Minnesota Department of Transportation
Mn/DOT Statewide
Omnibus Study 2003/2004

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Omnibus Study 2003/2004

Background/Objectives

Since 1987, Mn/DOT has annually sought public opinion about transportation through an omnibus project. Historical data exists for issues such as satisfaction with services, safety perceptions, trip predictability, public involvement and other transportation related issues.

For this 2003/2004 wave of the Omnibus survey five Mn/DOT offices participated in this shared-cost study. The variety of issues addressed is seen below:

- perception of Mn/DOT's capabilities to perform selected tasks/activities,
- perception of Mn/DOT's performance in providing selected services,
- perception of the reliability of various Mn/DOT communications,
- trips to work,
- biking and walking,
- attitudes regarding revenue enhancement ideas, and
- rest area commercialization and sponsorship by private business.

Who We Talked To/Methodology

A total of 800 telephone interviews were conducted with households throughout the state of Minnesota – 400 in the 8-county Twin Cities Metro area and 400 in Greater Minnesota. The 8-county Twin Cities Metro area included the counties of:

Anoka	Carver	Chisago	Dakota
Hennepin	Ramsey	Scott	Washington

Respondents were screened to be 18 years of age or older and not work in a profession where knowledge of the research process or topic may present biased responses. For purposes of this study, these professions included anyone in the family working for The Minnesota Department of Transportation, a marketing research firm, a newspaper, radio or TV station.

A random digit dial calling sample was used to ensure that all households, including those with unlisted telephone numbers or those who recently moved, had the chance to participate. The calling sample was created to be proportionate to county population.

All interviews were conducted using a computer-assisted telephone interviewing (CATI) system at MarketLine Research's facility located in Dinkytown USA, next to the University of Minnesota, Minneapolis campus. Pretesting was done in November of 2003 and the majority of the data collection occurred in December of 2003.

The margin of error due to sampling for an ending total sample of 800 is +/- 3.5% and for the ending area samples of 400 is +/-4.9%. All statistical testing was conducted at the 95% confidence level.

A brief summary of call results is presented in the table below.

Call Result Summary

	Statewide	**Twin Cities Metro area**	**Greater MN**
Number of interviews	800	400	400
Incidence of qualified respondents		96%	94%
Average interview length	21½ minutes		

A copy of the questionnaire is included in the appendix of this report.

Executive Summary

This omnibus study provided the opportunity for Mn/DOT to efficiently and effectively combine issues raised by various offices within the Department.

Overall Trend Information

Trend information (identically worded questions for tracking performance) collected in this year's survey when compared to the previous tracking survey (2002/2003) showed a consistency in public perceptions of Department performance. The one exception was Mn/DOT's clearing roads of snow and ice. For this service the public's perception of Mn/DOT performance declined significantly this year compared to last year.

Service Perceptions

The public has the highest confidence in Mn/DOT's most visible services – building and maintaining roads and bridges. This is followed by confidence in the ability to communicate accurate information about plans and projects. The lowest confidence ratings are associated with future delivery of service – developing long-term transportation plans followed by providing alternative transportation options.

A close examination of customer feedback indicates that the proportion of Greater Minnesota residents giving Mn/DOT high ratings (7-10) exceeds that of the Twin Cities Metro area for all services evaluated. Confidence ratings for persons in Greater Minnesota are significantly higher than for persons living in the Twin Cities Metro area when it comes to Mn/DOT's ability to build roads and bridges and develop long-term transportation planning.

Mn/DOT Communications

Reliability of communications was addressed in two ways: *confidence in Mn/DOT's ability* to provide reliable communications and perceived reliability of the communications themselves. Confidence was rated in terms of: 'confidence that Mn/DOT can do a good job at providing reliable communications'; with three-quarters rating confident or very confident. On the second question, half (52%) perceive Mn/DOT's communications as *being* reliable, with one-third (31%) neutral on this issue.

- Confidence ratings for persons in Greater Minnesota are significantly higher than for persons living in the Twin Cities Metro area when it comes to Mn/DOT's ability to provide reliable communications.
- Performance ratings of Mn/DOT communications reliability are consistent across the state.
- As seen in the previous assessment period, females hold significantly higher opinions of communications reliability than do males.
- Perceptions of reliability are also significantly higher among persons living in households with annual incomes less than $50,000.

Nearly a quarter of all respondents were unable to recall a topic associated with Mn/DOT that was communicated in the past year. Of the remaining three-quarters, 1 in 5 recalled construction and road construction *planning* communications.

Other topics mentioned (by frequency) included:
- Light rail,
- Money, costs and budget stories,
- Road closings,
- Road maintenance,
- Weather and snow reports, and
- Traffic congestion and updates.

Nearly one in 5 (statewide) have visited Mn/DOT's website in the past year. Site access is highest in the Twin Cities Metro area. Visitors to the site are primarily seeking construction and traffic congestion information, and nearly all find what they are seeking. Ability to find site information varies little demographically.

Maintenance
Statewide, on a 10-point scale, half or more of all customers rated performance of all the Mn/DOT maintenance services seven or greater. Highest ratings are associated with making highway signs clearly readable, clearing roads of snow and ice and making road stripes and markings clearly visible. Satisfaction with all services is correlated to age – the younger the person the higher the performance rating.

Performance ratings for snow and ice removal declined significantly this year compared to last year. While this is the only rating that changed significantly in the past year, it should be cautioned that this particular measure shows the least stability; the average performance ratings have fluctuated to a similar degree since 1996. Being the measure that most heavily relies on weather conditions, it is **possible** that the fluctuation over the years has as much to do with variability in snowfall as it has to do with service performance.

Trips to Work
For the first time, the question for commute departure time (in order to distinguish peak period commuters) was asked as an open-ended question. This means we have more specific departure times, and they are characterized by the following:

- More than half the commuters depart for work or school in the morning between 6:30 a.m. and 8:14 a.m.,
- An equal number depart for home in the afternoon between 4:00 p.m. and 5:44 p.m.,
- The largest exit in the morning occurs around 7:00 a.m. – over one in 10 departing (13%), and
- The largest exit in the afternoon occurs around 5:00 p.m. – nearly one in 5 departing (18%).

Statewide the single occupant vehicle continues to be the dominant means of travel to and from work, while non-work-related travel encompasses a broader use of alternative modes of transportation.

Telecommuting is engaged in by nearly one in 5 commuters, for an average of about nine days a month per person.

Biking & Walking
One in 10 regular commuters have used a bicycle to get to work or school in the past year. One in 5 non-cycling commuters would consider bicycling even if only a few days a year.

Eight in 10 commuters see distance as an impediment to bicycling to work or school. For most a distance of more than 10 miles becomes a limiting factor.

For both current and potential cyclists, infrastructure (shoulders, lighting, signage, bike paths, trails and connecting routes) is of higher importance than post-cycling amenities (storage, showers, lockers and bus racks), as enticements to cycle to work or school.

Three-quarters of those surveyed perceived Minnesota to be *Somewhat* or *Very safe* for bicycling. More than eight in 10 feel Minnesota is *Somewhat* or *Very safe* for walking. Drivers are viewed as the primary contributors to unsafe conditions for pedestrians; ignoring crosswalks, speeding and preoccupation with things such as cell phones are the most frequently cited behaviors that contribute to unsafe conditions.

Narrow bike trails and paths that are too close to roadways are most-frequently mentioned as contributing to unsafe cycling conditions, followed by mention of unsafe driving behaviors of motorists as well as of cyclists themselves.

Revenue Enhancement
Several revenue enhancement ideas were presented. All ideas were positively received by at least one half of those surveyed. Sense of appropriateness or support did not vary significantly by geography.

Eight ideas were evaluated for the sale or leasing of advertising rights on Mn/DOT property. Properties included: state cars, state maintenance vehicles, facilities such as office buildings, truck stations and parking ramps, ramp entrances, changeable message signs, publications, and Mn/DOT sponsored website, radio and TV programs. For selling or leasing advertising rights on Mn/DOT property, media formats such as Mn/DOT publications, sponsored radio programs and website were viewed as the most appropriate venues – by more than eight in 10 persons.
Revenue Enhancement – continued

- Perceived appropriateness diminished as venues changed to transportation infrastructure-related elements such as snowplows, changeable message signs and freeway entrance ramps.
- Sense of appropriateness was correlated to age. With increasing age, persons were less likely to find each of the eight ideas appropriate.

When asked about the funding of road improvements for new commercial or industrial development, more than half the persons surveyed felt the funding should be the responsibility of the business doing the developing. Nearly one-quarter would have road users cover the development cost by way of state tax dollars.

Sale of Mn/DOT specialty license plates is seen as an appropriate means of revenue enhancement by nearly nine in 10 persons statewide. Females and younger persons are significantly more likely to find this form of revenue enhancement appropriate. More than half of the persons statewide stated they would be interested in purchasing these plates if it resulted in extra revenue.

More than eight in 10 persons statewide find appropriate the leasing or selling of space for development of small businesses having value to commuters at Park & Ride lots. Nearly half rated this proposal "*Very appropriate*".

Rest Area Operations

Two proposals were described for customer evaluation: sponsorship of rest areas by private business and commercialization of rest areas with various types of services. Both proposals received support by 8 out of 10 respondents.

More than half surveyed statewide have used out-of-state rest stops with commercial services. On average, Minnesotans have made nearly nineteen stops in the past two years at such rest areas.

- Individuals who have visited other state rest areas with commercial services are significantly more supportive of commercialization of Minnesota rest areas.
- Other state rest area experience does not influence attitudes regarding appropriateness or support for business sponsorship at Minnesota rest areas.

<u>Rest area commercialization (8 out of 10 supporting)</u>

Persons without college degrees are significantly more likely to be supportive of rest area commercialization. Level of support is also correlated to age. With decreasing age, persons are more likely to support commercialization.

- Types of services were approved for implementation at rest areas in the following order:
    - services geared for truckers
    - gasoline service stations
    - tourism-related gift shops
    - convenience stores
    - fast food restaurants

<u>Business sponsorship of rest areas (8 out of 10 supporting)</u>

Again, level of support is correlated to age. With decreasing age, persons are more likely to support business sponsorship of rest areas

Sponsor appropriateness is viewed very open-mindedly except when it comes to potential sponsors from gambling, special interest groups, religious/political organizations or adult oriented businesses.

When asked if they would be supportive if rest areas had to be shut down due to loss of operating dollars, nine in 10 would be supportive of commercialization activities at rest areas and/or businesses sponsoring the rest areas.

Note to reader

On the following pages, a few commonalities will be seen as described below:

- Due to multiple responses and to rounding of decimals, total columns in tables will not always be equal to 100%

- Where questions allowed for multiple responses tables make reference.

- The following notation appears with the first chart having significant differences. Thereafter all charts with gray shaded cells are indicating the statistical difference.

	Indicates significant difference 95% +/- 5%

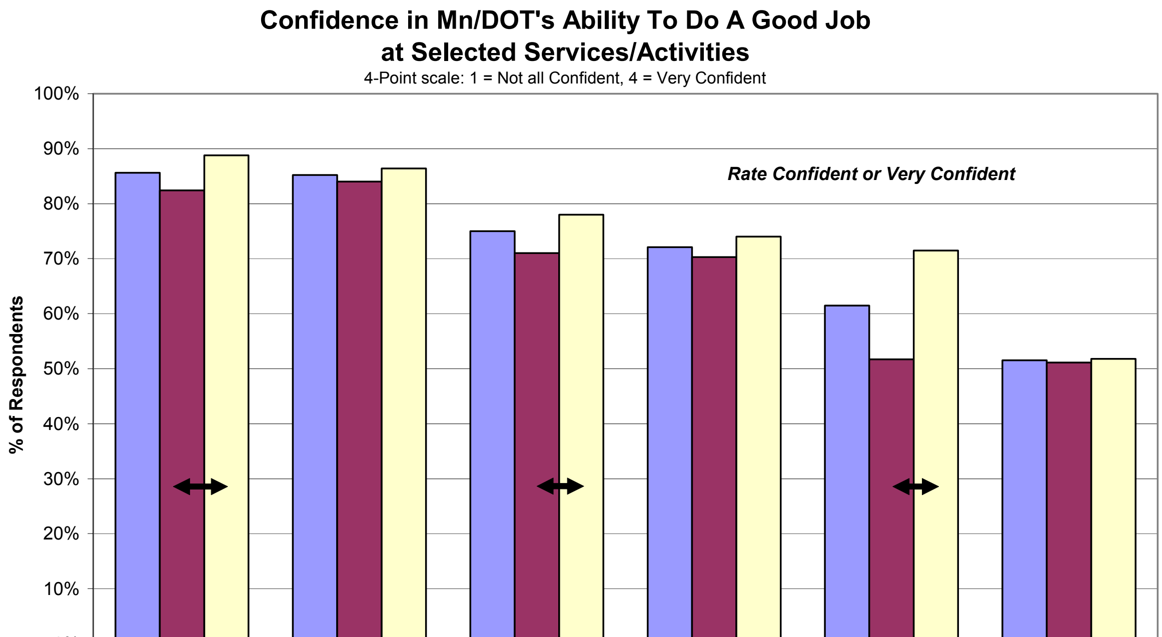
- Testing for statistical significance was conducted wherever appropriate to do so. Where there is a noticeable difference between two numbers, if no significant difference is noted, please assume that there is none.

Summary of Detailed Findings

Service Perceptions

Q. This survey is about several things that Mn/DOT is responsible for; but to begin, we would like you to think about some of the different services and activities that Mn/DOT does.
Q1. Please think first about your *__confidence__* *in Mn/DOT. For each of the following activities, please tell me how confident you are that Mn/DOT can do a good job at each of these tasks. Please respond with: Very confident, confident, not very confident or not at all confident.*
How confident are you in Mn/DOT's ability to do a good job at…?

Confidence in Mn/DOT continues to be highest for tasks that are most visible.
Persons who live in Greater Minnesota
rate __all__ services and activities higher than Twin Cities Metro area residents.



	building roads and bridges	maintaining roads and bridges	providing reliable communications	communicating accurate info about plans/projects	developing long-term plan for transportation	providing alternative transportation options
Statewide	86%	85%	75%	72%	62%	52%
TC metro	82%	84%	71%	70%	52%	51%
Greater MN	89%	86%	78%	74%	72%	52%

Base = 800 - 402 Metro, 398 Greater MN

A majority of respondents are confident in Mn/DOT's ability to do a good job at each of the activities described. As seen in the previous tracking period, the highest confidence ratings continue to be associated with the most visible Mn/DOT activities – building and maintaining roads and bridges. The lowest confidence ratings are for services and activities that relate to future delivery of service. Respondents in Greater Minnesota are significantly more confident in Mn/DOT ability to build good roads and bridges, provide reliable communications and develop a long-term plan for transportation than those in the metro area. Female and metro area subgroups have significantly higher confidence in Mn/DOT's ability to develop long-term plans. Also respondents rating the reliability of Mn/DOT communications as high (7-10) are significantly more confident regarding all Mn/DOT services and activities.

⬌	*Indicates significant difference 95% +/- 5%*

Trend Information Summary

Confidence in Mn/DOT's Abilities

Please think first about your **confidence** in Mn/DOT. For each of the following activities, please tell me how confident you are that Mn/DOT can do a good job at each of these tasks. Please respond with: very confident, confident, not very confident or not at all confident.

How confident are you in Mn/DOT's ability to do a good job at:

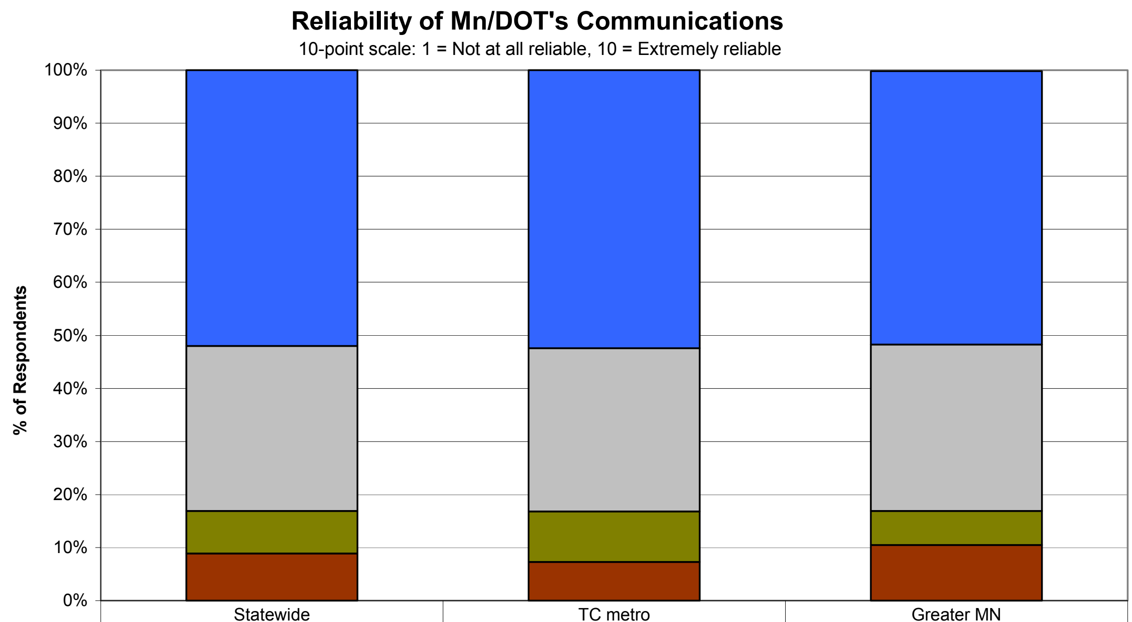
Percent Confident/Very confident	**'03/04**	**'02/03**	**'01/02**	**2000**
Building roads and bridges	86%	82%	85%	87%
Maintaining roads and bridges	85%	83%	85%	84%
Developing a long-term plan for transportation priorities	62%	62%	63%	60%
Communicating accurate information about their transportation plans and projects to Minnesota citizens	72%	68%	71%	70%
Providing alternative transportation options for the future such as commuter rail, high speed rail, non-stop coaches, and so on	52%	50%		
Providing reliable communications	75%	73%		

There are no statistically significant differences in the ratings between 2003/2004 and 2002/2003.

Communications

Q4. We will now focus on Mn/DOT's communications efforts. Thinking about all of the different communications provided by the Minnesota Department of Transportation, how reliable are these communications, in your opinion?

Half of all respondents rate Mn/DOT's communications as reliable, one- third hold neutral opinions.



	Statewide	TC metro	Greater MN
Rate 7,8, 9, 10	52%	52%	52%
Rate 5, 6	31%	31%	31%
Rate 1, 2, 3, 4	8%	10%	6%
Don't know	9%	7%	11%

Base = 800, - 402 Metro, 398 Greater MN

The average rating by all respondents of Mn/DOT communications efforts was between 6 and 7 (6.7) on the 10-point scale. Females hold significantly higher opinions of communications reliability than do males (6.9 versus 6.5 average rating, respectively). Opinions are also significantly higher among respondents in households with annual incomes less than $50,000 than those in households with annual incomes of $50,000 or greater (6.9 versus 6.5 average rating, respectively).

Communications - continued

Q5. When you think of all the communications you've heard relating to Mn/DOT over this past year, what information or stories come to mind for you?

Q5b. What else do you recall hearing about Mn/DOT?

Nearly one-quarter of all respondents stated there is no top-of-mind story from the past year that they can recall that is associated with Mn/DOT.

Recalled Stories/Information	**Statewide**	**Twin Cities Metro**	**Greater MN**
	%	%	%
Nothing	24	20	29
Construction, road construction plans	20	21	18
Light rail	12	18	5
Money, costs & budget stories	11	13	8
Road closings & maintenance reports	11	11	11
Weather, snow related reports & events	9	9	9
Traffic – congestion/reports & updates	7	10	4
Illegal, questionable Mn/DOT activities	2	3	1
Metered lights	1	1	1
Don't know	12	8	17
Base	*800*	*402*	*398*
Added probe for recalled stories			
	%	%	%
Construction, road construction plans	8	9	7
Money, costs & budget stories	8	8	7
Light rail – cost/location	5	7	3
Weather, snow related reports & events	4	3	5
Road closings & maintenance reports	4	3	4
Traffic related – congestion/carpool lanes	3	4	2
Safety related – messages / construction zone safety	1	2	1
Illegal, questionable Mn/DOT activities	1	2	1
None, not much, nothing else	64	61	66
Don't know	4	3	5
Base	*800*	*402*	*398*
Note: multiple responses accepted			

Construction and road construction plans were the most commonly cited stories (statewide). Recall of information or stories related to Mn/DOT is significantly less in Greater Minnesota. Twin Cities Metro area respondents are more likely to recall information or stories associated with light rail than those in Greater Minnesota. But there is half as much mention this year as last. Recall of stories relating to money or the budget is nearly twice what it was in the previous 2002/2003 survey – rising from 6% to the current 11%. Recall of stories dealing with road closings and maintenance increased a similar amount.

Mn/DOT Website

Q6. Do you have access to the Internet?
Q7. Have you visited Mn/DOT's website over the past year?

Access to the Internet at work and at home is significantly higher in the Twin Cities Metro area than it is in Greater Minnesota.

Internet access	**Statewide**	**Twin Cities Metro**	**Greater MN**
	%	%	%
At home	66	73	59
At work	46	54	39
Neither	25	18	32
Refused	0	0	0
Base	*800*	*402*	*398*
Note: multiple responses accepted			

Notably, more educated and affluent households ($50K) are significantly more likely to have access to the Internet at either work or home or both.

Mn/DOT website use is greatest in the Twin Cities Metro area.

Mn/DOT website visited in past year.	**Statewide**	**Twin Cities Metro**	**Greater MN**
	%	%	%
Yes	18	23	12
No	82	77	88
Base	*602*	*330*	*272*

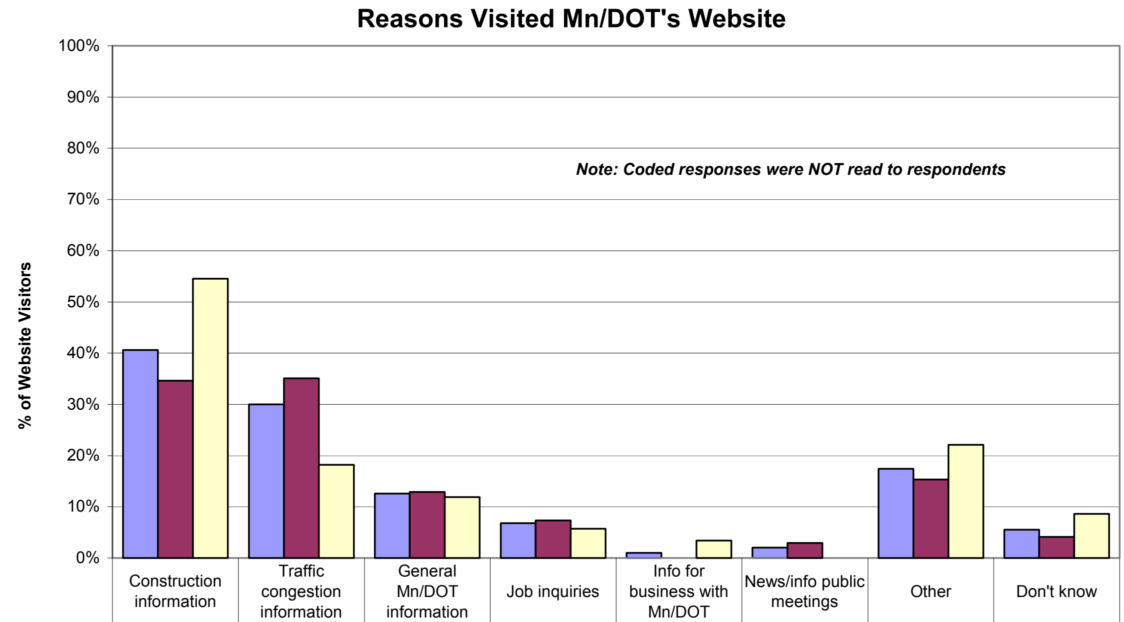
Nearly one in 5 (statewide) has accessed Mn/DOT's website in the past year. Mn/DOT website access is significantly higher in the Twin Cities Metro area than it is in Greater Minnesota.

Despite higher access levels among the more educated and affluent, those less educated and with lower household incomes (<$50K) are significantly more likely to have accessed the Mn/DOT website in the past year. This is consistent with the previous 2002/2003 survey.

Mn/DOT Website - continued

Q8. For what reason or reasons did you visit Mn/DOT's website?

Construction information and traffic congestion information are the most mentioned reasons for visiting the Mn/DOT website.



	Construction information	Traffic congestion information	General Mn/DOT information	Job inquiries	Info for business with Mn/DOT	News/info public meetings	Other	Don't know
Statewide	41%	30%	13%	7%	1%	2%	17%	6%
TC metro	35%	35%	13%	7%	0%	3%	15%	4%
Greater MN	55%	18%	12%	6%	3%	0%	22%	9%

Base = 108 - 75 Metro, 32 Greater MN

Q9. Did you find what you were looking for at this Mn/DOT website?

Q50. Found what was searched for.	**Statewide**	**Twin Cities Metro**	**Greater MN**
	%	%	%
Yes	91	88	97
No	7	10	0
Don't know / don't recall	3	3	3
Base	*108*	*75*	*32*

Nine in 10 website visitors find what they are looking for on Mn/DOT's website. Ability to find information on the website does not vary significantly by age, gender, education, income level or geographic area.

Trend Information Summary

Mn/DOT Communications

We will now focus on Mn/DOT's communications efforts. Thinking about all of the different communications provided by the Minnesota Department of Transportation, how reliable are these communications, in your opinion? Again, use a scale of 1-10 with 10 being extremely reliable and 1 being not at all reliable.

Mean rating	**'03/04**	**'02/03**	**'01/02**	**1999**
Statewide	6.69	6.63	6.50	6.84
Twin Cities Metro area	6.61	6.54	6.47	6.75
Greater MN	6.77	6.71	6.52	6.92

Percent rate 7, 8, 9, or 10 on 10-point scale	**'03/04**	**'02/03**	**'01/02**	**1999**
Statewide	52%	51%	49%	56%
Twin Cities Metro area	52%	49%	49%	55%
Greater MN	52%	53%	49%	56%

There are no statistically significant differences in the ratings between 2003/2004 and 2002/2003.

Mn/DOT Web Site

Q7. Have you visited Mn/DOT's website over the past year?

Percent having accessed	**'03/04**	**'02/03**
Statewide	18%	19%
Twin Cities Metro area	23%	23%
Greater MN	12%	14%

Q9. Did you find what you were looking for at this Mn/DOT website?

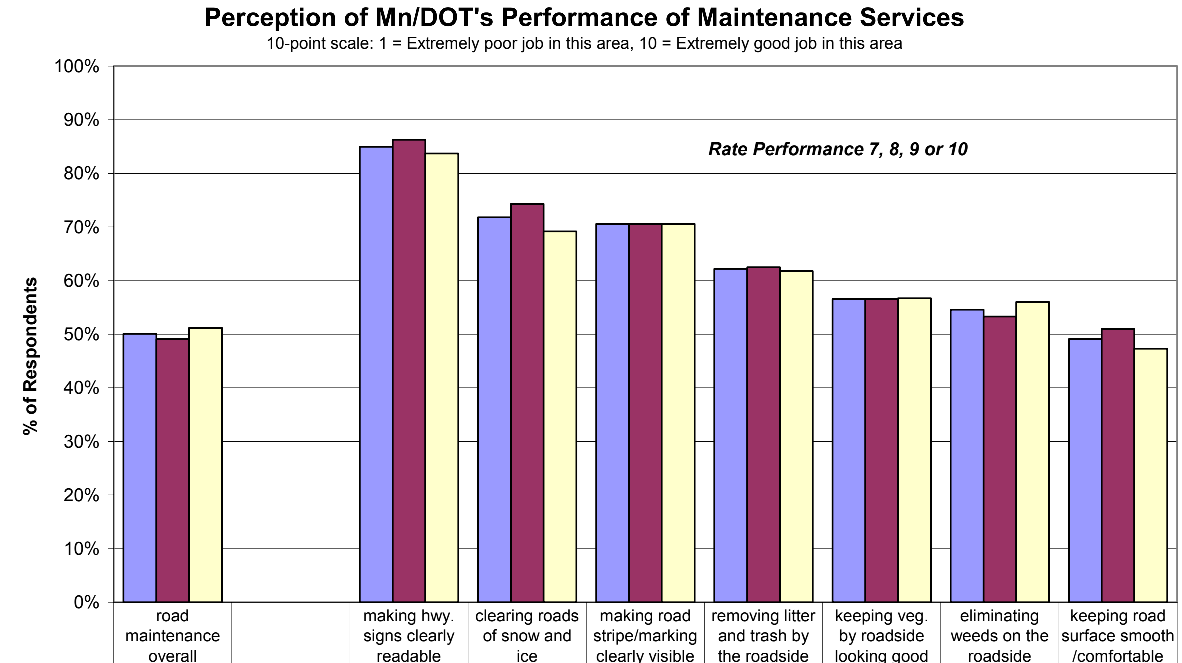
Percent successful	**'03/04**	**'02/03**
Statewide	91%	82%
Twin Cities Metro area	88%	85%
Greater MN	97%	78%

There are no statistically significant differences in the ratings between 2003/2004 and 2002/2003.

Maintenance

Q2. The next question is about Mn/DOT's performance. For each service I read, I want to know how well you think Mn/DOT is doing in that area. This time use any number from 1 to 10; a 10 means they are doing an "extremely good" job in this area, and 1 means they are doing an "extremely poor" job in this area. A score of 5 means they are doing an average job in this area. Overall, how well has Mn/DOT been doing at…?

Performance ratings are highest for: signage, snow/ice removal and striping.



	road maintenance overall		making hwy. signs clearly readable	clearing roads of snow and ice	making road stripe/marking clearly visible	removing litter and trash by the roadside	keeping veg. by roadside looking good	eliminating weeds on the roadside	keeping road surface smooth /comfortable
Statewide	50%		85%	72%	71%	62%	57%	55%	49%
TC metro	49%		86%	74%	71%	63%	57%	53%	51%
Greater MN	51%		84%	69%	71%	62%	57%	56%	47%

Base = 800 - 402 Metro, 398 Greater MN

Mean Ratings:

Statewide	6.4		8.1	7.4	7.4	6.9	6.7	6.6	6.4
Twin Cities Metro	6.4		8.1	7.5	7.4	6.8	6.6	6.4	6.5
Greater MN	6.4		8.1	7.3	7.4	6.9	6.7	6.7	6.3

Road users (statewide) continue to give high performance ratings for services associated with the safe navigation of Minnesota's roads – highway signage, clearing roads of snow and ice and making road stripes visible. All garner a high level of performance from 70% or more of the respondents.

More than eight in 10 respondents are satisfied with making highway signs clearly readable (scoring a 7, 8, 9, or 10). The performance rating for clearing roads of snow and ice declined significantly when compared to the prior tracking period ratings. Currently, 72% of respondents are satisfied with this service (scoring a 7, 8, 9, or 10). This compares with 81% of respondents in the 2002/2003 survey.

Respondents who view Mn/DOT communications as highly reliable (7-10) are significantly more satisfied with performance on all services except for clearing roads of snow and ice. Satisfaction with all services is correlated to age – the younger the respondent the higher the satisfaction rating.

Maintenance - continued

Q3. For what reason, or reasons, did you give "road maintenance overall" a rating of [INSERT RATING FROM Q2a.]

Road surface has the greatest influence on shaping performance perceptions relating to overall road maintenance.

Reasons for Overall Rating	Statewide	Twin Cities Metro	Greater MN
	%	%	%
Rating 7, 8, 9, 10			
Positive remarks general maintenance	**46**	**49**	**42**
- maintained well, good job, proactive	21	21	21
- snowplowing seen positively	11	11	12
- drivable/no complaints	10	12	8
- good or above average overall	9	7	11
- great compared to other states	8	9	6
- good use of budget dollars	7	7	7
Rating of 7, 8, 9, 10 Base	*401*	*197*	*203*
Rating 1, 2, 3, 4	%	%	%
Negative remarks general maintenance	**46**	**43**	**49**
- pothole repairs needed, slow fix	49	57	41
- roads not smooth - bumpy, cracked	31	34	28
- snowplowing – missed roads/icy	14	12	16
- roadside trash/litter	8	10	6
Rating of 1, 2, 3, 4 Base	*88*	*42*	*46*
Note: multiple responses accepted			

How the road surfaces are perceived to be maintained has the greatest influence on a respondent's view of Mn/DOT road maintenance, overall. Response to potholes and road surface are the most frequently mentioned specific roadway features associated with negative performance impressions.

Males are significantly more likely to cite satisfaction with 'general maintenance' than are females (60% versus 50%, respectively).

Trend Information Summary

Evaluation of Mn/DOT's Performance

The next question is about Mn/DOT's performance**.** For each service I read, I want to know how well you think Mn/DOT is doing in that area. This time use any number from 1 to 10; a 10 means they are doing an "extremely good" job in this area, and 1 means they are doing an "extremely poor" job in this area. A score of 5 means they are doing an average job in this area.

Overall, how well has Mn/DOT been doing at…?

	Statewide (means)					
	'03/04	**'02/03**	**'01/02**	**2000**	**1996**	**1994**
Road maintenance	6.4	6.3	6.3	7.1	7.0	7.3
Clearing roads of snow and ice	7.4	7.8	7.4	8.0	7.6	7.6
Keeping road surfaces smooth and comfortable (to drive on)	6.4	6.3	6.2	6.5	6.6	6.7
Eliminating weeds on the roadside	6.6	6.7	6.7	6.8	6.8	7.1
Making highway signs clearly readable	8.1	8.0	8.0	8.1	8.2	8.3
Making road stripes and markings clearly visible	7.4	7.2	7.2	7.3	7.7	7.5
Removing litter and trash by the roadside	6.9	6.9	6.9	7.2	7.3	7.6
Keeping the plants, grasses and flowers by the roadside looking good	6.7	6.8	6.7	6.8	6.8	7.2

There is a statistically significant difference in ratings between the 2003/2004 and 2002/2003 surveys for clearing roads of snow and ice. The statewide rating is significantly lower than the previous year.

Trips to Work

Q25. Do you commute either to work or school?

Two-thirds of respondents commute to work or school.

	Statewide	Twin Cities Metro	Greater MN
	%	%	%
Work	64	68	60
School	3	3	2
No	34	29	38
Base	*800*	*402*	*398*

Males were significantly more likely say they commute than were females (71% versus 56%, respectively). Respondents in households having annual incomes of $50k or more were significantly more likely to say they commute than were respondents in households with annual incomes less than $50,000 (60% versus 50%, respectively).

[ASKED OF THOSE RESPONDING 'NO' TO COMMUTING TO EITHER WORK OR SCHOOL IN Q25]
Q25a. Have you commuted to work or school in the last year?
[IF BOTH ASK: Which have you done most often?]

	Statewide	Twin Cities Metro	Greater MN
	%	%	%
Work	12	13	11
School	2	3	1
No	86	84	88
Base	*269*	*117*	*152*

[COMBINED RESPONSE OF CURRENT COMMUTING AND COMMUTING IN PAST YEAR Q25 & Q25a]

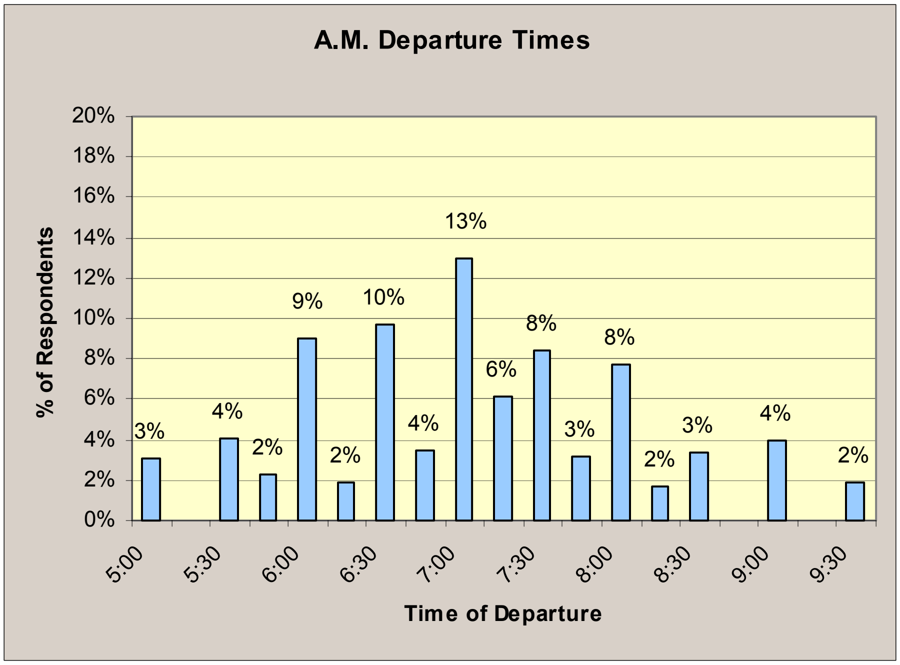
Twin Cities Metro respondents were significantly more likely to be current or past year commuters than were respondents from Greater Minnesota.

	Statewide	Twin Cities Metro	Greater MN
	%	%	%
Work	68	72	64
School	3	4	2
Don't know / don't recall	29	24	34
Base	*800*	*402*	*398*

Trips to Work - continued

Q26. What time do you regularly leave home, for work or school?

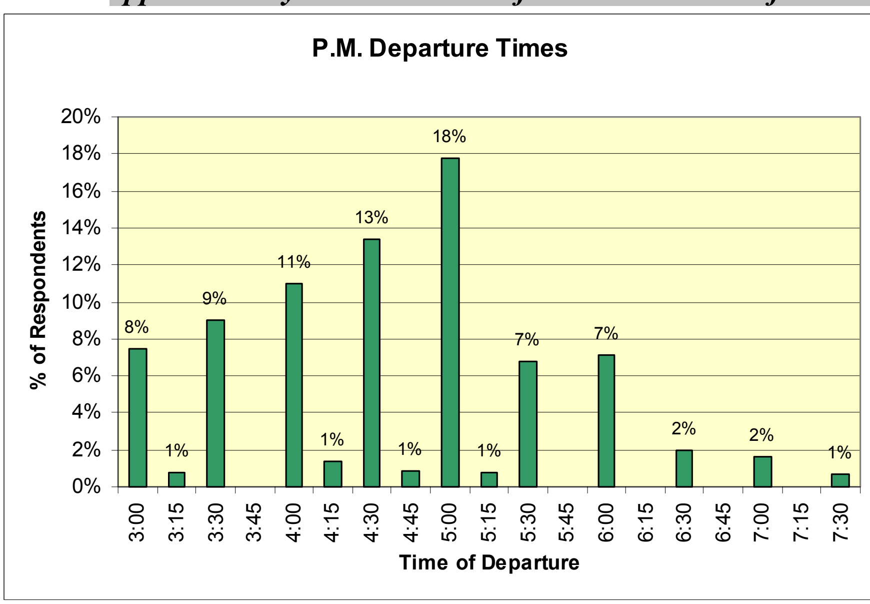
Half of morning departures occur within approximately a 1¾-hour time period that extends from 6:30 a.m. to 8:14 a.m.



Time	%	Time	%
5:00	3.1	8:15	1.7
5:15	0.0	8:30	3.4
5:30	4.1	8:45	0.0
5:45	2.3	9.00	3.8
6:00	9.0	9:15	0.0
6:15	1.9	9:30	1.9
6:30	9.7	Others	17.2
6:45	3.5		
7:00	13.0		
7:15	6.1		
7:30	8.4		
7:45	3.2		
8:00	7.7		

Q27. And what time do you regularly leave work or school, to go home?

There is less flexibility in afternoon departure times. Departures are staggered more to the half hour than are departures in the a.m. Like morning departures, a majority occurs within approximately a 1¾-hour time frame that extends from 4:00 p.m. to 5:44 p.m.



Time	%
3:00	7.5
3:15	0.8
3:30	9.0
3:45	0.2
4:00	11.0
4:15	1.4
4:30	13.4
4:45	0.9
5:00	17.8
5:15	0.8
5:30	6.8
5:45	0.2
6:00	7.1
6:15	0.3
6:30	2.0
6:45	0.2
7:00	1.6
7:15	0.0
7:30	1.0
Others	18.0

Trips to Work - continued

Q. *I am going to read a list of <u>most</u> of the methods people use to get around in Minnesota.*

Q28a. *Please tell me if you have used any of the following of travel in the past year for getting to or from work or school. In the past, did you...?*

Alternatives to commuting in SOV's are utilized on a very limited basis throughout the year.

Travel Mode	Statewide	Twin Cities Metro	Greater MN
	%	%	%
Drive by yourself	97	97	97
Go in a carpool or vanpool	21	22	20
Take the bus	13	20	4
Walk	16	16	17
Bicycle	10	10	10
Motorcycle	7	7	7
Some other way (rollerblades & snowmobiles)	2	2	3
Base	*568*	*304*	*264*
Note: multiple responses accepted			

Females were significantly more likely to car or vanpool than were males (26% versus 18%, respectively).

Q28b. *Please tell me if you have used any of the following methods of travel for making non-work or non-school trips in the past year? In the past, did you...?*

Non-work related travel encompasses broader use of alternative modes of transportation. This is significantly truer in the Twin Cities Metro region.

Travel Mode	Statewide	Twin Cities Metro	Greater MN
	%	%	%
Drive by yourself	96	95	98
Go in a carpool or vanpool	41	44	38
Take the bus	19	27	11
Walk	52	56	48
Bicycle	30	36	25
Motorcycle	10	12	8
Ride as a passenger in a car	92	93	91
Some other way	8	8	8
Base	*800*	*402*	*398*
Others specified			
	%	%	%
Airplane	4	4	4
Train	1	2	<1
Taxi	1	2	<1
Note: multiple responses accepted			

Trips to Work - continued

Q29. Which of those do you consider to be your primary means of traveling to work or school?

Statewide the personal vehicle with a single occupant continues to be the dominant means of travel when commuting to and from work or school.

Travel Mode	Statewide	Twin Cities Metro	Greater MN*
	%	%	%
Drive by yourself	89	86	91
Go in a carpool or vanpool	5	5	5
Take the bus	4	7	1
Walk	2	2	2
Bicycle	<1	<1	<1
Motorcycle	<1	<1	<1
Base	568	304	264

Q55. Do you work at home some days, instead of commuting to your normal workplace?

Nearly one in 5 respondents who work full or part time telecommutes some days.

Q55. Work at home some days *(Asked of employed persons)*	Statewide	Twin Cities Metro	Greater MN
	%	%	%
Yes	19	22	17
No	77	75	79
Normally work in office at home	4	4	4
Refused	<1	<1	0
Base	*590*	*310*	*279*

Q56. How many days in a typical month, would you say you work from home instead of traveling to your normal workplace?

On average, respondents who telecommute do so about nine days a month.

Q56. Days/month work from home *(Asked of those working at home some day)*	Statewide	Twin Cities Metro	Greater MN
Mean	8.6	8.1	9.4
Base	*110*	*65*	*45*

Q56b. From your home, do you have access to your computer files at the office?

More than one-third of respondents who have home Internet access are able to access computer files at the office.

Q56b. Access to office computer files from home	Statewide	Twin Cities Metro	Greater MN
	%	%	%
Yes	36	38	35
No	62	61	65
Refused	1	2	1
Base	*417*	*237*	*180*

Trend Information Summary

Travel

Do you work at home some days instead of commuting to your normal workplace?

Yes
No
Normally work in office at home 100%

Percent telecommuting some days	**'03/04**	**'02/03**
Statewide	19%	18%
Twin Cities Metro area	22%	18%
Greater MN	17%	18%

How many days, in a typical month, would you say you work from home INSTEAD of traveling to your normal workplace?

Mean number days telecommuting	**'03/04**	**'02/03**
Statewide	8.62	8.93
Twin Cities Metro area	8.08	7.52
Greater MN	9.42	10.57

There are no statistically significant differences in the ratings between 2003/2004 and 2002/2003.

Biking and Walking

Q30. Would you consider bicycling to or from work or school even if only a few days a year?

One in 5 would consider bicycling to or from work or school a few days a year or more.

Consideration	Statewide	Twin Cities Metro	Greater MN
	%	%	%
Yes	20	22	18
No	80	78	82
Base	*513*	*275*	*238*

Respondents from households with annual incomes less than $50,000 are significantly more likely to consider occasional biking than are respondents from households with annual incomes of $50,000 or more (26% versus 18%, respectively).

Q31. What is the main reason you would not consider bicycling to work or school?

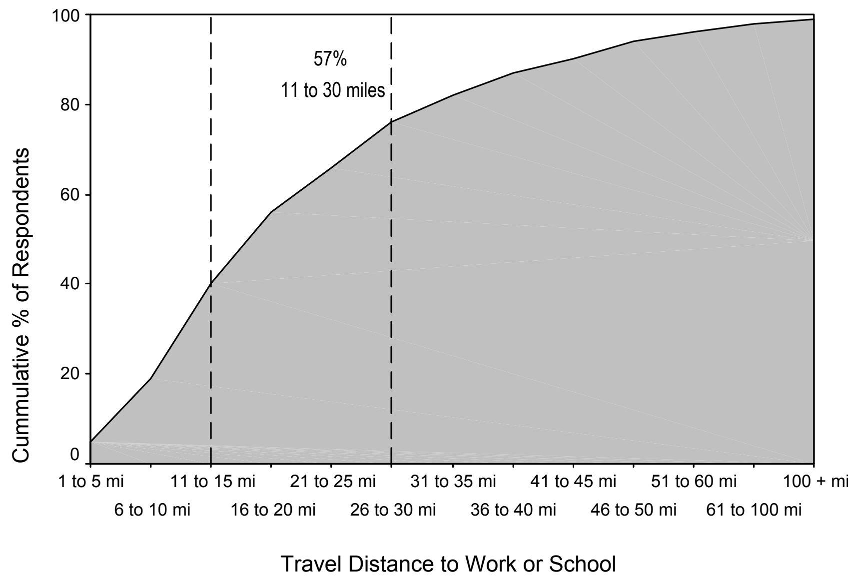
Distance is by far the greatest impediment to more people bicycling to or from work. Few other obstacles are perceived to stand in the way of commuting to work or school using a bicycle.

Main Reason Not Consider Bicycling	Statewide	Twin Cities Metro	Greater MN
	%	%	%
Distance – too far / take too long	69	64	73
Job requires vehicle	8	8	9
Physical condition / health reasons	5	4	6
Safety – route / traffic	5	7	2
Route – not conducive/ interstate/no paths	5	7	2
Not motivated – no bike/ don't want to	4	3	4
Others	5	6	4
Refused	<1	<1	0
Base	*411*	*215*	*196*

Biking and Walking - continued

Q31c. How far a distance is it?

Nearly eight in 10 respondents mention distance as an obstacle to biking. For most, distance of more than 10 miles is a limiting factor.



Mention of distance is correlated to age. Mention of distance is more likely with younger aged respondents.

Current Cyclist

Q32a. We want to learn how important, overall, any of the following are, to either keeping you as a commuting cyclist or to increasing the number of times you would cycle to work or school.

For current cyclists, biking trail infrastructure with its paved shoulders, lighting and network of interconnecting routes is of greater importance than trail system maintenance or information issues.

Factors *Base = 55*	**Very & Somewhat Important (3/4)** %	**Not very & Not at all Important (1/2)** %	**Don't know** %
Paved shoulders	91	9	
Lighting on paths	90	10	
System of connected bicycle routes	89	11	
Bike lanes on roads	85	15	
Separate bike paths & trails	85	15	
Snow / ice removal on paved shoulders	79	21	
Information on bike routes	79	21	
Share-the-road signs	70	26	4
Information on bike commuting	69	31	
Snow / ice removal on bike lanes	68	32	
Snow / ice removal on bike paths	67	33	
Secure storage at work or school	66	34	
Showers & lockers at work or school	43	57	
Bike racks on buses	39	57	4

Biking and Walking - continued

Potential Cyclist

Q32b. We want to learn how important any of the following are, in increasing the likelihood that you might commute by bicycle.

Potential cyclists have similar priorities to those of current cyclists. Namely, they too put basic biking route infrastructure ahead of maintenance or other non-trail amenities.

Factors *Base = 102*	**Very & Somewhat Important (3/4)** %	**Not very & Not at all Important (1/2)** %	**Don't know** %	**Significantly more likely to be important to**
Paved shoulders	94	6		
Separate bike paths & trails	89	11		Metro cyclists
Bike lanes on roads	87	11	2	HH incomes > $50k
Secure storage at work or school	85	14	1	
System of connected bicycle routes	82	18		Metro cyclists
Information on bike routes	81	19		HH incomes <$50k
Lighting on paths	79	20	1	Female cyclists
Snow / ice removal on paved shoulders	74	26		
Information on bike commuting	72	28		
Snow / ice removal on bike paths	72	28		
Snow / ice removal on bike lanes	71	27	2	
Share-the-road signs	69	30	1	Metro cyclists
Showers & lockers at work or school	50	48	2	
Bike racks on buses	36	60	4	

Current Cyclist & Potential Cyclist Combined Response

Paved shoulders are of top importance to both current and potential cyclists. Lighting on paths is of much lesser importance to potential cyclists than current cyclists (79% vs. 90%).

Factors *Base = 157*	**Very and Somewhat Important(3/4)** %	**Not very and Not at all Important (1/2)** %	**Don't know** %	**Significantly more likely to be important to**
Paved shoulders	93	7		
Separate bike paths & trails	88	12		Metro cyclists
Bike lanes on roads	86	12	2	Metro cyclists, degreed
System of connected bicycle routes	84	16		Metro cyclists
Lighting on paths	83	17		Female cyclists
Information on bike routes	80	19	1	HH incomes <$50k
Secure storage at work or school	78	21	1	Metro cyclists
Snow / ice removal on paved shoulders	76	24		HH incomes <$50k
Information on bike commuting	71	29		Metro cyclists
Share-the-road signs	69	28	3	
Snow / ice removal on bike lanes	70	29	1	HH incomes <$50k
Snow / ice removal on bike paths	70	30		
Showers & lockers at work or school	50	48	2	Metro cyclists
Bike racks on buses	37	59	4	Metro cyclists

Biking and Walking - continued

Q33. Please tell me if you do any of the following outdoor activities to improve or maintain your health:

Walking is the predominant form of activity to improve or maintain health.

Activities to Improve or Maintain health	Statewide	Twin Cities Metro	Greater MN
	%	%	%
Walking	89	91	87
Bicycling	50	55	45
Running	24	27	20
In-line skating	11	14	8
Other	31	37	25
None of these	6	4	9
Others specified			
	%	%	%
Weight lifting	4	6	2
Swim / water aerobics	4	5	3
Health club / gym	4	4	4
Ski / cross country skiing	3	5	2
Exercise Class/At home exercise	3	2	4
Workout machines	3	4	2
Base	*800*	*402*	*398*
Note: multiple responses accepted			

The following are significantly more likely to walk to improve or maintain health:
- females
- degreed individuals
- individuals living in households with annual incomes of $50k or more

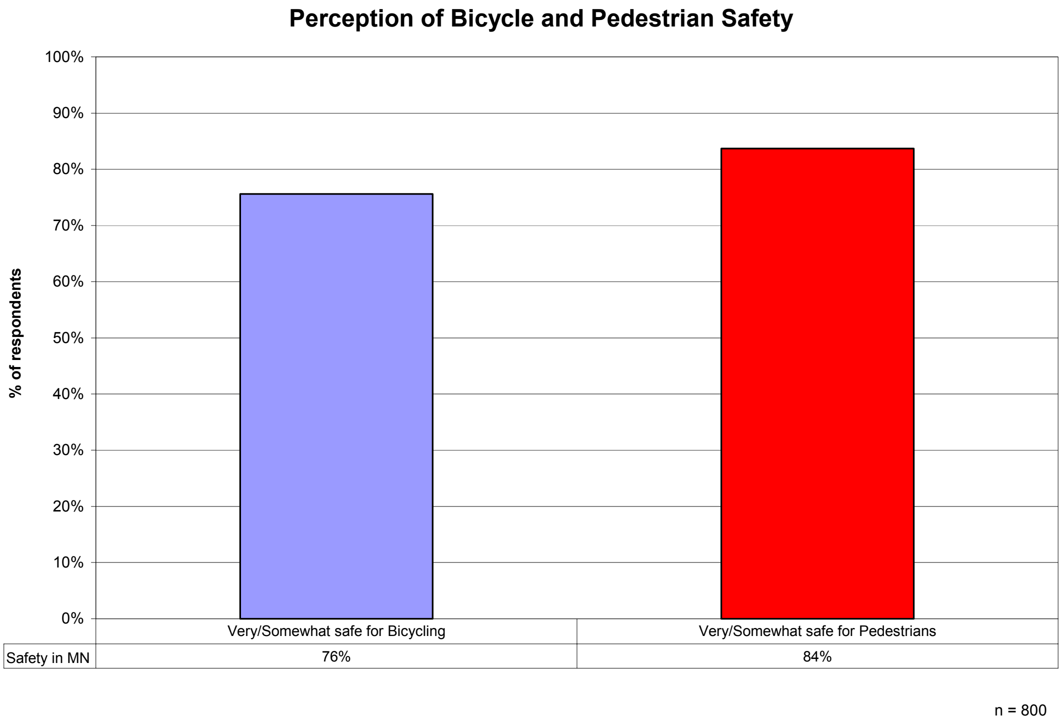
The following are significantly more likely to run to improve or maintain health:
- males
- individuals ages 18 to 39 (correlated to age – activity participation declines with increasing age)
- degreed individuals
- individuals living in households with annual incomes of $50k or more

The following are significantly more likely to bicycle to improve or maintain health:
- individuals ages 18 to 39 (correlated to age – activity participation declines with increasing age)
- degreed individuals
- individuals living in households with annual incomes of $50k or more

Biking and Walking - continued

Q34. How safe do you think Minnesota is for pedestrians?
Q36. How safe do you think Minnesota is for bicycling?

Minnesota is perceived to be a safe environment for both cyclists and pedestrians.



Rating	Biking %	Walking %
Very safe	28	34
Somewhat safe	48	50
Somewhat unsafe	16	10
Very unsafe	4	5
Don't know	4	2

The following are more likely to perceive Minnesota as a safe environment for pedestrians:
- Persons living in Greater Minnesota
- Males
- Persons who view commercialization and sponsorship of rest areas as appropriate are significantly more likely to perceive Minnesota as a safe environment for pedestrians

The following are more likely to perceive Minnesota as a safe environment for biking:

- Perception of bike safety is correlated to age. Perception of a safe biking environment declines with age
- Persons rating Mn/DOT communications reliability high (7 to 10)

There are no statistically significant differences in ratings of safety for walking and cycling in Minnesota.

Biking and Walking - continued

Q35. In what way is it less than safe for walking?

Drivers are seen as the primary contributors to unsafe conditions for pedestrians.

Ways Unsafe	Statewide	Twin Cities Metro	Greater MN
	%	%	%
Net - Unsafe driving behavior	**54**	**55**	**53**
-- drivers ignoring crosswalks	17	21	13
-- lack of respect for pedestrian	9	9	9
-- drivers speeding / in a hurry	9	7	10
-- drivers preoccupied – cell phones	8	8	9
Net - Inadequate infrastructure – sidewalks not maintained/lack of paths/bridges over roads	**24**	**24**	**24**
Net - Pedestrian behavior - watch out/use crosswalks	**14**	**13**	**15**
Net - Lighting – poor night lighting/quick stop lights	**7**	**7**	**7**
Net - Crosswalks – poor markings & signs/lack of	**6**	**6**	**5**
Other reasons	5	4	6
Don't know	3	4	3
Base	*519*	*279*	*240*
Note: multiple responses accepted			

Q37. In what way is it less than safe for cycling?

Mixture of bike trails and paths along with vehicular drivers were most frequently mentioned as reasons for unsafe conditions.

Ways Unsafe	Statewide	Twin Cities Metro	Greater MN
	%	%	%
Net - Trails/paths/bike lanes	**37**	**38**	**37**
-- lack of trails and paths/too narrow	20	21	20
-- lack of bike lanes/narrow/too close to road	11	10	13
Net - Unsafe driver behavior	**34**	**40**	**27**
-- drivers not cautious	10	13	7
-- drivers inattentive/drive unsafe	8	10	6
-- high speed drivers	7	4	8
Net - Cyclist unsafe behavior	**26**	**27**	**26**
--disregard rules/not knowledgeable of rules	6	5	8
-- misuse car lane / ride in middle of road	5	7	3
Net – Roads and shoulders – lacking/narrow/shared	**14**	**8**	**20**
Other reasons	4	3	4
Don't know	2	2	2
Base	*546*	*277*	*269*
Note: multiple responses accepted			

Revenue Enhancement

Mn/DOT is considering new ways to increase the amount of money it has available for spending on your transportation system. Some possible ways include selling or leasing advertising rights on its property, and/or working with businesses to supplement operating costs for highway rest areas.

Mn/DOT would like to know if you think these ideas are an appropriate way for a government agency to try and earn additional funds. If Mn/DOT decides to pursue any of these ideas, it may require legislative approval to do so.

Q10. I would like you to use a scale of: Very appropriate, Somewhat appropriate, Not very appropriate, or Not at all appropriate, and tell me how appropriate you think each of the following is: Please tell me how appropriate you think it is, for Mn/DOT to sell or lease advertising space for each of the following types of property, for the purpose of increasing funding for your transportation system.

The following list of possibilities was rotated for presentation:

- On state cars (would you say it is very appropriate to advertise on these, somewhat appropriate, not very appropriate or not at all appropriate?)
- On state maintenance vehicles and equipment such as snow plows and highway helper trucks
- On and in facilities such as office buildings, truck stations, parking ramps, and the like
- On highway/freeway entrance ramp~~s~~
- On changeable message signs posted over or along highways and freeways
- In publications like state highway maps, and other Mn/DOT documents
- On the Mn/DOT website
- Over radio or TV programs that are Mn/DOT-sponsored

Media (print/electronic) is most widely viewed as appropriate property for selling or leasing advertising rights. Perceived appropriateness diminishes as the sale or lease of advertising rights nears the transportation infrastructure – such as CMS's or entrance ramps.

Summary of Statewide Views of Appropriateness of Selling or Leasing Advertising Rights on Mn/DOT Property *Base = 800*	**Total Percent Appropriate**	**Total Percent Not Appropriate**	**Ratio: Appropriate to Not Appropriate**	**Mean Appropriateness Rating**
In publications e.g. state highway maps and other Mn/DOT documents	93	7	13:1	3.51
Over Mn/DOT sponsored radio or TV programs	87	11	8:1	3.36
On the Mn/DOT website	86	9	10:1	3.47
On and in facilities such as office buildings, truck stations, parking ramps	72	27	3:1	2.85
On state cars	58	40	1:1	2.65
On state maintenance vehicles and equipment such as snow plows	56	43	1:1	2.62
On changeable message signs	55	45	1:1	2.54
On highway/freeway entrance ramp~~s~~	53	47	1:1	2.48
Note: Five percent or less responded 'don't know' for some items (differences to 100%)				

Revenue Enhancement – continued

Selling or Leasing Advertising Rights on Mn/DOT Property

My first questions are about selling or leasing advertising rights on Mn/DOT property.

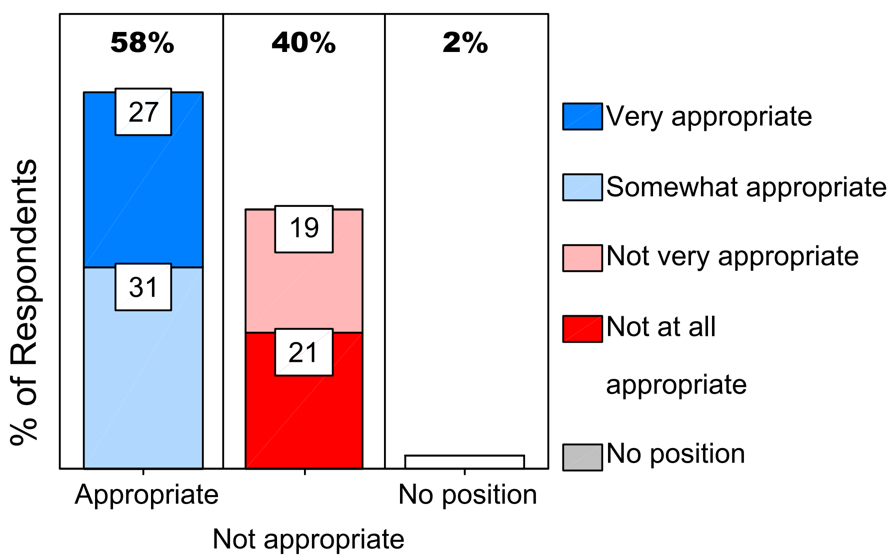
Q10. I would like you to use a scale of: Very appropriate, Somewhat appropriate, Not very appropriate, or Not at all appropriate, and tell me how appropriate you think each of the following is:

Please tell me how appropriate you think it is, for Mn/DOT to sell or lease advertising space for each of the following types of property, for the purpose of increasing funding for your transportation system.

a. On state cars

Nearly six in 10 respondents think advertising on state cars is appropriate.

Selling or Leasing Advertising Rights on State Cars



n = 800

Significantly more likely to find appropriate:

- Persons that are not degreed

Sense of appropriateness is correlated to age. With increasing age, respondent is less likely to find the idea appropriate.

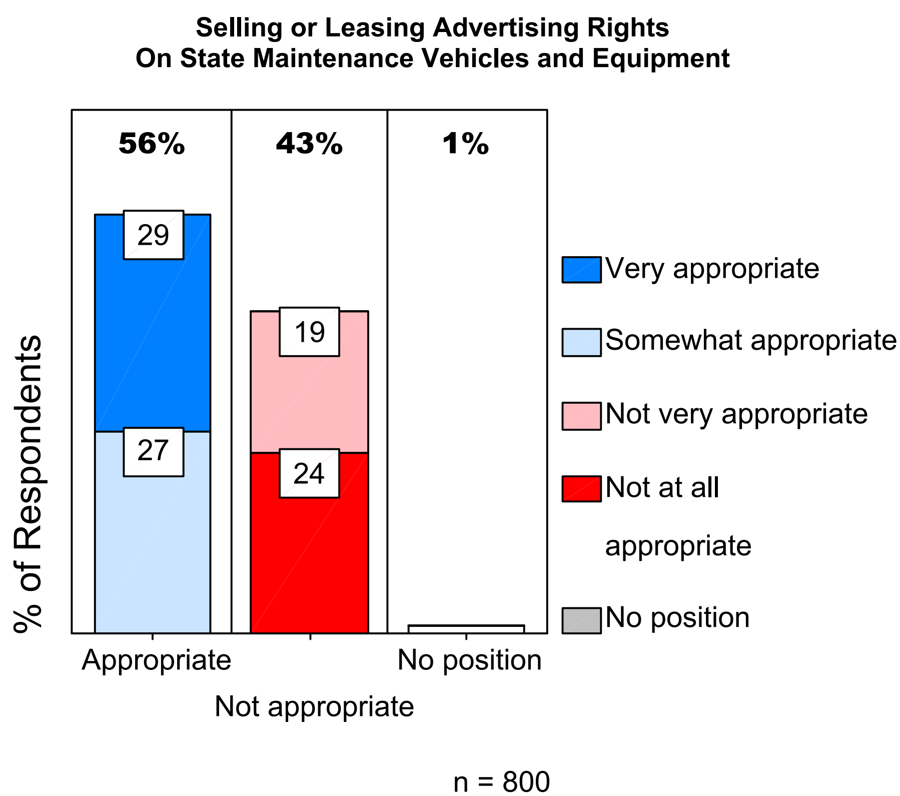
Revenue Enhancement – continued

Q10. I would like you to use a scale of: Very appropriate, Somewhat appropriate, Not very appropriate, or Not at all appropriate, and tell me how appropriate you think each of the following is:

Please tell me how appropriate you think it is, for Mn/DOT to sell or lease advertising space for each of the following types of property, for the purpose of increasing funding for your transportation system.

b. On state maintenance vehicles and equipment such as snow plows and highway helper trucks

A little over half of the respondents think advertising on state maintenance vehicles and equipment is appropriate.



Significantly more likely to find appropriate:

- Females
- Persons that are not degreed

Sense of appropriateness is correlated to age. With increasing age, respondent is less likely to find the idea appropriate.

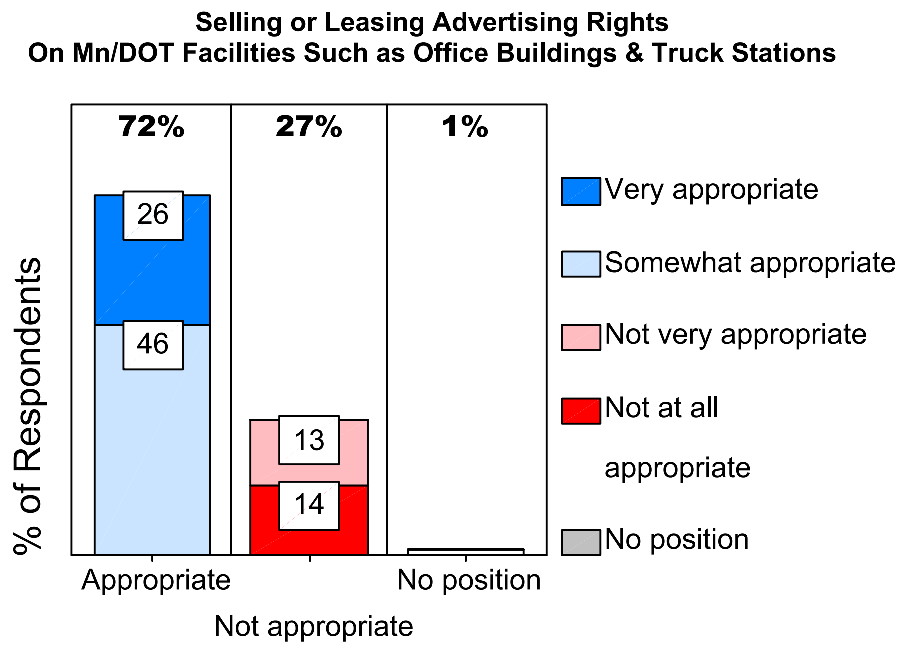
Revenue Enhancement - continued

Q10. I would like you to use a scale of: Very appropriate, Somewhat appropriate, Not very appropriate, or Not at all appropriate, and tell me how appropriate you think each of the following is:

Please tell me how appropriate you think it is, for Mn/DOT to sell or lease advertising space for each of the following types of property, for the purpose of increasing funding for your transportation system.

c. On and in facilities such as office buildings, truck stations, parking ramps, and the like.

Nearly three-quarters of the respondents find advertising placement on and in state facilities appropriate.



n = 800

<u>Significantly more likely to find appropriate:</u>

Sense of appropriateness is correlated to age. With increasing age, respondent is less likely to find the idea appropriate.

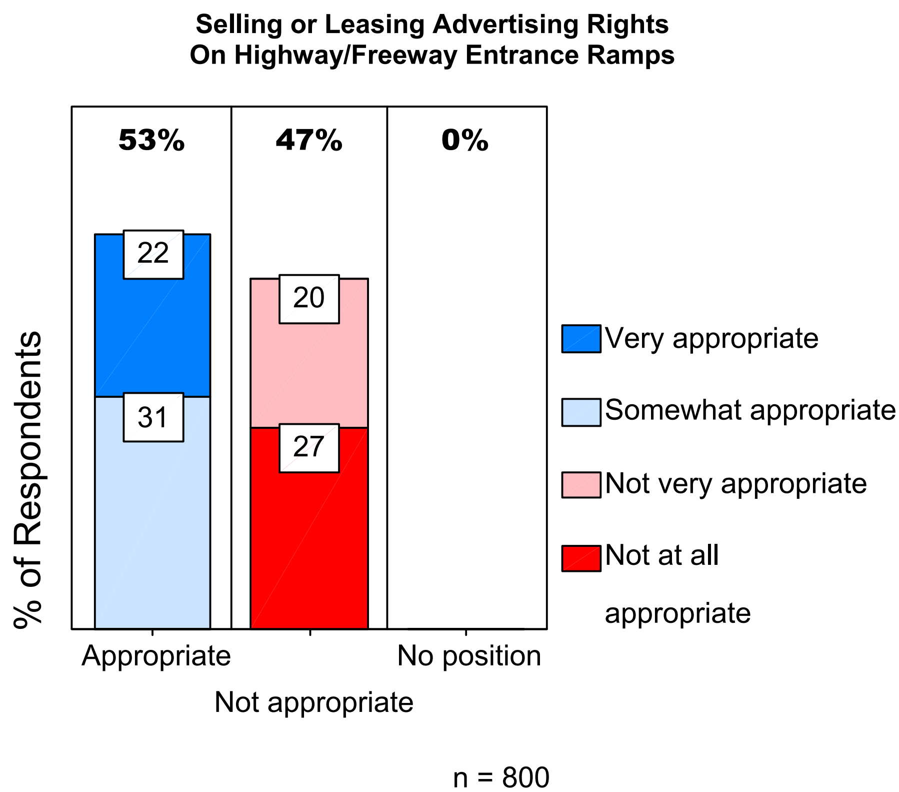
Revenue Enhancement - continued

Q10. I would like you to use a scale of: Very appropriate, Somewhat appropriate, Not very appropriate, or Not at all appropriate, and tell me how appropriate you think each of the following is:

Please tell me how appropriate you think it is, for Mn/DOT to sell or lease advertising space for each of the following types of property, for the purpose of increasing funding for your transportation system.

d. On highway/freeway entrance ramps

More than half of the respondents feel advertising on entrance ramps is appropriate.



<u>Significantly more likely to find appropriate:</u>

- Persons that are not degreed

Sense of appropriateness is correlated to age. With increasing age, respondent is less likely to find the idea appropriate.

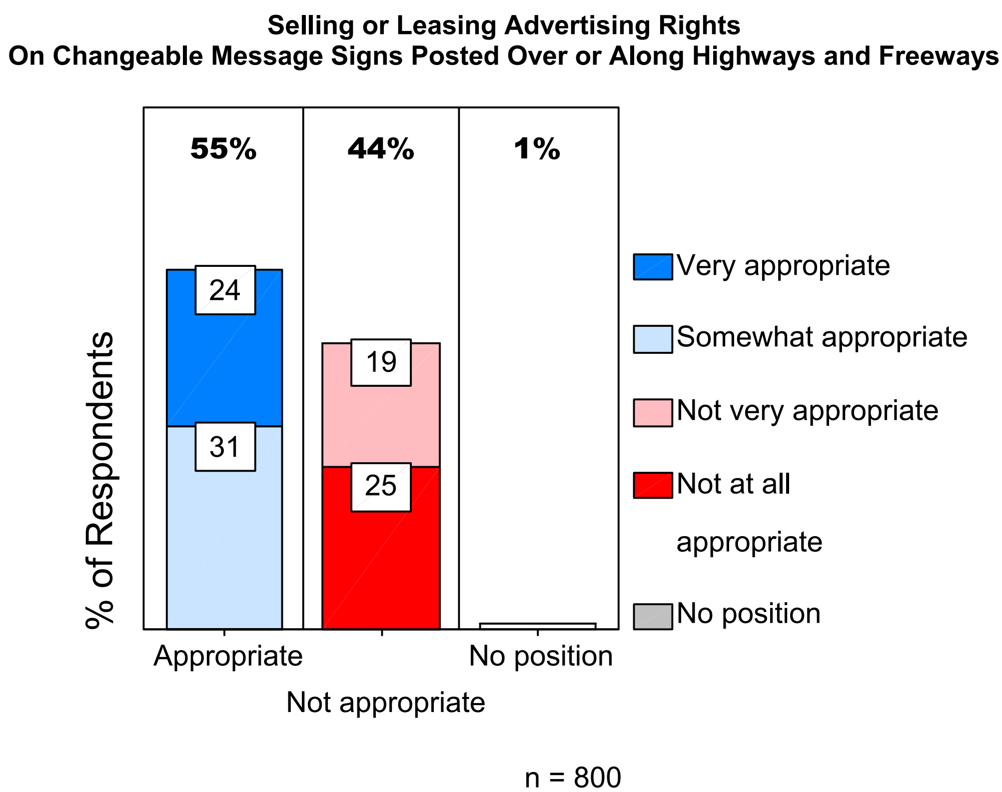
Revenue Enhancement - continued

Q10. I would like you to use a scale of: Very appropriate, Somewhat appropriate, Not very appropriate, or Not at all appropriate, and tell me how appropriate you think each of the following is:

Please tell me how appropriate you think it is, for Mn/DOT to sell or lease advertising space for each of the following types of property, for the purpose of increasing funding for your transportation system.

e. On changeable message signs posted over or along highways and freeways

More respondents find advertising on Changeable Message Signs appropriate rather than not appropriate.



<u>Significantly more likely to find appropriate:</u>

- Persons that are not degreed
- Persons in households with annual incomes under $50,000
- Persons living in Greater Minnesota

Sense of appropriateness is correlated to age. With increasing age, respondent is less likely to find the idea appropriate.

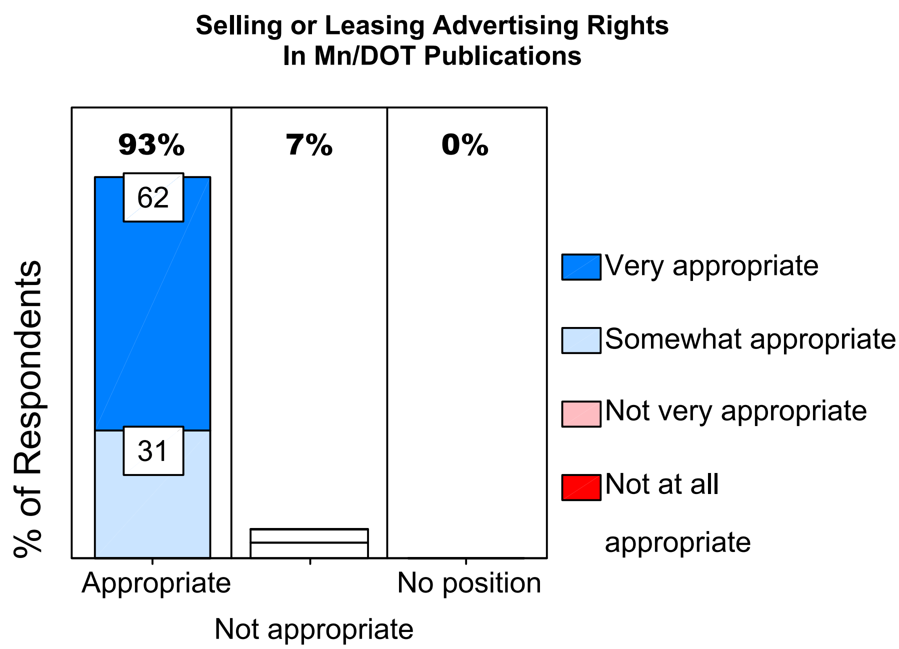
Revenue Enhancement - continued

Q10. I would like you to use a scale of: Very appropriate, Somewhat appropriate, Not very appropriate, or Not at all appropriate, and tell me how appropriate you think each of the following is:

Please tell me how appropriate you think it is, for Mn/DOT to sell or lease advertising space for each of the following types of property, for the purpose of increasing funding for your transportation system.

f. In publications like state highway maps, and other Mn/DOT documents

More than nine in 10 respondents find advertising in Mn/DOT publications appropriate. Nearly two-thirds of respondents consider it very appropriate.



n = 800

<u>Significantly more likely to find appropriate:</u>

- Persons living in Greater Minnesota

Sense of appropriateness is correlated to age. With increasing age, respondent is less likely to find the idea appropriate.

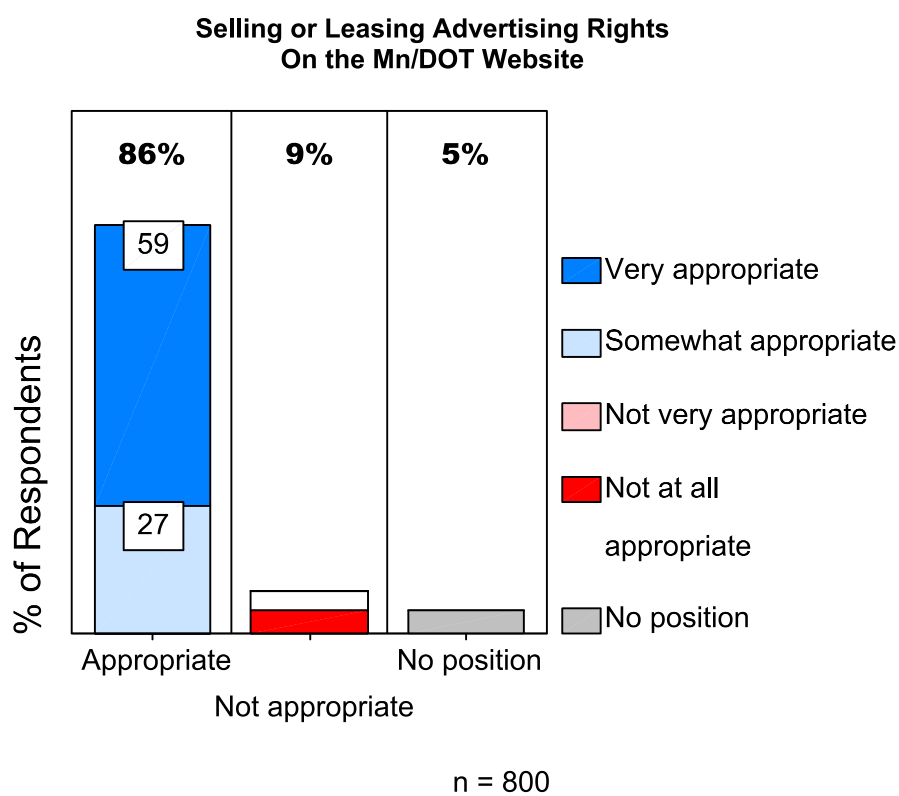
Revenue Enhancement - continued

Q10. I would like you to use a scale of: Very appropriate, Somewhat appropriate, Not very appropriate, or Not at all appropriate, and tell me how appropriate you think each of the following is:

Please tell me how appropriate you think it is, for Mn/DOT to sell or lease advertising space for each of the following types of property, for the purpose of increasing funding for your transportation system.

g. On the Mn/DOT website

Nearly nine in 10 respondents view advertising on the Mn/DOT website as appropriate.



<u>Significantly more likely to find appropriate:</u>

- Persons that are not degreed
- Females
- Persons living in Greater Minnesota

Sense of appropriateness is correlated to age. With increasing age, respondent is less likely to find the idea appropriate.

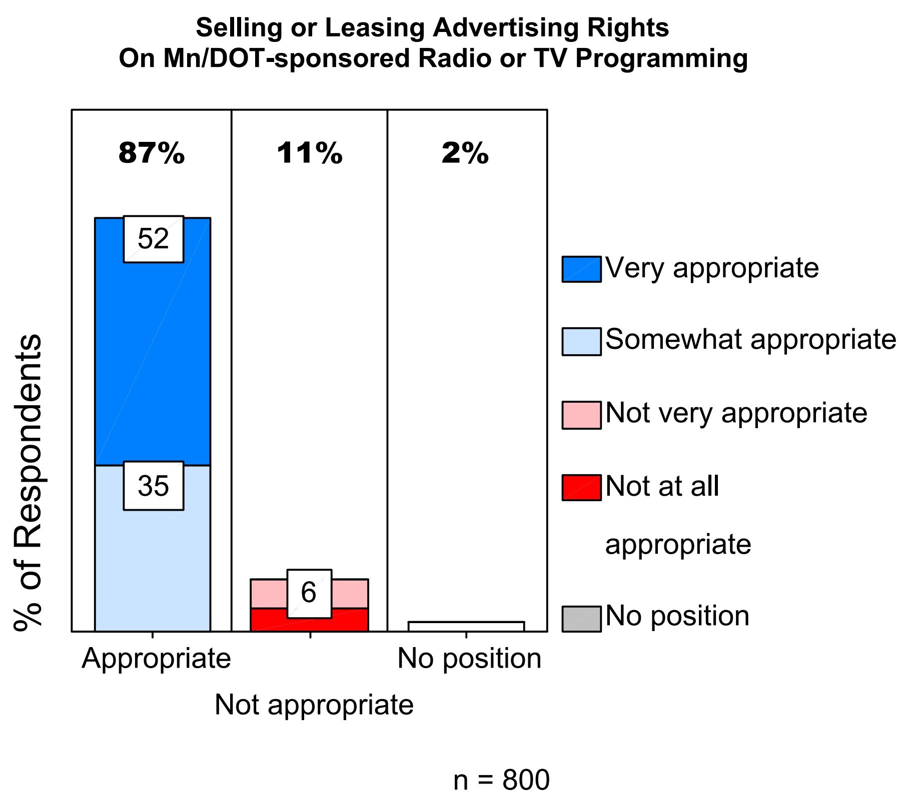
Revenue Enhancement - continued

Q10. I would like you to use a scale of: Very appropriate, Somewhat appropriate, Not very appropriate, or Not at all appropriate, and tell me how appropriate you think each of the following is:

Please tell me how appropriate you think it is, for Mn/DOT to sell or lease advertising space for each of the following types of property, for the purpose of increasing funding for your transportation system.

h. Over radio or TV programs that are Mn/DOT-sponsored

Nearly nine in 10 respondents consider advertising on Mn/DOT sponsored radio and TV programming appropriate.



<u>Significantly more likely to find appropriate:</u>

- Females
- Persons rating Mn/DOT communications reliability high (7 to 10)

Sense of appropriateness is correlated to age. With increasing age, respondent is less likely to find the idea appropriate.

Revenue Enhancement - continued

Funding Road Improvements for New Commercial or Industrial Development

Q11. Road improvements are often required on State highways when there is a new commercial or industrial development. Who do you think should pay for state highway improvements such as signals, turn lanes and so on, that are needed to accommodate new commercial or industrial development? I'm going to read you four choices.

Many believe funding for new road improvements supporting commercial or industrial development should be the responsibility of the developer.

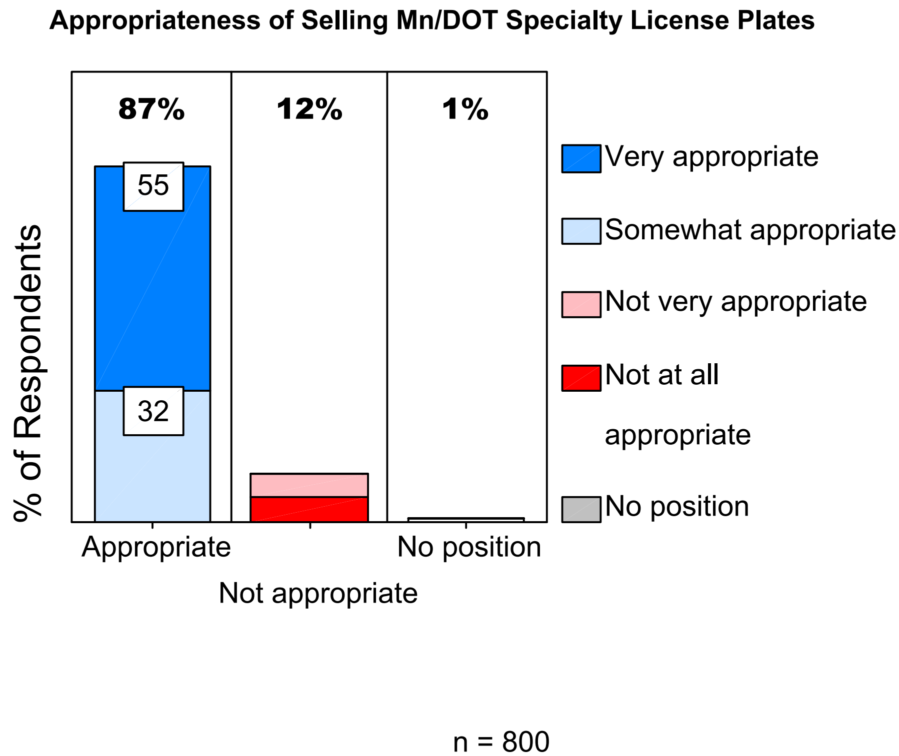
Funding Source	**Statewide**	**Twin Cities Metro**	**Greater MN**
	%	%	%
Commercial / industrial business doing developing	58	61	56
Road users by way of state tax dollars	24	23	24
City/county residents where development occurs	13	12	14
Some other group (casinos)	1	1	1
Don't know	5	3	6
Base	*800*	*402*	*398*

Revenue Enhancement - continued

Sale of Specialty License Plates

Q12a. You may know there are some auto license plates which are offered to raise money for certain activities; these typically promote a cause or an organization, and an extra fee becomes a donation. If Mn/DOT were to offer such license plates for the purpose of earning extra revenue, only from those who choose to buy them, how appropriate do you think that would be?

Sale of Mn/DOT specialty license plates is viewed as an appropriate means of generating extra revenue by nearly nine in 10 respondents statewide.



Significantly more likely to find appropriate:

- Females
- Persons rating Mn/DOT communications reliability high (7 -10)
- Persons who are supportive of both commercialization and sponsorship of rest areas

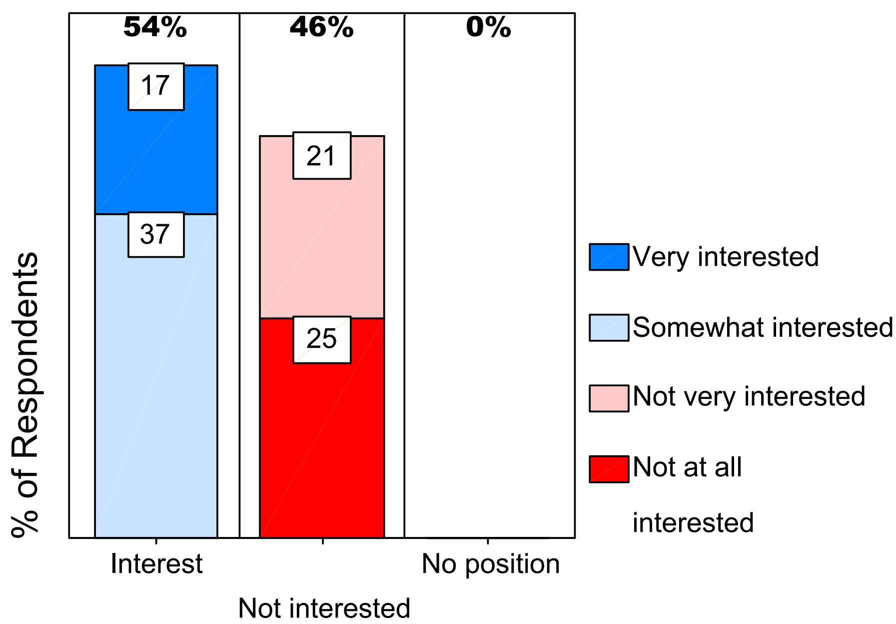
Sense of appropriateness is correlated to age. With increasing age, respondent is less likely to find the idea appropriate.

Revenue Enhancement - continued

Q12b. Assuming a design was attractive <u>to you,</u> on this license plate, how interested would you be in purchasing one, knowing that the extra revenue would promote an improved transportation system?

More than half of statewide respondents expressed an interest in special purchase license plates as a revenue generator to fund transportation system improvements.

Potential Interest in Purchase of Mn/DOT Specialty License Plates



n = 800

<u>Significantly more likely to appeal to:</u>

- Persons that are not degreed
- Persons in households with annual incomes under $50,000
- Persons rating Mn/DOT communications reliability high (7 to 10)
- Persons who are supportive of both commercialization and sponsorship of rest areas

Level of appeal is correlated to age. With increasing age, respondent is likely to find the idea less appealing.

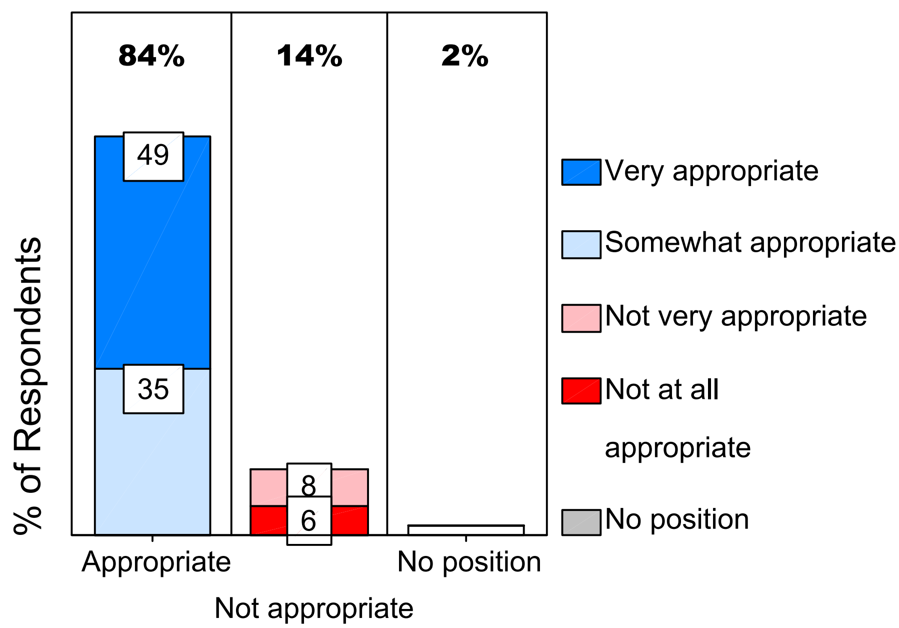
Revenue Enhancement – continued

Lease or Sale of Park & Ride Space for Small Business Development

Q13. I want you to think now about the Park and Ride lots, which many commuters use to park their cars and take buses. Mn/DOT could lease or sell space at these Park and Ride lots for the development of small businesses that may be valuable to some commuters. These could include coffee shops, dry cleaner drop-off/pick-up booths, oil change drop-off/pick-up booths, newsstands and the like. If Mn/DOT were to do this, that is, lease the space at Park and Ride lots to developers in an effort to increase revenue, how appropriate do you think that would be?

Half of all statewide respondents view the lease or sale of Park & Ride space as a Very appropriate means of revenue enhancement.

Appropriateness of Lease or Sale of Park & Ride Space



n = 800

Significantly more likely to find appropriate:

- Persons that are degreed
- Persons in households with annual incomes of $50,000 or more
- Persons who are supportive of both commercialization and sponsorship of rest areas

Sense of appropriateness is correlated to age. With increasing age, respondent is less likely to find the idea appropriate.

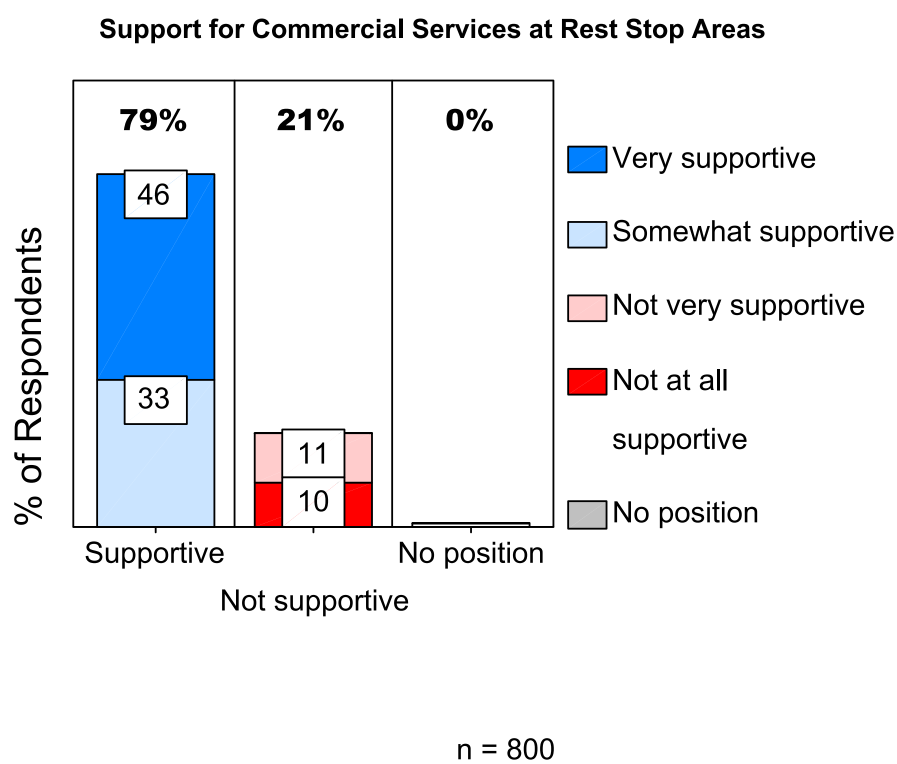
Rest Area Operations

The next questions are about rest areas along MN highways and freeways. Mn/DOT is <u>considering</u> two ideas to offset the costs of maintaining and operating state rest areas.

Addition of Commercial Services to Rest Stop Areas

Q16. One idea considers adding commercial services to MN rest areas. The types of services that could be added include fast food restaurants, gas service stations, convenience stores, tourism related gift shops, or services geared specifically to truckers (such as overnight parking and showers). Considering the possibility of <u>adding commercial services</u> to MN rest areas, how would you describe your opinion of this idea?

Four out of 5 Minnesotans support adding commercial services to Minnesota rest areas.



<u>Significantly more likely to be supportive:</u>

- Persons that are not degreed

Level of support is correlated to age. With increasing age, respondent is less likely to support the idea.

Rest Area Operations – continued

Q17. Have you, personally, stopped at a rest area in another state where food, gifts, gasoline or other services were offered?

More than half of respondents had used out of state rest stops with commercial services.

Stopped at Rest Area in another State	Statewide	Twin Cities Metro	Greater MN
	%	%	%
Yes	56	62	50
No	42	36	48
Refused	2	2	2
Base	*800*	*402*	*398*

Respondents who visited other state rest areas are significantly more positive toward commercialization of Minnesota rest areas versus those who had not visited other state rest areas (85% vs. 70%). If the respondents visited other state rest areas they were significantly more likely to support commercialization in face of budget cutbacks.

Q18. Still thinking about the idea of adding commercial businesses at Minnesota rest areas…. as a motorist, please tell me how acceptable you think each of the following services is. For each item please respond with Very acceptable, Somewhat acceptable, Not very acceptable, or Not at all acceptable:
The list below was rotated:
- Fast Food Restaurants
- Gasoline Service Stations
- Convenience Stores
- Tourism-related Gift Shops
- Services geared for Truckers (showers/overnight parking)

Respondents support travel-related commercial activity in the state's rest areas.

Summary of Statewide Acceptability *Base = 800*	Total Percent Acceptable	Total Percent Not Acceptable	Ratio: Acceptable to Not Acceptable	Mean Acceptability Rating
Services geared for Truckers (showers/overnight parking)	87	11	8:1	3.45
Gasoline Service Stations	84	16	5:1	3.36
Tourism-related Gift Shops	80	20	4:1	3.16
Convenience Stores	76	24	3:1	3.10
Fast Food Restaurants	75	24	3:1	3.06
Note: One percent or less responded 'don't know' for some items				

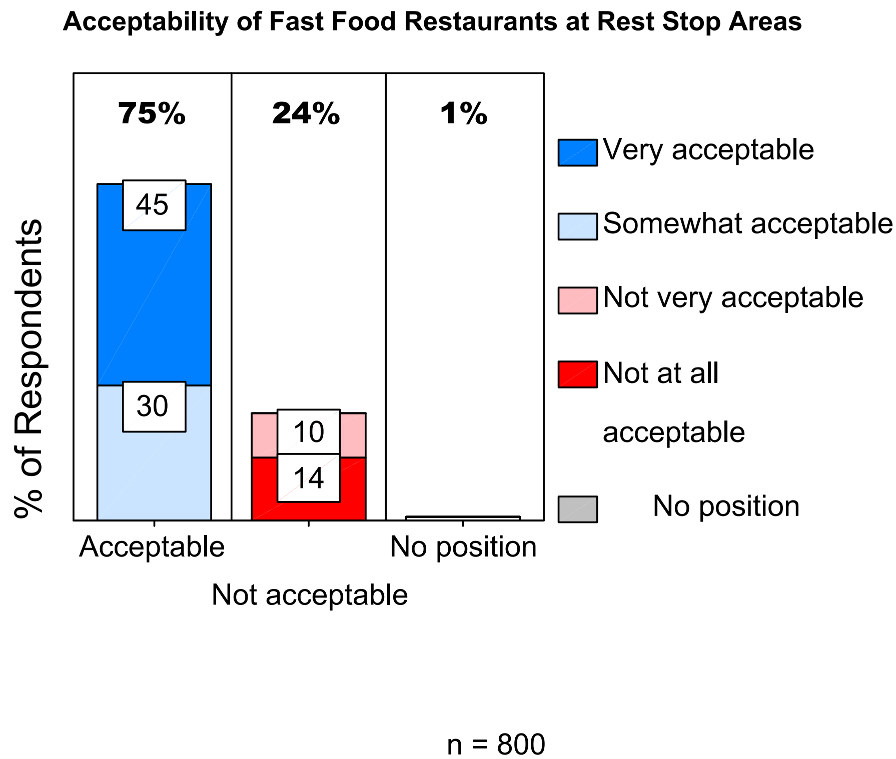
The group visiting other states is significantly more likely to find acceptable all assessed commercial business ideas than were those respondents who had not visited other state rest areas:
- fast food restaurants (82% vs. 64%)
- gasoline service stations (90% vs. 76%)
- convenience stores (84% vs. 65%)
- tourism-related gift shops (84% vs. 73%)
- services for truckers (90% vs. 84%)

Rest Area Operations – continued

Q18. Still thinking about the idea of adding commercial businesses at Minnesota rest areas…. as a motorist, please tell me how acceptable you think each of the following services is.

a. Fast Food Restaurants

Three-quarters of respondents view fast food restaurants acceptable in rest areas. Three times as many find this commercial activity very acceptable as opposed to not at all acceptable.



Significantly more likely to find acceptable:

- Persons who are supportive of both commercialization and sponsorship of rest areas

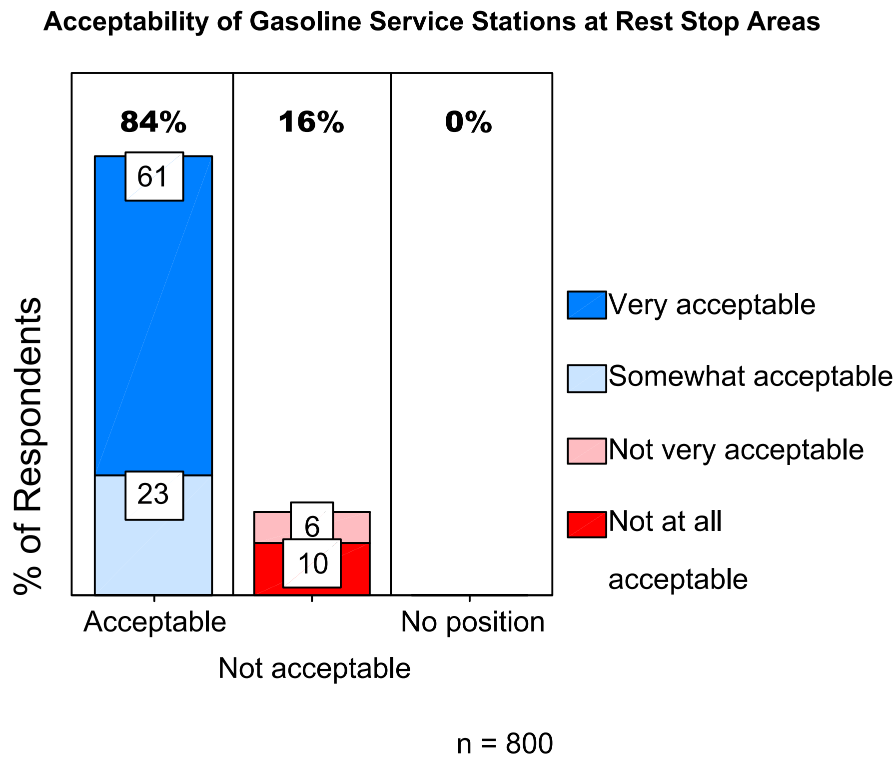
Level of acceptance is correlated to age. With increasing age, respondent is less likely to accept the idea.

Rest Area Operations - continued

Q18. Still thinking about the idea of adding commercial businesses at Minnesota rest areas…. as a motorist, please tell me how acceptable you think each of the following services is.

b. Gasoline Service Stations

Eight in 10 respondents view the presence of gasoline service stations as acceptable commercial activity in rest areas.



Significantly more likely to find acceptable:

- Females
- Persons living in the Twin Cities Metro area
- Persons who are supportive of both commercialization and sponsorship of rest areas

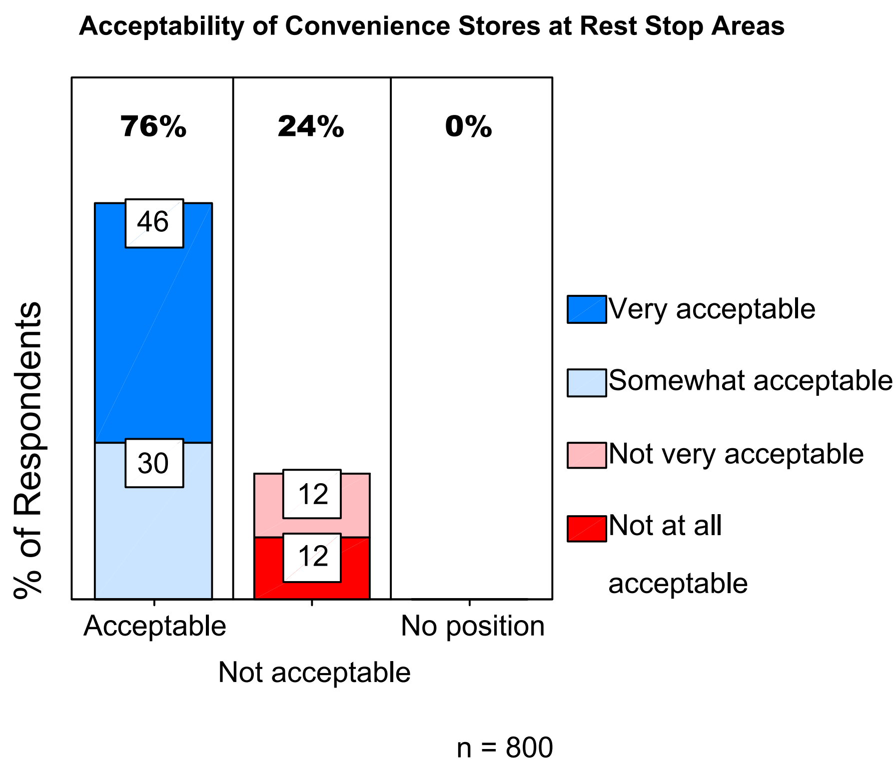
Level of acceptance is correlated to age. With increasing age, respondent is less likely to accept the idea.

Rest Area Operations - continued

Q18. Still thinking about the idea of adding commercial businesses at Minnesota rest areas…. as a motorist, please tell me how acceptable you think each of the following services is.

c. Convenience Stores

Three-quarters of respondents would find the placement of convenience stores in rest areas an acceptable means of revenue enhancement.



Significantly more likely to find acceptable:

- Females
- Persons who are supportive of both commercialization and sponsorship of rest areas

Level of acceptance is correlated to age. With increasing age, respondent is less likely to accept the idea.

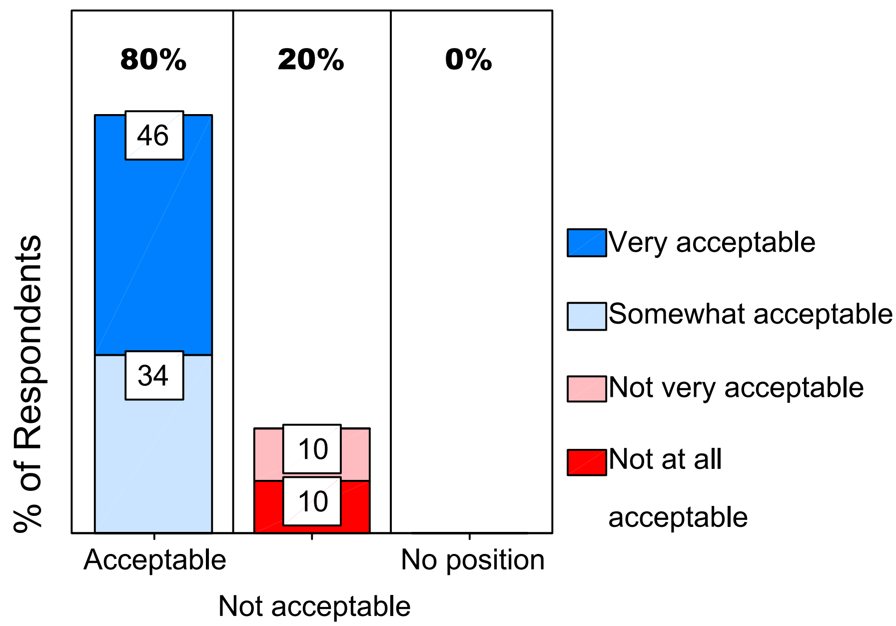
Rest Area Operations - continued

Q18. Still thinking about the idea of adding commercial businesses at Minnesota rest areas…. as a motorist, please tell me how acceptable you think each of the following <u>*services*</u> *is.*

d. Tourism-related Gift Shops

Eight in 10 respondents consider tourism-related commercial activity in rest areas as an acceptable means of revenue enhancement.

Acceptability of Tourism-related Gift Shops at Rest Stop Areas



n = 800

<u>Significantly more likely to find acceptable:</u>

- Persons living in the Twin Cities Metro area
- Persons who are supportive of both commercialization and sponsorship of rest areas

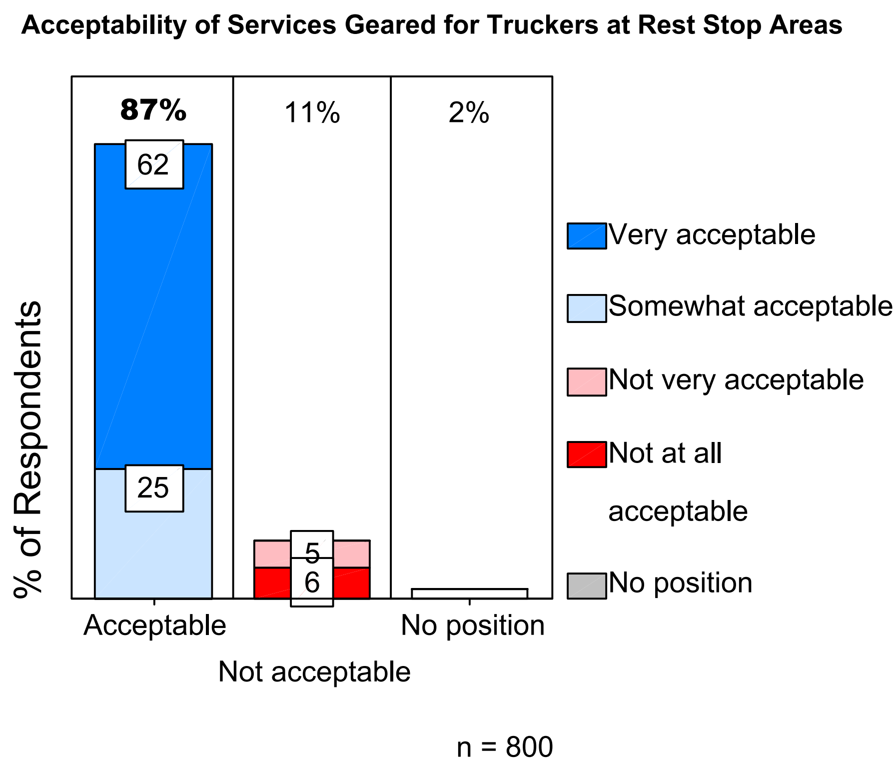
Level of acceptance is correlated to age. With increasing age, respondent is less likely to accept the idea.

Rest Area Operations - continued

Q18. Still thinking about the idea of adding commercial businesses at Minnesota rest areas…. as a motorist, please tell me how acceptable you think each of the following services is.

e. Services geared for Truckers (showers/overnight parking)

Nearly nine in 10 respondents feel services geared for truckers are acceptable in a rest area.



Significantly more likely to find acceptable:

- Females
- Persons who are supportive of both commercialization and sponsorship of rest areas

Level of acceptance is correlated to age. With increasing age, respondent is less likely to accept the idea.

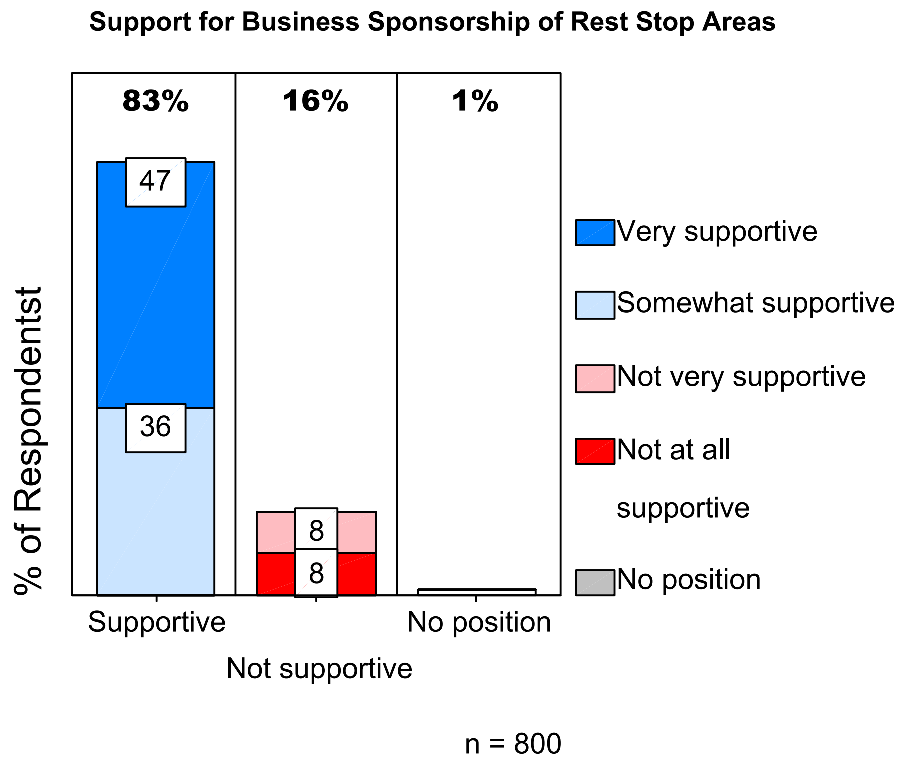
Rest Area Operations - continued

Business Sponsorship of Rest Stop Areas

Q19. One idea considers letting businesses sponsor Minnesota rest areas. A business would pay money to help fund rest area operations. In exchange, Mn/DOT would display the sponsor's name and logo at the rest area and on the highway as motorists approach and leave the rest area.

Considering the possibility of this sponsorship program for Minnesota rest areas, how would you describe your opinion of this proposal? Would you say you are…?

More than eight in 10 respondents support business sponsorship of rest stop areas.



<u>Significantly more likely to be supportive:</u>

- Persons that are not degreed

Level of support is correlated to age. With increasing age, respondent is less likely to support the idea.

Rest Area Operations - continued

Q20. Still thinking about this program, and understanding that Mn/DOT will acknowledge a sponsor on signs at the rest area and on the highway, please tell me which, if any, of the following types of businesses you believe are appropriate sponsors for rest areas?

Sponsor appropriateness is viewed very open-mindedly except when it comes to potential sponsors from gambling, special interest groups, religious or political organizations and adult oriented businesses.

Potential Types of Sponsors	Statewide % Appropriate	Statewide % Not appropriate	Twin Cities Metro % Appropriate	Twin Cities Metro % Not appropriate	Greater MN % Appropriate	Greater MN % Not appropriate
Motorist Services Restaurants, campgrounds, gas stations, hotels	89	11	90	10	88	12
Community Organizations Lions, VFW or Chambers of Commerce	85	15	86	14	84	16
Family Attractions Zoos, fairs, amusement parks, museums	83	16	87	12	79	20
Service Institutions Hospitals, clinics, colleges, Universities	81	19	83	16	78	22
Manufacturers or Distributors, in general Food or clothing manufacturers and distributors, newspapers, recreational equipment	72	27	74	25	69	30
Retail Services Department stores, convenience stores, shopping malls	70	30	74	26	65	34
Gambling Related Businesses Minnesota lottery, casinos	37	62	37	62	36	63
Special Interest Groups* Groups concerned with single issues such as life, the environment or cultural topics.	31	50	32	53	30	48
Religious or Political Organizations Faith based organizations, political groups, parties or candidates	21	79	22	79	20	80
Adult Oriented Businesses Adult bookstores and magazines, alcohol manufacturers, tobacco manufacturers	9	91	10	89	7	93
Base	*800*		*402*		*398*	

** Added after survey had begun – not asked of 134 statewide*

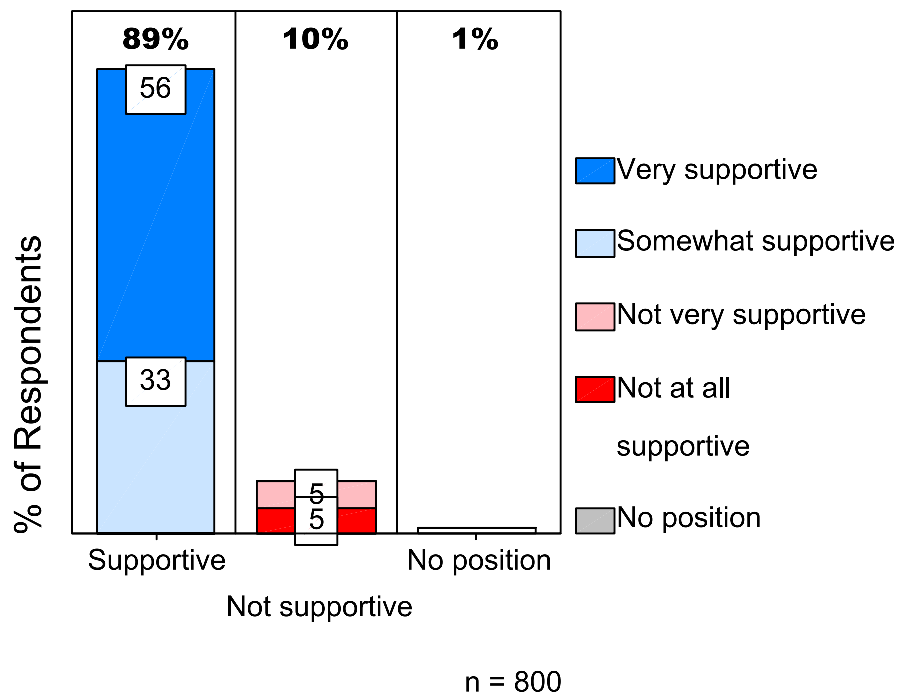
Rest Area Operations - continued

Next, as you may have heard, some Minnesota rest areas may be shut down due to loss of operating dollars. Considering this possibility, how does this information affect your opinion, if at all, of the two rest area ideas we described?

Q21. First, if a rest area were to be shut down due to loss of operating dollars, what is your opinion of the idea to add acceptable commercial services, as a means of keeping them open? Would you say you are…?

Nine in 10 respondents would support commercial activities in rest areas if faced with the possibility of the areas closing because of lack of operating funds.

Support for Commercial Activities in Rest Stop Areas in Face of Lost Operating Dollars



Significantly more likely to be supportive:

- Persons that are not degreed
- Persons rating Mn/DOT communications reliability high (7 to 10)
- Persons who are supportive of both commercialization and sponsorship of rest areas
- Persons visiting other state rest areas

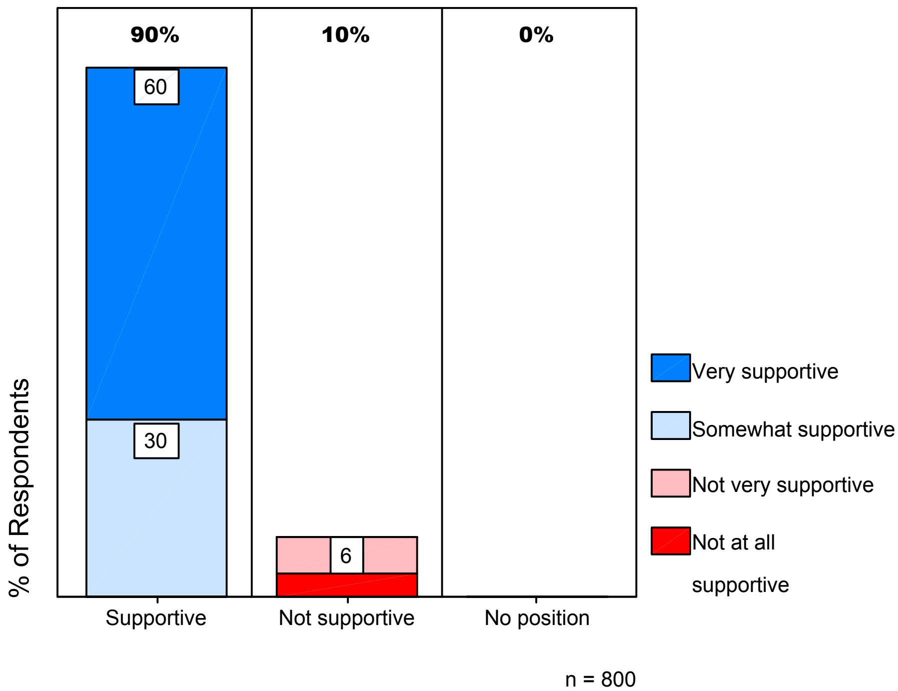
Level of support is correlated to age. With increasing age, respondent is less likely to support the idea.

Rest Area Operations - continued

Q22. Next, if a rest area were to be shut down due to loss of operating dollars, how would you describe your opinion of the idea to have appropriate businesses sponsor rest areas, as a means of keeping them open? Would you say you are…?

Again, nine in 10 respondents would support business sponsorship of rest areas if faced with the possibility of the areas closing because of lack of operating fund.

Support for Business Sponsorship of Rest Stop Areas in Face of Lost Operating Dollars



Significantly more likely to be supportive:

- Females
- Persons rating Mn/DOT communications reliability high (7 to 10)
- Persons who are supportive of both commercialization and sponsorship of rest areas
- Persons visiting other state rest areas

Level of support is correlated to age. With increasing age, respondent is less likely to support the idea.

Rest Area Operations - continued

Q14. During the past two years, how many trips, 75 miles or more in length one-way, have you taken on Minnesota highways and freeways? Include both business and leisure trips.

On average, respondents statewide take nearly 30 trips of 75 miles or more in length one-way in a year.

Trips	Statewide	Twin Cities Metro	Greater MN
Mean number of trips 75 miles or more in length	58.11	51.16	65.34
Base	*774*	*395*	*397*

Half of the respondents making trips in the past two years, stopped 1 to 10 times at a rest area.

Q15. Still thinking of these trips, approximately how many times in the past two years would you estimate that you've stopped at a rest area in Minnesota, or another state?

Stops at Rest Stop Areas Past Two Years	Statewide	Twin Cities Metro	Greater MN
	%	%	%
None	11	9	13
1 to 5	29	29	29
6 to 10	22	22	23
11 to 15	10	10	11
16 to 20	8	9	6
21 to 25	4	3	4
26 to 50	10	13	8
More than 50	5	4	6
Don't know	2	2	2
Base	*772*	*385*	*386*

On average, respondents made nearly ten stops a year at rest stops for trips taken in the past 2 years.

Stops at Rest Stop Areas Past Two Years	Statewide	Twin Cities Metro	Greater MN
Mean number of rest area stops	18.96	20.07	17.86
Base	*759*	*379*	*379*

Demographics

Q29. Which of the following methods of travel do you consider to be your primary means of traveling to work or school?

Primary Travel Mode	Statewide	Twin Cities Metro	Greater MN
	%	%	%
Drive by yourself	89	86	91
Go in a carpool or vanpool	5	5	5
Take the bus	4	7	1
Walk	2	2	2
Bicycle	<1	<1	<1
Motorcycle	<1	<1	<1
Base	*568*	*304*	*264*

Q52. Number of licensed drivers in household	Statewide	Twin Cities Metro	Greater MN
	%	%	%
None	1	1	0
One	22	22	23
Two	60	60	60
Three	12	11	14
Four	2	3	1
Five or more	1	2	1
Mean number of licensed drivers in household	1.98	2.00	1.95
Base	*795*	*400*	*394*

Q53. Number of vehicles owned/used in household	Statewide	Twin Cities Metro	Greater MN
Mean number of vehicles in household	2.32	2.23	2.40
Base	*796*	*401*	*394*

Q6. Location of Internet access	Statewide	Twin Cities Metro	Greater MN
	%	%	%
At home	66	73	59
At work	46	54	39
Neither	25	18	32
Refused	0	0	0
Base	*800*	*402*	*398*
Note: multiple responses accepted			

Demographics - continued

Q54. Employment Status	Statewide	Twin Cities Metro	Greater MN
	%	%	%
Full time	59	62	56
Part time	15	15	14
Not employed	26	23	29
Refused	1	<1	1
Base	*800*	*402*	*398*

Q54b. Occupation	Statewide	Twin Cities Metro	Greater MN
	%	%	%
Professional	27	32	22
Clerical	13	12	14
Service worker	11	9	13
Manager/administrator	9	12	7
Sales	7	8	6
Other laborers	7	5	9
Craft/precision production	6	4	7
Operators/fabricators	5	4	6
Proprietor, owner	4	3	5
Technician	2	3	2
Not employed outside home/homemaker	2	1	3
Farmer/rancher/laborer	2	<1	3
Student	1	2	<1
Retired	<1	<1	0
No answer	<1	0	<1
Others	3	4	2
Don't know/Refused	2	2	2
Base	*800*	*402*	*398*

Demographics - continued

Q55. Work at home some days *(Asked of employed persons)*	Statewide	Twin Cities Metro	Greater MN
	%	%	%
Yes	19	22	17
No	77	75	79
Normally work in office at home	4	4	4
Refused	<1	<1	0
Base	*590*	*310*	*279*

Q56. Days/month work from home *(Asked of those working at home some day)*	Statewide	Twin Cities Metro	Greater MN
Mean	8.6	8.1	9.4
Base	*110*	*65*	*45*

Q56b. Access to office computer files from home	Statewide	Twin Cities Metro	Greater MN
	%	%	%
Yes	36	38	35
No	62	61	65
Refused	1	2	1
Base	*417*	*237*	*180*

Q57. Age	Statewide	Twin Cities Metro	Greater MN
	%	%	%
18 to 29 years old	12	12	12
30 to 39	19	25	14
40 to 49	26	27	24
50 to 59	20	19	22
60 to 69	13	10	15
70 or more	10	7	12
Refused	1	1	1
Mean	47.2	45.3	49.0
Base	*792*	*399*	*393*

Demographics - continued

Q58. Education	Statewide	Twin Cities Metro	Greater MN
	%	%	%
High School or less	27	17	36
Technical or vocational school	16	14	18
Some college	17	20	14
College graduate	24	28	20
Post graduate work or advanced degree	16	21	11
Refused	1	1	1
Base	*800*	*402*	*398*

Q59. 2002 Household Income	Statewide	Twin Cities Metro	Greater MN
	%	%	%
Under $20,000	7	5	8
$20,000 to $35,000	15	12	18
$35,000 to $50,000	17	16	18
$50,000 to $65,000	13	11	15
$65,000 to $75,000	9	11	7
$75,000 to $100,000	11	14	8
$100,000 or more	12	14	9
Refused	16	16	16
Mean	$57,470	$62,080	$52,790
Base	*671*	*337*	*333*

Q61. Gender	Statewide	Twin Cities Metro	Greater MN
	%	%	%
Female	50	47	54
Male	50	53	46
Base	*800*	*402*	*398*

Questionnaire

Enter sample:

Metro	Quota:	400
Greater Minnesota	Quota:	400

Introduction and Screener

Hello, this is [YOUR NAME] from MarketLine Research. We are calling **on behalf of** the Minnesota Department of Transportation. We are conducting a study on various services Mn/DOT provides; and would like to include your opinions. We are not selling anything; this is strictly for research purposes.

Qualification

QA. Are you 18 years of age or older?

Yes [CONTINUE]
No [IF "NO" ASK FOR SOMEONE IN HOUSEHOLD WHO IS.
IF NONE, THANK AND TERMINATE]

QB. Do you or does anyone in your family work for...? [READ LIST, PAUSE FOR EACH RESPONSE]

The Minnesota Department of Transportation	yes	no
A marketing research firm	yes	no
A newspaper, radio or TV station	yes	no
None	CONTINUE	

IF "YES" TO ANY @ QB DISCONTINUE

QC. To make sure we talk with a variety of people, in what county do you live?
[RECORD NAME OF COUNTY] [IF 'DON'T KNOW' OR 'REFUSED', THANK AND TERMINATE]

Metro Counties include:

Anoka	Hennepin	Carver
Ramsey	Chisago	Scott
Dakota	Washington	

ASK ALL RESPONDENTS

This survey is about several things that Mn/DOT is responsible for; but to begin, we would like you to think about some of the different services and activities that Mn/DOT does.

1. Please think first about your CONFIDENCE in Mn/DOT. For each of the following activities, please tell me how confident you are that Mn/DOT can do a good job at each of these tasks. Please respond with "Very confident", "Confident", "Not very confident", or "Not at all confident".

   How confident are you in Mn/DOT's ability to do a good job at [READ FIRST ACTIVITY]?
   [REPEAT THIS LEAD-IN STATEMENT AS NEEDED] [REPEAT SCALE AS NEEDED]
   [ROTATE ENTIRE LIST OF ACTIVITIES]

   a. <u>building</u> roads and bridges
   b. <u>maintaining</u> roads and bridges
   c. developing a long-term plan for transportation priorities
   d. communicating accurate information about their transportation plans and projects to Minnesota citizens
   e. providing alternative transportation options for the future such as commuter rail, high speed rail, non-stop coaches, and so on.
   f. providing reliable communications

2. The next question is about Mn/DOT's PERFORMANCE**.** For each service I read, I want to know how well you think Mn/DOT is doing in that area. This time, use any number from 1 to 10; a "10" means they are doing an "Extremely good" job in this area, and "1" means they are doing an "Extremely poor" job in this area. A score of "5" means they are doing an average job in this area.

Overall, how well has Mn/DOT been doing at...?
a. road maintenance [ALWAYS READ THIS SERVICE FIRST]

Overall, how well has Mn/DOT been doing at...? [READ LIST]
[REPEAT THIS LEAD-IN STATEMENT AS NEEDED] [REPEAT SCALE AS NEEDED]

[ROTATE THIS LIST OF SERVICES]
b. clearing roads of snow and ice
c. keeping road surfaces smooth and comfortable
d. eliminating weeds on the roadside
e. making highway signs clearly readable
f. making road stripes and markings clearly visible
g. removing litter and trash by the roadside
h. keeping the plants, grasses and flowers by the roadside looking good

ASK Q3. AFTER ALL SERVICES IN Q2. HAVE BEEN RATED

3. For what reason, or reasons, did you give "road maintenance overall" a rating of [INSERT RATING FROM Q2a.] [CLARIFY ONLY; DO NOT PROBE]

4. We will now focus on Mn/DOT's communications efforts. Thinking about ALL of the different communications provided by the Minnesota Department of Transportation, how reliable are these communications, in your opinion? Use a scale of 1 to 10 with "10" being "Extremely reliable" and "1" being "Not at all reliable".

Not at all reliable							Extremely reliable			DK
1	2	3	4	5	6	7	8	9	10	12

5. When you think of all the communications you've heard relating to Mn/DOT over this past year, what information or stories come to mind for you? [CLARIFY RESPONSE]
[PROBE ONCE WITH: What else do you recall hearing about Mn/DOT?]

6. Do you have access to the Internet…? [READ LIST]

at home [CHECK IF APPLY]
at work, or [CHECK IF APPLY]
neither [SKIP TO Q25.]

7. Have you visited Mn/DOT's website over the past year?

Yes [CONTINUE]
No [SKIP TO Q25.]

ASK Q8. IF "YES" TO Q7.

8. For what reason or reasons did you visit Mn/DOT's website?
[DO NOT READ, SELECT APPROPRIATE PRE-CODED RESPONSE]
a. Get construction information (when or where construction is planned)
b. Traffic congestion information/Web traffic cameras
c. General information about Mn/DOT
d. News or information about public meetings/area
e. Information to do business with Mn/DOT
f. Job related inquiries
g. Other *Specify*

9. Did you find what you were looking for at this Mn/DOT website?

Yes	[SKIP TO Q25.]
No	[CONTINUE]
Don't know/Don't recall	[SKIP TO Q25.]

IF "NO" TO Q9, ASK Q9a.
9a. *Would you tell me again, specifically, what you did not find?*
RECORD VERBATIM/ DO NOT PROBE OR CLARIFY

Trip to Work and TRANSIT, BIKE, WALK
I have some questions now about the way you travel.

25. Do you commute either to work or school?
[IF BOTH ASK: Which do you do most often?]

work	[SKIP TO Q26.]
school	[SKIP TO Q26.]
No	[CONTINUE]

25. Have you commuted to work or school in the past year?
[IF BOTH ASK: Which did you do most often?]

work	[CONTINUE]
school	[CONTINUE]
No	[SKIP TO Q28., THEN ASK Q28b.]

26. What time do you regularly leave home, for work or school?
(SPECIFY AM OR PM) **[CLARIFY WITH: Would that be AM or PM?]**

27. And what time do you regularly leave work or school, to go home? **(SPECIFY AM OR PM)**

28. I am going to read a list of <u>most</u> of the methods people use to get around in Minnesota.

ASK Q28a. IF "WORK" OR "SCHOOL" SELECTED IN Q25. DO NOT ASK Q28a. IF "NO" SELECTED IN Q25.
28a. Please tell me if you have used any of the following of travel in the past year for getting to or from work or school. In the past, did you...? [READ LIST]?

ASK Q28b. OF ALL RESPONDENTS ASKED Q25.
28b. Please tell me if you have used any of the following methods of travel for making **non-work or non-school** trips in the past year? In the past, did you...? [READ LIST]?

[READ LIST; CIRCLE ALL THAT APPLY]

	Used for work/school	Used for non-w/s
Drive (a car) by yourself	1………………………………….	.2
Ride as a passenger in a car	1………………………………….	.2
Go in a carpool or vanpool	1………………………………….	.2
Take the Bus	1………………………………….	.2
Walk	1………………………………….	.2
Bicycle	1………………………………….	.2
Motorcycle	1………………………………….	.2
Or, some other way (SPECIFY)		

SKIP TO Q33. IF "NO" IN Q25. AUTO-FILL IF ONLY ONE SELECTED FOR Q28a

29. Which of those do you consider to be your primary means of traveling to work or school? **SINGLE RESPONSE**

30. **(IF "NO BIKE" IN Q28)** Would you consider bicycling to or from work or school even if only a few days a year?

    Yes
    No

IF "NO" TO Q30., ASK Q31.

31. What is the main reason you would not consider bicycling to work or school?
    [RECORD VERBATIM] [DON'T PROBE, DON'T CLARIFY]
    USE LIST TO SET UP CODES

    Lack of safety
    Personal health issues
    Age
    Distance too great
    Bike facilities not available (trails, shoulders, bike lanes)
    Weather, climate
    No bike, no working bike, no equipment
    Schedule doesn't accommodate (night shift, several trips at end of work day)
    No interest
    Not in condition (i.e. haven't exercised in a while)
    Other mode better for whatever reason (bus, car, carpool

31b. Did respondent mention distance as a main reason they would not consider bicycling to work or school?

    Yes [CONTINUE]
    No [SKIP TO Q32.]

31c. How far a distance is it? [RECORD DISTANCE IN MILES]

ASK Q32a. ONLY IF "YES" TO "BICYCLING" AT Q28a "Current Cyclist"

32a. We want to learn how important, overall, any of the following are, to either keeping you as a commuting cyclist or to increasing the number of times you would cycle to work or school. Would **(READ LIST)** be Very important, Somewhat important, Not very important, or Not at all important, in keeping you a commuting cyclist or increasing the times that you commute as a cyclist? DO NOT ROTATE LIST

ASK Q32a. ONLY IF "YES" TO Q30 : "Potential Cyclist"

32b. We want to learn how important any of the following are, in increasing the likelihood that you might commute by bicycle. Would **(READ LIST)** be Very important, Somewhat important, Not very important, or Not at all important, in increasing the likelihood that you would commute at all to work or school by bicycle? ROTATE LIST

secure bike storage at work or school
showers and lockers at work or school
bike lanes on roads
paved shoulders
separate bike paths or trails
share-the-road signs
bike racks on buses
information on bike commuting
snow and ice removal on bike paths or trails
snow and ice removal on paved shoulders
snow and ice removal on bike lanes
information on the location of bicycle routes
lighting on bike paths or trails
a system of connected bicycle routes

33. Please tell me if you do any of the following outdoor activities to improve or maintain your health: (READ LIST)

walking [IF MENTION WALK AT WORK, ASK: Do you consider that to be walking to improve or maintain your health?)
running
bicycling
in-line skating
other. (specify)

34. How safe do you think Minnesota is for pedestrians? Very safe, Somewhat safe, Somewhat unsafe or Very unsafe?

35. **(IF ANYTHING BUT VERY SAFE IN Q34 ASK):** In what way is it less than safe? **(P & C FULLY)**

36. How safe do you think Minnesota is for bicycling? Very safe, Somewhat safe, Somewhat unsafe or Very unsafe?

37**.** **(IF ANYTHING BUT VERY SAFE IN Q36, ASK):** In what way is it less than safe? **(P & C FULLY))**

READ TO EVERYONE AT THE END OF PREVIOUS SECTION

Mn/DOT is considering new ways to increase the amount of money it has available for spending on your transportation system. Some possible ways include selling or leasing advertising rights on its property, and/or working with businesses to supplement operating costs for highway rest areas.

Mn/DOT would like to know if you think these ideas are an appropriate way for a government agency to try and earn additional funds. If Mn/DOT decides to pursue any of these ideas, it may require legislative approval to do so.

Questions 10 – 22 are rotated as follows. (Revenue Enhancement and Rest Area Sections)

ROTATION 1

(DO NOT READ) : Revenue Enhancement A – Rotation 1

READ: My first questions are about selling or leasing advertising rights on Mn/DOT property.

10. I would like you to use a scale of: Very appropriate, Somewhat appropriate, Not very appropriate, or Not at all appropriate, and tell me how appropriate you think each of the following is:
Please tell me how appropriate you think it is, for Mn/DOT to sell or lease advertising space for each of the following types of property, for the purpose of increasing funding for your transportation system. (READ EACH STATEMENT, REPEATING SCALE AS OFTEN AS NEEDED) **ROTATE STATEMENTS**

a. on state cars (would you say it is very appropriate to advertise on these, somewhat appropriate, not very appropriate or not at all appropriate?)
b. on state maintenance vehicles and equipment such as snow plows and highway helper trucks
c. on and in facilities such as office buildings, truck stations, parking ramps, and the like
d. on highway/freeway entrance ramp~~s~~
e. on changeable message signs posted over or along highways and freeways
f. in publications like state highway maps, and other Mn/DOT documents
g. on the Mn/DOT website
h. over radio or TV programs that are Mn/DOT-sponsored

11. Road improvements are often required on State highways when there is a new commercial or industrial development. Who do you think should pay for state highway improvements such as signals, turn lanes and so on, that are needed to accommodate new commercial or industrial development? I'm going to read you four choices. Would you say: [SELECT ONE RESPONSE ONLY] [ROTATE CHOICES]
a. all road users, that is, state gas tax dollars through Mn/DOT
b. the commercial or industrial business that is doing the developing,
c. residents in the city or county where the development is to occur, through property and other types of taxes or
d. some other group ? (specify)________________________________

12. A. You may know there are some auto license plates which are offered to raise money for certain activities; these typically promote a cause or an organization, and an extra fee becomes a donation. If Mn/DOT were to offer such license plates for the purpose of earning extra revenue, only from those who choose to buy them, how appropriate do you think that would be? : [READ LIST]
Very appropriate, Somewhat appropriate, Not very appropriate, or Not at all appropriate

12. B. Assuming a design was attractive to you, on this license plate, how interested would you be in purchasing one, knowing that the extra revenue would promote an improved transportation system? Would you be...? [READ LIST] Very interested, Somewhat interested, Not very interested or Not at all interested?

13. I want you to think now about the Park and Ride lots, which many commuters use to park their cars and take buses. Mn/DOT could lease or sell space at these Park and Ride lots for the development of small businesses that may be valuable to some commuters. These could include coffee shops, dry cleaner drop-off/pick-up booths, oil change drop-off/pick-up booths, newsstands and the like. If Mn/DOT were to do this, that is, lease the space at Park and Ride lots to developers in an effort to increase revenue, how appropriate do you think that would be? Would you say...? [READ LIST] Very appropriate, Somewhat appropriate, Not very appropriate, or Not at all appropriate

(DO NOT READ) : Rest Areas B – Rotation 1

READ: The next questions are about rest areas along MN highways and freeways.
Mn/DOT is considering two ideas to offset the costs of maintaining and operating state rest areas.

ROTATE MAJOR SECTIONS (Q*16 - 18 and Q19 - 20*)

16. One idea considers adding commercial services to MN rest areas. The types of services that could be added include fast food restaurants, gas service stations, convenience stores, tourism related gift shops, or services geared specifically to truckers (such as overnight parking and showers). Considering the possibility of adding commercial services to MN rest areas, how would you describe your opinion of this idea? Would you say you are…?

    Very supportive
    Somewhat supportive
    Not very supportive, or
    Not at all supportive?
    Don't know - DO NOT READ

17. Have you, personally, stopped at a rest area in another state where food, gifts, gasoline or other services were offered?

    Yes
    No
    Don't know – DO NOT READ

18. Still thinking about the idea of adding commercial businesses at Minnesota rest areas…. as a motorist, please tell me how acceptable you think each of the following services is. For each item please respond with Very acceptable, Somewhat acceptable, Not very acceptable, or Not at all acceptable:

ROTATE LIST:	Very Acc.	Somewhat Acc.	Not Very Acc.	Not at all Acc.	DK
Fast Food Restaurants					
Gasoline Service Stations					
Convenience Stores					
Tourism-related Gift Shops					
Services geared for Truckers (showers/overnight parking)					

19. One idea considers letting businesses sponsor **Minnesota** rest areas. A business would pay money to help fund rest area operations. In exchange, Mn/DOT would display the sponsor's name and logo at the rest area and on the highway as motorists approach and leave the rest area.

    Considering the possibility of this sponsorship program for Minnesota rest areas, how would you describe your opinion of this proposal? Would you say you are…?

    Very supportive
    Somewhat supportive
    Not very supportive, or
    Not at all supportive?
    Don't know - DO NOT READ

20. Still thinking about this program, **and** understanding that Mn/DOT will acknowledge a sponsor on signs at the rest area and on the highway, **please tell me** which, if any, **of the following types of businesses** you believe are appropriate sponsors for rest areas? For each business type I read, please tell me if you believe this type of potential sponsor is Appropriate or NOT appropriate.

ROTATE LIST:

	Appropriate	NOT appropriate	DK
Motorist Services Such as: restaurants, campgrounds, gas stations, hotels			
Family Attractions such as: zoos, fairs, amusement parks, museums			
Retail Services Such as: department stores, convenience stores, shopping malls			
Adult Oriented Businesses Such as: adult bookstores and magazines, alcohol manufacturers, tobacco manufacturers			
Religious or Political Organizations Such as: faith based organizations, political groups, parties or candidates			
Manufacturers or Distributors, in general Such as: food or clothing manufacturers and distributors, newspapers, recreational equipment			
Gambling Related Businesses Such as: Minnesota lottery, casinos			
Service Institutions Such as: hospitals, clinics, colleges, Universities			
Community Organizations Such as: lions club, VFW, Mothers Against Drunk Driving or MADD			
Special Interest Groups That is, groups that are concerned with single issues such as life, the environment or cultural topics.			

Next, as you may have heard, some Minnesota rest areas may be shut down due to **loss of operating dollars**. Considering this possibility, how does this information affect your opinion, if at all, of the two rest area ideas **we** described?

21. First, if a rest area were to be shut down due to loss of operating dollars, what is your opinion of the idea to add **acceptable** commercial services, as a means of keeping them open? Would you say you are…?

Very supportive
Somewhat supportive
Not very supportive, or
Not at all supportive?
[DO NOT READ] Don't Know

22. Next, if a rest area were to be shut down due to loss of operating dollars, how would you describe your opinion of the idea to have appropriate businesses sponsor rest areas, as a means of keeping them open? Would you say you are…?

Very supportive
Somewhat supportive
Not very supportive, or
Not at all supportive?
Don't know - DO NOT READ

ROTATION 2

READ TO EVERYONE AT THE END OF PREVIOUS SECTION

Mn/DOT is considering new ways to increase the amount of money it has available for spending on your transportation system. Some possible ways include selling or leasing advertising rights on its property, and/or working with businesses to supplement operating costs for highway rest areas.

Mn/DOT would like to know if you think these ideas are an appropriate way for a government agency to try and earn additional funds. If Mn/DOT decides to pursue any of these ideas, it may require legislative approval to do so.

(DO NOT READ) : Rest Areas A – Rotation 2

READ: My first questions are about rest areas along MN highways and freeways.
Mn/DOT is considering two ideas to offset the costs of maintaining and operating state rest areas.

ROTATE MAJOR SECTIONS (Q*16 - 18 and Q19 - 20*)

16. One idea considers adding commercial services to MN rest areas. The types of services that could be added include fast food restaurants, gas service stations, convenience stores, tourism related gift shops, or services geared specifically to truckers (such as overnight parking and showers). Considering the possibility of adding commercial services to MN rest areas, how would you describe your opinion of this idea? Would you say you are…?

Very supportive
Somewhat supportive
Not very supportive, or
Not at all supportive?
Don't know - DO NOT READ

17. Have you, personally, stopped at a rest area in another state where food, gifts, gasoline or other services were offered?

Yes
No
Don't know – DO NOT READ

18. Still thinking about the idea of adding commercial businesses at Minnesota rest areas…. as a motorist, please tell me how acceptable you think each of the following services is. For each item please respond with Very acceptable, Somewhat acceptable, Not very acceptable, or Not at all acceptable:

	Very Acc.	Somewhat Acc.	Not Very Acc.	Not at all Acc.	DK
ROTATE LIST:					
Fast Food Restaurants					
Gasoline Service Stations					
Convenience Stores					
Tourism-related Gift Shops					
Services geared for Truckers (showers/overnight parking)					

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Considering the possibility of this sponsorship program for Minnesota rest areas, how would you describe your opinion of this proposal? Would you say you are…?

Very supportive
Somewhat supportive
Not very supportive, or
Not at all supportive?
Don't know - DO NOT READ

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ROTATE LIST:

	Appropriate	*NOT appropriate*	*DK*
Motorist Services Such as: restaurants, campgrounds, gas stations, hotels			
Family Attractions such as: zoos, fairs, amusement parks, museums			
Retail Services Such as: department stores, convenience stores, shopping malls			
Adult Oriented Businesses Such as: adult bookstores and magazines, alcohol manufacturers, tobacco manufacturers			
Religious or Political Organizations Such as: faith based organizations, political groups, parties or candidates			
Manufacturers or Distributors, in general Such as: food or clothing manufacturers and distributors, newspapers, recreational equipment			

Gambling Related Businesses
Such as: Minnesota lottery, casinos

Service Institutions
Such as: hospitals, clinics, colleges, Universities

Community or National Organizations
Such as: lions club, VFW, Mothers Against Drunk Driving or MADD

Special Interest Groups
That is, groups that are concerned with single issues such as life, the environment or cultural topics.

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    Very supportive
    Somewhat supportive
    Not very supportive, or
    Not at all supportive?
    [DO NOT READ] Don't Know

22. Next, if a rest area were to be shut down due to loss of operating dollars, how would you describe your opinion of the idea to have appropriate businesses sponsor rest areas, as a means of keeping them open? Would you say you are…?

    Very supportive
    Somewhat supportive
    Not very supportive, or
    Not at all supportive?
    Don't know - DO NOT READ

(DO NOT READ): Revenue Enhancement B – Rotation 2

READ: The next questions are about selling or leasing advertising rights on Mn/DOT property.

10. I would like you to use a scale of: Very appropriate, Somewhat appropriate, Not very appropriate, or Not at all appropriate, and tell me how appropriate you think each of the following is:
Please tell me how appropriate you think it is, for Mn/DOT to sell or lease advertising space for each of the following types of property, for the purpose of increasing funding for your transportation system. (READ EACH STATEMENT, REPEATING SCALE AS OFTEN AS NEEDED) **ROTATE STATEMENTS**

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- k. on and in facilities such as office buildings, truck stations, parking ramps, and the like
- l. on highway/freeway entrance ramp~~s~~
- m. on changeable message signs posted over or along highways and freeways
- n. in publications like state highway maps, and other Mn/DOT documents
- o. on the Mn/DOT website
- p. over radio or TV programs that are Mn/DOT-sponsored

11. Road improvements are often required on State highways when there is a new commercial or industrial development. Who do you think should pay for state highway improvements such as signals, turn lanes and so on, that are needed to accommodate new commercial or industrial development? I'm going to read you four choices. Would you say: [SELECT ONE RESPONSE ONLY] [ROTATE CHOICES]
    - a. all road users, that is, state gas tax dollars through Mn/DOT
    - b. the commercial or industrial business that is doing the developing,
    - c. residents in the city or county where the development is to occur, through property and other types of taxes or
    - d. some other group ? (specify)________________________________

12. A. You may know there are some auto license plates which are offered to raise money for certain activities; these typically promote a cause or an organization, and an extra fee becomes a donation. If Mn/DOT were to offer such license plates for the purpose of earning extra revenue, only from those who choose to buy them, how appropriate do you think that would be? : [READ LIST]
    Very appropriate, Somewhat appropriate, Not very appropriate, or Not at all appropriate

12. B. Assuming a design was attractive to you, on this license plate, how interested would you be in purchasing one, knowing that the extra revenue would promote an improved transportation system? Would you be...? [READ LIST] Very interested, Somewhat interested, Not very interested or Not at all interested?

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DEMOGRAPHICS

Now I'm going to read some questions for classification purposes only. Your answers will be kept confidential.

52. How many licensed drivers currently live in your household? [DO NOT READ]

1 2 3 4 5 6 7 8 or more None Refused

53. How many motor vehicles are owned and used by members of your household?
[RECORD NUMBER] Refused

14. During the past two years, how many trips, 75 miles or more in length one-way, have you taken on Minnesota highways and freeways? Include both business and leisure trips.
______________________# trips (driven/as passenger)

None - DO NOT READ
Don't know – DO NOT READ

SKIP Q15 IF "0" TO Q14

15. Still thinking of these trips, approximately how many times in the past two years would you estimate that you've stopped at a rest area in Minnesota, or another state?
______________________# stops at rest areas

None – DO NOT READ
Don't know – DO NOT READ

54. Are you employed full time or part time, or not employed?
Full time
Part time
Not employed

54b. What is your current or last occupation?
__________________________ (Codes will be consistent with Traveler Information Study)

ASK Q55. If "Full time" or "Part time" SELECTED IN Q54.

55. Do you work at home some days instead of commuting to your normal workplace?

Yes
No
[DO NOT READ] Normally work in office at home 100%

ASK Q56. IF "YES" SELECTED IN Q55.

56. How many days, in a typical month, would you say you work from home INSTEAD of traveling to your normal workplace? # Days/mo: ___________

IF "YES" TO Q6. "AT HOME" ASK Q56b.

Q56b. From your home, do you have access to your computer files at the office?

Yes
No

57. Which of the following ranges does your age fall into? Please stop me when I get to the right range. [READ LIST]

18 to 29	60 to 69
30 to 39	70 or more
40 to 49	[DO NOT READ] Refused
50 to 59	

58. What is the last grade or level of education that you completed? Was it…? [READ LIST]

High School or less
Technical or vocational school
Some college
College graduate, or
Post graduate work or advanced degree
[DO NOT READ] Refused

59. Can you tell me what your year 2002 total household income before taxes was? Please stop me when I get to the right range. [READ LIST]

Under $20,000	$65,000 to $75,000
$20,000 to $35,000	$75,000 to $100,000
$35,000 to $50,000	$100,000 or more
$50,000 to $65,000	Refused

NOTE: Also tabulate with "Net $65,000 or more" to be consistent with previous studies.

60. What is your zip code? [RECORD ZIP CODE]

61. [DO NOT READ] Record gender

Male
Female