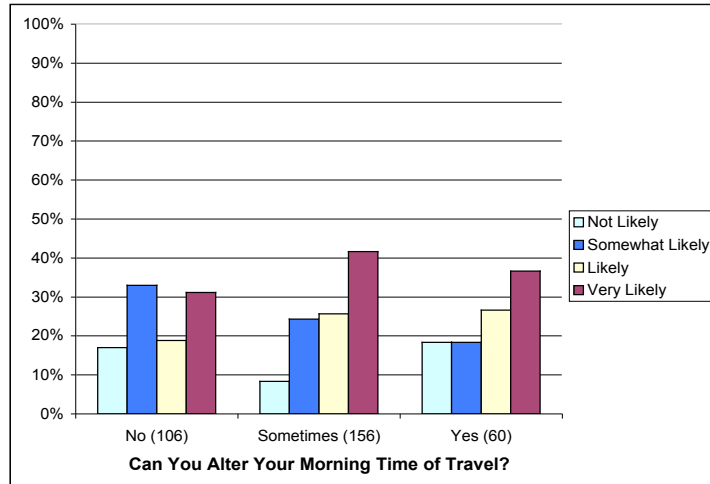


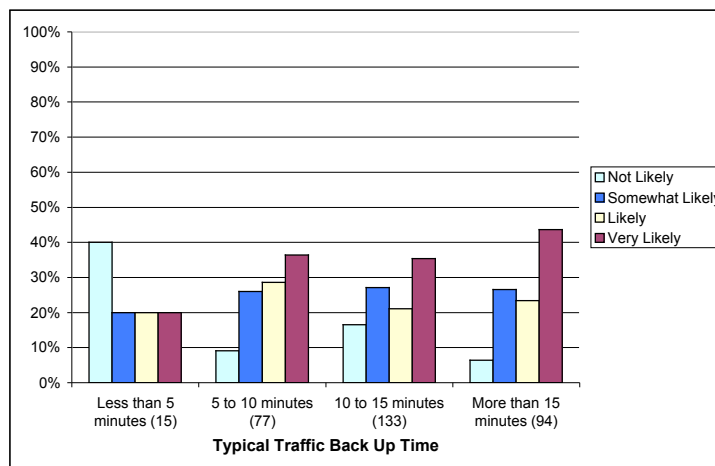
Real-Time Travel Findings

Likelihood of Real-Time Traffic Information Influencing Time of Travel



More than 80 percent of respondents who indicated they could not alter their time of travel reported they would be at least somewhat likely to alter their travel route if they were provided with real-time traffic information. This data, suggests that drivers with an inflexible or somewhat flexible time of travel are more likely to alter their travel route than their time of travel.

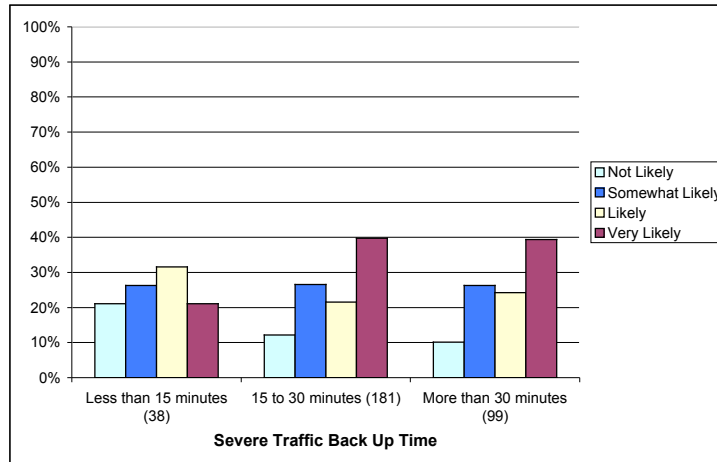
Likelihood of Real-Time Traffic Information Influencing Travel Route, Aggregated by Typical Delay Time



Survey respondents who experienced typical traffic delays of less than five minutes expressed less inclination to alter their route due to real-time traffic information than did respondents who experienced longer typical traffic delays.

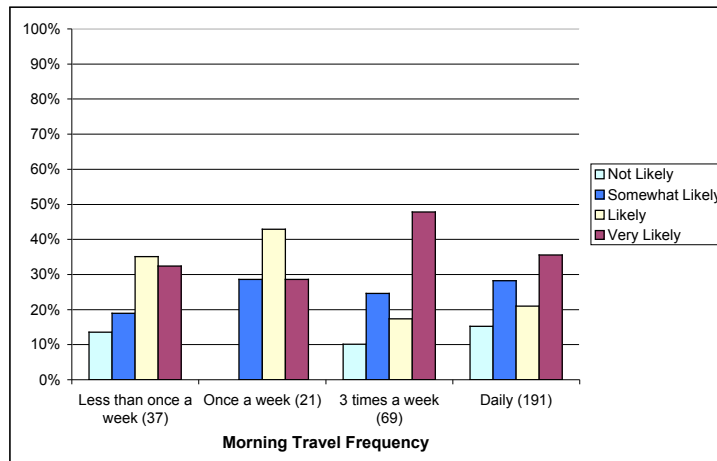
Those respondents who indicated delays of longer than 15 minutes showed the most willingness to shift their travel routes if they were provided accurate real-time travel information.

Likelihood of Real-Time Traffic Information Influencing Travel Route, Aggregated by the Most Severe Delay Time



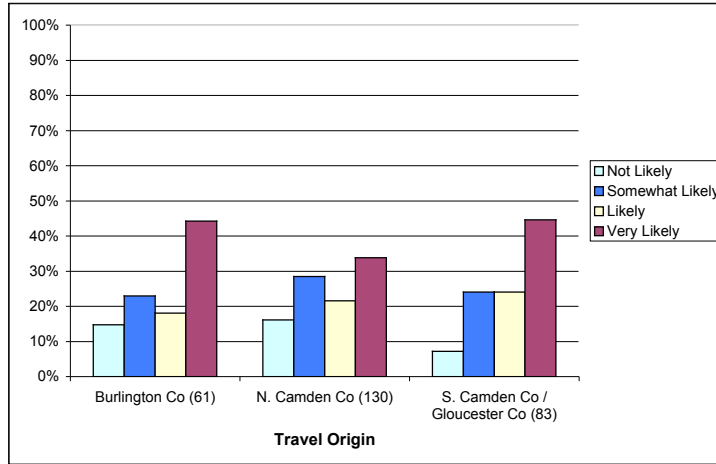
Responses indicate that commuters who experience shorter severe traffic back-ups are less likely to alter their route due to real-time traffic information than are commuters who experience longer commutes. This data suggests that as commuters experience higher delays, they are more likely to alter their travel patterns based on real-time traffic information.

Likelihood of Real-Time Traffic Information Influencing Travel Route, Aggregate by Frequency of Travel



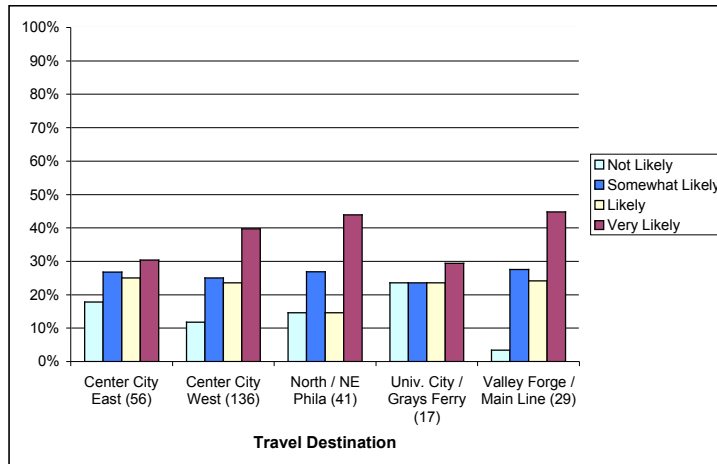
Respondents commuting three times a week reported being very likely to alter their route due to real-time traffic information relatively more than did daily, weekly or less-than weekly commuters.

Likelihood of Real-Time Traffic Information Influencing Travel Route, Aggregated by Travel Origin



Travel origin does not appear to be a major factor influencing respondents' likelihood of using real-time traffic information to alter travel routes.

Likelihood of Real-Time Traffic Information Influencing Travel Route, Aggregated by Travel Destination



Commuters traveling to Valley Forge and points along the Main Line reported the highest aggregate percentage of respondents who would be at least somewhat likely to change their travel route.

Population Real Time Traffic Information	Percentage Likely / Very Likely to Change Behavior
people who commute once a week	71%
commuters to Valley Forge / Main Line	69%
commuters from S. Camden Co. / Gloucester Co.	69%
people who commute between 6 - 7:30	68%
people who commute < once a week	68%
commuters who sometimes have time of travel flexibility	67%
commuters with typical backups > 15 minutes	67%
people who commute 3 times a week	65%
commuters with typical backups of 5 - 10 minutes	65%
commuters with severe backups > 30 minutes	64%
commuters with time of travel flexibility	63%
commuters to Center City West	63%
commuters from Burlington Co.	62%
people who commute between 8:30 and 9	62%
commuters with severe backups of 15-30 minutes	61%
commuters to N / NE Philadelphia	59%
daily commuters	57%
commuters with typical backups of 10 - 15 minutes	56%
people who commute between 7:30 and 8:30	55%
commuters from N. Camden Co.	55%
commuters to Center City East	55%
commuters to Univ. City / Grays Ferry	53%
commuters with severe backups < 15 minutes	53%
commuters with no time of travel flexibility	50%