



TO: Florida Department of Transportation  
FROM: The Schapiro Group, Inc.  
DATE: August 19, 2014  
RE: Customer Satisfaction Tracking Study — District 5 Results

The Schapiro Group (TSG) interviewed 300 Florida freeway drivers across District 5 as part of a larger statewide survey effort to explore ongoing usage of, attitudes toward, and perceptions of the Florida Department of Transportation's (FDOT) Intelligent Transportation Systems (ITS) services. Data collected in 2006, 2008, 2010, and 2012 in addition to the 2014 results, allow for changes in usage and attitudes to be tracked over time. During the months of April-June 2014, TSG randomly sampled phone numbers within Orange, Osceola, Seminole, and Volusia Counties to obtain scientific telephone survey data. The margin of sampling error for results is  $\pm 5.7\%$ . This report summarizes key changes in attitudes and behaviors regarding ITS services over the past eight years.

Some research highlights from District 5 include:

### Driving Patterns and Traffic Information Services

- The number of drivers on the road in District 5 has remained relatively steady during the morning rush, daytime, and afternoon rush hours, but has slightly decreased in the evening.
- The overall use of radio as a source of traffic information has remained the same since 2010, while the percentage of drivers turning to television dropped from 59% in 2012 to 46% this year. A majority of those who get traffic information from radio and television still sees these resources as at least somewhat useful.
- Drivers use several different sources for their traffic information. Just over half (54%) use electronic message signs (down from 78% in 2012), 52% use in-car navigation systems (up from 30% in 2012), one-third (33%) use mobile apps, and one-third (33%) use websites on their computer or cell phone (up from 22% in 2012). All other tested sources are used by less than 15% of drivers.
- Among drivers who use websites for traffic information, the top site is Google, whose usage doubled to 29%. As in 2012, 13% use local TV and radio station websites, though 43% of drivers indicate some other site or they do not know.
- Starting in 2014, we asked drivers who use mobile apps for traffic information about their main mobile app for this kind of information. Google maps (32%) is the leader, with another 10% using local radio and television station apps. Just under half (48%) indicate some other site or they do not know.

## ITS Services: 511 Traveler Information System

- When asked if they would use a service that provided traffic information through a phone call, website, mobile app, or social media site, the percentage of drivers who say that they would be likely to use it increased to 54% (up from 44% two years ago).
- Awareness of the 511 Traveler Information System decreased slightly to 42% in 2014. In that same time period, the percentage of drivers who know about 511 and use the service held steady at around one-third (35%). District 5 drivers continue to say that they are most likely to find out about 511 through signs on the freeway or a friend or acquaintance.
- Starting in 2012, respondents who use the 511 Traveler Information System are now asked which services they use. The most popular continues to be the call-in service, though usage dropped from 87% in 2012 to 53% of drivers this year. The 32% of drivers using the mobile app represents a four-fold increase since 2012. No other service is used by more than 10% of 511 Traveler Information System users.
- Drivers are most likely to use the 511 Traveler Information System in the same ways as in the past, but the order has shifted since 2012. Now, 37% are likely to use the system before they leave for their destination (21% in 2012), 30% while stopped in traffic approaching congestion (37% in 2012), and 29% while on their way to their destination (55% in 2012).
- Most drivers (71%) continue to change their route based on the information they received from the 511 Traveler Information System. Some have changed their mode of travel (20% in 2014; 7% in 2012) or their estimated time of arrival (22% in 2014; 14% in 2012). Those who changed their stress levels (16%) or their departure time (15%) did so at similar levels in 2012.

## ITS Services: Electronic Message Signs

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

## ITS Services: Road Rangers

- After an increase in 2012, awareness of the Road Rangers has decreased slightly, with 72% of drivers knowing about this service. Continuing a downward trend since 2010, 7% have top-of-mind awareness of how to contact a Road Ranger. However, when prompted with a reminder about \*FHP/\*347, 61% of other drivers say they know to call that number to request assistance. Among drivers who say they do not know how to contact a Road Ranger, 68% say they have heard of \*FHP/\*347 (up from 44% in 2012).
- Now at 23%, the number of District 5 drivers who have been assisted by a Road Ranger has shown its first increase since 2006. A strong majority (87%) of those who have been assisted say that the Road Ranger was “very helpful,” which is up somewhat from 2012. Nearly all drivers (93%) who know about Road Rangers, even those who have not had direct experience with them, continue to believe this service is at least “somewhat useful.”

- When asked what types of additional information they would like FDOT to provide, drivers continue to say they would like information about alternate routes to help them avoid traffic incidents. That sentiment was even stronger in 2014, with 78% expressing this desire compared to 64% in 2012.