

**Why don't more people use advanced traveler information?
Evidence from the Seattle area**

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ABSTRACT

This paper studies the context in which Seattle-area travelers make decisions about whether or not to consult traveler information sources, and subsequently whether or not to change their travel plans in response to the information they receive. Its starting point is the basic premise that traveler information, by providing advance knowledge of travel conditions, can help travelers save time, money, and frustration. Moreover, Seattle is precisely the sort of congested metropolitan area where information can be most useful, and it offers a range of freely available information sources in various media. Interestingly, however, the use of traveler information is fairly uncommon, with travelers seeking information on only 10 percent of their trips and making a change in response to information on less than 1 percent of their trips. In other words, Seattle-area travelers seem to show relatively little interest in services that provide many potential benefits at little or no direct cost.

This paradox is examined using data from a broad-based travel diary survey. Six factors affecting the decision to use traveler information are analyzed: the broader regional context, awareness levels, trip characteristics, information quality, the presence of delays, and the availability of alternatives. This paper finds that all of these factors contribute to an environment in which travelers confine their information acquisition efforts to a narrow subset of their daily travel. It also finds that insufficient data quality acts as a barrier to greater information use, which is consistent with user evaluations of information systems.

INTRODUCTION

This paper examines the use of traveler information, including both Advanced Traveler Information Systems (ATIS) and the more conventional traffic reports on radio and television. The premise underlying many investments in ATIS is that knowledge of travel delays and alternatives can save the traveler time, money, and frustration, and can help the transportation network operate more efficiently overall. A typical vignette about ATIS goes something like this:

Katie McDonough makes a quick call on her cellphone while her car is warming up in the driveway. Connecting to an automated traffic information line, she learns that there has been a serious accident on Interstate 5, her usual route from home to her office in downtown Seattle. By switching to a less congested arterial, Route 99, Katie avoids being caught in the I-5 jam and makes it to work on time.

These sorts of vignettes are convincing because we can all imagine something like this taking place, or indeed have been in a similar situation ourselves. However, our present analysis of travel diary-based data suggests that it is uncommon. Our results indicate that travelers consult information on only about 10 percent of their trips, and change their travel plans in response to the information they acquire on only about 10 percent of those (i.e., about 1 percent overall). So for every trip like the one described in the vignette above, there are 99 where the traveler either never bothers to check any information sources, or checks a source but chooses not to change her travel plans anyway.

Given the ability of information to help the traveler save time and avoid delays (or simply to enjoy peace of mind by knowing what to expect), and given that most information sources are free and do not require anything more than visiting a website, tuning to a radio station, or making a phone call, why don't more people consult information? And why don't more people change their travel plans in response to the information they receive? This paper addresses these questions through an analysis of travel diary data collected by the Puget Sound Regional Council (PSRC), the metropolitan planning organization for the Seattle area.

Our previous work drew on an earlier wave of PSRC data and identified a number of trip-related factors that are linked to this decision, including the time-sensitivity of the trip, its destination, distance, duration, and time of day. We have also used qualitative research, such as focus groups and market-segmentation analyses, to look at some of the personal and subjective factors that also drive the decision to use ATIS. In this paper we take advantage of the new Wave 10 PSRC data and the richer set of ATIS-use questions that it included to study this question of why more people *don't* use ATIS. To keep things tractable, we will not delve too far into personal attitudes and motivations but will rely mainly on the travel diary data. We also present some background data on the Seattle region to understand the broader context in which travelers are making their decisions.

BACKGROUND ON PROJECT AND METHODOLOGY

The PSRC, in its role as the metropolitan planning organization for Seattle, conducts research on regional travel patterns and transportation needs. The centerpiece of this research is the Puget Sound Transportation Panel (PSTP), a longitudinal survey of household daily travel patterns. The PSTP survey has been repeated in successive waves roughly every two years since 1989. In each wave, a sample of approximately 1,700 households completes a 48-hour travel diary. Respondents record all of their trips taken over this period, specifying details such as the purpose and destination of the trip, the mode of transport used, and departure and arrival times. The sample itself is designed to be representative of the four-county PSRC area, though it is stratified by commute mode and county of residence, and includes an intentional oversample for transit riders and carpoolers. As households leave the panel, for example after moving out of the area, they are replaced with similar households so as to maintain a roughly equal sample achievement from one wave of the survey to the next.

A partnership between PSRC and the Federal Highway Administration's Joint Program Office for Intelligent Transportation Systems has led to several supplements being added to the PSTP surveys. For the Wave 9 survey administration in 2000, these supplemental surveys measured respondents' level of awareness of ATIS sources, their personal attitudes toward local travel and advanced technologies, and their use of traveler information on specific trips recorded in their travel diaries. Results from these survey supplements were presented in earlier papers (1, 2). For Wave 10 of the PSTP administration in 2003, there was once again a supplemental survey on awareness of information sources and use of technologies. The core survey instrument, the travel diary, was itself also modified, with supplemental questions added in order to gauge the impact of information acquisition on specific travel choices. For each trip recorded in the diary, the respondent is instructed to record the details of any traveler information usage on that trip as well as any effect the information had on changing their travel plans.

The design of the new Wave 10 diary was strongly influenced by focus-group discussions with PSTP respondents. One of the advantages of this new survey instrument (see Figure 1) is that respondents are prompted to describe their traveler information usage (if any) at the same time and on the same page where they supply the other details of the trip. This helps to jog the respondents' memories and to reduce the problem of item non-response. Pre-coded responses also aid in recalling all of the information sources used, such as a variable message sign along the highway that might otherwise have been forgotten when filling out the diary. The diary questions on information usage were also expanded to try to shed light on one of the outstanding questions from the previous wave: why so few travelers actually change their travel plans in response to the information they receive. The new diary thus includes clarifying questions and response choices such as "no information was available" and "[there was] no feasible alternative."

These new survey features afford us an extra level of detail as we examine the two principal questions of this paper: Why don't more people seek traveler information? And why don't more people make changes in response?

ANALYSIS AND FINDINGS

Our investigation starts with an overview of the PSTP diary data. For Wave 10 (in 2003) there were 3,110 individual respondents who completed diaries; these respondents recorded a total of 25,528 trip segments over the course of their respective two-day diary periods. (Each trip to a new address, or change of travel modes along the way, is recorded in the diary as a separate trip segment.) As Table 1 shows, about 10 percent of these trips involved any recorded use of traveler information. Looking just at those trips where information was consulted, travelers were far more likely to leave their travel plans unchanged; only on about 9 percent of the trips did the traveler decide to make a change to the departure time, routing, mode of transportation, or other aspects of the trip.

As mentioned above, these figures seem somewhat at odds with the conventional wisdom about ATIS. For if traveler information is such a convenient way to avoid congestion or plan a journey on transit, shouldn't more people be taking advantage of it? The remainder of this paper will explore six important factors that shed light on this question:

- The regional context
- Awareness of sources
- Nature of the trip
- Information quality
- Presence of delays and delay information
- Availability of alternatives

The regional context

Some of our previous work (3) has focused on the set of *personal* factors that are correlated with a propensity to seek out traveler information. These include personal attitudes about punctuality and schedule control, familiarity with advanced technologies, and the nature of one's daily travel. However, the propensity to consult traveler information is also highly contingent on the broader context: the same person might consult ATIS daily while living in a congested section of Los Angeles, yet never even bother to check on traffic conditions when living in rural Idaho. The extent of local traffic congestion, the severity of the weather, the existence of alternate routes and modes – all of these regional factors work to set the context in which individual decisions are made.

Looking specifically at the Seattle area, we had earlier observed (*I*) that a number of factors were converging in a way that suggested that ATIS usage was likely to increase. These factors included rising levels of employment and income, worsening traffic congestion, a proliferation of public- and private-sector ATIS services, and broader dissemination of technologies such as cellphones and internet access. Our expectation was that as traffic problems got worse (and as the value of time lost to delays increased, due to higher wages), more and more people would be taking advantage of these newfound ATIS options through their new technological devices and services.

In the time since the previous wave of the survey was conducted in 2000, however, much of the movement of these factors has let up or even reversed. For one thing, Seattle's traffic congestion, while still among the worst in the country, seems to have eased a bit. The

Texas Transportation Institute's Travel Time Index for the Seattle area had risen steadily throughout the 1990s, reaching 1.48 in 1999 (4). (This 1.48 figure implies that roadway travel during peak periods takes 48 percent longer than it would under free-flowing conditions.) Since then it has dropped a bit and has not re-gained its peak level (4).

Employment levels are also flat at best, as shown in Figure 2. Data from the Bureau of Labor Statistics show that after years of rises, Seattle-region employment has leveled out completely, falling from 1,357,244 in 1999 to 1,302,098 in 2002 (5). The region's unemployment rate also rose from 3.4% in 1999 to 6.8% in 2002 (5). Work-related travel is a prime candidate for ATIS usage, because it typically takes place during peak hours and is arrival time-sensitive. Thus any drop in employment militates against a surge in traveler information usage.

While the use of advanced technologies is still on the rise, the rate of growth has also markedly slowed since the late 1990s. For example, the share of households with internet access at home shot up from 37 percent to 74 percent between 1997 and 2000 (1), but then rose by only one percentage point, to 75 percent, from 2000 to 2003. Likewise, the rate of growth in cellphone and computer usage is also ebbing. One continuing area of fast growth is high-speed home internet access; the percentage of households with "broadband" access rose from 8 percent in 2000 to 25 percent in 2003.

Overall, then, the set of contextual factors present in the Seattle area no longer points uniformly in the direction of rising ATIS use. Rather, the picture is somewhat mixed, with the easing of traffic congestion in particular a sign that travelers may have less of a motivation to consult information. Perceptions do not always match reality, but if there is a perception that traffic problems are getting slightly better rather than worse, this may go some way in explaining the fairly low levels of information acquisition that we observe in the PSTP diaries.

Awareness of sources

One of the most basic factors limiting traveler information use is a lack of awareness of the available sources (6). Our PSTP survey question on awareness, summarized in Table 2, indicates that a majority of the population is still unfamiliar with many of the Seattle region's ATIS offerings. This is true even for some of the best-developed ATIS services, including the Washington State DOT traffic conditions website, the website of the King County Metro transit system, and the TransitWatch monitors that provide updated bus arrival-time information on video monitors at major stations. In addition, as the right-hand column of Table 2 shows, many of the respondents who report that they are aware of an information source have nonetheless never used it, indicating that their familiarity may not be strong.

Much of this is likely due to the somewhat limited marketing efforts of the public agencies sponsoring these services. Whatever the cause, clearly this lack of awareness is a factor in the relatively low rates of traveler information usage – travelers quite simply cannot use services that are unknown to them. So in some sense, it is no surprise that measured rates of information acquisition are fairly modest.

At the same time, our survey questions on awareness of sources also indicate that nearly everyone is familiar with radio and TV traffic reports. These services do not require any high-tech equipment for access, and indeed over four-fifths of the PSTP respondents

indicate that they have used radio traffic reports at least once. So while limited awareness and access to sources both serve to limit ATIS usage, they are at most only part of the story; the rest of our examination will thus focus more specifically on aspects of the trip and information availability that affect usage.

Nature of trips

Our analysis of the previous wave of PSTP data (2) showed that travelers were more likely to seek out traveler information when making (or planning) trips that had certain characteristics. Namely, rates of information acquisition were markedly higher for:

- Trips of very long distance and/or duration,
- Trips that took place during the morning or afternoon peak periods, and
- Trips whose purpose was arrival time-sensitive, such as a trip to work or to the airport.

It is our expectation that these factors will continue to be strong predictors of traveler information usage. In the sections below we examine each in turn, focusing on how these trip characteristics influence the relatively low rates of information usage.

Trip distance and duration

We do not yet have data on trip distance, because the geo-coding of trip origins and destinations has not yet taken place. We do, however, have a trip duration figures, which are useful in their own right and also serve as a reasonable proxy for distance. As Figure 3 shows, there is a fairly strong correlation between trip duration and the likelihood that the traveler will consult some form of information. In some ways, it is not surprising that use of information rises with longer trips, because longer trips afford more exposure to variable message signs on the highways and traffic reports on the radio. However, the same general pattern of results emerges even when we restrict the analysis to *pre-trip* information usage. We posit that this result is related to travelers' expectations about their exposure to congestion.

What is not captured in Figure 3 is how common trips of various durations actually are. As it happens, the diary data show that 41 percent of all the recorded trips took 10 minutes or less, and 70 percent of all trips took 20 minutes or less. While of course even short trips can become delayed, it seems clear that ATIS has greater potential benefits for longer trips, where the potential for trip variability is highest (7). Short trips are also more likely to be taken on local surface streets, often near the traveler's home, where congestion is less of an issue and traffic information services do not offer coverage. Thus, the very fact that over two-thirds of all trips have a duration of 20 minutes or less explains a lot about why traveler information usage is not more prevalent. Of course, longer trips represent a greater fraction of the *time* spent traveling, so this metric arguably underestimates travelers' use of information sources. However, even when we weight trips by their duration and examine traveler information usage that way, only 18 percent of the time spent traveling was on a trip where any information was consulted. This is higher than the 10 percent figure based on trip counts but still represents a very modest fraction of overall travel activity.

Time of day

Since traffic congestion is more of a problem during the daily rush hours, we expect that travelers consult information sources more often when traveling during these congested peak periods. Analyzing the PSTP diary data by time of trip departure, we find that this is generally true but that the effect is much more pronounced for the *morning* peak. Traveler information usage peaks during the morning rush hour, falls off during mid-day, picks up a bit during the evening rush hour, and is low overnight. The very highest rates of information acquisition are seen on trips departing between 6 and 7 a.m.; travelers consulted information on 27 percent of their trips during this period.

All told, travelers consulted an information source on 19 percent of their trips that started during the morning peak (6-9 a.m.), versus 11 percent for the evening peak (4-7 p.m.) and 10 percent overall. The relative importance of the morning peak is consistent with the idea that travelers are more likely to rely on ATIS in the morning in order to manage their workplace arrival time effectively. The fact that information acquisition rates for the afternoon peak are scarcely above average suggests that the same principle does not hold for the return home from work. Alternatively, traffic congestion could be perceived to be less problematic during the afternoon, though traffic-count data indicate that traffic volumes are higher in the afternoon (8). In any event, traveler information seems especially valuable for the roughly 1 in 5 trips that take place during the morning rush hour, but less so for those during other times of day.

Trip purpose

Our expectation is that travelers are more likely to check information for trips that are arrival time-sensitive, since this is precisely when information about travel delays is most valuable. Arrival time sensitivity is not something that can be directly observed, and trip purpose is only a rough proxy: a simple trip home from the drugstore could be very time-sensitive if one has a sick child at home, whereas a trip to work might not be especially time-sensitive for someone with a flexible work schedule. Nonetheless, in examining the relationship between trip purpose and use of traveler information, we find that PSTP respondents consulted information on 20 percent of their commute trips to and from work, versus 10 percent of trips overall. This figure rises to 26 percent when we restrict the analysis to work commute trips during the *morning* peak (i.e. departing between 6 and 9 a.m.) where many commuters are likely more concerned about arriving on time.

These pieces of data suggest that the purpose of the trip, both alone and in conjunction with other trip characteristics, does have a strong effect on travelers' propensity to consult information. For the purposes of this paper, what is interesting to note is that commute trips to and from work account for only about 20 percent of the total travel recorded in the PSTP diaries. (And these diaries are completed on weekdays only, so they exclude the weekend days where the figures would presumably be lower.) So just as the relative scarcity of long-duration trips holds down the rates of information acquisition, so does the relative scarcity of work-related trips.

Of course, there are other sorts of potentially time-sensitive trips that are not work-related, especially for things like medical appointments and trips to the airport. The fact

remains, however, that much of the travel in the PSTP diaries is recorded in categories such as shopping, dining, recreation, errands, personal business, transporting children, and visiting friends and family. Again, it is not that these trips are inherently non-time sensitive, but they are less obviously so than commute trips.

Data from the National Household Travel Survey also shows these more discretionary categories growing rapidly. Recreational trips, shopping trips, and errands are all growing both in absolute and relative terms while commute trips continue to shrink as a percentage of overall travel (9). For example, work-related travel fell from 25 percent of all person-trips in 1969 to 15 percent in 2001 (9). These causes of these phenomena are the subject of some debate, though clearly changing demographics and lifestyles and fairly consistent rises in private vehicle ownership (9) play an important role. Interestingly, these same lifestyle factors seem to be causing the duration of commute trips to rise, a factor that would tend to increase ATIS usage over time. But at present, work-related travel, where ATIS and traveler information are often presumed to be most valuable, represents a fairly modest (and shrinking) share of overall travel activity.

Information quality

Information quality actually refers to several related factors. First, is the traveler able to obtain *any* information at all about the trip in question? Second, if information is available, is it provided in sufficient detail to be useful to the traveler? Third, is the information “decision-quality” (10), that is, is it accurate and timely enough for the traveler to take a specific action based on the information with confidence?

Restricting the diary data to just those trips where some form of information was consulted pre-trip and/or en route (2552 trips in total), we find that 36 percent of the time the traveler was unable to obtain *any* information at all about the trip in question. We do not have detailed statistics on the specificity of the information obtained. However, on the 765 recorded trips where the traveler consulted an information source and learned of delays, incidents, or other problems, on 546 of these – 71 percent of the time – the respondent indicated that he/she learned of “traffic congestion, [but] with no specific cause given.” Depending on the nature of the trip and the exact information conveyed, this may or may not be detailed enough to be of any use to the traveler.

We can shed additional light on this question of information quality by drawing on some external data, namely the customer satisfaction surveys conducted by the Washington State Department of Transportation for its Puget Sound Traffic Conditions website. These evaluations show that while most website users are satisfied with the service overall, their perception of the website’s accuracy is less favorable. For example, website users strongly agreed with the statement, “Using traffic information on this website has helped me to save time,” registering a mean score of 8.6 (on a scale from 0, total disagreement, to 10, total agreement). By contrast, the statement “Information on travel time is accurate” registered only a mean agreement score of 5.6 on the same scale (11). This lukewarm endorsement of the information’s accuracy is striking when one considers that this website is arguably the most comprehensive and frequently updated source of traffic information available in the Seattle area, and more sophisticated than radio and TV reports.

Both the PSTP and Washington State data paint a picture of insufficient quality of traveler information, where information is often unavailable, or is insufficiently specific, or is judged to be insufficiently accurate. Information quality is thus a factor that speaks to both of our questions – low rates of information acquisition and low rates of subsequent travel change. That is, poor data quality is both a reason not to seek ATIS in first place and a barrier to making smart decisions with information once it has been acquired.

Presence of delays and delay information

One of the most frustrating things about living in a congested metropolitan area is the variability of trip times. The commute to work might take 20 minutes one day and 45 minutes the next, so travelers must incorporate generous buffers into their trips to avoid running late. One simulation model of ATIS benefits shows that one of the biggest and most consistent benefits to consulting ATIS comes from avoiding needlessly early departures on those days when traffic is actually moving fairly well (7). How often do travelers consult information only to find that there are no travel delays on their route? We looked at this question by restricting the PSTP data to trips for which information was consulted and was available for the route in question. In doing so we found that 53 percent of the time (864 of the 1629 relevant trips), there were *no* delays on the travelers' route. On an additional 21 percent of these trips (344 out of 1629), the respondent did learn of delays, but considered them not significant enough to warrant any change to the trip.

Thus, a large part of our answer as to why more travelers do not change their travel plans in response to information is that, much of the time, there are no significant delays and thus essentially no reason to deviate from one's original plan. Moreover we find little evidence that travelers are consulting ATIS with the goal of avoiding an unnecessarily early departure when traffic is light. In 98 percent of cases where travelers learned that there were no delays on their route, they made no change to their travel plans.

Availability of alternatives

Finally, we posit that at least part of the reason that travelers are unlikely to make changes to their plans in response to traveler information, even when they learn of delays, is that few genuine alternatives exist. To test this, we filtered the PSTP data down to just those trips for which the traveler consulted information, learned of delays, and considered these delays to be serious enough to warrant a change. Of these 416 trips, on 215 of them – i.e., 52 percent of the time – the traveler nonetheless made no change, reporting that he/she “had no alternative”. On the remaining 48 percent of the trips, the traveler did make a change, generally changing the route or departure time.

As might be expected, however, travelers were more likely to make a change when they learned not just of delays but of a specific *incident* on their route. In these cases, a full 50 percent of travelers changed their route, and 16 percent made some other change. The fraction who said that they made no change because they “had no alternative” fell from 52 percent to 34 percent. Since travelers' belief that they have no viable alternatives varies according to circumstances, it is likely both a question of perceptions as well as the result of

certain actual characteristics of the geography and road network in the Seattle area, where many trips across Puget Sound have only one logical route.

CONCLUSIONS

We have seen that the six factors analyzed all contribute, to varying degrees, to the relatively low frequency with which Seattle-area travelers consult traveler information and take action based on that information. First, the overall ATIS context in the Seattle area – with respect to factors such as employment levels, traffic congestion, and diffusion of technologies – no longer strongly suggests that information use will inevitably rise. Rather, many of these factors are ebbing or even reversing. Second, awareness of information sources other than TV and radio reports is still modest, putting a ceiling on the number of users of more advanced ATIS sources. Third, many of the trips taken in a typical day are not of the type where traveler information would be needed or useful. The majority of recorded trips are either at an off-peak time when delays are unlikely, or not time-sensitive enough to warrant any special effort to seek out information, or simply too short for information to make much of a difference. Fourth, even when an attempt is made to consult information, no information may be available for the trip in question, or it may not be detailed or accurate enough to be useful in making decisions. Fifth, even in a congested area such as Seattle, a traveler taking the trouble to seek out information often learns that there are in fact no delays, and thus has no reason to put the information to use. Sixth, even when learning of delays, travelers may have (or feel that they have) no real alternatives for changing their trip.

Insufficient information quality seems to be the principal impediment to more frequent use of information for making changes to trip plans. As mentioned above, ATIS users are skeptical of even the most advanced information sources; they have likewise been found to be much more concerned with increasing the basic quality of the information they receive – its timeliness, accuracy, and extent of geographic coverage – than with personalization or customization features (1). Moreover the fact that the PSTP respondents were unable to obtain any information on their route on over one-third of their attempts is an obvious indication that information quality and availability is an obstacle to broader use of traveler information.

As to why travelers often do not seek any information in the first place, this seems most closely tied to trip characteristics. Simulation models of ATIS usage suggest that the overall user benefit to consulting ATIS is quite modest, but that information can be of great value for certain types of trips, particularly those of high traffic variability and time-sensitivity (7). This is confirmed by our analysis of PSTP diaries. For example, we find that morning-peak commute trips of over 45 minutes in duration have very high levels of information acquisition – travelers consulted information on 48 percent of these trips, compared to 10 percent overall. But trips of this type constitute less than 1 percent of the trips recorded in the PSTP diaries, and are thus very much the exception rather than the rule. Indeed, the typical Seattle area resident spends much more time taking short, local trips, with 70 percent of trips taking 20 minutes or less and 80 percent of trips being non-work related.

The pattern that emerges from all of this is *selectivity*, with travelers not hesitating to consult information sources when necessary, but choosing to do so on a very narrowly tailored subset of their trips. This selectivity and focus on time-sensitive, peak-hour trips is

important because of the way it interacts with a complex set of decades-long trends in American travel patterns: more and more recreational and personal trips each day, longer commute distances and times, and lengthening peak periods (9). ATIS is currently something of a niche market, very valuable for certain trips but less useful for the sorts of trips that make up the bulk of daily travel – characteristics that could be either intensified or weakened by these ongoing changes to travel patterns. As described above, however, any substantial increase in ATIS usage would require that the data quality and geographic coverage improve to keep pace with user demands. Public- and private-sector ATIS initiatives will likely also need to keep these long-term travel trends in mind in order to provide services that are truly useful to the traveling public, rather than services that are geared toward morning-inbound/evening-outbound commuter paradigms that are increasingly at odds with the nature of metropolitan area travel.

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TABLE 1 Travel Diary Summary Statistics

	Number of Trips	Percentage
Total	25,528	100%
Consulted information (<i>from any source -- radio, TV, website, highway message sign, bus status monitor, etc.</i>)	2,657	10%
Did not consult	22,857	90%
Trips using information	2,657	100%
Made no change to travel plans	2,272	86%
Changed departure time, route, mode, or made other change	239	9%
No response/blank	146	5%

FIGURE 2 Employment Levels in the Seattle MSA, 1993-2002 (Source: Bureau of Labor Statistics)

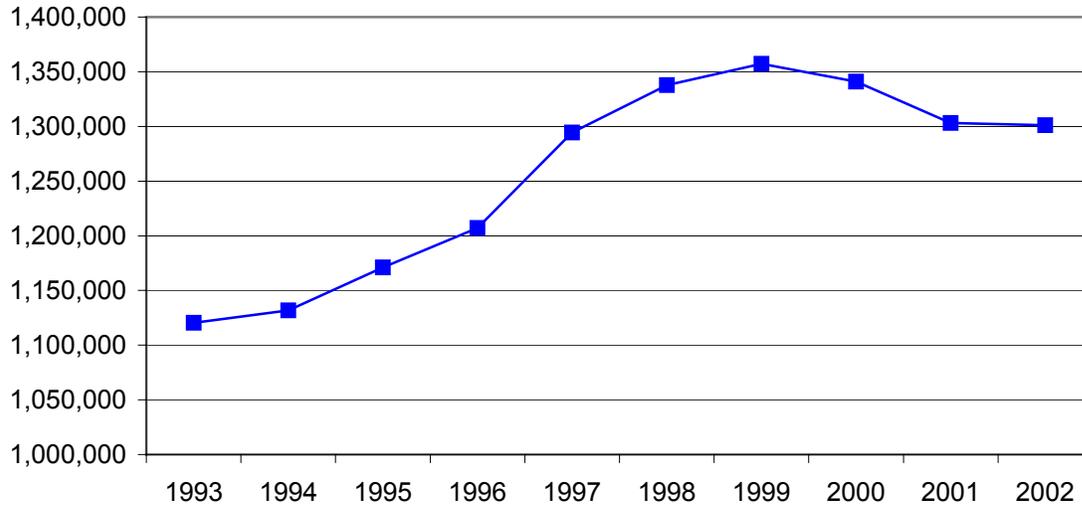


TABLE 2 Awareness and Use of Seattle-area Traveler Information Offerings, 2003

	Aware of Service	Have Ever Used Service
Puget Sound traffic website	49%	22%
King County Metro online	46%	20%
TransitWatch	24%	5%
Traffic TV	33%	7%
Washington State ferry website	58%	28%
Bus View	12%	2%
MyBus	11%	1%
TV traffic reports	97%	63%
Radio traffic reports	98%	81%

FIGURE 3 Percentage of Trips for Which the Traveler Consulted Information, by Trip Duration

