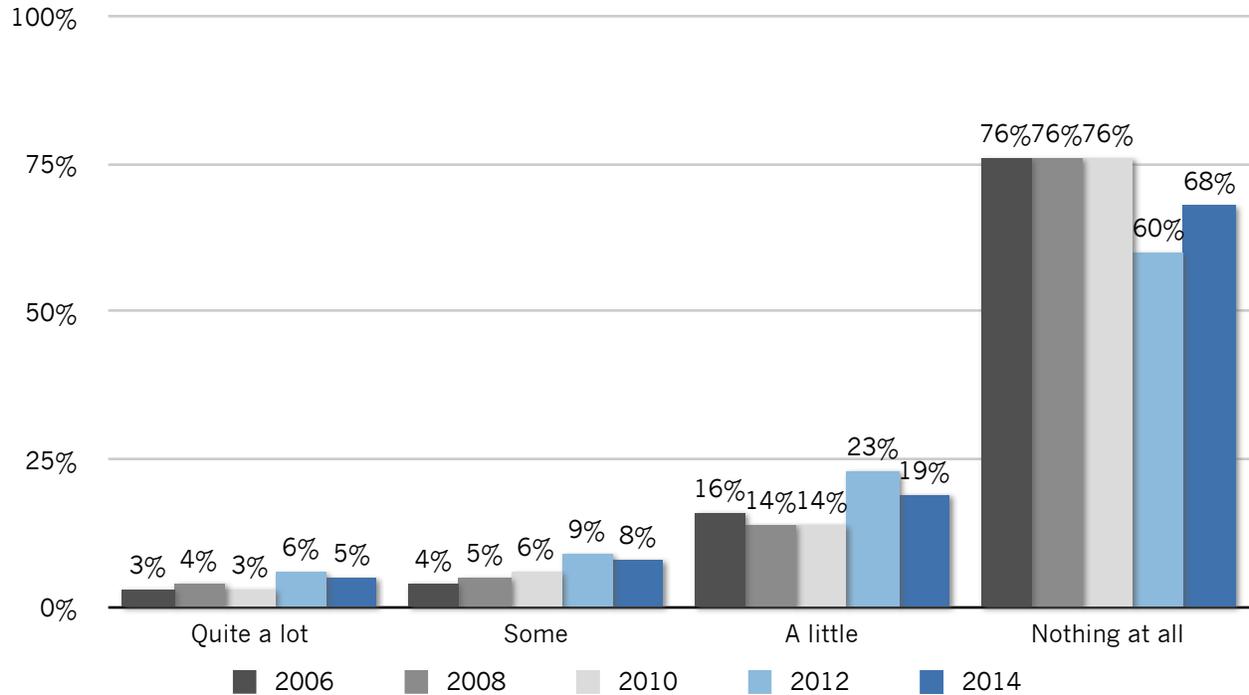
More than half of respondents indicate that they are at least somewhat likely to use a service like the 511 Traveler Information System, but more than one-third indicates that they are *very* unlikely to use it (Figure 21).

Figure 21: If there was one free service that provided traffic information through a phone call, website, mobile app, or Twitter account, how likely would you be to use that service to get traffic information? (note: replaced “social media site” with “Twitter account” in 2014)



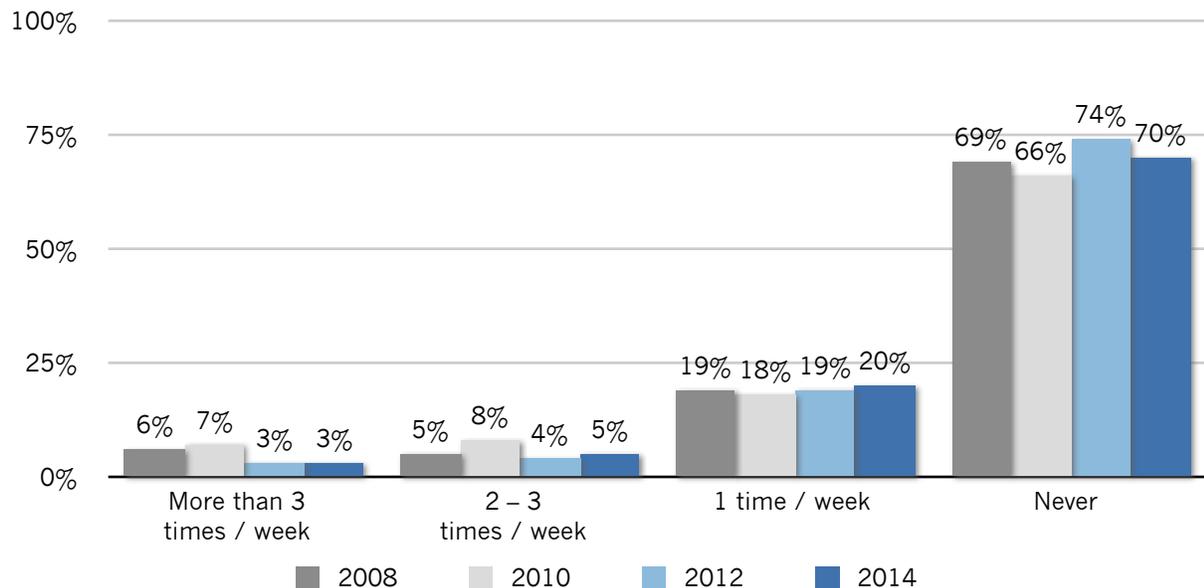
Awareness of the 511 Traveler Information System has remained about the same since the last study period (Figure 22).

Figure 22: How much do you know about the 511 Traveler Information System?



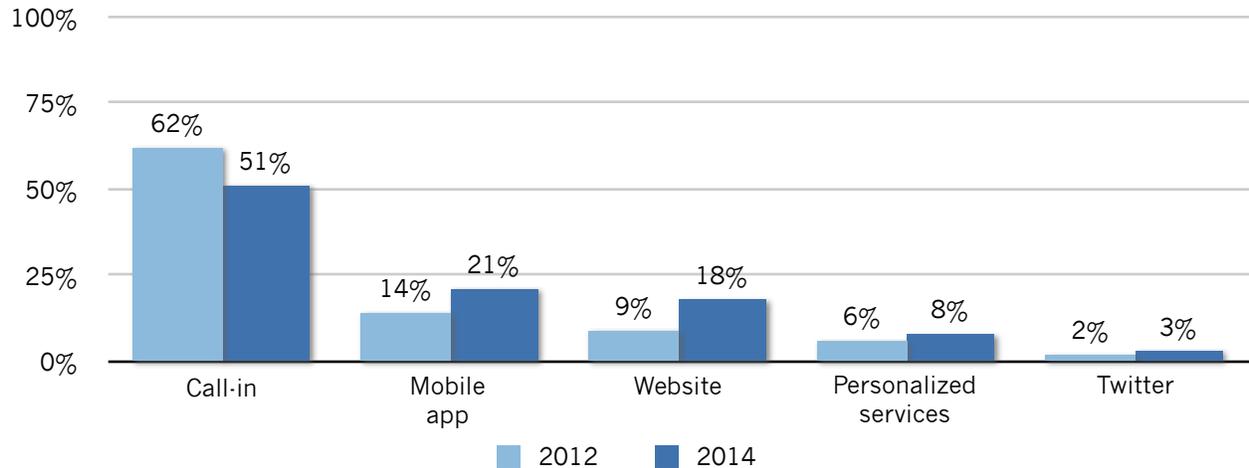
Among those who know about the 511 Traveler Information System, one-quarter (28%) uses it once per week or more, about the same as in previous years (Figure 23).

Figure 23: How often do you use the 511 Traveler Information System?



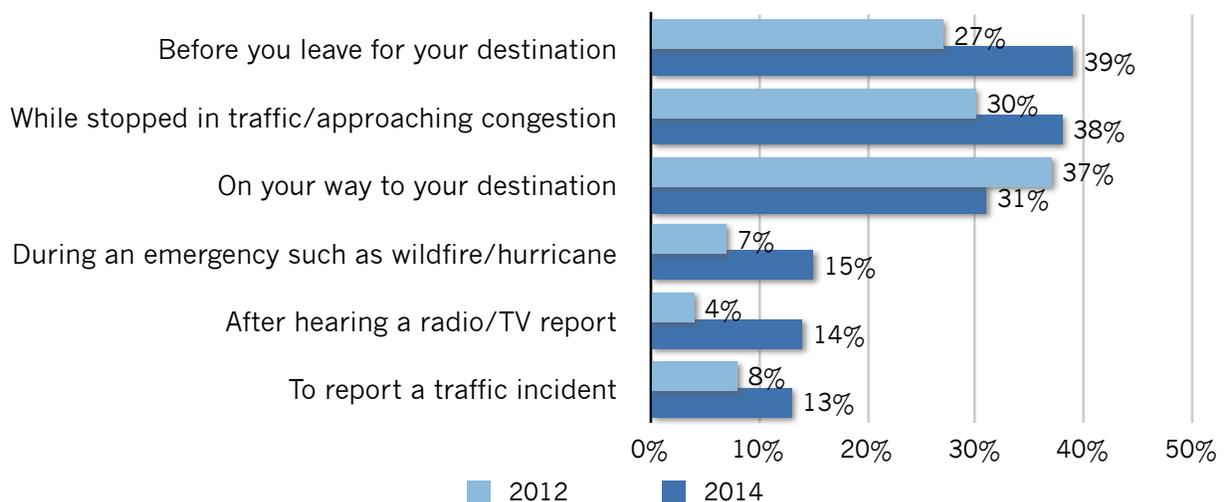
The call-in service is, by far, the most widely used service of the 511 Traveler Information System (Figure 24). While the mobile app and website lag behind, both increased in usage since 2012.

Figure 24: Which services of the 511 Traveler Information System do you use? (select all that apply) (note: replaced “social media” with “Twitter” in 2014)



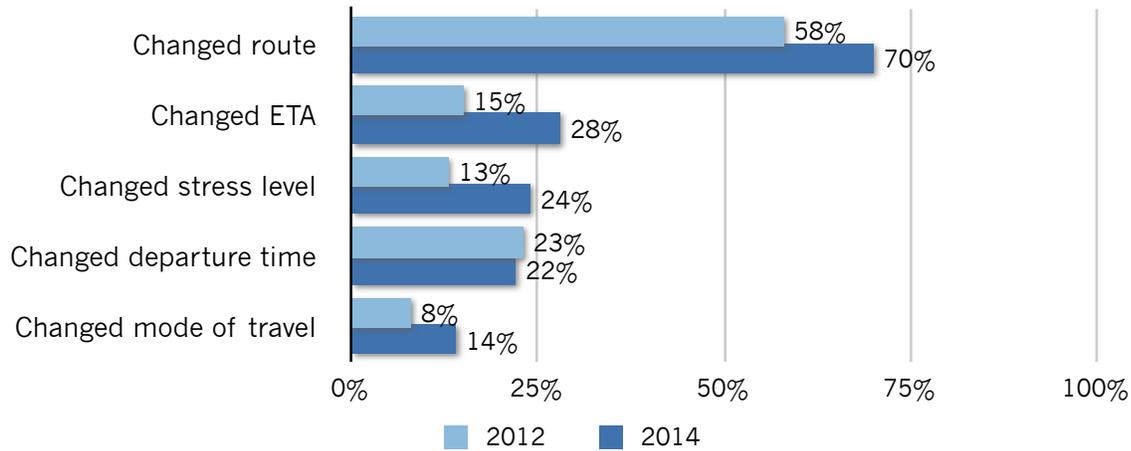
In 2014, drivers are most likely to use the 511 Traveler Information System either before they leave for their destination or while in traffic (Figure 25). They are also likely to use it on their way to their destination.

Figure 25: When are you likely to use the 511 Traveler Information System? (select all that apply)



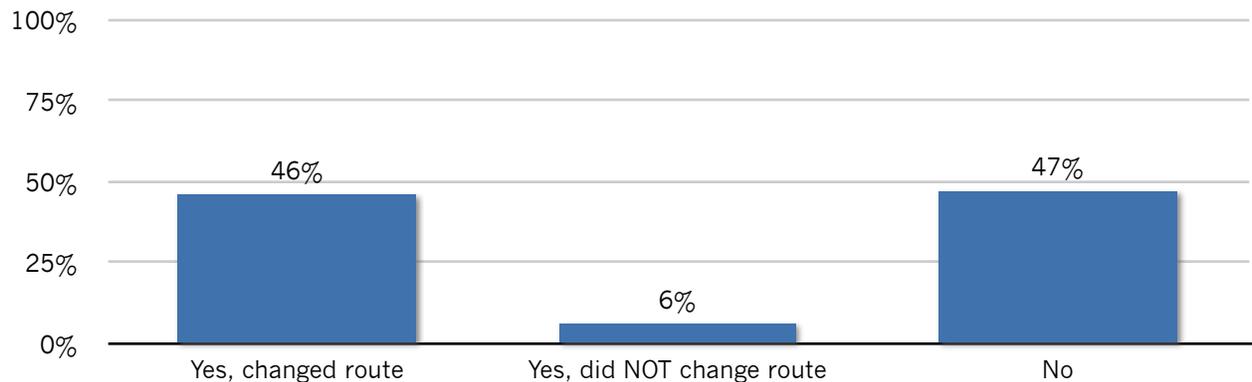
The primary way drivers use information from the 511 Traveler Information System is to change their route to their destination (Figure 26).

Figure 26: How have you used the information you receive from the 511 Traveler Information System? (select all that apply)



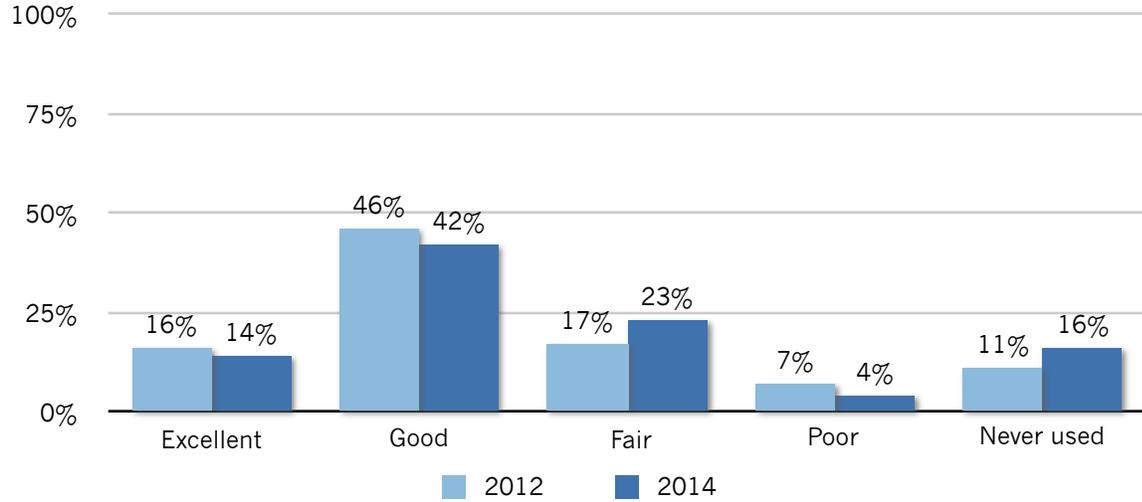
Among drivers who are aware of the 511 Traveler Information, 52% have used its information during a severe weather or roadway emergency (Figure 27). Of those, nearly everyone changed their route because of that information

Figure 27: Have you used information provided by the 511 Traveler Information System during a severe weather or a roadway emergency?



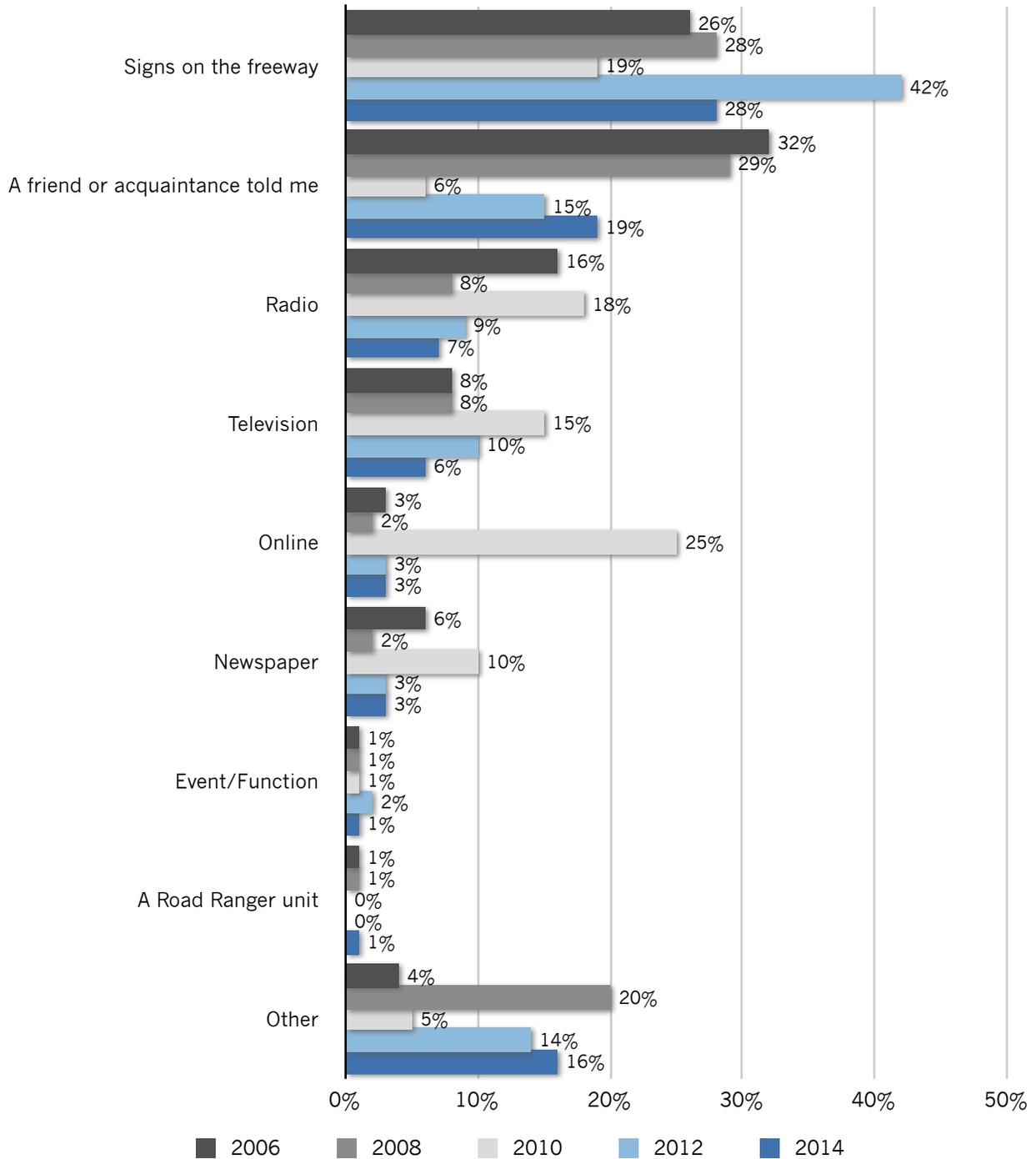
The majority of respondents says that the quality of the call-in service’s voice recognition is either “excellent” or “good” (Figure 28).

Figure 28: Thinking about the call-in feature of the 511 Traveler Information System, would you say the quality of the voice recognition is?



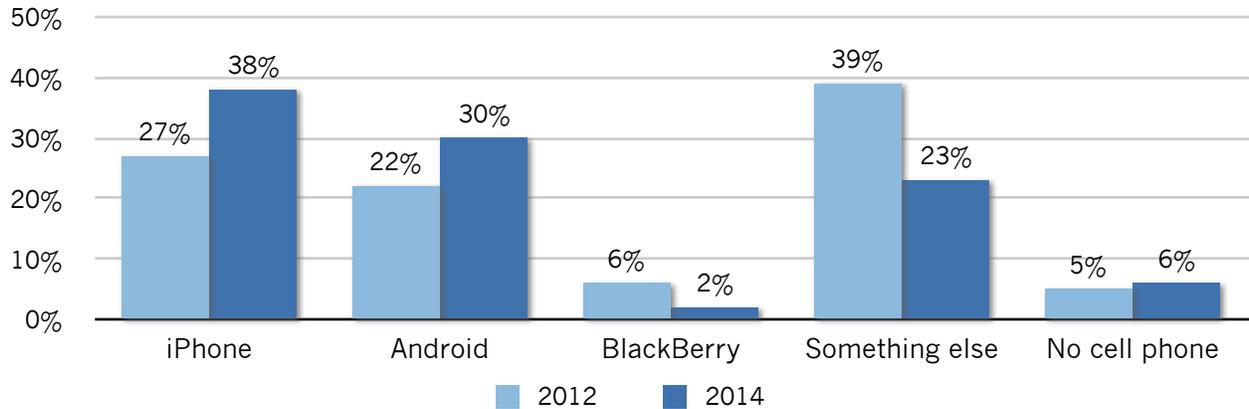
The most popular way to find out about the 511 Traveler Information System is through signs on the freeway (Figure 29).

Figure 29: How did you first find out about the 511 service?



Two-thirds of drivers now have either an iPhone or Android cell phone (Figure 30).

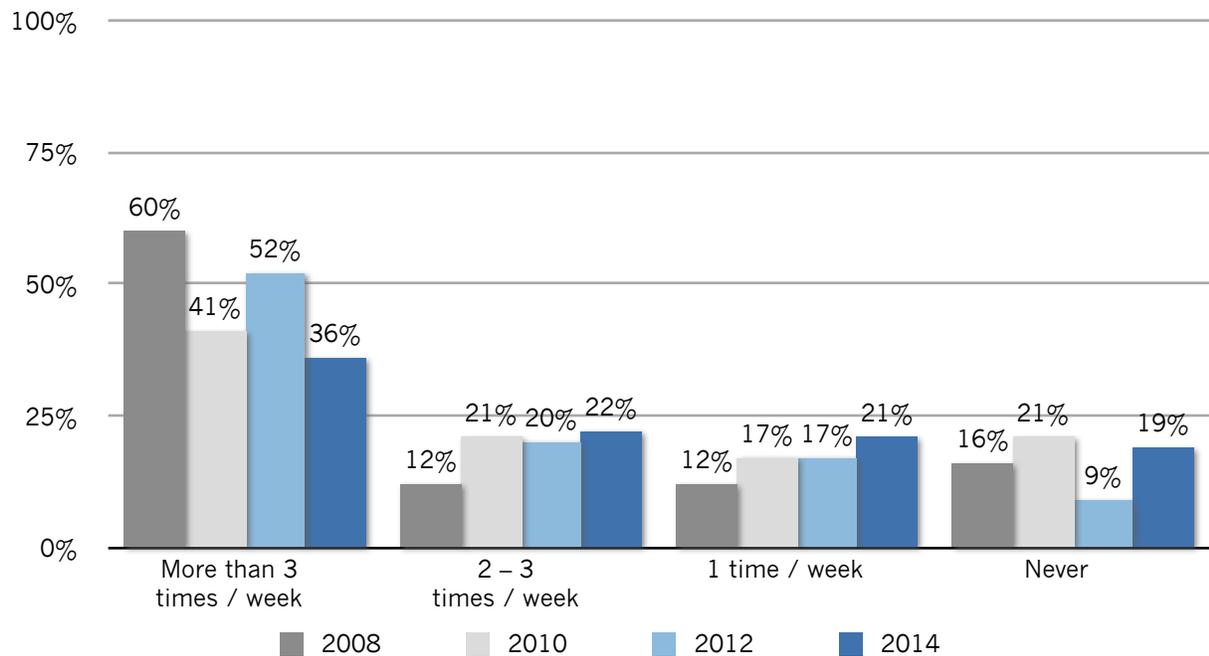
Figure 30: What type of cell phone do you use?



Electronic Message Signs

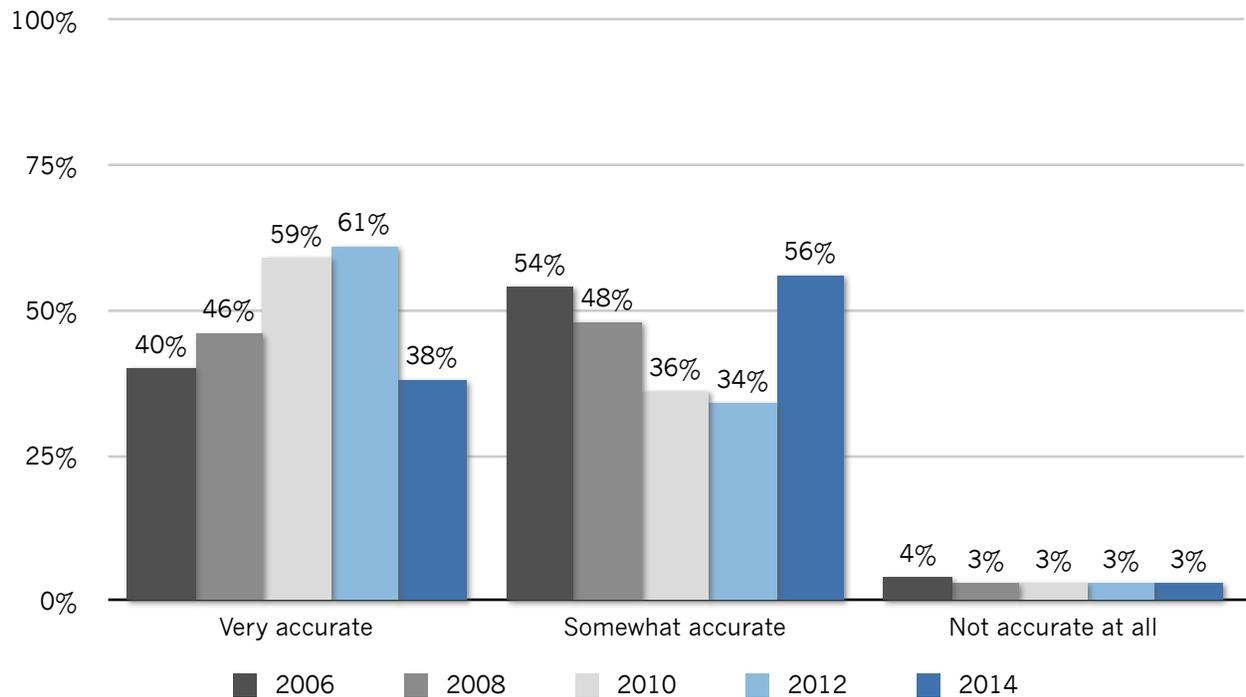
The majority of drivers (79%) reads electronic message signs at least once per week, a decrease of ten points from two years ago (Figure 31). The number who *never* read electronic message signs increased by ten points.

Figure 31: How often do you read electronic message signs?



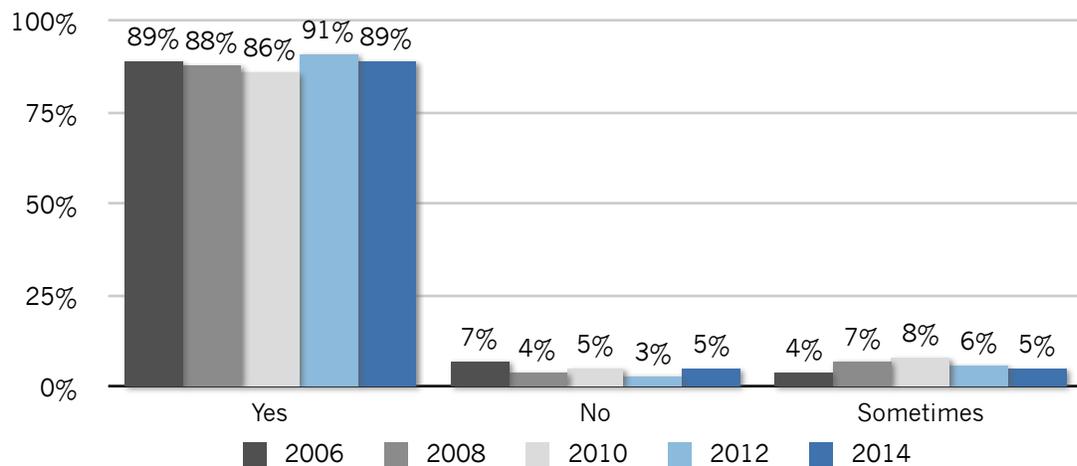
Drivers are less likely to consider electronic message signs to be “very accurate” in 2014 (Figure 32).

Figure 32: Do you find them to be very accurate, somewhat accurate, or not accurate at all?



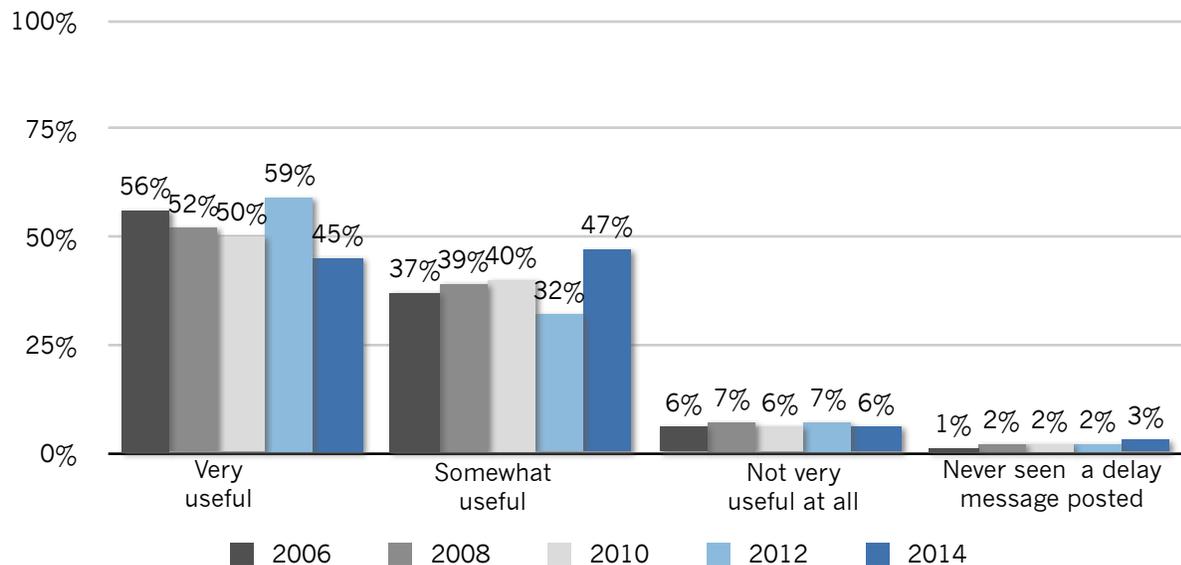
Almost all drivers who read electronic message signs also believe that they are easy to read (Figure 33).

Figure 33: Do you think the electronic message signs are easy to read?



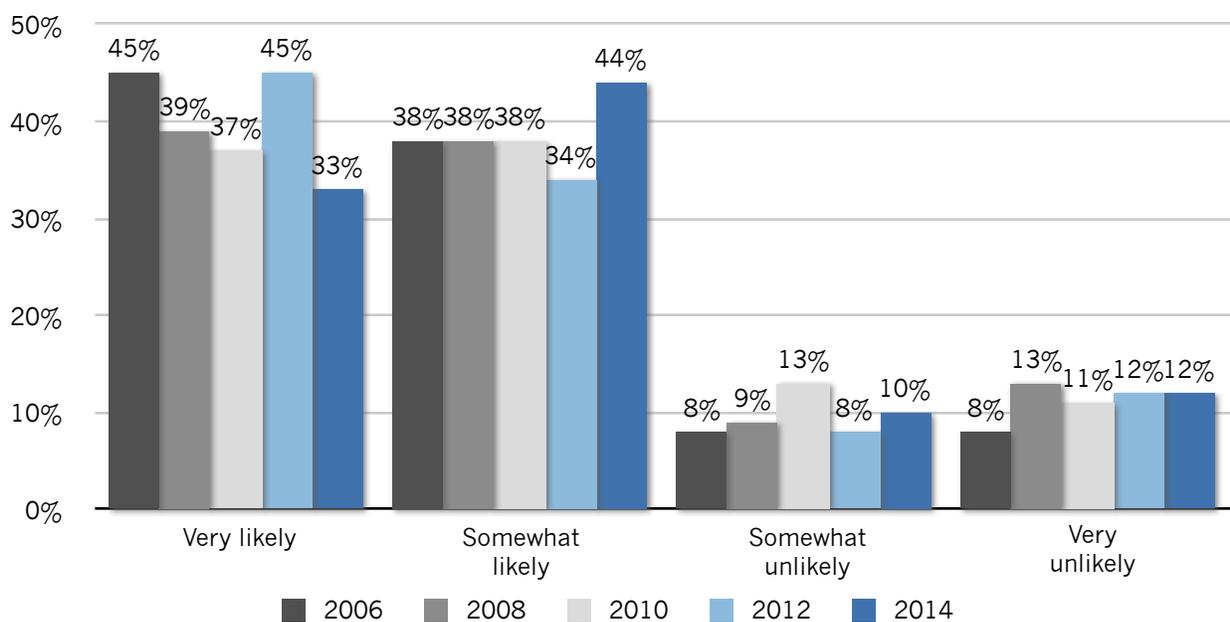
A majority of drivers (92%) continues to find the information about travel times that is posted on electronic message signs to be useful, though drivers are now, for the first time, more likely to describe the information as just *somewhat* useful (Figure 34).

Figure 34: When the electronic message signs post information about travel times, would you say the information is...



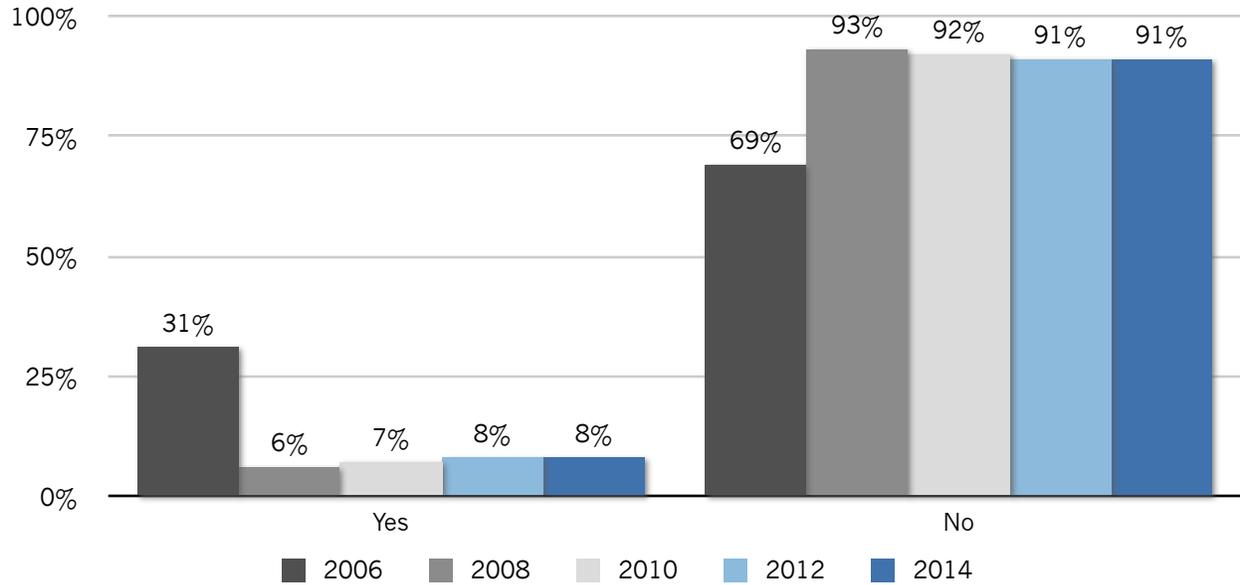
Three-quarters of drivers (77%) indicate that they would be likely to change their route based on the information they see posted on electronic message signs (Figure 35).

Figure 35: How likely are you to change your route based on the information posted on these electronic message signs?



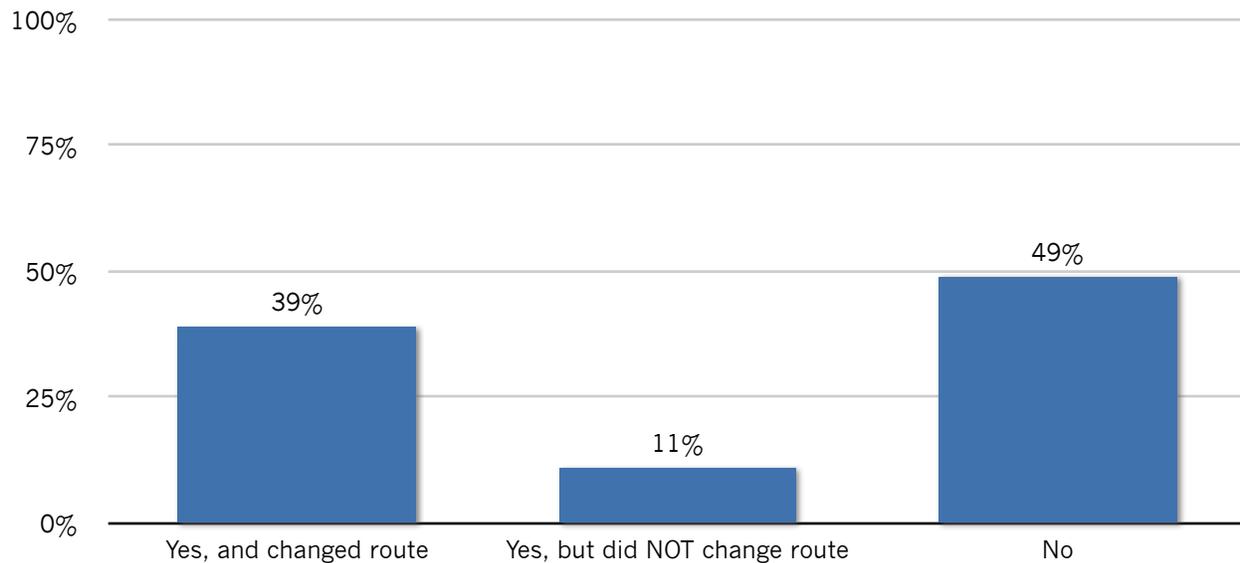
Very few drivers have used the 511 Traveler Information System in response to information they saw on an electronic message sign, similar to previous years (Figure 36).

Figure 36: Have you ever used the 511 Traveler Information System to obtain more information about something you saw posted on an electronic message sign?



Among drivers who read electronic message signs, 50% have used that information during a severe weather or roadway emergency (Figure 37). Of those, most changed their route because of that information

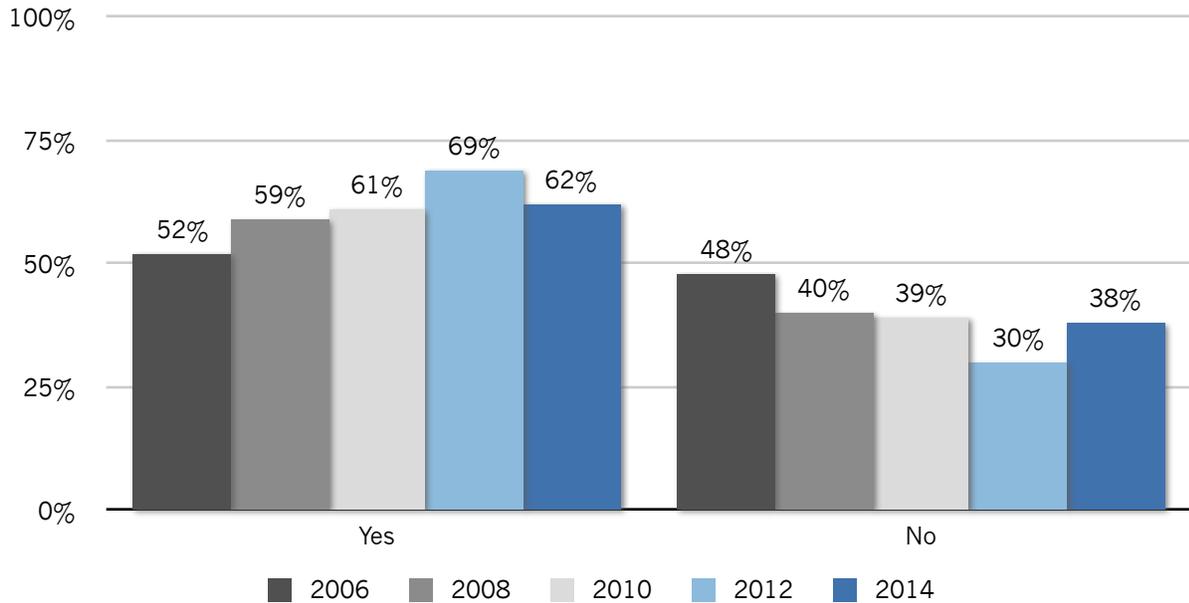
Figure 37: Have you used information posted on an electronic message sign during a severe weather or a roadway emergency?



Road Rangers

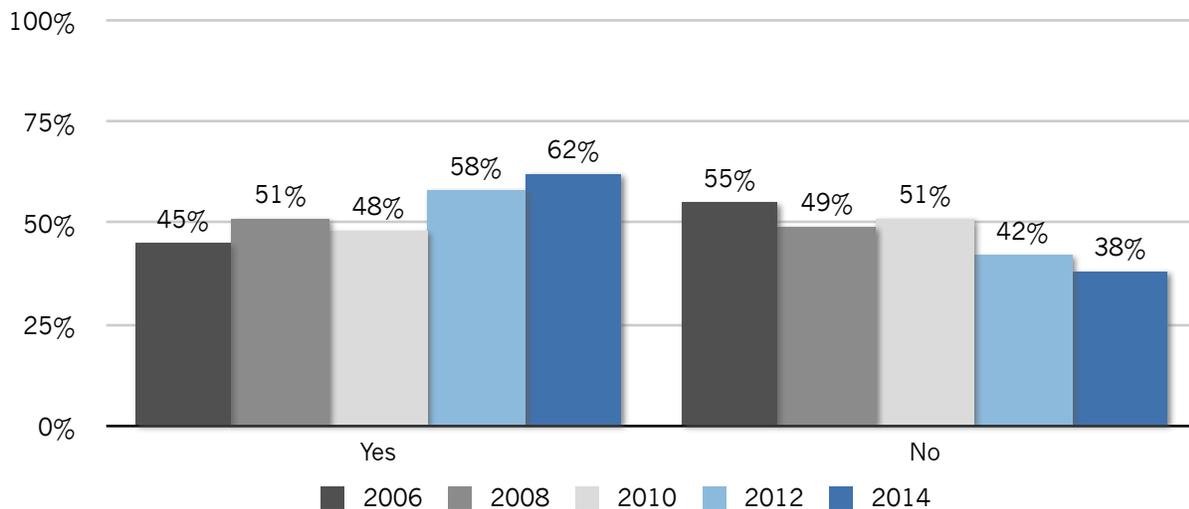
Awareness of FDOT's Road Rangers has returned to 2010 levels (Figure 38).

Figure 38: Are you aware of the Road Ranger units provided by the Florida Department of Transportation?



Although many drivers know about Road Rangers, they do not necessarily know how to contact one to request assistance. We tested contact knowledge in two different ways. Half of drivers who know about Road Rangers were simply asked, “Are you aware that you can request assistance from the Road Rangers by dialing *FHP or *347?” More than half of drivers (62%) say that yes, they do know to dial *FHP/*347 to request assistance, a bit of an increase over previous years (Figure 39).

Figure 39: Are you aware that you can request assistance from the Road Rangers by dialing *FHP or *347?



It is possible, however, that some of the drivers who say they know to call *FHP/*347 would not have been able to remember the phone number if they hadn't been prompted by the question. To test this idea, the other half of drivers who know about Road Rangers were asked the same question in a different way.

First, they were asked in general whether they know how to contact a Road Ranger. Then, *without mentioning *FHP/*347*, those who said "yes" were asked to specify how they would do so. About one-third of those who know about Road Rangers say they know how to contact one (Figure 40), but only one-third (32%) of those are able to recall *FHP/*347 as the correct method of contact (Figure 41). This is quite a drop from previous years. The remaining drivers believe they should either call 511, 911, 411, or something else entirely.

Figure 40: Do you know how to request a Road Ranger in the event you need assistance from one?

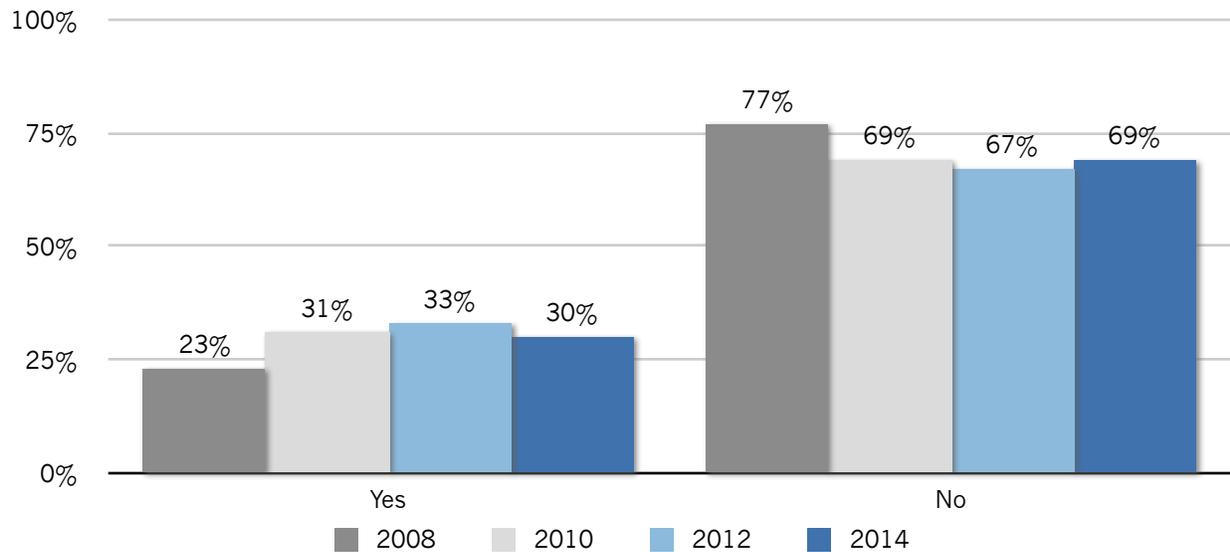
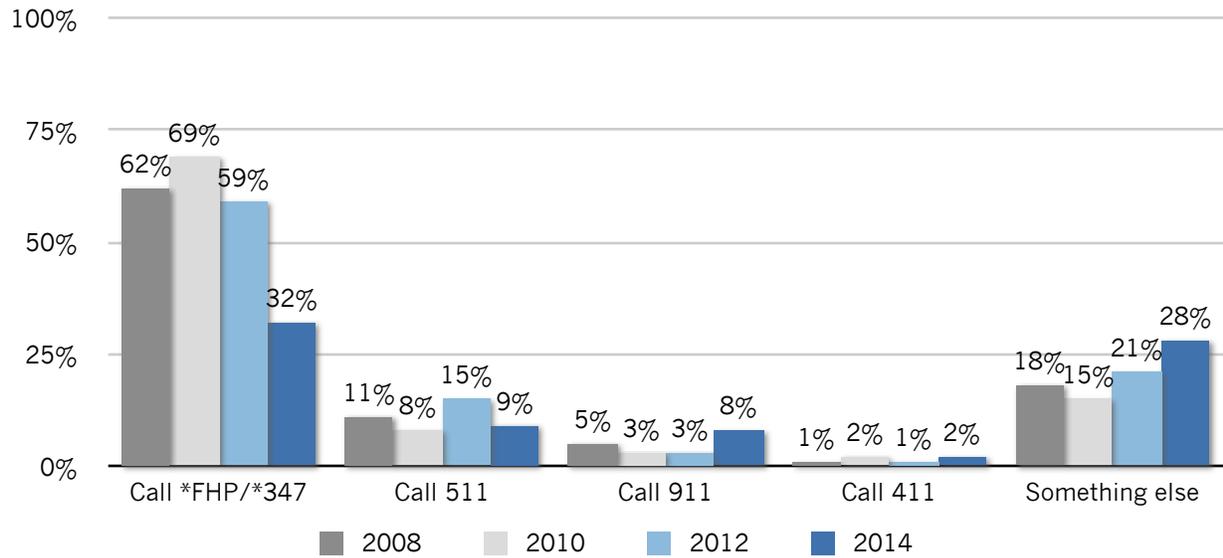
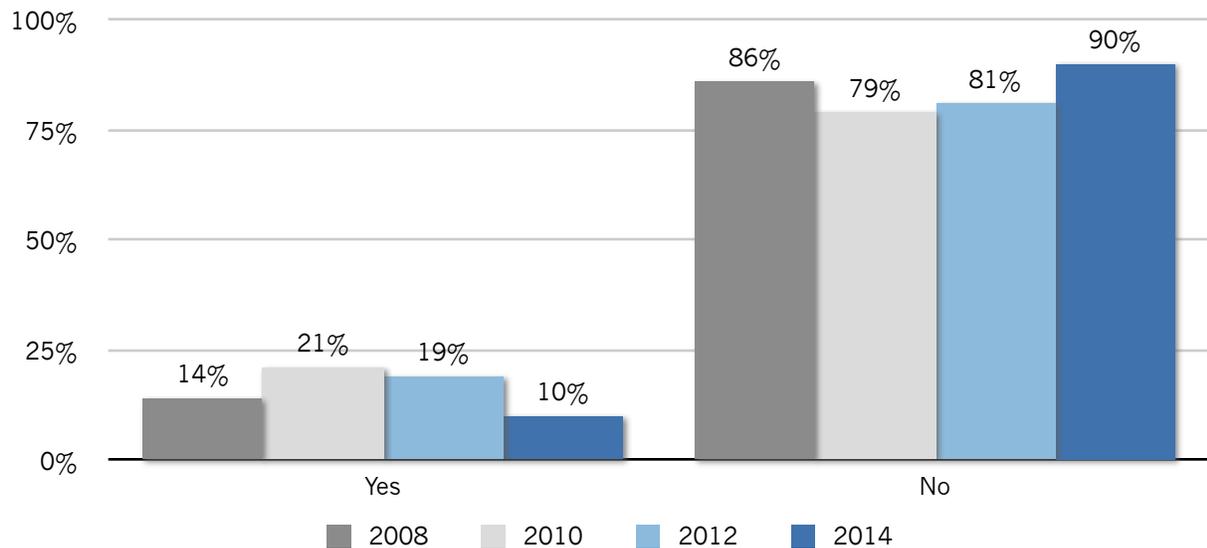


Figure 41: How would you do that (request a Road Ranger)?



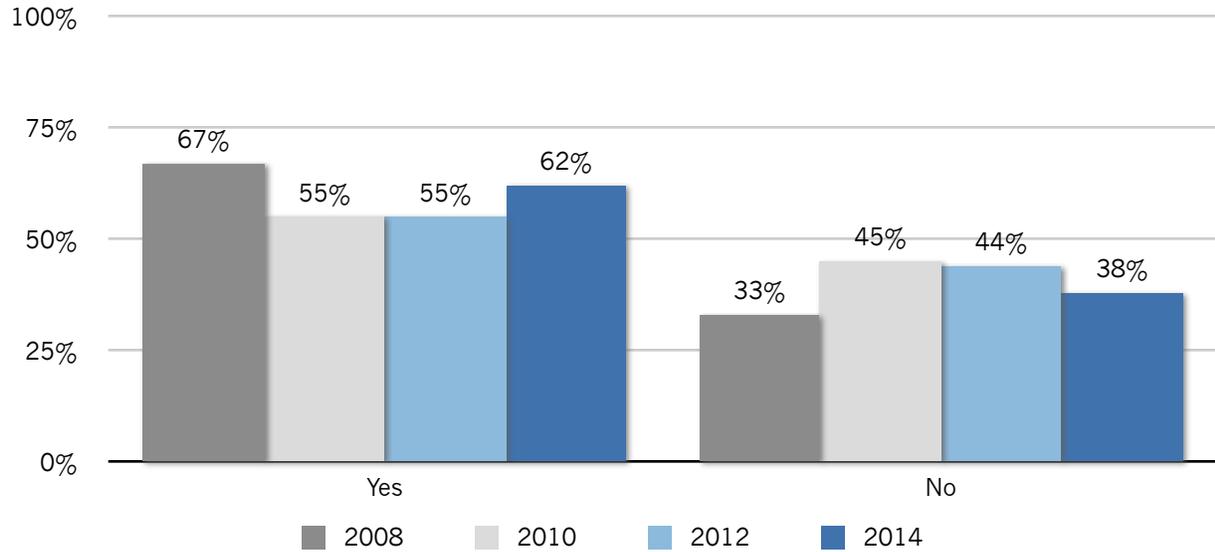
Using the second method, which is a closer approximation to the situation in which stranded drivers would actually find themselves, only 10% of drivers who know about Road Rangers have top-of-mind awareness of how to contact one (Figure 42).

Figure 42: Top-of-mind awareness of how to contact Road Rangers



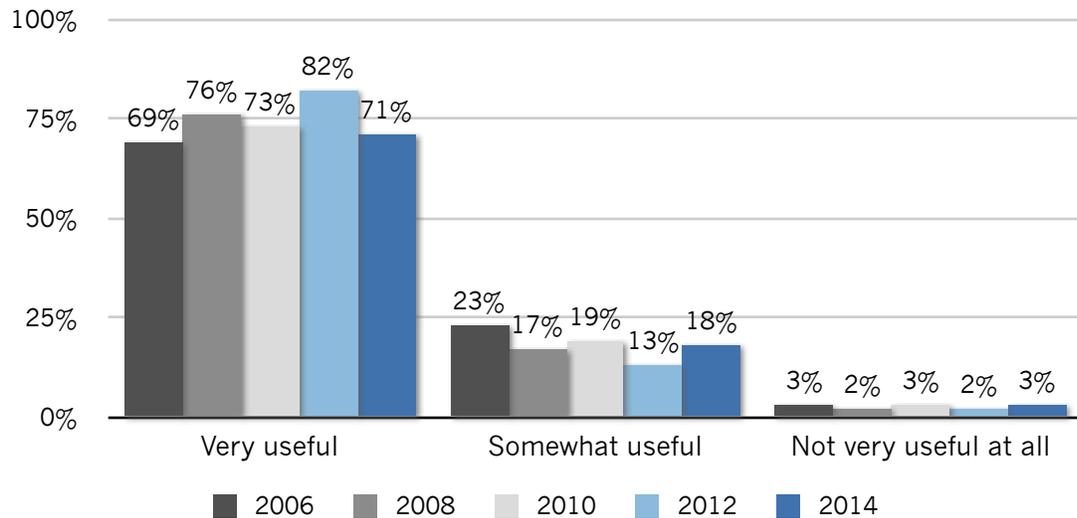
Yet, *FHP/*347 is relatively well-recognized by drivers. Over half of drivers (62%) who know about Road Rangers but who also say they do *not* know how to contact one indicate that they have heard of *FHP/*347 (Figure 43).

Figure 43: Have you ever heard of *FHP or *347?



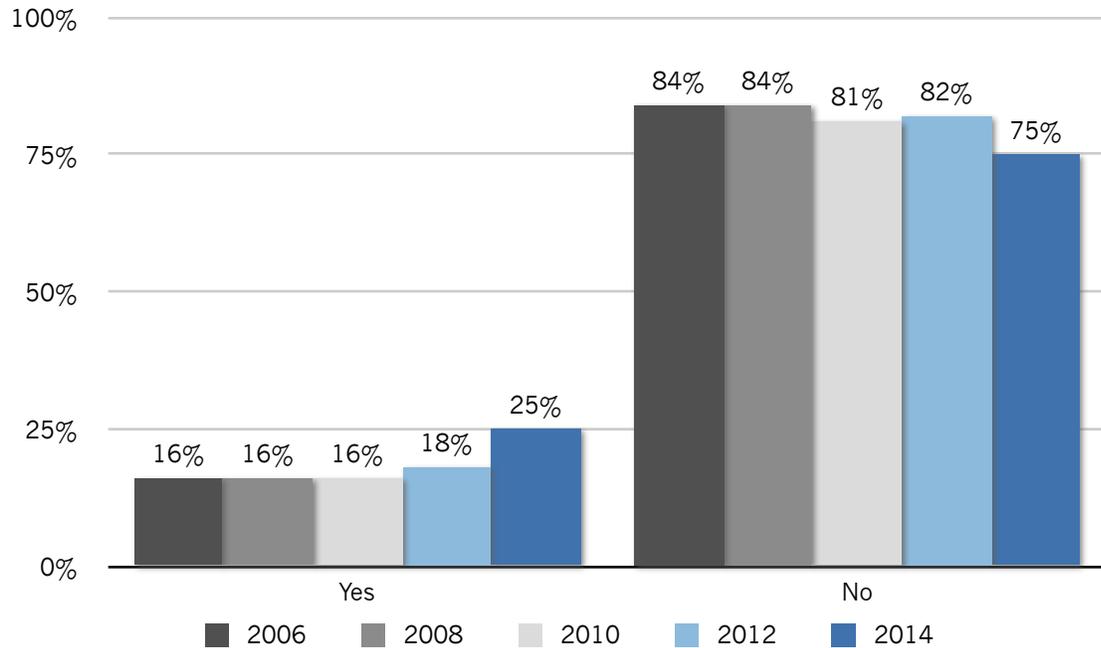
Nearly all drivers (89%) who are aware of the Road Rangers believe the service to be at least somewhat useful (Figure 41).

Figure 44: How useful do you think the Road Ranger units are?



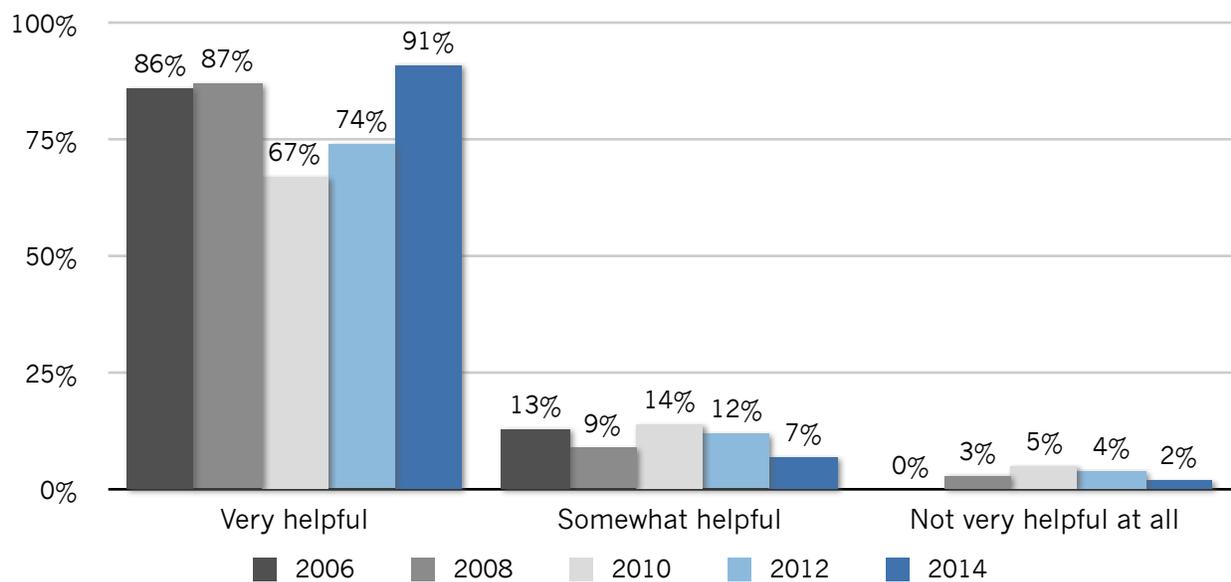
Of the Florida drivers who are aware of the Road Rangers, there has been a slight uptick in the number who utilize this service in 2014 (Figure 45).

Figure 45: Have you ever been assisted by a Road Ranger unit?



Perceptions of Road Rangers' helpfulness remain favorable, and today nearly everyone who has received help categorizes the driver as "very useful" (Figure 46).

Figure 46: Would you say the Road Ranger driver was...?



Potential Strategic Directions

- Alternative sources of traffic information are gaining ground on the traditional radio and television traffic reports. Today, less than half of drivers listen to radio traffic reports or watch traffic reports on television. More drivers are instead relying on in-car navigation systems, traffic websites, and traffic mobile apps as their sources of traffic information. It would seem that drivers are interested in immediate, customized information for their trips, so FDOT should ensure that its website and mobile app can provide relevant data very quickly to drivers.
- The larger issue is awareness of the services that FDOT provides. Among drivers who use websites for traffic information, a majority (59%) has not heard of the FL511.com website. And among those who use mobile apps for traffic information, nearly two-thirds (65%) of drivers have never heard of the Florida 511 mobile app. These are prime audiences — especially younger drivers — who would be more likely to use these resources. Among those who do not use traffic websites and mobile apps, 33% and 41% of drivers, respectively, indicate that they would be interested in doing so.
- Similarly, a majority (53%) of drivers indicates that they would be likely to use a service like the 511 Traveler Information System, but only 32% of drivers know anything about it. Among those who do use the service, the call-in service remains the most commonly used feature, but the website and mobile app are becoming more popular.
- Previously, we have recommended encouraging drivers to use the 511 Traveler Information System prior to leaving home or work, and this effort appears to have been a success. Today, drivers are just as likely to use the service before heading to their destination as they are while on their way or when sitting in traffic. It would be worthwhile to continue encouraging this trend. Word seems to be getting around about the variety of uses for the system — drivers are now also more likely to use it during an emergency, after hearing a television or radio report, and to report a traffic incident.
- Because electronic message signs are so visible, FDOT should continue to use them to raise awareness of other ITS services, especially the 511 Traveler Information System. Ideally, information about the system should be included on all electronic message sign postings, as well as when a sign would otherwise be blank. In 2014, though, drivers reported the lowest numbers to date for frequency of reading electronic message signs, as well as for their accuracy and usefulness.
- Drivers' aided awareness of how to reach a Road Ranger — that is, those who say they know how to contact one after they hear the correct way to do so — continues to trend upward. Their *unaided* awareness, though, has taken a hit in 2014; only 10% of drivers can correctly state how to contact a Road Ranger without assistance. FDOT should emphasize the *FHP/*347 contact numbers, or possibly consider some type of integration with the 511 Traveler Information System, a number that is known by more drivers.

Appendix: Survey Instrument

Screening Questions

1. What county do you currently live in? (use Appendix I)
County A.....1
County B.....2
County C.....3
Other Terminate
Don't know/Refused Terminate

2. Do you have a valid driver's license?
Yes.....1
No Terminate
Don't know/Refused Terminate

3. Do you personally drive on [NAME OF REGION] Florida freeways or the Florida Turnpike 3 or more times per week? [If asked, [NAME OF REGION] freeways include: Name A, Name B, Name C -- use Appendix II]
Yes.....1
No Terminate
Don't know/Refused Terminate

4. Are you employed by the Florida Department of Transportation?
Yes..... Terminate
No1
Don't know/Refused Terminate

5. Do you live in Florida year-round, or for only part of the year? [If respondent lives there full-time but has lived there less than one year, still select "Year-round."]
Year-round.....1
Only part of the year2
Don't know/Refused9

Driving Patterns and Information Sources

For each of the following time periods, please tell me whether or not you are typically driving on [NAME OF REGION] Florida freeways during that time.

6. The morning rush, 6 a.m. – 9 a.m.
Yes.....1
No2
Don't know/Refused9

7. During the day between 9 a.m. and 4 p.m.?
- Yes.....1
 - No2
 - Don't know/Refused9
8. The evening rush, 4 p.m. – 7 p.m.?
- Yes.....1
 - No2
 - Don't know/Refused9
9. During the evening after 7 p.m.?
- Yes.....1
 - No2
 - Don't know/Refused9
10. How often do you listen to radio traffic reports? Is it...
- Once per week1
 - 2-3 times per week.....2
 - More than 3 times per week.....3
 - Never (skip to Q12)4
 - Don't know/Refused (skip to Q12).....9
11. Do you find radio traffic reports very useful, somewhat useful, or not very useful at all in aiding your trip?
- Very useful.....1
 - Somewhat useful.....2
 - Not very useful at all.....3
 - Don't know/Refused9
12. How often do you tune in to traffic reports on television? Is it...
- Once per week1
 - 2-3 times per week.....2
 - More than 3 times per week.....3
 - Never (skip to Q14)4
 - Don't know/Refused (skip to Q14).....9
13. Do you find television traffic reports very useful, somewhat useful, or not very useful at all in aiding your trip?
- Very useful.....1
 - Somewhat useful.....2
 - Not very useful at all.....3
 - Don't know/Refused9

511 Service

How often do you use each of the following for traffic information? (CODE: Never 1, Occasionally 2, Once per week 3, 2-3 times per week 4, More than 3 times per week 5, Don't know/Refused 9)

14. In-car navigation system
15. Call in service
16. Email alerts
17. Text message alerts
18. Electronic message signs
19. Mobile apps on your cell phone or tablet
20. Websites on your computer or cell phone

21. (If uses websites in q20) What is the main website you use for traffic information? (do not read responses)

FL511.com	1
Google.....	2
Mapquest.....	3
Traffic.com/Here.com.....	4
Waze.com	5
Intrix	6
Local TV or radio station website.....	7
Social media, such as Facebook or Twitter.....	8
Something else	9
Don't know/Refused	10

22. (If uses mobile apps in q19) What is the main mobile app you use for traffic information? (do not read responses)

Florida 511.....	1
Waze	2
Beat the Traffic	3
Google Maps	4
SigAlert.....	5
Intrix	6
Local TV/radio station app	7
Something else	8
Don't know/Refused	9

23. If there was one free service that provided traffic information through a phone call, website, mobile app, or Twitter account, how likely would you be to use that service to get traffic information? Would you be...

- Very likely1
- Somewhat likely2
- Somewhat unlikely.....3
- Very unlikely.....4
- Already know about it and use it (vol).....5
- Already know but do not use it (vol).....6
- Don't know/Refused9

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

- Quite a lot1
- Some2
- A little3
- Nothing at all (skip to Q33).....4
- Don't know/Refused (skip to Q33).....9

25. How often do you use the 511 Traveler Information System?

- Once per week1
- 2-3 times per week.....2
- More than 3 times per week.....3
- Never (skip to Q33)4
- Don't know/Refused (skip to Q33).....9

26. Which services of the 511 Traveler Information System do you use? (check all that apply)

- Call in1
- Website2
- Mobile app.....3
- Twitter4
- Personalized services.....5
- Don't know/Refused9

27. When are you likely to use the 511 Traveler Information System? (check all that apply)

- Before you leave for your destination1
- On your way to your destination.....2
- While stopped in traffic, or approaching congestion.....3
- After hearing a radio or TV report.....4
- During an emergency such as a wildfire or hurricane5
- To report a traffic incident.....6
- Don't know/Refused9

28. How have you used the information you receive from the 511 Traveler Information System?
(check all that apply)

- Changed your route to your destination1
- Changed your departure time2
- Changed your estimated time of arrival3
- Changed your stress level4
- Changed your mode of travel.....5
- Don't know/Refused9

29. Have you used information provided by the 511 Traveler Information System during severe weather or a roadway emergency? (If Yes: did you change your route based on that information?)

- Yes, and I changed my route because of it.....1
- Yes, but I did NOT change my route because of it.....2
- No3
- Don't know/Refused9

30. How did you first find out about the 511 Traveler Information System? [Do not read responses]

- Radio.....1
- Television2
- Newspaper.....3
- Online.....4
- Event/function5
- A friend or acquaintance told me6
- Signs on the freeway7
- A Road Ranger unit.....8
- Other9
- Don't know/Refused99

31. Thinking just about the call in feature of the the 511 Traveler Information System, would you say the quality of the voice-recognition is excellent, good, fair, or poor. If you have never used the 511 call in feature, just say so..

- Excellent1
- Good2
- Fair3
- Poor4
- Never used call in service5
- Don't know/Refused9

32. What type of cell phone do you use? If you do not have a cell phone, just say so.

- iPhone1
- Android2
- BlackBerry3
- Something else4
- Does not have a cell phone.....5
- Don't know/Refused9

Electronic Message Signs

33. Now let's turn to the electronic message signs that post traffic information along the freeways. How often do you read these electronic message signs? Is it...

- Once per week1
- 2-3 times per week.....2
- More than 3 times per week.....3
- Never (skip to Q40)4
- Don't know/Refused (skip to Q40).....9

34. Do you find them to be very accurate, somewhat accurate, or not accurate at all?

- Very accurate1
- Somewhat accurate.....2
- Not accurate at all.....3
- Don't know/Refused9

35. Do you think the electronic message signs are easy to read? [Do not read responses]

- Yes.....1
- No2
- Sometimes3
- Don't know/Refused9

36. When the electronic message signs post information about travel times, would you say the information is:

- Very useful1
- Somewhat useful.....2
- Not very useful at all3
- Never seen a delay message posted4
- Don't know/Refused9

37. How likely are you to change your route based on the information posted on these electronic message signs? Are you...

- Very likely1
- Somewhat likely2
- Somewhat unlikely.....3
- Very unlikely4
- Don't know/Refused9

38. Have you ever used the 511 Traveler Information System service to obtain more information about something you saw posted on an electronic message sign?

- Yes.....1
- No2
- Don't know/Refused9

39. Have you used information posted on an electronic message sign during severe weather or a roadway emergency? (If Yes: did you change your route based on that information?)
- Yes, and I changed my route because of it.....1
 - Yes, but I did NOT change my route because of it.....2
 - No3
 - Don't know/Refused9

Web-based Traffic Information

40. [If does NOT use websites for traffic information in q20] If you knew about a service available to provide you with traffic information on the Internet, how likely would you be to use it? Would you...
- Definitely use it.....1
 - Probably use it.....2
 - Probably not use it.....3
 - Definitely not use it.....4
 - Don't know/Refused9
41. [If uses websites for traffic information in q20] How often do you use the My Florida 511 website, FL511.com? If you've never heard of it, just say so.
- Once per week1
 - 2-3 times per week.....2
 - More than 3 times per week.....3
 - Never4
 - Never heard5
 - Don't know/Refused9
42. [If does NOT use mobile apps for traffic information in q19] If you knew about a mobile app available to provide you with traffic information on your phone or tablet, how likely would you be to use it? Would you...
- Definitely use it.....1
 - Probably use it.....2
 - Probably not use it.....3
 - Definitely not use it.....4
 - Don't know/Refused9
43. [If does use mobile apps for traffic information in q19] How often do you use the Florida 511 mobile app? If you've never heard of it, just say so.
- Once per week1
 - 2-3 times per week.....2
 - More than 3 times per week.....3
 - Never4
 - Never heard5
 - Don't know/Refused9

Road Rangers

44. Are you aware of the Road Rangers provided by the Florida Department of Transportation?
- Yes.....1
 - No (skip to Q52).....2
 - Don't know/Refused (skip to Q52).....9
45. Are you aware that you can request assistance from the Road Rangers by dialing *FHP, or *347?
- [Half the sample receives this question]
- Yes (skip to Q49)1
 - No (skip to Q49).....2
 - Don't know/Refused (skip to Q49).....9
46. Do you know how to request a Road Ranger in the event you need assistance from one?
- [Other half the sample receives this question]
- Yes.....1
 - No (skip to Q48).....2
 - Don't know/Refused (skip to Q48).....9
47. How would you do that? [Do not read responses]
- Call 5111
 - Call 9112
 - Call *FHP/*347 (skip to q49)3
 - Call 4114
 - Something else5
 - Don't know/Refused9
48. Have you ever heard of *FHP or *347?
- Yes.....1
 - No2
 - Don't know/Refused9
49. How useful do you think the Road Rangers are? Would you say they are...
- Very useful.....1
 - Somewhat useful.....2
 - Not very useful at all.....3
 - Don't know/Refused9
50. Have you ever been assisted by a Road Ranger?
- Yes.....1
 - No (skip to Q52).....2
 - Don't know/Refused (skip to Q52).....9
51. Would you say the Road Ranger driver was...
- Very helpful1
 - Somewhat helpful.....2
 - Not helpful at all.....3
 - Don't know/Refused9

52. If the Florida Department of Transportation were to provide new information to aid travelers in [NAME OF REGION] Florida, which of the following would you like included? [Accept up to 2]

- Information about other transportation services1
- Information about roads not in your area2
- Information through the 511 Traveler Information System about local attractions 3
- Information through the 511 Traveler Information System about automotive services4
- Alternate routes to avoid a traffic incident.....5
- All.....6
- None.....7
- Other8
- Don't know/Refused9

53. Finally, please stop me when I reach the category that best describes your age.

- 18 to 291
- 30 to 392
- 40 to 493
- 50 to 594
- Over 605
- Don't know/Refused9

Record gender.

Thank respondent and terminate.