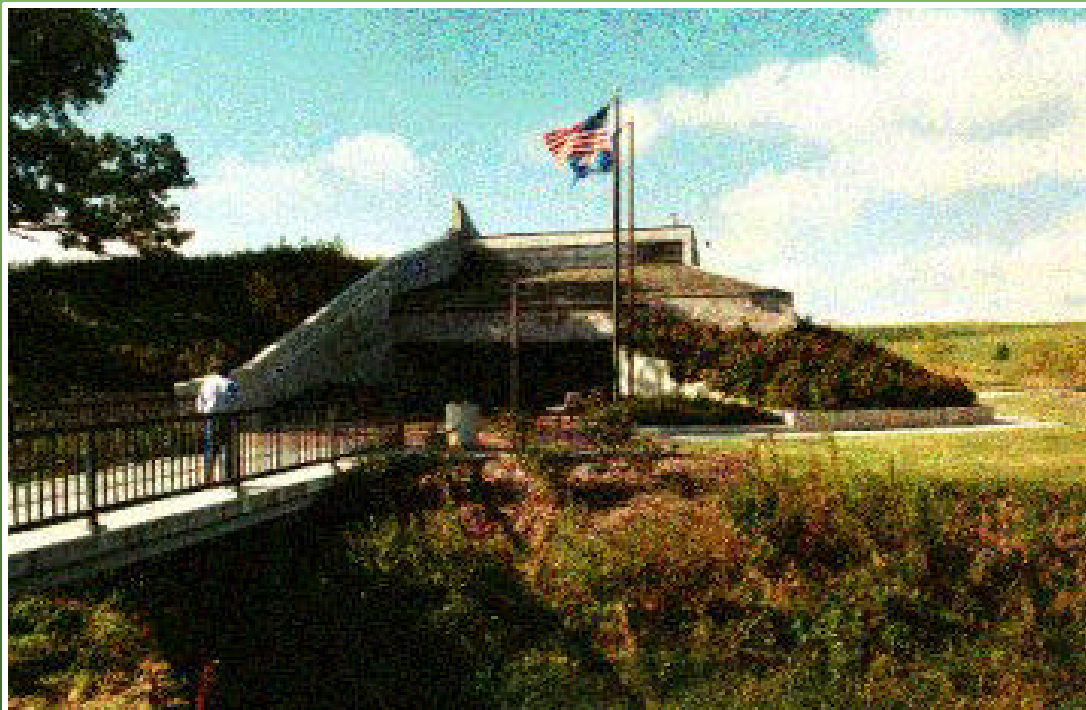


Minnesota Safety Rest Area Programs
Market Research Telephone Survey

February 1995-October 1998



Minnesota Department of Transportation

Office of Technical Support
Site Development Unit
December 1998



Preface

The Minnesota Department of Transportation (Mn/DOT) operates a network of 55 full-service safety rest areas along the Interstate and high-volume non-interstate highways. Since 1969, Mn/DOT has conducted surveys at safety rest areas throughout the state. This data has provided the basis for determining the size of buildings and parking lots and has also been used to validate and identify services that the public uses and desires to have available at safety rest areas.

To supplement this information and to improve the level of understanding of safety rest area users as well as non-users, the Site Development Unit, with assistance from the Market Research Unit, conducted several market research studies during 1997 and 1998. Each of these studies were designed to expand Mn/DOT's understanding of a specific market segment in order to improve the delivery of safety rest area services.

The following studies were conducted:

1. Review of Historical Data

The review of historical data assembled all of the information that Mn/DOT had already collected in order to identify trends and to provide a summary of existing information.

2. Focus Groups

Focus Groups were held with Minnesota citizens to identify public attitudes towards rest areas, identify the kinds of services that rest area users expect and utilize at rest areas and to identify issues surrounding the maintenance and operation of rest areas.

3. Statewide Telephone Survey

A statewide telephone survey was conducted to identify the proportion of Minnesota citizens who use rest areas and to identify reasons why some citizens do not use rest areas. This survey also included ratings of the importance and quality of the services currently available at safety rest areas.

4. Evaluation of Nighttime Truck Parking

The nighttime truck parking study identified where there is greater demand for nighttime truck parking at safety rest areas than there are available spaces.

Separate reports are available from the Site Development Unit to document this research.

This report summarizes the information gathered in the "Usage and Satisfaction Research Telephone Survey".

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METHODOLOGY

Background & Purpose

For over two decades, Mn/DOT has been conducting on-site surveys at the safety rest areas that are located on Minnesota's state highways and interstate freeways. The surveys have provided profiles of rest area users for many sites throughout the state. These profiles have been used to assist Mn/DOT's Site Development Unit in designing safety rest areas and managing the system of safety rest areas.

However, the on-site surveys are limited to basic opinion, attitude and behavior profiles of rest area users. Focus groups were conducted in the Summer of 1997 to consult Minnesota motorists and commercial drivers who are safety rest area users in order to collect more in-depth, qualitative, customer-satisfaction information. Through this effort, Mn/DOT identified a number of concerns and suggestions for improvement which provided additional direction for a subsequent statewide telephone survey of Minnesota citizens.

The on-site surveys have measured the opinions, attitudes and behaviors of only rest area users. Non-users have not been represented in these surveys nor were they represented in the focus groups. In order to reach non-users, a statewide telephone survey of Minnesota citizens was commissioned. This telephone survey was designed to meet the following specific objectives.

- Determine the proportion of citizens of Minnesota who regularly travel one hour or 75 miles from home using interstate freeways and state highways in Minnesota.
- Determine the proportion of Minnesota citizens who stop at safety rest areas while traveling on Minnesota's interstate freeways and state highways.
- Determine why Minnesota citizens who use interstate freeways and state highways make the decision to stop at safety rest areas and which services they typically use once stopped.
- Determine why Minnesota citizens who use interstate freeways and state highways make the decision to NOT stop at safety rest areas.

In addition to the study objectives identified above, this survey provides an opportunity to measure the opinions, attitudes and behaviors of rest area users. The following objectives apply specifically to rest area users:

- Identify the distribution of vehicles operated by rest area users.
- Identify the variation of rest area use by time of day.
- Identify the relative importance that rest area users place on specific services available at safety rest areas.
- Identify the satisfaction level that rest area users give to specific services available at safety rest areas.
- Determine the times of day and situations when regular safety rest area users would avoid using a safety rest area.
- Determine overall attitudes towards safety rest areas.
- Determine the value Minnesota citizens place on having Mn/DOT provide safety rest areas on Minnesota's interstate freeways and state highways.
- Determine how safety rest areas in the State of Minnesota compare to safety rest areas in other states.

Cook Research & Consulting, Inc. of Minneapolis was commissioned to complete a telephone survey with citizens of Minnesota. Results of the study will be used by the Minnesota Department of Transportation to assess the usage of highway rest areas and measure citizens' overall satisfaction with them so that Mn/DOT can continue making informed customer-service decisions.

Sampling Frame and Population Breakdown

A listing of randomly-generated telephone numbers was obtained from a telephone sampling company. An attempt to include a household in the population consisted of at least two tries to that number before moving on to a next randomly-generated number. The population for this study consisted of 503 Minnesota citizens.

POPULATION BREAKDOWN

7 COUNTY METRO AGE GROUPS	MALES	FEMALES	TOTAL
18 - 24	3.0%	3.2%	6.2%
25 - 34	5.5%	6.0%	11.5%
35 - 44	6.1%	6.0%	12.1%
45 - 54	4.3%	4.2%	8.5%
55 - 64	2.8%	2.8%	5.6%
65 - 74	2.2%	2.6%	4.8%
75 +	1.6%	2.8%	4.4%
GROUP COMPLETES	(25.7%)	(27.4%)	(53.1%)
GREATER MINNESOTA AGE GROUPS	MALES	FEMALES	TOTAL
18 - 24	3.0%	2.0%	5.0%
25 - 34	4.5%	5.0%	9.5%
35 - 44	5.8%	5.3%	11.1%
45 - 54	3.9%	3.8%	7.7%
55 - 64	2.8%	2.8%	5.6%
65 - 74	2.0%	2.0%	4.0%
75 +	1.4%	2.6%	4.0%
GROUP COMPLETES	(23.4%)	(23.5%)	(46.9%)
TOTAL COMPLETES	(49.1%)	(50.9%)	(100.0%)

Figure 1. (Figure 1 identifies the proportions of the population by sex for Minnesota citizens, age 18 and older. The 503 citizens of Minnesota who were interviewed for this survey matched these proportions for age and gender.)

Margin of Error

The 503 completed questionnaires provide a 95% confidence level with a maximum margin of error of $\pm 4.4\%$ in estimating the proportion of the population who express a certain characteristic or opinion. In other words, if 100 samples (all of 503 in size) were drawn from this population, approximately 95 of the samples would reflect percentages within $\pm 4.4\%$ of the proportions for the entire population regarding the characteristic or opinion being measured.

The margin of error explained above applies only to responses for the entire sample. When looking at the responses of smaller segments, the margin of error will be larger. The 267 completed questionnaires for citizens living in the Twin Cities metro area provide a 95% confidence level with a maximum margin of error of $\pm 6.0\%$. The 236 completed questionnaires for citizens living in Greater Minnesota provide a 95% confidence level of $\pm 6.4\%$.

Collection Technique & Timing

All data were collected through the use of telephone interviews. Interviews were conducted during weekday evening, weekend daytime and weekend evening hours when citizens of the State were more likely to be at home. Data collection was conducted from December 1 through December 22, 1997. The data collection was supervised by staff from Cook Research & Consulting, Inc.

A copy of the questionnaire used is appended. A set of data tables upon which this report is based has been submitted separately.

SUMMARY OF FINDINGS

Note: When reviewing the Summary of Findings and the General Conclusions, they can be more thoroughly understood if several other sections of the report are also reviewed. First, the questionnaire provides the actual phrasing for each question. A solid understanding of the context within which each question was asked will enable Mn/DOT to more accurately interpret the findings. Second, the data tables provide detailed results for many different sample segments. Since the condensed nature of the Summary of Findings and the General Conclusions does not allow all of these conclusions to be addressed, it is strongly recommended that the data tables be reviewed and used to facilitate any major decisions Mn/DOT makes related to Minnesota's highway rest areas.

The Summary of Findings below highlights the major findings from the survey. Further information about these findings can be found in the section, "General Conclusions," which follows the Summary of Findings.

- #1: The largest proportion of Minnesota citizens have a mobile life style.
- #2: Nearly three-quarters of the respondents in the telephone survey are typically the drivers when they travel.
- #3: Approximately seven of every ten respondents have stopped at a highway rest area while traveling on state highways and interstate freeways in Minnesota.
- #4: Nearly eight of every ten respondents from the Twin Cities metro area have stopped at a highway rest area while traveling on Minnesota's highways.
- #5: Over half of the respondents from Greater Minnesota have stopped at a highway rest area while traveling on Minnesota's highways and interstate freeways.
- #6: Thirty percent of the respondents in the telephone survey (146) who travel on Minnesota state highways and interstate freeways do not use highway rest areas.
- #7: Nearly half of the respondents who do not use highway rest areas do not travel far enough to need to stop there.
- #8: Users of rest areas in Minnesota are most frequently driving cars.
- #9: Minnesota's rest areas are used most during the afternoon.
- #10: Respondents from both the Twin Cities metro and from Greater Minnesota stop most frequently at Minnesota's rest areas during the hours of noon to 5:00 p.m.
- #11: Many rest area users decide to stop at a Minnesota rest area for more reasons than to just use the restrooms.
- #12: Nevertheless, the primary reason most respondents mention for stopping at a rest area is to use the restrooms.
- #13: The primary reason some respondents give for stopping at a rest area concerns safety matters.
- #14: Respondents from the Twin Cities metro area also mention stopping at Minnesota's rest areas for a variety of reasons.
- #15: Reasons why respondents from Greater Minnesota stop at rest areas in Minnesota closely parallel the reasons given by respondents from the Twin Cities metro area.
- #16: Rest area users who were asked which facilities they typically use once they stop at a Minnesota rest area, most often mention using the restrooms (98.6%), the trash receptacles (84.6%), the drinking fountain or outdoor water faucet (73.1%) and the recycling receptacles (66.0%).

- #17: For the most part, rest area users do not want any additional facilities or services provided at the rest areas in Minnesota.
- #18: Above all else, rest area users want clean restrooms at Minnesota's rest areas.
- #19: Women tend to rate Minnesota highway rest area characteristics higher than men.
- #20: Overall, outside-the-building "performance" characteristics (such as providing trash receptacles, separate and adequate parking for large trucks, etc.) of Minnesota's rest areas are rated higher by rest area users than are inside-the-building "performance" characteristics (such as providing vending machines, tourist information, directions, etc.).
- #21: When considering how respondents rate the "importance" of certain characteristics related to highway rest areas in Minnesota and how these same respondents rate Minnesota's "performance" on the same characteristics, there are areas where the State has an opportunity to improve, areas where the State is exceeding expectations and areas where performance equals importance.
- #22: Over 40% of the rest area users would not stop at a highway rest area in Minnesota during certain times of the day or night.
- #23: More women than men would not stop at a highway rest area in Minnesota in the earlier evening and early in the morning.
- #24: Personal safety is the main reason respondents give for not stopping at Minnesota's rest areas at particular times of the day/night.
- #25: Many rest area users would describe Minnesota's highway rest areas as clean, well maintained, in good shape and a nice place to stop.
- #26: Overall, respondents are positive toward the rest areas in Minnesota.
- #27: When asked what they would change about the highway rest areas in Minnesota, one-third (34.3%) of the respondents mention that there is nothing they would change.
- #28: Minnesota's rest areas are rated better or at least equal to the rest areas in other states.
- #29: Most respondents support the use of tax funds for the construction and maintenance of Minnesota's rest areas.
- #30: Eight of every ten respondents in the telephone survey mention that Minnesota's rest areas are important to travelers.
- #31: Most rest area users were thinking of rest areas on interstates -- I-35, I-94 or I-90 -- while completing the survey.

GENERAL CONCLUSIONS

FREQUENCY OF TRAVELING ON MINNESOTA HIGHWAYS

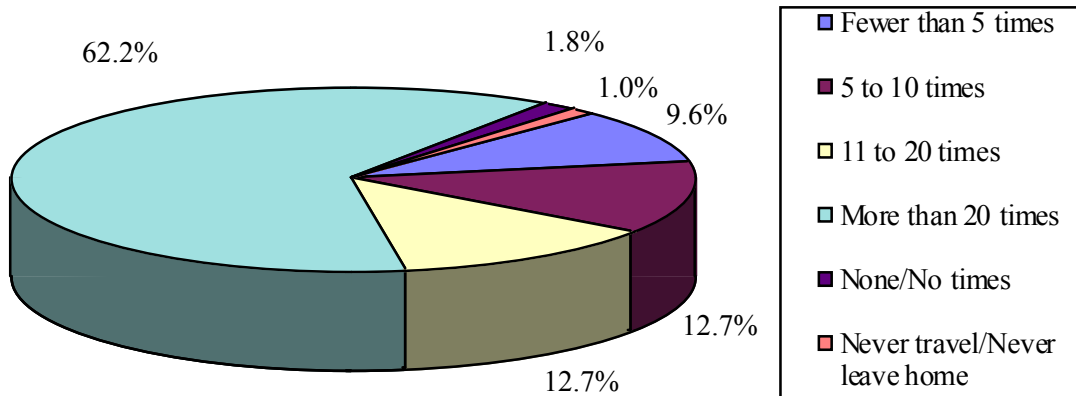


Figure 2. Approximate number of times respondents have driven at least one hour or at least 75 miles on state highways and interstate freeways within the State of Minnesota in the past 3 years. (This figure includes all respondents.) (n=503)

Finding #1: The largest proportion of Minnesota citizens have a mobile life style.

- All respondents in the telephone survey were asked approximately how many times they have driven at least one hour or at least 75 miles on state highways and interstate freeways within the State of Minnesota in the previous three years. Three hundred thirteen (313) of the respondents (62.2%) mention driving at least one hour or at least 75 miles on Minnesota state highways and interstate freeways more than 20 times in the previous three years. One hundred seventy-six (176) respondents (35.0%) mention driving 20 or fewer times on state highways and interstate freeways while 14 respondents (2.8%) mention never traveling/never leaving home in this same time frame.
- There is a significant difference between men and women from the Twin Cities metro area and their travel frequency. More men than women from the Twin Cities metro area mention frequently traveling on Minnesota's highways and freeways. Sixty-nine percent (69%) of the men from the Twin Cities metro area mention traveling on highways more than 20 times in the previous three years while nearly 53% of the women in the Twin Cities mention traveling this often.

FREQUENCY OF DRIVING VERSUS RIDING

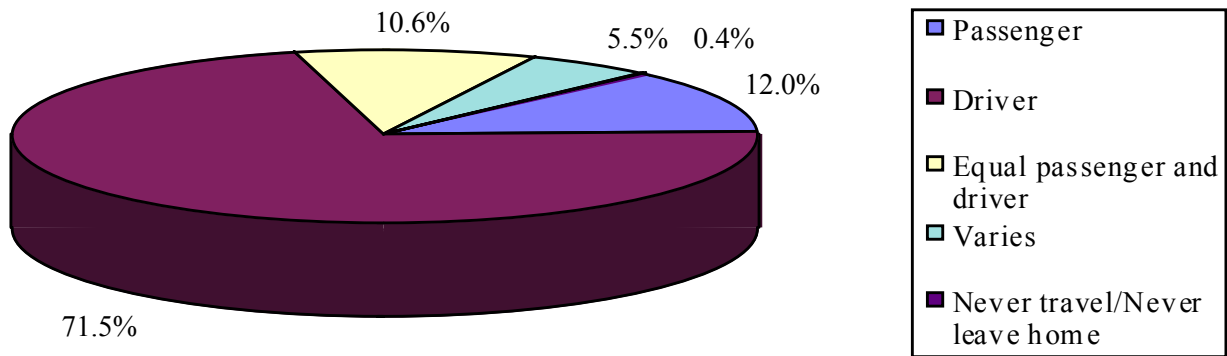


Figure 3. Respondent typically a driver or a passenger when traveling in a car or other type of motorized vehicle. (This figure includes all respondents, except those who have never traveled or who have never left their home in the past 3 years.) (n=498)

Finding #2: Nearly three-quarters of the respondents in the telephone survey are typically the drivers when they travel.

- Respondents were asked, "When traveling in a car or other type of motorized vehicle, are you typically the driver or a passenger?" Three hundred fifty-six (356) of the respondents (71.5%) answer that they typically drive, 60 respondents (12.0%) are typically a passenger, 53 respondents (10.6%) are both a passenger and a driver equally and 27 (5.5%) say it varies.
- In a general sense, nearly twice as many men as women in both the metro area and in Greater Minnesota drive when traveling. Nearly 95% of Minnesota men typically drive when traveling. Approximately 50% of women answer they drive when traveling, roughly 25% of women answer being a passenger and the remaining 25% answer being either "equally a passenger or driver" or "varies" while traveling.

TYPES OF FACILITIES USED WHILE TRAVELING

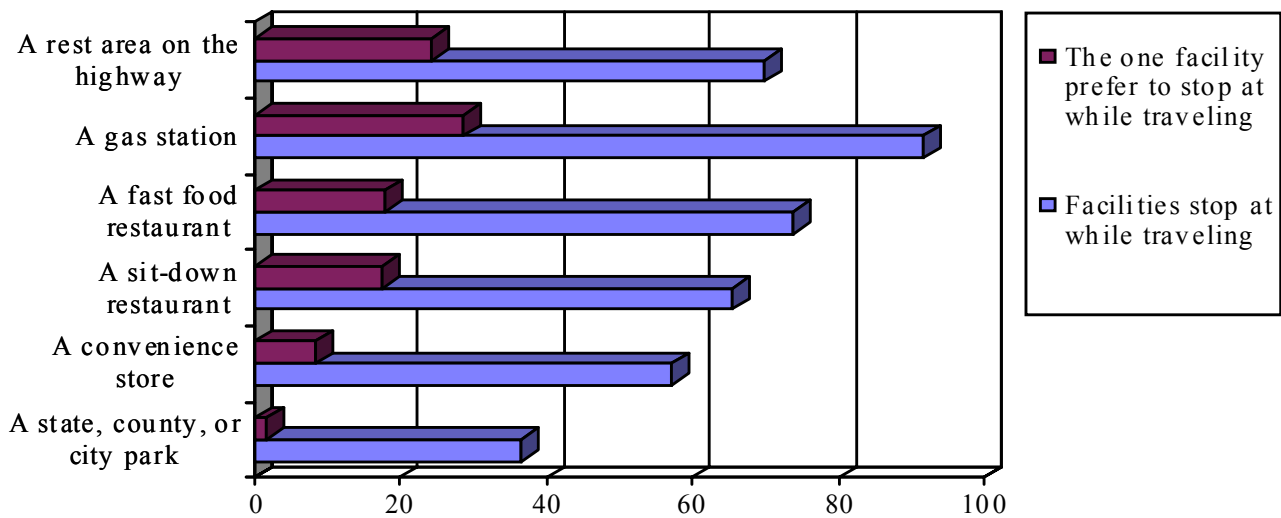


Figure 4. The various types of facilities where respondents stop while traveling on Minnesota's interstate freeways and state highways, and the one type of facility where respondents prefer to stop. (This figure includes all respondents, except those who have never traveled or who have never left their homes in the past 3 years.) (n=496)

Finding #3: Approximately seven of every ten respondents have stopped at a highway rest area while traveling on state highways and interstate freeways in Minnesota.

- Respondents who have traveled on Minnesota's highways and interstate freeways in the previous three years were asked to name all the various types of facilities where they stop while traveling. The most frequently mentioned facilities where respondents stop while traveling include gas stations (91.5%), fast food restaurants (74.0%), highway rest areas (69.8%) and sit-down restaurants (65.5%).

Note: Percentages do not equal, and exceed, 100% because this is a question where a respondent could give more than one answer when responding. Therefore, the number of answers may well be in excess of one answer per respondent.

- Respondents were also asked the one type of facility where they prefer to stop while traveling. Gas stations (28.4%) and highway rest areas (24.2%) are most frequently mentioned. Fewer than 18% mention either sit-down restaurants or fast food restaurants as the places where they prefer to stop.

**TYPES OF FACILITIES USED WHILE TRAVELING
(TWIN CITIES METRO AREA RESPONDENTS)**

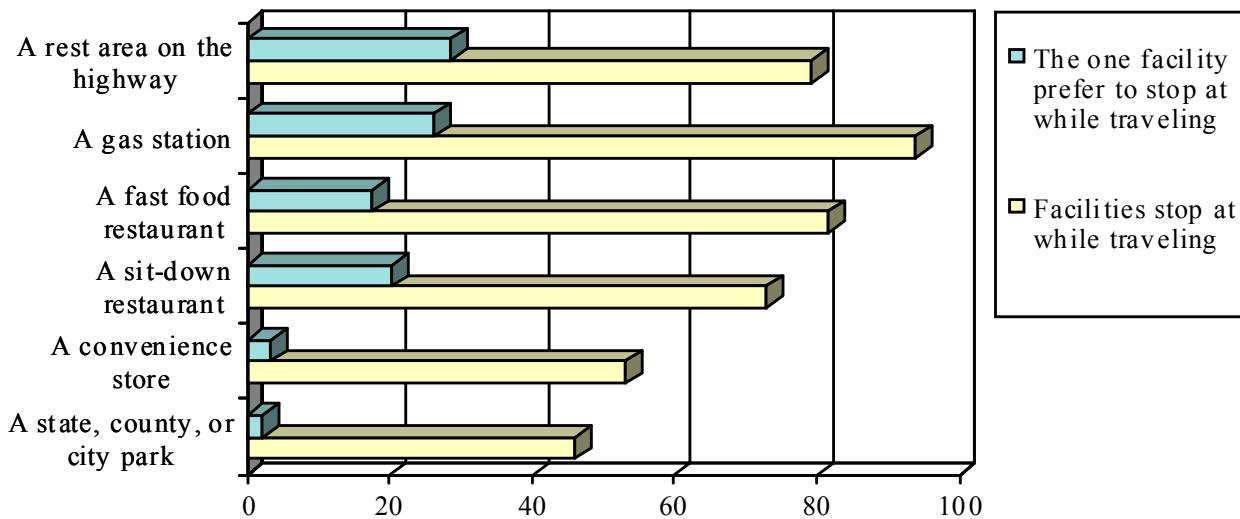


Figure 5. The various types of facilities where Twin Cities metro area respondents stop while traveling on Minnesota's interstate freeways and state highways, and the one type of facility where Twin Cities metro area respondents prefer to stop. (This figure includes all Twin Cities metro area respondents, except those who have never traveled or who have never left their homes in the past 3 years.) (n=265)

Finding #4: Nearly eight of every ten respondents from the Twin Cities metro area have stopped at a highway rest area while traveling on Minnesota's highways.

- Seventy-nine percent (79%) of the respondents from the Twin Cities metro area mention stopping at a rest area while traveling on state highways and interstate freeways in Minnesota while 94% mention stopping at a gas station, 82% mention stopping at a fast food restaurant and 73% mention stopping at a sit-down restaurant.

Note: Percentages do not equal, and exceed, 100% because this is a question where a respondent could give more than one answer when responding. Therefore, the number of answers may well be in excess of one answer per respondent.

- The one type of facility most frequently mentioned by Twin Cities metro area respondents as the facility where they prefer to stop while traveling includes a highway rest area (28.7%), a gas station (26.4%) and a sit-down restaurant (20.4%).

**TYPES OF FACILITIES USED WHILE TRAVELING
(GREATER MINNESOTA RESPONDENTS)**

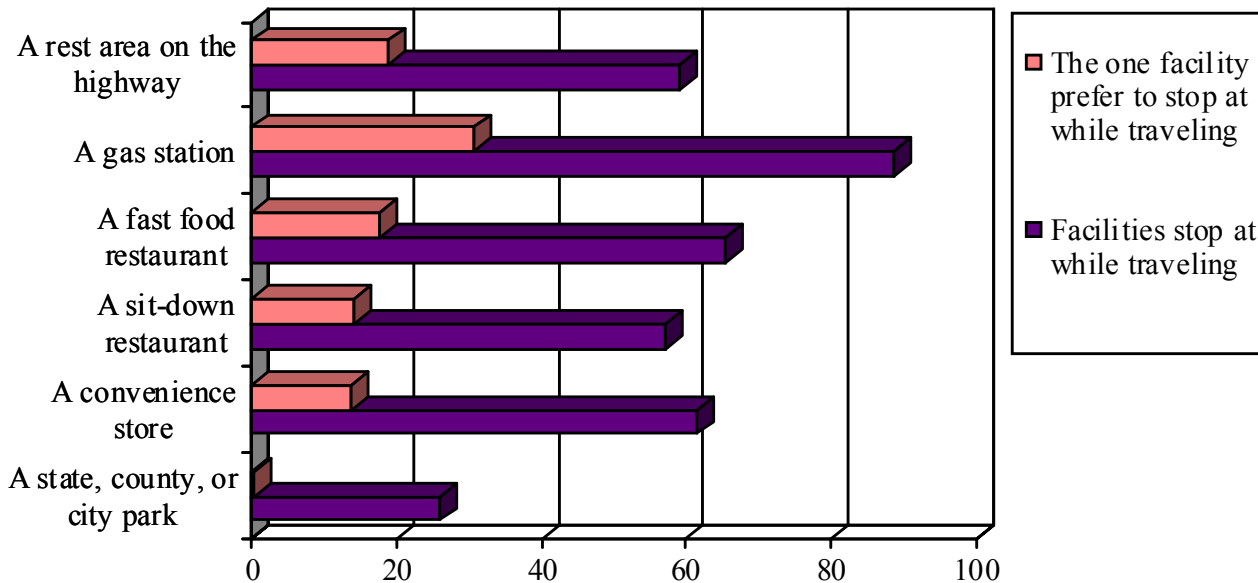


Figure 6. The various types of facilities where respondents from Greater Minnesota prefer to stop while traveling on Minnesota's interstate freeways and state highways, and the one type of facility where Greater Minnesota respondents prefer to stop. (This figure includes all Greater Minnesota respondents, except those who have never traveled or who have never left their homes in the past 3 years.) (n=231)

Finding #5: Over half of the respondents from Greater Minnesota have stopped at a highway rest area while traveling on Minnesota's highways and interstate freeways.

- The largest proportion of respondents from Greater Minnesota have stopped at gas stations (88.7%), fast food restaurants (65.4%), highway rest areas (58.9%) and sit-down restaurants (57.1%) while traveling on Minnesota's state highways and interstate freeways.
Note: Percentages do not equal, and exceed, 100% because this is a question where a respondent could give more than one answer when responding. Therefore, the number of answers may well be in excess of one answer per respondent.
- The one type of facility most frequently mentioned by Greater Minnesota respondents as the one where they prefer to stop while traveling includes a gas station (30.7%) a highway rest area (19.0%), a fast food restaurant (17.7%) and a sit-down restaurant (14.3%).

REASONS FOR NOT USING A REST AREA

	Percent
Don't travel that far/travel only a couple of hours/drive straight through/etc.	47.9%
Have no need, purpose or reason to stop there/don't take the time/etc.	43.2
Rather stop at a gas station or restaurant/can use bathrooms there/etc.	28.8
Safety reasons/won't stop if traveling alone/etc.	8.9
Not enough rest areas on the road/not on the roads traveled/etc.	7.5
Other comments.	4.8

Figure 7. Reasons respondents do not use highway rest areas in Minnesota. *(This figure includes respondents who do not use highway rest areas while traveling and those who have never traveled or never left their homes in the past 3 years. Percentages do not equal 100% due to multiple answers.) (n=146)*

Finding #6: Thirty percent of the respondents in the telephone survey (146) who travel on Minnesota state highways and interstate freeways do not use highway rest areas.

- One hundred forty-six (146) respondents mention that they do not stop at rest areas while traveling Minnesota's state highways and interstate freeways. Sixty-three (63) of these respondents (43.2% of the 146) mention they have no need or reason to stop at Minnesota's highway rest areas; 42 respondents (28.8% of the 146) prefer to stop at a gas station or restaurant.

Finding #7: Nearly half of the respondents who do not use highway rest areas do not travel far enough to need to stop there.

- When asked their reasons for not stopping at rest areas in the State of Minnesota, 70 respondents (47.9% of the 146 who do not stop) mention not traveling far enough to need to stop or say they prefer to drive straight through to their destination.

**TYPE OF VEHICLE MOST OFTEN USED WHEN STOPPING AT
A REST AREA**

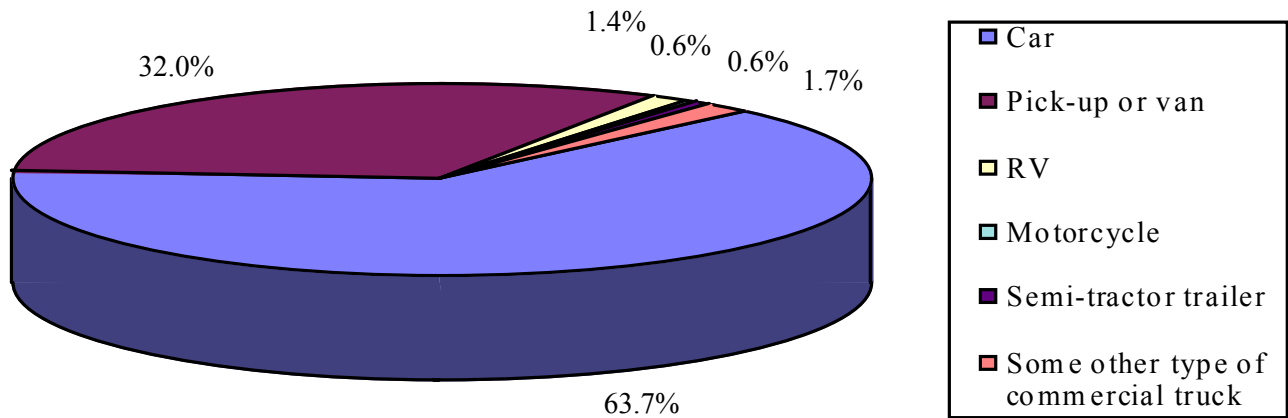


Figure 8. The one type of vehicle in which respondents most often travel when stopping at a highway rest area in Minnesota. (This figure includes respondents who use state highway rest areas while traveling.) (n=350)

Finding #8: Users of rest areas in Minnesota are most frequently driving cars.

- Among the 350 respondents who are users of Minnesota's highway rest areas, nearly 64% travel in a car while stopping at a Minnesota rest area, 32% drive pick-ups or vans most often when stopping at rest areas in Minnesota and slightly more than 4% are driving other types of vehicles when they stop at a rest area in Minnesota.

TIMES OF DAY WHEN STOPPED AT A REST AREA

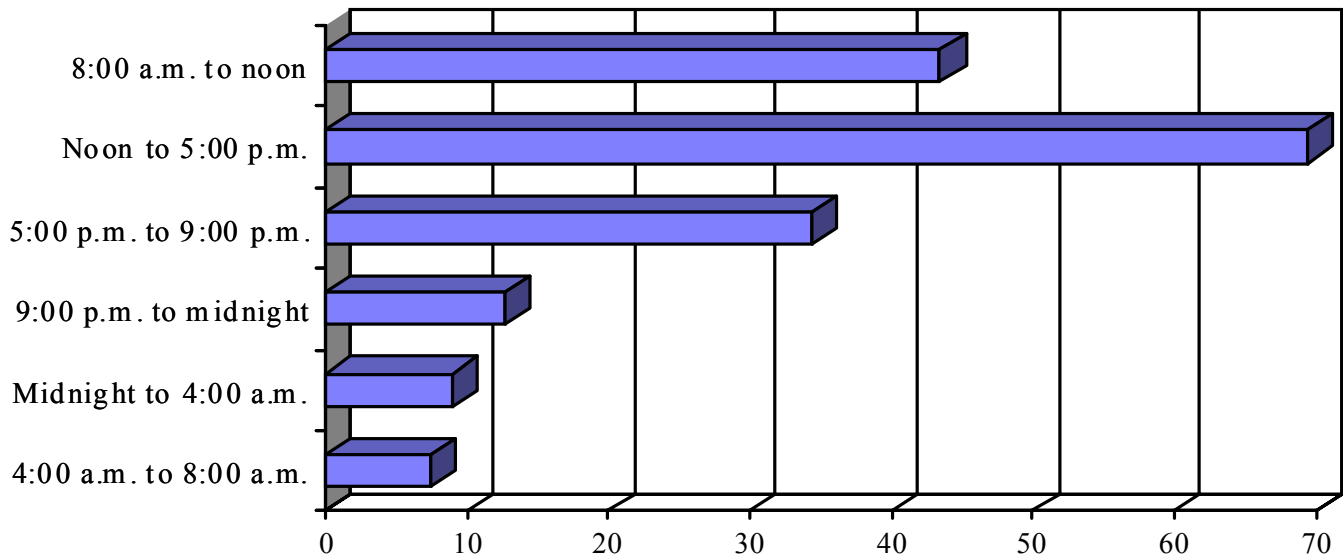


Figure 9. Times of the day or night respondents typically stop at a highway rest area in Minnesota. (This figure includes respondents who use state highway rest areas while traveling.) (n=350)

Finding #9: Minnesota's rest areas are used most during the afternoon.

- When asked which times of the day or night they typically stop at a rest area in Minnesota, 243 of the 350 rest area users (69.4%) mention stopping at a rest area between the hours of noon and 5:00 p.m. An additional 152 users (43.4%) typically stop between the hours of 8:00 a.m. to noon while 120 rest area users (34.3%) stop between 5:00 p.m. and 9:00 p.m. Fewer than 15% of rest area users stop between the hours of 9:00 p.m. and 8:00 a.m.

Note: Percentages do not equal, and exceed, 100% because this is a question where a respondent could give more than one answer when responding. Therefore, the number of answers may well be in excess of one answer per respondent.

**TIMES OF DAY WHEN STOPPED AT A REST AREA
(TWIN CITIES AREA VERSUS GREATER MINNESOTA RESPONDENTS)**

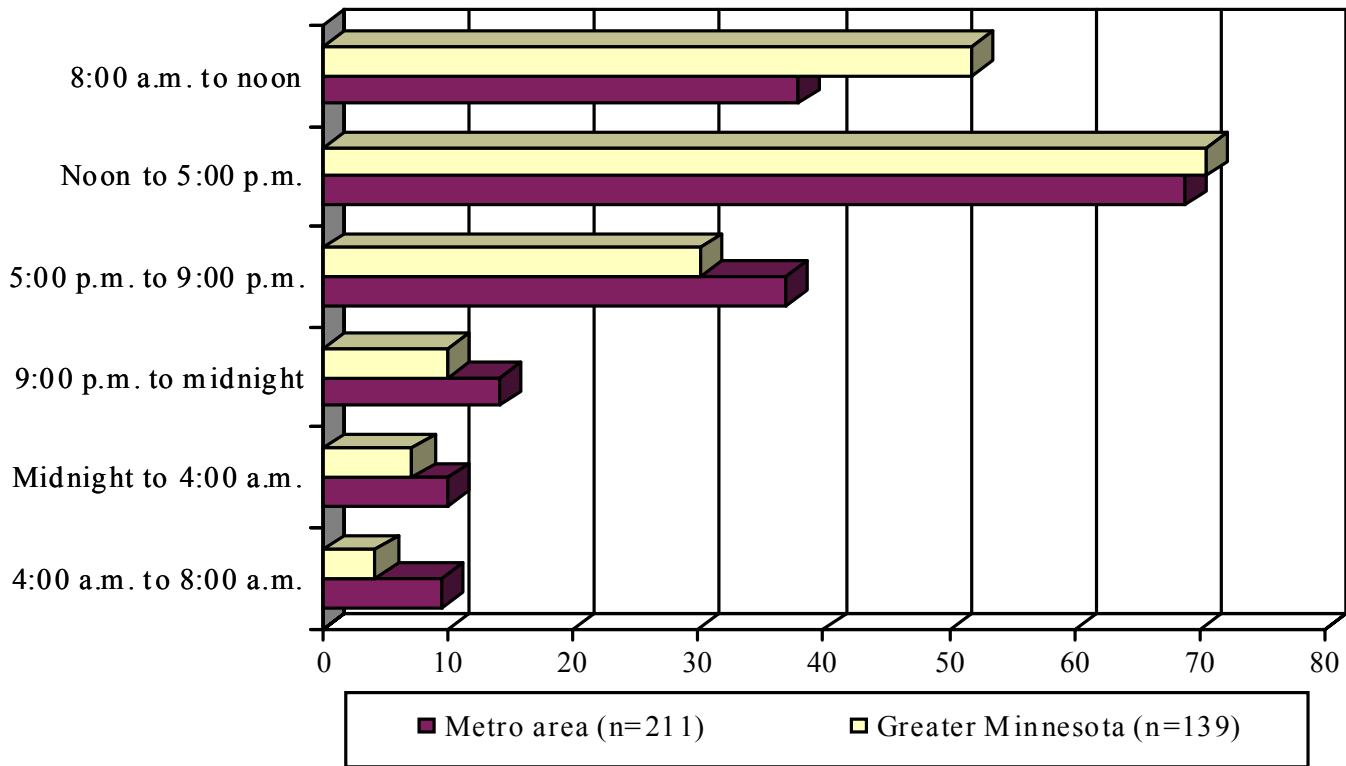


Figure 10. Times of the day or night Twin Cities metro area respondents and Greater Minnesota respondents typically stop at a highway rest area in Minnesota. (This figure includes Twin Cities metro area respondents and Greater Minnesota respondents who use state highway rest areas while traveling. Percentages do not equal 100% due to multiple answers.)

Finding #10: Respondents from both the Twin Cities metro and from Greater Minnesota stop most frequently at Minnesota's rest areas during the hours of noon to 5:00 p.m.

- Roughly 70% of rest area users from both the Twin Cities metro area and from Greater Minnesota stop at a rest area between the hours of noon and 5:00 p.m. Slightly over 50% of Greater Minnesota respondents stop at a rest area during the hours of 8:00 a.m. and noon, while nearly 40% of metro area respondents stop at a rest area during these hours.

REASONS FOR STOPPING AT A REST AREA

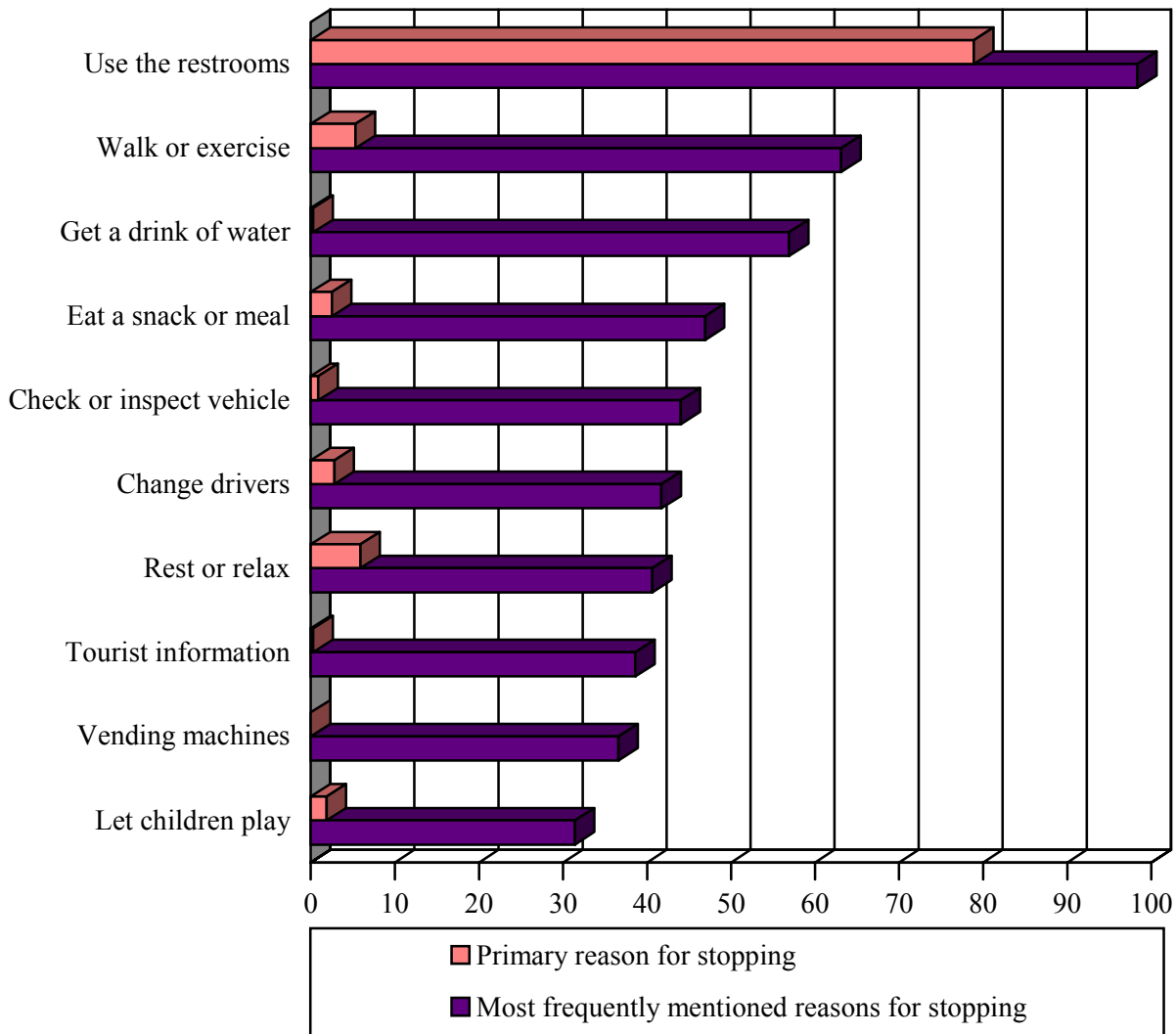


Figure 11. The most frequently mentioned reasons by respondents for stopping at a highway rest area in Minnesota, and the one primary reason for stopping. (This figure includes respondents who use state highway rest areas while traveling.) (n=350)

Finding #11: Many rest area users decide to stop at a Minnesota rest area for more reasons than to just use the restrooms.

- When rest area users were asked their reasons for stopping at a rest area, the most frequently mentioned reason for stopping is, not surprisingly, to use the restroom (98.3%). Other frequently mentioned reasons for stopping are to walk or exercise (63.1%), to get a drink of water (56.9%) or to eat a snack or meal (46.9%).
- Fewer than 20% of rest area users mention stopping to exercise a pet, sleep, change clothes or do paper work.

Note: Percentages do not equal, and exceed, 100% because this is a question where a respondent could give more than one answer when responding. Therefore, the number of answers may well be in excess of one answer per respondent.

Finding #12: Nevertheless, the primary reason most respondents mention for stopping at a rest area is to use the restrooms.

- Rest area users were asked their primary reason for stopping at a rest area. The most frequently mentioned reason for stopping at a rest area is to use the restroom (78.9%), followed by to rest or relax (5.9%) or to walk or exercise (5.3%).

Finding #13: The primary reason some respondents give for stopping at a rest area concerns safety matters.

- Thirty-three (33) respondents, or 9.4% of all rest area users, mention a safety reason for stopping at a Minnesota safety rest area. Nineteen (19), or 5.4%, of rest area users say they stop to rest or relax, 9 say they stop to change drivers, 3 stop to check or inspect their vehicle and 2 stop to sleep.

**REASONS FOR STOPPING AT A REST AREA
(TWIN CITIES AREA RESPONDENTS)**

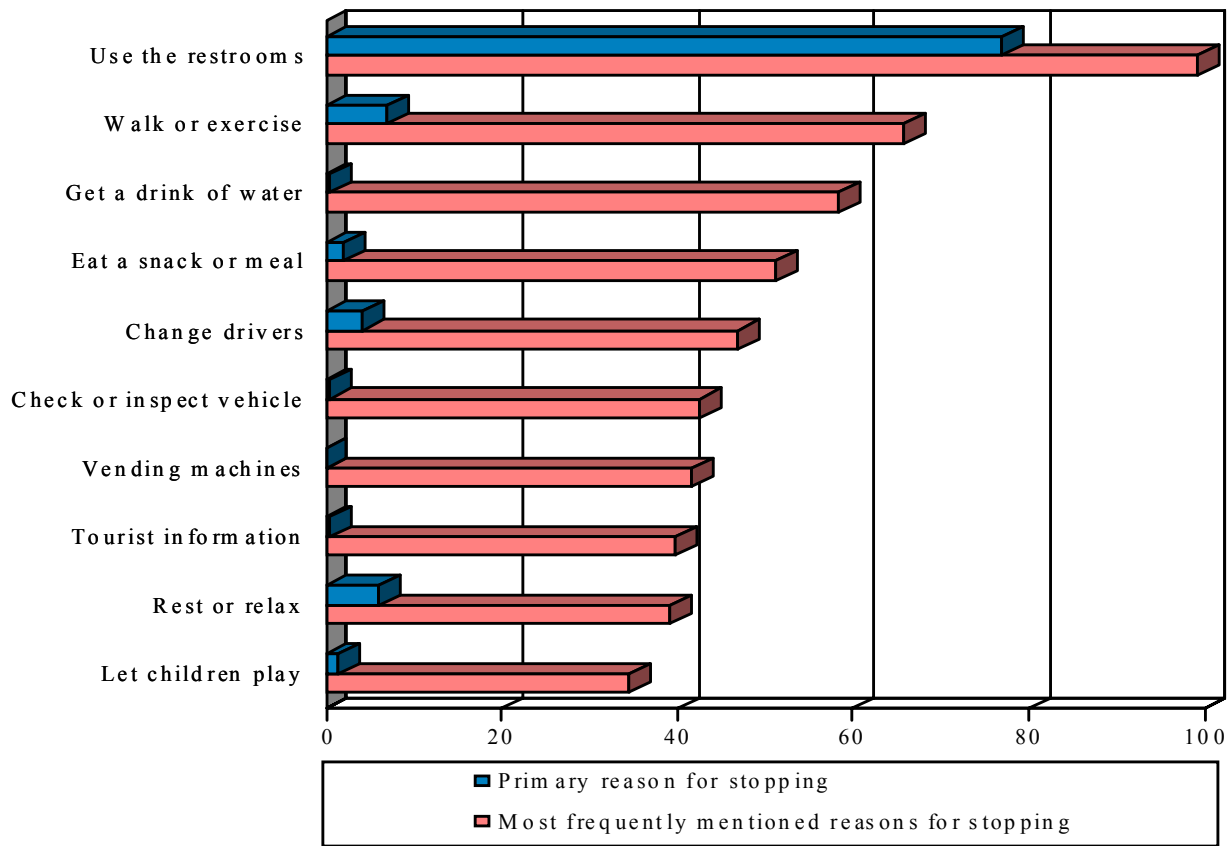


Figure 12. The most frequently mentioned reasons by Twin Cities metro area respondents for stopping at a highway rest area in Minnesota, and the one primary reason for stopping. (This figure includes Twin Cities metro area respondents who use state highway rest areas while traveling. Percentages do not equal 100% due to multiple answers for "reasons for stopping.") (n=211)

Finding #14: Respondents from the Twin Cities metro area also mention stopping at Minnesota's rest areas for a variety of reasons.

- Nearly all Twin Cities metro area respondents (99.1%) mention using the restroom as a reason for stopping at a Minnesota safety rest area. Over half of these respondents also mention stopping to walk or exercise (65.9%), get a drink of water (58.3%) and eat a snack or meal (51.2%).
- Along with the 77.0% of Twin Cities area respondents who say their use of a restroom is the one primary reason for stopping at a rest area in Minnesota, 7.1% of the Twin Cities area respondents say they stop to walk or exercise, 6.1% say they stop to rest or relax and 4.1% stop to change drivers.

**REASONS FOR STOPPING AT A REST AREA
(GREATER MINNESOTA RESPONDENTS)**

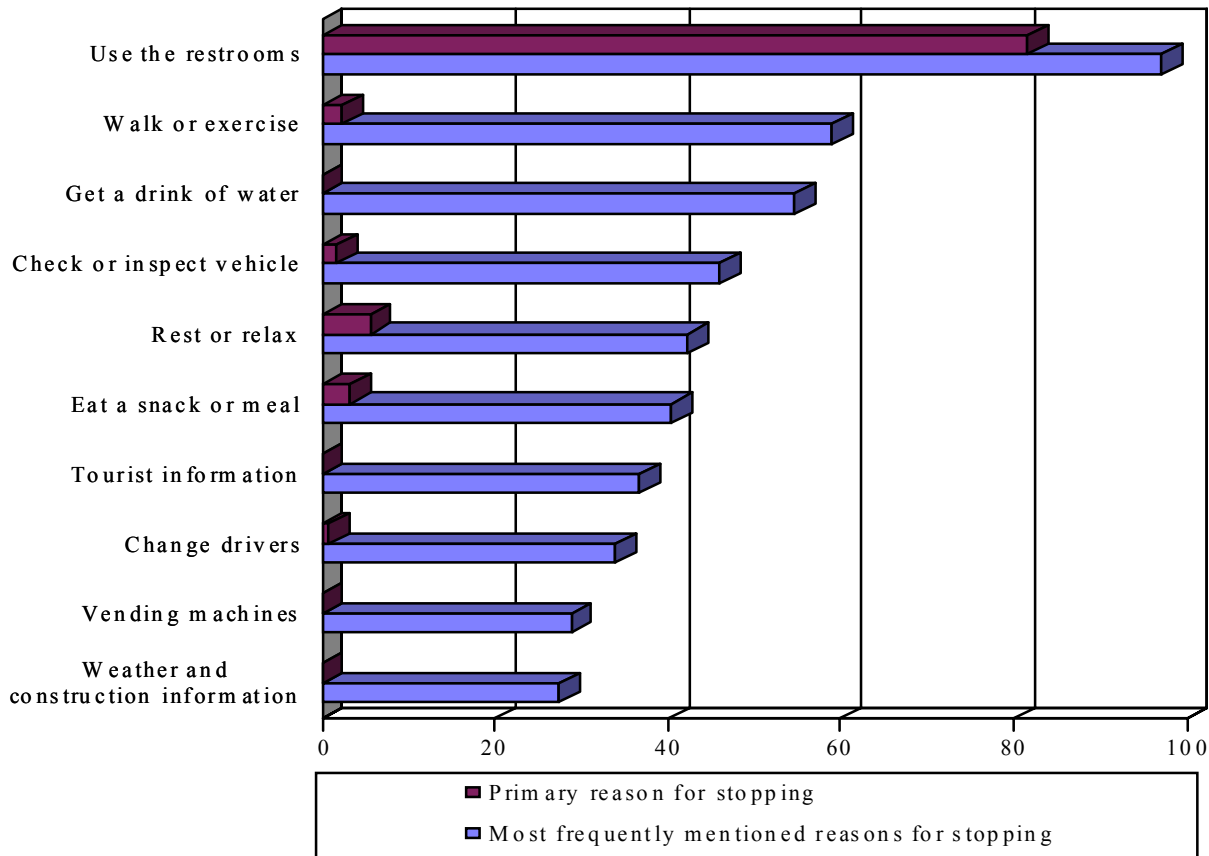


Figure 13. The most frequently mentioned reasons by Greater Minnesota respondents for stopping at a highway rest area in Minnesota, and the one primary reason for stopping. (This figure includes Greater Minnesota respondents who use state highway rest areas while traveling. Percentages do not equal 100% due to multiple answers for "reasons for stopping.") (n=139)

Finding #15: Reasons why respondents from Greater Minnesota stop at rest areas in Minnesota closely parallel the reasons given by respondents from the Twin Cities metro area.

- When Greater Minnesota respondents were asked their reasons for stopping at a rest area, the most frequently mentioned reason for stopping is to use the restroom (97.1%). Other frequently mentioned reasons for stopping are to walk or exercise (59.0%), to get a drink of water (54.7%) or to check or inspect their vehicle (46.0%).
- When asked their primary reason for stopping at a rest area, respondents from Greater Minnesota most frequently mention stopping to use the restroom (81.7%).

FACILITIES MOST FREQUENTLY USED AT REST AREAS

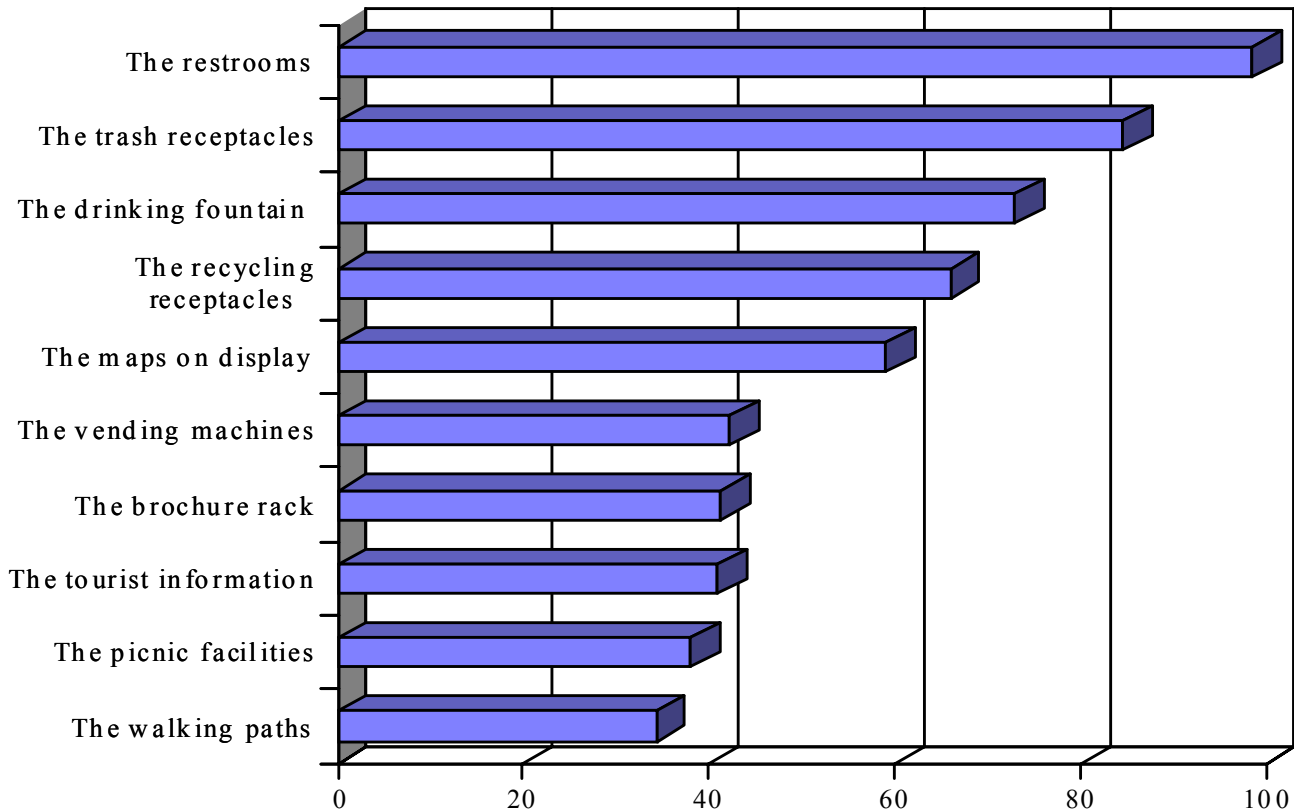


Figure 14. The most frequently mentioned facilities typically used by respondents when stopped at a highway rest area in Minnesota. (This figure includes respondents who use state highway rest areas while traveling.) (n=350)

Finding #16: Rest area users who were asked which facilities they typically use once they stop at a Minnesota rest area, most often mention using the restrooms (98.6%), the trash receptacles (84.6%), the drinking fountain or outdoor water faucet (73.1%) and the recycling receptacles (66.0%).

- Less frequently mentioned facilities used at rest areas include picnic facilities (38.0%), the walking paths (34.3%), information about weather, road conditions and construction (32.6%), the telephone (27.1%), the pet walking areas (16.9%), the children's play grounds (16.3%) and the diaper changing tables (5.4%).

Note: Percentages do not equal, and exceed, 100% because this is a question where a respondent could give more than one answer when responding. Therefore, the number of answers may well be in excess of one answer per respondent.

ADDITIONAL FACILITIES OR SERVICES NEEDED AT REST AREAS

Comments on additional facilities or services needed	Percent
The rest areas need attendants on duty/security on the premises/ state trooper or armed policeman visible in the evenings/etc.	5.4%
The rest areas need more variety in the vending machines/more variety of vending machines/etc.	5.1
The rest areas need to improve on their restroom facilities and amenities/etc.	4.9
The rest areas could be bigger/more of them/etc.	2.6
The rest areas need a gas station/restaurant/fast food/etc.	2.3
The rest areas need more lighting/more lighting in parking lot/etc.	2.0
The rest areas need a place for people to sleep/take a nap/etc.	2.0
The rest areas need more pay phones/etc.	1.7

Miscellaneous comments on additional facilities or services	Percent
The rest areas are fine/adequate/okay/etc.	11.4%
The rest areas have everything you need/all the facilities and services are there/etc.	8.3
The rest areas are great/good/the best/etc.	3.7
All you require is a bathroom/too many facilities there already/ nothing more/etc.	2.9
The rest areas are clean/sanitary/restrooms are clean/etc.	2.3
No/None/Nothing.	32.3
Can't think of any/Never thought about it.	14.6
Don't know/Not sure.	6.6

Figure 15. Additional facilities or services respondents would like to see provided at the highway rest areas in Minnesota. (This figure includes respondents who use state highway rest areas while traveling.) (n=350)

Finding #17: For the most part, rest area users do not want any additional facilities or services provided at the rest areas in Minnesota.

- Rest area users who were asked about additional facilities or services they would like to see provided at the rest areas in Minnesota can think of very few additions. Over half of the rest area users (53.5%) cannot think of any additional facilities or services they would like to see provided at the rest areas. Another 11.4% of rest area users mention that the rest areas are fine as they are, and 8.3% indicate the rest areas already have everything rest area users need.
- Additional facilities or services mentioned as items that users at rest areas would like to see provided include having security on the premises (5.4%), needing more variety in the vending machines (5.1%) and improving the restroom facilities and amenities (4.9%).

Note: Percentages do not equal, and exceed, 100% because this is a question where a respondent could give more than one answer when responding. Therefore, the number of answers may well be in excess of one answer per respondent.

MEAN "IMPORTANCE" RATINGS

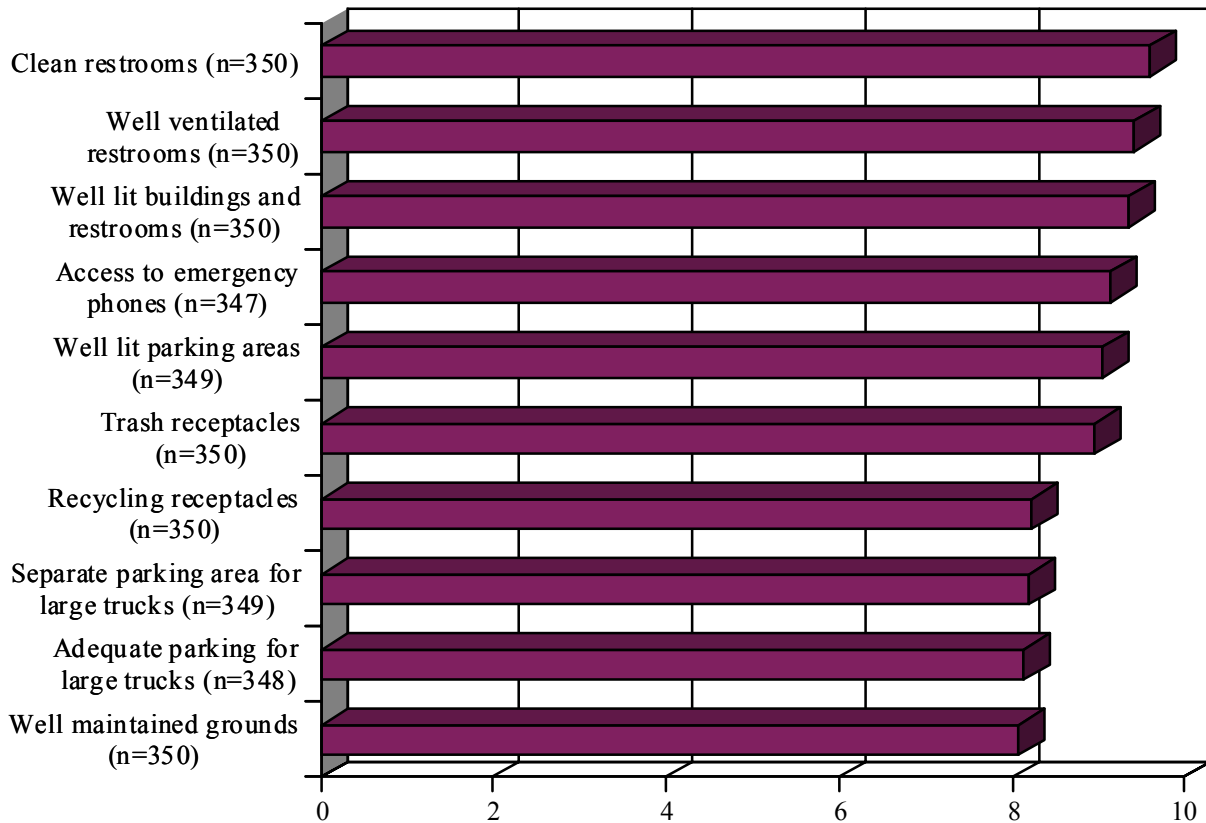


Figure 16. Mean (average) "importance" ratings for Minnesota highway rest area characteristics. *(This figure includes respondents who use state highway rest areas while traveling.)*

Finding #18: Above all else, rest area users want clean restrooms at Minnesota's rest areas.

- Respondents were read a list of characteristics about rest areas and were asked to rate the importance of each characteristic when thinking about Minnesota's highway rest areas. They were asked to use a scale of "extremely important" to "not at all important" for rating each characteristic. Minnesotans, in particular, want rest areas with clean (9.59), well ventilated (9.41) and well lit (9.34) restrooms. (A rating of 10.0 = extremely important; a rating of 1.0 = not at all important.) Other highly important characteristics that rest area users want at Minnesota's rest areas include access to emergency phones (9.14), well lit parking areas (9.05) and trash receptacles (8.95).
- Rest area characteristics that are rated as less important by rest area users include enough pay phones (6.58), attractive buildings (6.52), a picnic area (6.34), vending machines (6.23), a children's play area (6.08) and a pet walking area (5.41).

Note: While all the facilities were rated above average on importance (highest facility rating = 9.59; lowest facility rating = 5.41), some facilities were rated more important than others. A facility that receives an average rating of an 8.00 or 9.00 can be considered as quite important while a facility receiving an average score of a 6.00 or 7.00 is of lesser importance, but is, nevertheless, still important. A rating of 5.00 or lower would indicate that a facility is of little or no importance to the respondents.

**MEAN "IMPORTANCE" RATINGS
(DIFFERENCES BY GENDER)**

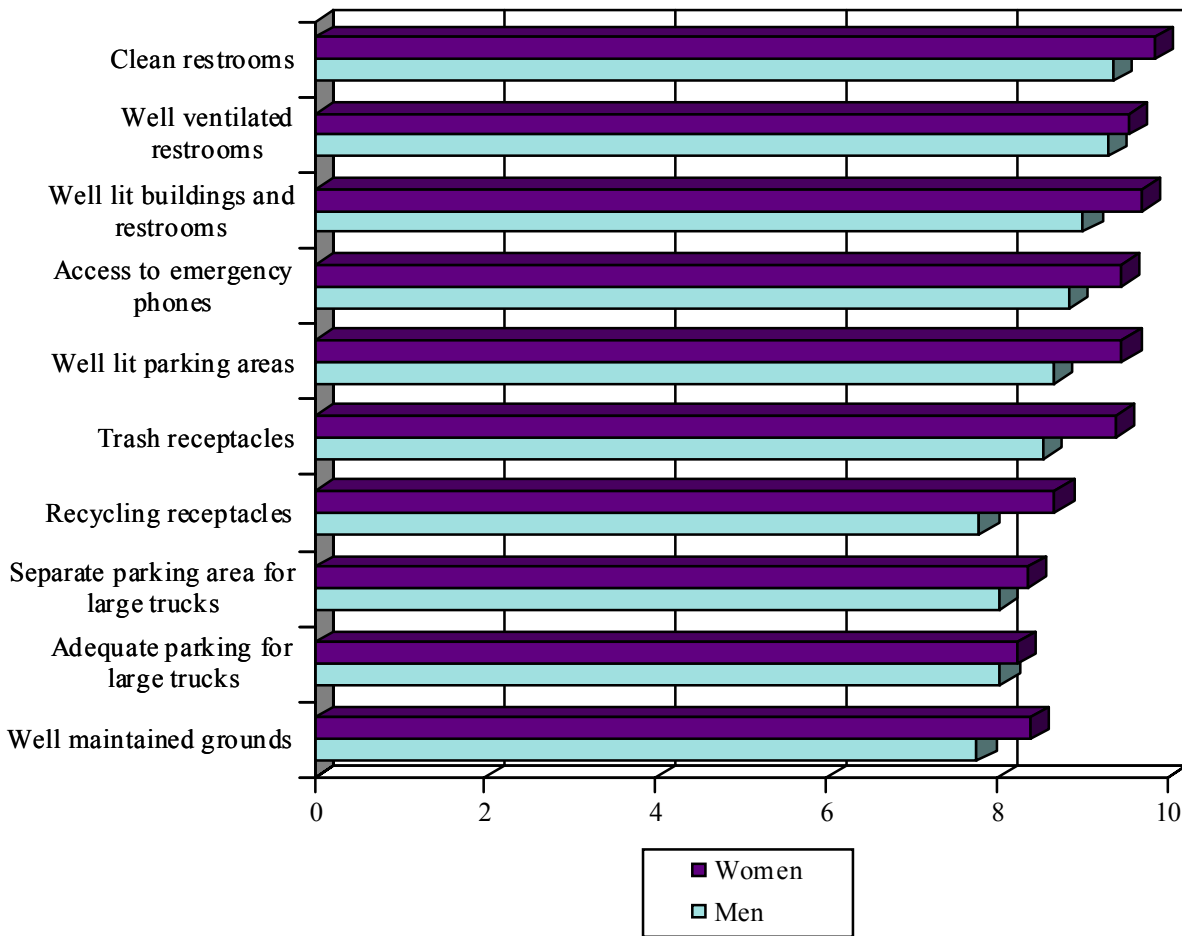


Figure 17. Mean (average) "importance" ratings for Minnesota highway rest area characteristics rated by women and men. (This figure includes respondents who use state highway rest areas while traveling.)

Finding #19: Women tend to rate Minnesota highway rest area characteristics higher than men.

- There are significant differences between two of the highest rated rest area characteristics when looking at the ratings of women and men. Restrooms that are clean and well lit are rated significantly higher by women than by men.

MEAN "PERFORMANCE" RATINGS

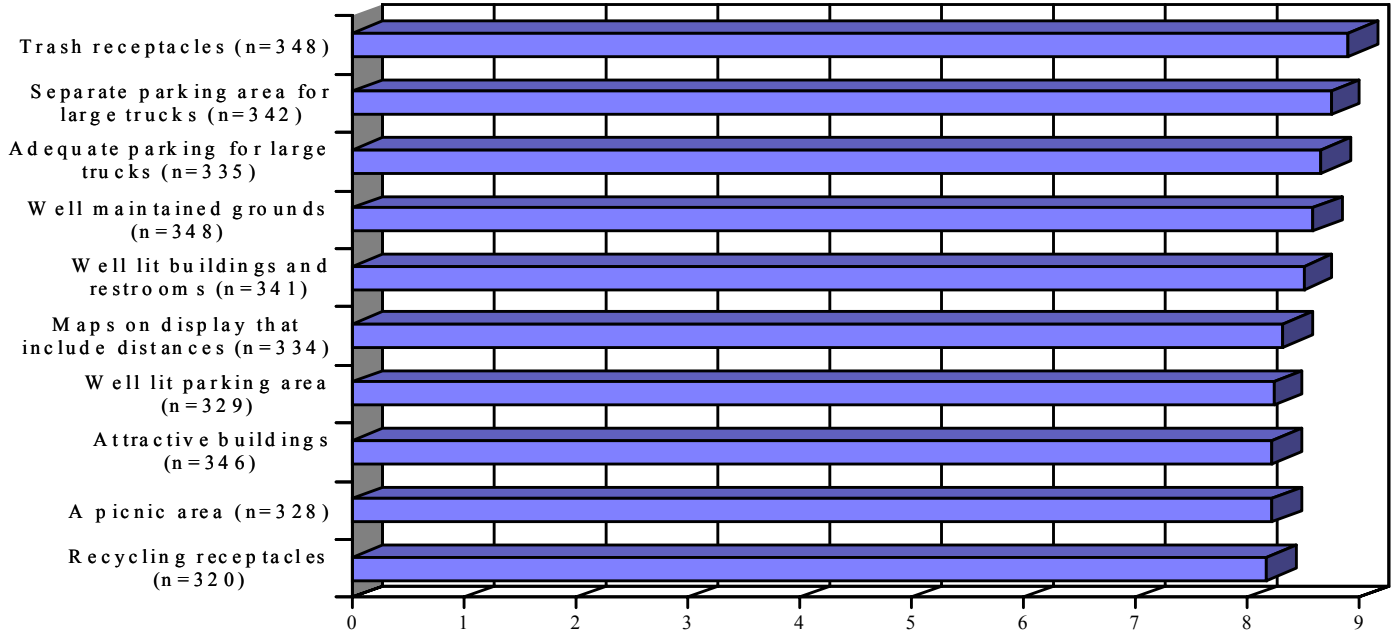


Figure 18. Mean (average) "performance" ratings for State of Minnesota regarding state highway rest area characteristics. (This figure includes respondents who use state highway rest areas while traveling.)

Finding #20: Overall, outside-the-building "performance" characteristics (such as providing trash receptacles, separate and adequate parking for large trucks, etc.) of Minnesota's rest areas are rated higher by rest area users than are inside-the-building "performance" characteristics (such as providing vending machines, tourist information, directions, etc.).

- Upon being read the same list of characteristics a second time, rest area users were to rate how well the State of Minnesota is doing in providing each of the characteristics. (A rating of 10.0 = doing an excellent job; a rating of 1.0 = not doing well at all.) The performance characteristics with the highest ratings -- where Minnesota is doing well -- include providing trash receptacles (8.90), having a separate parking area for large trucks (8.74), having an adequate amount of parking space for large trucks (8.65) and having well maintained grounds (8.58).
- The characteristics receiving the lowest "performance ratings" for the State of Minnesota include providing vending machines (7.77), providing tourist information about lodging, restaurants and other recreational activities (7.72), providing directions (7.68), having access to emergency phones (7.55), providing information about weather, road conditions and construction (7.13), providing a children's play area (6.87) and having custodians on duty (6.49).

COMPARISON OF "IMPORTANCE" & "PERFORMANCE" RATINGS

	Importance mean score	Performance mean score	Performance Difference	
Clean restrooms	9.59 (n=350)	8.11 (n=349)	-1.48	*
Well ventilated restrooms	9.41 (n=350)	8.13 (n=344)	-1.28	*
Well lit buildings and restrooms	9.34 (n=350)	8.50 (n=341)	-0.84	*
Access to emergency phones	9.14 (n=347)	7.55 (n=285)	-1.59	*
Well lit parking areas	9.05 (n=349)	8.23 (n=329)	-0.82	*
Trash receptacles	8.95 (n=350)	8.90 (n=348)	-0.05	
Recycling receptacles	8.22 (n=350)	8.16 (n=320)	-0.06	
A separate parking area for semis, buses, other large trucks, and vehicles pulling trailers	8.18 (n=349)	8.74 (n=342)	+0.56	*
An adequate amount of parking space for semis and other large trucks	8.13 (n=348)	8.65 (n=335)	+0.52	*
Well maintained grounds	8.06 (n=350)	8.58 (n=348)	+0.52	*
Maps on display that include distances	7.58 (n=349)	8.31 (n=334)	+0.73	*
Information about weather, road conditions and construction	7.52 (n=350)	7.13 (n=296)	-0.39	*
Directions	7.28 (n=345)	7.68 (n=308)	+0.40	
Custodians on duty	6.91 (n=349)	6.49 (n=306)	-0.42	*
Tourist information about lodging, restaurants and other recreational activities	6.59 (n=350)	7.72 (n=312)	+1.13	*
Enough pay telephones	6.58 (n=346)	8.13 (n=322)	+1.55	*
Attractive buildings	6.52 (n=349)	8.21 (n=346)	+1.69	*
A picnic area	6.34 (n=350)	8.21 (n=328)	+1.87	*
Vending machines	6.23 (n=349)	7.77 (n=322)	+1.54	*
A children's play area	6.08 (n=345)	6.87 (n=266)	+0.79	*
A pet walking area	5.41 (n=343)	8.14 (n=283)	+2.73	*

* = Significant difference at 95% confidence interval.

Figure 19. Comparison of scores between "importance" rating and "performance" rating for characteristics of highway rest areas in Minnesota. (This table includes respondents who rated these questions and who use state highway rest areas while traveling.)

Finding #21. When considering how respondents rate the "importance" of certain characteristics related to highway rest areas in Minnesota and how these same respondents rate Minnesota's "performance" on the same characteristics, there are areas where the State has an opportunity to improve, areas where the State is exceeding expectations and areas where performance equals importance.

- Figure 19 on the previous page reports the differences between the mean "importance" characteristic scores and the mean "performance" characteristic scores. Some of the characteristics with the largest negative differences -- suggesting that respondents believe the importance of the characteristics outscores the performance by the State of Minnesota in providing the characteristics -- are access to emergency phones (-1.59), clean restrooms (-1.48), well ventilated restrooms (-1.28) and well lit buildings and restrooms (-0.84).

Some of the characteristics with the largest positive differences, where performance outscores importance - - suggesting respondents believe the performance by the State of Minnesota in providing the characteristics outscores the importance of the characteristics -- are a pet walking area (+2.73), a picnic area (+1.87) and attractive buildings (+1.69).

Areas where respondents rate importance characteristics and the State's performance closely include providing directions (+0.40), trash receptacles (-0.05), recycling receptacles (-0.06), information about weather, road conditions and construction (-0.39) and having custodians on duty (-0.42).

TIMES TO AVOID STOPPING AT A REST AREA

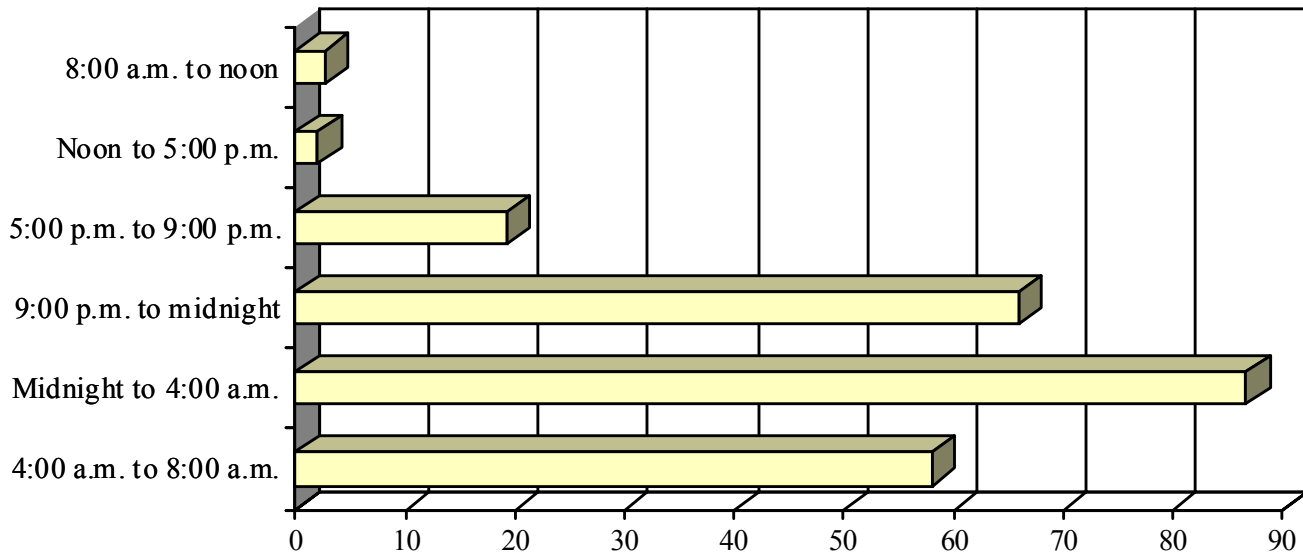


Figure 20. Times of the day or night when a respondent wouldn't stop at a highway rest area in Minnesota. (This figure includes respondents who use highway rest areas while traveling, and those who wouldn't stop at a rest area at anytime.) (n=150)

Finding #22: Over 40% of the rest area users would not stop at a highway rest area in Minnesota during certain times of the day or night.

- The 350 rest area users were asked if there was any time of the day or night when they would not stop at a rest area in Minnesota. One hundred fifty (150) rest area users (42.9% of the 350) mention that there are times when they do not stop. Of these 150, 130 (86.7%) do not stop from midnight to 4:00 a.m. Another 99 (66.0%) will not stop from 9:00 p.m. to midnight while 87 (58.0%) will not stop from 4:00 a.m. to 8:00 a.m.

Note: Percentages do not equal, and exceed, 100% because this is a question where a respondent could give more than one answer when responding. Therefore, the number of answers may well be in excess of one answer per respondent.

**TIMES TO AVOID STOPPING AT A REST AREA
(DIFFERENCES BY GENDER)**

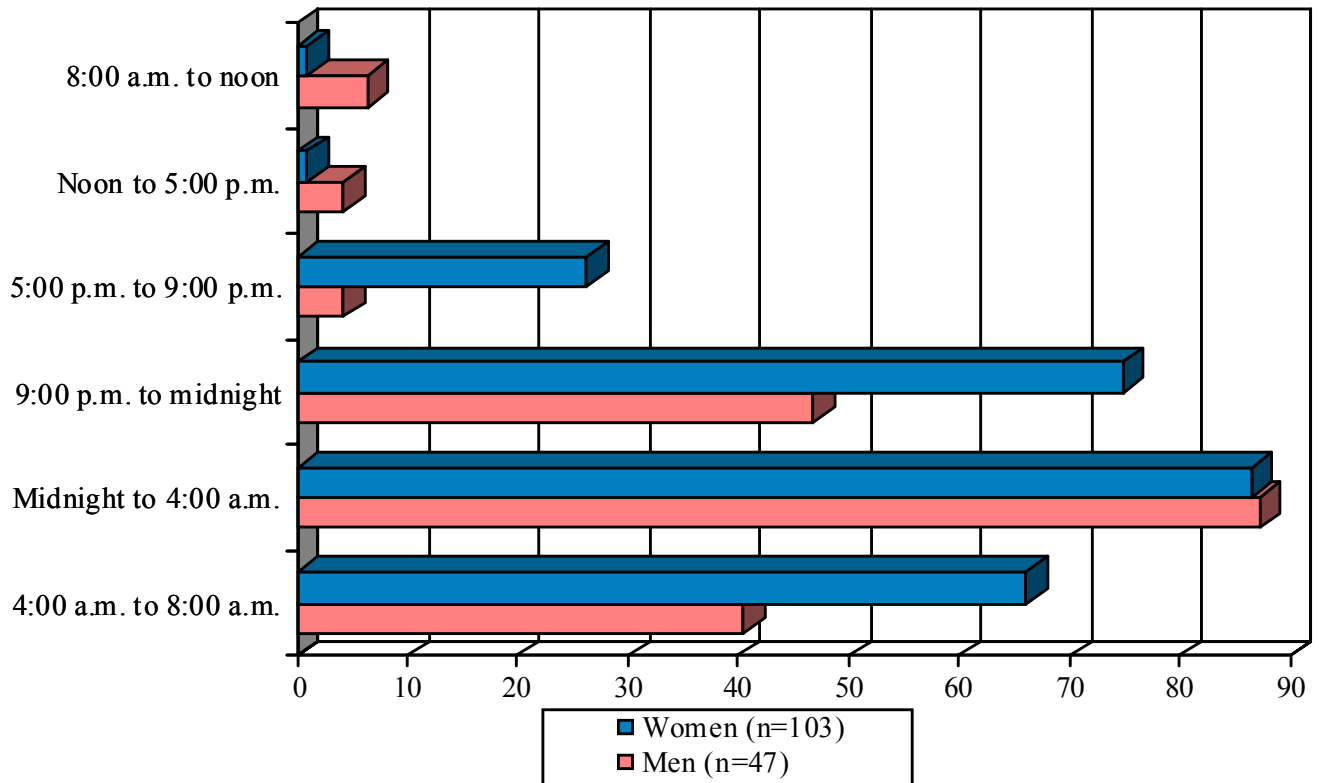


Figure 21. Times of the day or night when women and men wouldn't stop at a highway rest area in Minnesota. (This figure includes women and men who use highway rest areas while traveling, and those who wouldn't stop at a rest area at anytime. Percentages do not equal 100% due to multiple answers.)

Finding #23: More women than men would not stop at a highway rest area in Minnesota in the earlier evening and early in the morning.

- One hundred fifty (150) rest area users answered there were times of the day or night when they would not stop at a rest area in Minnesota. One hundred three (103) respondents, or 68.7% of the 150, were women and 47 (31.3%) were men. There is a significant difference between women and men as to when they would not stop at a rest area in Minnesota. More women than men would not stop at a Minnesota rest area between the hours of 9:00 p.m. to midnight and from 4:00 a.m. to 8:00 a.m.

REASONS FOR NOT STOPPING AT A REST AREA

	Percent
Worried about personal safety/don't feel safe late at night/ don't feel comfortable/etc.	22.3%
Would not stop if suspicious, unsavory, or criminal looking people hanging out and causing trouble.	14.3
Would not stop if alone at night/etc.	14.0
Would not stop after dark/late at night/etc.	13.1
Would not stop if it was not well lit/parking lot not well lit/ not enough lighting/etc.	12.0
Worried about being assaulted or robbed/too dangerous with chance of violence or crime/someone may be lurking/etc.	11.7
Would not stop if not enough people around/no other vehicles around/scary with no one else around/etc.	10.3
No/None/Nothing would stop me/etc.	34.6

Figure 22. Reasons respondents do not stop at highway rest areas in Minnesota. (This figure includes respondents who use highway rest areas while traveling. Percentages do not equal 100% due to multiple answers.) (n=350)

Finding #24: Personal safety is the main reason respondents give for not stopping at Minnesota's rest areas at particular times of the day/night.

- When the respondents are asked if there is any reason why they would not stop at a rest area in Minnesota, 78 respondents (22.3% of the 350 rest area users) report they would not stop because of being worried about their personal safety. Fifty (50) respondents (14.3%) would not stop if suspicious looking people were "hanging out" at the rest areas, 49 (14.0%) would not stop if they were alone and 46 respondents (13.1%) would just not stop after dark or late at night.
- There are some significant differences between men and women and their reasons why they would not stop at a rest area in Minnesota. More women than men are worried about their personal safety (20.3% vs. 10.5%), would not stop if the rest area was not well lit (10.2% vs. 6.5%) and are worried about being assaulted or robbed (10.5% vs. 5.7%).

COMMENTS MADE ABOUT REST AREAS

Positive comments made about rest areas in Minnesota	Percent
The rest areas are very clean/clean/etc.	42.9%
The rest areas are well maintained/well kept up.	18.6
They are very good/good/in shape.	15.4
They are very nice/nice.	12.9
The rest areas are nice places to stop, walk or stretch/picturesque and beautiful scenery/etc.	12.0
The rest areas are well lit/etc.	10.0
They are pretty good/above average.	9.7
Misc. adequate comments.	10.6
Misc. well maintained/well kept up comments.	10.3
Misc. good/nice comments.	8.9
Total number of positive comments made.	313

Descriptive comments made about rest areas in Minnesota	Percent
They have restrooms/etc.	8.3%
You will find all the facilities/services you need at the rest areas/ etc.	6.6
They provide information, maps and distances/etc.	6.6
They have vending machines/etc.	6.3
Easy accessibility on and off the highway/convenient/rest areas are well marked/etc.	6.3
Enough rest areas/well spaced/etc.	5.4
They're there when you need them/gets the job done/serves the purpose/etc.	5.1
People working on duty there/are helpful/etc.	4.9
There is ample/adequate parking/etc.	4.6
Misc. facilities/services comments.	10.9
Total number of descriptive comments made.	154

Negative comments made about rest areas in Minnesota	Percent
There's not enough rest areas on the highways/too few and far between/etc.	5.4%
Rest areas not kept up/dirty/etc.	4.0
Total number of negative comments made.	32

Figure 23. What a respondent would tell an out-of-state friend planning to travel through Minnesota if asked to describe the highway rest areas in Minnesota. (This figure includes respondents who use highway rest areas while traveling.) (n=350)

Finding #25: Many rest area users would describe Minnesota's highway rest areas as clean, well maintained, in good shape and a nice place to stop.

- When the rest area users (350 respondents) were asked to describe Minnesota's rest areas to an out-of-state friend planning to travel through Minnesota, most of the comments are positive in nature compared to comments that are negative (313 positive comments vs. 32 negatives). An additional 154 comments from rest area users are simply descriptive in nature. Among the positive comments, nearly half of the rest area users (150 or 42.9%) mention that Minnesota's rest areas are clean, 65 rest area users (18.6%) mention the rest areas are well maintained, 54 (15.4%) say the rest areas are in good shape and 45 (12.9%) state the rest areas are very nice.
- Twenty-three (23) of the 154 respondents (6.6%) who mention something descriptive about Minnesota's rest areas say people will find all the facilities they will need at the rest areas while another 23 respondents (6.6%) say the rest areas provide the traveler with information, maps and distances. Twenty-two (22) respondents (6.3%) mention the rest areas provide vending machines; another 22 respondents say the rest areas provide easy accessibility on and off the highway and 19 respondents (5.4%) say there are enough rest areas, well spaced apart.
- Among the negative comments, 19 respondents (5.4%) feel that there are not enough rest areas on the highways while 14 respondents (4.0%) feel the rest areas are not kept up and are dirty.

Note: Percentages do not equal, and exceed, 100% because this is a question where a respondent could give more than one answer when responding. Therefore, the number of answers may well be in excess of one answer per respondent.

DESCRIPTIONS OF REST AREAS

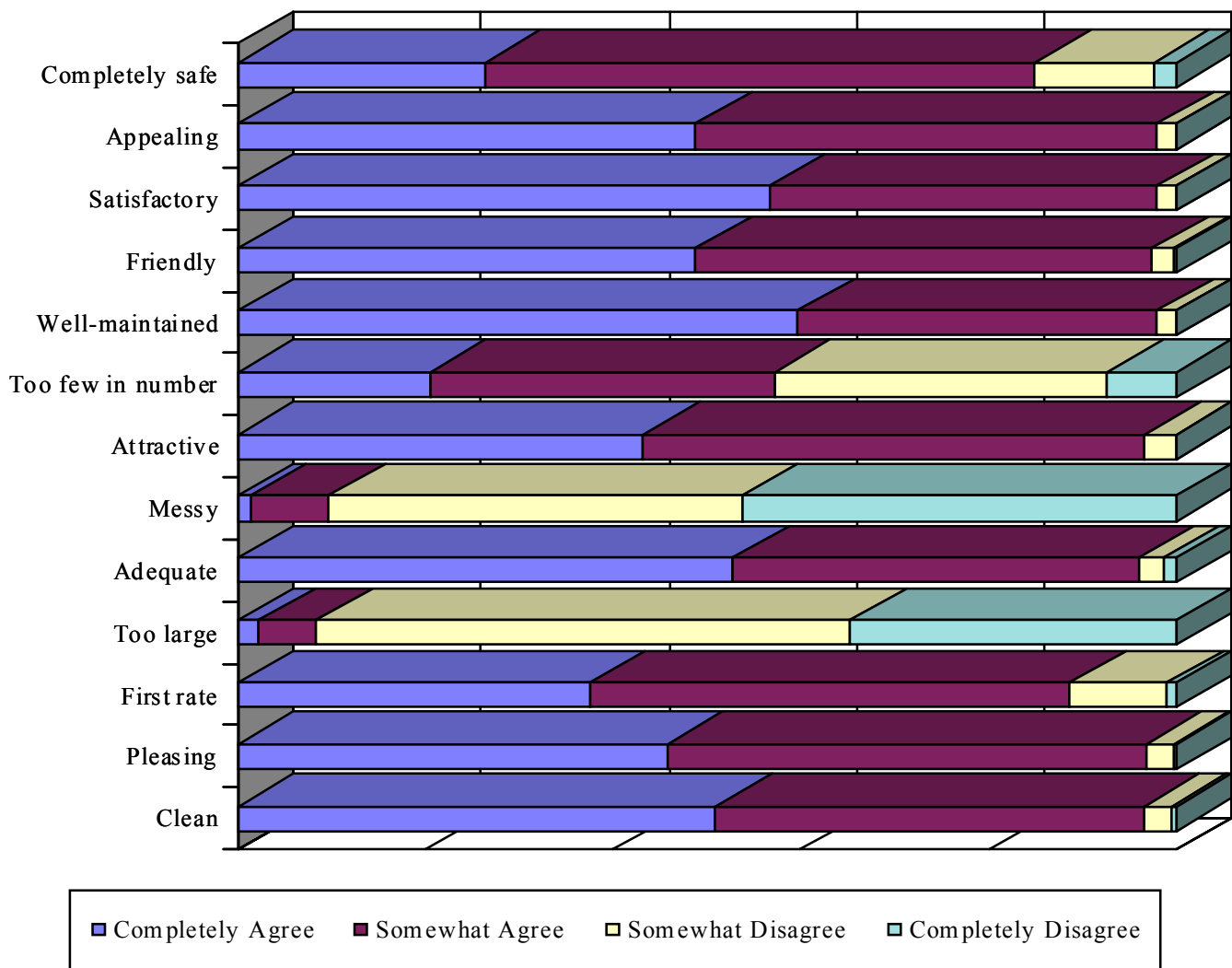


Figure 24. Possible descriptions for the highway rest areas in Minnesota. (This figure includes respondents who use state highway rest areas while traveling.) (n=350)

Finding #26: Overall, respondents are positive toward the rest areas in Minnesota.

- Respondents were read a list of possible descriptions of Minnesota's rest areas. They were asked to rate how much they agreed or disagreed with each description. (A rating of 4.0 = completely agree; a rating of 1.0 = completely disagree.) The highest rated descriptions according to ratings from the respondents are: "well maintained," "satisfactory," "clean," "adequate" and "appealing."

RECOMMENDED CHANGES TO REST AREAS

	Percent
Have more rest areas/etc.	17.1%
Have an attendant/security on duty 24 hours/etc.	16.0
Have more/other facilities indoors/etc.	9.1
The rest areas to have more/better lighting.	7.1
Have cleaner restrooms.	6.9
Have more/other facilities outdoors/etc.	6.3
Have more/cleaner amenities in restrooms/etc.	6.0
Nothing/No changes/etc.	34.3
Don't know/Not sure.	9.1

Figure 25. What respondents would change, if they could, about the highway rest areas in Minnesota. *(This figure includes respondents who use state highway rest areas while traveling.) (n=350)*

Finding #27: When asked what they would change about the highway rest areas in Minnesota, one-third (34.3%) of the respondents mention that there is nothing they would change.

- Upon being asked if there was anything they wanted to change about Minnesota's rest areas, 60 rest area users (17.1% of the 350) state they want more Minnesota rest areas while 56 rest area users (16.0%) want an attendant on duty 24 hours a day at the rest areas. An additional 32 rest area users (7.1%) want improved lighting at the rest areas and 24 (6.9%) want cleaner restrooms. Nearly one-third of the rest area users (34.3%) note they would not change anything about Minnesota's rest areas.

Note: Percentages do not equal, and exceed, 100% because this is a question where a respondent could give more than one answer when responding. Therefore, the number of answers may well be in excess of one answer per respondent.

RATING OF MINNESOTA REST AREAS VERSUS OTHER STATES

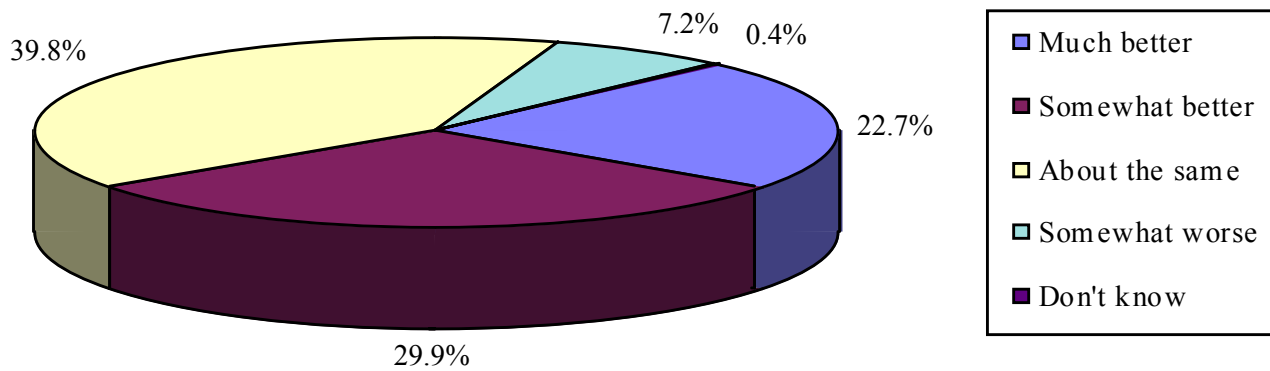


Figure 26. Respondents' overall rating comparing the highway rest areas in Minnesota to rest areas in other states. (This figure includes respondents who have used Minnesota's highway rest areas while traveling and have used rest areas in other states in the past 3 years.) (n=264)

Finding #28: Minnesota's rest areas are rated better or at least equal to the rest areas in other states.

- Respondents who have stopped to use rest areas in other states were asked to compare those rest areas to the ones in Minnesota. Over 50% of the respondents (139 from a total of 264) rate Minnesota's rest areas as much or somewhat better than rest areas in other states. One hundred five (105) respondents (39.8%) rate Minnesota's rest areas as being about the same as rest areas in other states. Nineteen (19) respondents (7.2%) rate Minnesota's rest areas as "somewhat worse" than rest areas in other states.

ACCEPTABILITY OF PUBLIC FUNDING FOR REST AREAS

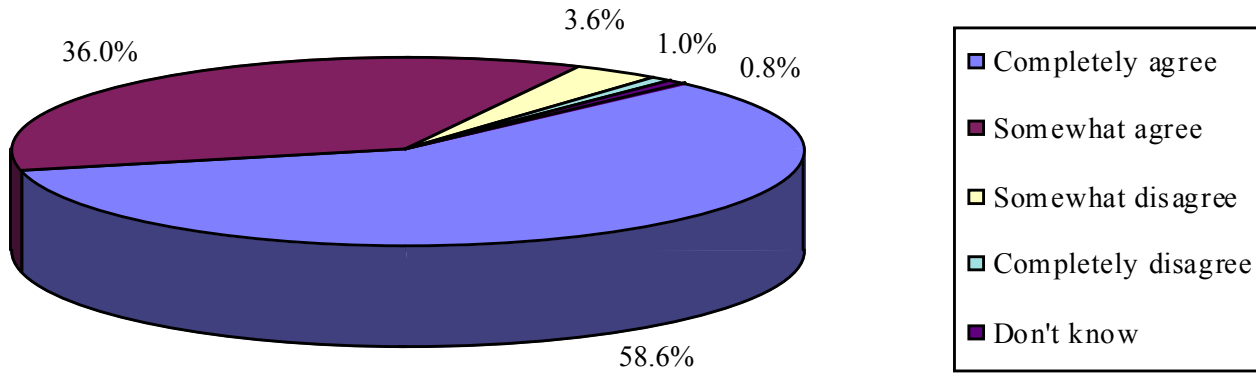


Figure 27. How much respondents agree with the statement, "It is perfectly acceptable to use highway tax funds for the construction and maintenance of Minnesota's rest areas." (This figure includes all respondents.) (n=503)

Finding #29: Most respondents support the use of tax funds for the construction and maintenance of Minnesota's rest areas.

- All 503 respondents were asked how much they agreed or disagreed with the statement, "It is perfectly acceptable to use highway tax funds for the construction and maintenance of Minnesota's rest areas." (A rating of 4.0 = completely agree; a rating of 1.0 = completely disagree.) Two hundred ninety-five (295) respondents (58.6%) completely agree with the statement, and another 181 respondents (36.0%) somewhat agree with this statement. Only 23, or 4.6%, of the respondents either somewhat or completely disagree with using tax funds to construct and maintain Minnesota's rest areas.

IMPORTANCE OF REST AREAS TO TRAVELERS

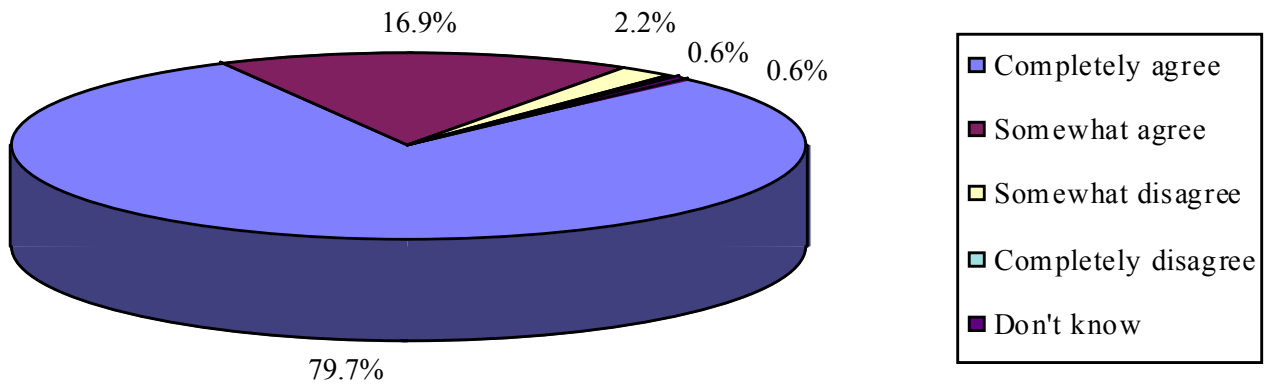


Figure 28. How much respondents agree with the statement, "Rest areas are important to travelers on Minnesota's state highways and interstate freeways." (This figure includes all respondents.) (n=503)

Finding #30: Eight of every ten respondents in the telephone survey mention that Minnesota's rest areas are important to travelers.

- Nearly 80% of all respondents (401 in total) completely agree with the statement, "Rest areas are important to travelers on Minnesota's state highways and interstate freeways." Eighty-five (85) respondents (16.9%) somewhat agree with the statement compared to fewer than 3% (14 respondents) who note that Minnesota's rest areas are not important to travelers.

REST AREAS EVALUATED IN THE SURVEY

	Percent
I-35 north of the Twin Cities/on the way to Duluth/etc.	30.9%
I-94/etc.	24.6
I-35 south of the Twin Cities/near Albert Lea or the Iowa border/etc.	14.9
I-90/etc.	10.3
169/etc.	4.9
Other state highways/etc.	20.0
Not one rest area in particular/Don't know/Not sure.	21.7

Figure 29. The highway rest area or rest areas that respondents were thinking about during the survey. (This figure includes respondents who use state highway rest areas while traveling.) (n=350)

Finding #31: Most rest area users were thinking of rest areas on interstates -- I-35, I-94 or I-90 -- while completing the survey.

- The 350 rest area users were asked which Minnesota rest area or rest areas they were thinking of during the survey completion. Nearly half of the rest area users (160 or 45.8%) thought of rest areas on I-35, 86 users (24.6%) thought of rest areas on I-94, and 52 (10.3%) of rest area users thought of rest areas on I-90.

Note: Percentages do not equal, and exceed, 100% because this is a question where a respondent could give more than one answer when responding. Therefore, the number of answers may well be in excess of one answer per respondent.

DEMOGRAPHIC PROFILE OF RESPONDENTS

	Overall <u>Total</u>	<u>Metro Area</u>			<u>Greater Minnesota Area</u>		
		<u>Total</u>	<u>Female</u>	<u>Male</u>	<u>Total</u>	<u>Female</u>	<u>Male</u>
Age of Respondent							
	(n=503)	(n=267)	(n=138)	(n=129)	(n=236)	(n=118)	(n=118)
18 - 24 years	11.1%	11.6%	11.6%	11.6%	10.6%	8.5%	12.7%
25 - 34 years	21.1	21.7	21.7	21.7	20.3	21.2	19.5
35 - 44 years	23.3	22.8	21.7	24.0	23.7	22.9	24.6
45 - 54 years	16.3	16.1	15.2	17.1	16.5	16.1	16.9
55 - 64 years	11.1	10.5	10.1	10.9	11.9	11.9	11.9
65 - 74 years	8.7	9.0	9.4	8.5	8.5	8.5	8.5
75 years or older	8.3	8.2	10.1	6.2	8.5	11.0	5.9
Mean =	45.15	44.88	45.62	44.09	45.46	46.75	44.18
Number of Times Driven on Minnesota's Highways in Past 3 Years							
	(n=503)	(n=267)	(n=138)	(n=129)	(n=236)	(n=118)	(n=118)
Fewer than 5 times	9.5%	12.7%	18.1%	7.0%	5.9%	7.6%	4.2%
5 to 10 times	12.7	12.4	13.0	11.6	13.1	15.3	11.0
11 to 20 times	12.7	10.9	11.6	10.1	14.8	14.4	15.3
More than 20 times	62.2	60.7	52.9	69.0	64.0	59.3	68.6
None/Never travel	2.8	3.4	4.3	2.4	2.1	3.3	0.8
Mean =	19.22	18.47	16.72	20.36	20.09	19.18	20.98
Number of Years Lived in Minnesota							
	(n=503)	(n=267)	(n=138)	(n=129)	(n=236)	(n=118)	(n=118)
0 to less than 5 years	5.0%	6.4%	8.0%	4.7%	3.4%	3.4%	3.3%
5 to less than 10 years	4.2	3.7	5.1	2.3	4.7	2.5	6.8
10 to less than 15 years	3.8	5.2	7.2	3.1	2.1	1.7	2.5
15 to less than 20 years	6.2	7.5	9.4	5.4	4.7	5.1	4.2
20 to less than 30 years	16.7	15.7	10.9	20.9	17.8	15.3	20.3
30 years or more	34.4	34.1	31.2	37.2	34.7	35.6	33.9
Entire life	28.8	26.2	27.5	24.8	31.8	35.6	28.0
Mean =	25.96	25.17	23.41	27.01	26.91	27.79	26.13

DEMOGRAPHIC PROFILE OF RESPONDENTS (CONT.)

	Overall <u>Total</u>	<u>Metro Area</u>			<u>Greater Minnesota Area</u>		
		<u>Total</u>	<u>Female</u>	<u>Male</u>	<u>Total</u>	<u>Female</u>	<u>Male</u>
Number of Years of School Completed							
	<i>(n=503)</i>	<i>(n=267)</i>	<i>(n=138)</i>	<i>(n=129)</i>	<i>(n=236)</i>	<i>(n=118)</i>	<i>(n=118)</i>
Some high school	6.6%	5.6%	6.5%	4.7%	7.6%	9.3%	5.9%
Completed high school	24.9	23.2	26.1	20.2	26.7	28.8	24.6
Technical/trade school	10.1	10.5	8.0	13.2	9.7	7.6	11.9
Some college	27.8	27.3	26.1	28.7	28.4	28.0	28.8
Completed college	23.1	25.8	28.3	23.3	19.9	19.5	20.3
Graduate school	6.6	6.4	4.3	8.5	6.8	5.9	7.6
Total 1996 Household Income							
	<i>(n=503)</i>	<i>(n=267)</i>	<i>(n=138)</i>	<i>(n=129)</i>	<i>(n=236)</i>	<i>(n=118)</i>	<i>(n=118)</i>
Up to \$20,000 a year	14.5%	10.1%	14.5%	5.4%	19.5%	22.9%	16.1%
\$20,001 to \$40,000	29.2	26.2	29.7	22.5	32.6	32.2	33.1
\$40,001 to \$60,000	20.1	19.9	14.5	25.6	20.3	17.8	22.9
\$60,001 to \$80,000	13.5	15.0	13.0	17.1	11.9	11.0	12.7
\$80,001 to \$100,000	5.0	6.0	4.3	7.8	3.8	2.5	5.1
More than \$100,000	3.2	3.7	2.9	4.7	2.5	1.7	3.4
Mean (000) =	44.94	48.59	43.76	53.50	41.26	38.41	43.95