

問卷系統

Thanks for your participation, this survey is only for academic use without other applications.

The study result will provide deeper insights into drivers' preference and willingness-to-pay for the provision of customized real-time traffic information to transportation related government department.

Department of civil engineering, National Chi Nan University

Serial number

Starting time

Investigator

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### Trip Characteristics

1. What's your most frequently trip purpose on freeways?  
 Leisure  Business  Visit  Work  Others

Which sections did you travelled through under most frequently trip purpose happened?  
 Xizhi - Hsinchu, and your habitual freeway is  Freeway No. 1  Freeway No. 3  
 How many travel time did you usually experienced through this section?  52  63  89  
 Hsinchu - Changhua, and your habitual freeway is  Freeway No. 1  Freeway No. 3  
 How many travel time did you usually experienced through this section?  52  67  95  
 Changhua - Dingjin, and your habitual freeway is  Freeway No. 1  Freeway No. 3  
 How many travel time did you usually experienced through this section?  102  132  187  
 Not travel through sections above

3. How many travel times did you need to drive on the freeways?  
 mins

4. What days did you usually travel on freeway?  
 Work day (Mon. to Fri.)  Weekend (Sat. and Sun.)

5. How many times did you travel on the freeway per month?  
 times/ month

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### Information Preference

7. Which traffic situation did you usually encounter on freeways?

Very crowded  Crowded  Normal  Smooth  Very smooth

8. Do you familiar with alternative freeways?

Completely unfamiliar  Unfamiliarity  Normal  Familiar  Completely familiar

9. Do you familiar with alternative local streets?

Completely unfamiliar  Unfamiliar  Normal  Familiar  Completely familiar

10. Do you equip in vehicle-navigation system on your car?

Equipped with TMC  Not equipped with TMC  None

11. What is your navigation device usage frequency on freeways ? (used times in 10 trips)

Never use(0%)  Seldom use(2/10)  Normal(5/10)  Mostly use(8/10)  Every time

12. If navigation device could integrate useful real-time information, but user needs to pay 10 NTD per times, what is your highest willingness to pay for this service ?

0  NT dollars

13. While navigation device could receive real-time traffic information, what is your acceptance of travel time prediction error?

Never mind  within 20%  within 15%  within 10%  within 5%  within 3%  0

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Form10b

### Please choose one preferred freeway depending on the coming messages

Your reference point of section travel time **52 Minutes**

Travel time of previous driving section

I want to receive real-time information

Section 1/2

Predicted Travel Time 60.7 Minutes  
Probability

Predicted Travel Time 52.7 Minutes  
Probability

**Freeway No. 1**

Travel Cost 93 NTD

Predicted Travel Time 57.0 Minutes  
Probability

Predicted Travel Time 67.0 Minutes  
Probability

**Freeway No. 3**

Travel Cost 95 NTD

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### Personal demographic

1. Gender  
 Male  Female

2. Age  
 18-30  31-40  41-50  Above 51

3. Education  
 Below high school  College  Postgraduate  Ph. D.

4. Marital status  
 Married  Single

5. Occupation  
 Elected representative, Enterprise chief or administrative  
 Professional staff  Mechanical-machinery assembler  
 Technician, Assistance professional staff  Laborers  
 Clerical staff  Government staff  
 Service staff or sales  Others   
 Agriculture, forestry, fishing, animal husbandry staff  
 Technical related staff

6. Job position  
 Enterprise chief  Supervisor  Worker  Student  Job waiting

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### Personal demographic

7. Working time  
 Fixed shift , works  hours per day ,  :  start working.  
 Flexible time , works  hours per month.

8. Personal monthly income  
 thousand NT dollars

9. Car features  
 Engine size  c. c.  
 Fuel costs  NT dollars  
 Maintance cost  NT dollars  
 Additional cost (parking fee or washing car charges)  NT dollars

10. Living area  
 North (Keelung to Hsinchu)  Middle (Miaoli to Yunlin)  
 South (Chiayi to Pingdong)  East (Ilan to Taitung)

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