

2009
Minnesota Department of
Transportation
Rest Area Amenities Study

FINAL REPORT

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I. BACKGROUND AND OBJECTIVES

The primary objective of this research is to better understand customer wants and expectations related to the amenities, products and services at rest areas.

Additional specific informational objectives were to:

- Identify and measure customer desire for existing and potentially new amenities, products and services;
- Determine the effectiveness of the above at encouraging travelers to stop and use rest areas and
- Identify relationships that may exist between rest area visitorship and physical condition, cleanliness and onsite staffing.

Included in this report are the findings of the customer telephone interviews regarding rest area amenities, products and services. Specifically defined are:

- The key factors that will increase traffic into the rest stops by encouraging drivers to stop more frequently.
- Determinations of other conditions that will influence visitors' usage of rest area facilities.
- Prioritize the improvements that will matter most to customers.

“ We have always had a good experience at rest areas. We rest and then go on down the road. ”
- Minnesota resident

II. METHODOLOGY

RESEARCH OVERVIEW

QUALITATIVE

Prior to the quantitative phase, there were four focus groups conducted by Strategic Toolbox in March 2009. There was full participation of 37 travelers overall. This included:

- Personal travelers who regularly stop at rest areas (10),
- Personal travelers who rarely or never stop at rest areas (20), and
- Commercial vehicle operators (CVOs), specifically over the road truckers (7).

Additionally, all were pre-screened as:

- Having traveled at least one 250-mile trip in the US in the last two years;
- Representing a mix of ages, rural and metro living, travel purposes, and traveling alone or with families.

The discussion and probing was largely the same between groups, but somewhat customized to accommodate a reasonable discussion of their experience and attitudes.

QUANTITATIVE

The questionnaire was designed to identify areas that matter the most to drivers in terms of increased visitorship and to separate these needs from attributes that were expected to be in place by drivers. The summary of qualitative findings helped to shape the survey instrument for quantitative portion of the study. The questionnaire used a 10 point scale for most quantitative questions and identified several demographic and behavioral characteristics of each respondent.

Respondents were telephoned between June 18th and July 8th, 2009 (calling was interrupted during the holiday weekend 7/3-7/5) The Leadership Factor conducted 805 telephone interviews with respondents from the Midwest in a 5-state area shown below. Interviews were carried out only with drivers who were 18 years old or older and who had traveled at least one 250 mile trip in the US during the last two years. 600 of these respondents were selected from the general public using a purchased random digit dialing list that included people from the following states:

State	General Public	CVOs
Minnesota	303	100
Iowa	77	23
North Dakota	78	28
South Dakota	67	29
Wisconsin	75	25
Base	600	205

In addition, there were 205 respondents that considered themselves professional truck drivers who were working at least part-time currently and had at least half of their trips driven overnight or 'long haul'. The names were randomly selected from several Truck Driving Association lists.

These 805 respondents were asked to classify their frequency of stopping at highway rest areas by answering this question: 'When it comes to trips of 250 miles or more do you consider yourself a: (1) Regular user of highway rest areas (2) an Occasional user, or (3) a Non-user?'

The following table segments the population into key subgroups and categorizes the number of respondents in each of these subgroups by frequency of visit. The non-visitor percentage was calculated against the total number of respondents within each subgroup.

General Public Subgroups	Regular Visitors	Occasional Visitors	Non Visitors	% Non Visitors
Business Traveler	25	51	9	11%
Travel Alone	50	90	19	12%
Travel w.Others	146	321	46	9%
Travel w.Children	79	198	38	12%
Travel w.Adults <65yrs	149	326	44	8%
Travel w.Adults >65yrs	80	120	10	5%
Travel w.Dog	38	78	15	11%
18-32yrs	9	61	14	17%
33-50yrs	37	118	25	14%
50+yrs	131	189	15	<5%
65+yrs only	59	37	5	<5%
Male	77	163	26	10%
Female	100	205	28	8%
CVOs (all interviews)	112	84	9	4%

Complete confidentiality was guaranteed to respondents and no names provided to Mn/DOT. In order to return a representative sample of drivers, sampling was monitored to maintain an accurate demographic mix, by age, race and gender, based on the predicted census data. Statistical reliability of the sample is held at +/- 4% margin of error at a 95% confidence level overall, and at +/-5% in each regional subgroup.

III. KEY (SUMMARY OF) FINDINGS

The remainder of the report details the quantitative results of the Rest Area Amenities research. These findings have been divided into the following sections:

- Amenities (Question 1). Respondents were asked in Q1 of the questionnaire to rate 38 possible rest area amenities in terms of their likelihood to encourage them to stop, assuming the rest areas were clean and safe. Each chart and graph has been ranked by the average score given by respondents and charts with all 38 amenities will identify the amenities which will require the most and the least attention.
- Visitor safety (Questions 3a/3b)
- Driver safety (Questions 5a/5b)
- Influence of Amenities on Visitorship (Question 3)

Section IV Conclusions and Recommendations
(pages 33-34)

Appendices (pages 35-65)

The charts and graphs in the Appendices have been created to support the findings from the quantitative phase of this project. The following statements detail the key results of respondents' feedback.

Overall, three quarters of the general public and over 84% of CVO respondents indicated a high likelihood (scores of 8-10 on a 10pt scale) that offering of the improvements which they favored would increase the frequency of their stoppage at highway rest areas.

The remainder of the report will focus on defining the top priorities of the General Public and CVOs and their willingness to increase their visitorship if these amenities were offered.

AMENITIES (Q1)

Respondents were asked in Q1 to evaluate a total of 38 amenities on a 1-10 scale which measured the likelihood that these amenities, if offered, would encourage them to stop at a rest area with that given feature [assuming the rest areas were fundamentally safe and clean]. These amenities were separated into six categories: (see page 13-15 for a chart listing all amenities, by category, by initial interest).

- Activity Areas,
- Vending Machines,
- Facilities,
- Convenience,
- Information, and
- Safety

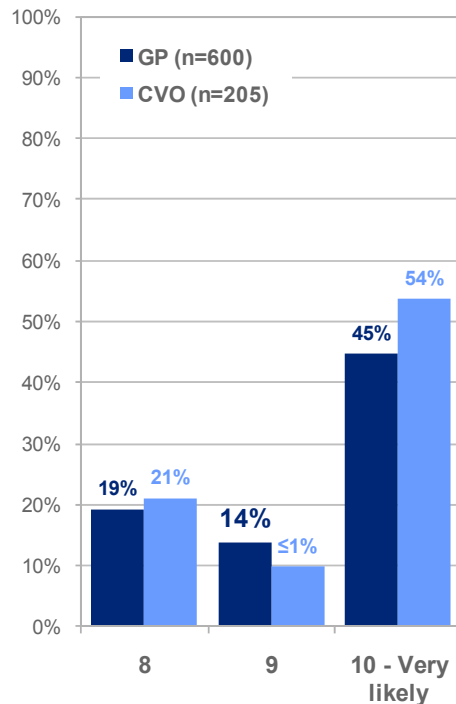
Next, we selected three of the amenities which each respondent rated the highest [8, 9, or 10] and asked that respondent in Q3 to rate the likelihood of those amenities for 'increasing the frequency of stopping' (again using a 10-point scale). The results of this likelihood for encouraging drivers to stop more frequently are shown in the graph of this page. 78% of the General Public and 75% of CVOs scored an 8, 9, or 10 for their willingness to stop more frequently if their top amenities were offered at rest areas. The details of the findings for Q3 are shown beginning on page 28 of this report.

The following graph indicates the spread of respondents' scores for the top 3 boxes [scores of 8, 9, or 10] to Q3, as to the likelihood of the General Public and CVOs to increase the frequency of stopping at the highway rest areas if their highest rated features were offered. Overall, the general public gave an average score of 8.5 and the CVOs had an average score of 8.8 (out of 10 points).

The combination of these two major questions is at the core of much of the analysis in this report.

TOP 3 BOX FOR Q3

Q3. On a 1-10 scale, with '10' meaning Very Likely to get you to stop, and 1 meaning Very Unlikely to get you to stop at rest areas, how likely would offering those features (top 3 rated amenities) increase the frequency of your stopping at the highway rest areas where they were offered?



SUMMARY OF REST AREA VISITORS, BY SUBGROUP

Shown below are results of the responses to interest in presented amenities, including facility safety, from the study.

Overall observations:

- The most important amenities within each questionnaire category were similar between General Public and CVO. However, CVOs were generally more interested in vending machines and items provided through vending machines than the general public. While the general public might benefit from improved vending options, this feature is not likely a key driver that will develop a higher frequency of visitors. Improving the variety and quality of vended offerings may enhance the image of the rest areas, however.
- The bottom 6 (least important) potential rest area amenities for all drivers were, 1.) *Video games*, 2.) *Rest area building allowing pets*, 3.) *Souvenir items*, 4.) *Pet drinking fountains*, 5.) *Books on tape or DVD rentals*, and 6.) *Energy drinks*. These features will do little to none to improve visitorship at highway rest areas and should be given the lowest priority.

Frequency of Visits:

- Regular Visitors – Respondents who called themselves regular visitors to rest areas represented almost 30% of the general public. These visitors treated rest areas more as a destination, showing more interest in amenities that would be associated with longer visits. Regular visitors were more interested in *picnic areas, open lawn areas, family rest rooms, displays and information about the local area and information such as travel brochures, maps and walking trails*. Safety-related items, such as *24-hour onsite security*, were not as important for Occasional and Non-Visitors, unlike the Occasional and Non-visitors; safety related amenities such as *24 hour on-site security* were less important to those using the rest areas more regularly.
- Occasional Visitors – Almost two-thirds of the general public stated they occasionally stop at rest areas. Amenities that would most

influence more frequent stopping at rest areas for this subgroup included *video surveillance, signs on highway listing amenities and services, traffic/road construction info w/ printable maps/travel directions* and *free highway maps*.

- Non-Visitors – 9% of the general public considers themselves to be non-users of rest areas. Not surprisingly, drivers in this group rated almost 90% of the features in the survey significantly lower than average (in terms of the likelihood of causing them to stop more frequently). The only four amenities that were slightly higher than average were *energy drinks, books on tape or DVD rentals, video games* and *wireless Internet access*. The highest rated amenity was *Video surveillance* indicating a perceived lower sense of security.

Gender:

- Male – over 98% of males felt that rest areas were very safe or somewhat safe during the day time and 85% felt that they were very safe or somewhat safe during the night time. Males gave lower than average scores for 36 of the 38 amenities. Features that were rated by males as significantly lower than average included *24-hour onsite security guard, 24-hour onsite staff presence, video surveillance, and pet drinking fountains*.
- Female – Females were more interested in safety related amenities and the most concerned with safety compared to males. 95% of female respondents felt that rest areas were very safe or somewhat safe during the day time, but this number dropped to only 55% who felt they were very safe or somewhat safe during the night time. Females also demonstrated a 30% higher frequency of concern when asked about facility safety. Females rated safety-related amenities, such as *24-hour onsite security guard* and *Video surveillance* much higher than males. Females gave higher influence scores for all amenities except for video games and energy drinks. The influence of family or assisted rest rooms was significantly also higher for females.

Travel Behavior:

- **Business Traveler** (based on percent traveling for business more than 50% of the time) – This group represented 14% of the respondent sample. Similar to the regular visitors, these drivers were less concerned with facility safety, giving lower-than-average scores for features such as *Video surveillance, 24-hour on-site security guards, and 24-hour on-site staff presence*. They also were less interested in *traffic/road construction information, travel brochures for sightseeing, lodging and food, picnic areas, and family or assisted rest rooms*. None of the 38 amenities that were asked about were rated higher than average by this group.
- **Travel Alone** (based on percent traveling alone more than 50% of the time) – Those that traveled alone at least 50% of the time gave lower-than-average scores for *24-hr on-site security guard and staff presence, and Travel brochures for sightseeing, lodging/food*.
- **Travel with Dog** – Respondents in this category represented almost 22% of the general public population. Naturally, they indicated that *pet cleanup supplies, pet exercise areas, and rest area buildings allowing pets* were higher-than-average features that would encourage them to stop more frequently.

Age Range:

- **Ages 18-32** – Only 11% of this group considered themselves regular visitors to rest areas. Conversely, almost 17% considered themselves non-users of rest areas. Drivers under 33 years of age scored significantly higher than the average general public driver for amenities such as energy drinks, microwave ovens, toiletries, video games, books on tape and DVD rentals and souvenir items. They also favored children's playlots, rest area building with indoor tables, vending machines that accepted credit cards, and wireless Internet access. Interest in *Wireless Internet access* was almost 25% higher for respondents 18-32 years old compared with other ages. In general, however, *Wireless Internet access* at rest areas was not in the top 50% of the amenities valued by the other

age brackets. However, they scored below average on their interest in *Displays and information about the local area near the rest areas*. Drivers in this age bracket also scored significantly lower than average on the perception that stopping at HRAs makes them and others drive more safely.

- **Ages 33-50** – 21% of this group considered themselves regular visitors to rest areas, and 14% considered themselves non-users of rest areas.
- **Ages 50+** – 39% of this group considered themselves regular visitors to rest areas, and only 5% considered themselves non-users of rest areas.
- **Ages 65+** – 58% of this group considered themselves regular visitors to rest areas, and only 5% considered themselves non-users of rest areas. Respondents in this age category had higher than average interest in *coffee* being offered at rest areas. Conversely, the following amenities were rated much lower than average in terms of influencing them to use rest areas more frequently: *wireless Internet access, vending machines that accepted credit cards, ice for coolers, healthy snacks, microwaves, energy drinks, books on tape and DVD rentals, and video games*. This age group gave a higher-than-average rating to the perception that stopping at rest areas makes them and others drive more safely.
- *Signs on the highway listing amenities and services offered* was among the top five amenities for all age groups. *Direct access from the highway* was the most important amenity, along with *Adequate parking* in the top three for all ages of drivers.

CVOs

- 54-60% of these professional drivers gave the highest agreement to the idea that stopping at rest areas makes them and others drive more safely. In terms of amenities, CVOs had higher than average interest in *adequate parking* and *direct access from the highway* (their primary needs), *weather radar on TV monitors in the*

lobbies, audio weather announcements, coffee, wireless Internet access, and books on tape and DVD rentals. Signs on the highway listing amenities offered was among the top five needs for all CVOs. CVO females had a 30-40% higher frequency of mentions than males did regarding facility safety, when asked about concerns with stopping at rest areas. Only 4% of CVOs considered themselves non-users of rest areas. Video surveillance was the top need and expectation for CVO Non-Visitors, paralleling the response from General Public Non-Visitors.

MEAN ATTRIBUTE SCORES FOR EACH SUBGROUP (1 OF 3)

Average scores for Q1 based on a 10-pt scale, shown in descending order of the General Public’s overall mean score. Each amenity is color-coded based on the six categories in the questionnaire.

Q1. Rate the following features on a 1-10 scale, with ‘10’ being the mostly likely to encourage you to stop at a rest area with that feature, and a ‘1’ being least likely to encourage you to stop.

Key:

- Activity Areas
- Vending
- Facilities
- Convenience
- Information
- Safety

	General Public																CVO	
	A	B			C	D	E	F	G	H	I	J			K	L		A
	General Public	Regular visitors	Occasional visitors	Non visitors	Business Traveler	Travel Alone	Travel w.Others	Travel w.Children	Travel w.Adult <65	Travel w.Adult >65	Travel w.Dog	Age 18-32	Age 33-50	Age 50+	Age 65+	Male	Female	CVOs
Base	600	177	369	54	85	160	514	316	520	211	131	84	180	336	101	266	334	205
Direct access from highway	9.3	9.6	9.4	7.4	9.1	9.3	9.3	9.3	9.3	9.4	9.3	9.2	9.3	9.3	9.3	9.1	9.4	9.6
Flush toilets	9.1	9.3	9.2	7.5	8.8	8.7	9.1	9.1	9.1	9.1	8.8	8.7	9.0	9.2	9.4	8.9	9.2	8.9
Adequate parking	9.0	9.4	9.0	6.9	9.0	9.0	8.9	8.8	9.0	9.1	9.0	8.5	8.8	9.1	9.2	8.9	9.0	9.5
Signs on highway listing amenities & services offered	8.6	8.9	8.7	7.0	8.7	8.5	8.7	8.6	8.6	8.8	8.5	8.4	8.7	8.7	8.7	8.4	8.8	8.3
Video surveillance	8.5	8.8	8.4	7.6	7.7	8.2	8.5	8.5	8.5	8.7	8.3	8.4	8.5	8.4	8.6	7.9	8.9	8.5
Traffic/road construction info w/ printable maps/travel directions	8.4	8.6	8.4	7.1	7.9	8.2	8.3	8.2	8.4	8.5	8.0	8.0	8.3	8.5	8.4	8.0	8.6	8.4
Free highway maps	8.2	8.5	8.3	6.9	8.3	8.2	8.2	8.0	8.2	8.4	8.0	7.8	8.0	8.4	8.6	8.0	8.4	7.0
Weather radar on TV monitor in lobby	7.6	7.9	7.6	6.2	7.3	7.4	7.5	7.6	7.6	7.9	7.6	7.4	7.7	7.6	7.4	7.3	7.8	8.4
24-hour onsite security guard	7.5	7.3	7.8	7.0	6.6	7.0	7.6	7.6	7.6	7.8	7.3	7.7	7.5	7.5	7.6	6.7	8.2	7.0
Travel brochures for sightseeing, lodging/food	7.5	7.8	7.5	6.1	6.8	6.9	7.6	7.5	7.5	7.9	7.1	7.2	7.5	7.5	7.9	7.2	7.7	6.6
↑ TOP 10 ↑																		
24-hour onsite staff presence	7.4	7.4	7.6	6.9	6.6	6.8	7.5	7.4	7.4	7.7	7.0	7.8	7.5	7.3	7.4	6.8	8.0	7.3
Audio weather announcements in lobby	7.1	7.3	7.2	5.8	6.5	7.2	7.0	7.1	7.1	7.4	7.0	6.7	7.2	7.1	7.0	6.7	7.3	7.9
Family or assisted rest rooms	7.1	7.6	7.1	5.6	6.5	6.9	7.1	7.1	7.0	7.5	6.6	6.7	7.0	7.3	7.1	6.4	7.7	6.9
Maps	7.1	7.6	7.1	5.6	7.2	7.0	7.1	6.9	7.1	7.3	6.8	7.1	7.2	7.0	7.0	6.7	7.4	6.1
Displays and info about the local area	6.8	7.5	6.7	5.4	6.6	6.7	6.9	6.7	6.8	7.2	6.6	6.0	6.7	7.1	7.0	6.6	7.0	6.4

Mean scores were calculated at a 95% confidence level.

MEAN ATTRIBUTE SCORES FOR EACH SUBGROUP (2 OF 3)

Average scores for Q1 based on a 10-pt scale, shown in descending order of the General Public's overall mean score.

Q1. Rate the following features on a 1-10 scale, with '10' being the mostly likely to encourage you to stop at a rest area with that feature, and a '1' being least likely to encourage you to stop.

	General Public																	CVO
	A	B			C	D	E	F	G	H	I	J			K	L		A
	General Public	Regular visitors	Occasional visitors	Non visitors	Business Traveler	Travel Alone	Travel w.Others	Travel w.Children	Travel w.Adult <65	Travel w.Adult >65	Travel w.Dog	Age 18-32	Age 33-50	Age 50+	Age 65+	Male	Female	CVOs
Base	600	177	369	54	85	160	514	316	520	211	131	84	180	336	101	266	334	205
Ice for coolers	6.7	6.8	6.9	5.4	6.3	6.6	6.7	6.8	6.7	6.9	6.9	7.0	7.3	6.3	5.8	6.2	7.1	6.3
Healthy snacks	6.5	6.5	6.6	5.4	6.2	6.2	6.5	6.6	6.5	6.3	6.3	6.7	6.9	6.2	5.7	6.0	6.8	6.5
Picnic shelter	6.2	7.0	6.0	4.7	5.8	6.3	6.1	6.1	6.1	6.6	5.8	6.1	6.2	6.2	6.2	5.9	6.4	6.0
Picnic areas	6.0	6.6	5.8	4.9	5.2	5.9	6.0	6.0	6.0	6.4	6.0	5.7	6.2	5.9	6.0	5.7	6.2	5.2
Coffee	5.9	6.5	5.8	5.0	5.8	6.0	5.9	5.8	6.0	6.1	6.2	5.4	5.8	6.1	6.5	6.0	5.9	6.8
Vending machines that accept credit cards	5.8	5.9	6.0	4.7	5.7	5.6	5.9	6.0	5.8	5.5	5.7	6.9	6.6	5.2	4.3	5.7	6.0	5.1
Wireless Internet access	5.5	5.3	5.6	5.7	5.6	5.1	5.5	5.7	5.5	5.4	5.2	7.3	5.8	4.9	4.6	5.3	5.6	6.1
Open lawn area	5.4	6.0	5.3	4.0	4.8	5.4	5.4	5.2	5.3	5.6	5.6	4.9	5.5	5.4	5.1	5.1	5.6	4.9
Rest area building with indoor tables	5.4	5.0	5.7	4.4	4.6	4.9	5.4	5.6	5.4	5.4	5.1	6.2	5.8	4.9	4.6	5.1	5.7	4.3
Refrigerated items	5.3	5.1	5.5	4.4	5.1	5.0	5.3	5.3	5.3	5.2	5.4	6.2	5.6	4.9	4.7	5.3	5.3	5.6
Pet cleanup supplies	5.0	4.9	5.1	4.1	5.1	5.0	4.9	4.9	4.9	5.3	6.3	4.8	5.2	4.9	4.1	4.5	5.4	4.4
Newspapers	4.8	4.9	4.8	4.1	4.1	4.5	4.8	5.0	4.8	5.0	4.6	5.0	4.8	4.7	4.6	4.3	5.2	5.0
Children's playlot	4.7	4.9	4.7	4.2	4.4	4.6	4.7	5.1	4.6	4.9	4.3	5.5	5.2	4.2	4.1	4.3	5.0	4.5
Pet exercise area	4.7	5.0	4.7	3.7	4.5	4.9	4.7	4.5	4.7	4.8	7.0	4.3	4.9	4.7	4.6	4.3	5.0	4.8
Walking trails	4.5	5.1	4.4	3.3	4.4	4.6	4.5	4.2	4.4	5.0	4.4	4.8	4.6	4.4	4.3	4.2	4.8	4.4

Key:

- Activity Areas
- Vending
- Facilities
- Convenience
- Information
- Safety

Mean scores were calculated at a 95% confidence level.

MEAN ATTRIBUTE SCORES FOR EACH SUBGROUP (3 OF 3)

Average scores for Q1 based on a 10-pt scale, shown in descending order of the General Public’s overall mean score.

Q1. Rate the following features on a 1-10 scale, with ‘10’ being the mostly likely to encourage you to stop at a rest area with that feature, and a ‘1’ being least likely to encourage you to stop.

	General Public																	CVO
	A	B			C	D	E	F	G	H	I	J			K	L		A
	General Public	Regular visitors	Occasional visitors	Non visitors	Business Traveler	Travel Alone	Travel w.Others	Travel w.Children	Travel w.Adult <65	Travel w.Adult >65	Travel w.Dog	Age 18-32	Age 33-50	Age 50+	Age 65+	Male	Female	CVOs
Base	600	177	369	54	85	160	514	316	520	211	131	84	180	336	101	266	334	205
Pet drinking fountain	4.4	4.6	4.4	3.3	4.3	4.4	4.4	4.2	4.3	4.7	6.4	3.7	4.8	4.3	3.8	3.9	4.8	3.6
Microwave	4.3	4.2	4.5	3.6	4.5	3.9	4.3	4.4	4.3	4.4	3.9	5.1	4.7	3.9	3.4	4.1	4.5	5.0
Toiletries	4.1	4.1	4.2	3.8	4.2	4.1	4.1	4.0	4.1	4.1	3.9	5.4	4.4	3.7	3.3	3.8	4.4	4.4
Energy drinks	4.0	4.0	3.9	4.3	4.2	3.7	4.0	4.0	4.0	3.8	4.1	4.7	4.2	3.7	3.5	4.0	3.9	4.2
Rest area building allowing pets	4.0	3.9	4.0	3.9	4.1	4.0	3.9	3.8	4.0	4.2	5.4	4.0	4.3	3.7	3.7	3.7	4.1	3.1
Souvenir items	3.8	3.8	3.8	3.4	3.7	3.5	3.8	3.7	3.7	3.9	3.8	4.4	4.1	3.5	3.1	3.4	4.1	3.3
Books on tape or DVD rentals	3.2	3.0	3.3	3.4	2.8	2.9	3.2	3.3	3.1	3.1	3.1	4.2	3.6	2.7	2.4	2.8	3.5	3.7
Video games	1.9	1.6	2.0	2.0	1.6	1.6	1.9	2.0	1.9	2.0	1.8	3.1	2.0	1.5	1.4	1.9	1.8	1.5
Increased likelihood to stop more frequently	8.5	9.0	8.5	6.9	8.2	8.4	8.5	8.5	8.5	8.6	8.5	8.4	8.6	8.5	8.4	8.3	8.7	8.8
Stopping at HRA makes you personally a safer driver	7.7	8.8	7.4	5.4	7.5	7.6	7.6	7.2	7.6	8.1	7.3	6.3	7.1	8.3	8.9	7.9	7.5	8.4
Stopping at HRA makes others drive more safely	7.6	8.6	7.4	5.7	7.5	7.6	7.5	7.2	7.6	8.0	7.4	6.4	7.3	8.1	8.6	7.7	7.5	8.1

Key:

- Activity Areas
- Vending
- Facilities
- Convenience
- Information
- Safety

Mean scores were calculated at a 95% confidence level.

MEAN ATTRIBUTE DIFFERENCES FOR EACH SUBGROUP (1 OF 3)

Shown below are the differences between subgroup scores and the General Public's overall mean for each amenity.

How to read this chart: A green box represents the interest in that amenity (by that respondent group) is significantly higher compared to the general population. Conversely, a red box means interest in that amenity is significantly less than that general population.

Q1. Rate the following features on a 1-10 scale, with '10' being the mostly likely to encourage you to stop at a rest area with that feature, and a '1' being least likely to encourage you to stop.

	General Public																CVO	
	A	B			C	D	E	F	G	H	I	J			K	L		A
	General Public	Regular visitors	Occasional visitors	Non visitors	Business Traveler	Travel Alone	Travel w. Others	Travel w. Children	Travel w. Adult <65	Travel w. Adult >65	Travel w. Dog	Age 18-32	Age 33-50	Age 50+	Age 65+	Male	Female	CVOs
Base	600	177	369	54	85	160	514	316	520	211	131	84	180	336	101	266	334	205
Direct access from highway	9.3	0.3	0.1	(1.9)	(0.2)	0.0	0.0	0.0	0.0	0.1	0.0	(0.1)	0.0	0.0	0.0	(0.2)	0.1	0.3
Flush toilets	9.1	0.2	0.1	(1.6)	(0.3)	(0.4)	0.0	0.0	0.0	0.0	(0.3)	(0.4)	(0.1)	0.1	0.3	(0.2)	0.1	(0.2)
Adequate parking	9.0	0.4	0.0	(2.1)	0.0	0.0	(0.1)	(0.2)	0.0	0.1	0.0	(0.5)	(0.2)	0.1	0.2	(0.1)	0.0	0.5
Signs on highway listing amenities & services offered	8.6	0.3	0.1	(1.6)	0.1	(0.1)	0.1	0.0	0.0	0.2	(0.1)	(0.2)	0.1	0.1	0.1	(0.2)	0.2	(0.3)
Video surveillance	8.5	0.3	(0.1)	(0.9)	(0.8)	(0.3)	0.0	0.0	0.0	0.2	(0.2)	(0.1)	0.0	(0.1)	0.1	(0.6)	0.4	0.0
Traffic/road construction info w/ printable maps/travel directions	8.4	0.2	0.0	(1.3)	(0.5)	(0.2)	(0.1)	(0.2)	0.0	0.1	(0.4)	(0.4)	(0.1)	0.1	0.0	(0.4)	0.2	0.0
Free highway maps	8.2	0.3	0.1	(1.3)	0.1	0.0	0.0	(0.2)	0.0	0.2	(0.2)	(0.4)	(0.2)	0.2	0.4	(0.2)	0.2	(1.2)
Weather radar on TV monitor in lobby	7.6	0.3	0.0	(1.4)	(0.3)	(0.2)	(0.1)	0.0	0.0	0.3	0.0	(0.2)	0.1	0.0	(0.2)	(0.3)	0.2	0.8
24-hour onsite security guard	7.5	(0.2)	0.3	(0.5)	(0.9)	(0.5)	0.1	0.1	0.1	0.3	(0.2)	0.2	0.0	0.0	0.1	(0.8)	0.7	(0.5)
Travel brochures for sightseeing, lodging/food	7.5	0.3	0.0	(1.4)	(0.7)	(0.6)	0.1	0.0	0.0	0.4	(0.4)	(0.3)	0.0	0.0	0.4	(0.3)	0.2	(0.9)
↑ TOP 10 ↑																		
24-hour onsite staff presence	7.4	(0.0)	0.2	(0.5)	(0.8)	(0.6)	0.1	0.0	0.0	0.3	(0.4)	0.4	0.1	(0.1)	0.0	(0.6)	0.6	(0.1)
Audio weather announcements in lobby	7.1	0.2	0.1	(1.3)	(0.6)	0.1	(0.1)	0.0	0.0	0.3	(0.1)	(0.4)	0.1	0.0	(0.1)	(0.4)	0.2	0.8
Family or assisted rest rooms	7.1	0.5	(0.0)	(1.5)	(0.6)	(0.2)	0.0	0.0	(0.1)	0.4	(0.5)	(0.4)	(0.1)	0.2	0.0	(0.7)	0.6	(0.2)
Maps	7.1	0.5	(0.0)	(1.5)	0.1	(0.1)	0.0	(0.2)	0.0	0.2	(0.3)	0.0	0.1	(0.1)	(0.1)	(0.4)	0.3	(1.0)
Displays and info about the local area	6.8	0.7	(0.1)	(1.4)	(0.2)	(0.1)	0.1	(0.1)	0.0	0.4	(0.2)	(0.8)	(0.1)	0.3	0.2	(0.2)	0.2	(0.4)

MEAN ATTRIBUTE DIFFERENCES FOR EACH SUBGROUP (2 OF 3)

Shown below are the differences between subgroup scores and the General Public's overall mean for each amenity.

How to read this chart: A green box represents the interest in that amenity (by that respondent group) is significantly higher compared to the general population. Conversely, a red box means interest in that amenity is significantly less than that general population.

Q1. Rate the following features on a 1-10 scale, with '10' being the mostly likely to encourage you to stop at a rest area with that feature, and a '1' being least likely to encourage you to stop.

	General Public																CVO	
	A	B			C	D	E	F	G	H	I	J			K	L		A
	General Public	Regular visitors	Occasional visitors	Non visitors	Business Traveler	Travel Alone	Travel w.Others	Travel w.Children	Travel w.Adult <65	Travel w.Adult >65	Travel w.Dog	Age 18-32	Age 33-50	Age 50+	Age 65+	Male	Female	CVOs
Base	600	177	369	54	85	160	514	316	520	211	131	84	180	336	101	266	334	205
Ice for coolers	6.7	0.1	0.2	(1.3)	(0.4)	(0.1)	0.0	0.1	0.0	0.2	0.2	0.3	0.6	(0.4)	(0.9)	(0.5)	0.4	(0.4)
Healthy snacks	6.5	(0.0)	0.1	(1.1)	(0.3)	(0.3)	0.0	0.1	0.0	(0.2)	(0.2)	0.2	0.4	(0.3)	(0.8)	(0.5)	0.3	0.0
Picnic shelter	6.2	0.8	(0.2)	(1.5)	(0.4)	0.1	(0.1)	(0.1)	(0.1)	0.4	(0.4)	(0.1)	0.0	0.0	0.0	(0.3)	0.2	(0.2)
Picnic areas	6.0	0.6	(0.2)	(1.1)	(0.8)	(0.1)	0.0	0.0	0.0	0.4	0.0	(0.3)	0.2	(0.1)	0.0	(0.3)	0.2	(0.8)
Coffee	5.9	0.6	(0.1)	(0.9)	(0.1)	0.1	0.0	(0.1)	0.1	0.2	0.3	(0.5)	(0.1)	0.2	0.6	0.1	0.0	0.9
Vending machines that accept credit cards	5.8	0.1	0.2	(1.1)	(0.1)	(0.2)	0.1	0.2	0.0	(0.3)	(0.1)	1.1	0.8	(0.6)	(1.5)	(0.1)	0.2	(0.7)
Wireless Internet access	5.5	(0.2)	0.1	0.2	0.1	(0.4)	0.0	0.2	0.0	(0.1)	(0.3)	1.8	0.3	(0.6)	(0.9)	(0.2)	0.1	0.6
Open lawn area	5.4	0.6	(0.1)	(1.4)	(0.6)	0.0	0.0	(0.2)	(0.1)	0.2	0.2	(0.5)	0.1	0.0	(0.3)	(0.3)	0.2	(0.5)
Rest area building with indoor tables	5.4	(0.4)	0.3	(1.0)	(0.8)	(0.5)	0.0	0.2	0.0	0.0	(0.3)	0.8	0.4	(0.5)	(0.8)	(0.3)	0.3	(1.1)
Refrigerated items	5.3	(0.2)	0.2	(0.9)	(0.2)	(0.3)	0.0	0.0	0.0	(0.1)	0.1	0.9	0.3	(0.4)	(0.6)	0.0	0.0	0.3
Pet cleanup supplies	5.0	(0.1)	0.1	(0.9)	0.1	0.0	(0.1)	(0.1)	(0.1)	0.3	1.3	(0.2)	0.2	(0.1)	(0.9)	(0.5)	0.4	(0.6)
Newspapers	4.8	0.1	0.0	(0.7)	(0.7)	(0.3)	0.0	0.2	0.0	0.2	(0.2)	0.2	0.0	(0.1)	(0.2)	(0.5)	0.4	0.2
Children's playlot	4.7	0.2	(0.0)	(0.5)	(0.3)	(0.1)	0.0	0.4	(0.1)	0.2	(0.4)	0.8	0.5	(0.5)	(0.6)	(0.4)	0.3	(0.2)
Pet exercise area	4.7	0.3	0.0	(1.0)	(0.2)	0.2	0.0	(0.2)	0.0	0.1	2.3	(0.4)	0.2	0.0	(0.1)	(0.4)	0.3	0.1
Walking trails	4.5	0.6	(0.1)	(1.2)	(0.1)	0.1	0.0	(0.3)	(0.1)	0.5	(0.1)	0.3	0.1	(0.1)	(0.2)	(0.3)	0.3	(0.1)

MEAN ATTRIBUTE DIFFERENCES FOR EACH SUBGROUP (3 OF 3)

Shown below are the differences between subgroup scores and the General Public's overall mean for each amenity.

How to read this chart: A green box represents the interest in that amenity (by that respondent group) is significantly higher compared to the general population. Conversely, a red box means interest in that amenity is significantly less than that general population.

Q1. Rate the following features on a 1-10 scale, with '10' being the mostly likely to encourage you to stop at a rest area with that feature, and a '1' being least likely to encourage you to stop.

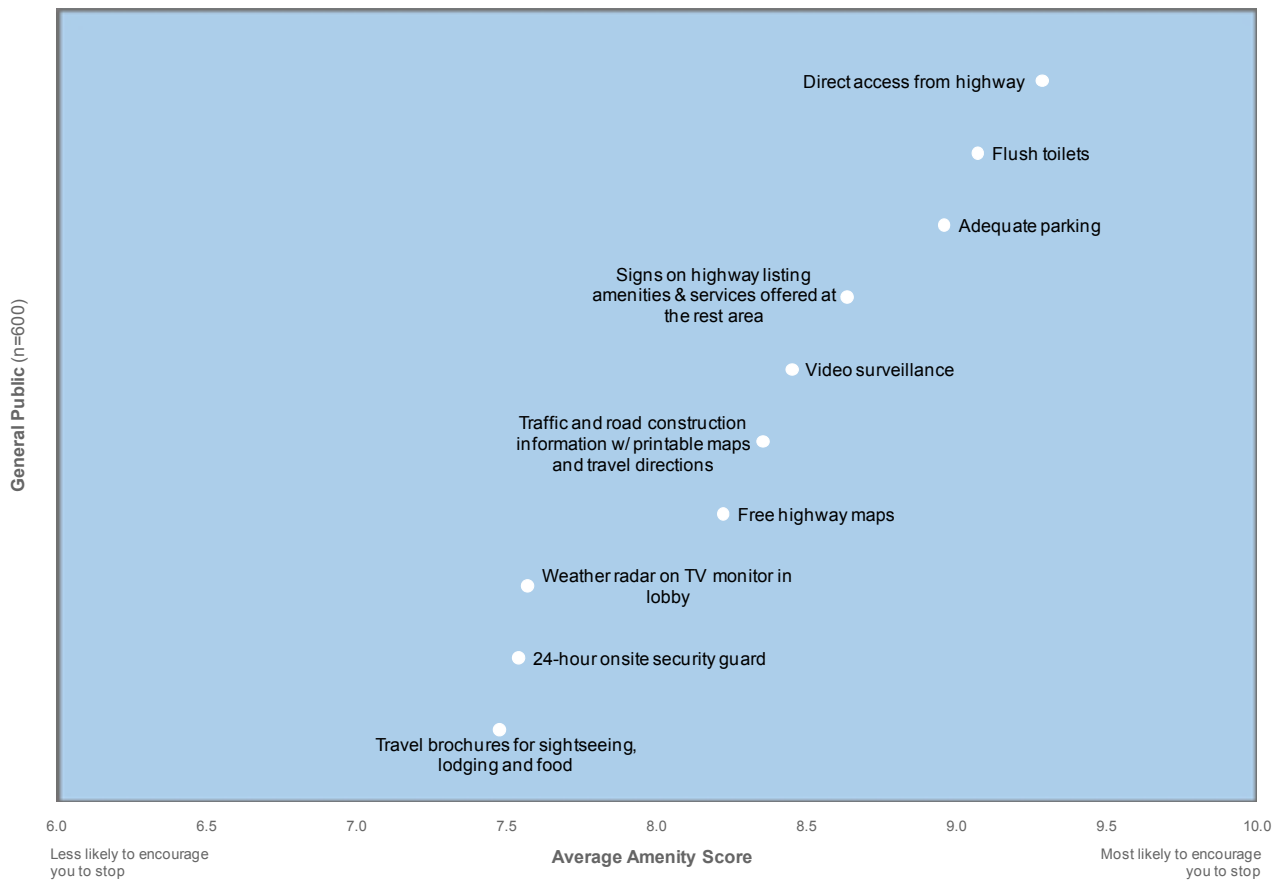
	General Public																	CVO
	A	B			C	D	E	F	G	H	I	J			K	L		A
	General Public	Regular visitors	Occasional visitors	Non visitors	Business Traveler	Travel Alone	Travel w.Others	Travel w.Children	Travel w.Adult <65	Travel w.Adult >65	Travel w.Dog	Age 18-32	Age 33-50	Age 50+	Age 65+	Male	Female	CVOs
Base	600	177	369	54	85	160	514	316	520	211	131	84	180	336	101	266	334	205
Pet drinking fountain	4.4	0.2	0.0	(1.2)	(0.1)	0.0	0.0	(0.2)	(0.1)	0.3	2.0	(0.7)	0.4	(0.1)	(0.6)	(0.5)	0.4	(0.8)
Microwave	4.3	(0.1)	0.2	(0.7)	0.2	(0.4)	0.0	0.1	0.0	0.1	(0.4)	0.8	0.4	(0.4)	(0.9)	(0.2)	0.2	0.7
Toiletries	4.1	(0.0)	0.1	(0.3)	0.1	0.0	0.0	(0.1)	0.0	0.0	(0.2)	1.3	0.3	(0.4)	(0.8)	(0.3)	0.3	0.3
Energy drinks	4.0	0.0	(0.1)	0.3	0.2	(0.3)	0.0	0.0	0.0	(0.2)	0.1	0.7	0.2	(0.3)	(0.5)	0.0	(0.1)	0.2
Rest area building allowing pets	4.0	(0.1)	(0.0)	(0.1)	0.1	0.0	(0.1)	(0.2)	0.0	0.2	1.4	0.0	0.3	(0.3)	(0.3)	(0.3)	0.1	(0.9)
Souvenir items	3.8	0.0	0.0	(0.4)	(0.1)	(0.3)	0.0	(0.1)	(0.1)	0.1	0.0	0.6	0.3	(0.3)	(0.7)	(0.4)	0.3	(0.5)
Books on tape or DVD rentals	3.2	(0.2)	0.1	0.2	(0.4)	(0.3)	0.0	0.1	(0.1)	(0.1)	(0.1)	1.0	0.4	(0.5)	(0.8)	(0.4)	0.3	0.5
Video games	1.9	(0.3)	0.1	0.1	(0.3)	(0.3)	0.0	0.1	0.0	0.1	(0.1)	1.2	0.1	(0.4)	(0.5)	0.0	(0.1)	(0.4)
Increased likelihood to stop more frequently	8.5	0.5	0.0	(1.6)	(0.3)	(0.1)	0.0	0.0	0.0	0.1	0.0	(0.1)	0.1	0.0	(0.1)	(0.2)	0.2	0.3
Stopping at HRA makes you personally a safer driver	7.7	1.1	(0.3)	(2.3)	(0.2)	(0.1)	(0.1)	(0.5)	(0.1)	0.4	(0.4)	(1.4)	(0.6)	0.6	1.2	0.2	(0.2)	0.7
Stopping at HRA makes others drive more safely	7.6	1.0	(0.2)	(1.9)	(0.1)	0.0	(0.1)	(0.4)	0.0	0.4	(0.2)	(1.2)	(0.3)	0.5	1.0	0.1	(0.1)	0.5

GENERAL PUBLIC: TOP 10 AMENITY SCORES

Shown below are the average scores for the General Public’s responses to Q1 (Rate the following features on a 1-10 scale, with ‘10’ being the mostly likely to encourage you to stop at a rest area with that feature, and a ‘1’ being least likely to encourage you to stop.), the likelihood that each attribute would encourage them to stop at rest areas more frequently.

- Three of the top four amenities came from the Convenience category.
- Four of the other top ten amenities came from the Information category.
- Two of the other top ten amenities were safety-related.
- Only one of the top ten amenities (*flush toilets*) came from the Facility category.

Q1. Rate the following features on a 1-10 scale, with ‘10’ being the mostly likely to encourage you to stop at a rest area with that feature, and a ‘1’ being least likely to encourage you to stop.

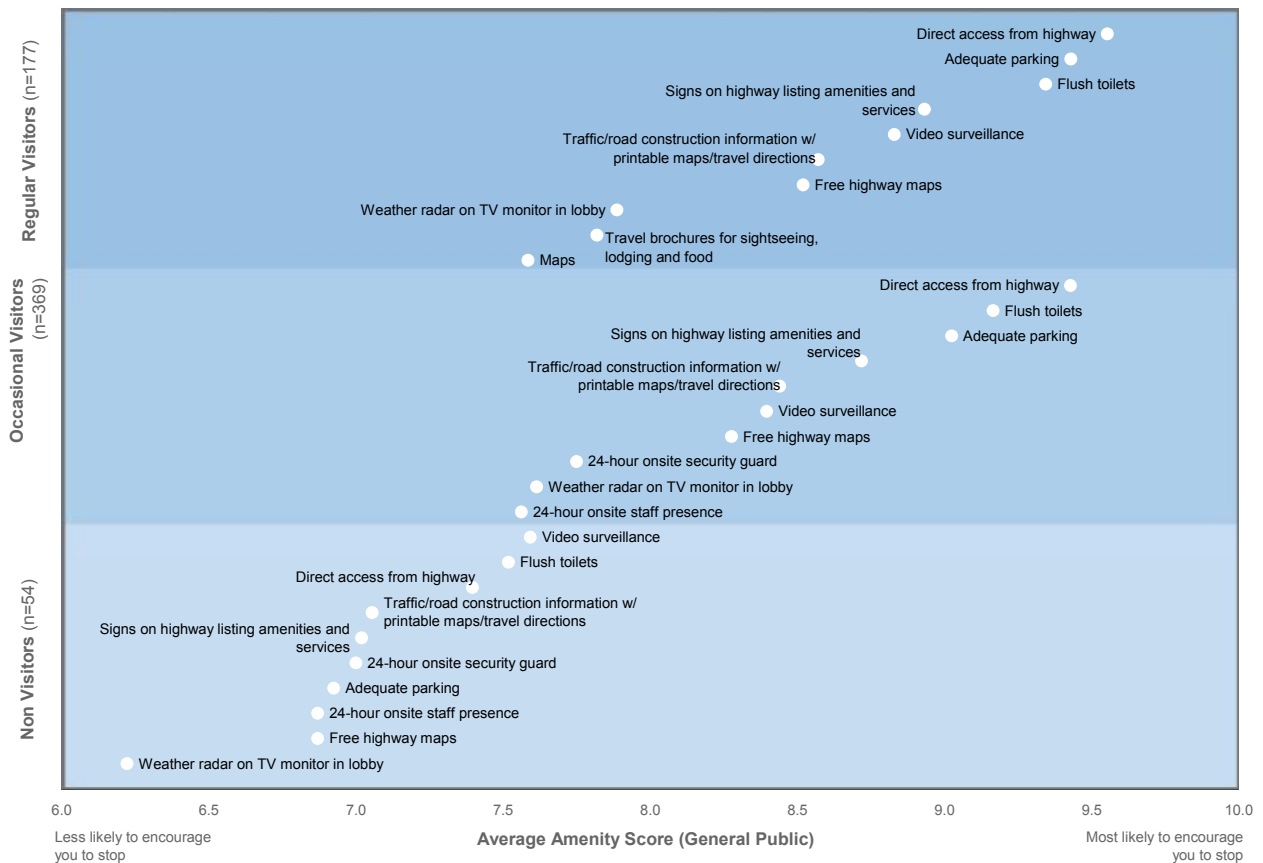


GENERAL PUBLIC: TOP 10 AMENITY SCORES BY VISITOR FREQUENCY SUBGROUP

Shown below are the average scores for the General Public's responses to Q1 (*Rate the following features on a 1-10 scale, with '10' being the mostly likely to encourage you to stop at a rest area with that feature, and a '1' being least likely to encourage you to stop.*), the likelihood that each attribute would encourage them to stop at rest areas more frequently. The top 10 highest rated amenities were selected for the visitor frequency categories and plotted below. Almost all of the highest rated attributes for the Non visitors are rated lower than the bottom end of the Occasional and Regular visitors top ten. The lower scores for this category of visitors indicates that even the highest rated attributes for the Non-Visitors will not be likely to encourage stopping at rest areas.

- *Direct access* and *Flush toilets* were in the Top Three amenities for all visitor groups. *Adequate parking* was rated highly by Regular and Occasional Visitors, as well.
- *Video surveillance* is the top need and expectation for General Public Non-Visitors
- *24-hour on-site security guard/staff presence* is not in the Top Ten amenities for Regular visitors, while *Travel brochures for sightseeing, lodging and food* were more likely to make them stop more frequently

Q1. Rate the following features on a 1-10 scale, with '10' being the mostly likely to encourage you to stop at a rest area with that feature, and a '1' being least likely to encourage you to stop.

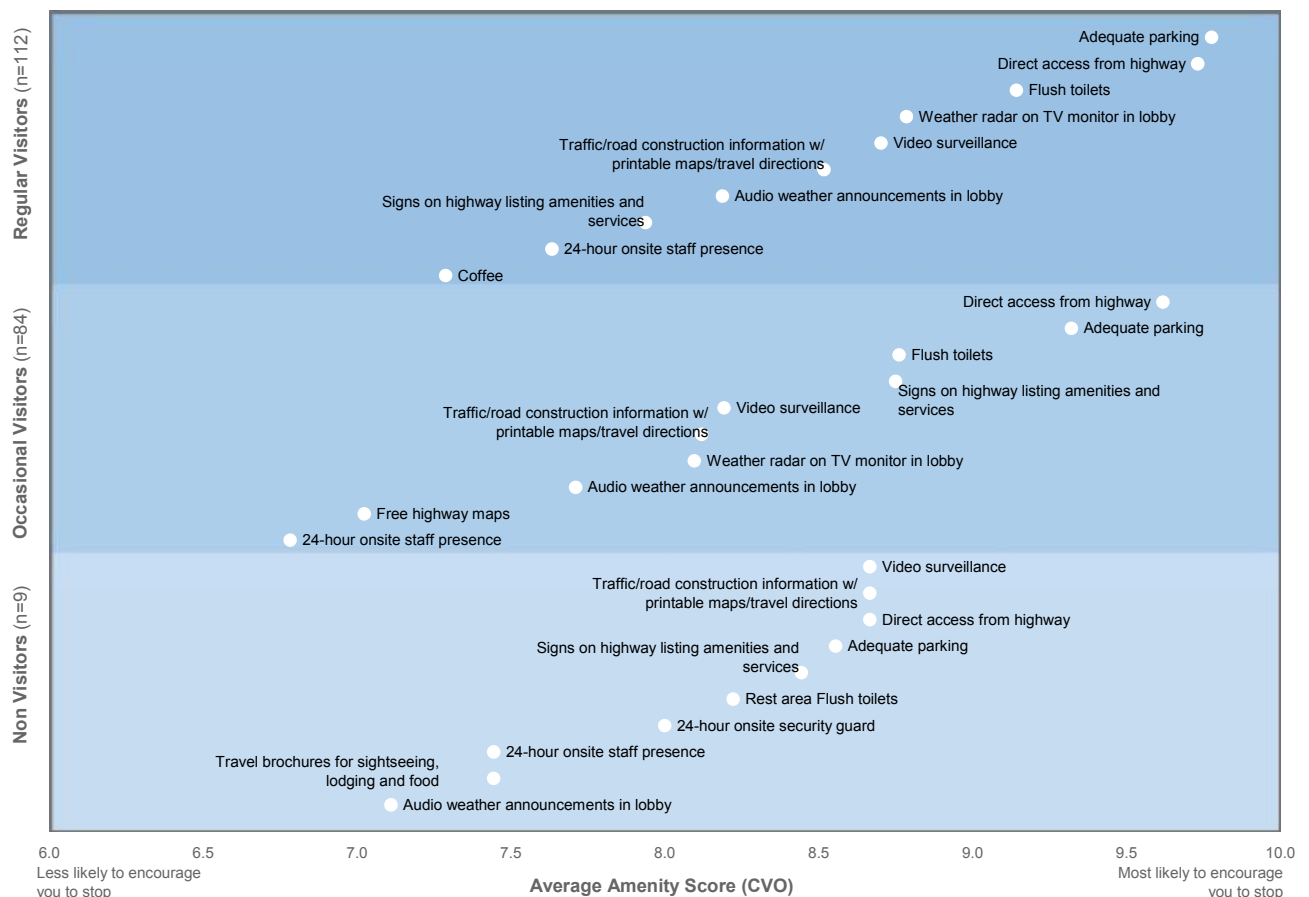


CVO: TOP 10 AMENITY SCORES BY VISITOR FREQUENCY SUBGROUP

Shown below are the average scores for the CVOs responses to Q1, (rate the following features on a 1-10 scale, with '10' being the mostly likely to encourage you to stop at a rest area with that feature, and a '1' being least likely to encourage you to stop.), the likelihood that each attribute would encourage them to stop at rest areas more frequently.

- Nine of the Top Ten amenities were the same for all visitor frequency subgroups:
 1. Adequate parking
 2. Direct access from the highway
 3. Flush toilets
 4. Weather radar on TV monitor in lobby
 5. Video surveillance
 6. Traffic/Road information
 7. Audio weather announcements in lobby
 8. Signs on highway listing amenities offered
 9. 24-hour onsite staff presence
- The tenth amenity in the Top Ten list, by subgroup, was:
 - a. Regular—Coffee
 - b. Occasional—Free highway maps
 - c. Non-visitor—Travel brochures for sightseeing, lodging and food
- Video surveillance is the top need and expectation for CVO Non-Visitors, paralleling the response from General Public Non-Visitors

Q1. Rate the following features on a 1-10 scale, with '10' being the mostly likely to encourage you to stop at a rest area with that feature, and a '1' being least likely to encourage you to stop.

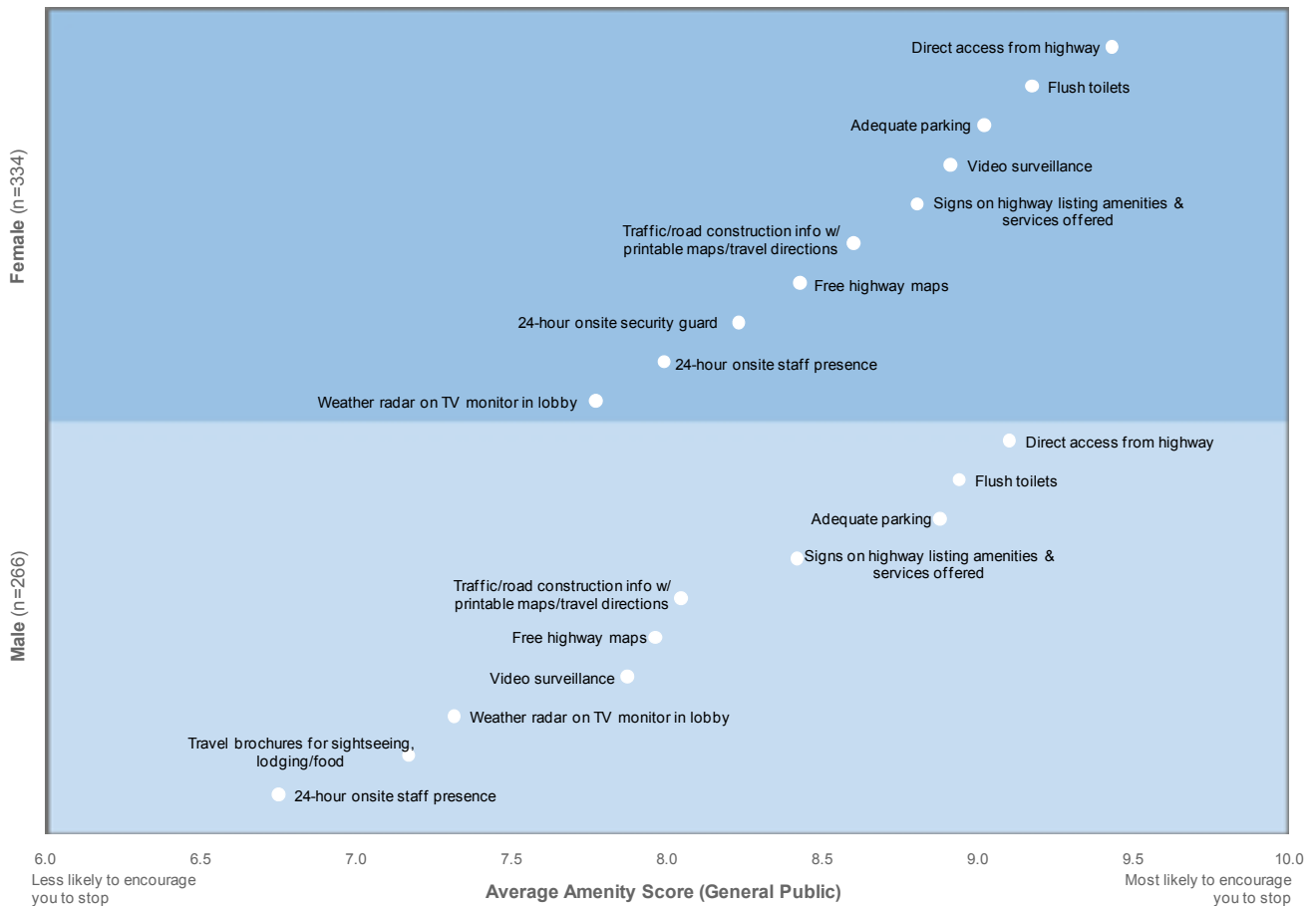


GENERAL PUBLIC: TOP 10 AMENITY SCORES BY GENDER

Shown below are the average scores for the general public segmented by gender (Q1. Rate the following features on a 1-10 scale, with '10' being the mostly likely to encourage you to stop at a rest area with that feature, and a '1' being least likely to encourage you to stop.), the likelihood that each attribute would encourage them to stop at rest areas more frequently.

- Nine of the top ten amenities were the same for males and females, although ranked in a different order for some features
- Females rated video surveillance fourth highest while males rated it seventh highest.
- Females rated '24-hour onsite security guard' in the top ten and males rated 'travel brochures for sightseeing, lodging and food' among their top ten features.

Q1. Rate the following features on a 1-10 scale, with '10' being the mostly likely to encourage you to stop at a rest area with that feature, and a '1' being least likely to encourage you to stop.

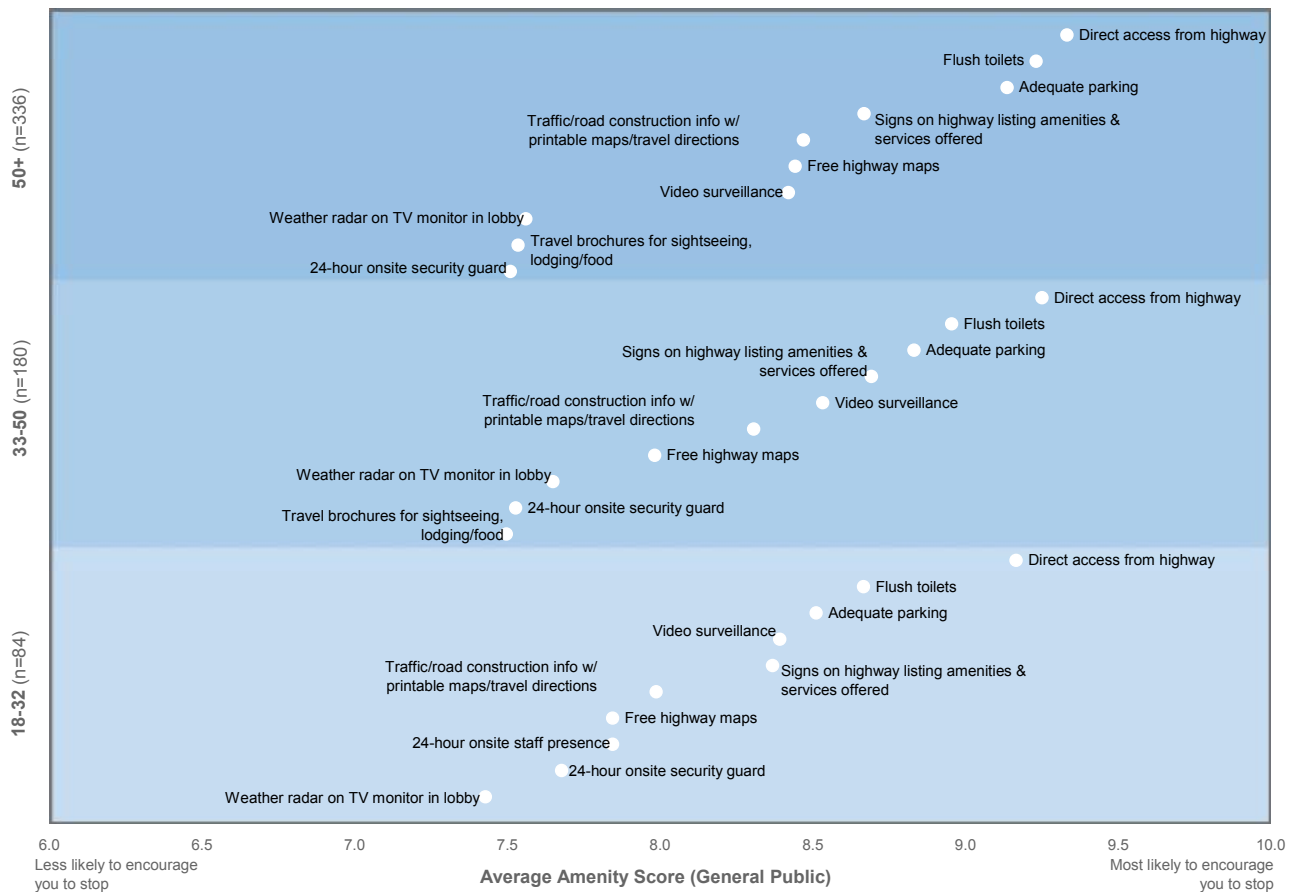


GENERAL PUBLIC: TOP 10 AMENITY SCORES BY AGE

Shown below are the average scores for the general public segmented by age (Q1. Rate the following features on a 1-10 scale, with '10' being the mostly likely to encourage you to stop at a rest area with that feature, and a '1' being least likely to encourage you to stop.), the likelihood that each attribute would encourage them to stop at rest areas more frequently.

- *Direct access from the highway* was the most important along with *Adequate Parking* in the top 3 for all subgroups of the 38 rest area features for all drivers of all ages, indicating that convenience and optimum use of their time mattered a great deal.
- Six of the remaining seven amenities in the Top Ten were also the same for all age groups
- *Signs on the highway listing amenities and services offered* was the among the Top Five amenities for all age groups.
- Differences in the Top Ten amenities were:
 - a. The 33-50 and 50+ age groups ranked *Travel brochures* in the Top Ten
 - b. The 18-32 age bracket ranked *24-hour onsite staff presence* in the Top Ten

Q1. Rate the following features on a 1-10 scale, with '10' being the mostly likely to encourage you to stop at a rest area with that feature, and a '1' being least likely to encourage you to stop.



VISITOR SAFETY (Q3A/B)

In addition to asking about amenities that would encourage rest area visitorship, respondents were also asked about their perceptions of the safety at rest area facilities during the nighttime and daytime. Travelers were asked to respond using a scale of, 'Very Safe', 'Somewhat Safe', 'Somewhat Unsafe' and 'Very Unsafe'.

VISITOR SAFETY FINDINGS

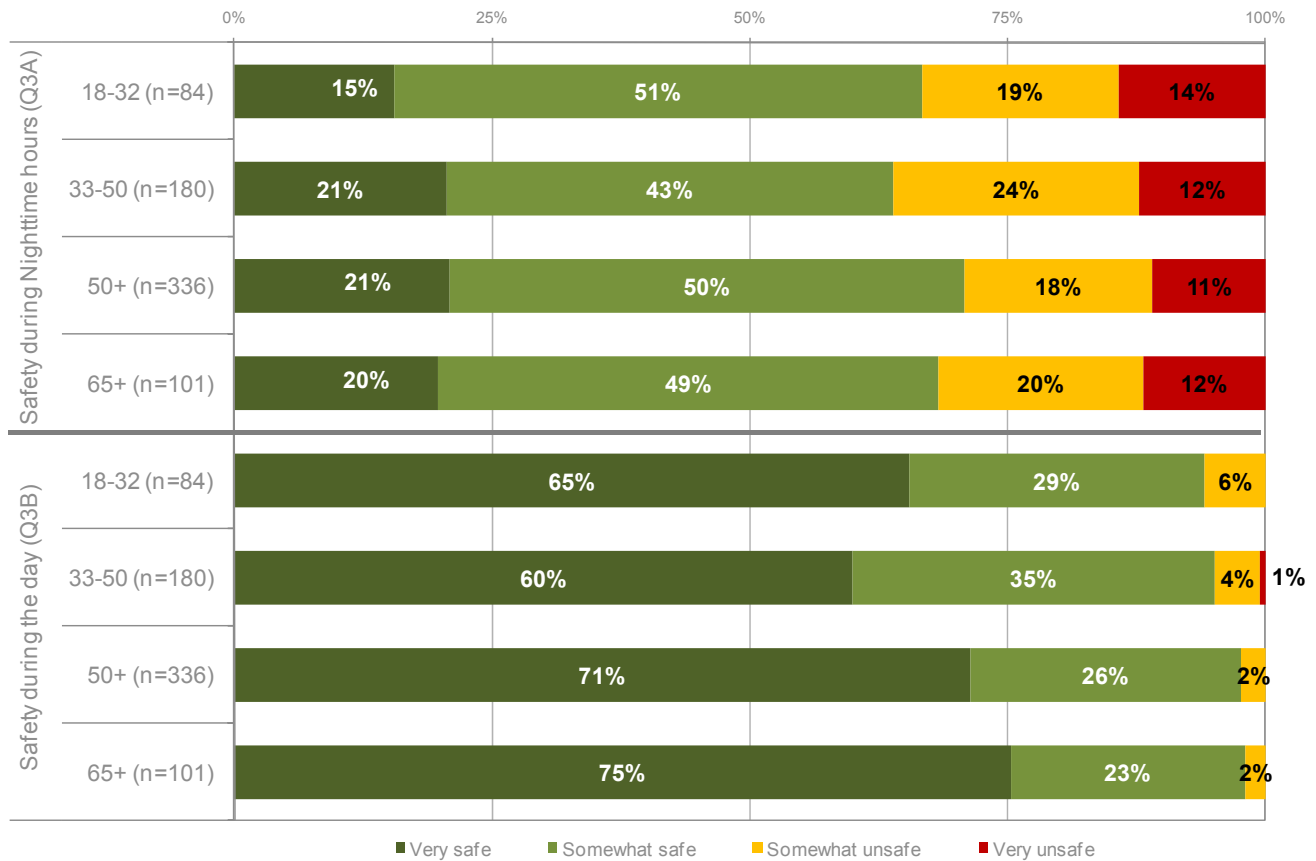
- a. When asked what concerns drivers had about stopping at rest areas, visitor safety (in general) was the top concern, mentioned by over 50% for the general public and almost 40% for CVOs. This information parallels the findings from the qualitative phase of the research, in which CVOs and personal travelers shared ideas about the following top priorities for rest area improvements:
 - Well lit throughout
 - Video surveillance (if confident that someone was watching and would respond if needed)
 - 24-hr. security or someone on site
- b. Encountering people appearing suspicious, including prostitutes and strangers was the next highest specific concern regarding safety mentioned.
- c. Three out of four respondents stopped at places other than rest areas 30% or more of the time when they travel. Of these, over 8 out of 10 consider rest areas less than very safe during the day and somewhat or very unsafe during the night time.
- d. Both CVO and General Public Females also had 30-40% higher frequency of mentions than Males regarding visitor safety.
- e. The other top concern for CVOs was the lack of parking late at night. Regular CVO visitors rated sleep as the second most important reason for stopping at highway rest areas.
- f. 96% of the general public rated rest areas very safe or somewhat safe during the daytime, versus 68% during the nighttime, however, the percentage rating rest areas somewhat safe rose from 29% during the day to 48% during the night.
- g. CVO females regarded *Video surveillance* 12% higher and *24-hour onsite security guard* 23% higher than CVO Males, in terms of influencing their willingness to stop at rest areas.
- h. General public females were 5-9% above average for all 3 safety questions (*Video surveillance*, *24-hour onsite security guard* and *24-hour onsite staff presence*)

SAFETY DURING THE NIGHTTIME AND DAYTIME

The graph below indicates in greater detail the General Public responses, segmented by age bracket, to questions Q3A and Q3B regarding the safety of drivers and how they feel stopping during the day or during the nighttime hours.

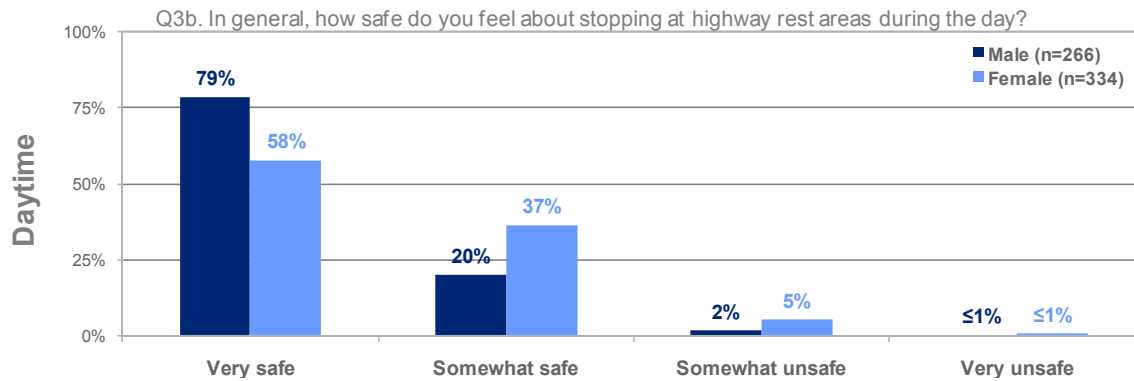
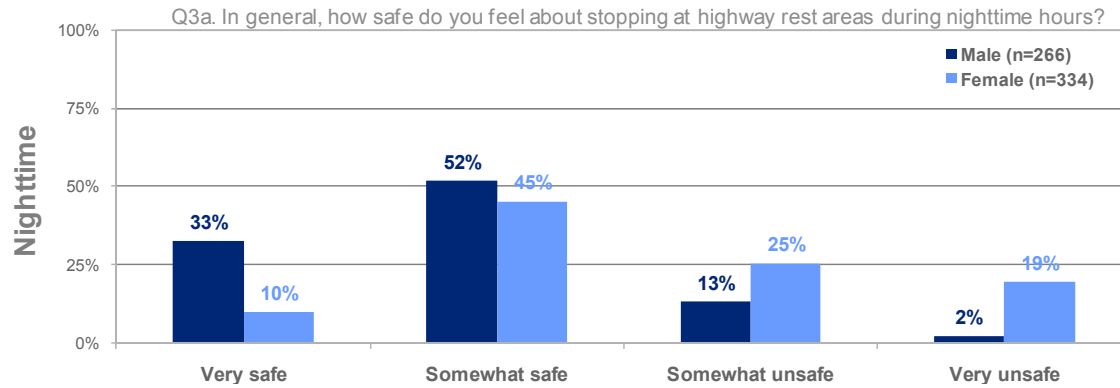
- 64-71% of all General Public age groups rated rest areas Very Safe or Somewhat Safe during the Nighttime
- 94-98% of all General Public age groups rated rest areas Very Safe or Somewhat Safe during the Daytime

Q3A. In general, how safe do you feel about stopping at highway rest areas during nighttime hours? Q3B. In general, how safe do you feel about stopping at highway rest areas during the day?



Note: Comments in response to Q4: “What concerns, if any, do you have about stopping at highway rest areas during the day?” are shown the appendices, Detailed Findings.

SAFETY DURING THE NIGHTTIME AND DAYTIME, BY GENDER



SAFETY ATTRIBUTES (Q1F)

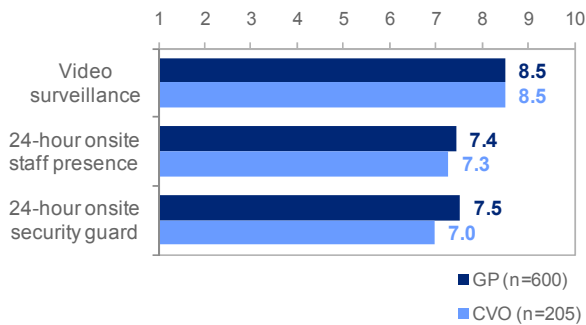
Respondents were asked to rate their likelihood that these safety amenities might encourage them to stop at rest areas. These amenities related to visitor safety rated high on the overall listing of amenities for all drivers.

Video surveillance was rated 1.0-1.1 points higher than 24-hour onsite staff presence and 24-hour onsite security guards by the General Public and 1.2-1.5 points higher by CVOs.

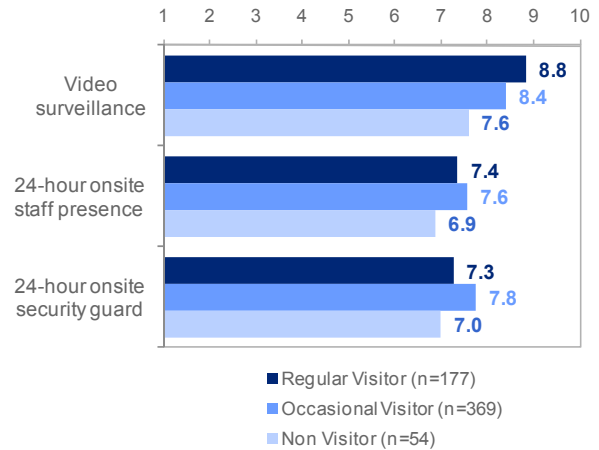
Females from the General Public rated video surveillance 1.2 points higher than males.

Q1. Rate the following features on a 1-10 scale, with '10' being the mostly likely to encourage you to stop at a rest area with that feature, and a '1' being least likely to encourage you to stop.

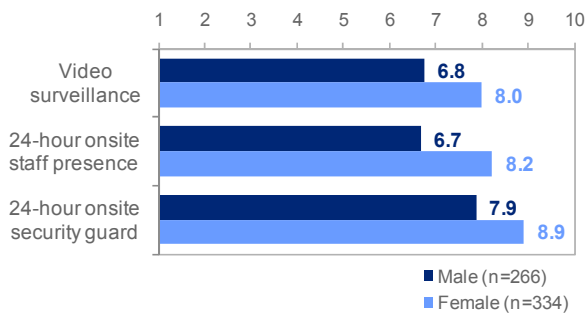
GENERAL PUBLIC/CVO



VISITORSHIP



GENDER



DRIVER SAFETY (Q5A/B)

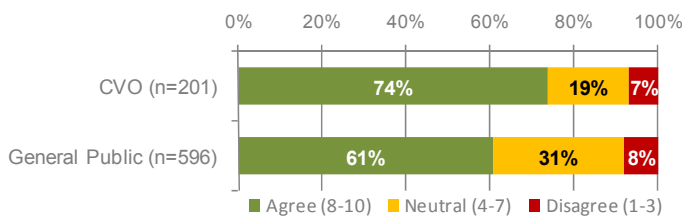
Respondents were also asked their feelings about the relationship between driving safety on the highway and the availability of rest areas. Again, they used a 10 pt scale, where 10 represented 'Strong agreement' and 1 meant 'Strong disagreement'. First they were asked their feelings about stopping at rest areas making them personally safer drivers on the highway. The General Public scored an average **7.7**, while the mean score for CVOs was **8.4**.

Next, drivers were asked whether they felt stopping at rest areas makes others drive more safely on the highway. The General Public scored an average **7.6**, while the CVOs mean score was **8.1**. Below are their levels of agreement based on the same 10 point scale.
(Agree = scores of 8,9,10, Neutral = 4, 5, 6, 7, and Disagree = 1, 2, 3)

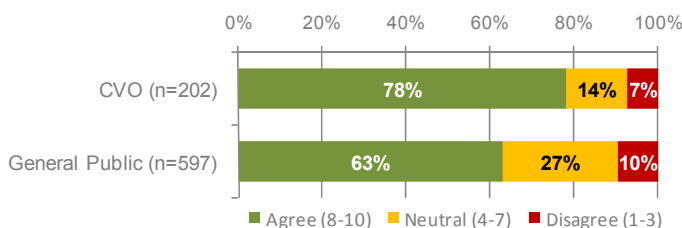
DRIVER SAFETY FINDINGS

- a. Professionals (CVOs) recognize that stopping at rest areas improves their safety as drivers on the road. This group scored their agreement with the statements 'Stopping at rest areas makes you personally a safer driver on the highway' and 'Stopping at rest areas makes others drive more safely on the highway' 7% higher than the general public. 15% more of CVO respondents scored the personal driving safety question a '10' compared with the general public's response.
- b. General public non-visitors perceive the effect of stopping at rest areas for personal driver safety as 38.0% lower than Regular visitors.
- c. CVO non-visitors perceive the effect of stopping at rest areas for personal driver safety as 52% lower than Regular visitors.
- d. Drivers who are 50+ years of age perceive driver safety as 8% higher than average and 52% higher than non-visitors.
- e. Approximately 25% of the general public sees little relationship between driver safety (theirs and others) and rest area visitorship. These drivers gave scores of 1-5 to the driver safety questions. Approximately 75% of the general public, on the other hand, scored 6-10 on this relationship representing a marketing opportunity to this portion of the public.

Q5a. Stopping at rest areas makes you personally a safer driver on the highway.



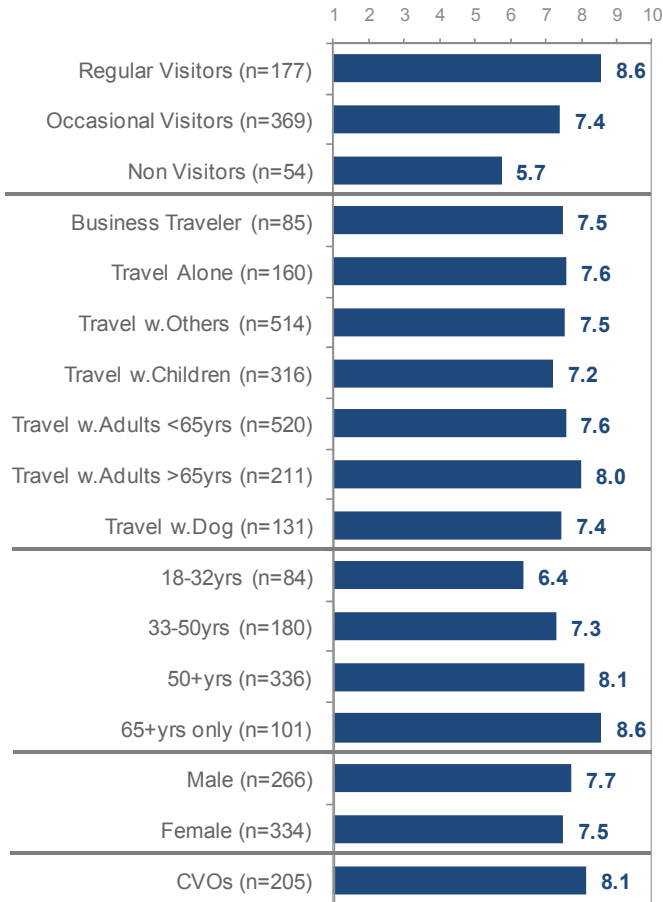
Q5b. Stopping at rest areas makes others drive more safely on the highway.



RELATIONSHIP BETWEEN DRIVER SAFETY AND REST AREAS, BY SUBGROUPS

Below are the average scores for the subgroups listed for Q5b.

Q5b. Stopping at rest areas makes others drive more safely on the highway



LIKELIHOOD OF STOPPING MORE FREQUENTLY (Q3)

INCREASING THE FREQUENCY OF VISITS FOR EACH GROUP OF VISITORS

The amenities that were scored highest in Q1 were bundled and the top three attributes were randomly selected and named for each respondent. Each respondent, then, was asked *“Thinking about the features which you just rated the highest in previous sections, how likely would offering those features increase the frequency of your stopping at the highway rest areas where they were offered? Your top rated items were 1... 2... 3...”*

The tables shown below illustrate the frequency of mentions, by overall General Public and CVOs and also by individual subgroups, for the ‘top 3 rated amenities’ of the Q1 series of attributes as read back to the respondents for question Q3. The results shown for respondents who scored an 8, 9, or 10 to Q3. (Q3. *On a 1-10 scale, with ‘10’ meaning Very Likely to get you to stop, and 1 meaning Very Unlikely to get you to stop at rest areas, how likely would offering those features (top 3 rated amenities) increase the frequency of your stopping at the highway rest areas where they were offered?*)

The column entitled Q1 rank illustrates a strong relationship between the top three amenities that were selected for Q3 and the overall results which have been analyzed in the earlier sections of this report.

The blue shaded numbers on the left of the table represent the rank order of the top 10 amenities (among the general public, from Q1) which scored each amenity for ‘most likely encouraging you to stop’. This rank order is constant, that is; direct access from highway is always #1, adequate parking is always #2, and so on. This Q1 rank order is provided as a reference so the reader may view how each subgroup responded differently compared to the general population once we added the second question (Q3) ‘whether this amenity is likely to increase their *frequency of stopping*’. The order of the list in each box is the rank order, by subgroup, for – likelihood to increase the frequency of stopping at a rest area if this amenity was present.

General Public		78% Would stop more often
Q1 Rank	(n=466) Results for respondents who scored 8,9,10 to Q3	Freq
3	Flush toilets	128
1	Direct access from highway	103
5	Video surveillance	84
2	Adequate parking	81
4	Signs on highway listing amenities & services offered	75
6	Traffic/road construction info w/ printable maps/travel dir	73
9	24-hour onsite security guard	72
11	24-hour onsite staff presence	67
7	Free highway maps	63
8	Weather radar on TV monitor in lobby	51

Percent of subgroup who scored Q3 with an 8, 9 or 10.

Rank order of the top 10 amenities, which scored each amenity for ‘most likely encouraging you to stop’. This order is constant for all the subgroups.

In order of frequency of top 3 highest rated amenities.

GENDER

Male		73% Would stop more often
Q1Rank	(n=195) Results for respondents who scored 8,9,10 to Q3	Freq
3	Flush toilets	49
1	Direct access from highway	47
2	Adequate parking	45
4	Signs on highway listing amenities & services offered	35
5	Video surveillance	31
6	Traffic/road construction info w/ printable maps/travel dir	30
7	Free highway maps	26
8	Weather radar on TV monitor in lobby	25
9	24-hour onsite security guard	23
11	24-hour onsite staff presence	22

Female		81% Would stop more often
Q1Rank	(n=271) Results for respondents who scored 8,9,10 to Q3	Freq
3	Flush toilets	79
1	Direct access from highway	56
5	Video surveillance	53
9	24-hour onsite security guard	49
11	24-hour onsite staff presence	45
6	Traffic/road construction info w/ printable maps/travel dir	43
4	Signs on highway listing amenities & services offered	40
7	Free highway maps	37
2	Adequate parking	36
8	Weather radar on TV monitor in lobby	26

USER FREQUENCY

Regular Visitors		88% Would stop more often
Q1Rank	(n=155) Results for respondents who scored 8,9,10 to Q3	Freq
3	Flush toilets	44
1	Direct access from highway	38
2	Adequate parking	26
6	Traffic/road construction info w/ printable maps/travel dir	24
7	Free highway maps	24
4	Signs on highway listing amenities & services offered	22
5	Video surveillance	22
8	Weather radar on TV monitor in lobby	20
11	24-hour onsite staff presence	19
14	Maps	17

Occasional Visitors		77% Would stop more often
Q1Rank	(n=283) Results for respondents who scored 8,9,10 to Q3	Freq
3	Flush toilets	75
1	Direct access from highway	60
5	Video surveillance	56
9	24-hour onsite security guard	53
2	Adequate parking	52
4	Signs on highway listing amenities & services offered	51
6	Traffic/road construction info w/ printable maps/travel dir	44
11	24-hour onsite staff presence	44
7	Free highway maps	32
8	Weather radar on TV monitor in lobby	29

Non Visitors		52% Would stop more often
Q1Rank	(n=28) Results for respondents who scored 8,9,10 to Q3	Freq
3	Flush toilets	9
7	Free highway maps	7
5	Video surveillance	6
1	Direct access from highway	5
6	Traffic/road construction info w/ printable maps/travel dir	5
14	Maps	4
11	24-hour onsite staff presence	4
9	24-hour onsite security guard	4
2	Adequate parking	3
12	Audio weather announcements in lobby	3

COMMERCIAL VEHICLE OPERATORS

CVOs		84% Would stop more often
Q1Rank	(n=173) Results for respondents who scored 8,9,10 to Q3	Freq
1	Direct access from highway	62
3	Flush toilets	50
2	Adequate parking	46
5	Video surveillance	28
4	Signs on highway listing amenities & services offered	24
9	24-hour onsite security guard	24
12	Audio weather announcements in lobby	23
8	Weather radar on TV monitor in lobby	20
6	Traffic/road construction info w/ printable maps/travel dir	20
11	24-hour onsite staff presence	19

TRAVELER TYPES

Business Traveler		69% Would stop more often
Q1Rank	(n=59) Results for respondents who scored 8,9,10 to Q3	Freq
1	Direct access from highway	17
3	Flush toilets	13
2	Adequate parking	11
9	24-hour onsite security guard	10
11	24-hour onsite staff presence	9
4	Signs on highway listing amenities & services offered	8
8	Weather radar on TV monitor in lobby	8
7	Free highway maps	8
15	Displays and info about the local area	7
6	Traffic/road construction info w/ printable maps/travel dir	7

Travel Alone		74% Would stop more often
Q1Rank	(n=119) Results for respondents who scored 8,9,10 to Q3	Freq
1	Direct access from highway	38
3	Flush toilets	29
6	Traffic/road construction info w/ printable maps/travel dir	19
7	Free highway maps	19
4	Signs on highway listing amenities & services offered	15
11	24-hour onsite staff presence	15
8	Weather radar on TV monitor in lobby	14
9	24-hour onsite security guard	14
15	Displays and info about the local area	13
5	Video surveillance	12

Travel w. Others		77% Would stop more often
Q1Rank	(n=395) Results for respondents who scored 8,9,10 to Q3	Freq
3	Flush toilets	113
5	Video surveillance	79
1	Direct access from highway	77
2	Adequate parking	77
4	Signs on highway listing amenities & services offered	65
6	Traffic/road construction info w/ printable maps/travel dir	64
9	24-hour onsite security guard	63
11	24-hour onsite staff presence	57
7	Free highway maps	52
8	Weather radar on TV monitor in lobby	42

TRAVELER TYPES (CONTINUED)

Travel w. Children		78%	Would stop more often
Q1Rank	(n=246) Results for respondents who scored 8,9,10 to Q3	Freq	
3	Flush toilets	70	
1	Direct access from highway	55	
9	24-hour onsite security guard	45	
5	Video surveillance	45	
2	Adequate parking	44	
4	Signs on highway listing amenities & services offered	42	
6	Traffic/road construction info w/ printable maps/travel dir	34	
11	24-hour onsite staff presence	33	
7	Free highway maps	31	
8	Weather radar on TV monitor in lobby	30	

Travel w. Adults <65		78%	Would stop more often
Q1Rank	(n=404) Results for respondents who scored 8,9,10 to Q3	Freq	
3	Flush toilets	119	
1	Direct access from highway	91	
5	Video surveillance	75	
2	Adequate parking	72	
4	Signs on highway listing amenities & services offered	64	
9	24-hour onsite security guard	64	
6	Traffic/road construction info w/ printable maps/travel dir	62	
11	24-hour onsite staff presence	59	
7	Free highway maps	55	
8	Weather radar on TV monitor in lobby	46	

Travel w. Adults >65		80%	Would stop more often
Q1Rank	(n=168) Results for respondents who scored 8,9,10 to Q3	Freq	
3	Flush toilets	51	
1	Direct access from highway	42	
5	Video surveillance	32	
9	24-hour onsite security guard	31	
6	Traffic/road construction info w/ printable maps/travel dir	27	
2	Adequate parking	25	
7	Free highway maps	25	
11	24-hour onsite staff presence	21	
4	Signs on highway listing amenities & services offered	17	
8	Weather radar on TV monitor in lobby	16	

Travel w. Dog		78%	Would stop more often
Q1Rank	(n=102) Results for respondents who scored 8,9,10 to Q3	Freq	
3	Flush toilets	24	
1	Direct access from highway	22	
2	Adequate parking	20	
9	24-hour onsite security guard	17	
5	Video surveillance	17	
4	Signs on highway listing amenities & services offered	15	
11	24-hour onsite staff presence	15	
6	Traffic/road construction info w/ printable maps/travel dir	13	
7	Free highway maps	12	
15	Displays and info about the local area	10	

TRAVELER TYPES (CONTINUED)

Age 18-32 yrs		77%	Would stop more often
Q1Rank	(n=65) Results for respondents who scored 8,9,10 to Q3	Freq	
3	Flush toilets	16	
1	Direct access from highway	13	
2	Adequate parking	12	
9	24-hour onsite security guard	12	
4	Signs on highway listing amenities & services offered	11	
5	Video surveillance	11	
6	Traffic/road construction info w/ printable maps/travel dir	10	
22	Wireless Internet access	9	
11	24-hour onsite staff presence	9	
8	Weather radar on TV monitor in lobby	6	

Age 33-49 yrs		82%	Would stop more often
Q1Rank	(n=148) Results for respondents who scored 8,9,10 to Q3	Freq	
3	Flush toilets	42	
1	Direct access from highway	30	
4	Signs on highway listing amenities & services offered	27	
5	Video surveillance	26	
9	24-hour onsite security guard	24	
2	Adequate parking	21	
11	24-hour onsite staff presence	21	
6	Traffic/road construction info w/ printable maps/travel dir	19	
7	Free highway maps	17	
15	Displays and info about the local area	15	

Age 50+ yrs		75%	Would stop more often
Q1Rank	(n=253) Results for respondents who scored 8,9,10 to Q3	Freq	
3	Flush toilets	70	
1	Direct access from highway	60	
2	Adequate parking	48	
5	Video surveillance	47	
6	Traffic/road construction info w/ printable maps/travel dir	44	
7	Free highway maps	42	
4	Signs on highway listing amenities & services offered	37	
11	24-hour onsite staff presence	37	
9	24-hour onsite security guard	36	
8	Weather radar on TV monitor in lobby	31	

Age 65+ yrs		72%	Would stop more often
Q1Rank	(n=73) Results for respondents who scored 8,9,10 to Q3	Freq	
3	Flush toilets	25	
1	Direct access from highway	18	
5	Video surveillance	16	
7	Free highway maps	13	
2	Adequate parking	12	
4	Signs on highway listing amenities & services offered	12	
12	Travel brochures for sightseeing, lodging/food	12	
6	Traffic/road construction info w/ printable maps/travel dir	11	
11	24-hour onsite staff presence	10	
15	Displays and info about the local area	8	

IV. CONCLUSIONS/ RECOMMENDATIONS

OVERALL INSIGHTS AND IDEAS FOR MNDOT

The following recommendations are based on the results from the quantitative phase of the study indicating the rest area program improvements that will matter most to drivers.

FACILITY FUNDAMENTALS

MnDOT has been continually working to ensure that its rest area facilities are both clean and safe. However, it is important to realize that the data from the research in many ways reinforces the extent to which the perceptions of drivers are influenced by the fundamentals of cleanliness, availability of parking and highway accessibility. This validates the responses from earlier focus groups, who, when defining convenience of using rest areas, included location, visibility from the road, ease of access, and ease of parking. Half of regular and occasional visitors from the general public, when asked to name the most memorable aspect of rest areas from other states, mentioned clean/working rest rooms and clean facilities, in general.

In addition, direct access from the road and adequate parking were among the Top 5 most important requirements for all visitors. When new facilities are considered in the future, MnDOT should consider these features as fundamental to encouraging visitorship.

These characteristics are expected from virtually all visitors, both CVO and general public, of rest areas. When these fundamentals are in place, the following priorities are most important:

1. VIDEO SURVEILLANCE

While visitor safety was mentioned somewhat during the focus groups, this element came out as the most important concern of respondents when they visit rest areas. Video surveillance ranked in the Top Five most important requirements for all General Public and CVO visitor frequencies and was the Number One amenity mentioned by General Public non-visitors.

While the perception of safety may be conveyed through the availability of onsite staff and security personnel, video surveillance was rated as more influential in encouraging drivers to visit rest areas. MnDOT should take every step to ensure that the public is aware that safety at rest area premises is its highest priority.

2. SIGNAGE

Drivers are very interested in convenience and the best utilization of their time when stopping at rest areas. The requirement '*Signs on highway listing amenities and services*' was rated among the Top 5 amenities that would increase the General Public's frequency of stopping at rest areas. Communication of services and features that are available at each rest stop, particularly through advance signage on the road will help drivers determine in advance whether to stop at a specific facility. Earlier notice of the upcoming rest area – 5 or 10 miles ahead – as well as an explanation of the services provided, would help people plan their stops. If the facility has direct access from the highway and adequate parking, that should also be announced on advance signage. The services listings would also help to manage travelers' expectations. Participants in earlier focus groups also had asked for advanced notice of the rest area and details about its services.

3. INFORMATION

After the rest area fundamentals mentioned earlier in this section, the number one feature that respondents, both CVOs and general public, said would encourage them to stop was 'traffic and road construction information with printable maps and travel directions.' In addition, the following types of information were also rated highly:

- Displays and information about the local area
- Free highway maps
- Vended maps
- Weather radar on TV monitor in lobby
- Audio weather announcements in lobby
- Travel brochures for sightseeing, lodging and food

Not only would these information sources encourage stopping at rest areas, but they offer drivers something to do or read, and encouraged a longer break.

4. COMMUNICATION

The research indicated that over five out of six General Public respondents traveled with others on trips over 250 miles. However, the General Public recognition of the connection between rest areas and driver safety is low. A communication campaign would increase the awareness of the benefits of rest area usage to the general public and this information would encourage people to take breaks from driving. Specifically, these informational opportunities consist of two categories:

1. The effects on driver safety and the amenities which are available at each facility. One possible opportunity to convey the message would be a driver safety campaign built around the knowledge of CVOs, such as 'professional drivers stop because they know it is safer'.
2. Another campaign could address the visitor safety and cleanliness features which are important to all. Assurances that rest areas will be clean and provide secure, safe visits will overcome the negative viewpoints that linger in many drivers' perceptions.

Many drivers do not fully understand why rest areas exist and the benefits of stopping. Non-Visitors had the largest difference in their scores to the question about rest areas contributing to driver safety than any other in the study. Also, drivers between the ages of 18 and 32 also scored this question very low.

There is a perception, for example, by some drivers that these areas exist primarily for CVOs. In addition, the predominant reasons given by respondents for stopping are to use the rest rooms, to stretch their legs, and, especially for CVOs, to sleep. Visitorship will increase if drivers are given additional reasons to stop.

Developing an image that rest areas are for all categories of visitors will create a sense of community that will move them to stop more frequently. Information that defines the experience and benefits for all rest area visitors will encourage visitorship and should be part of any future communication campaigns.

“ I would like to commend them, about the efforts they do. It is like an oasis from out of nowhere that these rest areas come across. ”
- Minnesota resident

APPENDIX A – ADDITIONAL DETAILS

The following graphs and charts support the information reported in the previous sections of this report and summarize the responses to additional questions that were asked during the interviews.

- Rest Area Amenities (Q1)
 - Q1a. Activity Areas
 - Q1a.1 Children’s playlot
 - Q1a.2 Pet exercise area
 - Q1b. Vending
 - Q1e. Information
 - Q1c. Facilities
 - Q1D. Convenience
 - Q1f. Safety
 - % of respondents who said they Travel Alone (QG.1)
 - % of respondents who said they Travel with others (QG.2)
 - % of respondents who Travel with Children (QH.1)
 - % of respondents who Travel with other adults ages 18-65 (QH.2)
 - % of respondents who Travel with people over age 65 (QH.3)
 - % of Respondents who Travel with a dog (QH.4)
 - (QI.1)Travel for business
 - (QI.2)Travel for pleasure
 - (QJ) Highway Rest area usage
 - (QJ1) Percentage of stops at highway rest areas
 - (QK1) Main reasons to stop at highway rest areas
 - (QK2) Main reasons to choose to stop at other places more frequently than HRA
 - (QK3) Main reasons to choose to stop at other places more frequently than HRA
 - (QL1) States where visited Highway rest areas (or most often stopping for CVOs)
 - (QL2) What did they offer at these rest areas that you consider memorable?
 - (Q3oth) How likely would offering those features increase the frequency of your stopping at the highway rest areas where they were offered? Can you say more about that score?
 - Scoring for the top ten amenities based on Q3 bundles
 - (Q4) What, concerns, if any, do you have about stopping at rest areas?
 - (Q5other) your feelings about the relationship between driving safety on the highway and the availability of rest areas.
 - (Q6) Is there anything you want to add (good or bad) about rest areas before we finish up?
 - Mean scores including Standard deviations

REST AREA AMENITIES

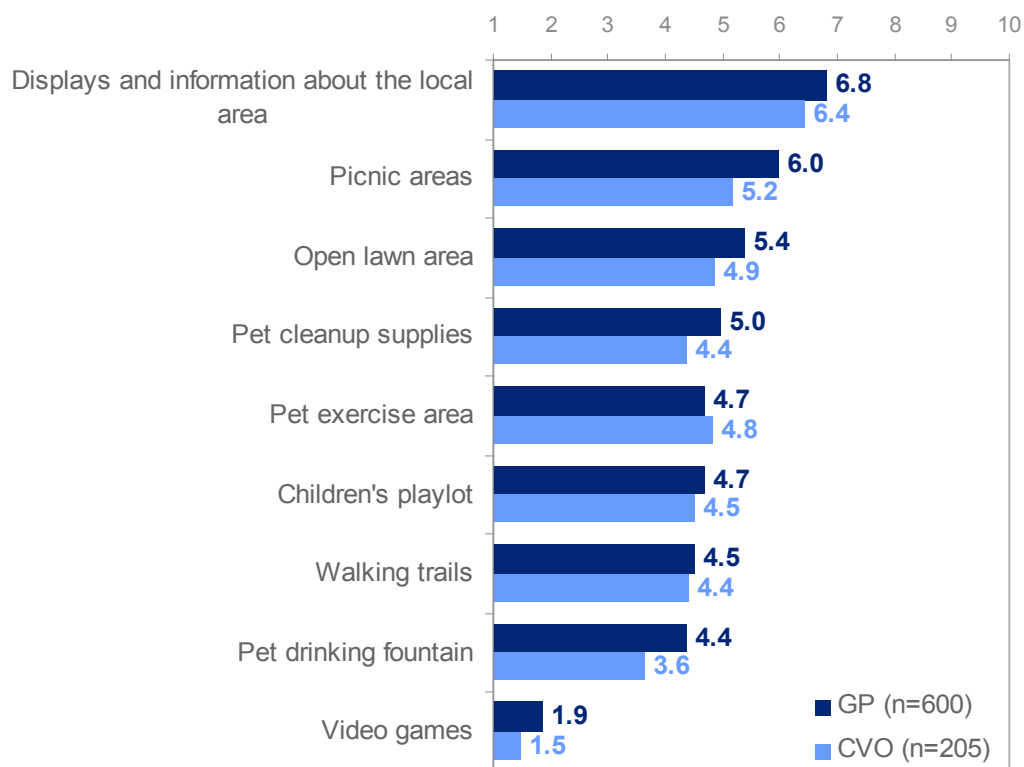
The rating scale questions for Q1 were grouped into 6 sections;

1. Activity Areas
2. Vending
3. Facilities
4. Convenience
5. Information
6. Safety

Respondents were told to assume that a rest area is clean and safe, then to rate each feature on a 1-10 scale, with '10' being the 'most likely to encourage you to stop at a rest area with that feature', and a '1' being 'least likely to encourage you to stop'. The following graphs indicate the mean scores, in the mean descending order of their likelihood to encourage drivers to stop, between the General Public and CVOs.

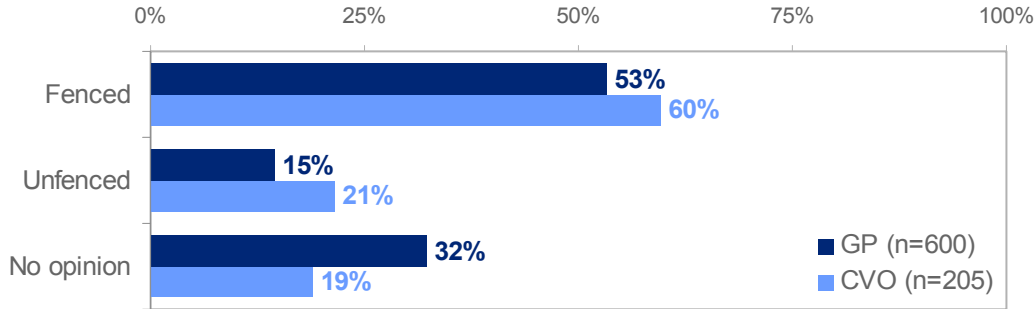
Q1A. ACTIVITY AREAS

Q1. Rate the following features on a 1-10 scale, with '10' being the most likely to encourage you to stop at a rest area with that feature, and a '1' being least likely to encourage you to stop.



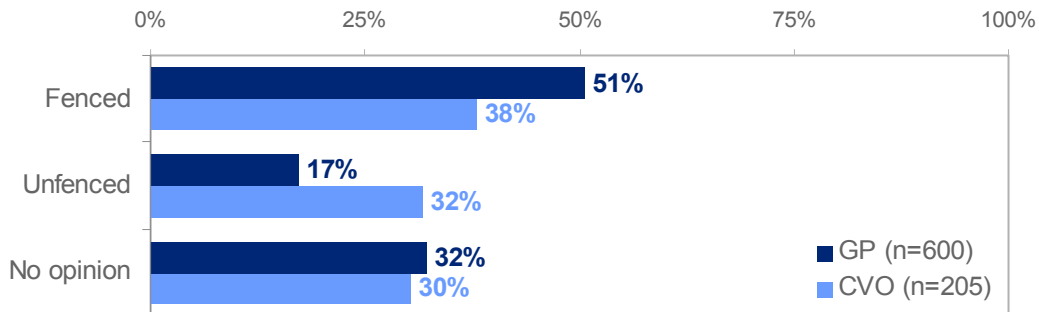
Q1A.1 CHILDREN'S PLAYLOT

Do you have an opinion whether children's playlot should be:



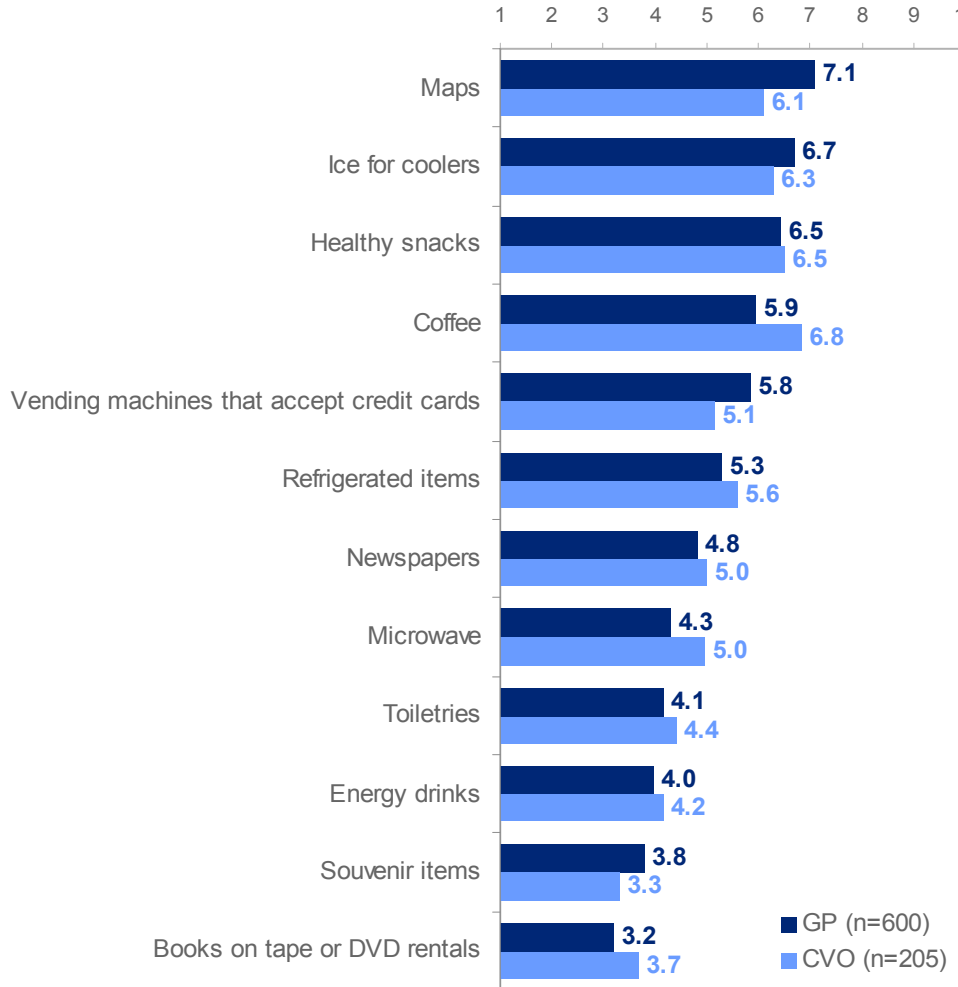
Q1A.2 PET EXERCISE AREA

Do you have an opinion whether the pet exercise area should be:



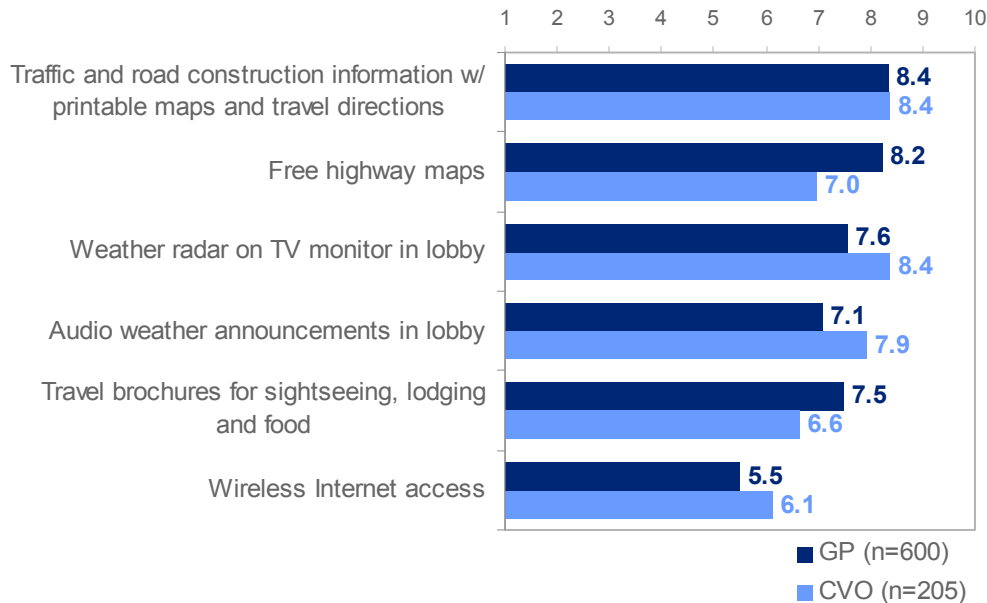
Q1B. VENDING

Q1. Rate the following features on a 1-10 scale, with '10' being the mostly likely to encourage you to stop at a rest area with that feature, and a '1' being least likely to encourage you to stop.



Q1E. INFORMATION

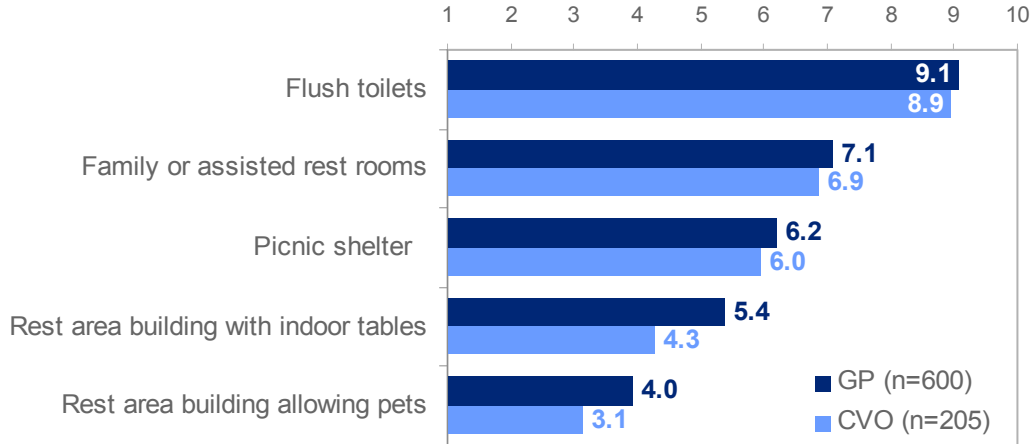
Q1. Rate the following features on a 1-10 scale, with '10' being the mostly likely to encourage you to stop at a rest area with that feature, and a '1' being least likely to encourage you to stop.



Facility Characteristics

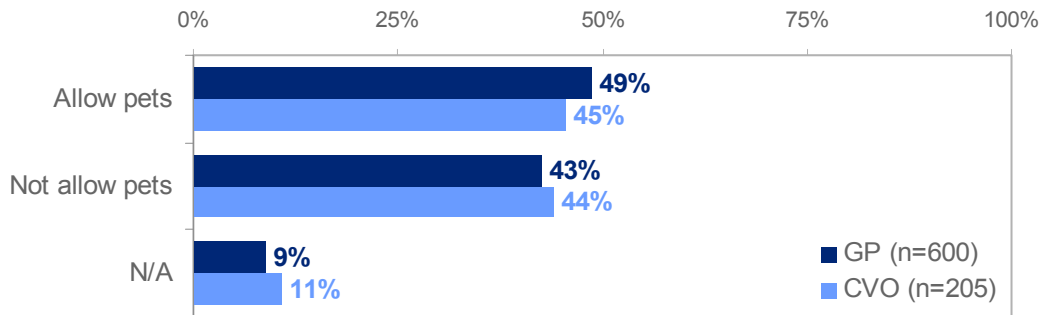
Q1C. FACILITIES

Q1. Rate the following features on a 1-10 scale, with '10' being the mostly likely to encourage you to stop at a rest area with that feature, and a '1' being least likely to encourage you to stop.



PICNIC SHELTER

Would you prefer the picnic shelter to:



Q1D. CONVENIENCE

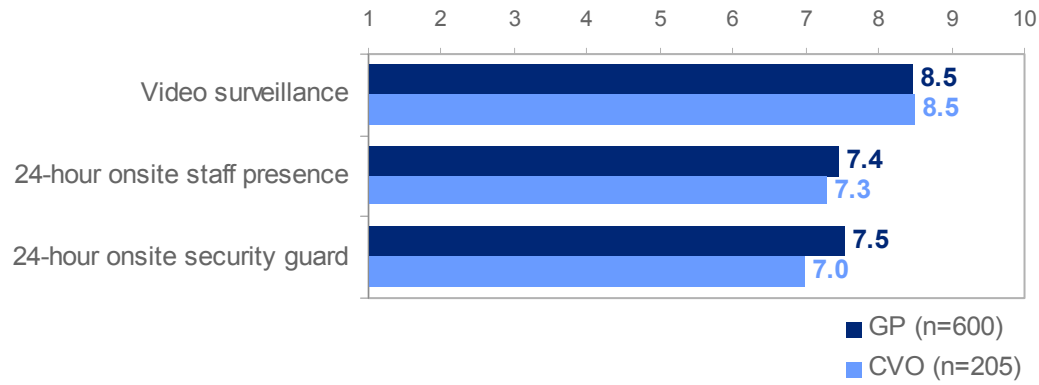
Q1. Rate the following features on a 1-10 scale, with '10' being the mostly likely to encourage you to stop at a rest area with that feature, and a '1' being least likely to encourage you to stop.



Visitor safety

Q1F. SAFETY

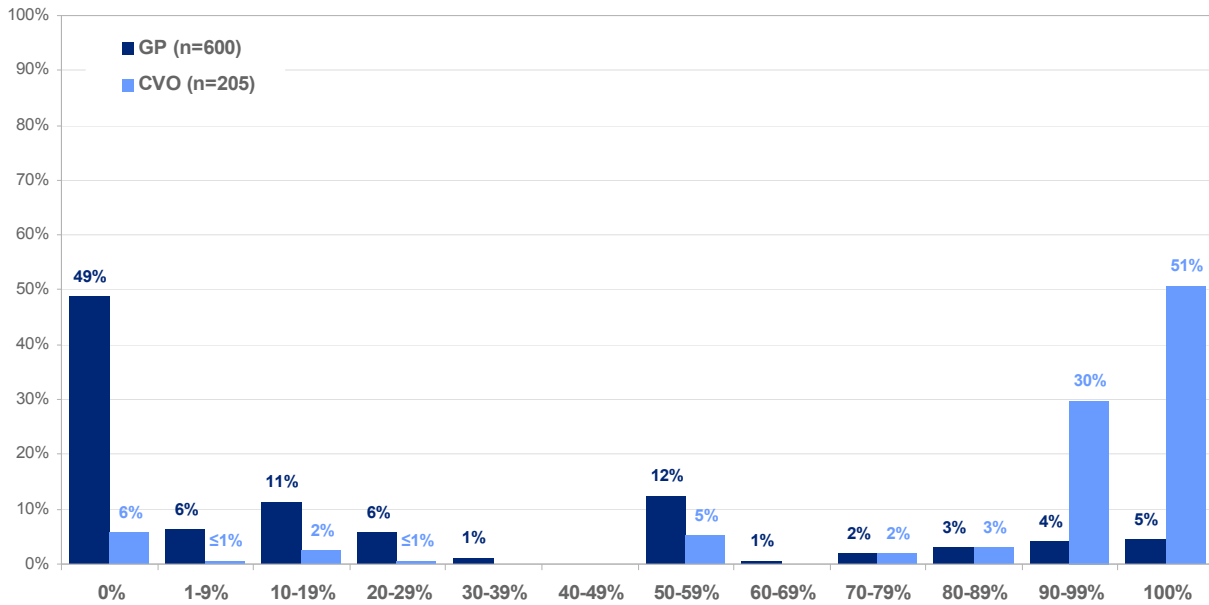
Q1. Rate the following features on a 1-10 scale, with '10' being the mostly likely to encourage you to stop at a rest area with that feature, and a '1' being least likely to encourage you to stop.



Traveling characteristics

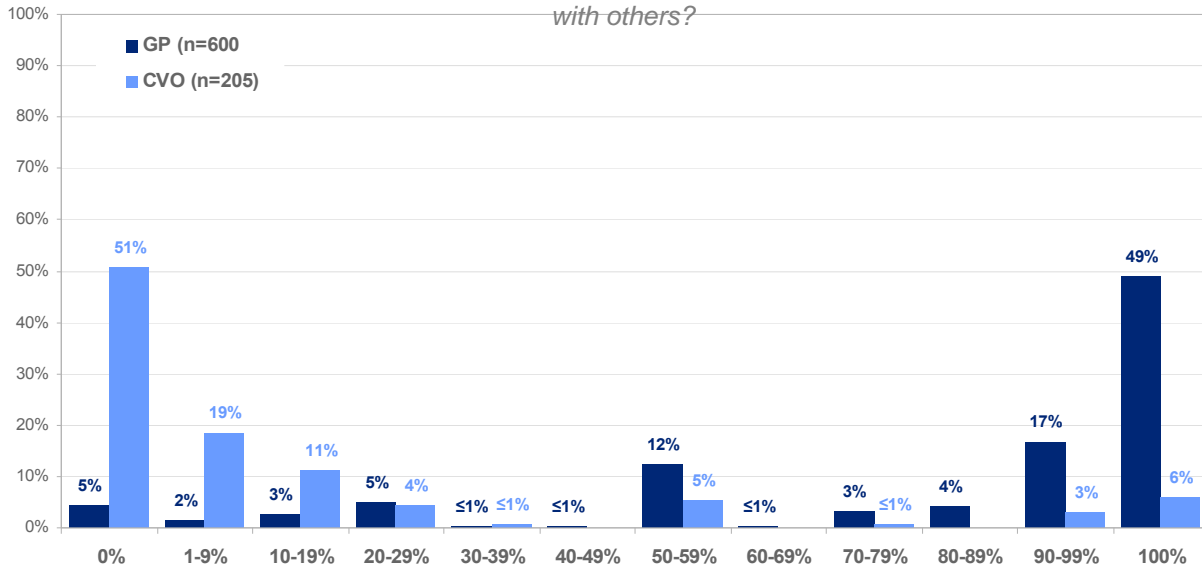
% OF RESPONDENTS WHO SAID THEY TRAVEL ALONE (QG.1)

QG.1 When you travel over 250 miles from home, what percentage of time do you travel alone?



% OF RESPONDENTS WHO SAID THEY TRAVEL WITH OTHERS (QG.2)

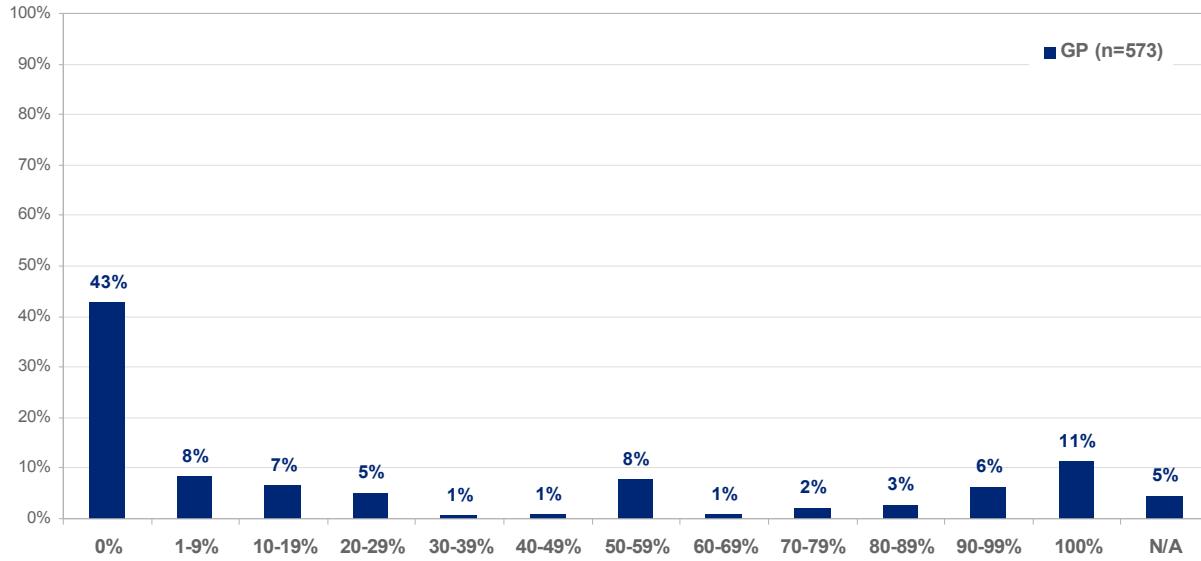
QG.2 When you travel over 250 miles from home, what percentage of time do you travel with others?



Note: Over 85% of the General Public travel with others on trips greater than 250 miles.

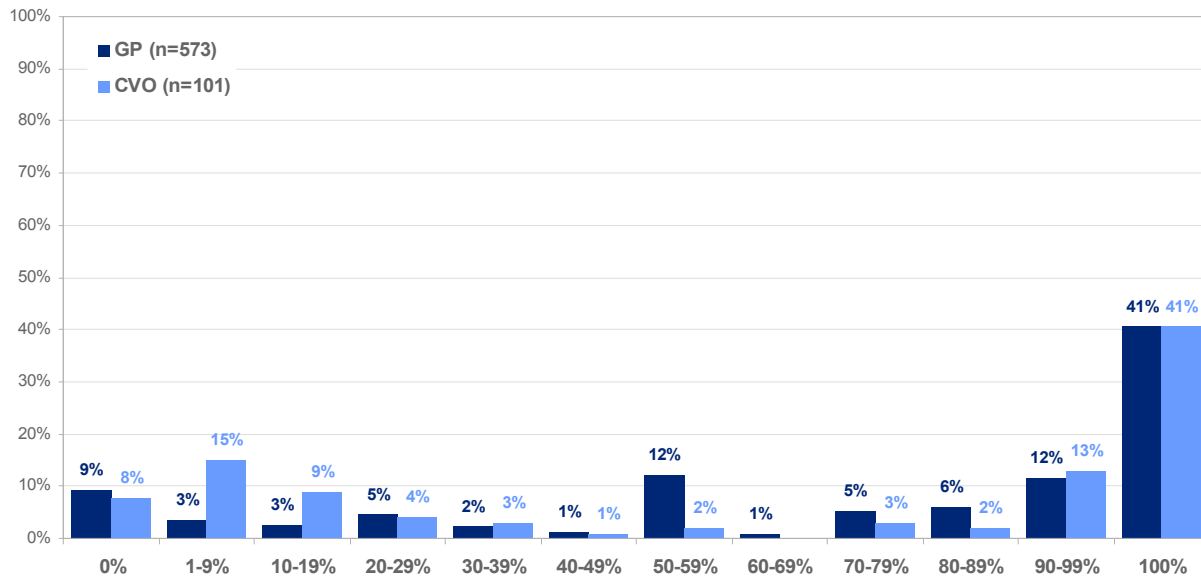
% OF RESPONDENTS WHO TRAVEL WITH CHILDREN (QH.1)

QH.1 When you travel with others, what percentage of time do you travel with children?



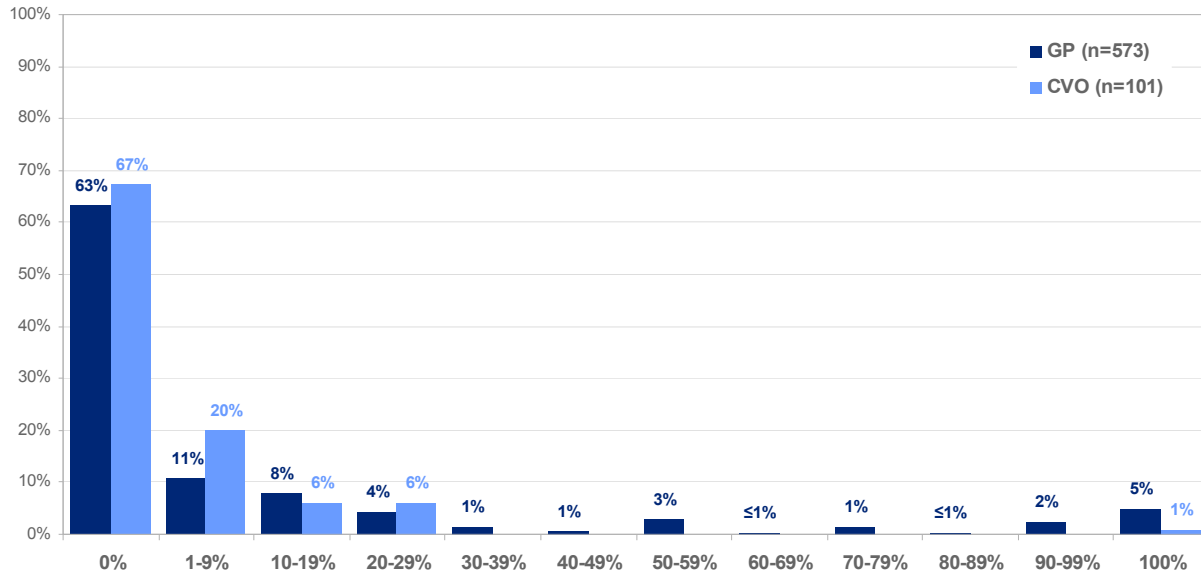
% OF RESPONDENTS WHO TRAVEL WITH OTHER ADULTS AGES 18-65 (QH.2)

QH.2 When you travel with others, what percentage of time do you travel with other adults 18-65?



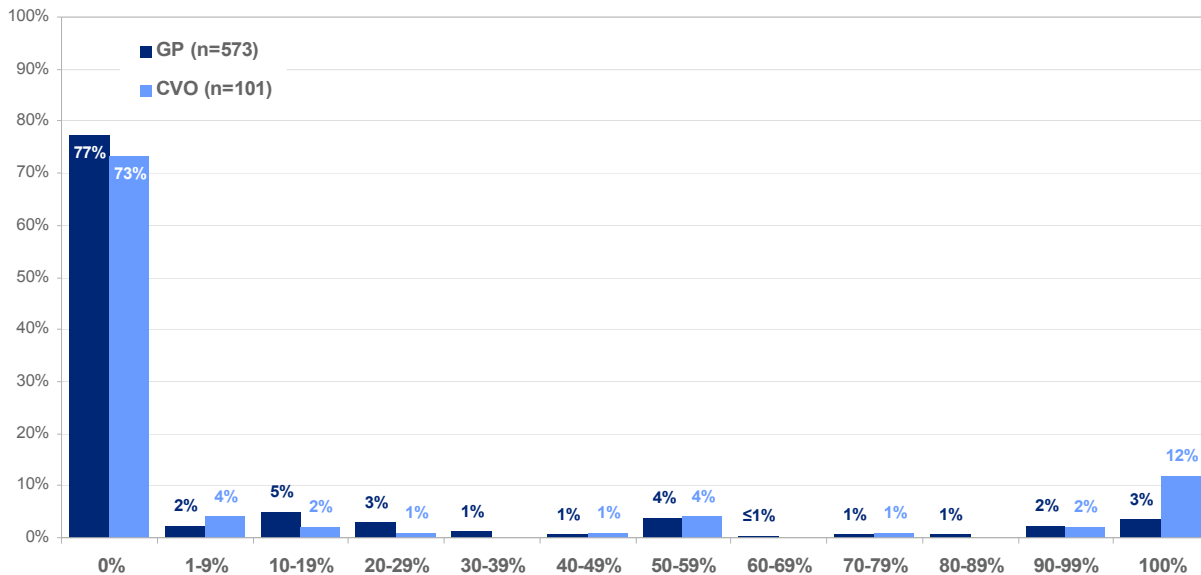
% OF RESPONDENTS WHO TRAVEL WITH PEOPLE OVER AGE 65 (QH.3)

QH.3 When you travel with others, what percentage of time do you travel with other adults over 65?



% OF RESPONDENTS WHO TRAVEL WITH A DOG (QH.4)

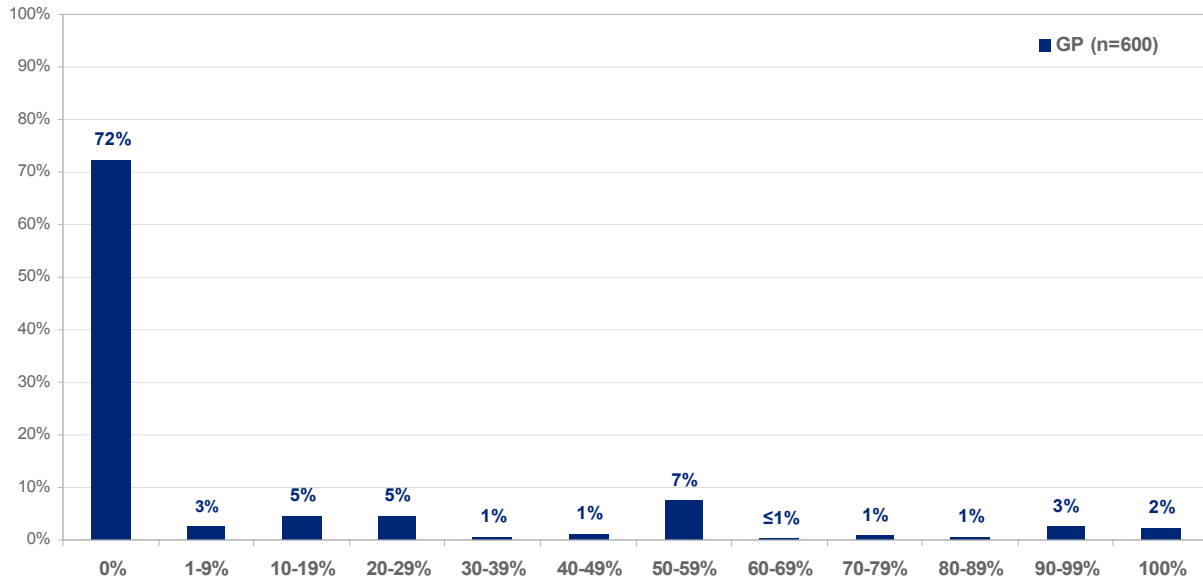
QH.4 When you travel with others, what percentage of time do you travel with a dog?



Note: 19% of CVOs travel with pets 50% or more of the time. 23% of the General Public travel with pets, but only 11% travel with pets 50% or more of the time on trips greater than 250 miles.

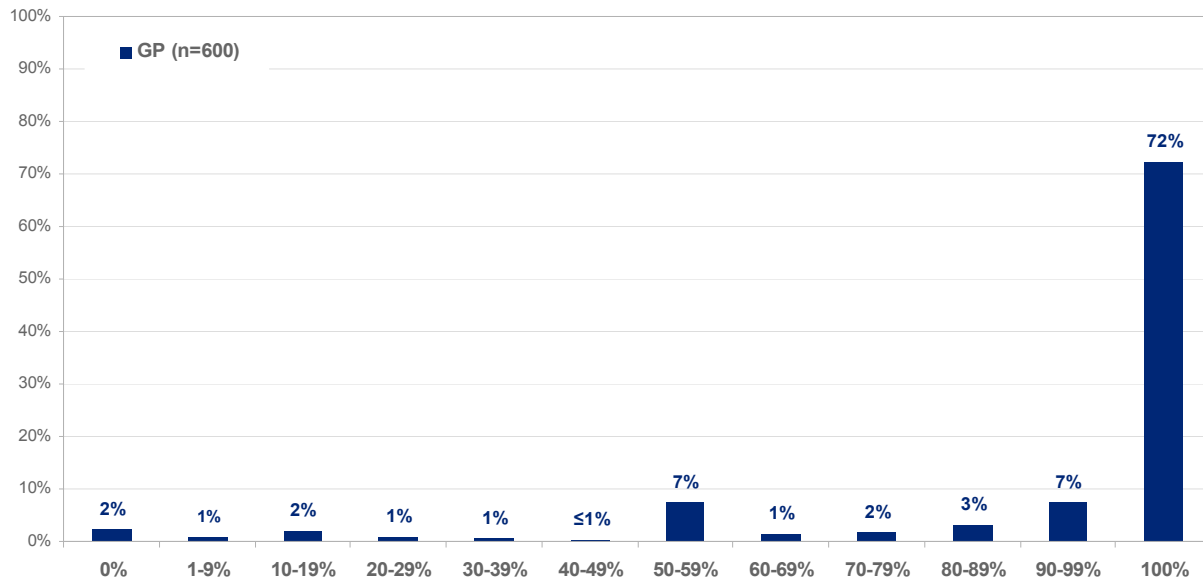
(Q1.1) TRAVEL FOR BUSINESS

Q1.1 And on these trips over 250 miles, roughly what percentage of these are for business?



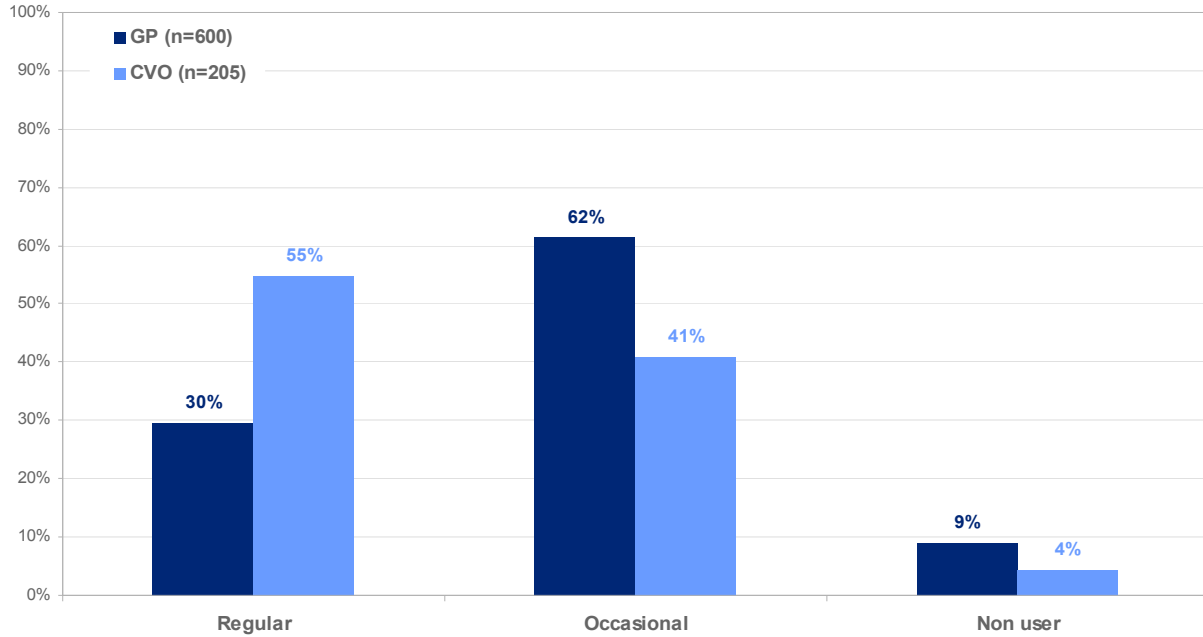
(Q1.2) TRAVEL FOR PLEASURE

Q1.2 And on these trips over 250 miles, roughly what percentage of these are for pleasure?



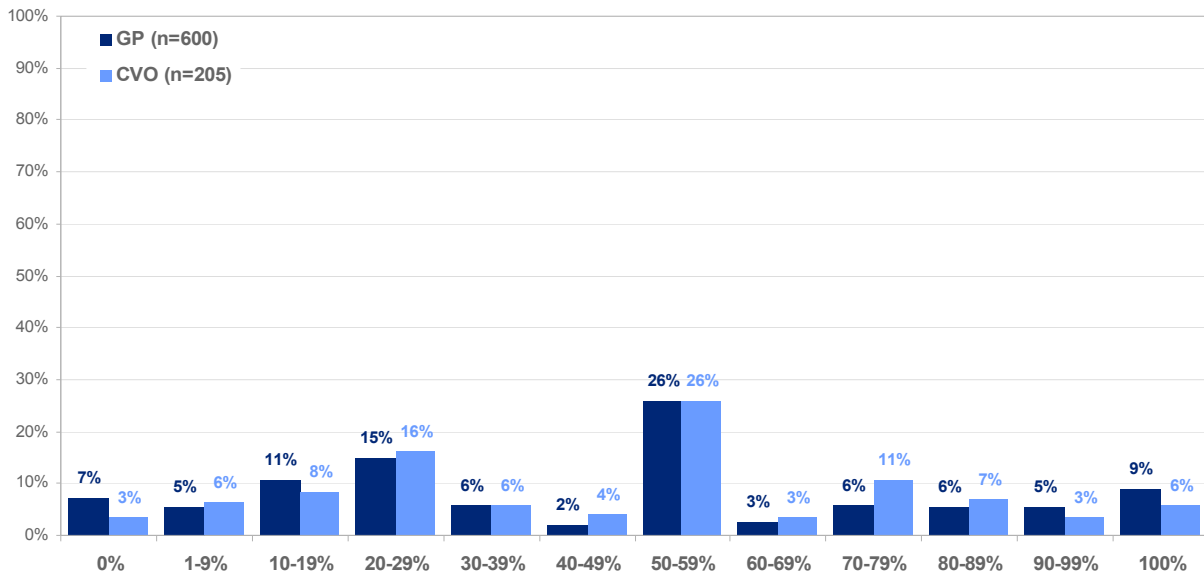
(QJ) HIGHWAY REST AREA USAGE

QJ. When it comes to trips of 250 miles or more, do you consider yourself a Regular visitor of highway rest areas, an Occasional visitor, or a Non-visitor?



(QJ1) PERCENTAGE OF STOPS AT HIGHWAY REST AREAS

QJ1. When you make stops during these trips over 250 miles, in any state, what percentage of those stops are typically at Highway rest areas?



(QK1) MAIN REASONS TO STOP AT HIGHWAY REST AREAS

Asked only of QJ Regular highway rest area visitors.

QK1. What are the main reasons that you stop at highway rest areas?

QK1	CVO	General Public
Use restroom	59%	84%
Stretch/walk around	18%	36%
Eat/Get food/beverages	13%	21%
Rest/take a break from driving	27%	18%
Get information/maps/directions	3%	12%
Convenient/easy on-off access	24%	11%
Walk pet	7%	6%
Sleep	31%	4%
Clean	6%	4%
Purchase gas	-	2%
Change drivers	-	2%
Safe/secure/well lit	5%	1%
Quiet/not too crowded	4%	1%
Enough room to park	7%	1%
Check rig/load	4%	-
Base	135	370

(QK2) MAIN REASONS TO CHOOSE TO STOP AT OTHER PLACES MORE FREQUENTLY THAN HRA

Asked only of the QJ Occasional highway rest area visitors.

QK2. What are the main reasons you choose to stop at other places more frequently than rest areas?

QK2	CVO	General Public
To buy/eat food/beverages	36%	60%
To buy gas/diesel	39%	59%
Use the restroom	-	8%
Better selection of food/beverages	6%	7%
Convenience	19%	7%
Get gas & food at same location	8%	7%
Other services/items available	11%	7%
Restaurants	17%	5%
Spend the night/lodging	-	5%
Safer	6%	5%
Recreation/Entertainment/Tourist attraction	8%	5%
Relax/Rest/Sleep	14%	4%
Cleanliness	3%	3%
Other (single mention)	8%	2%
More room to park	14%	-
Showers	8%	-
Base	36	97

(QK3) MAIN REASONS TO CHOOSE TO STOP AT OTHER PLACES MORE FREQUENTLY THAN HRA

Asked only of the QJ Non-visitors of highway rest areas.

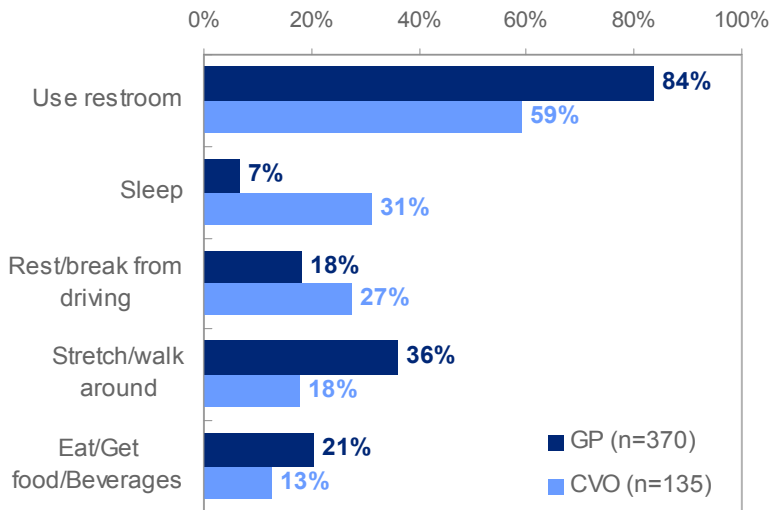
K3. What are the main reasons you choose to stop at other places more frequently than rest areas?

QK3	CVO	General Public
To buy/eat food/beverages	35%	62%
To buy gas/diesel	26%	58%
Use the restroom	-	13%
Convenience	12%	11%
Safer	9%	11%
Other services/items available	15%	7%
Better selection of food/beverages	6%	5%
Restaurants	6%	5%
Cleanliness	3%	5%
Get gas & food at same location	6%	3%
Other (single mention)	6%	3%
Spend the night/lodging	-	2%
More room to park	21%	2%
Relax/Rest/Sleep	9%	2%
Not enough rest areas	-	2%
NA/None	3%	2%
Recreation/Entertainment/Tourist attraction	3%	1%
Showers	6%	-
Base	34	133

MAIN REASONS TO STOP AT HIGHWAY REST AREAS (QK1)

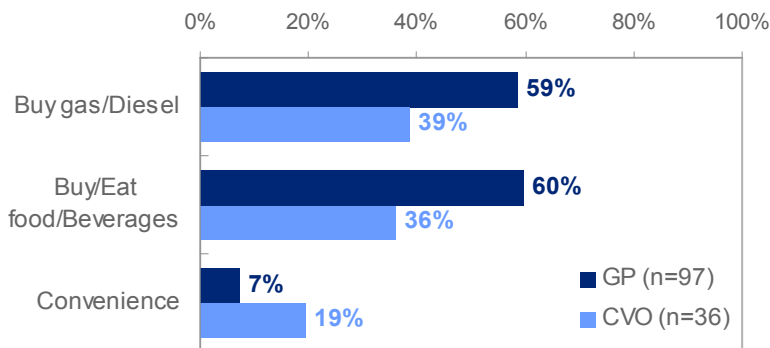
Respondents were asked what the main reasons were that they stopped at highway rest areas. The graph below indicates the largest number of mentions for QK1.

QK1. What are the main reasons that you stop at highway rest areas? (open-ended question asked of self-defined Regular users defined in QJ)

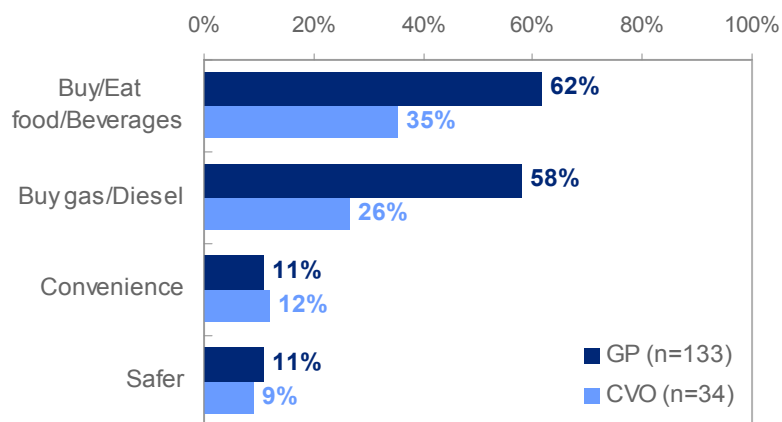


Note: Use of restrooms was the number one reason indicated by respondents who were Regular Visitors for stopping at rest areas.

QK2. What are the main reasons you choose to stop at other places more frequently than highway rest areas? (open-ended question asked of self-defined Occasional users defined in QJ)



QK3. What are the main reasons you choose to stop at other places more frequently than highway rest areas? (open-ended question asked of self-defined Non-users defined in QJ)



(QL1) STATES WHERE VISITED HIGHWAY REST AREAS (OR MOST OFTEN STOPPING FOR CVOs)

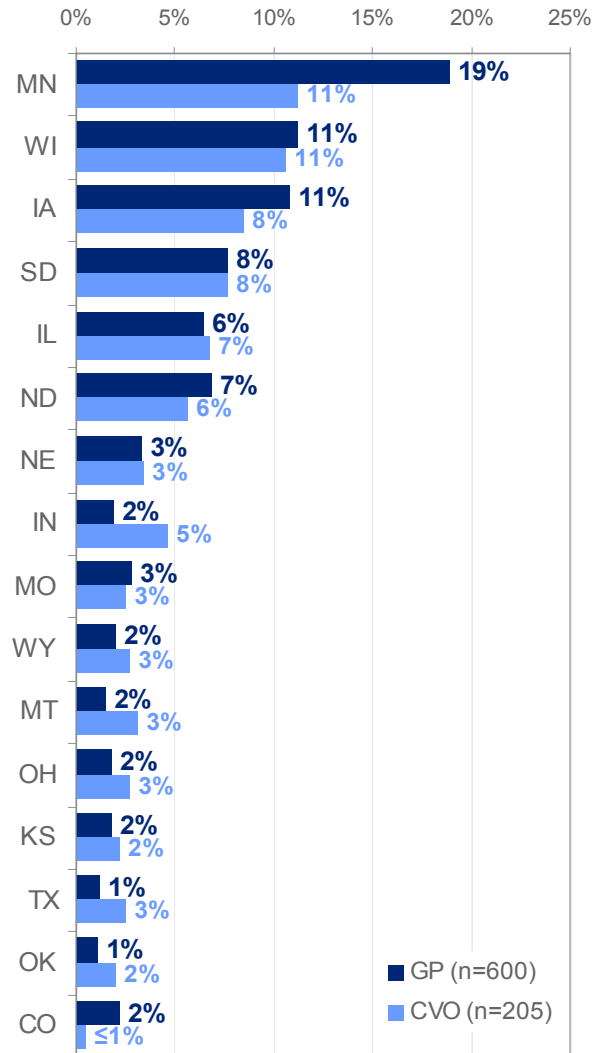
For the General Public drivers interviewed in the mid-state area, the states where the highway rest areas were most frequently visited were; MN, WI, IA, SD, ND, and IL. A small percentage, 2% for the General Public and 1% for CVOs said they did not stop at any highway rest areas. CVOs were asked to name the states where they most often stop at highway rest areas. The top mentions for the population interviewed for this project were; MN, WI, IA, SD, IL, ND, and IN.

The following states were mentioned at less than 2%:

- AK
- AL
- AR
- AZ
- CA
- CT
- FL
- GA
- ID
- KY
- LA
- MA
- MD
- MI
- MS
- NB
- NC
- NJ
- NM
- NV
- NY
- OR
- PA
- SC
- TN
- UT
- VA
- WA
- WV

QL1. Consumer sample: In which states have you stopped at highway rest areas during the past 2 years?

CVO sample: What states do you most often stop at highway rest areas?



(QL2) WHAT DID THEY OFFER AT THESE REST AREAS THAT YOU CONSIDER MEMORABLE?

QL2. What did they offer at these rest areas that you consider memorable?

QL2	CVO	General Public
Working/Clean Bathroom	29%	33%
Clean (General)	21%	16%
Maps	3%	16%
Beverages/Vending Machines	12%	12%
Concierge/Info Desk/Scenic Info/ Area info	7%	9%
Historical Markers/Info	10%	7%
Covered/Shaded Picnic Tables	1%	8%
Well Maintained/ Pretty/ Landscaping	3%	7%
Space to Park	16%	2%
Dog/Pet Area	1%	5%
Other (Single Mention)	1%	5%
Walking Area/Pat	3%	3%
Scenic	1%	4%
Quiet/Relaxing Environment	5%	2%
Weather Monitors	3%	2%
Food/Ice Cream	3%	2%
Service Staff	1%	3%
Nice/Good Facility	3%	2%
Did Not Stop	1%	2%
Convenient	1%	2%
Good Lighting	3%	1%
Easy Access	2%	1%
Save Environment	1%	2%
Restaurants	1%	2%
Did Not Offer Anything	1%	1%
Good Water Supply	≤1%	1%
Convenience Store	-	1%
Highway Info	1%	1%
WiFi	2%	1%
Place to Sleep	3%	≤1%
Kids Play Area	1%	1%
Coupon Books	≤1%	1%
Good Size	1%	≤1%
Insufficient Truck Parking	1%	-
Too Many Frills	1%	-
Newspapers	≤1%	≤1%
Unclean Bathrooms	≤1%	≤1%
Nothing/Not Remember	14%	19%
Base	205	600

(Q30TH) HOW LIKELY WOULD OFFERING THOSE FEATURES INCREASE THE FREQUENCY OF YOUR STOPPING AT THE HIGHWAY REST AREAS WHERE THEY WERE OFFERED? CAN YOU SAY MORE ABOUT THAT SCORE?

Q30th. How likely would offering those features increase the frequency of your stopping at the highway rest areas where they were offered? Can you say more about that score?

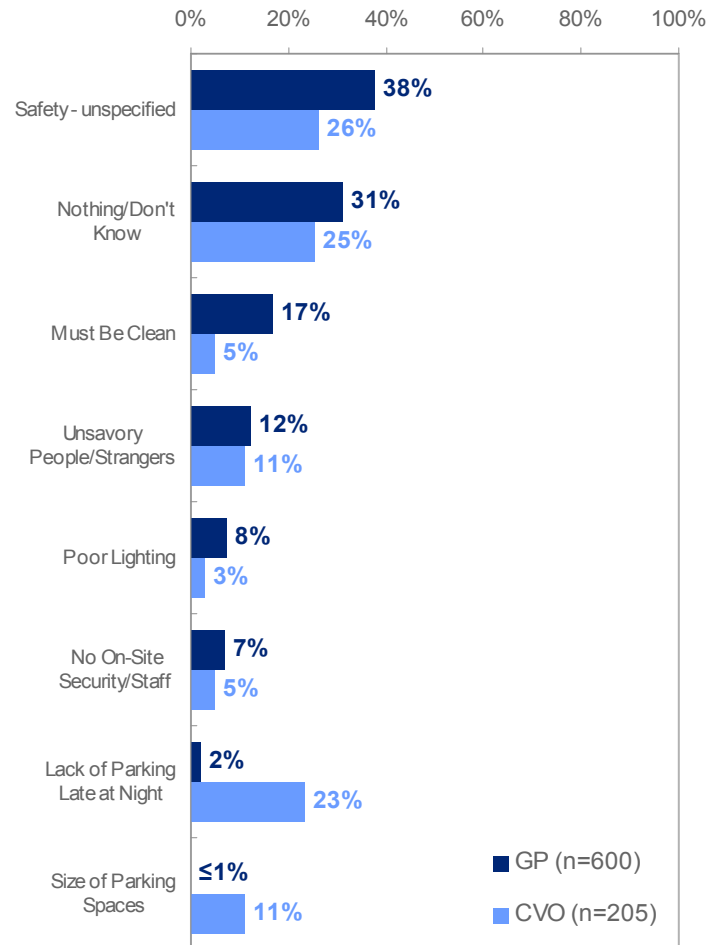
Q3.Oth	CVO	General Public
Need Safety/Surveillance/On-Site Security	25%	23%
Have What I Like/Need	7%	18%
Need Easy Access/Right Off Highway	11%	8%
Must Be Clean/Hygienic	8%	5%
Need Flushable/Auto-Flush Toilets	6%	6%
Need Enough Parking Spaces	20%	≤1%
Tourist Info/Directions/Maps	2%	6%
Weather Info	5%	4%
Better Signage/Visibility From Hwy/Signage for amenities before rest area	1%	4%
Don't Use	2%	4%
Other (Single Mention)	2%	3%
Might Have Pet With You	2%	3%
Need Quiet So Can Rest	5%	2%
Road Conditions/Closures Info	3%	2%
Need Food/Healthier Foods	1%	3%
Depends on when/what you need	2%	2%
WiFi	2%	2%
Kids Area/Fenced Kids Area	1%	2%
Feel safer at HRA (Highway Rest Area)	≤1%	2%
Need Lots of Space/Open Area	5%	1%
All Are Important	1%	2%
Need Coffee/Caffeine	2%	1%
Might Need Exercise/Walk	3%	1%
Get Hungry/Thirsty	≤1%	2%
Prefer Gas Station	-	2%
Better Lighting	2%	1%
Everything Operational/Working	2%	1%
Be Open/Accessible/Available	1%	1%
Handicap Accessible	-	1%
Ice/Cold Drinks	≤1%	1%
Accept Credit Cards	≤1%	1%
Indoor/Covered Seating	≤1%	1%
Audio Tapes/DVD Rentals	≤1%	1%
Bring Own Food	≤1%	≤1%
Need Shade/Escape From Sun	1%	-
Lots of Elderly Stop Here	-	≤1%
Microwave	≤1%	-
Nothing/Don't Know	21%	23%
Base	205	600

(Q4) WHAT, CONCERNS, IF ANY, DO YOU HAVE ABOUT STOPPING AT REST AREAS?

Q4. What, concerns, if any, do you have about stopping at rest areas?

Q4	CVO	General Public
Safety - unspecified	26%	38%
Must Be Clean	5%	17%
Unsavory People/Strangers	11%	12%
Lack of Parking Late at Night	23%	2%
No On-Site Security/Staff	5%	7%
Poor Lighting	3%	8%
Issues/Concerns With Nighttime	3%	7%
Ease of Access/Not Too Remote	6%	4%
Other (Single Mention)	6%	4%
Prefer When Lots of Other People There	2%	5%
Size of Parking Spaces	11%	≤1%
Need Open Layout/No Places to Hide	≤1%	2%
Restrooms Out of Order	2%	1%
Length Commercial Vehicles Can Stay	4%	≤1%
No Food/Drinks Available	2%	1%
No Pet Area	-	1%
RV's Use Too Much Space	1%	≤1%
Cost of Items Sold	1%	-
Getting Lost	-	≤1%
Trucks Parks on Off/On Ramps	≤1%	-
Not Allow Camping	-	≤1%
Nothing/Don't Know	25%	31%
Base	205	600

Q4. What concerns, if any, do you have about stopping at rest areas? open-ended question



(Q5OTHER) YOUR FEELINGS ABOUT THE RELATIONSHIP BETWEEN DRIVING SAFETY ON THE HIGHWAY AND THE AVAILABILITY OF REST AREAS.

Q5OTHER. Your feelings about the relationship between driving safety on the highway and the availability of rest areas; Can you say more about that?.

Q5.Oth	CVO	General Public
Need Break/Rest to Avoid Driver Fatigue	54%	56%
Driving When Tired/Sleepy	15%	10%
Other (Single Mention)	7%	5%
Need Breaks to Get Caffeine/Energy Drink	3%	3%
Restroom Access (Not Racing to Find Restroom or Driving While Uncomfortable)	2%	4%
Doesn't matter/no correlation	2%	4%
Provides Safe Haven to Deal with Car/Child/pet Issues	2%	3%
Need More Rest Stops	4%	1%
Driving While Distracted (i.e. Cell Phones)	2%	1%
Some Not Safe	2%	1%
Safer Than Parking on Shoulder/Ramp	3%	1%
Have Food/Drink While Not Driving	1%	1%
Good for Truckers	1%	1%
Need More Space at Rest Stops	2%	≤1%
Truck Drivers in a Rush/Not Drive Safely	1%	≤1%
Decrease Speeding	-	1%
Secure Area	1%	-
Nothing/Don't Know	18%	24%
Base	205	599

**(Q6) IS THERE ANYTHING YOU WANT TO ADD
(GOOD OR BAD) ABOUT REST AREAS BEFORE
WE FINISH UP?**

Q6	CVO	General Public
Most Good/Like Them	10%	15%
Need More/Open Closed Ones/Keep Them Open	18%	7%
Keep Them Clean/Maintained	5%	8%
Need More parking Space/Trucker Space	25%	1%
Safety/Need On-Site Security/Staff	3%	7%
Other (Single Mention)	3%	5%
Need Good Lighting	4%	4%
Rest stops closer together	2%	4%
More Vending Machine/Food Options	1%	2%
Need Better Entrances/Exits (Layout and Road Conditions)	2%	1%
Remove Time Limits	4%	≤1%
Not Need Frills	1%	1%
Be Family Friendly	≤1%	1%
Need Pay Phones (Cells Not Always Work)	≤1%	1%
Signage on Hwy if Closed/Out of Order	≤1%	1%
Visible From Road/Hwy	-	1%
Maintain Bathroom Supplies	-	1%
Like When Scenic/Landscaped	-	1%
WiFi	≤1%	≤1%
Need Flushable Toilets	-	1%
Handicap Accessible	-	1%
Like the Info Provided	-	≤1%
Prefer Gas Stations	-	≤1%
Need More Trash Cans/Dump stations	1%	-
Lower/No Costs	1%	-
Need Change Machine	-	≤1%
Need ATM	-	≤1%
Like Ones With Free Coffee	-	≤1%
Have Picnic Areas	-	≤1%
Don't Allow Trucks to Sit Running	≤1%	-
Nothing/Don't Know	37%	54%
Base	205	600

MEAN SCORES INCLUDING STANDARD DEVIATIONS

Below are the attributes for Q1 listed in two separate tables, sorted in descending order of overall mean scores in each grouping as stated in the questionnaire.

	Overall (n=805)		CVO (n=205)		General Public (n=600)		
	Mean	Std. Dev	Mean	Std. Dev	Mean	Std. Dev	
Activity Areas	Displays and info about the local area	6.7	2.8	6.4	3.0	6.8	2.7
	Picnic areas	5.8	3.0	5.2	3.0	6.0	2.9
	Open lawn area	5.3	3.0	4.9	3.1	5.4	2.9
	Pet cleanup supplies	4.8	3.6	4.4	3.5	5.0	3.6
	Pet exercise area	4.7	3.6	4.8	3.6	4.7	3.6
	Children's playlot	4.7	3.3	4.5	3.2	4.7	3.3
	Walking trails	4.5	3.0	4.4	3.1	4.5	3.0
	Pet drinking fountain	4.2	3.4	3.6	3.2	4.4	3.5
Vending	Video games	1.8	1.8	1.5	1.6	1.9	1.9
	Maps	6.9	3.1	6.1	3.5	7.1	2.9
	Ice for coolers	6.6	3.0	6.3	3.3	6.7	2.9
	Healthy snacks	6.5	2.9	6.5	3.1	6.5	2.9
	Coffee	6.2	3.4	6.8	3.4	5.9	3.4
	Vending machines that accept credit cards	5.7	3.4	5.1	3.5	5.8	3.4
	Refrigerated items	5.4	3.1	5.6	3.2	5.3	3.0
	Newspapers	4.9	3.0	5.0	3.0	4.8	3.0
	Microwave	4.5	3.2	5.0	3.4	4.3	3.1
	Toiletries	4.2	3.0	4.4	3.1	4.1	3.0
	Energy drinks	4.0	3.1	4.2	3.2	4.0	3.1
	Souvenir items	3.7	2.9	3.3	2.8	3.8	3.0
	Books on tape or DVD rentals	3.3	2.9	3.7	3.2	3.2	2.8

		Overall (n=805)		CVO (n=205)		General Public (n=600)	
		Mean	Std. Dev	Mean	Std. Dev	Mean	Std. Dev
Facilities	Flush toilets	9.0	2.0	8.9	2.2	9.1	2.0
	Family or assisted rest rooms	7.0	3.1	6.9	3.2	7.1	3.1
	Picnic shelter	6.1	3.0	6.0	2.9	6.2	3.0
	Rest area building with indoor tables	5.1	3.1	4.3	3.0	5.4	3.1
	Rest area building allowing pets	3.7	3.2	3.1	2.9	4.0	3.3
Convenience	Direct access from highway	9.4	1.4	9.6	1.1	9.3	1.5
	Adequate parking	9.1	1.7	9.5	1.3	9.0	1.8
	Signs on highway listing amenities & services offered at the rest area	8.5	2.3	8.3	2.6	8.6	2.1
Information	Traffic and road construction information w/ printable maps and travel directions	8.4	2.3	8.4	2.5	8.4	2.2
	Free highway maps	7.9	2.7	7.0	3.2	8.2	2.4
	Weather radar on TV monitor in lobby	7.8	2.7	8.4	2.6	7.6	2.7
	Audio weather announcements in lobby	7.3	2.9	7.9	2.8	7.1	2.9
	Travel brochures for sightseeing, lodging and food	7.3	2.6	6.6	2.9	7.5	2.5
	Wireless Internet access	5.7	3.4	6.1	3.5	5.5	3.4
Safety	Video surveillance	8.5	2.3	8.5	2.5	8.5	2.3
	24-hour onsite staff presence	7.4	2.8	7.3	2.9	7.4	2.8
	24-hour onsite security guard	7.4	3.0	7.0	3.2	7.5	2.9

APPENDIX B – DEMOGRAPHICS

	n=	Overall (805) %	General Public (600) %	CVO (205) %
State				
IA		12.4	12.8	11.2
MN		50.1	50.5	48.8
ND		13.2	13.0	13.7
SD		11.9	11.2	14.1
WI		12.4	12.5	12.2
Gender				
Male		55.7	44.3	88.8
Female		44.3	55.7	11.2
Area				
Rural		50.1	42.5	72.2
Urban		19.0	21.5	11.7
Suburban		30.9	36.0	16.1
Race				
White		93.7	94.7	90.7
Black or African American		1.4	1.3	1.5
American Indian or Alaskan Native		0.6	0.7	0.5
Asian, Native Hawaiian, Pacific Islander		0.5	0.7	-
Some other race		0.6	0.5	1.0
Multiracial		0.4	0.5	-
Refused		2.9	1.7	6.3

(QD2) ARE YOU SPANISH/HISPANIC/LATINO?

QD2.	CVO	General Public
Yes	2	2
No	98	98
Base	205	600

(QD2B) ARE YOU CURRENTLY RETIRED FROM YOUR PRIMARY JOB?

CVOs were not asked this question.

QD2b.	General Public
Yes	28%
No	72%
Base	600

APPENDIX C – INCIDENCE

Total records called: 14028

Refusals: 1602

Remaining records (excl. refusals): 12436 (97%)

Did not meet study qualifications: 438 (4%)

Total number of qualified: 871

Qualified by Market:

General Public: 653

CVOs: 218

Qualified by Visitor Frequencies:

Regular visitors: 535

Occasional visitors: 139

Non-visitors: 197

Total records purchased: 16472

Duration of each interview: 20 minutes

Hours to complete 805 interviews: 764

In the field 6/18-7/8 (no calls on 7/3-7/5) 17 days

Source of RDD lists: Survey Sampling International

Source of CVO lists: Fleetseek and South Dakota

Trucking Association

APPENDIX D – QUESTIONNAIRE

2009
Mn/DOT Rest Area Amenities Study
Conducted by The Leadership Factor



Respondent ID# _____ State _____ Phone _____

Good afternoon/evening. My name is _____ and I am representing The Leadership Factor, an independent research agency calling ON BEHALF of the Department of Transportation. We are calling today to determine the public's preferences related to services at rest areas. **[IF RESPONDENT ASKS IDENTITY OF SPONSOR TELL THEM YOU CAN DIVULGE AT END OF SURVEY, IF THEY CONTINUE TO ASK OR QUESTION TYPES OF REST AREAS, RESPOND WITH "WE ARE TALKING ABOUT HIGHWAY REST AREAS IN GENERAL". ULTIMATELY, IF NECESSARY, YOU MAY TELL THEM THE STATE OF MINNESOTA]**

A. [do not ask Trucker sample] We would like to speak with the youngest male in your household who is at least 18 years old. Is he available? Yes [continue to A2] No [ask Question A1]

A1. [do not ask Trucker sample] May we speak with the youngest female in your household who is at least 18 years old. Is she available? Yes [continue with intro then to A2] No [Thank respondent and hang up]

A2. [do not ask Trucker sample] Are you 18 or older? Yes [continue] No [CONTINUE ONLY IF YES]

A2.1 Since we are looking for all different age categories, would you tell me the year you were born?

The information you provide is confidential so please be as open and honest as possible, as there are no right or wrong answers. Your identity will never be released to anyone.

[Interviewer: If the respondent asks how long the survey will take, answer: Depending on your answers, the interview may take 10 to 15 minutes]

B1. Our records indicate that you live in _____ [name state]. Is that correct?
 Yes No [LIST DIFFERENT STATE: DISCONTINUE IF NOT 5-STATE AREA _____]

C. And do you live in a rural, urban or suburban area?
 Rural Urban Suburban

D. Have you been a driver or a passenger on at least one 250-mile trip by car, motorcycle, recreational vehicle or truck, in the United States in the last two years? [Respondent does not have to have been the driver on this trip]
 Yes No [Thank respondent and hang up]

E. Are you a professional truck driver, working at least part-time currently?
 Yes [Continue]
 No [**Consumer sample:** Skip E1. **Trucker sample:** Thank respondent and hang up. (revisit if we are losing more than 10%)]

E1. Are at least half your trips driven overnight or "long haul"?
 Yes [Continue]
 No [Thank respondent and hang up]

G. When you travel over 250 miles from home, what percentage of time do you:

_____ % Travel alone [if 'alone' =100%, skip QH]

_____ % Travel with others

[NOTE: WILL = 100%]

H. When you travel with others, what percentage of time do you:

_____ % Travel with children [do not ask Trucker sample]

_____ % Travel with other adults 18 to 65

_____ % Travel with people over 65

_____ % Travel with a dog?

[NOTE: WILL NOT NECESSARILY = 100%]

I. [do not ask Trucker sample] And on these trips over 250 miles, roughly what percentage of these are for business and what percentage are for pleasure:

_____ % Business

_____ % Pleasure

[Note: Must add to 100%]

Now, we would like to ask you about your experiences during this longer distance travel.

J. When it comes to trips of 250 miles or more, do you consider yourself a:

Regular user of highway rest areas an Occasional user, or a Non-user?

J1. When you make stops during these trips over 250 miles, in any state, what percentage of those stops are typically at:

_____ % Highway rest areas

[Regular users= >30%, Occasional users= 15-29%, Non-users= 0-14%]

_____ % Other locations

[INTERVIEWER MAY PROMPT FOR REMAINING # AFTER % GIVEN FOR REST AREAS, BUT NEEDS TO FOLLOW WITH "So that makes the mix: XX% rest areas and XX% others, is that correct?" THIS WILL BE A SEPARATE QUESTION AND WE WANT INDICATION THE RESPONDENT SAID YES, BECAUSE GIVEN A MINUTE TO THINK ABOUT IT DURING THE READ-BACK, THE PERSON MAY LIKELY CHANGE THEIR PERCEPTION.]

Interviewer: Record all comments: _____

[ASK ONLY: REGULAR USERS [30+% AS DEFINED IN QJ] :

K1. What are the main reasons that you stop at highway rest areas? [PROBE ONCE AND CLARIFY FULLY FOR AMBIGUITY]

[ASK ONLY: OCCASIONAL USERS [15-29% AS DEFINED IN QJ] :

K2. What are the main reasons you choose to stop at other places more frequently than rest areas? [PROBE ONCE AND CLARIFY FULLY FOR AMBIGUITY]

[ASK ONLY: NON-USERS [0-14% AS DEFINED IN QJ]:

K3. What are the main reasons you choose to stop at other places more frequently than rest areas? [PROBE ONCE AND CLARIFY FULLY FOR AMBIGUITY]

L1. Consumer sample: In which states have you stopped at highway rest areas during the past 2 years?

Trucker sample: What states do you most often stop at highway rest areas?
(RECORD UP TO 5 STATES, AFTER 5 LISTED, WRITE "& MORE" AND POLITELY SAY "That is good enough for us at this point")

L2. What did they offer at these rest areas that you consider memorable? [PROBE ONCE AND CLARIFY FULLY FOR AMBIGUITY]

Now we would like to list several features that may or may not currently be available at rest areas. We will ask you how well they would encourage you to stop and use those rest areas.

[READ IN NON-JUDGMENTAL TONE]: Assuming that a rest area is clean and safe, please rate the following features on a 1-10 scale, with '10' being the mostly likely to encourage you to stop at a rest area with that feature, and a '1' being least likely to encourage you to stop. Of course, you may choose any number between 1 and 10.

[ROTATE ALL FEATURES WITHIN EACH SECTION; IN 1a, THE A/B/E/F ITEMS ARE PAIRED AND SHOULD ROTATE TOGETHER. REPEAT SCALE AT LEAST ONCE, USING WORDS "MOST LIKELY TO ENCOURAGE YOU/LEAST LIKELY TO ENCOURAGE YOU TO STOP AT REST AREAS"]

1a. The first features I'll be asking you about are in the category of Activity Areas:

	LEAST LIKELY		MOST LIKELY								
[IF RESPONDENT EXPRESSES THEY DON'T TRAVEL WITH CHILDREN/PETS, ACKNOWLEDGE RESPONSE BY SAYING, "Even though you don't travel with children/pets, I would like to ask a few questions in case you have an opinion about amenities for them. After the question, you can still tell me if you have no opinion."]											
A. Children's playlot	1	2	3	4	5	6	7	8	9	10	NA
A.1 Do you have an opinion whether children's playlot should be <input type="checkbox"/> fenced or <input type="checkbox"/> unfenced <input type="checkbox"/> [DO NOT READ] No Opinion											
B. Pet exercise area	1	2	3	4	5	6	7	8	9	10	NA
B.1 Do you have an opinion whether the pet exercise area should be <input type="checkbox"/> fenced or <input type="checkbox"/> unfenced <input type="checkbox"/> [DO NOT READ] No Opinion											
E. Pet cleanup supplies	1	2	3	4	5	6	7	8	9	10	NA
F. Pet drinking fountain	1	2	3	4	5	6	7	8	9	10	NA
G. Walking trails	1	2	3	4	5	6	7	8	9	10	NA
H. Picnic areas	1	2	3	4	5	6	7	8	9	10	NA
I. Open lawn area	1	2	3	4	5	6	7	8	9	10	NA
J. Displays and information about the local area	1	2	3	4	5	6	7	8	9	10	NA
K. Video games	1	2	3	4	5	6	7	8	9	10	NA

1b. Next, rest area vending machines and items which could be provided through vending machines

[REPEAT SCALE: "10 is MOST LIKELY TO ENCOURAGE YOU and 1 is LEAST LIKELY TO ENCOURAGE YOU to stop at rest areas"]

	LEAST LIKELY		MOST LIKELY								
A. Maps	1	2	3	4	5	6	7	8	9	10	NA
B. Souvenir items, like postcards, key chains, magnets	1	2	3	4	5	6	7	8	9	10	NA
C. Coffee	1	2	3	4	5	6	7	8	9	10	NA
D. Energy drinks	1	2	3	4	5	6	7	8	9	10	NA

E. Healthy snacks	1	2	3	4	5	6	7	8	9	10	NA
F. Refrigerated items, like sandwiches	1	2	3	4	5	6	7	8	9	10	NA
G. Ice for coolers	1	2	3	4	5	6	7	8	9	10	NA
H. Books on tape or DVD rentals	1	2	3	4	5	6	7	8	9	10	NA
I. Toiletries such as razors, toothpaste and so on	1	2	3	4	5	6	7	8	9	10	NA
J. Vending machines that accept credit cards	1	2	3	4	5	6	7	8	9	10	NA
K. Microwave	1	2	3	4	5	6	7	8	9	10	NA
L. Newspapers	1	2	3	4	5	6	7	8	9	10	NA

1c. The next topic is rest area facilities: [REPEAT SCALE: "10 is MOST LIKELY TO ENCOURAGE YOU and 1 is LEAST LIKELY TO ENCOURAGE YOU TO STOP AT REST AREAS"]

	LEAST LIKELY										MOST LIKELY											
A. Picnic shelter	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	NA	
B. Would you prefer the picnic shelter to <input type="checkbox"/> Allow pets or <input type="checkbox"/> Not allow pets																						
C. Rest area building allowing pets	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	NA	
D. Family or assisted rest rooms	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	NA	
E. Flush toilets	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	NA	
F. Rest area building with indoor tables	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	NA	

1d. When it comes to convenience while traveling, how likely are the following to encourage you to stop at a rest area: [REPEAT SCALE: "10 is MOST LIKELY TO ENCOURAGE YOU and 1 is LEAST LIKELY TO ENCOURAGE YOU TO STOP AT REST AREAS"]

	LEAST LIKELY										MOST LIKELY										
A. Direct access from highway	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	NA
B. Adequate parking	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	NA
C. Signs on highway listing amenities and services offered at the rest area	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	NA

1e. Our second to last category deals with information communicated at rest areas: [REPEAT SCALE: "10 is MOST LIKELY TO ENCOURAGE YOU and 1 is LEAST LIKELY TO ENCOURAGE YOU TO STOP AT REST AREAS"]

	LEAST LIKELY										MOST LIKELY										
A. Wireless Internet access	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	NA
B. Audio weather announcements in lobby	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	NA
C. Weather radar on TV monitor in lobby	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	NA
D. Travel brochures for sightseeing, lodging and food	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	NA
E. Traffic and road construction information w/ printable maps and travel directions	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	NA
F. Free highway maps	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	NA

1f. Lastly, we would like your opinion on safety at rest areas, using that same scale we have been using: [REPEAT SCALE: "10 is MOST LIKELY TO ENCOURAGE YOU and 1 is LEAST LIKELY TO ENCOURAGE YOU TO STOP AT REST AREAS"]

	LEAST LIKELY										MOST LIKELY										
A. 24-hour onsite staff presence	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	NA
B. 24-hour onsite security guard	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	NA
C. Video surveillance	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	NA

3. Now, Thinking about the features which you just rated the highest in the previous sections, how likely would offering those features increase the frequency of your stopping at the highway rest areas where they were offered? Your top rated items were: 1... 2... 3... **[PROGRAMMING]**

INSTRUCTION: BRING UP THE TOP 3 RATED ITEMS AND INSTRUCT INTERVIEWER TO READ BACK (SEE TEXT IN BOX)]

	VERY UNLIKELY									VERY LIKELY	
On a 1-10 scale, with '10' meaning Very Likely to get you to stop, and 1 meaning Very Unlikely TO GET YOU TO STOP AT REST AREAS, what number would you give that last question?	1	2	3	4	5	6	7	8	9	10	N/A

Can you say more about that score? (RECORD VERBATIM NO NEED TO PROBE)

3a. In general, how safe do you feel about stopping at highway rest areas during nighttime hours? [READ:]

- Very Safe Somewhat Safe Somewhat Unsafe Very Unsafe

3b. In general, how safe do you feel about stopping at highway rest areas during the day? [READ:]

- Very Safe Somewhat Safe Somewhat Unsafe Very Unsafe

4. What, concerns, if any, do you have about stopping at rest areas? [PROBE ONCE; CLARIFY ANY AMBIGUOUS TERMS, ESPECIALLY ANYTHING TO DO WITH SAFETY.]

5. Finally, we want to ask your feelings about the relationship between driving safety on the highway and the availability of rest areas. Using a 1-10 scale, where 10 represents Strong Agreement and 1 represents Strong Disagreement, please rate your agreement with these statements...

	STRONGLY DISAGREE										STRONGLY AGREE	
Stopping at rest areas makes you personally a safer driver on the highway	1	2	3	4	5	6	7	8	9	10	N/A	
Stopping at rest areas makes others drive more safely on the highway	1	2	3	4	5	6	7	8	9	10	N/A	

Can you say more about that? [PROBE AND CLARIFY FULLY FOR AMBIGUOUS TERMS.]

6. The purpose of this call was to understand how the use of rest areas can be improved. Is there anything you want to add (good or bad) about rest areas before we finish up? [RECORD VERBATIM, CLARIFY ANY AMBIGUOUS TERMS]

In closing, the following questions are for classification purposes only.

D2. Are you Spanish/Hispanic/Latino? Yes No

D2a. As to your racial identification, please stop me when I get to yours... Do you consider yourself to be...?:[CHECK ALL THAT APPLY]

- White
 Black or African American

- American Indian or Alaskan Native
- Asian, Native Hawaiian or other Pacific Islander, or
- Some other race
- Multi-racial
- DO NOT READ: Refused

[Note to interviewer: ACCEPTABLE IN MN IS 10% NON-CAUCASIAN]

D2b. [do not ask Trucker sample] Are you currently retired from your primary job? Yes No

D3. Home zip code _____

D3a. In case my supervisor wishes to verify that I called, may I have your first name only?

D4. Gender [DO NOT ASK, UNLESS INTERVIEWER UNABLE TO DETERMINE]

- Male
- Female

Thank you and in case you were interested, this study we have done was ON BEHALF OF Mn/DOT (pronounced, "Minn-Dot").

[INTERVIEWER: IF RESPONDENTS WANT TO CONFIRM THE LEGITIMACY OF THIS SURVEY RESEARCH, PLEASE DIRECT THEM TO CALL CHRIS MCMAHON, MARKET RESEARCH DIRECTOR AT MN/DOT, 651.366.3771]