

# 2016 CUSTOMER OPINION SURVEY



1/23/2017

Central Florida Expressway Authority

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## **INTRODUCTION**

### **A. Background**

The Central Florida Expressway Authority (CFXway) conducted a self completed customer opinion survey. The survey results provide an assessment of the customers' opinions on various issues and services as well as the overall customer satisfaction. In addition, demographics and usage practices are summarized.

### **B. Methodology**

The survey sample is representative of the 306,000 prepaid E-PASS customers as well as cash lane customers. Ridership on the CFX system is generally 80% electronic and 20% cash. The survey sample size will ensure the confidence interval (also called the margin of error) for the survey to be (+-) 4 with a confidence level of 95%.

E-Pass customers completed an online survey. A random sample of 12,000 E-Pass Account Holders were sent an invitation by the Central Florida Expressway Authority inviting customers to participate in an online survey. Surveys were collected from December 1 – 28, 2016. A total of 1,182 online surveys were collected yielding a 10% completion rate.

Cash Lane customers completed a paper survey. Approximately 4,500 paper surveys were printed. The questionnaire, cover letter and a postage-paid envelope was handed to customers by the toll booth personnel in early-December 2016. Customers were given just under two weeks to complete the surveys. A total of 161 paper surveys were returned yielding a 4% completion rate. Varga Market Research Services provided the data entry and validation of the paper surveys.

The questionnaires for E-Pass customers and Cash Lane customers were similar but each version contained questions applicable to their methods of payment. All potential respondents were given the option to be entered into a drawing for a \$50 E-Pass credit as incentive for completing the 2016 Customer Opinion Survey. Winners were selected randomly.

## EXECUTIVE SUMMARY

Nearly all survey respondents are "satisfied customers." E-Pass customers reported a slightly higher satisfaction rating than Cash Lane customers. Consistent with the high satisfaction ratings, a majority of tolled expressway users are satisfied with all aspects of their expressway experience.

Most customers agree that the Central Florida Expressways are faster, well maintained, have adequate signage and are cleaner than using other roadways. Half of all customers use the tolled expressways for work-related purposes. These customers tend to be more frequent users than those who travel for personal reasons. Approximately 6 out of 10 work-related respondents use the Expressways daily.

The main reason customers' use the expressways are to save time. Over half of all respondents use the Central Florida Expressways at least once a week or more. The majority of customers indicated that the expressways are more convenient and less congested than other roadways. The average monthly amount paid in toll charges by all respondents is \$56.

E-Pass customers generally agree that E-Pass is a good value and would recommend the E-Pass service to others. A majority of E-Pass customers agree that when calling the E-Pass service center, the customer service representatives are responsive, friendly and treat them as valued customers. More than half of E-Pass customers prefer to fund the Expressway Authority with tolls instead of taxes.

More than half of Cash customers are interested in opening an E-Pass account. The majority of Cash customers agree that the toll collectors are friendly and treat them as valued customers. Cash customers most often use SR417, SR408 and SR528.

The Expressway Authority's website, CFXway.com is widely used by survey respondents. The majority of E-Pass users visit the site a few times a year, primarily to manage their E-Pass accounts, view construction updates, calculate tolls and view maps. Only 1 out of 5 Cash users have visited the site.

More than half of all respondents use Mobile technology most often. Approximately 2 out of 3 cash respondents use social media, especially Facebook. Over half of all respondents are interested or already receive the CFX Monthly e-newsletter.

**DETAILED FINDINGS**

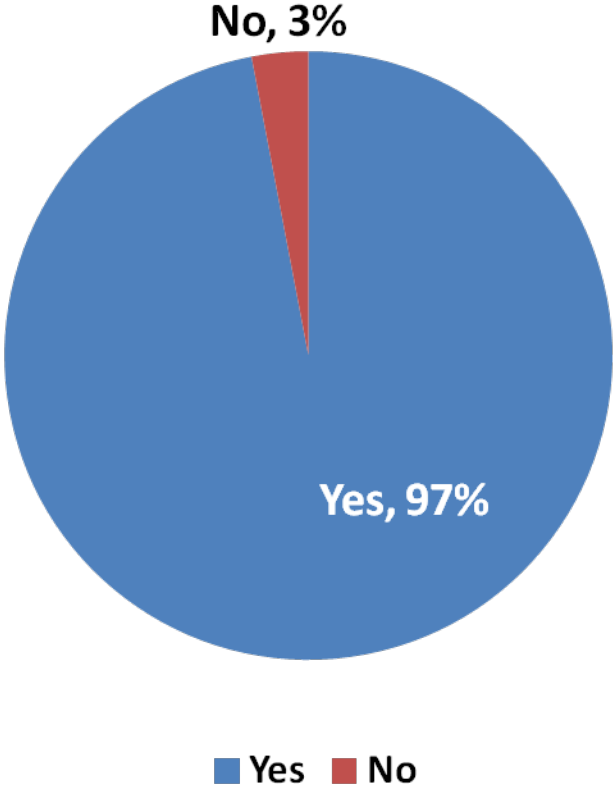
**1) Key Measures of Satisfaction**

**Overall Satisfaction**

All Customers

Nearly all (97%) of survey respondents considered themselves a “satisfied customer.”

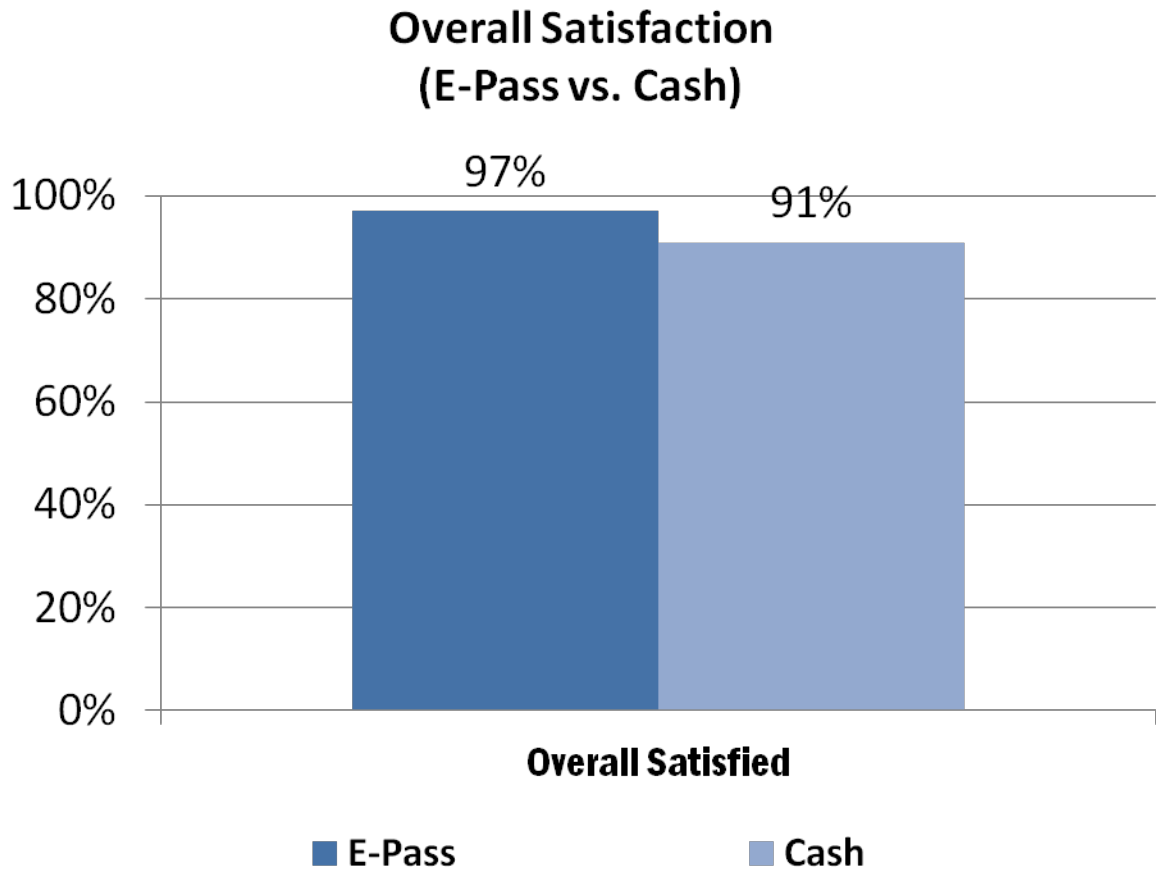
**Overall Satisfaction (Total)**



Q32. Overall, would you consider yourself a satisfied customer?

### E-Pass vs. Cash Customers

E-Pass customers (97%) reported a slightly higher satisfaction rating than Cash customers (91%).



Q32. Overall, would you consider yourself a satisfied customer?

**Q32. Overall, would you consider yourself a satisfied customer?**

		Total		Survey Type			
		Total		E-Pass		Cash	
		Count	PCT	Count	PCT	Count	PCT
Q32. Overall, would you consider yourself a satisfied customer?	Yes	1916	96.6%	1770	97.1%	146	90.7%
	No	67	3.4%	52	2.9%	15	9.3%
Total		1983	100.0%	1822	100.0%	161	100.0%

**Comparisons of Column Proportions<sup>a</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
Q32. Overall, would you consider yourself a satisfied customer?	Yes	.	B	
	No	.		A

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

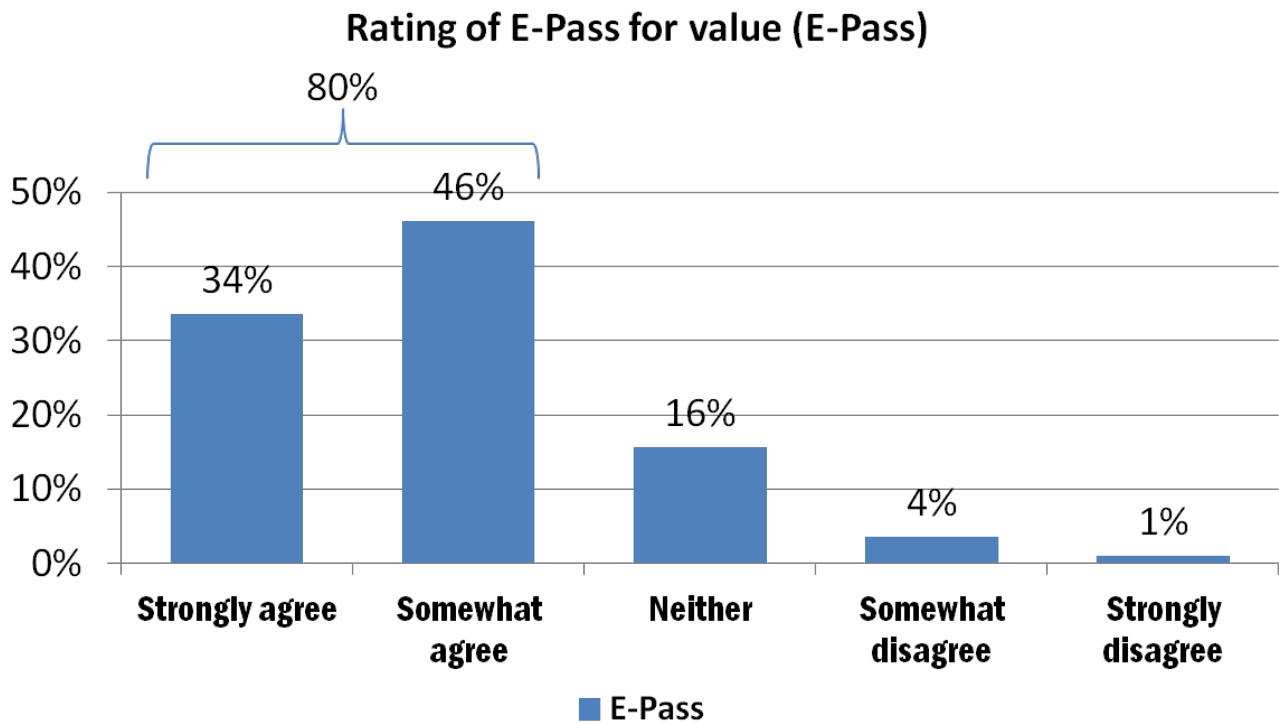
a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.



## Rating of E-Pass for Value

### E-Pass Customers

4 out of 5 E-Pass customers (80%) agree that E-Pass is a good value with (34%) agreeing strongly.



Q31c. How much do you agree or disagree with the following – I am satisfied with the value I receive from the E-Pass program?

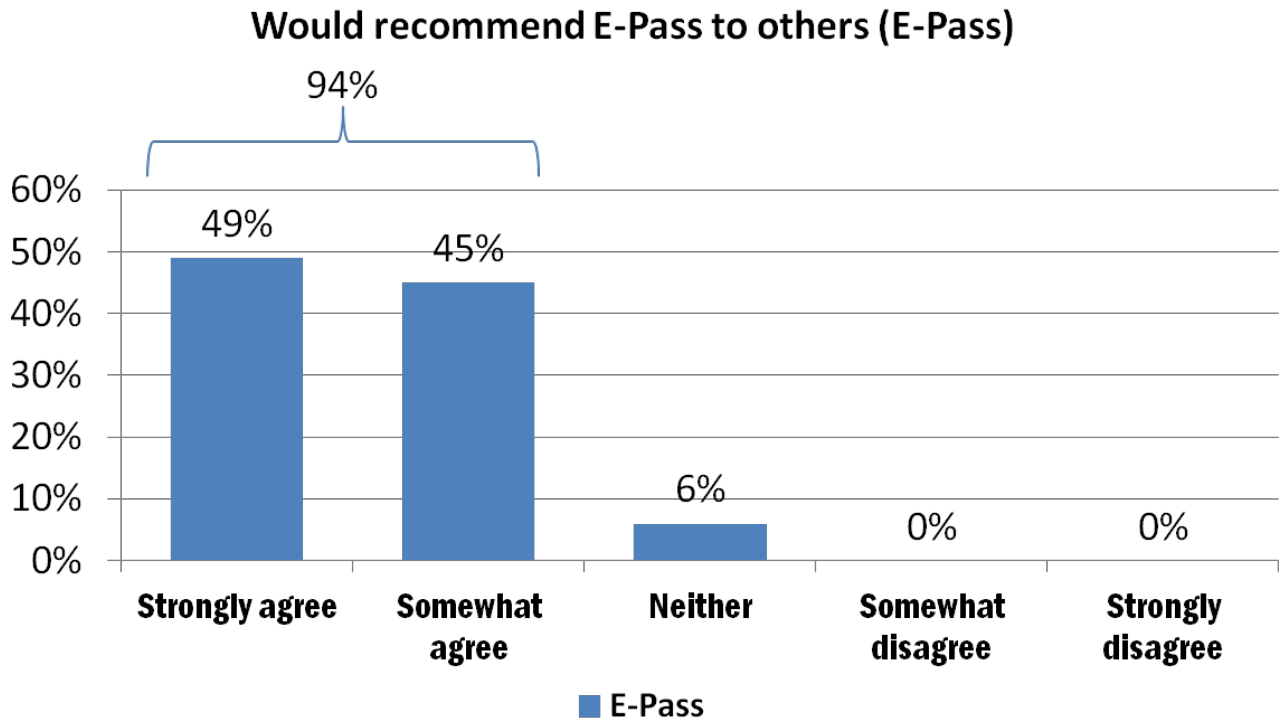
**Q31c. I am satisfied with the value I receive from the E-PASS program (e.g. discounts, cheaper than cash toll rate)?**

		Total		Survey Type	
		Total		E-Pass	
		Count	PCT	Count	PCT
Q31c. I am satisfied with the value I receive from the E-PASS program (e.g. discounts, cheaper than cash toll rate)?	Strongly agree	612	33.6%	612	33.6%
	Somewhat agree	840	46.1%	840	46.1%
	Neither agree nor disagree	285	15.6%	285	15.6%
	Somewhat disagree	66	3.6%	66	3.6%
	Strongly disagree	19	1.0%	19	1.0%
Total		1822	100.0%	1822	100.0%
Strongly or somewhat agree		1452	79.7%	1452	79.7%
Neither agree nor disagree		285	15.6%	285	15.6%
Strongly or somewhat disagree		85	4.7%	85	4.7%
Total		1822	100.0%	1822	100.0%

## Likelihood of Recommending E-Pass

### E-Pass Customers

Nearly all (94%) would recommend E-Pass to family and friends with (49%) agreeing strongly.



Q31b. How much do you agree or disagree with the following – I would recommend E-Pass to family and friends?

**Q31b. I would recommend E-PASS to family and friends?**

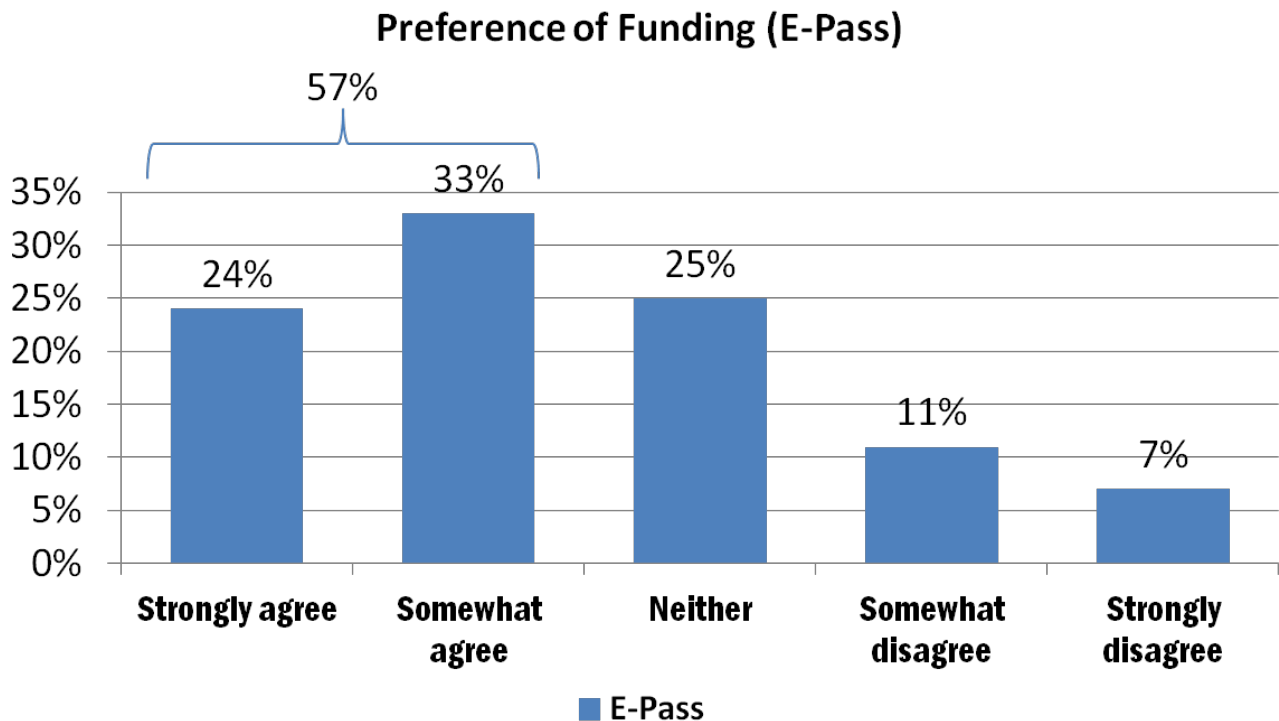
		Total		Survey Type	
		Total		E-Pass	
		Count	PCT	Count	PCT
Q31b. I would recommend E-PASS to family and friends?	Strongly agree	889	48.8%	889	48.8%
	Somewhat agree	827	45.4%	827	45.4%
	Neither agree nor disagree	101	5.5%	101	5.5%
	Somewhat disagree	3	.2%	3	.2%
	Strongly disagree	2	.1%	2	.1%
Total		1822	100.0%	1822	100.0%
Strongly or somewhat agree		1716	94.2%	1716	94.2%
Neither agree nor disagree		101	5.5%	101	5.5%
Strongly or somewhat disagree		5	.3%	5	.3%
Total		1822	100.0%	1822	100.0%

## 2) Preference of funding method

### Preference of Funding for new roads

#### E-Pass Customers

More than half (57%) would prefer funding new roads by paying tolls rather than raising taxes with (24%) agreeing strongly.



Q30c. How much do you agree or disagree with the following – I prefer funding new roads by paying tolls rather than raising taxes?

**Q30c. I prefer funding new roads by paying tolls rather than raising taxes?**

		Total		Survey Type			
		Total		E-Pass		Cash	
		Count	PCT	Count	PCT	Count	PCT
Q30c. I prefer funding new roads by paying tolls rather than raising taxes?	Strongly agree	475	24.0%	432	23.7%	43	26.7%
	Somewhat agree	659	33.2%	604	33.2%	55	34.2%
	Neither agree nor disagree	485	24.5%	448	24.6%	37	23.0%
	Somewhat disagree	218	11.0%	210	11.5%	8	5.0%
	Strongly disagree	144	7.3%	128	7.0%	16	9.9%
	No answer provided	2	.1%			2	1.2%
	Total	1983	100.0%	1822	100.0%	161	100.0%
Strongly or somewhat agree		1134	57.2%	1036	56.9%	98	60.9%
Neither agree nor disagree		485	24.5%	448	24.6%	37	23.0%
Strongly or somewhat disagree		362	18.3%	338	18.6%	24	14.9%
No answer provided		2	.1%			2	1.2%
Total		1983	100.0%	1822	100.0%	161	100.0%

**Comparisons of Column Proportions<sup>b</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
Q30c. I prefer funding new roads by paying tolls rather than raising taxes?	Strongly agree	.		A
	Somewhat agree	.		
	Neither agree nor disagree	.		
	Somewhat disagree	.	B	
	Strongly disagree	.		A
	No answer provided	.	.	<sup>a</sup>

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

**Comparisons of Column Proportions<sup>b</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
q30c_x	Strongly or somewhat agree	.		A
	Neither agree nor disagree	.		
	Strongly or somewhat disagree	.	B	
	No answer provided	.	.	<sup>a</sup>

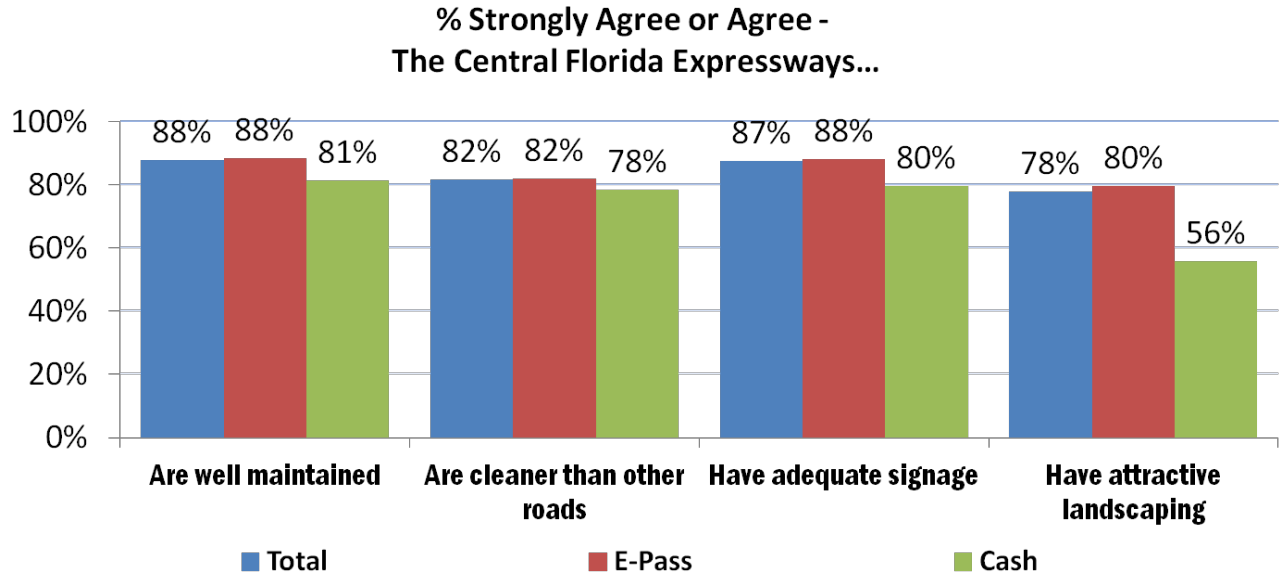
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### 3) Satisfaction with Tolled Expressway Elements

#### Satisfaction with Expressway attributes

(88%) of all customers agree that the Expressways are well maintained, (87%) agree there is adequate signage, (82%) agree the Expressways are cleaner than other roads and (78%) agree the tolls have attractive landscaping.



How much do you agree or disagree – The Central Florida Expressways ...

- Q28c. Are well maintained?
- Q28b. Are cleaner than other roads?
- Q28f. Have adequate signage?
- Q28e. Have attractive landscaping?



**Q28c. Central Florida Expressways - Are well maintained?**

		Total		Survey Type			
		Total		E-Pass		Cash	
		Count	PCT	Count	PCT	Count	PCT
Q28c. Central Florida	Strongly agree	719	36.3%	666	36.6%	53	32.9%
Expressways - Are well	Somewhat agree	1020	51.4%	942	51.7%	78	48.4%
maintained?	Neither agree nor disagree	209	10.5%	185	10.2%	24	14.9%
	Somewhat disagree	31	1.6%	26	1.4%	5	3.1%
	Strongly disagree	3	.2%	3	.2%		
	No answer provided	1	.1%			1	.6%
Total		1983	100.0%	1822	100.0%	161	100.0%
Strongly or somewhat agree		1739	87.7%	1608	88.3%	131	81.4%
Neither agree nor disagree		208	10.5%	185	10.2%	23	14.3%
Strongly or somewhat disagree		34	1.7%	29	1.6%	5	3.1%
No answer provided		2	.1%			2	1.2%
Total		1983	100.0%	1822	100.0%	161	100.0%

**Comparisons of Column Proportions<sup>b</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
Q28c. Central Florida Expressways - Are well maintained?	Strongly agree	.	B	
	Somewhat agree	.	B	
	Neither agree nor disagree	.		A
	Somewhat disagree	.		A
	Strongly disagree	.		. <sup>a</sup>
	No answer provided	.		. <sup>a</sup>

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

**Comparisons of Column Proportions<sup>b</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
q28c_x	Strongly or somewhat agree	.	B	
	Neither agree nor disagree	.		A
	Strongly or somewhat disagree	.		A
	No answer provided	.		. <sup>a</sup>

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

**Q28b. Central Florida Expressways - Are cleaner than other roads?**

		Total		Survey Type			
		Total		E-Pass		Cash	
		Count	PCT	Count	PCT	Count	PCT
Q28b. Central Florida Expressways - Are cleaner than other roads?	Strongly agree	687	34.6%	640	35.1%	47	29.2%
	Somewhat agree	929	46.8%	850	46.7%	79	49.1%
	Neither agree nor disagree	338	17.0%	306	16.8%	32	19.9%
	Somewhat disagree	22	1.1%	22	1.2%		
	Strongly disagree	6	.3%	4	.2%	2	1.2%
	No answer provided	1	.1%			1	.6%
	<b>Total</b>	<b>1983</b>	<b>100.0%</b>	<b>1822</b>	<b>100.0%</b>	<b>161</b>	<b>100.0%</b>
	Strongly or somewhat agree	1616	81.5%	1490	81.8%	126	78.3%
	Neither agree nor disagree	338	17.0%	306	16.8%	32	19.9%
	Strongly or somewhat disagree	28	1.4%	26	1.4%	2	1.2%
	No answer provided	1	.1%			1	.6%
	<b>Total</b>	<b>1983</b>	<b>100.0%</b>	<b>1822</b>	<b>100.0%</b>	<b>161</b>	<b>100.0%</b>

**Comparisons of Column Proportions<sup>b</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
Q28b. Central Florida Expressways - Are cleaner than other roads?	Strongly agree	.	B	
	Somewhat agree	.		
	Neither agree nor disagree	.		A
	Somewhat disagree	.		. <sup>a</sup>
	Strongly disagree	.		A
	No answer provided	.	. <sup>a</sup>	

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

**Comparisons of Column Proportions<sup>b</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
q28b_x	Strongly or somewhat agree	.	B	
	Neither agree nor disagree	.		A
	Strongly or somewhat disagree	.		
	No answer provided	.	. <sup>a</sup>	

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

**Q28f. Central Florida Expressways - Have adequate signage?**

		Total		Survey Type			
		Total		E-Pass		Cash	
		Count	PCT	Count	PCT	Count	PCT
Q28f. Central Florida Expressways - Have adequate signage?	Strongly agree	656	33.1%	601	33.0%	55	34.2%
	Somewhat agree	1077	54.3%	1004	55.1%	73	45.3%
	Neither agree nor disagree	196	9.9%	170	9.3%	26	16.1%
	Somewhat disagree	45	2.3%	40	2.2%	5	3.1%
	Strongly disagree	7	.4%	7	.4%		
	No answer provided	2	.1%			2	1.2%
	<b>Total</b>	<b>1983</b>	<b>100.0%</b>	<b>1822</b>	<b>100.0%</b>	<b>161</b>	<b>100.0%</b>
Strongly or somewhat agree		1733	87.4%	1605	88.1%	128	79.5%
Neither agree nor disagree		196	9.9%	170	9.3%	26	16.1%
Strongly or somewhat disagree		52	2.6%	47	2.6%	5	3.1%
No answer provided		2	.1%			2	1.2%
<b>Total</b>		<b>1983</b>	<b>100.0%</b>	<b>1822</b>	<b>100.0%</b>	<b>161</b>	<b>100.0%</b>

**Comparisons of Column Proportions<sup>b</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
Q28f. Central Florida	Strongly agree	.		
Expressways - Have adequate signage?	Somewhat agree	.	B	
	Neither agree nor disagree	.		A
	Somewhat disagree	.		A
	Strongly disagree	.		. <sup>a</sup>
	No answer provided	.	. <sup>a</sup>	

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

**Comparisons of Column Proportions<sup>b</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
q28f_x	Strongly or somewhat agree	.	B	
	Neither agree nor disagree	.		A
	Strongly or somewhat disagree	.		
	No answer provided	.	. <sup>a</sup>	

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

**Q28e. Central Florida Expressways - Have attractive landscaping?**

		Total		Survey Type			
		Total		E-Pass		Cash	
		Count	PCT	Count	PCT	Count	PCT
Q28e. Central Florida Expressways - Have attractive landscaping?	Strongly agree	562	28.3%	530	29.1%	32	19.9%
	Somewhat agree	978	49.3%	920	50.5%	58	36.0%
	Neither agree nor disagree	412	20.8%	352	19.3%	60	37.3%
	Somewhat disagree	20	1.0%	14	.8%	6	3.7%
	Strongly disagree	9	.5%	6	.3%	3	1.9%
	No answer provided	2	.1%			2	1.2%
	<b>Total</b>	<b>1983</b>	<b>100.0%</b>	<b>1822</b>	<b>100.0%</b>	<b>161</b>	<b>100.0%</b>
	Strongly or somewhat agree	1540	77.7%	1450	79.6%	90	55.9%
	Neither agree nor disagree	412	20.8%	352	19.3%	60	37.3%
	Strongly or somewhat disagree	29	1.5%	20	1.1%	9	5.6%
	No answer provided	2	.1%			2	1.2%
	<b>Total</b>	<b>1983</b>	<b>100.0%</b>	<b>1822</b>	<b>100.0%</b>	<b>161</b>	<b>100.0%</b>

**Comparisons of Column Proportions<sup>b</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
Q28e. Central Florida Expressways - Have attractive landscaping?	Strongly agree	.	B	
	Somewhat agree	.	B	
	Neither agree nor disagree	.		A
	Somewhat disagree	.		A
	Strongly disagree	.		A
	No answer provided	.		. <sup>a</sup>

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

**Comparisons of Column Proportions<sup>b</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
q28e_x	Strongly or somewhat agree	.	B	
	Neither agree nor disagree	.		A
	Strongly or somewhat disagree	.		A
	No answer provided	.		. <sup>a</sup>

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

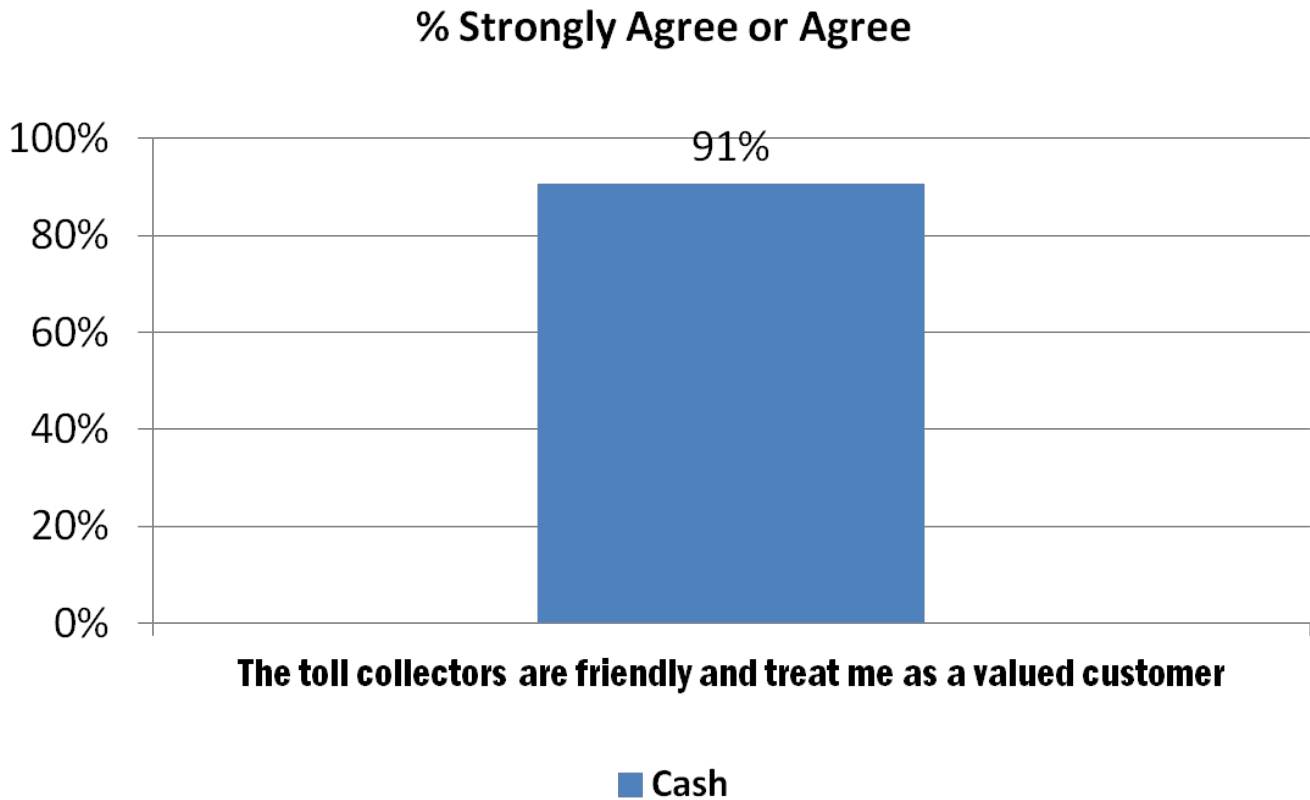
- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.



## Satisfaction with toll collectors

### Cash Customers

(91%) of cash users agree that the toll collectors are friendly and treat them as valued customers.



Q29e. How much do you agree or disagree with the following – The toll collectors I come in contact with are friendly and treat me as a valued customer?

Central Florida Expressway Authority - 2016 Customer Opinion Survey

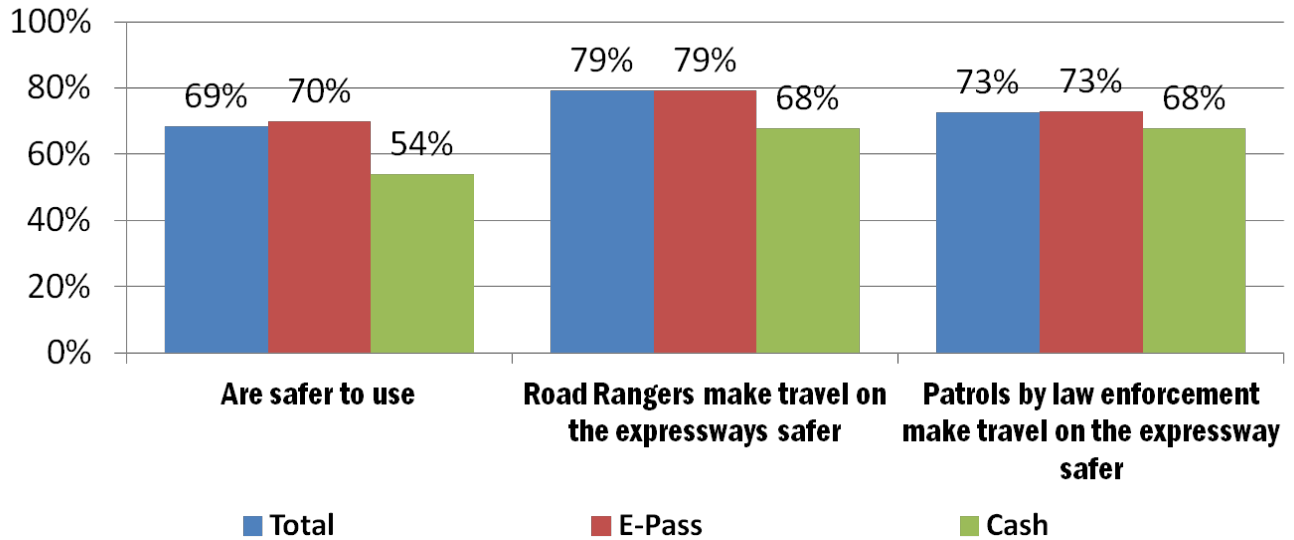
Q29e. The toll collectors I come in contact with are friendly and treat me as a valued customer?

		Total		Survey Type	
		Total		Cash	
		Count	PCT	Count	PCT
Q29e. The toll collectors I come in contact with are friendly and treat me as a valued customer?	Strongly agree	91	56.5%	91	56.5%
	Somewhat agree	55	34.2%	55	34.2%
	Neither agree nor disagree	10	6.2%	10	6.2%
	Somewhat disagree	4	2.5%	4	2.5%
	No answer provided	1	.6%	1	.6%
Total		161	100.0%	161	100.0%
Strongly or somewhat agree		146	90.7%	146	90.7%
Neither agree nor disagree		10	6.2%	10	6.2%
Strongly or somewhat disagree		4	2.5%	4	2.5%
No answer provided		1	.6%	1	.6%
Total		161	100.0%	161	100.0%

**Satisfaction with tolled expressway safety**

(69%) of all customers agree the Expressways are safer to use, (79%) agree that Road Rangers make travel on the expressways safer and (73%) agree that Patrols by law enforcement make travel on the expressways safer.

**% Strongly Agree or Agree**



How much do you agree or disagree with the following

– The Central Florida Expressways ...

Q28d. Are safer to use?

Q29a/b. Road Rangers and Patrols by law enforcement make traveling on the expressways safer?

**Q28d. Central Florida Expressways - Are safer to use**

		Total		Survey Type			
		Total		E-Pass		Cash	
		Count	PCT	Count	PCT	Count	PCT
Q28d. Central Florida Expressways - Are safer to use?	Strongly agree	578	29.1%	542	29.7%	36	22.4%
	Somewhat agree	781	39.4%	729	40.0%	52	32.3%
	Neither agree nor disagree	559	28.2%	497	27.3%	62	38.5%
	Somewhat disagree	51	2.6%	45	2.5%	6	3.7%
	Strongly disagree	12	.6%	9	.5%	3	1.9%
	No answer provided	2	.1%			2	1.2%
	<b>Total</b>	<b>1983</b>	<b>100.0%</b>	<b>1822</b>	<b>100.0%</b>	<b>161</b>	<b>100.0%</b>
	Strongly or somewhat agree	1358	68.5%	1271	69.8%	87	54.0%
	Neither agree nor disagree	559	28.2%	497	27.3%	62	38.5%
	Strongly or somewhat disagree	63	3.2%	54	3.0%	9	5.6%
	No answer provided	3	.2%			3	1.9%
	<b>Total</b>	<b>1983</b>	<b>100.0%</b>	<b>1822</b>	<b>100.0%</b>	<b>161</b>	<b>100.0%</b>

**Comparisons of Column Proportions<sup>b</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
Q28d. Central Florida	Strongly agree	.	B	
Expressways - Are safer to use?	Somewhat agree	.	B	
	Neither agree nor disagree	.		A
	Somewhat disagree	.		A
	Strongly disagree	.		A
	No answer provided	.		. <sup>a</sup>

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

**Comparisons of Column Proportions<sup>b</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
q28d_x	Strongly or somewhat agree	.	B	
	Neither agree nor disagree	.		A
	Strongly or somewhat disagree	.		A
	No answer provided	.		. <sup>a</sup>

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

**Q29a. Road Rangers make travel on the expressways safer?**

		Total		Survey Type			
		Total		E-Pass		Cash	
		Count	PCT	Count	PCT	Count	PCT
Q29a. Road Rangers make travel on the expressways safer?	Strongly agree	778	39.2%	726	39.8%	52	32.3%
	Somewhat agree	773	39.0%	716	39.3%	57	35.4%
	Neither agree nor disagree	414	20.9%	369	20.3%	45	28.0%
	Somewhat disagree	13	.7%	10	.5%	3	1.9%
	Strongly disagree	2	.1%	1	.1%	1	.6%
	No answer provided	3	.2%			3	1.9%
	<b>Total</b>	<b>1983</b>	<b>100.0%</b>	<b>1822</b>	<b>100.0%</b>	<b>161</b>	<b>100.0%</b>
Strongly or somewhat agree		1551	78.2%	1442	79.1%	109	67.7%
Neither agree nor disagree		414	20.9%	369	20.3%	45	28.0%
Strongly or somewhat disagree		15	.8%	11	.6%	4	2.5%
No answer provided		3	.2%			3	1.9%
<b>Total</b>		<b>1983</b>	<b>100.0%</b>	<b>1822</b>	<b>100.0%</b>	<b>161</b>	<b>100.0%</b>

**Comparisons of Column Proportions<sup>b</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
Q29a. Road Rangers make travel on the expressways safer?	Strongly agree	.	B	
	Somewhat agree	.	B	
	Neither agree nor disagree	.		A
	Somewhat disagree	.		A
	Strongly disagree	.		A
	No answer provided	.		. <sup>a</sup>

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

**Comparisons of Column Proportions<sup>b</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
q29a_x	Strongly or somewhat agree	.	B	
	Neither agree nor disagree	.		A
	Strongly or somewhat disagree	.		A
	No answer provided	.		. <sup>a</sup>

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

**Q29b. Patrols by law enforcement make travel on the expressways safer?**

		Total		Survey Type			
		Total		E-Pass		Cash	
		Count	PCT	Count	PCT	Count	PCT
Q29b. Patrols by law enforcement make travel on the expressways safer?	Strongly agree	621	31.4%	579	31.8%	42	26.8%
	Somewhat agree	818	41.3%	751	41.2%	67	42.7%
	Neither agree nor disagree	446	22.5%	403	22.1%	43	27.4%
	Somewhat disagree	76	3.8%	71	3.9%	5	3.2%
	Strongly disagree	18	.9%	18	1.0%		
Total		1979	100.0%	1822	100.0%	157	100.0%
Strongly or somewhat agree		1439	72.6%	1330	73.0%	109	67.7%
Neither agree nor disagree		446	22.5%	403	22.1%	43	26.7%
Strongly or somewhat disagree		94	4.7%	89	4.9%	5	3.1%
No answer provided		4	.2%			4	2.5%
Total		1983	100.0%	1822	100.0%	161	100.0%



**Comparisons of Column Proportions<sup>b</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
Q29b. Patrols by law enforcement make travel on the expressways safer?	Strongly agree	.	B	
	Somewhat agree	.		
	Neither agree nor disagree	.		A
	Somewhat disagree	.		
	Strongly disagree	.		. <sup>a</sup>

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

**Comparisons of Column Proportions<sup>b</sup>**

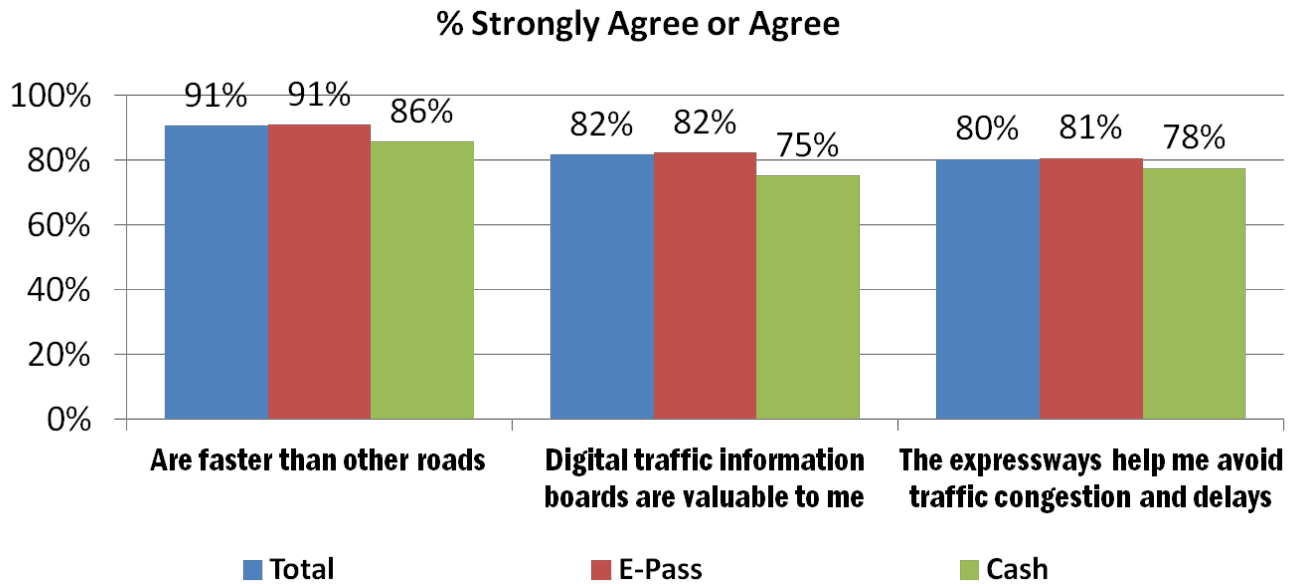
		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
q29b_x	Strongly or somewhat agree	.	B	
	Neither agree nor disagree	.		A
	Strongly or somewhat disagree	.	B	
	No answer provided	.		. <sup>a</sup>

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

### Satisfaction with tolled expressway benefits

(91%) of all customers agree that the Expressways are faster than other roads, (82%) agree that Digital traffic information boards are valuable to them and (80%) agree that Expressways help them avoid traffic congestion and delays.



How much do you agree or disagree with the following

– The Central Florida Expressways ...

Q28a. Are faster than other roads?

Q29c. Digital traffic information boards are valuable to me?

Q29d. The expressways help me avoid traffic congestion and delays?

**Q28a. Central Florida Expressways - Are faster than other roads?**

		Total		Survey Type			
		Total		E-Pass		Cash	
		Count	PCT	Count	PCT	Count	PCT
Q28a. Central Florida Expressways - Are faster than other roads?	Strongly agree	808	40.7%	750	41.2%	58	36.0%
	Somewhat agree	990	49.9%	910	49.9%	80	49.7%
	Neither agree nor disagree	156	7.9%	138	7.6%	18	11.2%
	Somewhat disagree	26	1.3%	23	1.3%	3	1.9%
	Strongly disagree	2	.1%	1	.1%	1	.6%
	No answer provided	1	.1%			1	.6%
	<b>Total</b>	<b>1983</b>	<b>100.0%</b>	<b>1822</b>	<b>100.0%</b>	<b>161</b>	<b>100.0%</b>
	Strongly or somewhat agree	1798	90.7%	1660	91.1%	138	85.7%
	Neither agree nor disagree	156	7.9%	138	7.6%	18	11.2%
	Strongly or somewhat disagree	28	1.4%	24	1.3%	4	2.5%
	No answer provided	1	.1%			1	.6%
	<b>Total</b>	<b>1983</b>	<b>100.0%</b>	<b>1822</b>	<b>100.0%</b>	<b>161</b>	<b>100.0%</b>

**Comparisons of Column Proportions<sup>b</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
Q28a. Central Florida	Strongly agree	.	B	
Expressways - Are faster than other roads?	Somewhat agree	.		
	Neither agree nor disagree	.		A
	Somewhat disagree	.		
	Strongly disagree	.		A
	No answer provided	.	.	<sup>a</sup>

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

**Comparisons of Column Proportions<sup>b</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
q28a_x	Strongly or somewhat agree	.	B	
	Neither agree nor disagree	.		A
	Strongly or somewhat disagree	.		A
	No answer provided	.	.	<sup>a</sup>

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

**Q29c. Digital traffic information boards are valuable to me?**

		Total		Survey Type			
		Total		E-Pass		Cash	
		Count	PCT	Count	PCT	Count	PCT
Q29c. Digital traffic information boards are valuable to me?	Strongly agree	677	34.1%	625	34.3%	52	32.3%
	Somewhat agree	945	47.7%	876	48.1%	69	42.9%
	Neither agree nor disagree	309	15.6%	277	15.2%	32	19.9%
	Somewhat disagree	38	1.9%	32	1.8%	6	3.7%
	Strongly disagree	13	.7%	12	.7%	1	.6%
	No answer provided	1	.1%			1	.6%
	<b>Total</b>	<b>1983</b>	<b>100.0%</b>	<b>1822</b>	<b>100.0%</b>	<b>161</b>	<b>100.0%</b>
Strongly or somewhat agree		1622	81.8%	1501	82.4%	121	75.2%
Neither agree nor disagree		309	15.6%	277	15.2%	32	19.9%
Strongly or somewhat disagree		51	2.6%	44	2.4%	7	4.3%
No answer provided		1	.1%			1	.6%
<b>Total</b>		<b>1983</b>	<b>100.0%</b>	<b>1822</b>	<b>100.0%</b>	<b>161</b>	<b>100.0%</b>

**Comparisons of Column Proportions<sup>b</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
Q29c. Digital traffic information boards are valuable to me?	Strongly agree	.	B	
	Somewhat agree	.		
	Neither agree nor disagree	.	A	
	Somewhat disagree	.	A	
	Strongly disagree	.		
	No answer provided	.	. <sup>a</sup>	

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

**Comparisons of Column Proportions<sup>b</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
q29c_x	Strongly or somewhat agree	.	B	
	Neither agree nor disagree	.		
	Strongly or somewhat disagree	.	A	
	No answer provided	.	. <sup>a</sup>	

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

**Q29d. The expressways help me avoid traffic congestion and delays**

		Total		Survey Type			
		Total		E-Pass		Cash	
		Count	PCT	Count	PCT	Count	PCT
Q29d. The expressways help me avoid traffic congestion and delays?	Strongly agree	698	35.2%	649	35.6%	49	30.4%
	Somewhat agree	897	45.2%	821	45.1%	76	47.2%
	Neither agree nor disagree	301	15.2%	273	15.0%	28	17.4%
	Somewhat disagree	70	3.5%	66	3.6%	4	2.5%
	Strongly disagree	15	.8%	13	.7%	2	1.2%
	No answer provided	2	.1%			2	1.2%
	<b>Total</b>	<b>1983</b>	<b>100.0%</b>	<b>1822</b>	<b>100.0%</b>	<b>161</b>	<b>100.0%</b>
Strongly or somewhat agree		1595	80.4%	1470	80.7%	125	77.6%
Neither agree nor disagree		301	15.2%	273	15.0%	28	17.4%
Strongly or somewhat disagree		85	4.3%	79	4.3%	6	3.7%
No answer provided		2	.1%			2	1.2%
<b>Total</b>		<b>1983</b>	<b>100.0%</b>	<b>1822</b>	<b>100.0%</b>	<b>161</b>	<b>100.0%</b>

**Comparisons of Column Proportions<sup>b</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
Q29d. The expressways help me avoid traffic congestion and delays?	Strongly agree	.	B	
	Somewhat agree	.		
	Neither agree nor disagree	.		A
	Somewhat disagree	.	B	
	Strongly disagree	.		A
	No answer provided	.		. <sup>a</sup>

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

**Comparisons of Column Proportions<sup>b</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
q29d_x	Strongly or somewhat agree	.	B	
	Neither agree nor disagree	.		A
	Strongly or somewhat disagree	.		
	No answer provided	.		. <sup>a</sup>

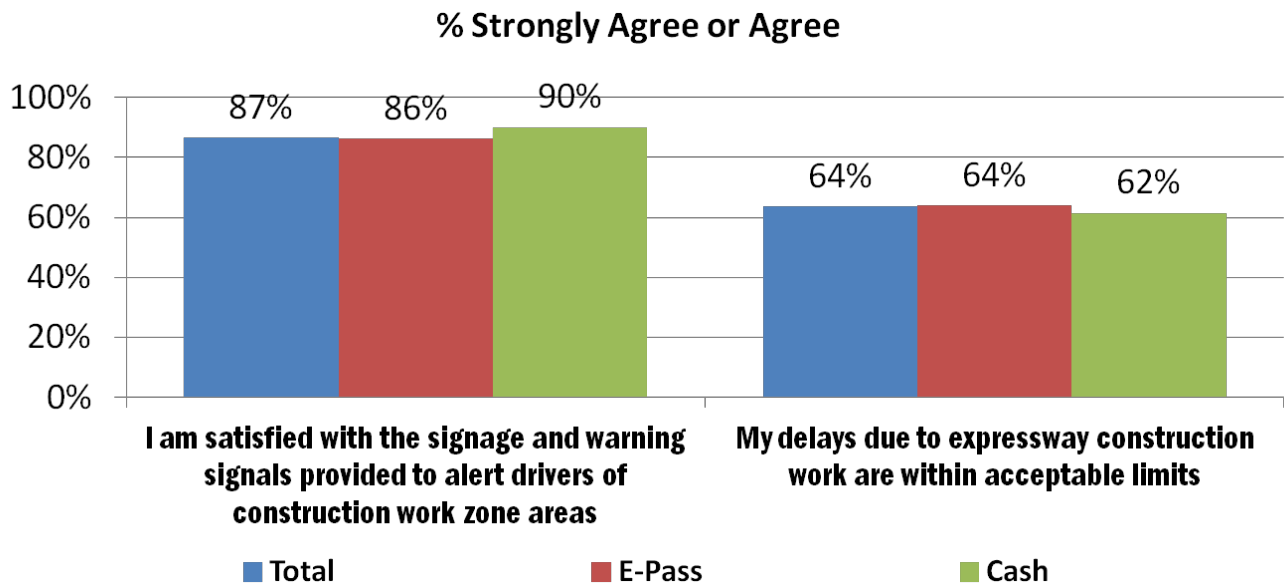
Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.



## Satisfaction with construction issues

(87%) of all customers agree that the signage and warning signals provided alert drivers of construction work zone areas and (64%) agree that their delays due to expressway construction work are within acceptable limits.



How much do you agree or disagree with the following

– The Central Florida Expressways ...

Q30a. I am satisfied with the signage and warning signals provided to alert drivers of construction work zone areas?

Q30b. My delays due to expressway construction work are within acceptable limits?

**Q30a. I am satisfied with the signage and warning signals provided to alert drivers of construction work zone areas?**

		Total		Survey Type			
		Total		E-Pass		Cash	
		Count	PCT	Count	PCT	Count	PCT
Q30a. I am satisfied with the signage and warning signals provided to alert drivers of construction work zone areas?	Strongly agree	532	26.8%	469	25.7%	63	39.1%
	Somewhat agree	1187	59.9%	1105	60.6%	82	50.9%
	Neither agree nor disagree	187	9.4%	178	9.8%	9	5.6%
	Somewhat disagree	65	3.3%	60	3.3%	5	3.1%
	Strongly disagree	11	.6%	10	.5%	1	.6%
	No answer provided	1	.1%			1	.6%
	Total	1983	100.0%	1822	100.0%	161	100.0%
Strongly or somewhat agree		1719	86.7%	1574	86.4%	145	90.1%
Neither agree nor disagree		187	9.4%	178	9.8%	9	5.6%
Strongly or somewhat disagree		76	3.8%	70	3.8%	6	3.7%
No answer provided		1	.1%			1	.6%
Total		1983	100.0%	1822	100.0%	161	100.0%

**Comparisons of Column Proportions<sup>b</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
Q30a. I am satisfied with the signage and warning signals provided to alert drivers of construction work zone areas?	Strongly agree	.		A
	Somewhat agree	.	B	
	Neither agree nor disagree	.	B	
	Somewhat disagree	.		
	Strongly disagree	.		
	No answer provided	.		. <sup>a</sup>

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

**Comparisons of Column Proportions<sup>b</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
q30a_x	Strongly or somewhat agree	.		A
	Neither agree nor disagree	.	B	
	Strongly or somewhat disagree	.		
	No answer provided	.		. <sup>a</sup>

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

**Q30b. My delays due to expressway construction work are within acceptable limits?**

		Total		Survey Type			
		Total		E-Pass		Cash	
		Count	PCT	Count	PCT	Count	PCT
Q30b. My delays due to expressway construction work are within acceptable limits?	Strongly agree	292	14.7%	258	14.2%	34	21.1%
	Somewhat agree	972	49.0%	907	49.8%	65	40.4%
	Neither agree nor disagree	476	24.0%	432	23.7%	44	27.3%
	Somewhat disagree	190	9.6%	179	9.8%	11	6.8%
	Strongly disagree	52	2.6%	46	2.5%	6	3.7%
	No answer provided	1	.1%			1	.6%
	<b>Total</b>	<b>1983</b>	<b>100.0%</b>	<b>1822</b>	<b>100.0%</b>	<b>161</b>	<b>100.0%</b>
Strongly or somewhat agree		1264	63.7%	1165	63.9%	99	61.5%
Neither agree nor disagree		476	24.0%	432	23.7%	44	27.3%
Strongly or somewhat disagree		242	12.2%	225	12.3%	17	10.6%
No answer provided		1	.1%			1	.6%
<b>Total</b>		<b>1983</b>	<b>100.0%</b>	<b>1822</b>	<b>100.0%</b>	<b>161</b>	<b>100.0%</b>

**Comparisons of Column Proportions<sup>b</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
Q30b. My delays due to expressway construction work are within acceptable limits?	Strongly agree	.		A
	Somewhat agree	.	B	
	Neither agree nor disagree	.		A
	Somewhat disagree	.	B	
	Strongly disagree	.		A
	No answer provided	.		. <sup>a</sup>

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

**Comparisons of Column Proportions<sup>b</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
q30b_x	Strongly or somewhat agree	.		
	Neither agree nor disagree	.		A
	Strongly or somewhat disagree	.		
	No answer provided	.		. <sup>a</sup>

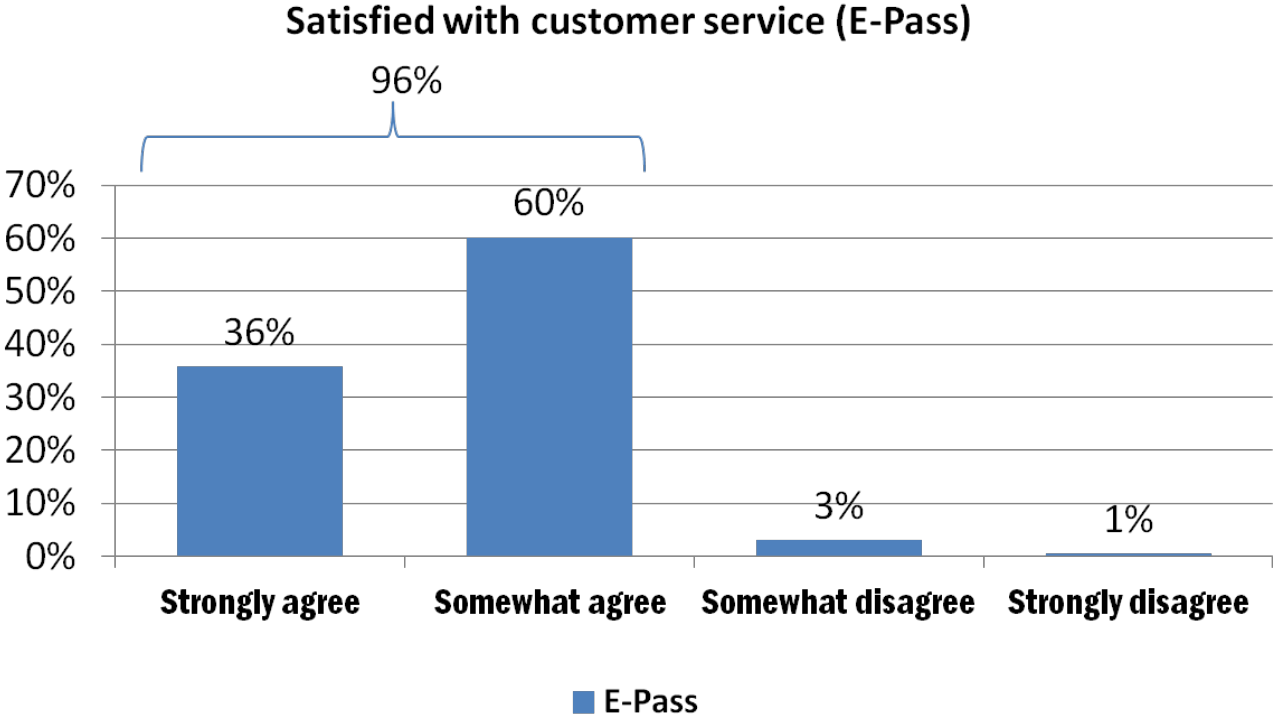
Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

**Satisfaction with customer service rep**

E-Pass Customers

(96%) of E-Pass customers (that had an opinion) agree that when calling the E-Pass service center, the customer service representatives are responsive, friendly and treat them as value customers.



Q31a. How much do you agree or disagree with the following – When calling the E-Pass service center, I feel that the customer service representative is responsive and friendly and treat me as a valued customer?

Central Florida Expressway Authority - 2016 Customer Opinion Survey

**Q31a. When calling the E-PASS service center, I feel that the customer service representatives are responsive and friendly and treat me as a valued customer?**

		Total		Survey Type	
		Total		E-Pass	
		Count	PCT	Count	PCT
Q31a. When calling the E-PASS service center, I feel that the customer service representatives are responsive and friendly and treat me as a valued customer?	Strongly agree	394	35.8%	394	35.8%
	Somewhat agree	663	60.2%	663	60.2%
	Somewhat disagree	38	3.5%	38	3.5%
	Strongly disagree	6	.5%	6	.5%
	Total	1101	100.0%	1101	100.0%
Strongly or somewhat agree		1057	96.0%	1057	96.0%
Strongly or somewhat disagree		44	4.0%	44	4.0%
Total		1101	100.0%	1101	100.0%

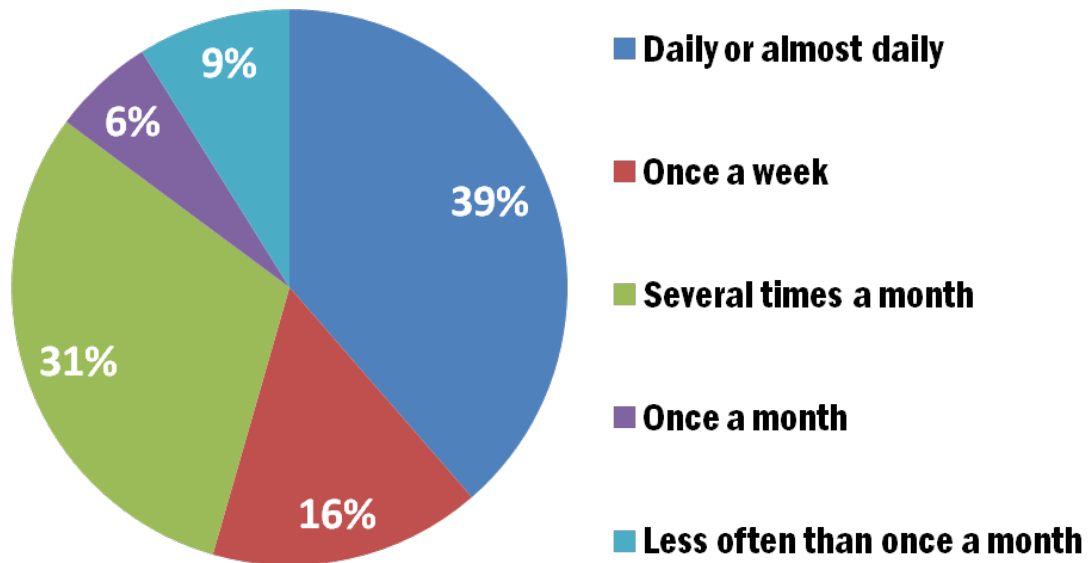
#### 4) Usage Practices

##### Frequency of travel on tolled expressways

###### All customers

(55%) of all customers use the tolled expressways at least once a week, (39%) daily or almost daily and (16%) weekly.

Frequency of travel (Total)

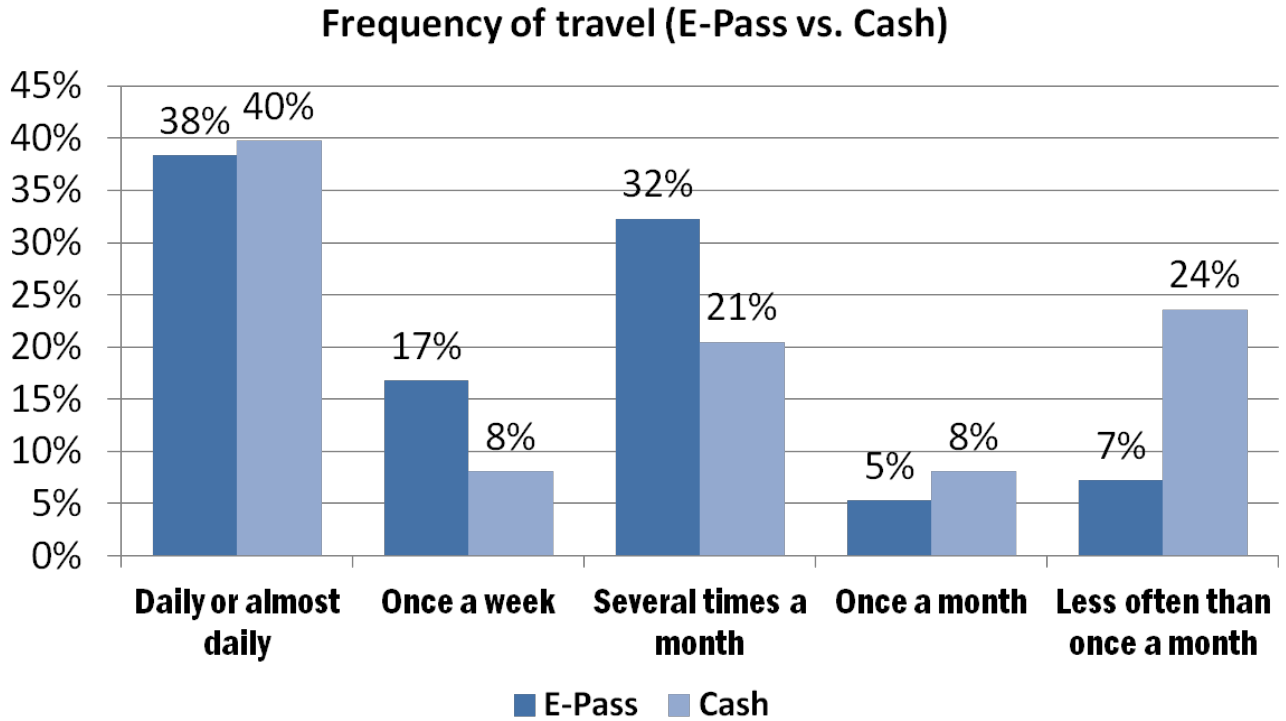


Q10. In the past 6 months, how often have you traveled on the tolled expressways?



### E-Pass vs. Cash Customers

E-Pass customers tend to use the tolled expressways more frequently than Cash customers.



Q10. In the past 6 months, how often have you traveled on the tolled expressways?

**Q10. In the past 6 months, how often have you traveled on the tolled expressways?**

		Total		Survey Type			
		Total		E-Pass		Cash	
		Count	PCT	Count	PCT	Count	PCT
Q10. In the past 6 months, how often have you traveled on the tolled expressways?	Daily or almost daily	764	38.5%	700	38.4%	64	39.8%
	Once a week	319	16.1%	306	16.8%	13	8.1%
	Several times a month	621	31.3%	588	32.3%	33	20.5%
	Once a month	110	5.5%	97	5.3%	13	8.1%
	Less often than once a month	153	7.7%	115	6.3%	38	23.6%
	Not at all in the last 6 months	16	.8%	16	.9%		
Total		1983	100.0%	1822	100.0%	161	100.0%

**Comparisons of Column Proportions<sup>b</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
Q10. In the past 6 months, how often have you traveled on the tolled expressways?	Daily or almost daily	.		
	Once a week	.	B	
	Several times a month	.	B	
	Once a month	.		A
	Less often than once a month	.		A
	Not at all in the last 6 months	.		. <sup>a</sup>

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

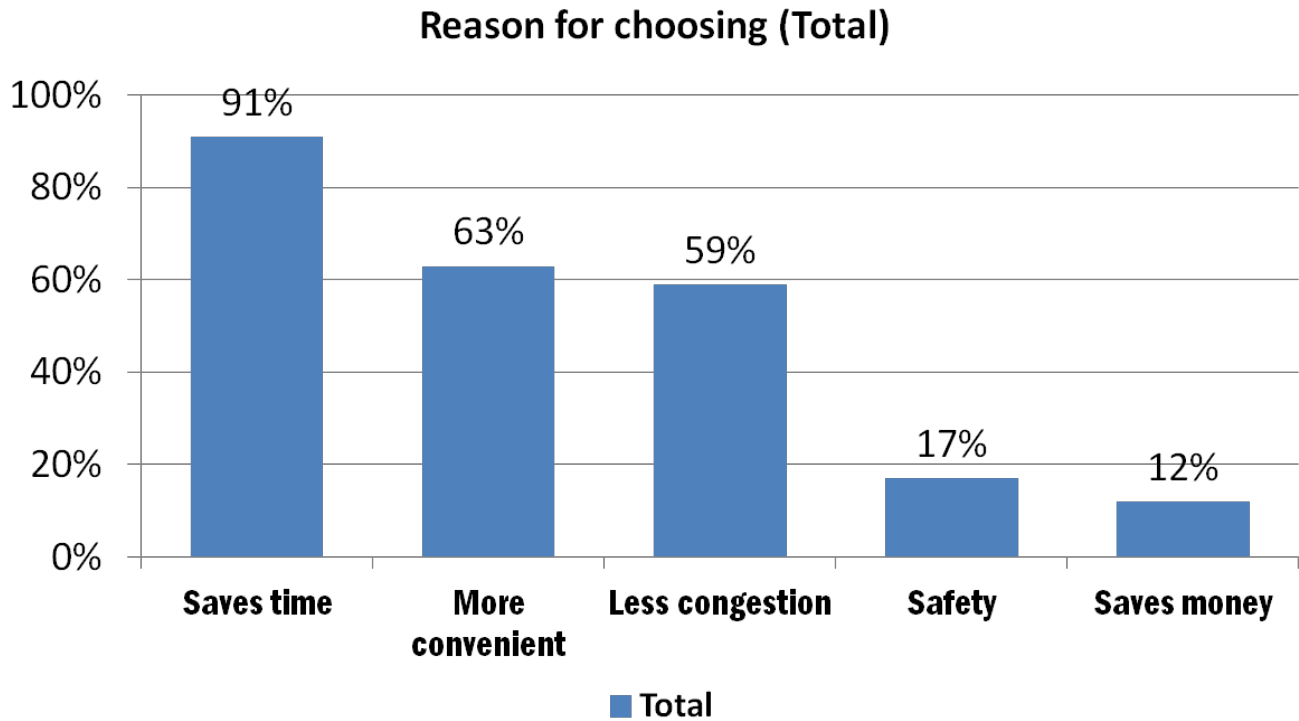
a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

## Reasons for choosing tolled expressways

### All customers

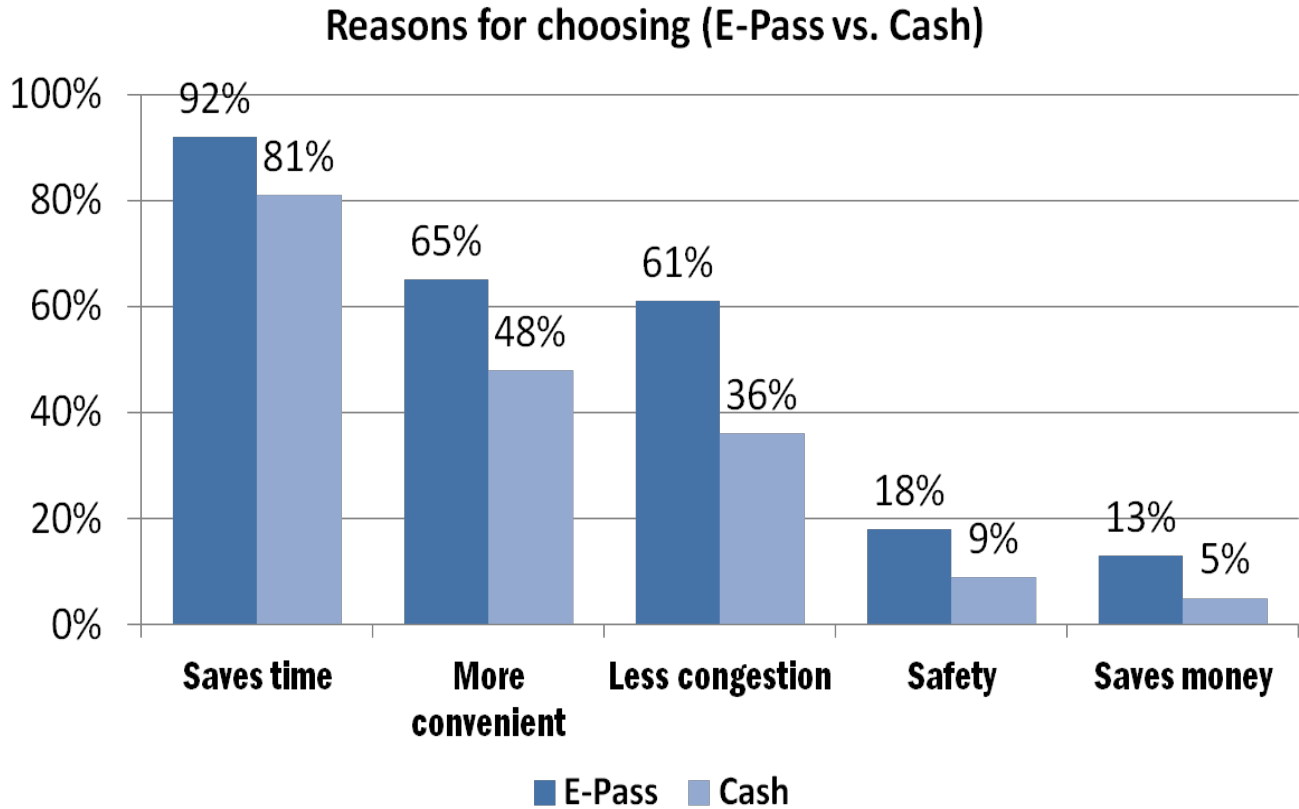
(91%) of all customers choose the tolled expressways because it saves time, (63%) indicated it's more convenient and (59%) said there's less congestion.



Q13. Why do you choose to use the tolled expressways?

### E-Pass vs. Cash Customers

E-Pass customers tend to use the tolled expressways more frequently than Cash customers because it saves time, it is more convenient and there is less congestion.



Q13. Why do you choose to use the tolled expressways?

**Q13. Why do you choose to use the tolled expressways?**

		Total		Survey Type			
		Total		E-Pass		Cash	
		Count	PCT	Count	PCT	Count	PCT
Q13. Why do you choose to use the tolled expressways?	Total	1983	100.0%	1822	100.0%	161	100.0%
	Saves time	1802	90.9%	1672	91.8%	130	80.7%
	Saves money	235	11.9%	227	12.5%	8	5.0%
	Less congestion	1167	58.9%	1109	60.9%	58	36.0%
	More convenient	1254	63.2%	1177	64.6%	77	47.8%
	Better for the environment	123	6.2%	117	6.4%	6	3.7%
	Safety	345	17.4%	331	18.2%	14	8.7%
	I don't normally use the toll roads	26	1.3%	21	1.2%	5	3.1%
	Other (specify)	29	1.5%	20	1.1%	9	5.6%

NOTE: adds to more than 100% due to multiple responses

**Comparisons of Column Proportions<sup>a</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
Define MR for Q13	Saves time	.	B	
	Saves money	.	B	
	Less congestion	.	B	
	More convenient	.	B	
	Better for the environment	.		
	Safety	.	B	
	I don't normally use the toll roads	.		A
	Other (specify)	.		A

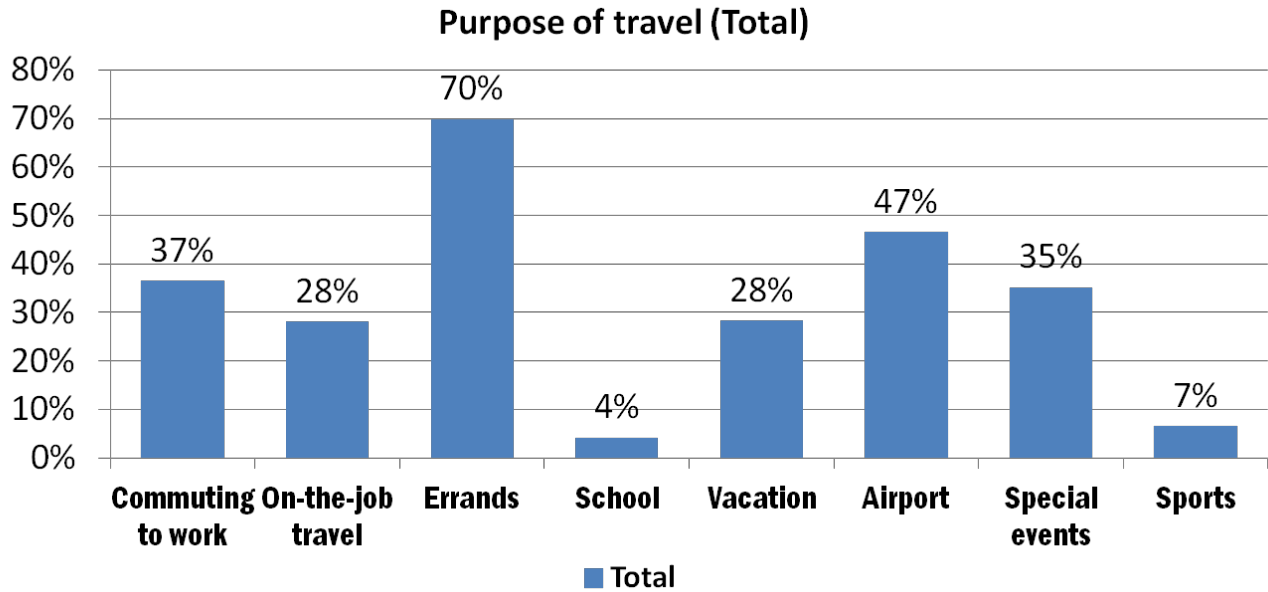
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a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

## Purposes of travel on tolled expressways

### All customers

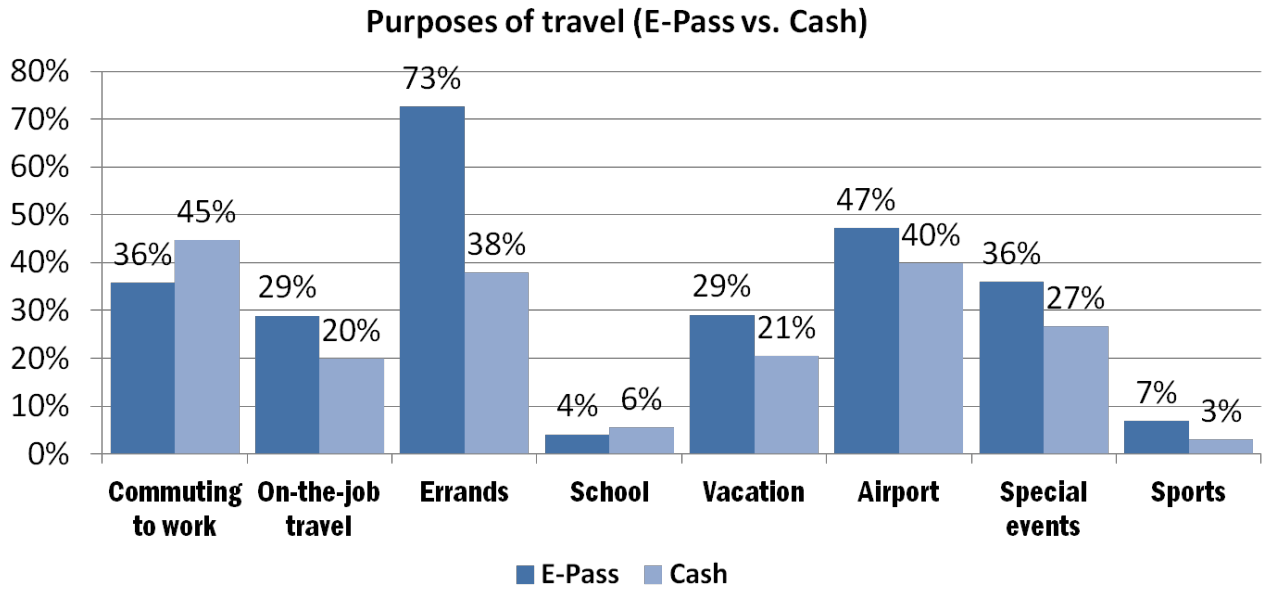
(70%) of all customers used the tolled expressways for errands, (47%) Airport, (37%) commuted to work, (35%) special events, (28%) on-the-job travel and (28%) vacation.



Q12. For what purposes do you use the tolled expressways?

**E-Pass vs. Cash Customers**

E-Pass customers used the tolled expressways more often for errands and to go the airport while Cash customers use them more to commute to work.



Q12. For what purposes do you use the tolled expressways?

**Q12. For what purposes do you use the tolled expressways?**

		Total		Survey Type			
		Total		E-Pass		Cash	
		Count	PCT	Count	PCT	Count	PCT
Q12. For what purposes do you use the tolled expressways?	Total	1983	100.0%	1822	100.0%	161	100.0%
	Commuting to work	724	36.5%	652	35.8%	72	44.7%
	On-the-job travel	559	28.2%	527	28.9%	32	19.9%
	Errands	1386	69.9%	1325	72.7%	61	37.9%
	School	84	4.2%	75	4.1%	9	5.6%
	Vacation	564	28.4%	531	29.1%	33	20.5%
	Airport	924	46.6%	860	47.2%	64	39.8%
	Special events	698	35.2%	655	35.9%	43	26.7%
	Children's sporting tournaments	130	6.6%	125	6.9%	5	3.1%
	I don't normally use the toll roads	42	2.1%	35	1.9%	7	4.3%

NOTE: adds to more than 100% due to multiple responses



Comparisons of Column Proportions<sup>a</sup>

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
Define MR for Q12	Commuting to work	.		A
	On-the-job travel	.	B	
	Errands	.	B	
	School	.		
	Vacation	.	B	
	Airport	.	B	
	Special events	.	B	
	Children's sporting tournaments	.	B	
	I don't normally use the toll roads	.		A

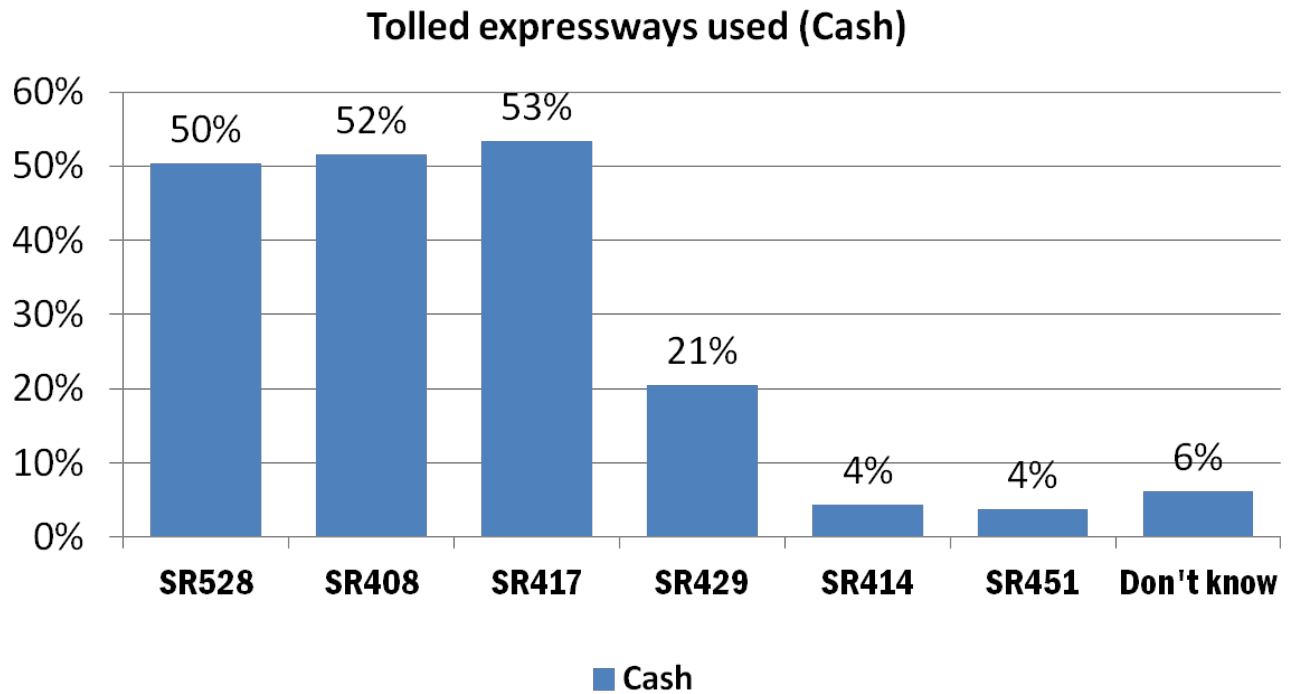
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a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

## Tolled expressways used

### Cash Customers

Cash customers used the following tolled expressways: (53%) SR417, (52%) SR408, (50%) SR528 and (21%) SR429.



Q1 a. Which tolled expressways do you use most often?

**Q1a. Which tolled expressways do you use most often?**

**(Cash Only)**

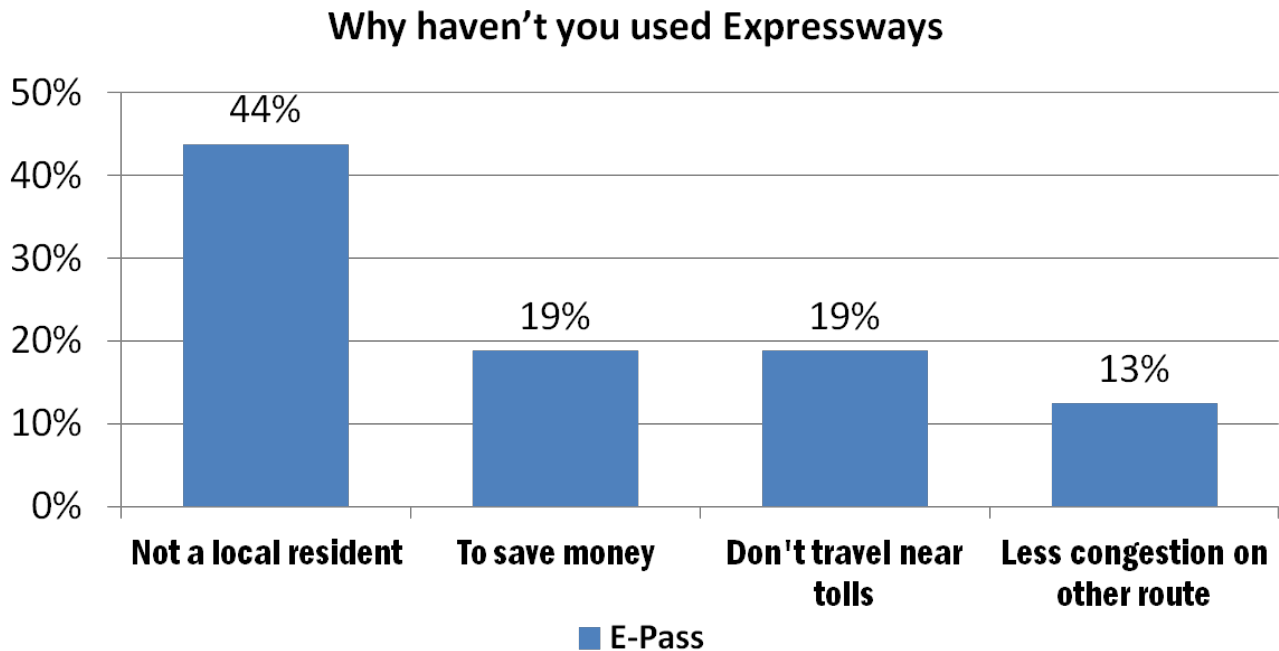
		Total		Survey Type	
		Total		Cash	
		Count	PCT	Count	PCT
Q1a. Which tolled expressways	Total	161	100.0%	161	100.0%
do you use most often?	SR 528	81	50.3%	81	50.3%
	SR 408	83	51.6%	83	51.6%
	SR 417	86	53.4%	86	53.4%
	SR 429	33	20.5%	33	20.5%
	SR 414	7	4.3%	7	4.3%
	SR 451	6	3.7%	6	3.7%
	Don't know	10	6.2%	10	6.2%
	No answer provided	11	6.8%	11	6.8%

NOTE: adds to more than 100% due to multiple responses

## Reasons for avoiding tolled expressways

### E-Pass Customers

Among E-Pass customers that did not use the tolled expressways within the last 6 months, (44%) are not local residents, (19%) wanted to save money, (19%) didn't travel near a tolled expressway and (13%) there was less congestion on other route.



Q11. Why haven't you used a tolled expressway when it's the most direct route?

**Q11. Why haven't you used a tolled expressway when it's the most direct route?**

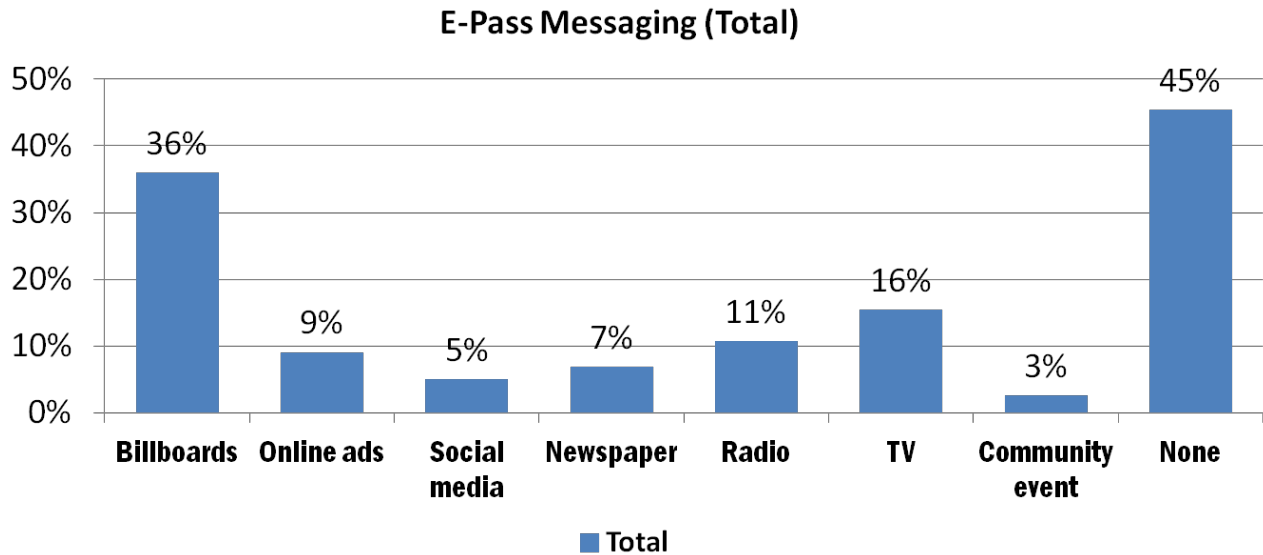
		Total		Survey Type	
		Total		E-Pass	
		Count	PCT	Count	PCT
Q11. Why haven't you used a tolled expressway when it's the most direct route?	Total	16	100.0%	16	100.0%
	To save money	3	18.8%	3	18.8%
	Less congestion on another route	2	12.5%	2	12.5%
	Toll booths slow me down				
	I always choose the toll road	1	6.3%	1	6.3%
	Not a local resident	7	43.8%	7	43.8%
	Our travels don't go near toll roads	3	18.8%	3	18.8%
	Other (specify)	1	6.3%	1	6.3%

NOTE: adds to more than 100% due to multiple responses

## Seen or heard E-Pass messaging

### All Customers

(36%) of all customer saw or heard E-Pass messaging on Billboards, (16%) on television and (11%) on the radio. (45%) had not seen or heard any E-Pass messaging mentioned.



Q26. Have you seen or heard E-Pass messaging on any of the following?

**Q26. Have you seen or heard E-PASS messaging on any of the following?**

		Total		Survey Type			
		Total		E-Pass		Cash	
		Count	PCT	Count	PCT	Count	PCT
Q26. Have you seen or heard E-PASS messaging on any of the following?	Total	1983	100.0%	1822	100.0%	161	100.0%
	Billboards	713	36.0%	637	35.0%	76	47.2%
	Online ads	180	9.1%	164	9.0%	16	9.9%
	Social media	99	5.0%	86	4.7%	13	8.1%
	Magazine	23	1.2%	21	1.2%	2	1.2%
	Newspaper	136	6.9%	129	7.1%	7	4.3%
	Radio	215	10.8%	199	10.9%	16	9.9%
	TV	307	15.5%	291	16.0%	16	9.9%
	Community event	52	2.6%	47	2.6%	5	3.1%
	None of the above	900	45.4%	849	46.6%	51	31.7%
	Other (Specify)	22	1.1%	11	.6%	11	6.8%

NOTE: adds to more than 100% due to multiple responses

**Comparisons of Column Proportions<sup>a</sup>**

		Survey Type		
		Total	E-Pass	Cash
		(A)	(A)	(B)
Define MR for q26	Billboards	.		A
	Online ads	.		
	Social media	.		A
	Magazine	.		
	Newspaper	.		
	Radio	.		
	TV	.	B	
	Community event	.		
	None of the above	.	B	
	Other (Specify)	.		A

Results are based on two-sided tests with significance level 0.1. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

**Q26. Have you seen or heard E-PASS messaging on any of the following? Other (specify) [CODED]**

**(E-Pass Only)**

		Survey Type					
		Total		E-Pass		Cash	
		Cases	PCT	Cases	PCT	Cases	PCT
Total	Total	22	100.0%	11	100.0%	11	100.0%
Q26. Have you seen or	Email	8	38.1%	7	63.6%	1	10.0%
heard E-PASS messaging	Toll booth	5	23.8%			5	50.0%
on any of the following?	don't know/can't	4	19.0%	2	18.2%	2	20.0%
Other (specify) (coded).	remember						
	Grocery store	2	9.5%	2	18.2%		
	Friends/family	2	9.5%			2	20.0%

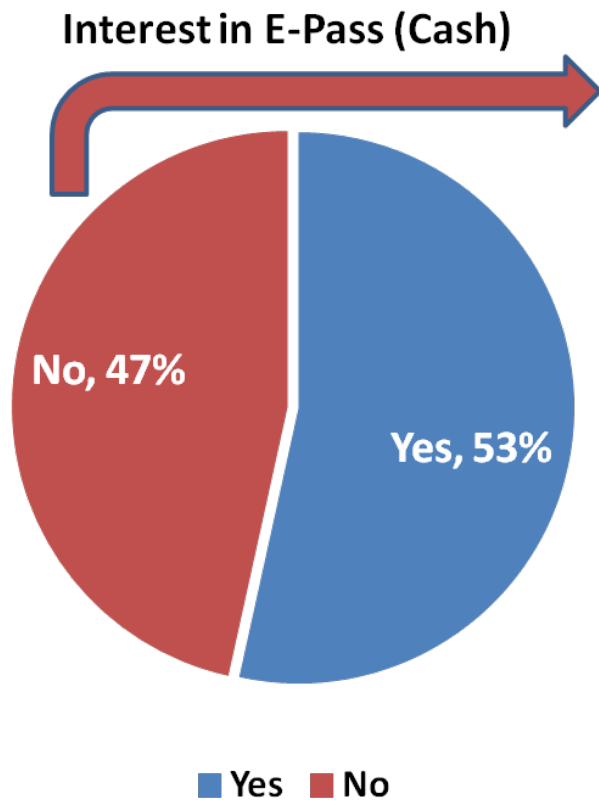


## Interest in obtaining an E-Pass

### Cash Customers

(53%) of Cash customers were interested in opening a free E-Pass account.

The main reasons for not opening a free E-Pass account were (36%) don't use the tolls very often, (22%) find it's easier to pay with cash and (14%) want a receipt.



Main reasons why not?	%
Don't use the tolls very often	36
It's easier to pay with cash	22
Want a receipt	14
It's not convenient	7
Don't want record of their travels	7

Q9a. Are you interested in opening a free E-Pass account?

Q9b. If No, why not?

**Q9a. Are you interested in opening a free E-PASS account? (Cash Only)**

		Total		Survey Type	
		Total		Cash	
		Count	PCT	Count	PCT
Q9a. Are you interested in opening a free E-PASS account?	Yes	86	53.4%	86	53.4%
	No	73	45.3%	73	45.3%
	No answer provided	2	1.2%	2	1.2%
Total		161	100.0%	161	100.0%

**Q9b. Why are you not interested in opening a free E-PASS account? (Cash Only)**

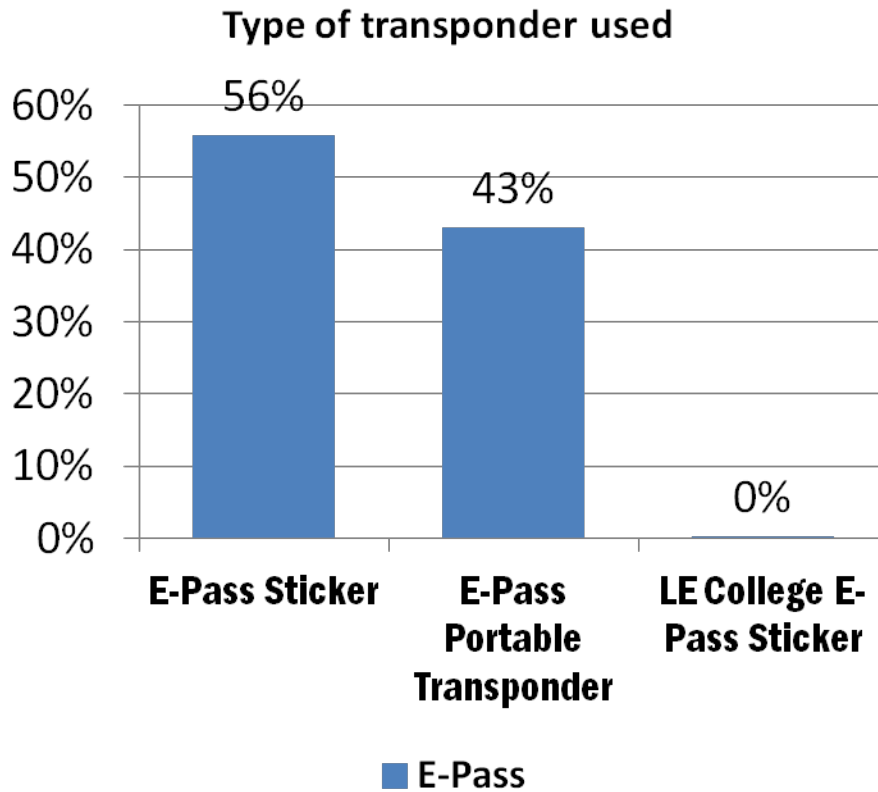
		Total		Survey Type	
		Total		Cash	
		Count	PCT	Count	PCT
9b. If no, why not?	Total	73	100.0%	73	100.0%
	It's easier to pay with cash	16	21.9%	16	21.9%
	I don't use the toll roads very often	26	35.6%	26	35.6%
	It's not convenient to get an E-PASS	5	6.8%	5	6.8%
	I don't know how to get an E-PASS	3	4.1%	3	4.1%
	I want to have a receipt	10	13.7%	10	13.7%
	I don't want a record of my travels	5	6.8%	5	6.8%
	Other (specify)	12	16.4%	12	16.4%
	No answer provided				

NOTE: adds to more than 100% due to multiple responses

## Type of Transponder

### E-Pass Customers

(56%) of E-Pass customers use an E-Pass Sticker and (43%) an E-Pass Portable Transponder.



Q1. What type of transponder do you have in the vehicle you drive most often?

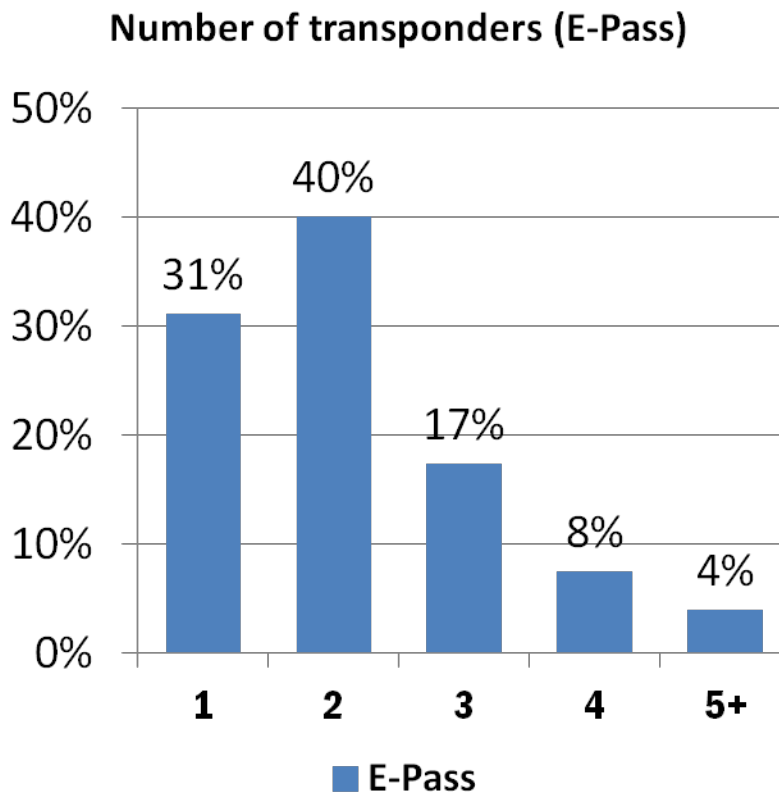
**Q1. What type of transponder do you have in the vehicle you drive most often? (E-Pass Only)**

		Total		Survey Type	
		Total		E-Pass	
		Count	PCT	Count	PCT
Q1. What type of transponder do you have in the vehicle you drive most often?	E-Pass Sticker	1019	55.9%	1019	55.9%
	Limited Edition College E-Pass Sticker	4	.2%	4	.2%
	E-Pass Portable Transponder	785	43.1%	785	43.1%
	Don't know	14	.8%	14	.8%
Total		1822	100.0%	1822	100.0%

## Number of Transponders

### E-Pass Customers

Most E-Pass customers have 1 or 2 transponders associated with their account. The average number of transponders per account is (2.1).



Q4. How many transponders do you have associated with your account?

**Q4. How many transponders do you have associated with your account?**

**(E-Pass Only)**

		Total		Survey Type	
		Total		E-Pass	
		Count	PCT	Count	PCT
Q4. How many transponders do you have associated with your account?	1	566	31.1%	566	31.1%
	2	730	40.1%	730	40.1%
	3	317	17.4%	317	17.4%
	4	137	7.5%	137	7.5%
	5+	72	4.0%	72	4.0%
Total		1822	100.0%	1822	100.0%

**Q4. How many transponders do you have associated with your account?**

**(E-Pass Only)**

**[AVERAGE]**

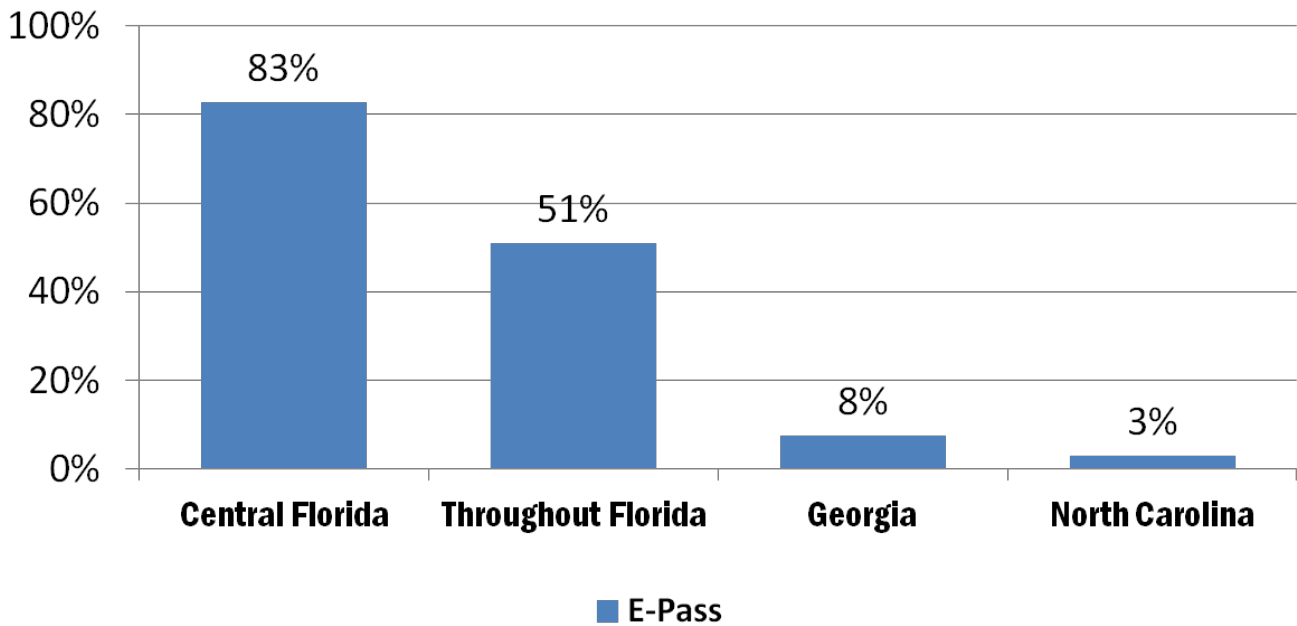
		Total	Survey Type
		Total	E-Pass
Q4. How many transponders do you have associated with your account?	[AVERAGE]	2.13	2.13

## Locations where E-Pass has been used

### E-Pass Customers

(83%) of all E-Pass customers have used E-Pass in Central Florida, (51%) throughout Florida, (8%) in Georgia and (3) in North Carolina.

### Where E-Pass has been used



Q14. In the past 6 months, where have you used your E-Pass?

**Q14. In the past 6 months, where have you used your E-PASS? (E-Pass Only)**

		Total		Survey Type	
		Total		E-Pass	
		Count	PCT	Count	PCT
Q14. In the past 6 months, where have you used your E-PASS?	Total	1822	100.0%	1822	100.0%
	Central Florida	1509	82.8%	1509	82.8%
	Throughout Florida	929	51.0%	929	51.0%
	Georgia	136	7.5%	136	7.5%
	North Carolina	53	2.9%	53	2.9%
	Other (specify)				

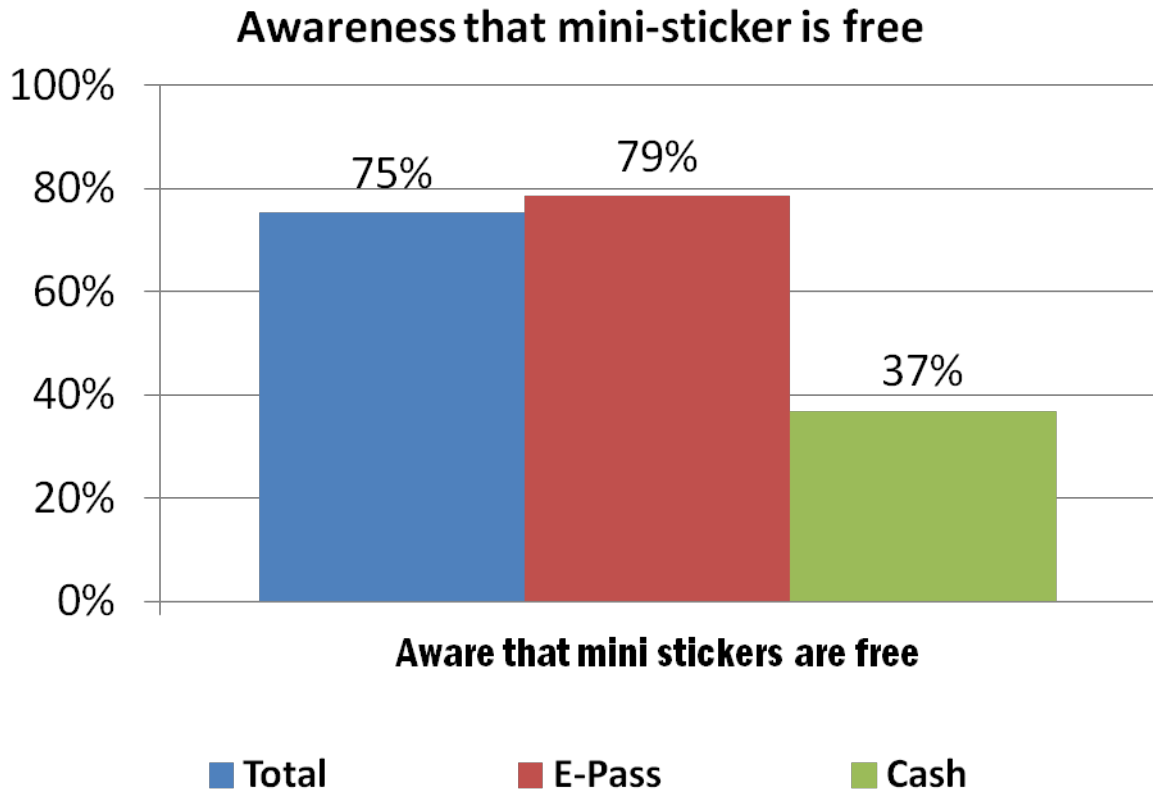
NOTE: adds to more than 100% due to multiple responses



## Awareness of mini-sticker

(75%) of all customers were aware that the E-Pass mini sticker was free.

(79%) of E-Pass customers were aware that mini-sticker is free as compared to (37%) awareness from Cash customers.



Q3. Did you know the E-Pass Mini sticker transponder is free?

**Q3. Did you know the E-PASS Mini sticker transponder is free?**

		Total		Survey Type			
		Total		E-Pass		Cash	
		Count	PCT	Count	PCT	Count	PCT
Q3. Did you know the E-PASS Mini sticker transponder is free?	Yes	1490	75.2%	1431	78.5%	59	36.9%
	No	491	24.8%	391	21.5%	100	62.5%
	No answer provided	1	.1%			1	.6%
Total		1982	100.0%	1822	100.0%	160	100.0%

**Comparisons of Column Proportions<sup>b</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
Q3. Did you know the E-PASS Mini sticker transponder is free?	Yes	.	B	
	No	.		A
	No answer provided	.		. <sup>a</sup>

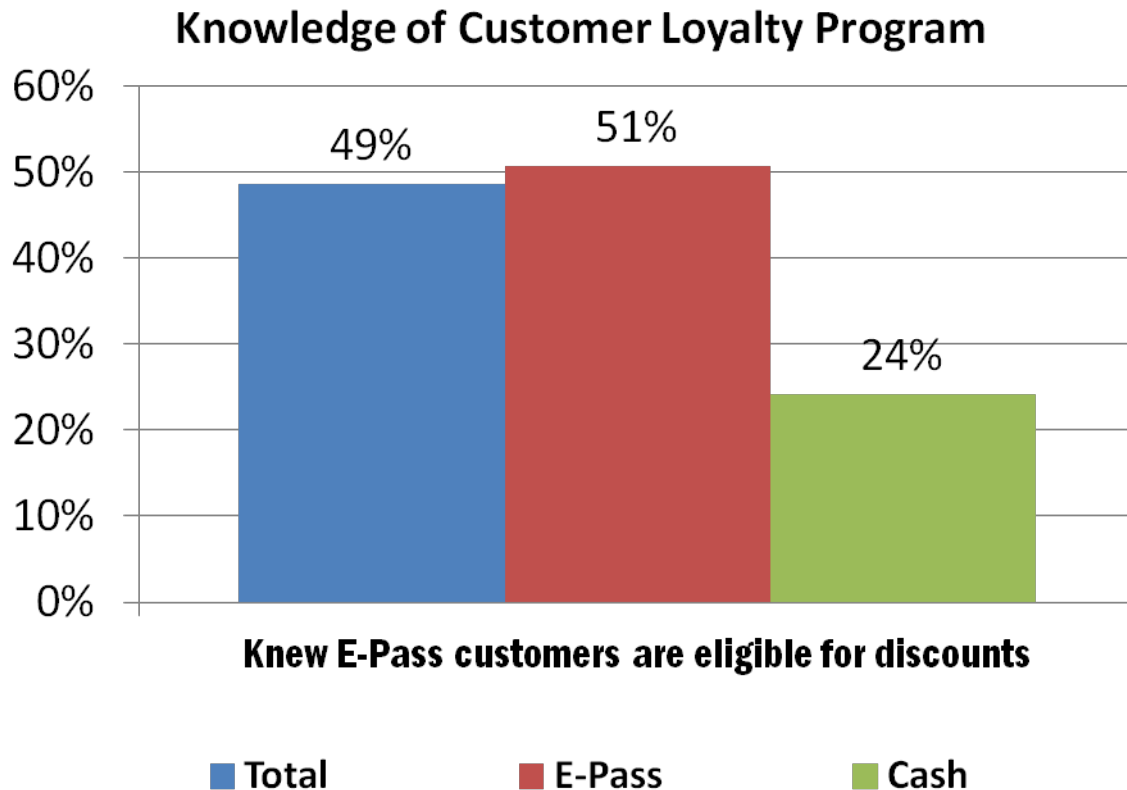
Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

## Knowledge of the Customer Loyalty Program

(49%) of all customers knew about discount eligibility through the Customer Loyalty Program.

(51%) of E-Pass customers were aware of eligibility of discounts compared to (24%) from Cash customers.



Q7. Did you know E-Pass customers are eligible to receive discounts up to 20% through the customer loyalty program?

**Q7. Did you know E-PASS customers are eligible to receive discounts up to 20% through the customer loyalty program?**

	Total		Survey Type			
	Total		E-Pass		Cash	
	Count	PCT	Count	PCT	Count	PCT
Q7. Did you know E-PASS customers are eligible to receive discounts up to 20% through the customer loyalty program?	963	48.6%	924	50.7%	39	24.2%
Yes						
No	1018	51.3%	898	49.3%	120	74.5%
No answer provided	2	.1%			2	1.2%
Total	1983	100.0%	1822	100.0%	161	100.0%

**Comparisons of Column Proportions<sup>b</sup>**

	Total	Survey Type	
	Total	E-Pass	Cash
	(A)	(A)	(B)
Q7. Did you know E-PASS customers are eligible to receive discounts up to 20% through the customer loyalty program?	.	B	
Yes			
No	.		A
No answer provided	.	.a	

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

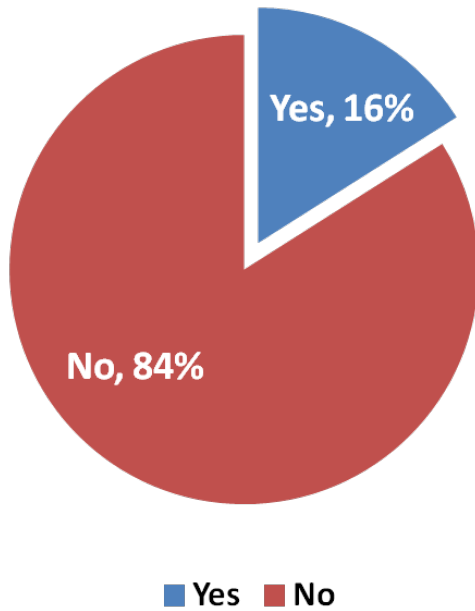
- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

## Familiarity with the Collegiate transponders

### E-Pass Customers

(16%) of all E-Pass customers were familiar with the Collegiate E-Pass transponders.

Familiar with Collegiate (Total)



Q2. Are you familiar with the Collegiate "NolePass," "GatorPass" and "KnightPass" E-Pass transponder?

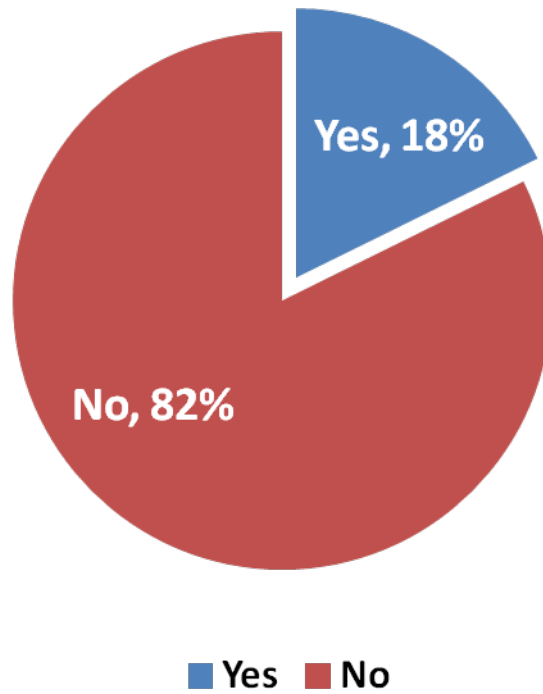
**Q2. Are you familiar with the Collegiate (NolePass, GatorPass and KnightPass) E-PASS transponders? (E-Pass Only)**

		Total		Survey Type	
		Total		E-Pass	
		Count	PCT	Count	PCT
Q2. Are you familiar with the	Yes	292	16.0%	292	16.0%
Collegiate E-PASS	No	1530	84.0%	1530	84.0%
transponders?					
Total		1822	100.0%	1822	100.0%

### Familiarity with the CFX Reload Lane

(18%) of all customers were familiar with the CFX Reload Lane at the SR408 Conway Plaza.

#### Familiar with CFX Reload Lane (Total)



Q8. Are you familiar with the CFX Reload Lane at the SR408 Conway Plaza?

**Q8. Are you familiar with the CFX Reload lane at the SR408 Conway Plaza?**

		Total		Survey Type			
		Total		E-Pass		Cash	
		Count	PCT	Count	PCT	Count	PCT
Q8. Are you familiar with the CFX Reload lane at the SR408 Conway Plaza?	Yes	350	17.7%	311	17.1%	39	24.2%
	No	1632	82.3%	1511	82.9%	121	75.2%
	No answer provided	1	.1%			1	.6%
Total		1983	100.0%	1822	100.0%	161	100.0%

**Comparisons of Column Proportions<sup>b</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
Q8. Are you familiar with the CFX Reload lane at the SR408 Conway Plaza?	Yes	.		A
	No	.	B	
	No answer provided	.	.	<sup>a</sup>

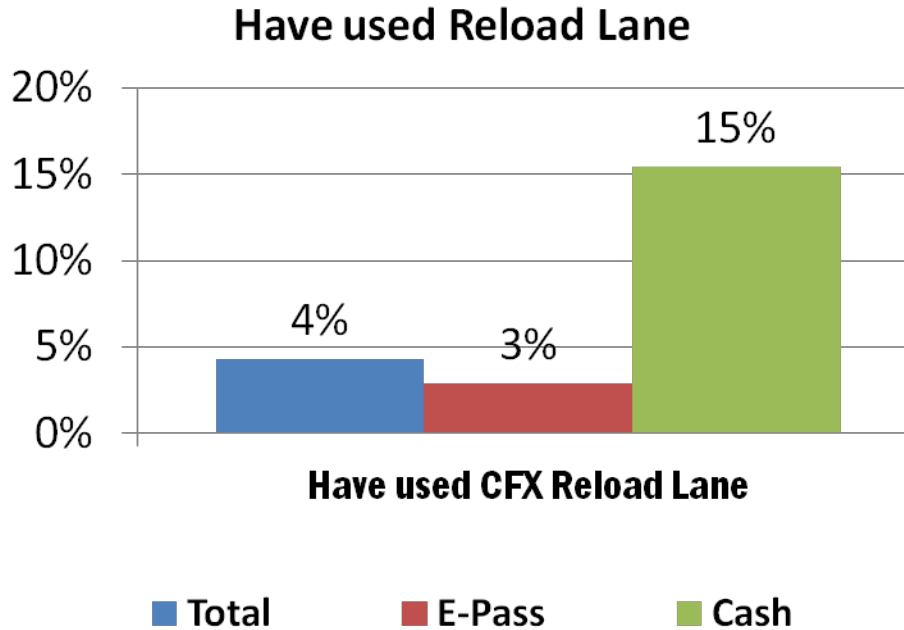
Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.



## Use of CFX Reload Lane

Of those customers were familiar with the CFX Reload Lane at the SR408 Conway Plaza, (15%) of Cash customers have used the Reload Lane.



Q9. Have you used the Reload Lane?

**Q9. Have you used the Reload lane?**

		Total		Survey Type			
		Total		E-Pass		Cash	
		Count	PCT	Count	PCT	Count	PCT
Q9. Have you used the Reload lane?	Yes	15	4.3%	9	2.9%	6	15.4%
	No	335	95.7%	302	97.1%	33	84.6%
Total		350	100.0%	311	100.0%	39	100.0%

**Comparisons of Column Proportions<sup>a</sup>**

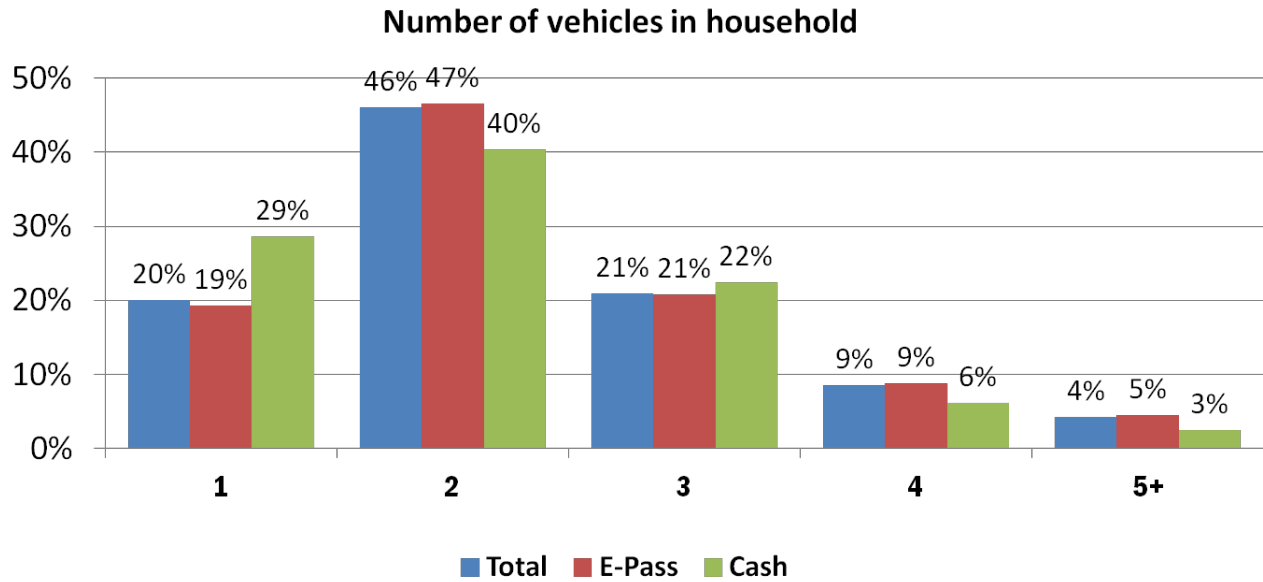
		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
Q9. Have you used the Reload lane?	Yes	.		A
	No	.	B	

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

## Number of vehicles in household

(20%) of Expressway customers have 1 vehicle, (46%) have 2 vehicles and (34%) have 3+ vehicles. The average number of vehicles in household is (2.3).



Q5. How many cars do you have in your household?

**Q5. How many cars do you have in your household?**

		Total		Survey Type			
		Total		E-Pass		Cash	
		Count	PCT	Count	PCT	Count	PCT
Q5. How many cars do you have in your household?	1	397	20.0%	351	19.3%	46	28.6%
	2	914	46.1%	849	46.6%	65	40.4%
	3	415	20.9%	379	20.8%	36	22.4%
	4	171	8.6%	161	8.8%	10	6.2%
	5+	86	4.3%	82	4.5%	4	2.5%
Total		1983	100.0%	1822	100.0%	161	100.0%

**Q5. How many cars do you have in your household?**

**[AVERAGE]**

	Total	Survey Type	
	Total	E-Pass	Cash
Q5. How many cars do you have in your household? [AVERAGE]	2.31	2.33	2.14

**Comparisons of Column Proportions<sup>a</sup>**

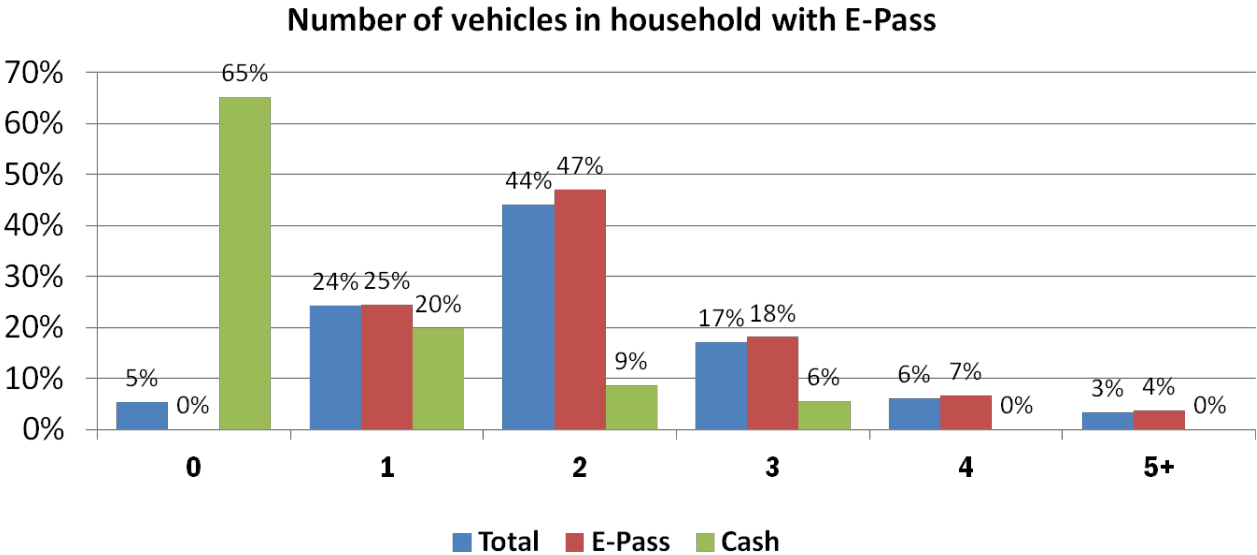
		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
Q5. How many cars do you have in your household?	1	.		A
	2	.	B	
	3	.		
	4	.	B	
	5+	.	B	

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

### Number of vehicles in household with E-Pass

E-Pass customers have E-Pass on 1 vehicle (24%), 2 vehicles (44%) and 3+ vehicles (26%). A majority of Cash customers (65%) do not have E-Pass on any vehicle in the household. The average number of vehicles in household with E-Pass is (3.1).



Q6. How many cars in your household have E-Pass?

**Q6. How many cars in your household have E-PASS?**

	Total		Survey Type				
	Total		E-Pass		Cash		
	Count	PCT	Count	PCT	Count	PCT	
Q6. How many cars in your household have E-PASS?	0	105	5.3%			105	65.2%
	1	479	24.2%	447	24.5%	32	19.9%
	2	872	44.0%	858	47.1%	14	8.7%
	3	339	17.1%	330	18.1%	9	5.6%
	4	121	6.1%	121	6.6%		
	5+	66	3.3%	66	3.6%		
	No answer provided	1	.1%			1	.6%
Total		1983	100.0%	1822	100.0%	161	100.0%

**Q6. How many cars in your household have E-PASS? [AVERAGE]**

	Total	Survey Type	
	Total	E-Pass	Cash
Q6. How many cars in your household have E-PASS? [AVERAGE]	3.09	3.18	2.15

**Comparisons of Column Proportions<sup>b</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
Q6. How many cars in your household have E-PASS?	0	.	. <sup>a</sup>	
	1	.	B	
	2	.	B	
	3	.	B	
	4	.		. <sup>a</sup>
	5+	.		. <sup>a</sup>
	No answer provided	.	. <sup>a</sup>	

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

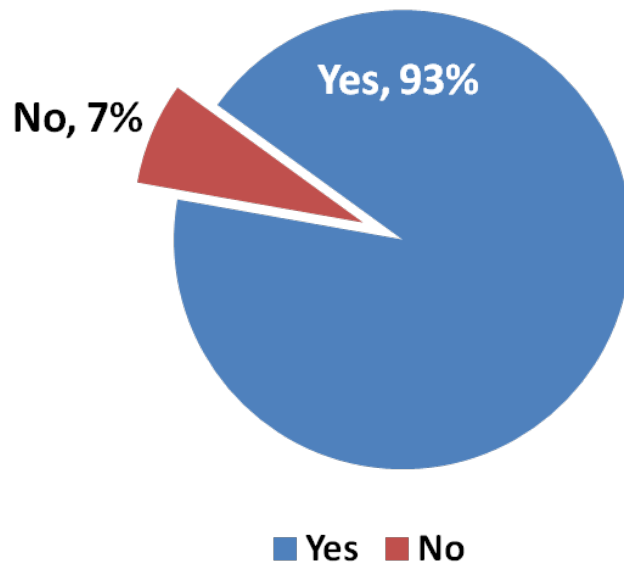
## 5) Account Issues

### E-Pass Account Updates

#### E-Pass Customers

(93%) of E-Pass customers have updated their accounts before. The reasons for updating their accounts include (77%) went online, (33%) called customer service and (30%) visited an E-Pass walk-in center.

#### Have updated account before (E-Pass)



#### Q15. Have you ever updated your account?

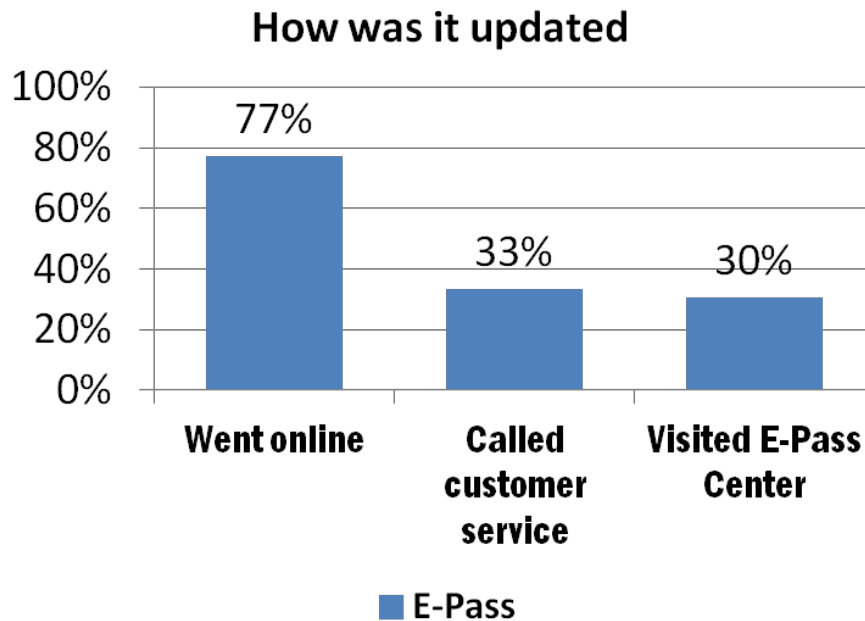
Q15. Have you ever updated your account information online, by phone or at a walk-in customer service center? (E-Pass Survey Only)

	Total		Survey Type	
	Total		E-Pass	
	Count	PCT	Count	PCT
Q15. Have you ever updated your account information online, by phone or at a walk-in customer service center?	1690	92.8%	1690	92.8%
	132	7.2%	132	7.2%
Total	1822	100.0%	1822	100.0%

## How E-Pass Account was Updated

### E-Pass Customers

(93%) of E-Pass customers have updated their accounts before. The ways E-Pass customers updated their accounts includes (77%) went online, (33%) called customer service and (30%) visited an E-Pass walk-in center.



Q16. How have you updated this information?

Q16. How have you updated this information? (E-Pass Survey Only)

	Total		Survey Type		
	Total		E-Pass		
	Count	PCT	Count	PCT	
Q16. How have you updated this information?	Total	1690	100.0%	1690	100.0%
	Called an E-PASS Customer Service Representative	565	33.4%	565	33.4%
	Went Online	1307	77.3%	1307	77.3%
	Visited an E-PASS walk in customer service center	513	30.4%	513	30.4%

NOTE: adds to more than 100% due to multiple responses

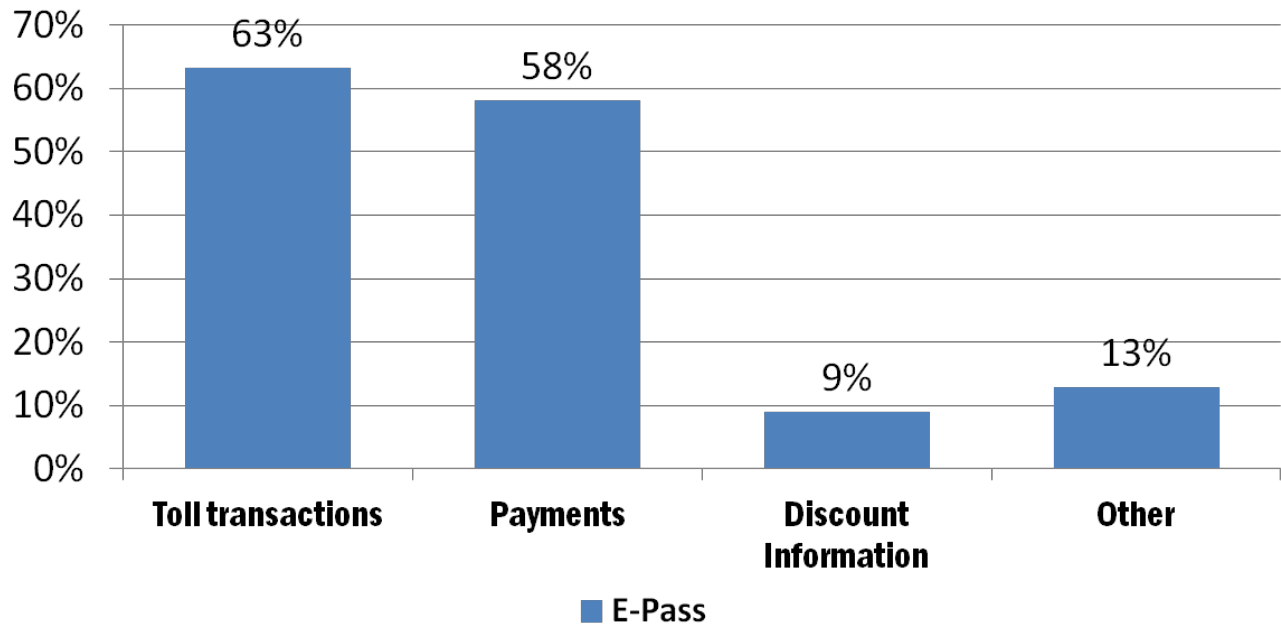


## Type of information being looked for

### E-Pass Customers

(93%) of E-Pass customers have updated their accounts before. The types of information being looked for includes (63%) were looking for toll transactions when accessing their account, (58%) made payments and (9%) were looking for discount information.

**Type of account info customers are looking for (E-Pass)**



Q17. What kind of information are you looking for when accessing your account?

**Q17. What kind of information are you looking for when accessing your account?**

**(E-Pass Only)**

		Total		Survey Type	
		Total		E-Pass	
		Count	PCT	Count	PCT
Q17. What kind of information are you looking for when accessing your account?	Total	1822	100.0%	1822	100.0%
	Toll transactions	1152	63.2%	1152	63.2%
	Credit/debit card payment	1058	58.1%	1058	58.1%
	Discount information	163	8.9%	163	8.9%
	Other (specify)	235	12.9%	235	12.9%

NOTE: adds to more than 100% due to multiple responses

**Q17. What kind of information are you looking for when accessing your account? Other (specify) [CODED]**

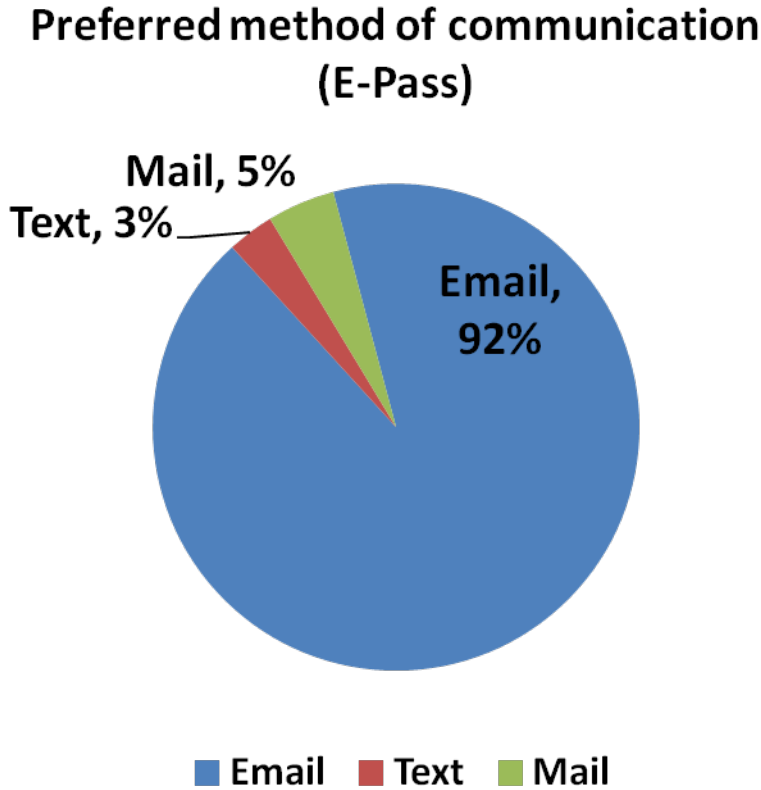
**(Cash Only)**

		Total		Survey Type	
		Total		E-Pass	
		Cases	PCT	Cases	PCT
Total	Total	235	100.0%	235	100.0%
Q17. What kind of information are you looking for when accessing your account? Other (specify) (coded)	Update Vehicle Info	108	46.0%	108	46.0%
	Update Account/Address/Password	39	16.6%	39	16.6%
	Update Transponder	38	16.2%	38	16.2%
	Update Credit Card/Bank Info	28	11.9%	28	11.9%
	99	15	6.4%	15	6.4%
	Balance	7	3.0%	7	3.0%
	Refund/Dispute toll charges	6	2.6%	6	2.6%
	Receipt/Statement	4	1.7%	4	1.7%
	Toll rates	3	1.3%	3	1.3%
	Tax purposes	1	.4%	1	.4%
	Not Specified	1	.4%	1	.4%

**Preferred method of communication**

E-Pass Customers

(92%) of all E-Pass customers prefer email as the method of communication regarding their account.



Q18. What is your preferred method of communication about your E-Pass account?

**Q18. What is your preferred method of communication about your E-PASS account? (E-Pass Survey Only)**

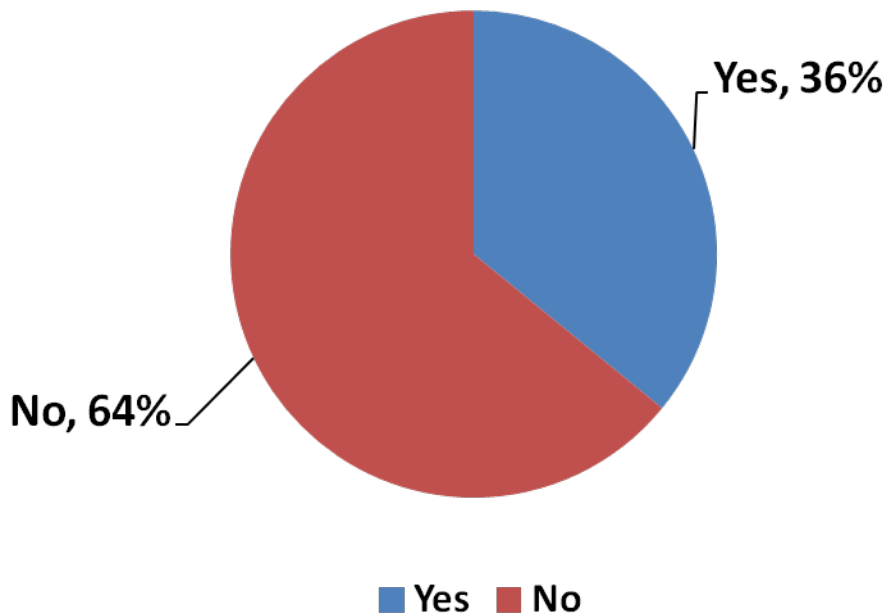
		Total		Survey Type	
		Total		E-Pass	
		Count	PCT	Count	PCT
Q18. What is your preferred method of communication about your E-PASS account?	Email	1683	92.4%	1683	92.4%
	Text	57	3.1%	57	3.1%
	Mail	82	4.5%	82	4.5%
Total		1822	100.0%	1822	100.0%

**Preferred to receive text message communication**

E-Pass Customers

1 in 3 E-Pass customers (36%) would want to receive text messages if available.

**Would want text messages if available  
(E-Pass)**



Q19. Would you want to receive text message communication regarding your account if it were available?

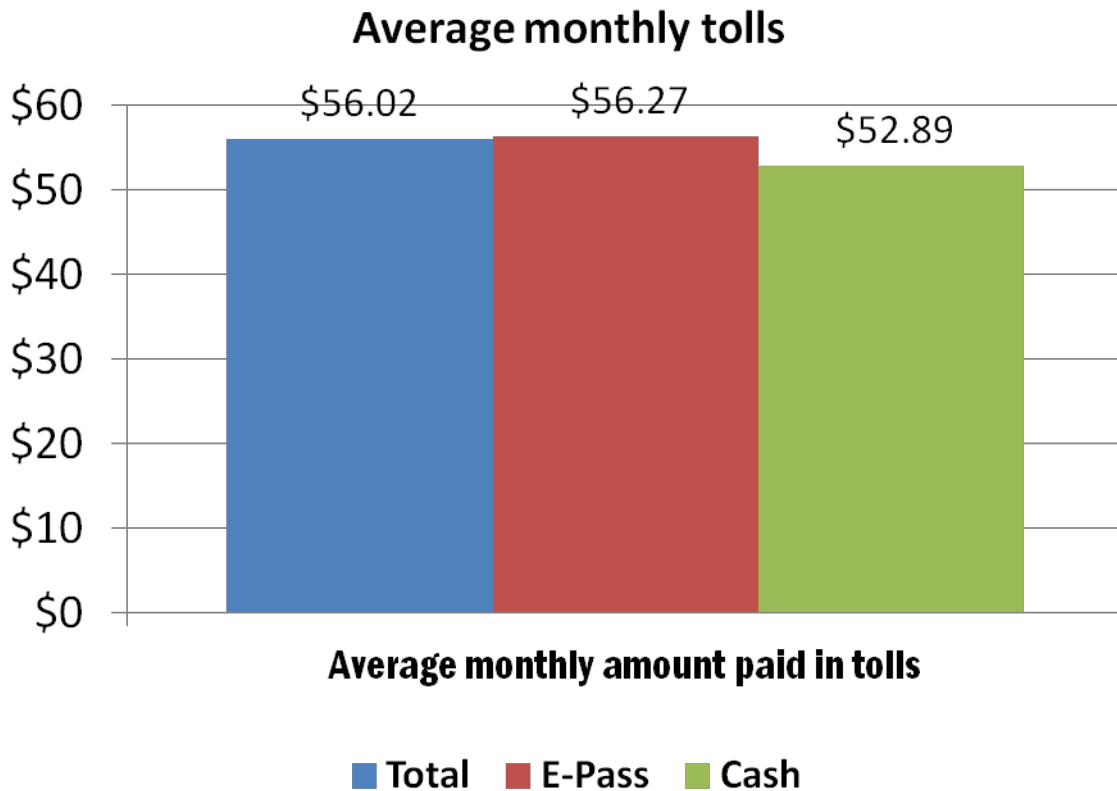
**Q19. Would you want to receive communication regarding your account via text messages if it were available? (E-Pass Survey Only)**

	Total		Survey Type		
	Total		E-Pass		
	Count	PCT	Count	PCT	
Q19. Would you want to receive communication regarding your account via text messages if it were available?	Yes	654	35.9%	654	35.9%
	No	1168	64.1%	1168	64.1%
	Total	1822	100.0%	1822	100.0%

### Monthly amount in tolls

The average monthly amount paid in tolls by all customers is (\$56.02).

E-Pass average is (\$56.27) and Cash average is (\$52.89).



Q20. On average, how much do you feel you pay in tolls monthly?

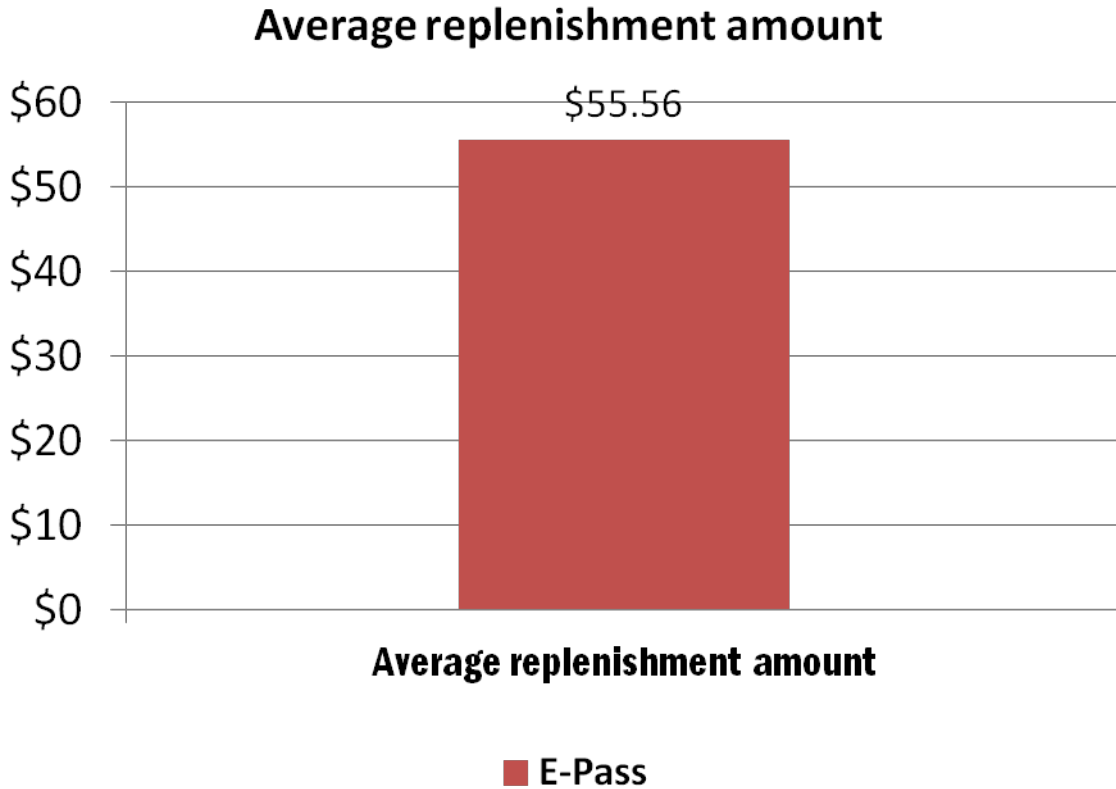
Q20. On average, how much do you feel you pay in tolls monthly? (enter amount, round to the nearest dollar) [AVERAGE]

	Total	Survey Type	
	Total	E-Pass	Cash
Q20. On average, how much do you feel you pay in tolls monthly? (enter amount, round to the nearest dollar) [AVERAGE]	56.02	56.27	52.89

## Monthly replenishment amount

### E-Pass Customers

The average monthly replenishment amount for E-Pass customers was (\$55.56).



Q21. What is the replenishment amount associated with your account?

**Q21. What is the replenishment amount associated with your account? (enter amount, round to the nearest dollar) [AVERAGE]**

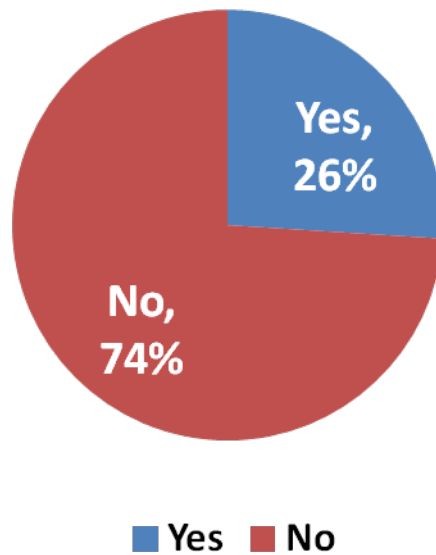
	Total	Survey Type
	Total	E-Pass
Q21. What is the replenishment amount associated with your account? (enter amount, round to the nearest dollar) [AVERAGE]	55.56	55.56

**Low balance notification**

E-Pass Customers

(26%) of E-Pass customers receive a low balance email notification.

**Receive Low Balance Emails  
(E-Pass)**



Q22. Do you currently receive emails regarding low balance on your account?

**Q22. Do you currently receive emails regarding low balance on your account? (E-Pass Only)**

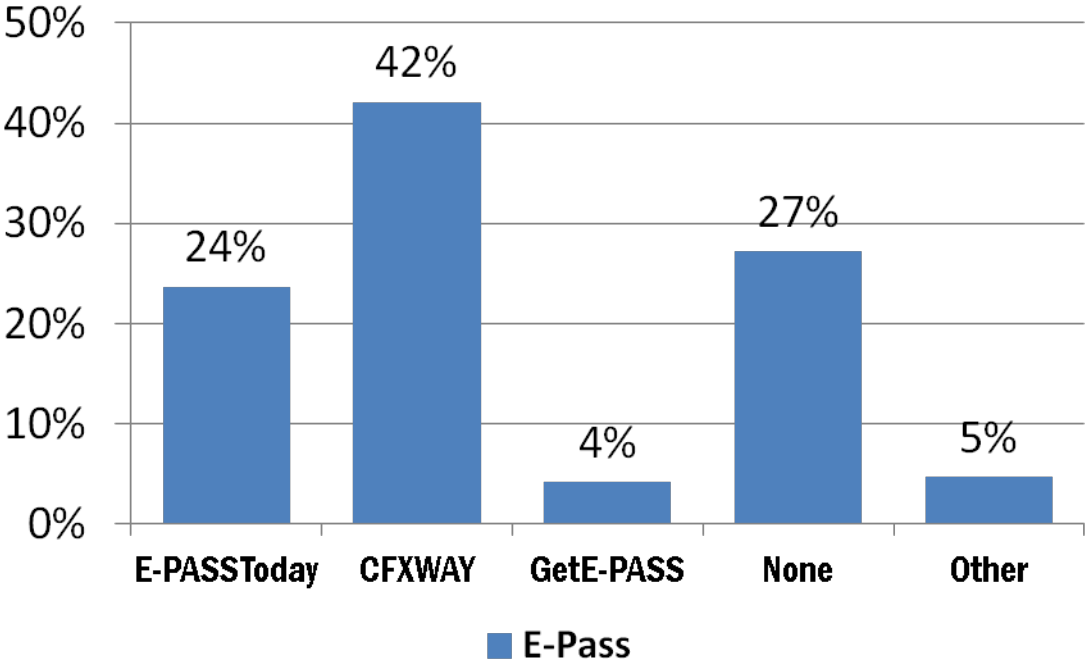
		Total		Survey Type	
		Total		E-Pass	
		Count	PCT	Count	PCT
Q22. Do you currently receive emails regarding low balance on your account?	Yes	473	26.0%	473	26.0%
	No	1349	74.0%	1349	74.0%
Total		1822	100.0%	1822	100.0%

**Websites used**

**E-Pass Customers**

(42%) of E-Pass customers have used CFXWAY.com to access their account, (24%) have used E-PASSToday.com and (4%) have used GetE-Pass.

**Used Website(s) to access account (E-Pass)**



Q23. Which of the following website links do you use to access and manage your account information?



**Q23. Which of the following website links do you use to access and manage your account information?**

**(E-Pass Only)**

		Total		Survey Type	
		Total		E-Pass	
		Count	PCT	Count	PCT
Q23. Which of the following website links do you use to access and manage your account information?	Total	1822	100.0%	1822	100.0%
	E-PASSToday.com	431	23.7%	431	23.7%
	CFXWAY.com	767	42.1%	767	42.1%
	GetE-PASS	76	4.2%	76	4.2%
	None of the above	496	27.2%	496	27.2%
	Other (specify)	86	4.7%	86	4.7%

NOTE: adds to more than 100% due to multiple responses

**Q23. Which of the following website links do you use to access and manage your account information? Other**

**(specify) [CODED]**

**(E-Pass Only)**

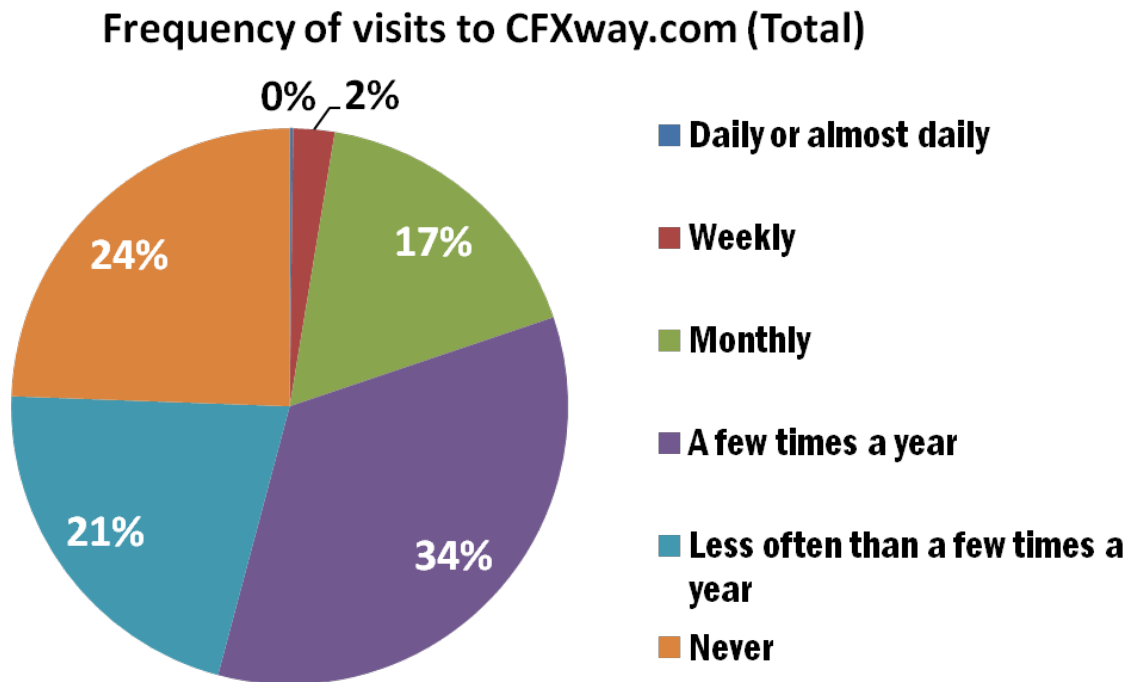
		Total		Survey Type	
		Total		E-Pass	
		Cases	PCT	Cases	PCT
Total	Total	86	100.0%	86	100.0%
Q23. Which of the following website links do you use to access and manage your account information? - Other (specify) (coded)	don't know/can't remember	26	30.2%	26	30.2%
	Expresswayauthority.com	13	15.1%	13	15.1%
	Google search	12	14.0%	12	14.0%
	Epass.cfxway.com	10	11.6%	10	11.6%
	Epass.ocea.com	10	11.6%	10	11.6%
	Update account info by phone	5	5.8%	5	5.8%
	Email link	4	4.7%	4	4.7%
	can't access my account	3	3.5%	3	3.5%
	Epass.com	2	2.3%	2	2.3%
	Messages at toll booths	1	1.2%	1	1.2%

## 6) Media issues

### Frequency of visits to CFXway.com

#### All customers

(19%) of all customers have used CFXway.com within the past month, (2%) weekly and (17%) monthly.

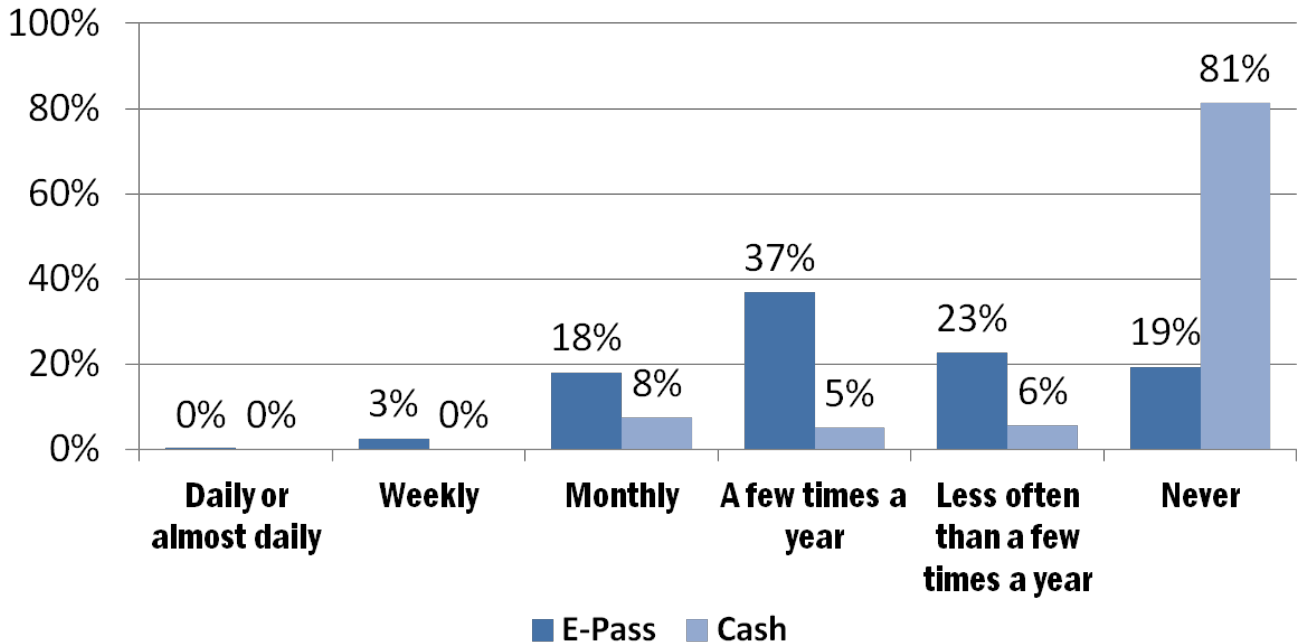


Q24. How often do you visit the Central Florida Expressway Authority's website – CFXway.com?

E-Pass vs. Cash Customers

A majority of E-Pass customers (58%) visit CFXway.com at least a few times a year. 4 out of 5 (81%) Cash customers have never visited CFXway.com.

**Frequency of visits to CFXway.com (E-Pass vs. Cash)**



Q24. How often do you visit the Central Florida Expressway Authority’s website – CFXway.com?

**Q24.How often do you visit the Central Florida Expressway Authority's website – CFXway.com?**

		Total		Survey Type			
		Total		E-Pass		Cash	
		Count	PCT	Count	PCT	Count	PCT
Q24.How often do you visit the Central Florida Expressway Authority's website – CFXway.com?	Daily/almost daily	4	.2%	3	.2%	1	.6%
	Weekly	48	2.4%	48	2.6%		
	Monthly	342	17.2%	330	18.1%	12	7.5%
	A few times a year	681	34.3%	673	36.9%	8	5.0%
	Less often than a few times a year	424	21.4%	415	22.8%	9	5.6%
	Never	484	24.4%	353	19.4%	131	81.4%
Total		1983	100.0%	1822	100.0%	161	100.0%

**Comparisons of Column Proportions<sup>b</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
Q24.How often do you visit the Central Florida Expressway Authority's website – CFXway.com?	Daily/almost daily	.		A
	Weekly	.		. <sup>a</sup>
	Monthly	.	B	
	A few times a year	.	B	
	Less often than a few times a year	.	B	
	Never	.		A

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

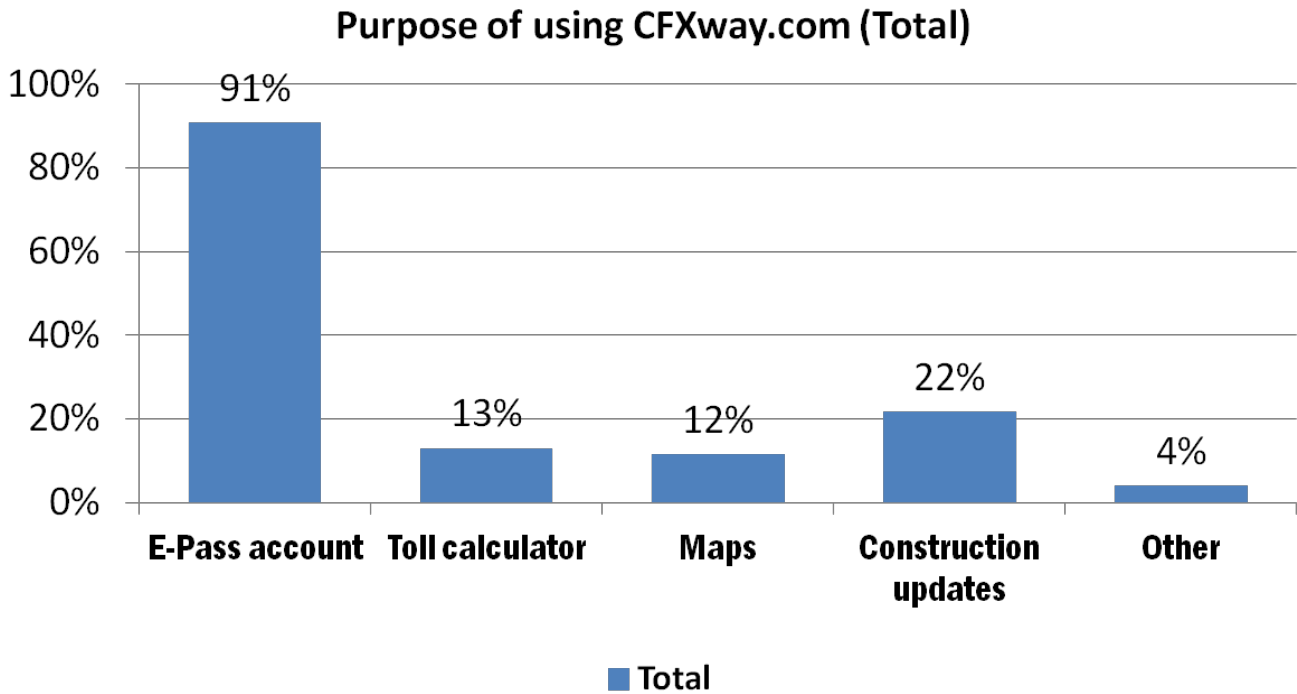
a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

## Purpose of using CFXway.com

### All Customers

A majority of all customers (91%) visit CFXway.com for the purpose of updating their E-Pass account, (22%) visit for construction updates, (13%) use the toll calculator and (12%) view maps.



Q25. For what purpose have you used the CFXway.com website?

**Q25. For what purpose(s) have you used the CFXway.com website?**

	Total		Survey Type				
	Total		E-Pass		Cash		
	Count	PCT	Count	PCT	Count	PCT	
Q25. For what purpose(s) have you used the CFXway.com website?	Total	1499	100.0%	1469	100.0%	30	100.0%
	E-PASS account	1358	90.6%	1338	91.1%	20	66.7%
	Toll Calculator	201	13.4%	197	13.4%	4	13.3%
	Maps	172	11.5%	167	11.4%	5	16.7%
	Construction Updates	325	21.7%	322	21.9%	3	10.0%
	Board/committee meeting information	13	.9%	13	.9%		
	Agency financial information	8	.5%	8	.5%		
	Employment	2	.1%	1	.1%	1	3.3%
	Procurement	4	.3%	4	.3%		
	Other (Specify)	47	3.1%	45	3.1%	2	6.7%

NOTE: adds to more than 100% due to multiple responses

**Comparisons of Column Proportions<sup>b</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
Define MR for q25	E-PASS account	.	B	
	Toll Calculator	.		
	Maps	.		
	Construction Updates	.		
	Board/committee meeting information	.		. a
	Agency financial information	.		. a
	Employment	.		A
	Procurement	.		. a
	Other (Specify)	.		

Results are based on two-sided tests with significance level 0.1. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

**Q25a. For what purpose(s) have you used the CFXway.com website? Other (specify) [CODED]**

**(E-Pass Only)**

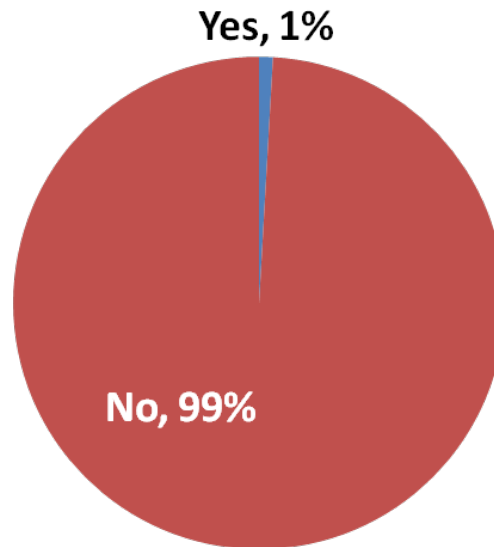
		Total		Survey Type			
		Total		E-Pass		Cash	
		Cases	PCT	Cases	PCT	Cases	PCT
Total	Total	47	100.0%	45	100.0%	2	100.0%
Q25a. For what purpose(s) have you used the CFXway.com website? Other (specify) (coded).	don't know/can't remember	12	25.5%	11	24.4%	1	50.0%
	Update Vehicle Info	11	23.4%	11	24.4%		
	Update Account/Address/Password	7	14.9%	7	15.6%		
	Update Credit Card/Bank Info	4	8.5%	3	6.7%	1	50.0%
	FAQ	4	8.5%	4	8.9%		
	Update Transponder	3	6.4%	3	6.7%		
	Receipt/Statement	3	6.4%	3	6.7%		
	Refund/Dispute toll charges	1	2.1%	1	2.2%		
	Balance	1	2.1%	1	2.2%		
	Tax purposes	1	2.1%	1	2.2%		



## Incidence of viewing board meeting

Only (1%) of all customers have used the CFXway.com website to view board/committee meeting information. All customers who viewed board meeting information were E-Pass users.

### Incidence of viewing board meeting (Total)

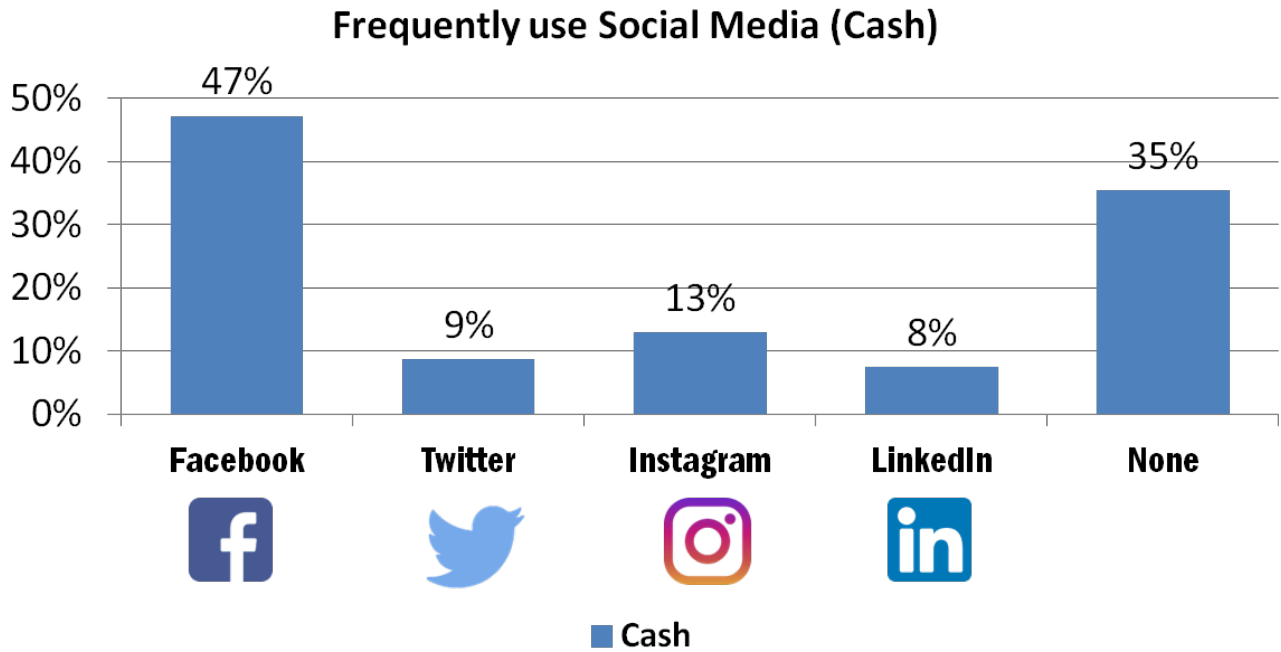


Q25. For what purpose have you used the CFXway.com website? –  
Board/Committee meeting information

## Incidence of use of social media

### Cash Customers

Among Cash customers (47%) frequently use Facebook, (9%) use Twitter, (13%) use Instagram and (8%) use LinkedIn. 1 out of 3 Cash customers does not use social media.



Q25b. Which of these social media channels do you use frequently?

**Q25b. Which of these social media channels do you use frequently? (Cash Only)**

		Total		Survey Type	
		Total		Cash	
		Count	PCT	Count	PCT
Q25b. Which of these social media channels do you use frequently?	Total	161	100.0%	161	100.0%
	Facebook	76	47.2%	76	47.2%
	Twitter	14	8.7%	14	8.7%
	Instagram	21	13.0%	21	13.0%
	LinkedIn	12	7.5%	12	7.5%
	None of these	57	35.4%	57	35.4%
No answer provided					

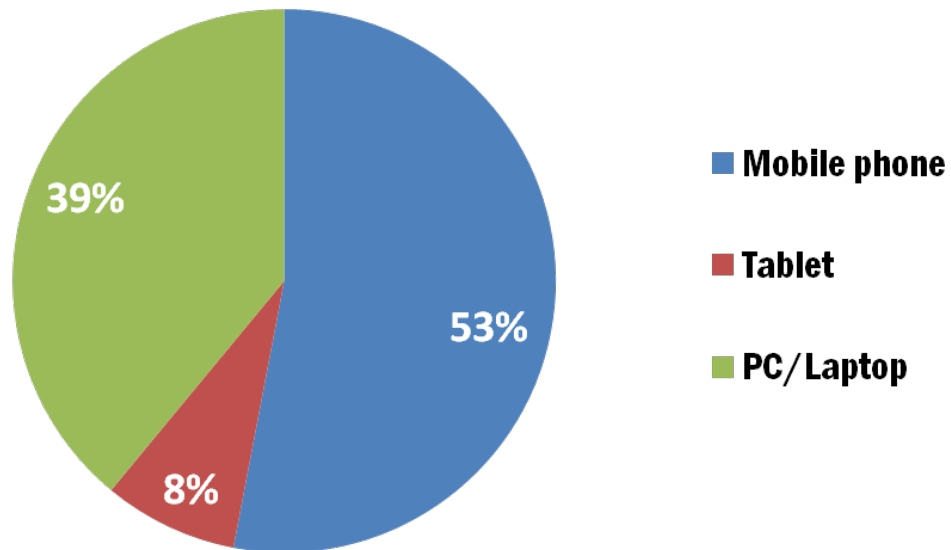
NOTE: adds to more than 100% due to multiple responses

## Type of technology used most often

### All Customers

(53%) of all customers use mobile phone technology most often, (39%) use desktop PC computers or laptops and (8%) use tablets.

### Type of technology used most often (Total)



Q27. What type of technology do you use most often?

**Q27. What type of technology do you use most often?**

		Total		Survey Type			
		Total		E-Pass		Cash	
		Count	PCT	Count	PCT	Count	PCT
Q27. What type of technology do you use most often?	Mobile phone	1049	53.0%	932	51.2%	117	74.5%
	Tablet	166	8.4%	158	8.7%	8	5.1%
	Desktop computer/laptop	764	38.6%	732	40.2%	32	20.4%
Total		1979	100.0%	1822	100.0%	157	100.0%

**Comparisons of Column Proportions<sup>a</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
Q27. What type of technology do you use most often?	Mobile phone	.		A
	Tablet	.	B	
	Desktop computer/laptop	.	B	

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

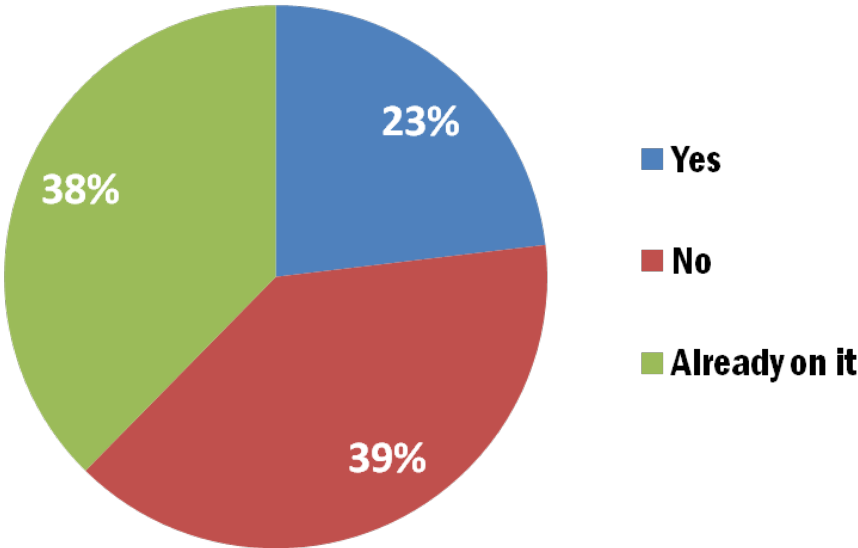
a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

**Interested in CFX’s monthly e-newsletter**

All Customers

(23%) of all customers are interested in receiving CFX’s monthly customer newsletter, (39%) are not interested and (38%) already receive the e-newsletter.

**Interested in CFX’s Monthly e-newsletter (Total)**



Q40. Would you like to receive CFX’s monthly customer e-newsletter?

**Q40. Would you like to receive CFX's monthly customer e-newsletter?**

		Total		Survey Type			
		Total		E-Pass		Cash	
		Count	PCT	Count	PCT	Count	PCT
Q40. Would you like to receive CFX's monthly customer e-newsletter?	Yes	459	23.1%	435	23.9%	24	14.9%
	No	778	39.2%	641	35.2%	137	85.1%
	Already on it	746	37.6%	746	40.9%		
Total		1983	100.0%	1822	100.0%	161	100.0%

**Comparisons of Column Proportions<sup>b</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
Q40. Would you like to receive CFX's monthly customer e-newsletter?	Yes	.	B	
	No	.		A
	Already on it	.		. <sup>a</sup>

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

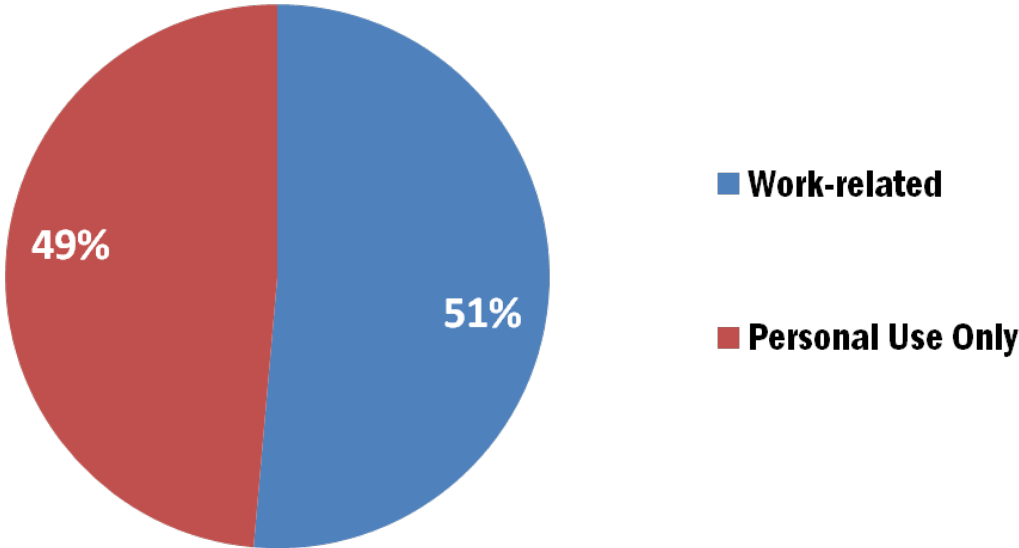
**7) Profile of Users**

Work-related compared to Personal Use Only

**Incidence**

(51%) of all customers used the tolled expressways for work-related purposes and (49%) for Personal Use Only.

**Purpose for traveling on Expressways (Total)**



Q12. For what purposes do you use the tolled expressways? (GROUPED)  
Work-related compared to Personal Use Only

**Q12. For what purposes do you use the tolled expressways?**

**Work-related compared to Personal Use Only**

	Total		Survey Type			
	Total		E-Pass		Cash	
	Count	PCT	Count	PCT	Count	PCT
Work-related	1019	51.4%	927	50.9%	92	57.1%
Personal use	964	48.6%	895	49.1%	69	42.9%
Total	1983	100.0%	1822	100.0%	161	100.0%

**Comparisons of Column Proportions<sup>a</sup>**

	Total	Survey Type	
	Total	E-Pass	Cash
	(A)	(A)	(B)
q12_x Work-related	.		A
Personal use	.	B	

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

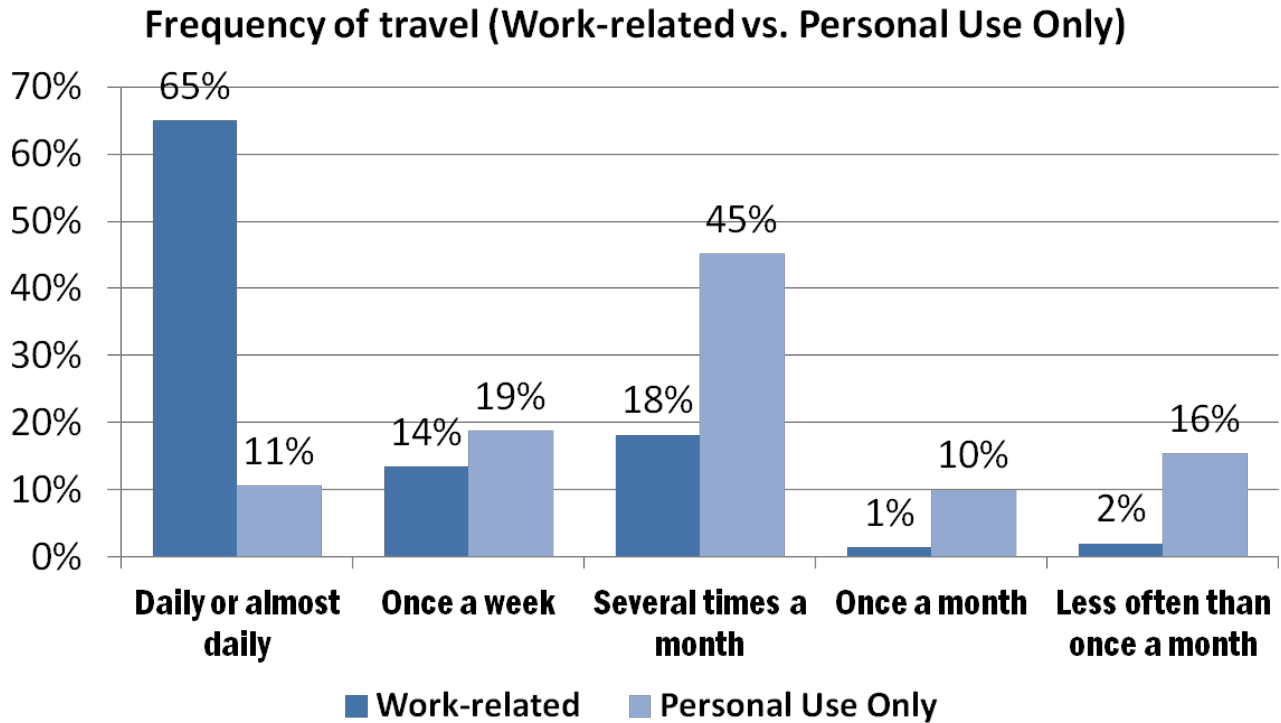
a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.



Work-related compared to Personal Use Only

**Usage frequency**

Work-related customers tend to use the tolled expressways daily or almost daily (79%) while Personal Use Only customers use it several times per month (75%).



Q10. In the past 6 months, how often have you traveled on the tolled expressways?  
(GROUPED)

Work-related compared to Personal Use Only

**Q10. In the past 6 months, how often have you traveled on the tolled expressways?**

**Work-related compared to Personal Use Only**

		Total		Work-related		Personal use	
		Total		Count	PCT	Count	PCT
		Count	PCT				
Q10. In the past 6 months, how often have you traveled on the tolled expressways?	Daily or almost daily	764	38.5%	662	65.0%	102	10.6%
	Once a week	319	16.1%	138	13.5%	181	18.8%
	Several times a month	621	31.3%	185	18.2%	436	45.2%
	Once a month	110	5.5%	14	1.4%	96	10.0%
	Less often than once a month	153	7.7%	19	1.9%	134	13.9%
	Not at all in the last 6 months	16	.8%	1	.1%	15	1.6%
Total		1983	100.0%	1019	100.0%	964	100.0%

**Comparisons of Column Proportions<sup>a</sup>**

		Total	q12_x	
		Total	Work-related	Personal use
		(A)	(A)	(B)
Q10. In the past 6 months, how often have you traveled on the tolled expressways?	Daily or almost daily	.	B	
	Once a week	.		A
	Several times a month	.		A
	Once a month	.		A
	Less often than once a month	.		A
	Not at all in the last 6 months	.		A

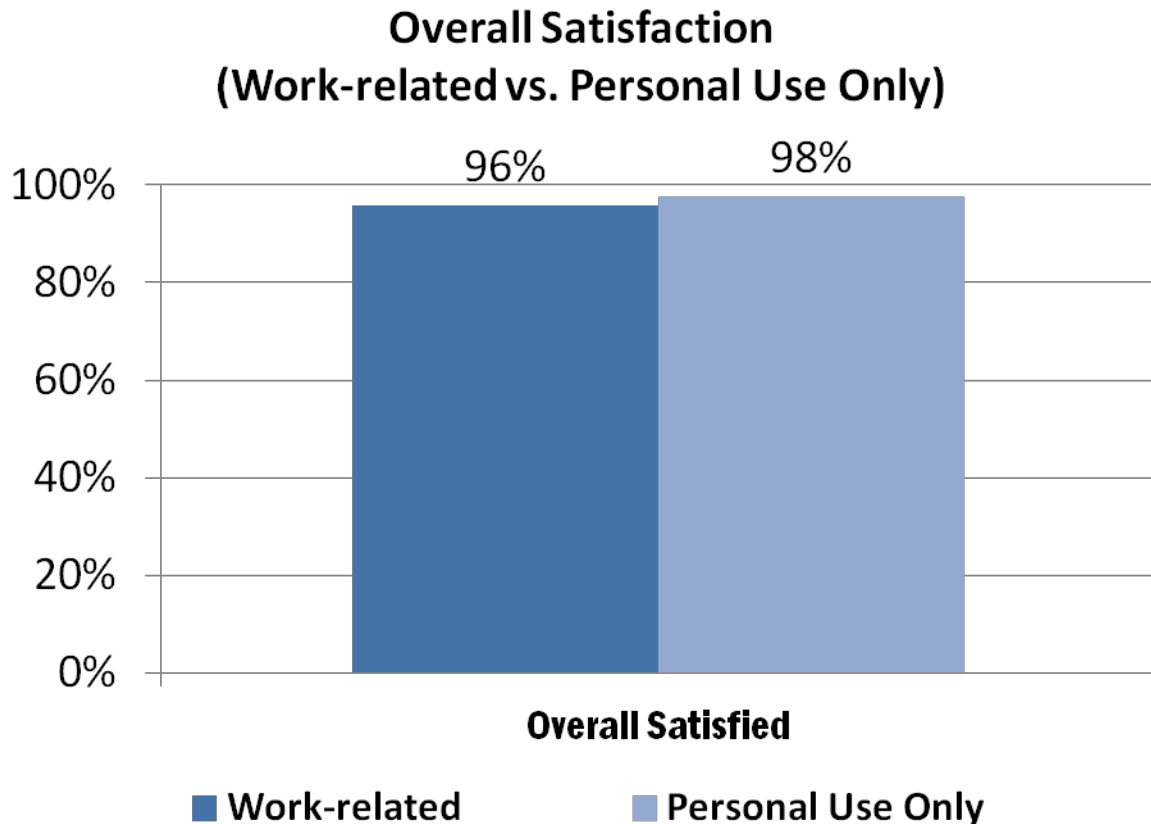
Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

## Work-related compared to Personal Use Only

### Overall Satisfaction

Overall customer satisfaction ratings were high. Personal Use Only customers (98%) reported a slightly higher satisfaction rating than Work-related customers (96%).



Q32. Overall, would you consider yourself a satisfied customer? (GROUPED)  
Work-related compared to Personal Use Only

**Q32. Overall, would you consider yourself a satisfied customer?**

**Work-related compared to Personal Use Only**

		Total		Work-related		Personal use	
		Total		Count	PCT	Count	PCT
		Count	PCT				
Q32. Overall, would you consider yourself a satisfied customer?	Yes	1916	96.6%	976	95.8%	940	97.5%
	No	67	3.4%	43	4.2%	24	2.5%
Total		1983	100.0%	1019	100.0%	964	100.0%

**Comparisons of Column Proportions<sup>a</sup>**

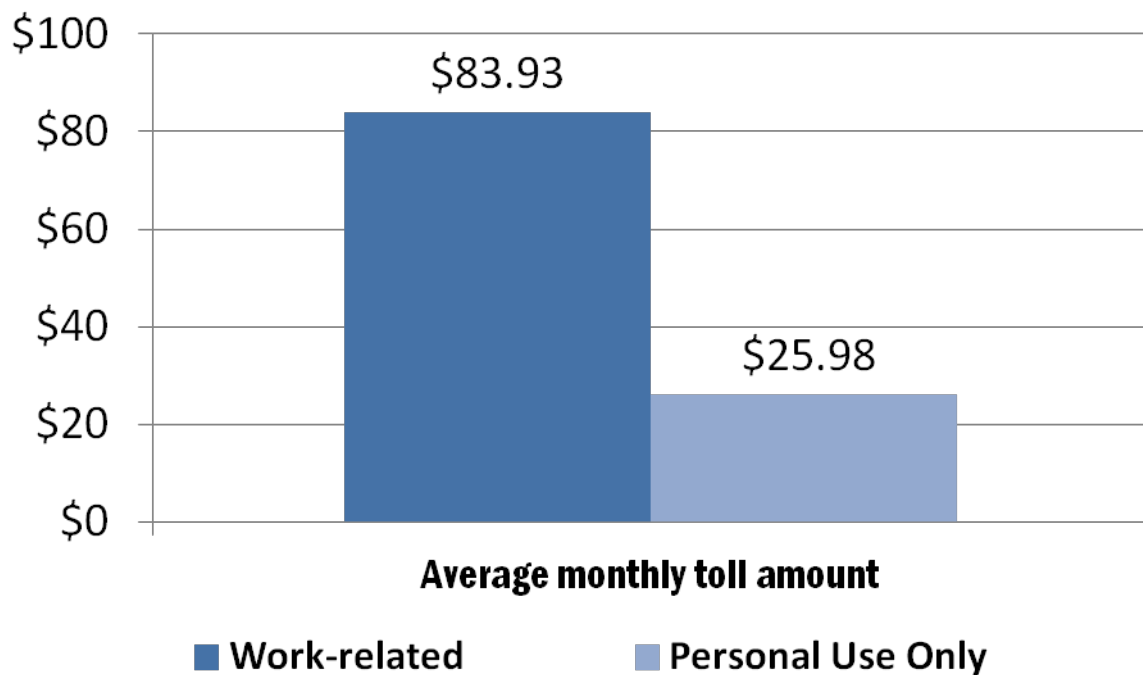
		Total	q12_x	
		Total	Work-related	Personal use
		(A)	(A)	(B)
Q32. Overall, would you consider yourself a satisfied customer?	Yes	.		A
	No	.	B	

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Work-related compared to Personal Use Only**Monthly amount in tolls**

The average monthly amount paid in tolls by Work-related customers was (\$83.93) as compared to Personal Use Only (\$25.98).

**Monthly toll amount  
(Work-related vs. Personal Use Only)**

Q20. On average, how much do you feel you pay in tolls monthly?

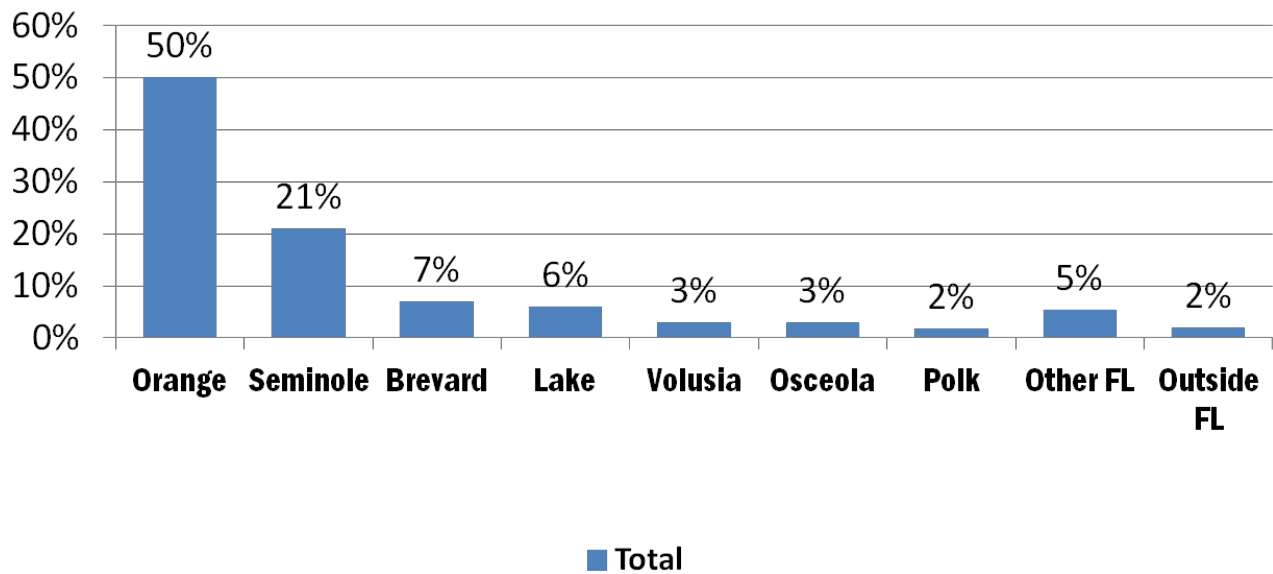
## APPENDIX A) DEMOGRAPHICS

### All Customers

#### County of residence

The majority of all customers live in Orange County (50%), followed by (21%) Seminole County, (7%) Brevard County and (6%) Lake County.

County of Residence (Total)



Q33. Where do you live?

**Q33. Where do you live?**

		Total		Survey Type			
		Total		E-Pass		Cash	
		Count	PCT	Count	PCT	Count	PCT
Q33. Where do you live?	Orange County	981	49.5%	920	50.5%	61	37.9%
	Seminole County	420	21.2%	406	22.3%	14	8.7%
	Osceola County	65	3.3%	51	2.8%	14	8.7%
	Lake County	127	6.4%	121	6.6%	6	3.7%
	Volusia County	63	3.2%	58	3.2%	5	3.1%
	Brevard County	147	7.4%	130	7.1%	17	10.6%
	Polk County	33	1.7%	31	1.7%	2	1.2%
	Other Florida County	105	5.3%	85	4.7%	20	12.4%
	Do not live in Florida	42	2.1%	20	1.1%	22	13.7%
Total		1983	100.0%	1822	100.0%	161	100.0%

**Comparisons of Column Proportions<sup>a</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
Q33. Where do you live?	Orange County	.	B	
	Seminole County	.	B	
	Osceola County	.		A
	Lake County	.	B	
	Volusia County	.		
	Brevard County	.		A
	Polk County	.		
	Other Florida County	.		A
	Do not live in Florida	.		A

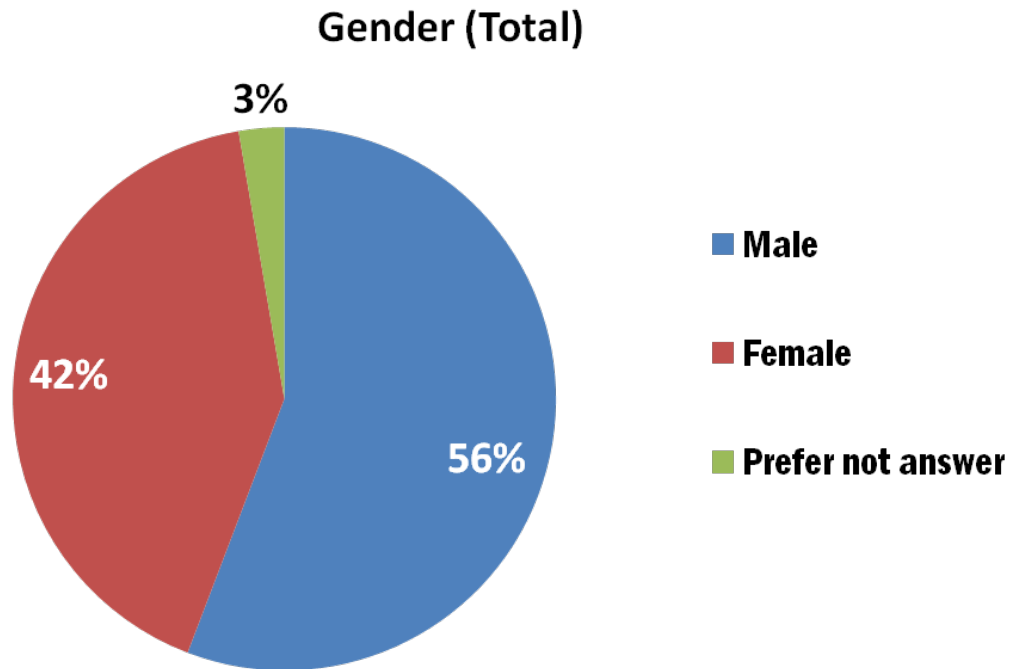
Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

## Gender

### All Customers

(56%) of all customers were Male and (42%) were Female.



Q34. What is your gender?



**Q34. What is your gender?**

		Total		Survey Type			
		Total		E-Pass		Cash	
		Count	PCT	Count	PCT	Count	PCT
Q34. What is your gender?	Male	1107	55.8%	1038	57.0%	69	42.9%
	Female	822	41.5%	737	40.5%	85	52.8%
	Prefer not to answer	54	2.7%	47	2.6%	7	4.3%
Total		1983	100.0%	1822	100.0%	161	100.0%

**Comparisons of Column Proportions<sup>a</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
Q34. What is your gender?	Male	.	B	
	Female	.		A
	Prefer not to answer	.		A

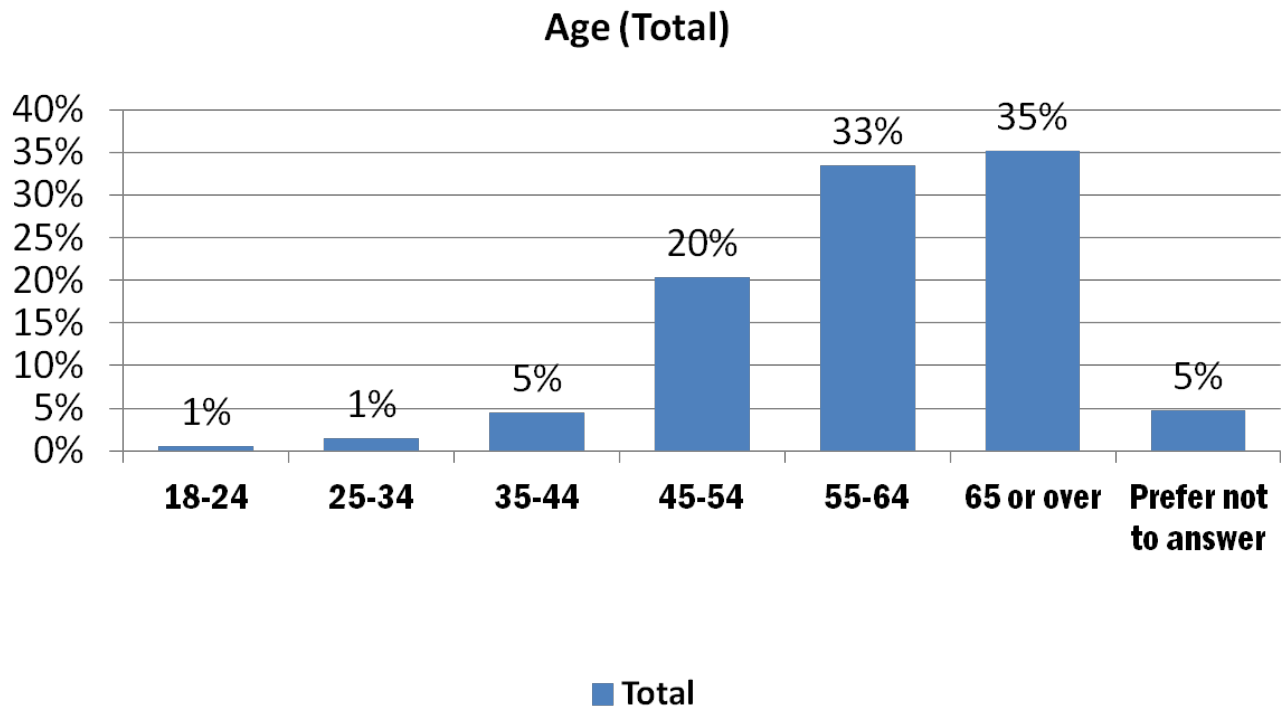
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a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

## Respondent Age

### All Customers

Median age of all customers was 55-64.



Q35. What is your age?

**Q35. What is your age?**

		Total		Survey Type			
		Total		E-Pass		Cash	
		Count	PCT	Count	PCT	Count	PCT
Q35. What is your age?	18-24	9	.5%	2	.1%	7	4.3%
	25-34	27	1.4%	6	.3%	21	13.0%
	35-44	90	4.5%	64	3.5%	26	16.1%
	45-54	402	20.3%	370	20.3%	32	19.9%
	55-64	663	33.4%	622	34.1%	41	25.5%
	65 or over	699	35.2%	671	36.8%	28	17.4%
	Prefer not to answer	93	4.7%	87	4.8%	6	3.7%
Total		1983	100.0%	1822	100.0%	161	100.0%

**Comparisons of Column Proportions<sup>a</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
Q35. What is your age?	18-24	.		A
	25-34	.		A
	35-44	.		A
	45-54	.		
	55-64	.	B	
	65 or over	.	B	
	Prefer not to answer	.		

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

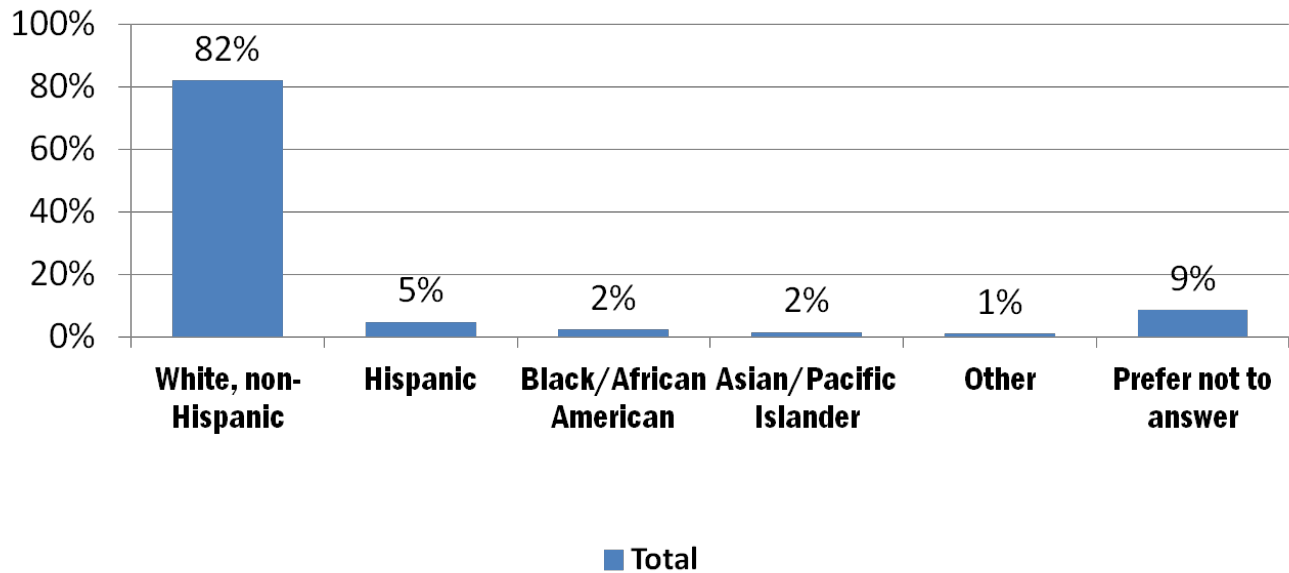
a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

## Ethnicity

### All Customers

Of all customers surveyed (82%) were White, non-Hispanic, (5%) Hispanic, (2%) Black/African American and (2%) Asian/Pacific Islander.

### Age (Total)



Q36. Which of the following best represents your ethnic background?

**Q36. Which of the following best represents your ethnic background?**

		Total		Survey Type			
		Total		E-Pass		Cash	
		Count	PCT	Count	PCT	Count	PCT
Q36. Which of the following best represents your ethnic background?	White, non-Hispanic	1627	82.0%	1530	84.0%	97	60.2%
	Hispanic	95	4.8%	74	4.1%	21	13.0%
	Black or African-American	46	2.3%	27	1.5%	19	11.8%
	Asian or Pacific Islander	29	1.5%	28	1.5%	1	.6%
	Other	17	.9%	13	.7%	4	2.5%
	Prefer not to answer	169	8.5%	150	8.2%	19	11.8%
Total		1983	100.0%	1822	100.0%	161	100.0%

**Comparisons of Column Proportions<sup>a</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
Q36. Which of the following best represents your ethnic background?	White, non-Hispanic	.	B	
	Hispanic	.		A
	Black or African-American	.		A
	Asian or Pacific Islander	.	B	
	Other	.		A
	Prefer not to answer	.		A

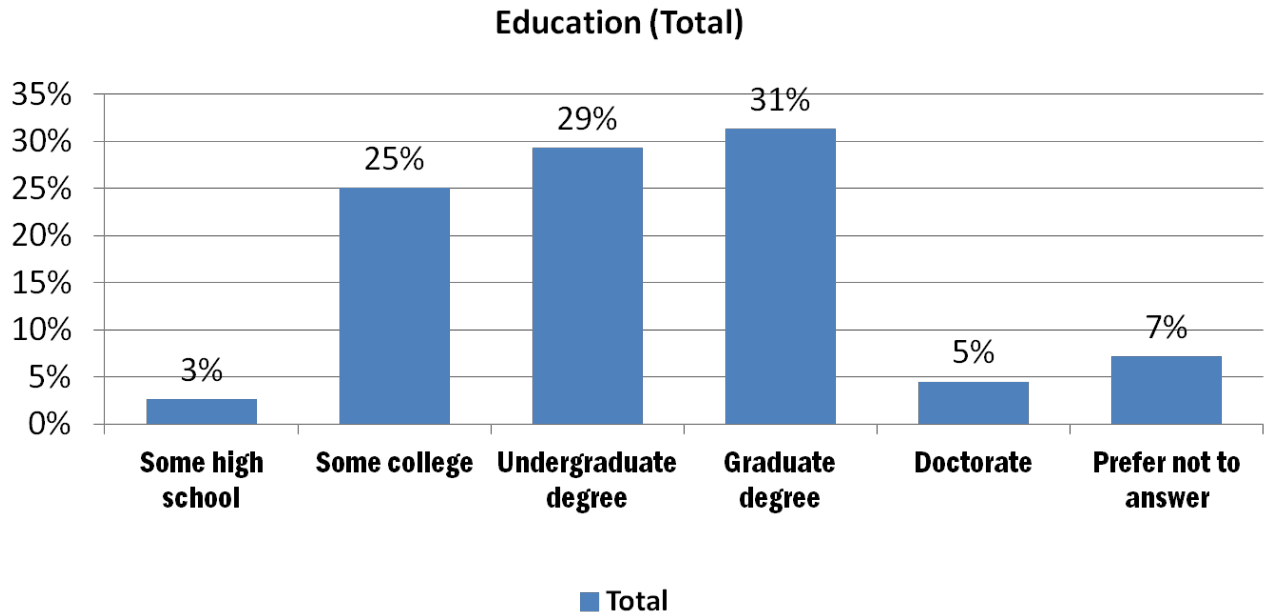
Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

## Education

### All Customers

Median education of all customers was an Undergraduate degree.



Q37. What is your education level?

Q37. What is your education level?

		Total		Survey Type			
		Total		E-Pass		Cash	
		Count	PCT	Count	PCT	Count	PCT
Q37. What is your education level?	Some high school	52	2.6%	40	2.2%	12	7.5%
	Some college	498	25.1%	449	24.6%	49	30.4%
	Undergraduate degree	582	29.3%	543	29.8%	39	24.2%
	Graduate degree	620	31.3%	574	31.5%	46	28.6%
	Doctorate	89	4.5%	86	4.7%	3	1.9%
	Prefer not to answer	142	7.2%	130	7.1%	12	7.5%
Total		1983	100.0%	1822	100.0%	161	100.0%

**Statistics**

Q37. What is your education level?

N	Valid	1983
	Missing	0
Median		3.00

**Comparisons of Column Proportions<sup>a</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
Q37. What is your education level?	Some high school	.		A
	Some college	.		A
	Undergraduate degree	.	B	
	Graduate degree	.	B	
	Doctorate	.	B	
	Prefer not to answer	.		

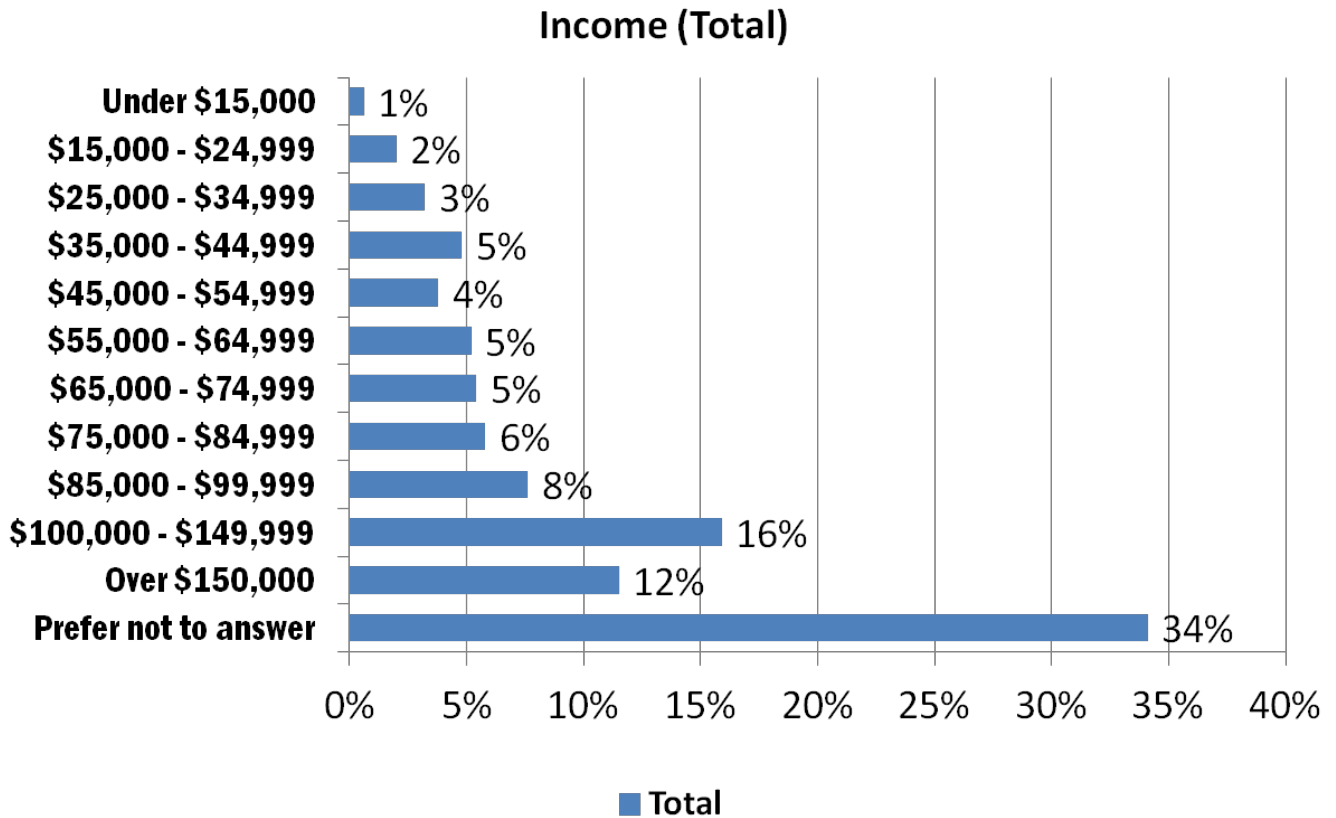
Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

## Annual Household Income

### All Customers

Median household income of all customers was \$85,000 to \$99,999.



Q38. What was your total household income (before taxes) last year?



**Q38. What was your total household income (before taxes) last year?**

		Total		Survey Type			
		Total		E-Pass		Cash	
		Count	PCT	Count	PCT	Count	PCT
Q38. What was your total household income (before taxes) last year?	Under \$15,000	12	.6%	8	.4%	4	2.5%
	\$15,000 – \$24,999	40	2.0%	22	1.2%	18	11.2%
	\$25,000 – \$34,999	64	3.2%	45	2.5%	19	11.8%
	\$35,000 – \$44,999	95	4.8%	81	4.4%	14	8.7%
	\$45,000 – \$54,999	76	3.8%	66	3.6%	10	6.2%
	\$55,000 – \$64,999	104	5.2%	99	5.4%	5	3.1%
	\$65,000 – \$74,999	107	5.4%	98	5.4%	9	5.6%
	\$75,000 – \$84,999	115	5.8%	107	5.9%	8	5.0%
	\$85,000 – \$99,999	150	7.6%	145	8.0%	5	3.1%
	\$100,000 – \$149,999	315	15.9%	297	16.3%	18	11.2%
	Over \$150,000	228	11.5%	218	12.0%	10	6.2%
Prefer not to answer	677	34.1%	636	34.9%	41	25.5%	
Total	1983	100.0%	1822	100.0%	161	100.0%	

**Statistics**

Q38. What was your total household income (before taxes) last year?

N	Valid	1983
	Missing	0
Median		10.00

**Comparisons of Column Proportions<sup>a</sup>**

		Total	Survey Type	
		Total	E-Pass	Cash
		(A)	(A)	(B)
Q38. What was your total household income (before taxes) last year?	Under \$15,000	.		A
	\$15,000 – \$24,999	.		A
	\$25,000 – \$34,999	.		A
	\$35,000 – \$44,999	.		A
	\$45,000 – \$54,999	.		A
	\$55,000 – \$64,999	.	B	
	\$65,000 – \$74,999	.		
	\$75,000 – \$84,999	.		
	\$85,000 – \$99,999	.	B	
	\$100,000 – \$149,999	.	B	
	Over \$150,000	.	B	
Prefer not to answer	.	B		

Results are based on two-sided tests with significance level 0.5. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

## APPENDIX B) SURVEY QUESTIONNAIRES

Both versions of the questionnaire are mostly similar but there are some questions unique to each version.

(\*) E-Pass only questions

(+) Cash only questions

### CENTRAL FLORIDA EXPRESSWAY AUTHORITY 2016 Customer Opinion Survey

Thank you for your help with our survey. Your responses are very important. Customers who complete the questionnaire will be entered into a drawing to earn a \$50 E-PASS credit.

#### Transponder

\*Q1. What type of transponder do you have in the vehicle you drive most often?

- E-PASS Sticker
- Limited Edition College E-PASS Sticker
- E-Pass Portable Transponder
- Don't know

\*Q2. Are you familiar with the Collegiate (NolePass, GatorPass and KnightPass) E-PASS transponders?

- Yes
- No

Q3. Did you know the E-PASS Mini sticker transponder is free?

- Yes
- No

\*Q4. How many transponders do you have associated with your account?

- 1
- 2
- 3
- 4
- 5+

Q5. How many cars do you have in your household?

- 1
- 2
- 3
- 4
- 5+

Q6. How many of these cars have E-PASS?

- 1
- 2
- 3
- 4
- 5+

Q7. Did you know E-PASS customers are eligible to receive discounts up to 20% through the customer loyalty program?

- Yes
- No

Q8. Are you familiar with the CFX Reload lane at the SR408 Conway Plaza?

- Yes
- No

Q9. Have you used the Reload lane?

- Yes
- No

### Toll usage

Q10. In the past 6 months, how often have you traveled on the tolled expressways?

- Daily or almost daily
- Once a week
- Several times a month
- Once a month
- Less often than once a month
- Not at all in the last 6 months

Q11. Why haven't you used a tolled expressway when it's the most direct route? (select all that apply)

- To save money
  - Less congestion on another route
  - Toll booths slow me down
  - I always choose the toll road
  - Other (specify)
- 

Q12. For what purposes do you use the tolled expressways? (select all that apply)

- Commuting to work
- On-the-job travel
- Errands (e.g. shopping, visiting friends, doctor)
- School
- Vacation
- Airport
- Special events (e.g. sports, concerts, fairs)
- Children's sporting tournaments
- I don't normally use the toll roads

Q13. Why do you choose to use the tolled expressways? (select all that apply)

- Saves time
  - Saves money
  - Less congestion
  - More convenient
  - Better for the environment
  - Safety
  - I don't normally use the toll roads
  - Other (specify)
- 

\*Q14. E-PASS is currently accepted on all tolled expressways and most bridges in Florida, Georgia and North Carolina.

In the past 6 months, where have you used your E-PASS? (select all that apply)

- Central Florida
  - Throughout Florida
  - Georgia
  - North Carolina
  - Other (specify)
-

E-PASS Account

\*Q15. Have you ever updated your account information online, by phone or at a walk-in customer service center?

- Yes  
 No

\*Q16. How have you updated this information? (select all that apply)

- Called an E-PASS Customer Service Representative  
 Went Online  
 Visited an E-PASS walk in customer service center

\*Q17. What kind of information are you looking for when accessing your account?

- Toll transactions  
 Credit/debit card payment  
 Discount information  
 Other (specify)
- 

\*Q18. What is your preferred method of communication about your E-PASS account?

- Email  
 Text  
 Mail

\*Q19. Would you want to receive communication regarding your account via text messages if it were available?

- Yes  
 No

Q20. On average, how much do you feel you pay in tolls monthly? (enter amount, round to the nearest dollar)

\_\_\_\_\_

\*Q21. What is the replenishment amount associated with your account? (enter amount, round to the nearest dollar)

\_\_\_\_\_

\*Q22. Do you currently receive emails regarding low balance on your account?

- Yes  
 No

\*Q23. Which of the following website links do you use to access and manage your account information?

- E-PASSToday.com
  - CFXWAY.com
  - GetE-PASS
  - None of the above
  - Other (specify)
- 

CFXWAY website

Q24. How often do you visit the Central Florida Expressway Authority's website – CFXway.com?

- Daily/almost daily
- Weekly
- Monthly
- A few times a year
- Less often than a few times a year
- Never

Q25. For what purpose(s) have you used the CFXway.com website? (select all that apply)

- E-PASS account
  - Toll Calculator
  - Maps
  - Construction updates
  - Board/committee meeting information
  - Agency financial information
  - Employment
  - Procurement
  - Other (specify)
-

## Messaging

Q26. Have you seen or heard E-PASS messaging on any of the following? (select all that apply)

- Billboards
  - Online ads
  - Social media
  - Magazine
  - Newspaper
  - Radio
  - TV
  - Community event
  - None of the above
  - Other (specify)
- 

Q27. What type of technology do you use most often?

- Mobile phone
- Tablet
- Desktop computer/laptop

## Ratings and Satisfaction

Q28. Please indicate how much you agree or disagree with each of the following statements.

- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree

Central Florida Expressways...

- a. Are faster than other roads?
- b. Are cleaner than other roads?
- c. Are well maintained?
- d. Are safer to use?
- e. Have attractive landscaping?
- f. Have adequate signage?



Q29. Please indicate how much you agree or disagree with each of the following statements.

- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree

- a. Road Rangers make travel on the expressways safer?
- b. Patrols by law enforcement make travel on the expressways safer?
- c. Digital traffic information boards are valuable to me?
- d. The expressways help me avoid traffic congestion and delays?
- e. The toll collectors I come in contact with are friendly and treat me as a valued customer?

Q30. Please indicate how much you agree or disagree with each of the following statements.

- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree

- a. I am satisfied with the signage and warning signals provided to alert drivers of construction work zone areas?
- b. My delays due to expressway construction work are within acceptable limits?
- c. I prefer funding new roads by paying tolls rather than raising taxes?

\*Q31. Please indicate how much you agree or disagree with each of the following statements about the E-PASS program.

- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree

- a. When calling the E-PASS service center, I feel that the customer service representatives are responsive and friendly and treat me as a valued customer?
- b. I would recommend E-PASS to family and friends?
- c. I am satisfied with the value I receive from the E-PASS program (e.g. discounts, cheaper than cash toll rate)?

Q32. Overall, would you consider yourself a satisfied customer?

- Yes
- No

### Demographics

Q33. Where do you live?

- Orange County
- Seminole County
- Osceola County
- Lake County
- Volusia County
- Brevard County
- Polk County
- Other Florida County
- Do not live in Florida

Q34. What is your gender?

- Male
- Female
- Prefer not to answer

Q35. What is your age?

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or over
- Prefer not to answer

Q36. Which of the following best represents your ethnic background?

- White, non-Hispanic
- Hispanic
- Black or African-American
- Asian or Pacific Islander
- Other
- Prefer not to answer

Q36a. (Specify)

---

Q37. What is your education level?

- Some high school
- Some college
- Undergraduate degree
- Graduate degree
- Doctorate
- Prefer not to answer

Q38. What was your total household income (before taxes) last year?

- Under \$15,000
- \$15,000 – \$24,999
- \$25,000 – \$34,999
- \$35,000 – \$44,999
- \$45,000 – \$54,999
- \$55,000 – \$64,999
- \$65,000 – \$74,999
- \$75,000 – \$84,999
- \$85,000 – \$99,999
- \$100,000 – \$149,999
- Over \$150,000
- Prefer not to answer

Q39. Do you have any additional feedback regarding your online account management experiences that can assist us in improving our services?

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\$50 E-PASS drawing

Q40. Would you like to receive CFX's monthly customer e-newsletter?

Yes (record email next)

No

Already on it

Q41. Do you wish to be entered to win \$50 in E-PASS tolls?

Yes \*

No

Q42. Please fill in your contact information and click SUBMIT.

Name\_\_\_\_\_

Address\_\_\_\_\_

City\_\_\_\_\_

State\_\_\_\_\_

Zip\_\_\_\_\_

Phone\_\_\_\_\_

Email\_\_\_\_\_

---

(+) Questions asked on Cash version only

+Q1a. Which tolled expressways do you use most often? (check all that apply)

- SR528
- SR408
- SR417
- SR429
- SR414
- SR451
- Don't know

+Q10. Are you interested in opening an E-Pass account?

- Yes
- No

+Q10a. If no, why not? (check all that apply)

- It's easier to pay with cash
  - I don't use toll roads very often
  - It's not convenient to get an E-Pass
  - I don't know how to get an E-Pass
  - I want to have a receipt
  - I don't want a record of my travels
  - Other (specify)
- 

+Q13a. Which of these social media channels do you use frequently? (check all that apply)

- Facebook
- Twitter
- Instagram
- LinkedIn
- None of these

**CONTACT US:**

Varga Market Research Services, Inc.

Tania Varga Bigosinski, President

407-472-5852

[taniav@vargaresearch.com](mailto:taniav@vargaresearch.com)