



## **First National Survey Of Consumer Opinions On The New 511 Dialing Code For Travel Information**

The Gallup Organization conducted the survey for the Intelligent Transportation Society of America and compiled the findings in December 2001. The results will be discussed in detail during the 511 Launch Conference March 19-21, 2002 in Scottsdale, Ariz.

Also, focus groups said that roadside signage and other marketing efforts connected with a 511 service should avoid using the word "traveler." The focus groups explained that the word connotes a tourist or others unfamiliar with an area.

The focus groups were held in Lincoln, Neb., Los Angeles, the Minneapolis/St. Paul region and Philadelphia. Nebraska and Minnesota, among others, recently launched 511 services.

Other findings from the market research survey include:

- Overall, 25 percent of the respondents said they would be most likely to use 511 weekly or daily, 29 percent said a few times a month, and 45 percent said a few times a year.
- Commercial vehicle operators (48 percent) are most willing to pay for extra services.

As of February 2002, 511 service was in place in the Cincinnati/Northern Kentucky region, Minnesota (wireless only), Nebraska, Utah, and along the I-81 corridor in Virginia.

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