

**If you are the MANAGER OF A HOTEL, LODGE, CHAMBER OF COMMERCE OR VISITOR CENTER, please answer questions 7 and 8. Otherwise, please skip to question 9.**

7. How often do you promote the Alaska 511 travel information phone number or web page (511.alaska.gov) to your guests?  
 Always       Most of the time       Sometimes       Never
8. If you have mentioned the Alaska 511 travel information phone number or web page (511.alaska.gov) to your guests, do you have knowledge of your customers using them?  
 Yes (please specify) \_\_\_\_\_       No

9. In your opinion, have you received enough information about the Alaska 511 travel information PHONE NUMBER?  
 Yes       No

10. How often have you accessed the Alaska 511 travel information PHONE NUMBER since April 2003?  
 (Check only one)  
 Have not accessed       Once       Twice       Three times  
 Four or more times (please write in estimated number of times) \_\_\_\_\_

**If you HAVE NOT ACCESSED the 511 travel information PHONE NUMBER, please skip to Question 16**

11. What time of day do you normally access the Alaska 511 travel information PHONE NUMBER?  
 (Check only one)  
 6 AM - 9 AM       9 AM - 3 PM       3 PM - 7 PM       7 PM - 6 AM

12. Why do you access the Alaska 511 travel information PHONE NUMBER at that time?  
 \_\_\_\_\_  
 \_\_\_\_\_

13. How satisfied are you with the following Alaska 511 travel information PHONE NUMBER capabilities?  
 (Check only one response for each item)

	Very Satisfied	Neutral	Very Unsatisfied	Don't Know
(a) The quality of the service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) The usefulness of the service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) The accuracy of the reported road conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(d) The accuracy of the weather forecast	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(e) The accuracy of construction information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(f) The ease of accessing the information you want	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(g) The ease of understanding the information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(h) The availability of the system (system is working with no busy signals)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(i) The usefulness of voice activation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(j) The usefulness of key pad entry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(k) The timeliness of accessing the information you want	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. If you were unsatisfied or very unsatisfied with any options in the above question, what changes/updates would you suggest for the 511 travel information PHONE NUMBER to make it more user friendly?  
 \_\_\_\_\_  
 \_\_\_\_\_

15. Overall, how would you rate the Alaska 511 travel information PHONE NUMBER?  
 Excellent       Good       Average       Fair       Poor

16. In your opinion, have you received enough information about the Alaska 511 travel information WEB PAGE (511.alaska.gov)?  
 Yes       No

17. How often have you accessed the Alaska 511 travel information WEB PAGE since April 2003?  
 Have not accessed       Once       Twice       Three times  
 Four or more times (please write in estimated number of times) \_\_\_\_\_

**If you HAVE NOT ACCESSED the 511 travel information WEB PAGE, please skip to Question 23**

18. What time of day do you normally access the Alaska 511 travel information WEB PAGE (511.alaska.gov)?  
 (Check only one)  
 6 AM - 9 AM       9 AM - 3 PM       3 PM - 7 PM       7 PM - 6 AM

19. Why do you access the Alaska 511 travel information WEB PAGE (511.alaska.gov) at that time?  
 \_\_\_\_\_  
 \_\_\_\_\_

20. How satisfied are you with the following Alaska 511 travel information WEB PAGE (511.alaska.gov) capabilities? (check one response for each item)

	Very Satisfied	Neutral	Very Unsatisfied	Don't Know
(a) The quality of the service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) The usefulness of the service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) The accuracy of the reported road conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(d) The accuracy of the weather forecast	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(e) The accuracy of the construction information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(f) The ease of accessing the information you want	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(g) The ease of understanding the information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(h) The ease of understanding the maps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(i) The navigability of the service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(j) The timeliness of road conditions (AM, PM, weekends)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(k) The adequacy of travel information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

21. If you were unsatisfied or very unsatisfied with any options in the above question, what changes/updates would you suggest for the 511 travel information WEB PAGE (511.alaska.gov) to make it more user friendly?  
 \_\_\_\_\_  
 \_\_\_\_\_

22. Overall, how would you rate the Alaska 511 travel information WEB PAGE (511.alaska.gov)?  
 Excellent       Good       Average       Fair       Poor

23. When you hear of hazardous travel conditions (i.e. drifting snow, blowing snow, low visibility, snow on the road, ice glaze, etc) on the Alaska 511 travel information phone number or web page (511.alaska.gov) how likely are you to... (Check one response for each item)

	Very Likely	Neutral	Very Unlikely
(a) Stop at a nearby town?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Change travel times?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Take an alternate route?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(d) Cancel the trip?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(e) Continue on regardless	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(f) Seek an alternate mode of travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Alaska Travel Information Survey

The purpose of this survey is to get your opinion on the accuracy and usefulness of the new Alaska 511 travel information system called 511 Travel in the Know. Information can be accessed by dialing 5-1-1 or <http://511.Alaska.gov>.

This anonymous survey is sponsored by the Alaska Department of Transportation & Public Facilities and is being administered by the Western Transportation Institute, Montana State University.

**24. How have you been made aware of the Alaska 511 travel information phone number and webpage (511.alaska.gov)?**

*(Check all that apply)*

- |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Radio<br><input type="checkbox"/> Television<br><input type="checkbox"/> Newspaper articles<br><input type="checkbox"/> Department of Transportation<br><input type="checkbox"/> Family/Friends<br><input type="checkbox"/> Internet<br><input type="checkbox"/> Blue highway information signs<br><input type="checkbox"/> Phone/cell phone provider<br><input type="checkbox"/> Received a letter and marketing CD<br><input type="checkbox"/> Saw the 511 decal on a state vehicle<br><input type="checkbox"/> Saw the 511 booth at the Alaska state fair | <input type="checkbox"/> Saw the 511 booth at the Alaska Municipals League<br><input type="checkbox"/> Saw a promotional flyer (i.e. "rack card") at a visitor center, US Customs, weigh station, or Department of Transportation regional office<br><input type="checkbox"/> Work<br><input type="checkbox"/> Other (please specify) _____<br><input type="checkbox"/> I was not aware of 511 travel information PHONE NUMBER before this survey<br><input type="checkbox"/> I was not aware of the 511 travel information WEB PAGE (511.alaska.gov) before this survey |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**25. Which do you prefer as a source of travel information? (Check only one response)**

- Alaska's 511 travel information phone number  
 Alaska's 511 travel information web page (511.alaska.gov)  
 Do not use Alaska travel information system

The following information is needed to ensure that responses are properly represented in the survey. It will be used for the purposes of this survey ONLY.

**26. What is your home zip code?**

\_\_\_\_\_

**27. What is your gender?**

- Male                       Female

**28. What is your age?**

- 18-24 years                       25-44  
 45-64                                       65 or older

**29. Do you own a cellular phone?**

- Yes                                       No

**30. Where do you have Internet access?**

*(Check ALL that apply)*

- |                                                                                                  |                                                                                                                                    |
|--------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Home<br><input type="checkbox"/> Work<br><input type="checkbox"/> Other | <input type="checkbox"/> School<br><input type="checkbox"/> Public Library<br><input type="checkbox"/> Do not have Internet access |
|--------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|

**31. What is the primary purpose for the majority of your travel in Alaska? (Check only one)**

- Personal trips excluding tourism (e.g. shopping, school, etc)  
 Business trips (e.g. commuting, etc)  
 Tourism  
 Long-distance commercial vehicle operator  
 Local Fleet operator (e.g. school bus, parcel delivery, etc.)  
 Other

**32. What is the highest level of education you have completed? (Check only one)**

- Did not finish high school  
 High school graduate of equivalent  
 2 year college (community/technical)  
 4 year college/university  
 Post-graduate college/university

**33. General comments/suggestions:**

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Thank you for completing this survey.

**1. How often do you travel on highways in Alaska (U.S. Routes, Interstates, or state routes)?**

\_\_\_\_\_ Times per week

**2. When traveling in Alaska, what resources do you normally use to determine road conditions or closures and hear the weather forecast? (check all that apply)**

- |                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Television<br><input type="checkbox"/> Radio (AM/FM)<br><input type="checkbox"/> 511 travel information phone number<br><input type="checkbox"/> Another telephone number (please specify) _____<br><input type="checkbox"/> <a href="http://511.alaska.gov">http://511.alaska.gov</a> | <input type="checkbox"/> Other Internet source (please specify) _____<br><input type="checkbox"/> Observations of existing conditions<br><input type="checkbox"/> Notices at truck stops, convenience stores, and rest areas<br><input type="checkbox"/> Communication with other drivers<br><input type="checkbox"/> Other (please specify) _____ |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**3. If you were to obtain travel information through a phone number or web page, how important are the following features? (Check only one response for each item).**

	Very Important	Neutral	Not Important
(a) Winter road conditions on highways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Construction and maintenance information on highways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Ferry information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(d) Weather forecasts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(e) Public transportation information (e.g. trains, buses, taxis, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(f) Local road (city) information, including traffic conditions, congestion, and delays	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(g) Access to information for Yukon & B.C. highways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(h) Tourism information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(i) Local summaries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(j) Traffic incident information on highways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(k) Highway closure information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(l) Natural disaster information (for those affecting travel)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(m) Overweight/oversized vehicle restrictions and permits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(n) Hands-free voice activation (telephone only)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(o) Opportunity to record comments and give feedback	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(p) Visitor information center access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**4. What other features would you like to see on a travel information phone number or web page?**

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**5. If it were necessary for you to select a location for which you want traveler information on the Alaska 511 phone number or web page (511.alaska.gov), which method would you prefer? (Check only one)**

- By highway name                       By route number                       By city/region  
 By origin and destination                       Other (please specify) \_\_\_\_\_

**6. When do you usually access the Alaska 511 travel information phone number or web page (511.alaska.gov)? (Check only one)**

- Before a trip                                       During a trip                                       Both before and during a trip