

Your TravTek Driving Experience

Rental Users Study Data Summary

November 1993



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TRAVTEK TASK B1 - RENTAL USERS STUDY

Purpose

This report documents the questionnaire data collected and the instruments used for the TravTek Evaluation Task B1 - Rental Users Study. It presents summary statistics for the primary drivers derived from the renter study, which was conducted from March 1992 through March 1993.

This report also documents the items that were included in the three configuration-specific questionnaires and highlights significant item differences that occurred between the versions developed throughout the project. Where the items changed significantly, the data are reported separately.

Sample

During the period of data collection a total of 2896 rental trips was completed. Employees of partner organizations, partner affiliates, or others with special TravTek interests (termed "VIPs") were excluded from the analyses, leaving a total of 2,568 rentals. This total was comprised of 369 in the Services configuration; 921 in Navigation; and 1,278 in Navigation Plus. A total of 1808 questionnaires from these drivers was returned.

A subset of the returned questionnaire data are contained in this report. The data were subset to **exclude** drivers who were identified as VIPs; or those whose data showed a configuration conflict between the returned questionnaire, the TISC data and/or the in-vehicle log data.

Due to these subsetting criteria, the results presented here are based on a set of 1608 drivers. The sample breakout by configuration and questionnaire version is:

VERSION	CONFIGURATION			
	NAVIGATION +	NAVIGATION	SERVICES	TOTAL
1	179	141	52	372
2	459	367	86	912
3	213	101	10	324
TOTAL	851	609	148	1608

Format

The document pages are numbered from R-1 to R-134 to represent these data are obtained from the Renters study. It is anticipated that several similar volumes will be produced from other the other studies and will be numbered in a similar fashion (i.e., O-x to O-xx to represent the OTNS study; L-x to L-xx for the Local Users study, etc.). This convention will aid analysts in reviewing data from different studies.

Each questionnaire item that was included in the Renters study is reproduced exactly as it appeared in the questionnaire(s). Notation is included in the in the upper right hand comer of each page that designates where the item appeared in the questionnaire(s). For instance, the code, “N+VI/B1” indicates the item was included in the Navigation Plus questionnaire, in the first version of that questionnaire, and was item B1. Where multiple designations occur, it is important to note that **except where explicitly stated in a footnote, the items are identical across the configurations and versions.** Significant item changes, wording differences, or additions are documented in the footnotes.



Background Information

Please check the box that best describes your household?

- Single with no children**
- Single with children: Number of children under 18 _____ over 18 _____**
- Married with no children**
- Married with children: Number of children under 18 _____ over 18 _____**
- Widow/Widower**

Frequency

	Navigation Plus	Navigation	Services
Single: no children	112	75	15
Single: with children	43	31	5
Married: no children	160	88	19
Married: with children	498	392	97
Widow/Widower	12	6	3
Other	12	7	3
Total	837	599	142

Mode (Number of children)

	Navigation Plus	Navigation	Services
Under 18 with single parent	1	1	3
Over 18 with single parent	2	1	1
Under 18 with married parents	2	2	1
Over 18 with married parents	2	1	2

Item #	N+/V3/A2	N/V3/A2	S/V3/A2
	N+/V2/A2	N/V2/A2	S/V2/A2
	N+/V1/A2	N/V1/A2	S/V1/A2

What was your household' s income before taxes last year?

- Under \$20,000*
 \$20,000 to \$39,999
 \$40,000 to \$59,999
 \$60,000 to \$79,999
 \$80,000 to \$99,999
 \$100,000 and over

Frequency

	Navigation Plus	Navigation	Services
Under 20k	9	4	1
20k to 39k	56	62	10
40k to 59k	175	127	38
60k to 79k	169	126	38
80k to 99k	144	95	17
Over 100k	249	154	33
Total	802	568	137

Median

	Navigation Plus	Navigation	Services
	60K – 79K	60K – 79K	60K – 79K

Item # N+/V3/A3 N/V3/A3 S/V3/A3
 N+/V2/A3 N/V2/A3 S/V2/A3
 N+/V1/A3 N/V1/A3 S/V1/A3

Many of the following questions ask for answers from your car's primary and secondary drivers. Prior to your trip, you identified a primary and secondary driver. Please indicate the primary and secondary drivers' age, gender, and the estimated percent of time each drove the TravTek car.

Primary Driver

Age _____
 Male _____ Female _____
 Percent of Time
 Drove Car _____ %

Secondary Driver

Age _____
 Male _____ Female _____
 Percent of Time
 Drove Car _____ %

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Age	8.36	44.98	11.04	602	45.23	10.79	143	44.85	11.50
Percent of time for primary driver	834	90.23	17.14	596	88.57	19.98	143	88.93	20.84

Frequency

	Navigation Plus	Navigation	Services
Male	739	522	116
Female	100	79	27
Total	839	601	143

Item #	N+/V3/A4	N/V3/A4	S/V3/A4
	N+/V2/A4	N/V2/A4	S/V2/A4

During your trip, how many people (including the driver) in the following age ranges usually rode in the car? (Please indicate the number of people within each of the following age ranges.)

<input type="checkbox"/> <i>0 - 5 years old</i>	<input type="checkbox"/> <i>19 - 25 years old</i>
<input type="checkbox"/> <i>6 - 12 years old</i>	<input type="checkbox"/> <i>Over 25 years old</i>
<input type="checkbox"/> <i>13 - 18 years old</i>	

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
0-5 years old	58	1.19	0.40	58	1.19	0.40	12	1.25	0.45
6-12 years old	77	1.35	0.53	92	1.32	0.53	20	1.45	0.61
13-25 years old	50	1.38	0.67	52	1.33	0.59	6	1.33	0.52
19-25 years old	43	1.54	0.83	24	1.33	1.05	6	1.50	0.55
Over 25 years old	629	2.16	1.05	441	2.17	1.01	88	1.97	0.84

Including the drivers, how many people in each of the following age ranges usually rode in the car?

- 0 - 5 years old*** ***19 – 25 years old***
 6 - 12 years old ***Over 25 years old***
 13 - 18 years old

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
0-5 years old	18	1.17	0.38	20	1.50	0.69	4	1.00	0.00
6-12 years old	30	1.60	0.77	27	1.37	0.49	10	1.40	0.52
13-25 years old	18	1.44	0.51	14	1.14	0.36	7	1.29	0.49
19-25 years old	15	1.73	2.05	12	1.00	0.00	6	1.67	0.52
Over 25 years old	157	2.18	1.14	116	2.23	1.16	43	2.05	1.07

Item # N+/V3/A5 N/V3/A5 S/V3/A4
 N+/V2/A5 N/V2/A5 S/V2/A4
 N+/V1/A4 N/V1/A4 S/V1/A4

What type of car do you currently drive?

	<i>Primary Driver</i>	<i>Secondary Driver</i>
Make (e.g., Oldsmobile, Chevrolet)		
Model (e.g., Toronado, Lumina)		
Year		

Frequency for “Make”

	Navigation Plus	Navigation	Services
Acura	12	4	0
AMC	1	0	0
Audi	9	3	0
BMW	10	5	3
Buick	39	39	6
Cadillac	19	13	8
Chevrolet	37	33	4
Chrysler	13	12	3
Daihatsu	0	1	0
Dodge	7	11	1
Eagle	3	4	0
European unspecific	3	4	1
Ford	60	29	6
Geo	3	0	0
Geo tracker	0	1	0
Honda	46	20	3
Hyundai	1	2	0
Inifiniti	4	2	2
Jaguar	0	1	0
Lexus	6	6	1
Lincoln	23	14	3
Mazda	12	13	2
Mercedes	14	10	3
Mercury	20	24	5
Merkur	1	0	0

Item #	N+/V3/A5	N/V3/A5	S/V3/A4
	N+/V2/A5	N/V2/A5	S/V2/A4
	N+/V1/A4	N/V1/A4	S/V1/A4

(Continued)

Frequency for “Make” (cont.)

	Navigation Plus	Navigation	Services
Mitsubishi	2	8	2
Nissan	35	27	5
Oldsmobile	42	31	5
Peugeot	3	0	0
Plymouth	6	4	2
Pontiac	26	24	4
Porsche	6	1	0
Renault	1	0	0
Saab	6	5	0
Saturn	5	3	0
Sterling	1	0	1
Subaru	8	6	3
Toyota	56	30	6
Volkswagen	8	7	1
Volvo	16	8	0
Chevrolet truck	26	31	7
Dodge truck/van	15	14	3
Ford truck/van	35	23	6
GMC truck	10	6	1
Isuzu truck	1	2	1
Jeep truck	14	10	3
Mazda truck/van	4	0	3
Mitsubishi truck	0	1	0
Nissan truck/van	4	6	0
Plymouth truck/van	13	4	1
Pontiac transporter	1	2	1
Suzuki truck/van	1	0	0
Toyota truck	9	10	1
VW truck/van	1	1	0
Total	698	515	107

Item #	N+/V3/A5	N/V3/A5	S/V3/A4
	N+/V2/A5	N/V2/A5	S/V2/A4
	N+/V1/A4	N/V1/A4	S/V1/A4

(Continued)

Frequency for “Model”

	Navigation Plus	Navigation	Services
Compact, special	32	19	3
Compact, reg	50	33	7
Fullsize	17	12	3
Intermediate, reg	32	21	4
Intermediate, special	17	7	1
Large	23	26	2
Large, special	7	4	0
Low luxury	18	11	3
Low midsize	54	34	5
Low small	21	16	3
Luxury, reg	46	29	4
Luxury, special	40	25	8
Luxury, sport	2	2	0
Middle luxury	22	9	2
Middle regular	13	11	1
Middle specialty	19	9	1
Minicompact	6	5	1
Minispecialty	1	2	0
Minivan	26	9	2
Small specialty	8	7	0
Sport vehicle	50	33	8
Subcompact	28	17	6
Subcompact, special	3	7	0
Truck	30	39	6
Upper luxury	8	10	5
Upper midsize	45	28	6
Upper small	14	11	2
Van	20	22	5
Total	652	458	88

Item #	N+/V3/A5	N/V3/A5	S/V3/A4
	N+/V2/A5	N/V2/A5	S/V2/A4
	N+/V1/A4	N/V1/A4	S/V1/A4

(Continued)

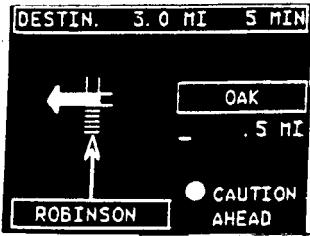
Frequency for “Year”

	Navigation Plus	Navigation	Services
1979 & earlier	23	19	9
1980 & 1984	80	57	14
1985 – 1989	369	261	63
1990 – 1993	315	237	52
Total	787	564	138

Did you:	<i>Primary Driver</i>	<i>Secondary Driver</i>
<i>Buy this car new?</i>	_____	_____
<i>Buy this car used?</i>	_____	_____
<i>Lease this car?</i>	_____	_____

Frequency

	Navigation Plus	Navigation	Services
New	118	88	36
Used	34	35	11
Lease	18	14	4
Total	170	137	51



The TravTek system's *Guidance Display*:

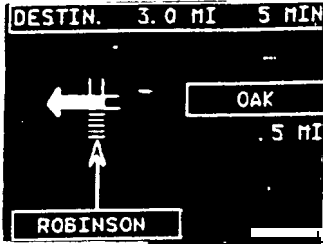
	Did Not Use	Was Easy to Learn		Was Easy to Use		Helped Me Find My Way		Helped Me Pay More Attention To My Driving											
		Strongly Disagree.....	Strongly Agree	Strongly Disagree.....	Strongly Agree	Strongly Disagree.....	Strongly Agree	Strongly Disagree.....	Strongly Agree										
Primary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
		Interfered With My Driving		Provided Timely Information		Functioned Properly													
		Strongly Disagree.....	Strongly Agree	Strongly Disagree.....	Strongly Agree	None of the Time.....	All of the Time												
Primary Driver		1	2	3	4	5	6	1	2	3	4	5	6						
Secondary Driver		1	2	3	4	5	6	1	2	3	4	5	6						

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Easy to learn	809	5.46	0.81	128	5.40	0.90			
Easy to use	807	5.43	0.85	129	5.26	1.06			
Helped find way	808	5.30	1.03	129	5.09	1.21			
Helped pay attention	800	4.20	1.48	127	4.13	1.69			
Interfered driving	743	2.42	1.39	123	2.34	1.51			
Timely information	746	5.00	1.12	122	4.79	1.36			
Functioned properly	739	4.77	1.16	122	4.48	1.31			

Frequency

	Navigation Plus	Navigation	Services
Didn't use	21	25	
Total	21	25	



The TravTek system's *Guidance Display*:

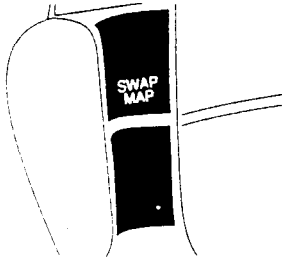
	Did Not Use	Was Easy to Learn						Was Easy to Use						Helped Me Find My Way						Helped Me Pay More Attention To My Driving							
		Strongly Disagree	1	2	3	4	5	6	Strongly Disagree	1	2	3	4	5	6	Strongly Disagree	1	2	3	4	5	6	Strongly Disagree	1	2	3	4
Primary Driver	0																										
Secondary Driver	0																										
		Interfered With My Driving						Provided Timely Information						Functioned Properly													
		Strongly Disagree... Agree						Strongly Disagree... Agree						None of the Time.....Time													
Primary Driver																											
Secondary Driver																											

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Easy to learn				438	5.41	0.85			
Easy to use				437	5.36	0.91			
Helped find way				437	5.21	1.09			
Helped pay attention				433	4.24	1.46			
Interfered driving				399	2.32	1.33			
Timely information				400	4.91	1.16			
Functioned properly				397	4.63	1.15			

Frequency

	Navigation Plus	Navigation	Services
Didn't use		19	

Total



The TravTek system's "Swap Map" Feature (located on steering wheel):

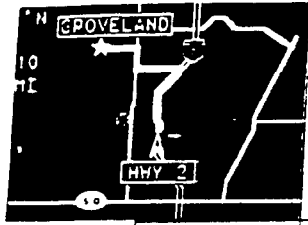
	Did Not Use	Was Easy to Learn					Was Easy to Use					Helped Me Find My Way							
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree			
Primary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
		Helped Me Pay More Attention To My Driving					Interfered With My Driving					Functioned Properly							
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	None of the Time	Some of the Time	Most of the Time	All of the Time				
Primary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Easy to learn	581	5.46	0.93	377	5.37	1.07			
Easy to use	582	5.56	0.82	375	5.48	0.96			
Helped find way	579	5.12	1.18	376	5.08	1.28			
Helped pay attention	570	4.33	1.34	370	4.26	1.51			
Interfered driving	566	2.23	1.29	368	2.14	1.36			
Functioned properly	569	5.30	1.04	368	5.08	1.22			

Frequency

	Navigation Plus	Navigation	Services
Didn't use	234	200	
Total	234	200	



The TravTek system's *Route Map*:

	Did Not Use	Was Easy to Learn					Was Easy to Use					Showed Sufficient Detail					Helped Me Find My Way								
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree				
Primary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
		Helped Me Pay More Attention To My Driving					Interfered With My Driving					Functioned Properly													
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	None of the Time	Some of the Time	Most of the Time	All of the Time										
Primary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6						
Secondary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6						

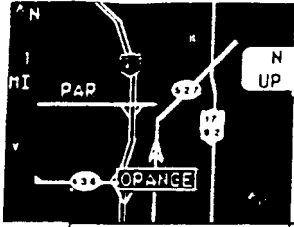
Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Easy to learn	802	5.37	0.86	577	5.33	0.88			
Easy to use	800	5.32	0.93	576	5.24	1.00			
Sufficient detail	802	4.91	1.21	571	4.91	1.20			
Helped find way	800	5.12	1.10	571	5.08	1.17			
Helped pay attention	773	4.25	1.33	555	4.30	1.37			
Interfered driving	772	2.31	1.28	548	2.20	1.30			
Functioned properly	772	4.97	1.13	546	4.85	1.18			

Frequency

	Navigation Plus	Navigation	Services
Didn't use	26	18	
Total	26	18	

The TravTek system's Map Orientation Feature: (showing "North Up" or "Heading Up")



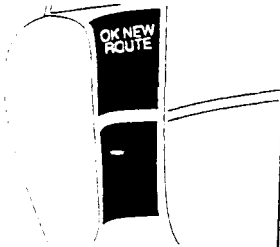
	Did Not Use	Was Easy to Learn						Was Easy to use						Was Useful					
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree			
Primary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
		Helped Me Find My Way						Was Available When I needed it						Functioned Properly					
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	None of the Time	All of the Time	None of the Time	All of the Time	None of the Time	All of the Time	None of the Time	All of the Time	None of the Time	All of the Time	None of the Time	All of the Time	
Primary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Easy to learn	662	5.30	0.98	455	5.30	1.01			
Easy to use	659	5.26	1.07	455	5.30	1.02			
Useful	660	4.98	1.29	454	5.02	1.26			
Helped find way	652	4.78	1.33	448	4.89	1.32			
Available	642	4.85	1.33	444	4.89	1.30			
Functioned properly	648	5.26	1.09	445	5.18	1.12			

Frequency

	Navigation Plus	Navigation	Services
Didn't use	158	133	
Total	158	133	



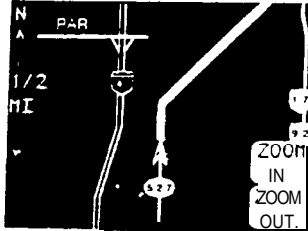
The TravTek system's "OK New Route" Feature (located on steering wheel):

	Did Not Use	Was Easy to Learn					Was Easy to Use					Helped Me Find My Way							
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree			
Primary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
		Helped Me Pay More Attention To My Driving					Interfered With My Driving					Functioned Properly							
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	None of the Time	All of the Time	None of the Time	All of the Time	None of the Time	All of the Time		
Primary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6

Comments: _____

	Navigation Plus			Number	Navigation			Number	Services		
	Number	Mean	Standard Deviation		Mean	Standard Deviation	Mean		Standard Deviation		
Easy to learn	714	5.48	0.83	491	5.31	1.02					
Easy to use	715	5.52	0.92	489	5.31	1.03					
Helped find way	710	5.05	1.23	491	4.90	1.30					
Helped pay attention	695	4.35	1.40	477	4.34	1.45					
Interfered driving	693	2.30	1.35	477	2.25	1.41					
Functioned properly	686	4.82	1.27	473	4.68	1.31					

	Frequency		
	Navigation Plus	Navigation	Services
Didn't use	98	94	
Total	98	94	



The TravTek system's Zoom In/Zoom Out Feature:

	Did Not Use	Was Easy to Learn		Was Easy to Use		Was Useful		Helped Me Find My Was	
		Strongly Disagree	Strongly Agree	Strongly Disagree	Strongly Agree	Strongly Disagree	Strongly Agree	Strongly Disagree	Strongly Agree
Primary Driver	0	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6
Secondary Driver	0	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6
		Helped Me Pay More Attention to My Driving		Interfered with My Driving		Functioned Properly		Was Available When needed it	
		Strongly Disagree	Strongly Agree	Strongly Disagree	Strongly Agree	None of the Time	All of the Time	None of the Time	All of the Time
Primary Driver		1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6
Secondary Driver		1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6	1 2 3 4 5 6

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Easy to learn	761	5.53	0.75	515	5.49	0.76	110	5.13	1.10
Easy to use	758	5.32	1.06	516	5.28	1.06	110	4.86	1.39
Useful	757	5.05	1.22	516	5.00	1.28	109	3.62	1.81
Helped find way	755	4.85	1.33	512	4.76	1.37	105	3.06	1.66
Helped pay attention	744	4.10	1.41	499	4.11	1.44			
Interfered driving	744	2.37	1.35	502	2.12	1.30			
Functioned properly	741	5.30	1.01	502	5.28	1.05	101	4.95	1.45
Available	739	4.33	1.60	499	4.35	1.58	103	3.75	1.87

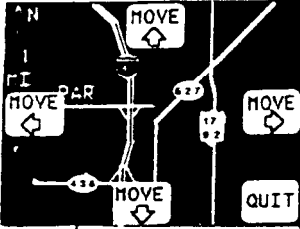
1. Items # S/V3,V2,V1 14 do not include columns for "Helped Me Pay More Attention to My Driving" and Interfered with My Driving"

Item # N+/V3/B14 N/V3/B14 S/V3/B14
 N+/V2/B14 N/V2/B14 S/V2/B14
 N+/V 1/B14 N/V1/B14 S/V1/B14

(Continued)

Frequency

	Navigation Plus	Navigation	Services
Didn't use	70	73	23
Total	70	73	23



The TravTek system's *Move Map* Feature:

	Did Not Use	Was Easy to Learn					Was Easy to Use					Was Useful							
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree			
Primary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
		Helped Me Find My Way					Was Available When I Needed It					Functioned Properly							
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	None of the Time	Some of the Time	Most of the Time	All of the Time	None of the Time	Some of the Time	Most of the Time	All of the Time					
Primary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6

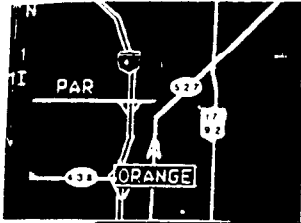
Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Easy to learn							97	5.02	1.29
Easy							98	4.54	1.61
Useful							98	3.42	1.87
Helped find way							93	3.03	1.72
Available							90	4.00	1.81
Functioned							89	5.14	1.39

Frequency

	Navigation Plus	Navigation	Services
Didn't use			36
Total			36

The TravTek system's technique of displaying a Local Map for Driving Without a Pre-Selected Destination:



	Did Not Use	Was Easy to Learn					Was Easy to Use					Was Useful					Helped Me Find My Way								
		Strongly Disagree	Disagree	Agree	Strongly Agree	Strongly Disagree	Disagree	Agree	Strongly Agree	Strongly Disagree	Disagree	Agree	Strongly Agree	Strongly Disagree	Disagree	Agree	Strongly Agree								
Primary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
		Helped Me Pay More Attention to My Driving					Interfered with My Driving					Functioned Properly													
		Strongly Disagree	Disagree	Agree	Strongly Agree	Strongly Disagree	Disagree	Agree	Strongly Agree	None of the Time	Some of the Time	All of the Time													
Primary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6						
Secondary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6						

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Easy to learn	639	5.51	0.80	457	5.47	0.79			
Easy to use	640	5.51	0.83	456	5.48	0.80			
Useful	639	5.35	1.00	458	5.38	0.93			
Helped find way	636	5.09	1.16	454	5.17	1.11			
Helped pay attention	621	4.40	1.38	450	4.45	1.34			
Interfered driving	619	2.08	1.26	447	2.03	1.27			
Functioned properly	621	5.31	0.97	446	5.24	1.03			

Frequency

	Navigation Plus	Navigation	Services
Didn't use	186	129	
Total	186	129	

The TravTek system's procedures for Correcting Your Car's Location on the Route Mop:

HELP CORRECT LOCATION OPTIONS PAGE
 MOVE CAR ON MAP BACK
 SAVED DESTINATION MAIN
 COMPLETE ADDRESS MENU
 INTERSECTION
 STREET NAME
 ↓
 DONE

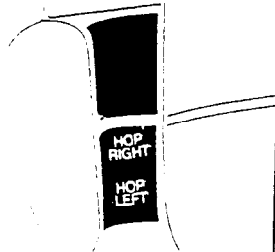
	Did Not Use	Were Easy to Learn					Were Easy to Understand					Were Useful					Helped Me Find My Way								
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree				
Primary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
		Helped Me Pay More Attention to My Driving					Interfered with My Driving					Functioned Properly													
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	None of the Time	Some of the Time	Most of the Time	All of the Time										
Primary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6						
Secondary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6						

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Easy to learn	289	4.66	1.48	236	4.52	1.52			
Easy to understand	288	4.70	1.47	235	4.55	1.46			
Useful	289	4.84	1.41	234	4.65	1.47			
Helped find way	286	4.37	1.64	227	4.36	1.64			
Helped pay attention	284	3.72	1.60	223	3.70	1.66			
Interfered driving	285	2.52	1.54	221	2.56	1.61			
Functioned properly	285	4.64	1.42	226	4.58	1.47			

Frequency

	Navigation Plus	Navigation	Services
Didn't use	519	344	
Total	519	344	



The TravTek system's "Hop Right/Hop Left" feature
 (located on steering wheel):

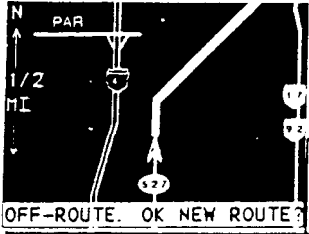
	Did Not Use	Was Easy to Learn					Was Easy to Understand					Was Useful					Helped Me Find My Way								
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree				
Primary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
		Helped Me Pay More Attention to My Driving					Interfered with My Driving					Functioned Properly													
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	None of the Time	Some of the Time	Most of the Time	All of the Time										
Primary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6						
Secondary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6						

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard
Easy to learn	439	5.01	1.25	325	5.04	1.25			
Easy to understand	440	4.93	1.31	324	4.95	1.33			
Useful	434	4.76	1.38	324	4.61	1.48			
Helped find way	426	3.99	1.63	318	4.09	1.65			
Helped pay attention	424	3.50	1.50	313	3.56	1.57			
Interfered driving	422	2.58	1.49	314	2.37	1.45			
Functioned properly	420	4.91	1.30	312	4.70	1.45			

Frequency

	Navigation Plus	Navigation	Services
Didn't use	365	250	
Total	365	250	



If the TravTek system offered new routes when the car was off course, how often did you accept them?

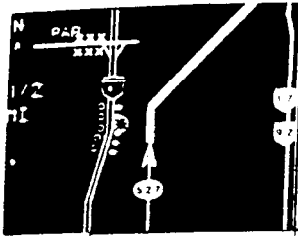
	Did Not Offer	None of the Time Time					
		1	2	3	4	5	6
Primary Driver	0						
Secondary Driver	0						

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Time	715	4.35	1.48	507	4.19	1.51			

	Frequency		
	Navigation Plus	Navigation	Services
Didn't use	94	72	
Total	94	72	

The TravTek system's technique of displaying Updated Traffic Conditions on the Route Map:



	Did Not Use	Was Easy to Learn		Was Easy to Understand		Was Useful		Helped Me Find My Way	
		Strongly Disagree	Strongly Agree	Strongly Disagree	Strongly Agree	Strongly Disagree	Strongly Agree	Strongly Disagree	Strongly Agree
Primary Driver	0	1 2 3 4 5 6		1 2 3 4 5 6		1 2 3 4 5 6		1 2 3 4 5 6	
Secondary Driver	0	1 2 3 4 5 6		1 2 3 4 5 6		1 2 3 4 5 6		1 2 3 4 5 6	
		Helped Me Pay More Attention to My Driving		Interfered with My Driving		Provided Believable Information		Provided Timely Information	
		Strongly Disagree	Strongly Agree	Strongly Disagree	Strongly Agree	Strongly Disagree	Strongly Agree	Strongly Disagree	Strongly Agree
Primary Driver		1 2 3 4 5 6		1 2 3 4 5 6		1 2 3 4 5 6		1 2 3 4 5 6	
Secondary Driver		1 2 3 4 5 6		1 2 3 4 5 6		1 2 3 4 5 6		1 2 3 4 5 6	
		Functioned Properly		None of the Time		All of the Time			
Primary Driver		1 2 3 4 5 6							
Secondary Driver		1 2 3 4 5 6							

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Easy to learn	575	5.03	1.21						
Easy to understand	573	4.88	1.31						
Useful	569	4.21	1.55						
Helped find way	556	3.48	1.65						
Helped pay attention	562	3.84	1.50						
Interfered driving	561	2.28	1.31						
Believable info.	558	3.79	1.57						
Timely information	560	3.76	1.60						
Functioned properly	537	4.51	1.46						

(Continued)

Frequency

	Navigation Plus	Navigation	Services
Didn' t use	225		
Total	225		

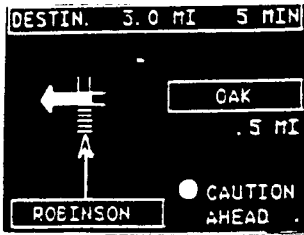
While en route to your destination, did you

Experience traffic problems?

	Never.....Frequently					
Primary Driver	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Traffic problems							9	2.89	1.05



The TravTek system's technique of displaying Updated Traffic Messages on the Guidance Display:

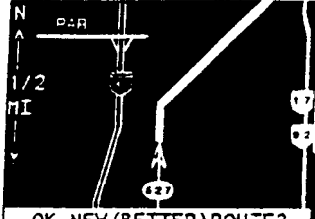
	Did Not Use	Was Easy to Learn		Was Easy to Use		Was Useful		Helped Me Find My Way											
		Strongly Disagree	Strongly Agree	Strongly Disagree	Strongly Agree	Strongly Disagree	Strongly Agree	Strongly Disagree	Strongly Agree										
Primary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
		Helped Me Pay More Attention to My Driving		Interfered with My Driving		Functioned Properly													
		Strongly Disagree	Strongly Agree	Strongly Disagree	Strongly Agree	None of the Time	All of the Time												
Primary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Easy to learn	558	5.29	1.06						
Easy to use	555	5.25	1.09						
Useful	553	4.43	1.55						
Helped find way	543	3.83	1.69						
Helped pay attention	545	4.06	1.51						
Interfered driving	546	2.19	1.29						
Functioned properly	531	4.72	1.39						

Frequency

	Navigation Plus	Navigation	Services
Didn't use	240		
Total	240		



If the TravTek system offered you new routes due to traffic conditions, how often did you accept the new routes?

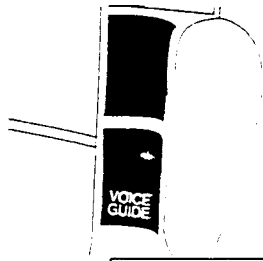
	Did Not Offer	None of the Time..... All of the Time					
		1	2	3	4	5	6
Primary Driver	0						
Secondary Driver	0						

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Time	140	4.11	1.91						

Frequency

	Navigation Plus	Navigation	Services
Didn't offer	669		
Total	669		



The TravTek system's Voice Guide Feature ("Turn right on Robinson"; button located on steering wheel):

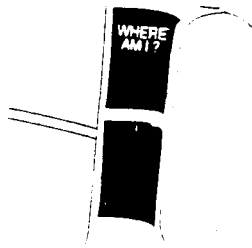
	Did Not Use	Was Easy to Learn					Was Easy to Use					Was Useful					Helped Me Find My Way								
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree				
Primary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
		Helped Me Pay More Attention to My Driving					Interfered with My Driving					Functioned Properly					Provided Timely Information								
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	None of the Time	All of the Time	None of the Time	All of the Time	None of the Time	All of the Time	None of the Time	All of the Time	None of the Time	All of the Time				
Primary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Easy to learn	746	5.49	0.84	531	5.49	0.88			
Easy to use	703	5.59	0.74	531	5.52	0.87			
Useful	744	5.42	0.93	528	5.38	1.02			
Helped find way	740	5.30	1.02	526	5.25	1.12			
Helped pay attention	727	5.03	1.23	520	5.06	1.25			
Interfered driving	724	1.82	1.17	519	1.79	1.17			
Functioned properly	729	4.92	1.19	520	4.80	1.26			
Timely information	719	5.00	1.04	515	4.89	1.14			

Frequency

	Navigation Plus	Navigation	Services
Didn't use	77	56	
Total	77	56	



The TravTek system's "Where Am I?" Feature ("Heading West on Colonial"; button located on steering wheel):

	Did Not Use	Was Easy to Learn					Was Easy to Use					Was Useful					Helped Me Find My Way								
		Strongly Disagree	Disagree	Agree	Strongly Agree	Strongly Disagree	Disagree	Agree	Strongly Agree	Strongly Disagree	Disagree	Agree	Strongly Agree	Strongly Disagree	Disagree	Agree	Strongly Agree								
Primary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
		Helped Me Pay More Attention to My Driving					Interfered with My Driving					Functioned Properly					Provided Timely Information								
		Strongly Disagree	Disagree	Agree	Strongly Agree	Strongly Disagree	Disagree	Agree	Strongly Agree	None of the Time	Some of the Time	All of the Time	None of the Time	Some of the Time	All of the Time										
Primary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6

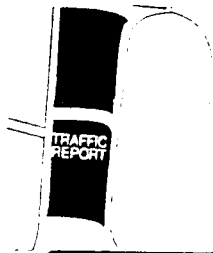
Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Easy to learn	678	5.61	0.68	470	5.63	0.74			
Easy to use	677	5.64	0.65	470	5.65	0.73			
Useful	677	5.01	1.26	467	5.09	1.20			
Helped find way	671	4.65	1.4	464	4.71	1.41			
Helped pay attention	660	4.45	1.41	456	4.52	1.54			
Interfered driving	661	1.85	1.17	457	1.72	1.09			
Functioned properly	664	5.10	1.12	463	5.01	1.20			
Timely information	659	4.97	1.18	455	4.91	1.22			

Frequency

	Navigation Plus	Navigation	Services
Didn't use	147	115	
Total	147	115	

The TravTek system's "Traffic Report" Feature ("Congestion on Colonial Drive between Semoran and Forsyth"; button located on steering wheel):



	Did Not Use	Was Easy to Learn					Was Easy to Use					Was Easy to Understand					Was Useful								
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree				
Primary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
		Helped Me Find My Way					Helped Me Pay More Attention to My Driving					Interfered with My Driving					Functioned Properly								
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	None of the Time	Some of the Time	Most of the Time	All of the Time	None of the Time	Some of the Time	Most of the Time	All of the Time	
Primary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
		Traffic Information was Believable					Traffic Information was Timely																		
		None of the Time	Some of the Time	Most of the Time	All of the Time	None of the Time	Some of the Time	Most of the Time	All of the Time																
Primary Driver		1	2	3	4	5	6	1	2	3	4	5	6												
Secondary Driver		1	2	3	4	5	6	1	2	3	4	5	6												

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Easy to learn	518	5.59	0.67						
Easy to use	517	5.61	0.65						
Easy to understand	514	5.26	1.07						
Useful	514	4.15	1.54						
Helped find way	496	3.46	1.57						
Helped pay attention	500	3.79	1.49						
Interfered driving	498	2.00	1.19						
Functioned properly	502	4.49	1.53						
Believable info.	449	3.98	1.55						
Timely information	491	3.92	1.53						

Item # N+/V3/B245
N+/V2/B24
N+V1/B24

(Continued)

Frequency

	Navigation Plus	Navigation	Services
Didn't Use	292		
Total	292		

The TravTek system's "Repeat Voice" Feature ("Last message was, . ." ; button located on steering wheel):

Repeat
 the
 Voice

	Did Not Use	Was Easy to Learn					Was Easy to Use					Was Useful					Helped Me Find My Way								
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree				
Primary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
		Helped Me Pay More Attention to My Driving					Interfered with My Driving					Functioned Properly													
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	None of the Time	Some of the Time	Most of the Time	All of the Time										
Primary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6						
Secondary Driver		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6						

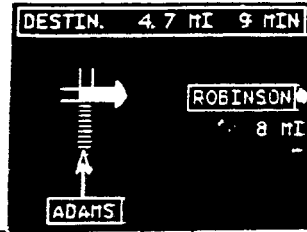
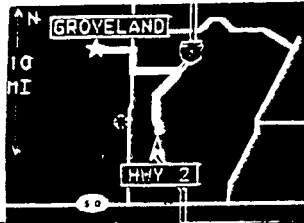
Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Easy to learn	616	5.67	0.60	403	5.70	0.59			
Easy to use	617	5.66	0.62	403	5.70	0.61			
Useful	616	5.08	1.23	401	5.03	1.25			
Helped find way	610	4.55	1.43	401	4.64	1.44			
Helped pay attention	603	4.36	1.48	391	4.43	1.57			
Interfered driving	601	1.83	1.11	391	1.85	1.21			
Functioned properly	603	5.25	1.07	393	5.04	1.27			

Frequency

	Navigation Plus	Navigation	Services
Didn't use	199	185	
Total	199	185	

How well did you like the following TravTek modes of operation?



	Did Not Use	Route Map with Voice					Did Not Use	Route Map without Voice						
		Disliked	1	2	3	4		5	6	Disliked	1	2	3	4
Primary Driver	0	1	2	3	4	5	6	0	1	2	3	4	5	6
Secondary Driver	0	1	2	3	4	5	6	0	1	2	3	4	5	6

	Did Not Use	Guidance Display with Voice					Did Not Use	Guidance Display without Voice						
		Disliked	1	2	3	4		5	6	Disliked	1	2	3	4
Primary Driver	0	1	2	3	4	5	6	0	1	2	3	4	5	6
Secondary Driver	0	1	2	3	4	5	6	0	1	2	3	4	5	6

	Did Not Use	Voice Only					
		Disliked	1	2	3	4	5
Primary Driver	0	1	2	3	4	5	6
Secondary Driver	0	1	2	3	4	5	6

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Map with voice	774	5.44	0.89	550	5.47	0.98			
Map w/o voice	576	4.23	1.57	417	4.21	1.64			
Display with voice	787	5.48	0.90	554	5.46	0.96			
Display w/o voice	552	4.14	1.58	384	4.03	1.65			
Voice only	337	4.05	1.75	248	4.04	1.81			

(Continued)

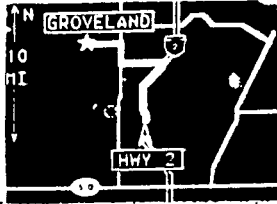
Frequency

	Navigation Plus	Navigation	Services
Didn't use route map	46	34	
Didn't use display	28	26	
Didn't use voice only	11	3	

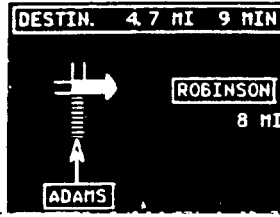
Total

Of the two routing displays, Route Map and Guidance Display, which did you prefer:

Route Map



Guidance Display



	Did Not Use Both	Strongly Prefer Route Map		Strongly Prefer Guidance Display			
Primary Driver	0	1	2	3	4	5	6
Secondary Driver	0	1	2	3	4	5	6

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Prefer	189	3.91	1.54	91	3.81	1.44			

Frequency

	Navigation Plus	Navigation	Services
Didn't use both	0	0	

Total

Item # N+/V3/B27 N/V3/B23
 N+/V2/B27 N/V2/B23
 N+/V1/B27 N/V1/B23

Overall, the steering wheel buttons:

	Were Easy Use					Were Easy to Learn					Were Easy to Find					Were Useful								
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree				
Primary Driver	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
	Helped Me Find My Way					Helped Me Pay More Attention to My Driving					Interfered with My Driving					Functioned Properly								
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	None of the time	Some of the time	Most of the time	All of the time					
Primary Driver	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Easy to use	812	5.47	0.85	572	5.43	0.80			
Easy to learn	813	5.39	0.94	569	5.39	0.89			
Easy to find	813	5.26	1.06	570	5.24	1.00			
Useful	813	5.33	0.93	566	5.25	0.98			
Helped find way	801	4.92	1.13	560	4.91	1.17			
Helped pay attention	803	4.41	1.42	560	4.36	1.45			
Interfered driving	805	2.05	1.23	561	1.99	1.23			
Functioned properly	809	5.25	0.97	556	5.17	0.99			

Item # N+/V3/B28 N/V3/B24 S/V3/B16²
 N+/V2/B28 N/V2/B24 S/V2/B16²
 N+/V1/B28 N/V1/B24 S/V1/B16²

Overall, how would you rate the TravTek system's Visual Display's (e.g. TrakTek Maps, TravTek Menus, TravTek Screen Instructions):

	Did Not Use	I Could Easily Read the Text					I Could Understand The Information					I Liked to Screen Colors											
		Strongly Disagree.....	1	2	3	4	5	6	Strongly Disagree.....	1	2	3	4	5	6	Strongly Disagree.....	1	2	3	4	5	6	
Primary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6				
Secondary Driver	0	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6				
		The Screen was Distracting at Night					Functioned Properly																
		Strongly Disagree.....	1	2	3	4	5	6	None of the Time.....	1	2	3	4	5	6	All of the Time							
Primary Driver		1	2	3	4	5	6	1	2	3	4	5	6										
Secondary Driver		1	2	3	4	5	6	1	2	3	4	5	6										

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Easily read text	827	5.42	0.83	589	5.36	0.86	137	5.30	0.83
Understand info.	823	5.33	0.84	586	5.23	0.90	136	5.20	0.91
Liked screen colors	825	5.30	0.87	586	5.30	0.85	136	5.14	1.03
Screen distracting	799	1.85	1.15	578	1.83	1.15	134	1.88	1.24
Functioned properly	818	5.22	0.93	583	5.09	1.03	130	5.26	1.08

Frequency

	Navigation Plus	Navigation	Services
Didn't use	1	1	0
Total	1	1	0

2. Items # S/V3, V2, V1/B16 read: "The TravTek system's Visual Display:"

Item # N+/V3/B29 N/V3/B25
 N+/V2/B29 N/V2/B25
 N+/V1/B29 N/V1/B25

**How would you rate the TravTek system' s Voice Presentation
 (e.g., Voice Guide, Where Am I, Traffic Report, and Report Voice)?**

	Voice Tone Was Clear						Message was Understandable						Functioned Properly					
	Strongly Disagree.....			Strongly Agree			Strongly Disagree.....			Strongly Agree			None of the Time.....			All of the Time		
Primary Driver	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Clear tone	810	4.34	1.32	581	4.40	1.35			
Understand message	808	4.39	1.24	579	4.46	1.23			
Functioned properly	809	4.99	1.15	577	4.91	1.19			

Item # N+/V3/B30 N/V3/B26 S/V3/B17³
 N+/V2/B30 N/V2/B26 S/V2/B17³
 N+/V1/B30 N/V1/B26 S/V1/B17³

Overall, the TravTek system:

	Was Easy to Learn						Was Easy to Understand						Helped Me Find My Way					
	Strongly Disagree.....			Strongly Agree			Strongly Disagree.....			Strongly Agree			Strongly Disagree.....			Strongly Agree		
Primary Driver	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
	Helped Me Pay More Attention to My Driving						Interfered with My Driving						Functioned Properly					
	Strongly Disagree.....			Strongly Agree			Strongly Disagree.....			Strongly Agree			None of the time.....			All of the Time		
Primary Driver	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Easy to learn	830	5.27	0.87	591	5.16	0.96	133	5.13	0.93
Easy to use							131	5.08	1.01
Easy to understand	828	5.27	0.85	590	5.16	0.97			
Helped find way	826	5.33	0.93	590	5.24	1.08	129	3.32	1.71
Helped pay attention	818	4.47	1.34	588	4.43	1.39	129	3.12	1.48
Interfered driving	817	2.08	1.23	586	2.04	1.23	130	2.27	1.35
Function properly	819	4.89	0.96	586	4.78	1.04	129	5.11	1.26

Frequency

	Navigation Plus	Navigation	Services
Didn't use			0
Total			

2. Items # S/V3, V2, V1/S17 read: "The Overall TravTek system's Visual Display:"

Item #	N+/V3/B31	N/V3/B27	S/V3/B18
	N+/V2/B31	N/V2/B27	S/V2/B18
	N+/V1/B31	N/V1/B27	S/V1/B18 ⁴

Do you think TravTek helped you save time in reaching your destinations?

	Didn't		Save a			
	Save Any		Considerable			
	Time.....		Amount of Time			
Primary Driver	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Save time	822	4.65	1.39	587	4.57	1.49	130	2.59	1.76

4. Item # S/V1/B19 reads: "Do you think TravTek helped you avoid congestion in Orlando?"

Do you think TravTek helped you avoid congestion?

	Didn't Help Avoid Congestion At All			Helped Avoid All Congestion		
Primary Driver	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Avoid congestion	759	3.28	1.59	529	2.90	1.66	126	1.94	1.33

Item #	N+/V3/B33	N/V3/B29	S/V3/B20
	N+/V2/B33	N/V2/B29	S/V2/B20
	N+/V1/B33	N/V1/B29	S/V1/B20 ⁵

Do you think TravTek helped you see more attractions in Orlando?

	Didn't Help Me See More.....Helped Me See More					
Primary Driver	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
See more attractions	781	3.34	1.80	569	3.29	1.80	74	2.20	1.47

5. Item # S/V1/B20 reads: "Do you think TravTek helped you see more attractions in the Orlando area?"

Do you think TravTek helped you drive more safely in Orlando?

	Didn't Help Me Drive Safely.....			Helped Me Drive More Safely		
Primary Driver	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Drive more safely	822	4.11	1.56	593	3.98	1.64	125	2.40	1.63

Do you think TravTek helped you save fuel in Orlando?

	Didn't Help Me Save Fuel . . .	Helped Me Save More Fuel
Primary Driver	1 2 3 4 5 6	
Secondary Driver	1 2 3 4 5 6	

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Save fuel	816	3.62	1.63	580	3.64	1.72	72	2.39	1.69

Overall, how do you rate the TravTek system?

	Poor Excellent					
Primary Driver	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Rate system	832	5.18	0.98	592	5.11	1.04	131	4.04	1.53

6. Item # S/V1/B23 reads: "Overall, how would you rate the TravTek system:



How You Drove with the TravTek System

Item # N+/V3/C1 N/V3/C1 SV3/C1⁷
 N+/V2/C1 N/V2/C1 SV2/C1⁷
 N+/V1/C1 N/V1/C1 SV1/C1⁷

With TravTek, to what extent did you notice a change in your attention to:

	Traffic/Other Drivers		Road Signs		Billboards for Attractions, hotels, etc.		Paper Road Maps		Street Signs /Block Addresses																											
	Substantial Decrease	Substantial Increase	Substantial Decrease	Substantial Increase	Substantial Decrease	Substantial Increase	Substantial Decrease	Substantial Increase	Substantial Decrease	Substantial Increase																										
Primary Driver	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Traffic/other drivers	813	3.82	0.98	528	3.77	1.00	113	3.64	0.71
Road signs	820	3.29	1.21	588	3.39	1.22	120	3.74	0.91
Billboards	808	3.09	1.16	580	3.16	1.14	119	3.36	1.15
Paper road maps	821	1.68	1.03	581	1.81	1.16	115	3.28	1.43
Street signs	817	2.96	1.34	581	3.11	1.34	116	3.66	1.20

7. Items # S/V3.V2.V1/C1 read "To what extent did you notice a change in your attention to:"

Item # N+/V3/C2 N/V3/C2
 N+/V2/C2 N/V2/C2
 N+/V1/C2 N/V1/C2

To what extent did you use TravTek to help you plan routes?

	None of the time..... the time						All of the time
Primary Driver	1	2	3	4	5	6	
Secondary Driver	1	2	3	4	5	6	

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Time	832	5.16	1.12	589	4.99	1.24			

How often did you follow the routes planned by TravTek?

	None of the time.....		All of the time			
Primary Driver	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Time	828	5.12	1.04	586	5.06	1.06			

Did having the TravTek System in your car have any effect on the length or number of trips you took?

Primary Driver Yes No (If no, go to question C5)
 Secondary Driver Yes No (If no, go to question C5)

If yes, did you:

	Take More Tnps?					Take Fewer Trips?					Take Longer Trips?					Take Shorter Trips?								
	Never.. Frequently					Never.. Frequently					Never.. Frequently					Never. Frequently								
Primary Driver	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
More trips	282	4.67	1.08	201	4.63	1.00			
Fewer trips	244	1.64	0.91	171	1.66	1.01			
Longer trips	235	3.96	1.43	180	4.04	1.46			
Shorter tips	245	2.93	1.50	173	2.97	1.64			

Frequency

	Navigation Plus	Navigation	Services
Yes	284	211	
No	536	376	
Total	820	587	

Did you ever change your plans to visit a destination (e.g., go to Walt Disney World instead of Sea World, or go to both instead of one) based on the information you received from TravTek (e.g., parking lot full, lengthy trip time)?

Primary Driver Yes No (if no, go to question C6)
 Secondary Drive. Yes No (if no, go to question C6)

If Yes, how often did you?

	Change Destinations?						Delay Trps?						Cancel Trips?					
	Never		Frequently				Never		Frequently				Never		Frequently			
Primary Driver	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Change desintations	57	3.30	1.15	50	3.48	1.23			
Delay trips	55	1.91	1.19	45	1.80	1.12			
Cancel trips	55	1.73	1.10	44	1.75	1.14			

Frequency

	Navigation Plus	Navigation	Services
Yes	58	53	
No	743	530	
Total	801	582	

During your TravTek driving experience, how often did you stop or park to obtain more information from the system?

	Never Stopped	Stopped Frequently				
Primary Driver	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6

If never, please go to question C/;

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Stopped	831	3.13	1.28	599	3.06	1.33	133	2.71	1.37

Why did you stop?

- | | |
|--|--|
| <p>Primary Driver</p> <ul style="list-style-type: none"> <input type="radio"/> Zoom In/Out <input type="radio"/> Cancel/Enter new routes <input type="radio"/> Obtain Services/Attraction information <input type="radio"/> Obtain information from Help Desk <input type="radio"/> “Correct Location” (from Main Menu) <input type="radio"/> Look at Paper Map <input type="radio"/> Look at Written Directions <input type="radio"/> Ask for Directions <input type="radio"/> Other _____ | <p>Secondary Driver</p> <ul style="list-style-type: none"> <input type="radio"/> Zoom In/Out <input type="radio"/> Cancel/Enter new routes <input type="radio"/> Obtain Services/Attraction information <input type="radio"/> Obtain information from Help Desk <input type="radio"/> “Correct Location” (from Main Menu) <input type="radio"/> Look at Paper Map <input type="radio"/> Look at Written Directions <input type="radio"/> Ask for Directions <input type="radio"/> Other _____ |
|--|--|

Frequency

	Navigation Plus	Navigation	Services
Zoom in/out	83	33	5
Cancel/enter	111	56	
Service/attractions	70	32	4
Help Desk info.	39	24	3
Correct location	33	23	2
Paper map	15	5	1
Written direction	7	7	3
Ask for directions	20	4	2
Other	14	3	2
Total	293	187	22

8. Item # S/V3/C2a does not include "Cancel/Enter new routes."

Why?

- | | |
|--|--|
| <p><i>Primary Driver</i></p> <p><input type="radio"/> Zoom In/Out</p> <p><input type="radio"/> Cancel/Enter new routes</p> <p><input type="radio"/> Obtain Services/Attraction information</p> <p><input type="radio"/> Obtain information from Help Desk</p> <p><input type="radio"/> Correct Location</p> <p><input type="radio"/> Other _____</p> | <p><i>Secondary Driver</i></p> <p><input type="radio"/> Zoom In/Out</p> <p><input type="radio"/> Cancel/Enter new routes</p> <p><input type="radio"/> Obtain Services/Attraction information</p> <p><input type="radio"/> Obtain information from Help Desk</p> <p><input type="radio"/> Correct Location</p> <p><input type="radio"/> Other _____</p> |
|--|--|

Frequency

	Navigaton Plus	Navigation	Services
Zoom in/out	222	163	37
Cancel/enter	341	258	
Service/attractions	200	148	47
Help Desk info.	132	136	19
Correct location	204	158	
Other	32	23	14
Total	1131	886	107

9. Item # N/V2/C6a reads "Why did you stop?"

10. Item # S/V2/C2a does not include "Cancel/Enter new routes" and "Correct Location": also, it reads "Why did you stop?"

11. Item # S/V1/C2a does not include "Cancel/Enter new routes" and "Correct Location"

Item #	N+/V3/C6b	NN3 C6b	S/V3/C2b
	N+/V2/C6b	N/V2/C6b	S/V2/C2b
	N+N1/C6b	N/NI/C6b	S/V1/C2b

Where did you stop? (check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Curb of Street | <input type="checkbox"/> Curb of Street |
| <input type="checkbox"/> Side Street | <input type="checkbox"/> Side Street |
| <input type="checkbox"/> Shoulder of Highway or
Expressway | <input type="checkbox"/> Shoulder of Highway or
Expressway |
| <input type="checkbox"/> Parking Lot | <input type="checkbox"/> Parking Lot |
| <input type="checkbox"/> Travel Lane | <input type="checkbox"/> Travel Lane |
| <input type="checkbox"/> Other _____ | <input type="checkbox"/> Other _____ |

Frequency

	Navigation Plus	Navigation	Service
Curb of street	315	205	21
Side street	221	172	16
Shoulder	289	219	29
Parking lot	529	383	75
Travel lane	23	21	3
Other	41	42	5
Total	1418	1042	149

While driving with the TravTek system, compared with driving a rental car without a TravTek system on other trips, please indicate the extent you felt:

	Nervous						Confident						Confused					
	Less.....			More			Less.....			More			Less.....			More		
Primary Driver	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
	Attentive																	
	Less.....			More			Less.....			More								
Primary Driver	1	2	3	4	5	6	1	2	3	4	5	6						
Secondary Driver	1	2	3	4	5	6	1	2	3	4	5	6						

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Nervous	820	2.28	1.10	580	2.37	1.21			
Confident	828	4.85	1.03	592	4.75	1.09			
Confused	819	2.23	1.14	586	2.29	1.20			
Attentive	816	4.36	1.08	577	4.36	1.15			
Safe	816	4.51	1.06	576	4.49	1.16			

How frequently did you experience “close calls” (or near accidents) while driving the vehicle?

	Never.....Frequently					
Primary Driver	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6

If Never, please go to Question C9

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Close calls	208	1.26	.55	99	1.32	.62	10	1.50	.85

Item # N+/V2/C8 N/V2/C8 S/V2/C3
 N+/V1/C8 N/V1/C8 S/V1/C3

How many times did you experience “close calls” (or near accidents) while driving the vehicle?

	None.....Many					
Primary Driver	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6

If none, please go to Section D.

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Close calls	618	1.26	.73	490	1.26	.68	121	1.19	.66

To what degree was traffic congestion a factor?

	None of the time	All of the time
Primary Driver	1 2 3 4 5 6	
Secondary Driver	1 2 3 4 5 6	

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Traffic congestion	144	2.85	1.60	110	2.93	1.60	18	2.56	1.25

What were your actions immediately prior to the close calls? (Check all that apply)

	Operating non-TravTek Features (e.g., radio, air conditioning)	Operating TravTek Features	Looking at TravTek Display	Listening to TravTek Voice Message	
Primary Driver					
Secondary Driver					
	Using Cellular Phone	Looking at Paper Map	Looking at Written Directions	Normal Driving Actions	Other Specify _____
Primary Driver					
Secondary Driver					

Frequency

	Navigation Plus	Navigation	Services
Non-Trav/Tek	17	22	8
Trav/Tek features	39	17	
Display	65	50	
Voice message	14	6	
Cellular phone	5	6	5
Paper map	0	1	0
Written directions	0	1	0
Normal Drive	73	56	6
Other	4	0	1
Total	217	159	20

12. Items # N+/V2,V1/C8b and N/V2,V1/C8b do not include "Looking at Paper Map," "Looking at Written Directions, and "Other Specify"
 13. Item # S/V3/C3b does not include "Operating TravTek Features," "Looking at TravTek Display," and "Listening to TravTek Voice Message"
 14. Item # S/V2,V1/C3b does not include "Operating TravTek Features," Looking at TravTek Display, " "Listening to TravTek Voice Message," "Looking at Paper Map," "Looking at Written Directions," and "Other Specify"

Who or what caused the close call to occur? (check all that apply)

	Myself	Driver of Another Vehicle	Road Debris	Roadside Signs	Other Specify
Primary Driver					
Secondary Driver					

Comments: _____

Frequency

	Navigation Plus	Navigation	Services
Myself	24	15	1
Another vehicle	67	50	7
Road debris	3	6	0
Roadside sip	10	10	4
Other	17	8	2
Totals	121	89	14

How does the number of close calls you experienced in Orlando compare with the number you usually experience in your hometown? In Orlando I experienced:

	Fewer Close Calls.....			More Close Calls		
Primary Driver	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Close calls	574	2.65	1.27	438	2.69	1.30	7	2.57	1.40

Which of the following navigation aids did you use to help you plan your trips? (Check all that apply)

Primary Driver

- Paper Maps/Triptiks
- TravTek "Show Map" feature on screen
- Directions from Friends,/ Relative
- Directions from Others
- Other _____

Secondary Driver

- Paper Maps/Triptiks
- TravTek "Show Map" feature on screen
- Directions from Friends/' Relative
- Directions from Others
- Other _____

Frequency

	Navigation Plus	Navigation	Services
Paper maps			87
Show map feature			62
Direction from friend			38
Direction from other			52
Other			11
Total			250

When planning your trips (e.g., from the airport to Universal Studios) how important were the following in helping you decide your routes?

	Planning the Fastest Route						Planning the Shortest Route						Avoiding Tolls					
	Not Important			Very Important			Not Important			Very Important			Not Important			Very Important		
	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
Primary Driver																		
Secondary Driver																		

	Avoiding Interstates						Following a Scenic Route					
	Not Important			Very Important			Not Important			Very Important		
	1	2	3	4	5	6	1	2	3	4	5	6
Primary Driver												
Secondary Driver												

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Fastest route							119	4.25	1.70
Shortest route							117	3.81	1.80
Avoid tolls							118	2.52	1.69
Avoid interstates							117	1.69	1.16
Scenic route							118	2.31	1.55

While planning your routes, did you expect traffic congestion?

Primary Driver **Yes** **No (If no, go to question C6)**

Secondary Driver **Yes** **No (If no, go to question C6)**

If yes, how did you attempt to compensate for it?

Primary Driver

Secondary Driver

- Adjusted departure times*
- Avoided congested routes*
- Allowed more time for travel*
- Other* _____

- Adjusted departure times*
- Avoided congested routes*
- Allowed more time for travel*
- Other* _____

Comments: _____

	Navigation Plus	Navigation	Services
Yes			72
No			48
Total			120

Frequency

	Navigation Plus	Navigation	Services
Departure time			34
Avoided routes			9
More time allowed			46
Other			5
Total			94

Item # S/V3/C7
 S/V2/C6
 S/V1/C6

To what extent did you use metro radio traffic reports:

	For Planning Your Trips?						While Driving to Your Destinations?					
	Never....Always						Never.....Always					
Primary Driver	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6	1	2	3	4	5	6

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Planning trip							122	1.61	1.20
Driving destination							100	1.86	1.32

Item # S/V3/C8
 S/V2/C7
 S/V1/C7

After deciding on your destinations, how easy was it for you to find them?

	Very Difficult.....Very Easy					
Primary Driver	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Easy to find							9	4.22	1.48

**Which of the following methods did you use to help guide you to your destinations?
 (Check all that apply)**

- | | |
|--|---|
| <p><i>Primary Driver</i></p> <p><input type="checkbox"/> <i>Looked at directions while driving</i></p> <p><input type="checkbox"/> <i>Looked at a map/Triptik while driving</i></p> <p><input type="checkbox"/> <i>Had passenger look at map/Trip tik</i></p> <p><input type="checkbox"/> <i>Used information from billboards</i></p> <p><input type="checkbox"/> <i>Other _____</i></p> | <p><i>Secondary Driver</i></p> <p><input type="checkbox"/> <i>Looked at directions while driving</i></p> <p><input type="checkbox"/> <i>Looked at a map/Triptik while driving</i></p> <p><input type="checkbox"/> <i>Had passenger look at map/Triptik</i></p> <p><input type="checkbox"/> <i>Used information from billboards</i></p> <p><input type="checkbox"/> <i>Other _____</i></p> |
|--|---|

Comments: _____

Frequency

	Navigation Plus	Navigation	Services
Directions			56
Map/triptik			40
Had passenger look			78
Billboard info.			44
Other			24
Total			242

Item # S/V3/C10b
 S/V2/C9b
 S/V1/C9b

Get lost?

	Never.....Frequently					
Primary Driver	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Get lost							10	2.7	1.25

Item # S/V3/C11
 S/V2/C10
 S/V1/C10

Did you ever have to detour from any route you originally planned?

Primary Driver **Yes** **No (If no, go to question C11)**

Secondary Driver **Yes** **No (If no, go to question C11)**

Frequency			
	Navigation Plus	Navigation	Services
Yes			47
No			87
Total			134

How did you determine a new way to get to your destination? (Check all that apply)

- | <i>Primary Driver</i> | <i>Secondary Driver</i> |
|---|---|
| <input type="checkbox"/> <i>Looked at paper map/Triptik</i> | <input type="checkbox"/> <i>Looked paper map/Triptik</i> |
| <input type="checkbox"/> <i>Used TravTek "Show Map" feature</i> | <input type="checkbox"/> <i>Used TravTek "Show Map" feature</i> |
| <input type="checkbox"/> <i>Followed other cars</i> | <input type="checkbox"/> <i>Followed other cars</i> |
| <input type="checkbox"/> <i>Stopped and asked directions</i> | <input type="checkbox"/> <i>Stopped and asked directions</i> |
| <input type="checkbox"/> <i>Called Help Desk</i> | <input type="checkbox"/> <i>Called Help Desk</i> |
| <input type="checkbox"/> <i>Called destination</i> | <input type="checkbox"/> <i>Called destination</i> |
| <input type="checkbox"/> <i>Other</i> _____ | <input type="checkbox"/> <i>Other</i> _____ |

	Frequency		
	Navigation Plus	Navigation	Services
Paper map/Triptak			22
Show map			13
Followed other cars			3
Stopped and asked			13
Called Help Desk			2
Called destination			2
Other			8
Total			63

Item # N/V3/C10 S/V3/C12
 N/V2/C11 S/V3/C12
 N/V1/C9 S/V1/C11

If you had known current traffic conditions, would you have taken your original routes?

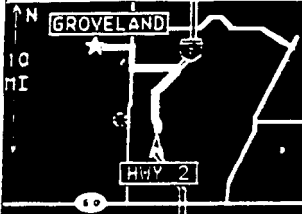
Primary Driver **Yes** **No**

Secondary Driver **Yes** **No**

Frequency			
	Navigation Plus	Navigation	Services
Yes		294	47
No		222	87
Total		515	134

How useful would it have been:

C12a. If you could determine your car's location while driving to your destination:

	On a Map?						With a Voice Message?					
							"You are heading North on Highway 2"					
	Not Useful.....			Very Useful			Not Useful.....			Very Useful		
	1	2	3	4	5	6	1	2	3	4	5	6
Primary Driver												
Secondary Driver												

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Map							132	5.55	1.01
Voice message							120	5.17	1.29

If you had a route planned to your destinations and were guided there:

	On a Map?						With a Voice Message?					
							"Turn right on Robinson in eight-tenths of a mile"					
	Not Useful			Very Useful			Not Useful			Very Useful		
Primary Driver	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6	1	2	3	4	5	6

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Map							129	5.50	1.04
Voice message							123	5.43	0.99

How useful would it have been if you could receive updated traffic information to warn you of traffic problems?

	On a Map?						Via a Voice Message?					
							"Heavy traffic congestion ahead on Robinson"					
	Not Useful			Very Useful			Not Useful			Very Useful		
Primary Driver	1	2	3	4	5	6	1	2	3	4	5	6
Secondary Driver	1	2	3	4	5	6	1	2	3	4	5	6

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Map				553	4.97	1.29	127	4.95	1.40
Voice message				540	5.36	1.00	121	5.32	1.09

15. Items #S/V3/C13c and S/V2, V1/C12c read "If you received updated traffic information to warn you of traffic conditions."

D Future Intentions

Do you think TravTek would be useful for:

	Yes	No
a. At home daily driving?		
<i>Primary Driver</i>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Secondary Driver</i>	<input type="checkbox"/>	<input type="checkbox"/>
b. Out-of-town vacation driving?		
<i>Primary Driver</i>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Secondary Driver</i>	<input type="checkbox"/>	<input type="checkbox"/>
c. Out-of-town business trips?		
<i>Primary Driver</i>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Secondary Driver</i>	<input type="checkbox"/>	<input type="checkbox"/>

Comments _____

Frequency "At home daily driving"

	Navigation +	Navigation	Services
Yes	452	273	62
No	374	316	71
Total	826	589	133

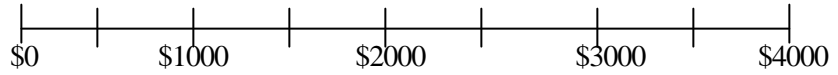
Frequency for "Out-of-town vacation driving"

	Navigation +	Navigation	Services
Yes	824	592	125
No	12	7	10
Total	836	599	135

Frequency for "Out-of-town business trips"

	Navigation +	Navigation	Services
Yes	821	590	121
No	13	8	13
Total	834	598	134

**How much would you be willing to pay for a TravTek system such as you had in Orlando?
 (Please place a mark along the line below that best represents the price you' d be willing to pay.)**



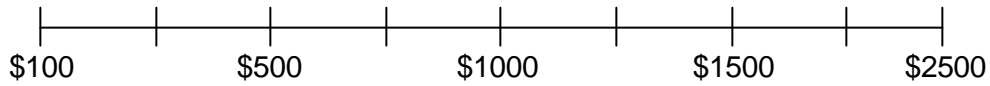
Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Willing to pay	205	987.80	651.35	96	1081.25	798.99	9	750.00	467.71

Frequency

	Navigation Plus	Navigation	Services
\$0	8	5	1
\$1-\$250	11	5	1
\$251-\$500	48	20	2
\$501-\$750	18	6	0
\$751-\$1000	70	27	4
\$1001-\$1250	3	4	0
\$1251-\$1500	19	15	1
\$1501-\$1750	1	0	0
\$1751-\$2000	17	8	0
\$2001-\$2250	2	1	0
\$2251-\$2500	3	2	0
\$2501-\$2751	0	0	0
\$2751-\$3000	4	1	0
\$3001-\$3250	0	0	0
\$3251-\$3750	0	0	0
\$3751-\$4000	1	1	0
\$4001-\$4250	0	0	0
\$4251-\$4750	0	0	0
\$4751-\$5000	0	1	0
Total	205	96	9

**How much would you be willing to pay for a TravTek system such as you had in Orlando?
 (Please place a mark along the line below that best represents the price you' d be willing to pay.)**



Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Willing to pay	424	878.30	535.46	332	838.03	488.19	66	667.80	543.03

Frequency

	Navigation Plus	Navigation	Services
\$1-\$250	39	32	17
\$251-\$500	120	99	23
\$501-\$750	54	43	3
\$751-\$1000	117	92	12
\$1001-\$1250	19	19	2
\$1251-\$1500	39	25	6
\$1501-\$1750	3	4	0
\$1751-\$2000	21	13	2
\$2001-\$2250	0	1	0
\$2251-\$2500	12	4	1
Total	424	332	66

How much would you be willing to pay for a TravTek system such as you had in Orlando? (Please check one box)

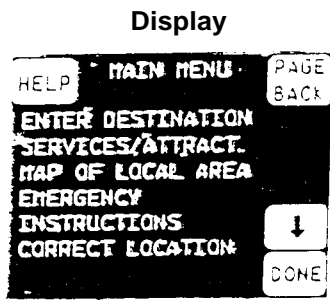
- Would not pay for
 \$500
 \$750
 \$1000
 \$1250
 \$1500
 \$1750
 \$2000
 \$2250
 \$2500

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Willing to pay	173	852.60	603.97	134	830.22	568.27	49	586.73	624.06

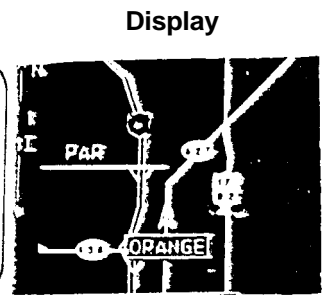
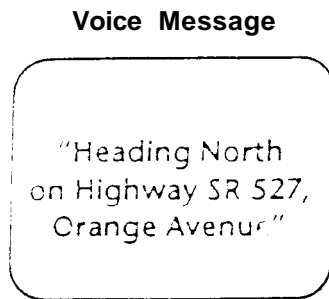
Frequency

	Navigation Plus	Navigation	Services
\$0	35	23	18
\$500	20	27	15
\$750	32	19	1
\$1000	45	37	8
\$1250	10	7	0
\$1500	15	9	4
\$1750	2	3	0
\$2000	10	7	2
\$2250	0	0	0
\$2500	4	2	1
Total	173	134	49

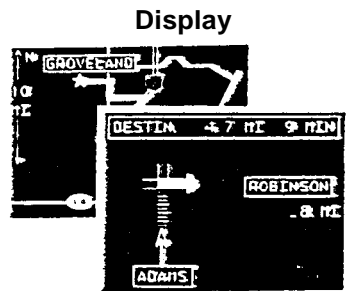
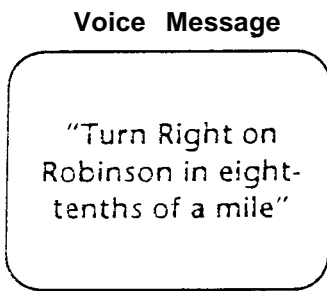
There are a number of options that the TravTek system can contain. These include:



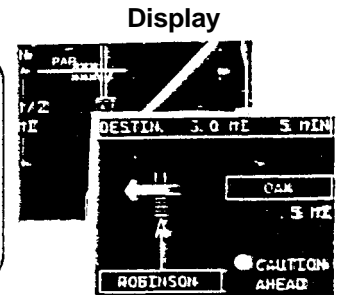
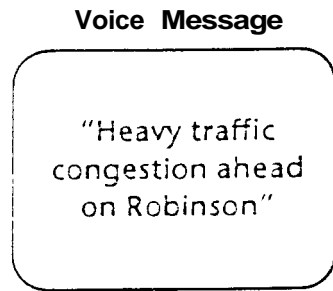
SERVICES/ATTRACTIONS DIRECTORY - contains information on restaurants, hotels, and attractions;



NAVIGATION - features to tell you where you are while you're driving (does not include route planning or guidance);



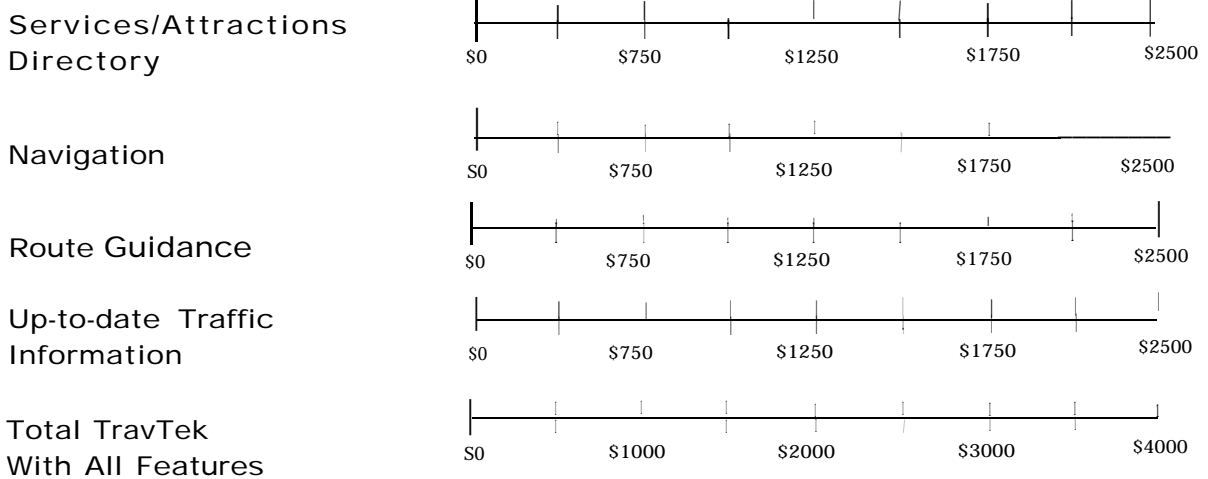
ROUTE GUIDANCE - features that plan your routes and guide you to your destinations;



UP-TO-DATE TRAFFIC INFORMATION - features that provide timely road and traffic condition information.

Assuming the TravTek System were available nationwide, including your hometown:

How much would you be willing to pay for the following features AS AN OPTION IN A NEW CAR? (Please indicate with an X on the lines below the price that best represents the price you'd be willing to pay.)



Comments: _____

(Continued)

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Services/attractions	177	274.29	326.81	80	236.25	238.56	9	288.89	129.97
Navigation	184	532.74	450.04	82	550.00	542.53	9	430.56	295.22
Route guidance	186	558.20	442.60	83	556.02	472.74	9	502.78	367.73
Up-to-date info.	181	373.20	393.59	83	466.87	460.43	9	308.33	148.95
Total TravTek	196	1163.01	721.22	94	1215.43	753.62	9	1016.67	504.98

Frequency for “Services/Attractions Directory”

	Navigation +	Navigation	Services
\$0	38	21	0
\$1-\$250	68	32	3
\$251-\$500	51	19	6
\$501-\$750	13	6	0
\$751-\$1000	1	2	0
\$1001-\$1250	2	0	0
\$1251-\$1500	1	0	0
\$1501-\$1750	2	0	0
\$1751-\$2000	1	0	0
Total	177	80	9

Frequency for “Navigation”

	Navigation +	Navigation	Services
\$0	17	9	1
\$1-\$250	41	20	1
\$251-\$500	53	23	5
\$501-\$750	37	16	1
\$751-\$1000	17	4	1
\$1001-\$1250	14	4	0
\$1251-\$1500	0	1	0
\$1501-\$1750	1	1	0
\$1751-\$2000	2	1	0
\$2001-\$2250	0	1	0
\$2251-\$2500	2	2	0
Total	184	82	9

(Continued)

Frequency for “Up-to-date TravTek Information”

	Navigation +	Navigation	Services
\$0	10	6	1
\$1-\$250	41	16	1
\$251-\$500	56	29	4
\$501-\$750	42	18	1
\$751-\$1000	21	4	1
\$1001-\$1250	9	6	1
\$1251-\$1500	1	1	0
\$1501-\$1750	2	0	0
\$1751-\$2000	2	1	0
\$2001-\$2250	0	1	0
\$2251-\$2500	2	1	0
Total	186	83	9

Frequency for “Route Guidance”

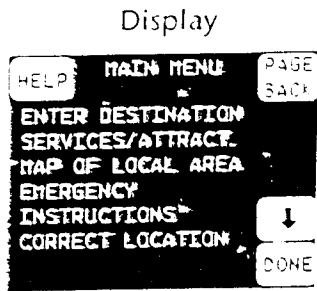
	Navigation +	Navigation	Services
\$0	21	8	1
\$1-\$250	70	24	2
\$251-\$500	54	27	6
\$501-\$750	19	16	0
\$751-\$1000	7	3	0
\$1001-\$1250	5	1	0
\$1251-\$1500	1	0	0
\$1501-\$1750	2	1	0
\$1751-\$2000	1	1	0
\$2001-\$2250	0	1	0
\$2251-\$2500	1	1	0
Total	181	83	9

(Continued)

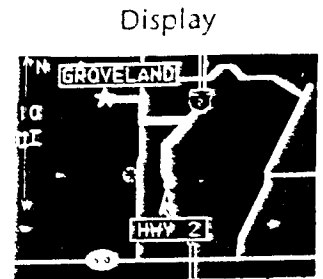
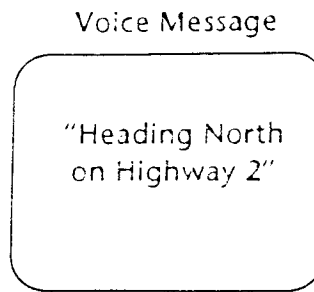
Frequency for “Total TravTek With All Features”

	Navigation +	Navigation	Services
\$0	7	3	0
\$1-\$250	6	1	0
\$251-\$500	35	19	2
\$501-\$750	15	5	1
\$751-\$1000	51	24	4
\$1001-\$1250	8	6	0
\$1251-\$1500	35	17	0
\$1501-\$1750	4	0	1
\$1751-\$2000	20	10	1
\$2001-\$2250	0	0	0
\$2251-\$2500	6	4	0
\$2501-\$2570	0	0	0
\$2751-\$3000	7	4	0
\$3000-\$3250	1	0	0
\$3251-\$3500	0	0	0
\$3501-\$3750	0	0	0
\$3751-\$4000	1	1	0
Total	196	94	9

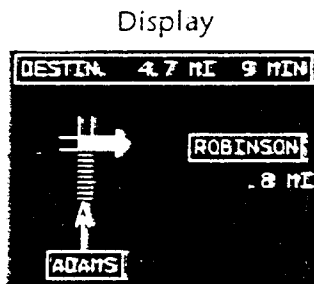
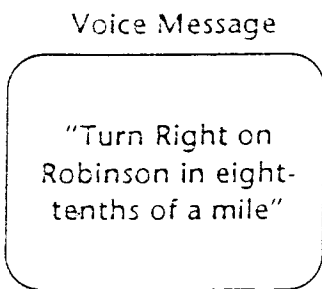
There are a number of options that the TravTek system can contain. These include:



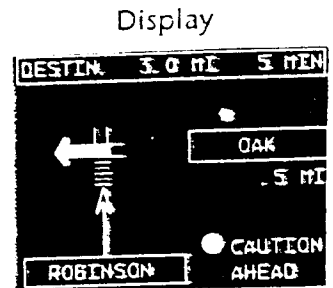
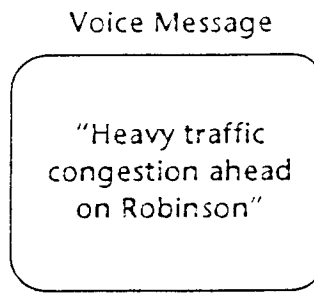
SERVICES/ATTRACTIONS DIRECTORY – contains information on restaurants, hotels, and attractions;



NAVIGATION – features to tell you where you are while you're driving to your destinations;



ROUTE GUIDANCE – features that plan your routes and guide you to your destinations;

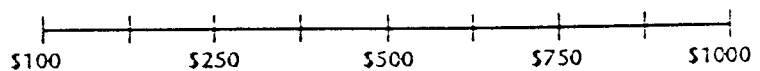


UP-TO-DATE TRAFFIC INFORMATION – features that provide timely road and traffic condition information.

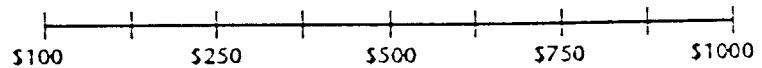
Assuming the TravTek System were available nationwide, including your hometown:

How much would you be willing to pay for the following features **AS AN OPTION IN A LEW CAR?** (Please indicate with an X on the lines below the price that best represents the price you'd be willing to pay.)

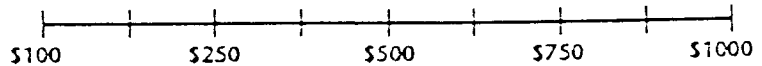
Services/Attractions Directory



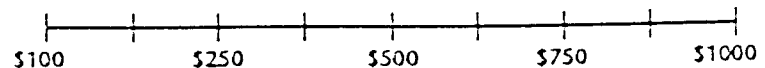
Navigation



Route Guidance



Up-to-date TravTek Information



Total TravTek With All Features



Comments: _____

(Continued)

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Services/attractions	339	194.69	131.83	282	180.14	117.37	52	165.38	119.96
Navigation	381	361.42	233.96	306	348.28	229.22	66	365.15	219.39
Route guidance	388	364.50	225.82	301	344.35	221.62	67	369.03	230.70
Up-to-date info.	358	273.39	199.97	290	265.80	209.96	57	317.54	213.44
Total TravTek	409	990.37	551.85	335	948.73	532.78	69	975.72	534.85

Frequency for "Services/Attractions Directory"

	Navigation +	Navigation	Services
\$1-\$250	294	252	48
\$251-\$500	37	29	3
\$501-\$750	7	0	1
\$751-\$1000	1	1	0
Total	339	282	52

Frequency for "Navigation"

	Navigation +	Navigation	Services
\$1-\$250	206	173	33
\$251-\$500	122	99	25
\$501-\$750	32	17	6
\$751-\$1000	21	17	2
Total	381	306	66

Frequency for "Route Guidance"

	Navigation Plus	Navigation	Services
\$1-\$250	206	176	34
\$251-\$500	128	86	24
\$501-\$750	37	27	6
\$751-\$1000	17	12	3
Total	388	301	67

(Continued)

Frequency for “Up-to-date TravTek Information”

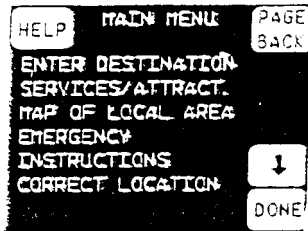
	Navigation Plus	Navigation	Services
\$1-\$250	265	223	32
\$251-\$500	69	46	19
\$501-\$750	11	13	5
\$751-\$1000	13	7	1
\$1001-\$1250	0	0	0
\$1251-\$1500	0	0	0
\$1501-\$1750	0	0	0
\$1751-\$2000	0	1	0
\$2001-\$2250	0	0	0
\$2251-\$2500	0	0	0
Total	358	290	57

Frequency for “Total TravTek With All Features”

	Navigation Plus	Navigation	Services
\$1-\$250	26	29	6
\$251-\$500	91	74	14
\$501-\$750	54	39	6
\$751-\$1000	111	91	20
\$1001-\$1250	24	26	4
\$1251-\$1500	52	45	14
\$1501-\$1750	11	7	1
\$1751-\$2000	26	16	2
\$2001-\$2250	2	1	0
\$2251-\$2500	12	7	2
Total	409	335	69

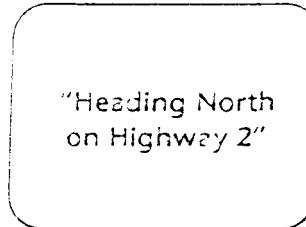
There are a number of options that the TravTek system can contain. These include:

Display

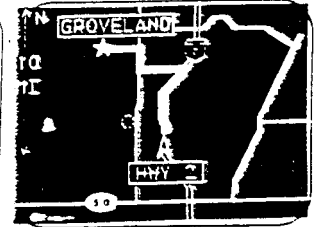


SERVICES/ATTRACTIONS DIRECTORY - contains information on restaurants, hotels, and attractions;

Voice Message

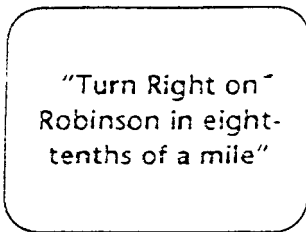


Display

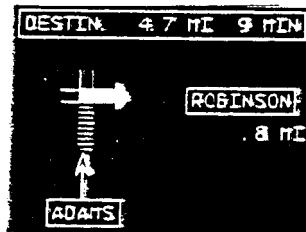


NAVIGATION - features to tell you where you are while you're driving to your destinations;

Voice Message

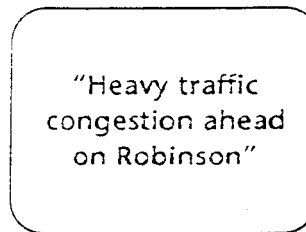


Display

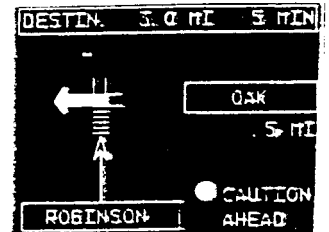


ROUTE GUIDANCE - features that plan your routes and guide you to your destinations;

Voice Message



Display



UP-TO-DATE TRAFFIC INFORMATION - features that provide timely road and traffic condition information.

How much would you be willing to pay for the following features AS AN OPTION IN A NEW CAR?

**SERVICES/
ATTRACTIONS
DIRECTORY**

- Would not pay for \$200 \$400 \$600 \$800 \$1000

**ROUTE
GUIDANCE**

- Would not pay for \$200 \$400 \$600 \$800 \$1000

NAVIGATION

- Would not pay for \$200 \$400 \$600 \$800 \$1000

**UP-TO-DATE
TRAFFIC**

- INFORMATION** Would not pay for \$200 \$400 \$600 \$800 \$1000

Comments: _____

(Continued)

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Services/attractions	165	144.36	170.40	132	174.24	178.89	49	130.61	166.09
Route Guidance	169	365.68	285.37	136	398.53	296.64	50	328.00	287.88
Navigation	170	360.00	287.49	136	372.06	273.44	50	352.00	290.14
Up-to-date info.	170	226.47	234.47	133	258.65	242.19	49	277.55	276.33

Frequency for "Services/Attractions Directory"

	Navigation +	Navigation	Services
\$0	75	46	25
\$200	67	68	19
\$400	20	11	2
\$600	1	4	3
\$800-\$1000	2	3	0
Total	165	132	49

Frequency for "Route Guidance"

	Navigation +	Navigation	Services
\$0	30	19	10
\$200	50	40	19
\$400	42	37	10
\$600	27	18	5
\$800-\$1000	20	22	6
Total	169	136	50

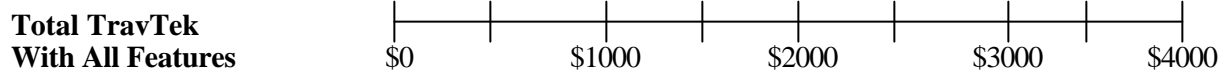
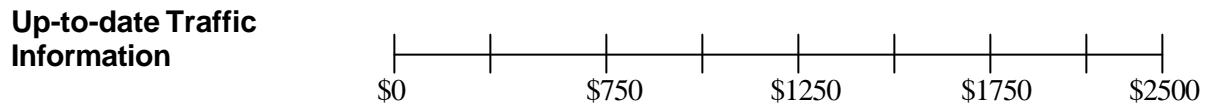
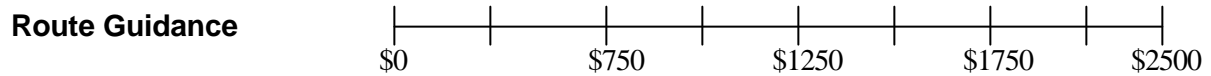
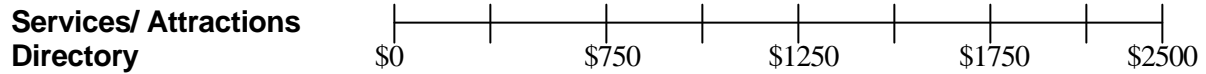
Frequency for "Navigation"

	Navigation +	Navigation	Services
\$0	32	18	9
\$200	50	47	17
\$400	43	33	12
\$600	24	22	5
\$800-\$1000	21	16	7
Total	170	136	50

Frequency for "Up-to-date Traffic Information"

	Navigation +	Navigation	Services
\$0	57	33	14
\$200	66	60	19
\$400	26	21	6
\$600	13	11	5
\$800-\$1000	8	8	5
Total	170	133	49

How much would you be willing to pay for the following features **AS AN ADD-ON TO ANY CAR?** (Please indicate with an X on the lines below the price that best represents what you' d be willing to pay.)



Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Services/attractions	155	199.68	236.83	70	212.14	253.37	7	242.86	177.78
Navigation	163	485.12	459.71	72	473.61	524.29	8	400.00	285.89
Route guidance	164	494.51	452.56	71	504.58	456.13	8	337.5	314.25
Up-to-date info.	158	346.99	377.87	74	382.43	348.99	7	217.86	168.15
Total TravTek	176	1101.70	754.43	86	1066.28	808.39	9	664.44	512.62

(Continued)

Frequency for "Services/Attraction Directory"

	Navigation +	Navigation	Services
\$0	49	25	2
\$1-\$250	55	24	1
\$251-\$500	41	13	4
\$501-\$750	7	5	0
\$751-\$1000	1	3	0
\$1001-\$1250	2	0	0
Total	155	70	7

Frequency for "Navigation"

	Navigation +	Navigation	Services
\$0	24	14	1
\$1-\$250	36	17	1
\$251-\$500	47	20	5
\$501-\$750	31	9	0
\$751-\$1000	8	4	1
\$1001-\$1250	11	2	0
\$1251-\$1500	1	2	0
\$1501-\$1750	3	2	0
\$1751-\$2000	0	1	0
\$2001-\$2250	0	0	0
\$2251-\$2500	2	1	0
Total	165	72	8

Frequency for "Route Guidance"

	Navigation +	Navigation	Services
\$0	18	11	2
\$1-\$250	37	14	1
\$251-\$500	54	20	4
\$501-\$750	29	13	0
\$751-\$1000	11	5	1
\$1001-\$1250	9	3	0
\$1251-\$1500	1	3	0
\$1501-\$1750	2	1	0
\$1751-\$2000	1	1	0
\$2001-\$2250	0	0	0
\$2251-\$2500	2	0	0
Total	164	71	8

Frequency for "Up-to-date TravTek Information"

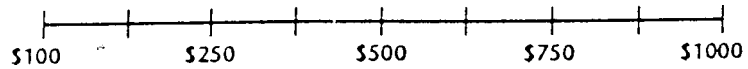
	Navigation +	Navigation	Services
\$0	29	13	2
\$1-\$250	56	21	2
\$251-\$500	40	20	3
\$501-\$750	21	14	0
\$751-\$1000	6	5	0
\$1001-\$1250	1	0	0
\$1251-\$1500	1	0	0
\$1501-\$1750	3	0	0
\$1751-\$2000	1	1	0
Total	158	74	7

Frequency for "Total TravTek With All Features"

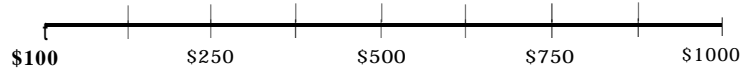
	Navigation +	Navigation	Services
\$0	11	11	2
\$1-\$250	13	2	0
\$251-\$500	24	12	3
\$501-\$750	15	7	0
\$751	46	25	3
\$1001-\$1250	4	3	0
\$1251-\$1500	28	13	1
\$1501-\$1750	3	1	0
\$1751-\$2000	21	4	0
\$2001-\$2250	0	0	0
\$2251-\$2500	5	3	0
\$2501-\$2750	0	0	0
\$2751-\$3000	4	4	0
\$3001-\$3250	0	0	0
\$3251-\$3500	0	0	0
\$3501-\$3750	0	0	0
\$3751-\$4000	0	1	1
Total	176	86	9

How much would you be willing to pay for the following features AS AN ADD-ON TO YOUR PRESENT CAR? (Please indicate with an X on the lines below the price that best represents what you'd be willing to pay.)

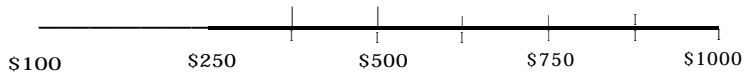
Services/Attractions
Directory



Navigation



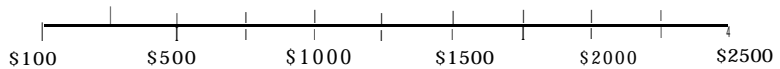
Route Guidance



Up-to-date TravTek
Information



Total TravTek
With All Features



Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Services/attractions	264	174.56	116.27	220	167.50	102.90	40	156.25	97.85
Navigation	322	329.81	236.97	257	310.02	204.51	56	317.86	206.58
Route guidance	321	336.06	225.08	257	306.81	203.83	55	317.27	202.92
Up-to-date	289	251.38	188.12	236	238.88	176.78	47	304.26	214.19
Total TravTek		905.82	558.72	292	836.99	528.68	57	912.02	522.18

(Continued)

Frequency for 'Services/AttractionsDirectory'

Navigation	Navigation Plus	Navigation	Services
\$1-\$250	239	202	37
\$251-\$500	22	18	3
\$501-\$750	3	0	0
\$751-\$1000	0	0	0
Total	264	220	40

Frequency for "Navigation"

	Navigation Plus	Navigation	Services
\$1-\$250	201	155	35
\$251-\$500	80	86	16
\$501-\$750	23	9	4
\$751-\$1000	16	7	1
Total	322	257	56

Frequency for "Route Guidance"

	Navigation Plus	Navigation	Services
\$1-\$230	191	162	32
\$251-\$500	92	75	20
\$501-\$750	26	14	2
\$751-\$1000	12	6	1
Total	321	257	55

Frequency for "Up-to-date TravTek Information"

	Navigation Plus	Navigation	Services
\$1-\$250	225	189	30
\$251-\$500	48	34	13
\$501-\$750	8	10	2
\$751-\$1000	8	3	2
Total	289	236	47

How much would you be willing to pay for the following features AS AN ADD-ON TO YOUR PRESENT CAR?

**SERVICES/
ATTRACTIONS
DIRECTORY**

Would not pay for \$200 \$400 \$600 \$800 \$1000

NAVIGATION

Would not pay for \$200 \$400 \$600 \$800 \$1000

ROUTE

GUIDANCE

Would not pay for \$200 \$400 \$600 \$800 \$1000

UP-TO-DATE

TRAFFIC

INFORMATION

Would not pay for \$200 \$400 \$600 \$800 \$1000

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard	Number	Mean	Standard
Services/attractions	159	88.05	158.46	127	103.94	163.01	49	69.39	126.17
Navigation	164	263.41	265.62	134	285.07	290.58	49	212.24	239.47
Route Guidance	164	293.90	300.04	133	288.72	288.58	50	212.00	256.86
UP-to-date info.	162	179.63	234.09	129	179.84	227.55	48	166.67	207.65

(Continued)

Frequency for "Services/Attractions Directory"

	Navigation +	Navigation	Services
\$0	109	77	35
\$200	36	41	12
\$400	11	4	1
\$600	1	4	1
\$800-\$1000	2	1	0
Total	159	127	49

Frequency for "Navigation"

	Navigation +	Navigation	Services
\$0	78	44	19
\$200	44	37	17
\$400	34	27	27
\$600	18	14	2
\$800-\$1000	11	12	3
Total	164	134	49

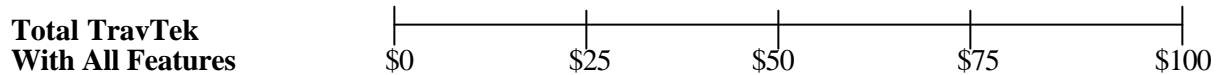
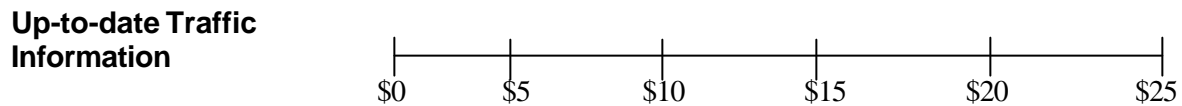
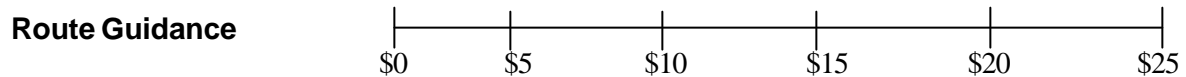
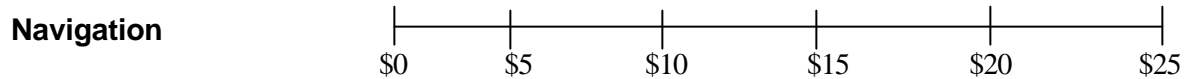
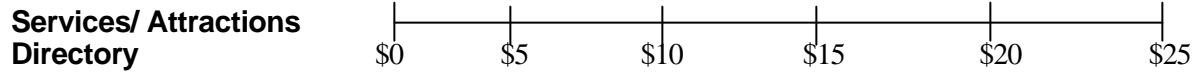
Frequency for "Route Guidance"

	Navigation +	Navigation	Services
\$0	56	41	22
\$200	41	40	14
\$400	31	26	8
\$600	17	14	2
\$800-\$1000	19	12	4
Total	164	133	50

Frequency for "Up-to-date Traffic Information"

	Navigation S Plus	Navigation	Services
\$0	78	58	23
\$200	49	45	16
\$400	19	16	4
\$600	8	5	4
\$800-\$1000	8	5	11
Total	162	129	48

How much extra per week would you be willing to pay for the following features **AS AN OPTION ON A RENTAL CAR?** (Please indicate with an X on the lines below the price that best represents what you'd be willing to pay.)



Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Services/attractions	178	7.63	5.88	79	6.80	6.38	7	8.71	3.64
Navigation	176	11.02	7.10	80	10.49	8.19	8	10.75	6.11
Route guidance	180	11.47	7.18	82	12.20	8.24	8	10.88	7.10
Up-to-date info.	174	7.01	5.84	78	7.45	7.54	6	6.67	2.58
Total TravTek	202	36.12	19.98	97	35.70	23.58	9	32.22	11.21

(Continued)

Frequency for "Services/Attraction Directory"

	Navigation +	Navigation	Services
\$0	19	13	0
\$1-\$5	81	40	2
\$6-\$10	47	15	4
\$11-\$15	14	4	1
\$16-\$20	12	2	0
\$21-\$25	5	5	0
Total	178	79	7

Frequency for "Navigation"

	Navigation +	Navigation	Services
\$0	9	8	0
\$1-\$5	50	28	2
\$6-\$10	56	18	4
\$11-\$15	22	7	0
\$16-\$20	20	6	2
\$21-\$25	19	13	0
Total	176	80	8

Frequency for "Route Guidance"

	Navigation +	Navigation	Services
\$0	6	5	1
\$1-\$5	53	24	1
\$6-\$10	55	21	3
\$11-\$15	21	7	1
\$16-\$20	24	8	2
\$21-\$25	21	17	0
Total	180	82	8

Frequency for "Up-to-date TravTek Information"

	Navigation +	Navigation	Services
\$0	26	16	0
\$1-\$5	79	34	4
\$6-\$10	42	13	2
\$11-\$15	12	4	0
\$16-\$20	11	3	0
\$21-\$25	4	8	0
Total	174	78	6

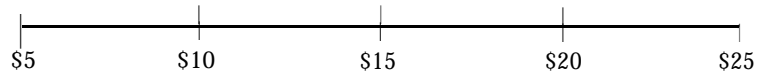
(Continued)

Frequency for “Total TravTek With All Features”

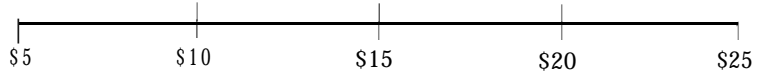
	Navigation +	Navigation	Services
\$0	5	5	0
\$1-\$5	2	3	0
\$6-\$10	5	3	0
\$11-\$15	8	4	0
\$16-\$20	15	9	0
\$21-\$25	69	27	6
\$26-\$30	9	5	0
\$31-\$35	8	3	0
\$36-\$40	10	6	1
\$41-\$45	4	1	0
\$46-\$50	44	19	2
\$51-\$55	0	0	0
\$56-\$60	2	0	0
\$61-\$65	2	1	0
\$66-\$70	1	0	0
\$71-\$75	13	6	0
\$76-\$80	0	0	0
\$81-\$85	1	0	0
\$86-\$90	0	0	0
\$91-\$95	0	0	0
\$96-\$100	4	5	0
Total	202	97	9

How much extra per week would you be willing to pay for the following features AS AN OPTION ON A RENTAL CAR? (Please indicate with an X on the lines below the price that best represents what you'd be willing to pay.)

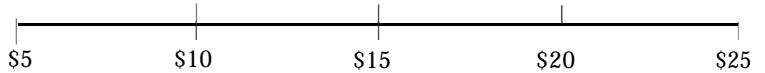
Services/Attractions
Directory



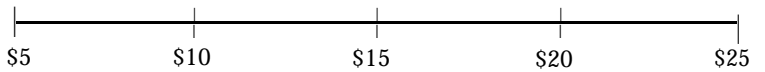
Navigation



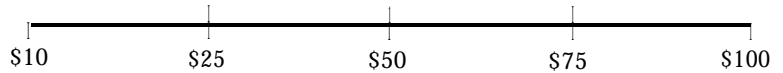
Route Guidance



Up-to-date TravTek
Information



Total TravTek
With All Features



Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Services/attractions	331	9.13	4.65	264	8.88	4.98	48	7.37	3.13
Navigation	358	12.47	6.29	288	11.54	5.99	61	11.90	6.65
Route guidance	359	13.10	6.26	288	11.90	6.18	59	11.83	6.35
Up-to-date info.	319	9.49	5.23	256	9.48	5.42	46	9.76	4.99
Total TravTek	416	36.42	19.35	327	35.12	19.36	66	31.82	18.86

(Continued)

Frequency for "Services/Attractions Directory"

	Navigation +	Navigation	Services
\$1-\$5	130	124	30
\$6-\$10	136	91	13
\$11-\$15	42	31	3
\$16-\$20	16	8	2
\$21-\$25	7	10	0
Total	331	264	48

Frequency for "Navigation"

	Navigation +	Navigation	Services
\$1-\$5	82	78	18
\$6-\$10	118	101	20
\$11-\$15	73	61	10
\$16-\$20	49	25	5
\$21-\$25	36	23	8
Total	358	288	61

Frequency for "Route Guidance"

	Navigation +	Navigation	Services
\$1-\$5	61	72	17
\$6-\$10	126	105	18
\$11-\$15	82	54	12
\$16-\$20	47	30	6
\$21-\$25	43	27	6
Total	359	288	59

Frequency for "Up-to-date TravTek Information"

	Navigation Plus	Navigation	Services
\$1-\$5	61	72	17
\$6-\$10	126	105	18
\$11-\$15	82	54	12
\$16-\$20	47	30	6
\$21-\$25	43	27	6
Total	359	288	61

(Continued)

Frequency for “Total TravTek With All Features”

	Navigation +	Navigation	Services
\$10-\$15	58	60	16
\$16-\$20	21	10	1
\$21-\$25	119	98	24
\$26-\$30	15	7	3
\$31-\$35	26	18	0
\$36-\$40	16	9	0
\$41-\$45	7	2	0
\$46-\$50	112	92	17
\$51-\$55	1	2	0
\$56-\$60	5	4	0
\$61-\$65	4	2	1
\$66-\$70	1	0	0
\$71-\$75	23	18	3
\$76-\$80	0	1	1
\$81-\$85	0	0	0
\$86-\$90	0	0	0
\$91-\$95	0	0	0
\$96-\$100	8	4	0
Total	416	327	66

How much extra per week would you be willing to pay for the following features AS AN OPTION ON A RENTAL CAR?

**SERVICES/
ATTRACTIONS**

DIRECTORY Would not pay for \$5 \$10 \$15 \$20 \$25

NAVIGATION Would not pay for \$5 \$10 \$15 \$20 \$25

ROUTE

GUIDANCE Would not pay for \$5 \$10 \$15 \$20 \$25

**UP-TO-DATE
TRAFFIC**

INFORMATION Would not pay for \$5 \$10 \$15 \$20 \$25

Comments: _____

	Navigation Plus			Navigation			Services		
	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation	Number	Mean	Standard Deviation
Services/attractions	173	7.98	6.92	134	7.80	6.59	47	6.60	5.81
Navigation	175	10.60	7.12	137	11.06	7.58	50	9.00	7.28
Route Guidance	175	11.26	7.34	137	11.09	7.71	50	8.60	6.70
Up-to-date info.	170	6.88	6.48	137	7.26	6.99	48	6.15	6.12

(Continued)

Frequency for “Services/Attraction Directory”

	Navigation Plus	Navigation	Services
\$0	38	31	11
\$5	58	40	19
\$10	43	39	13
\$15	16	11	0
\$20	6	7	3
\$25	12	6	1
Total	173	134	47

Frequency for “Navigation”

	Navigation Plus	Navigation	Services
\$0	18	17	8
\$5	46	29	16
\$10	57	45	17
\$15	23	19	1
\$20	13	8	3
\$25	18	19	5
Total	175	137	50

Frequency for “Route Guidance”

	Navigation Plus	Navigation	Services
\$0	16	19	8
\$5	45	28	17
\$10	50	41	15
\$15	28	20	4
\$20	15	11	3
\$25	21	18	3
Total	175	137	50

Frequency for “Up-to-date Traffic Information”

	Navigation Plus	Navigation	Services
\$0	46	38	13
\$5	62	45	21
\$10	34	31	10
\$15	16	9	0
\$20	4	5	2
\$25	8	9	2
Total	170	137	48

Item #	N+/V3/D4	N/V3/D4	S/V3/D4
	N+/V2/D4	N/V2/D4	S/V2/D4
	N+/V1/D4	N/V1/D4	S/V1/D4

The purpose of the four TravTek functions described in D3 is to help drivers reach their destinations safely and efficiently. In order to successfully do so, structures must be in place to provide the different types of information.

SERVICES/ATTRACTIONS DIRECTORY is a computer file that contains addresses and phone numbers of the various hotels, restaurants, and attractions. The information comes from the yellow pages of telephone directories or travel publications such as the AAA Tour Book.

NAVIGATION utilizes detailed computer maps to display position information that is provided by a satellite or an internal position device.

ROUTE GUIDANCE utilizes computer files of detailed maps to calculate your route, distance, and trip times to your destination. The trip time information can be located in the car or transmitted to the car from a traffic management center.

UP-TO-DATE TRAFFIC INFORMATION is broadcasted from a traffic management center, which collects traffic information from police or other emergency services computers, remote cameras, aircraft, etc.

Who should provide these types of information? (Check all you think apply)

- | | | |
|-----------------------------------|---|--|
| a. SERVICES/ATTRACTIONS DIRECTORY | <input type="checkbox"/> Government | <input type="checkbox"/> Manufacturers |
| | <input type="checkbox"/> Private Enterprise | <input type="checkbox"/> Auto Clubs |
| b. NAVIGATION | <input type="checkbox"/> Government | <input type="checkbox"/> Manufacturers |
| | <input type="checkbox"/> Private Enterprise | <input type="checkbox"/> Auto Clubs |
| c. ROUTE GUIDANCE | <input type="checkbox"/> Government | <input type="checkbox"/> Manufacturers |
| | <input type="checkbox"/> Private Enterprise | <input type="checkbox"/> Auto Clubs |
| d. UP-TO-DATE TRAFFIC INFORMATION | <input type="checkbox"/> Government | <input type="checkbox"/> Manufacturers |
| | <input type="checkbox"/> Private Enterprise | <input type="checkbox"/> Auto Clubs |

Comments: _____

Item # N+/V3/D4 N/V3/D4 S/V3/D4
 N+/V2/D4 N/V2/D4 S/V2/D4
 N+/V1/D4 N/V1/D4 S/V1/D4

(Continued)

Frequency for "Services/Attractions Directory"

	Navigation +	Navigation	Services
Government	112	71	17
Private ent.	663	458	92
Manufacturers	142	111	23
Auto clubs	501	364	94
Total	1418	904	226

Frequency for "Navigation"

	Navigation +	Navigation	Services
Government	353	232	42
Private ent.	475	297	71
Manufactures	265	189	44
Auto clubs	358	300	82
Total	1451	1018	239

Frequency for "Route Guidance"

	Navigaiton	Navigation	Services
Government	293	180	37
Private ent.	491	313	78
Manufacturers	221	172	33
Auto clubs	442	347	89
Total	1447	1012	237

Frequency for "Up-to-date Traffic Information"

	Navigation Plus	Navigation	Services
Government	532	333	61
Private ent.	366	262	63
Manufacturers	82	70	16
Auto clubs	323	275	67
Total	1303	940	209

Given that TravTek's purpose is to help drivers reach their destinations safely and efficiently, how important do you feel each of the following factors are in the development of systems such as TravTek? (Rank each from 1 to 4 with 1 being the most important and 4 being the least important.)

	Rank
<i>Energy Conservation</i>	_____
<i>Environmental Quality</i>	_____
<i>Highway/Traffic Safety</i>	_____
<i>Relief of Highway Congestion</i>	_____

Frequency for "Energy Conservation"

	Navigation Plus	Navigation	Services
1	134	115	23
2	197	158	32
3	320	195	45
4	168	116	34
Total	819	584	134

Frequency for "Environmental Quality"

	Navigation Plus	Navigation	Services
1	103	88	27
2	127	100	25
3	273	159	30
4	313	233	51
Total	816	580	133

Frequency for "Highway/Traffic Safety"

	Navigation Plus	Navigation	Services
1	478	380	77
2	204	144	34
3	70	40	14
4	68	51	10
Total	820	585	135

Frequency for "Relief of Highway Congestion"

	Navigation Plus	Navigation	Services
1	319	217	48
2	310	216	47
3	81	71	14
4	111	82	25
Total	821	586	134