

NAVTEQ Navigation Benefits Study Germany



Objective

The study, which took place in Düsseldorf and Munich, was conducted on behalf of NAVTEQ to measure the indirect effects of using navigation information in motor vehicle travel and to estimate the economic and social impacts of such effects.

Approach

Working with sister company, GeoStats, and parent company, PTV-AG, NuStats developed the study protocols for the recruitment of study participants and in-field data collection, and conducted data analysis. In-field data collection was conducted by PTV-AG over a total of four distinct data collection waves beginning in January 2008 and concluding in July 2008. Overall, the research reflects data from over 2,158 trips driven by from 90 study participants.

Outcome

This study found that Traffic-Enabled-Navigation can save drivers 4 days per year.

While the use of navigation devices revealed moderately reduced mean trip distances and durations, more significant gains were seen when relevant subsets of trips were analyzed. Especially large reductions in trips times and lengths were realized after drivers using navigation devices had passed through the initial "learning curve" associated with the devices, during peak travel periods when congestion is highest, and when non-routine travel was simulated through the use of assigned trips. Trips undertaken after the initial learning curve and during peak travel periods were on average 23% shorter in duration and 36% shorter in distance for drivers using navigation devices. As can be expected through more efficient, fuel efficiency for drivers using navigation devices was 24% higher than for those lacking the aid of navigation technologies. Finally, the incorporation of attitudinal testing into the research model revealed that drivers with positive opinions of technology and navigation technologies were significantly more likely to realize time and distance savings when using navigation devices than those who held negative opinions.

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