

Minnesota Department of Transportation
Statewide Traveler Information Study
Post-Campaign Wave

October, 2002

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Minnesota Department of Transportation Statewide Traveler Information Study Post-Campaign Wave

Executive Summary

Background/Objectives

The Minnesota Department of Transportation (Mn/DOT) developed a publicity campaign to co-brand, announce and promote the use of two traveler information services. The two services are:

- 511 which the FCC has designated as the national traveler information number. Minnesota has long supported a 1-800 number that provides weather forecasts, weather related road condition information, major incident information and road construction and detour information. Enhancements to this service were introduced with the new campaign.
- Mn/DOT's travel information website. This website is a stand alone website providing travel information. This information is also available within the Department's website.

A two-phase market research effort was designed to measure the overall effectiveness of this publicity campaign and to provide direction for improvements to Mn/DOT's traveler information tools. The overall objective of this research was to conduct a pre and post evaluation of these information tools which are designed to get information about roads and traffic conditions to the traveling public.

The initial phase (Pre-Campaign Evaluation) was conducted February/March 2002 to establish a benchmark that measured awareness of various traveler information tools and attitudes and opinions of the traveling public about these tools.

The second phase of the research (Post Campaign Evaluation) was conducted to measure any changes in attitudes and opinions as a result of the publicity campaign. The results of this second phase are compared to the benchmark measures to help determine the overall effectiveness of the campaign. Mn/DOT management will use this information to:

- establish priorities for future traveler information services,
- assess usage patterns and perceived utility for these and other travel information tools,
- provide direction for refinements/enhancements/modifications to these and other travel information tools,
- serve as baseline measures for a potential tracking mechanism.

Methodology

As in the Pre-Campaign study, telephone interviews were conducted with a random sample of households throughout the state. A total of 800 interviews were conducted – 400 in the 8-county metro area and 400 in Greater Minnesota. The 8-county metro area included the counties of:

Anoka	Carver	Chisago	Dakota
Hennepin	Ramsey	Scott	Washington

The other 79 counties were assigned to Greater Minnesota.

A stratified random digit dial sample was used for each calling area. The calling samples were developed to be proportional to the number of households in each county. This technique ensured that the results would provide a representative sample of drivers, non-driving commuters and leisure travelers.

To participate in this study, respondents were screened to meet selected criteria. The intent was to interview only people whose driving behavior would suggest that they are potential users of travel information. All respondents in both the Pre and Post Campaign evaluation studies met the following qualifications:

Commuters

- commute to work using a state highway or freeway as part of the trip, or have taken a non-work related trip of 75 miles or more within the past year

Leisure Travelers

- drive at least 20 miles per week
- have driven on state highways or freeways during the past year

The following types of people were excluded:

- employed in an industry that may contribute to biased or knowledgeable responses (profession screen such as work for MN/DOT, city or public works department, bus company, Metropolitan Council, a newspaper, radio or television station)
- have participated in a survey about transportation within the past 6 months

Interviews were conducted on a computer assisted telephone interviewing system (CATI system) at MarketLine Research's call center in Minneapolis, Minnesota. All interviews were conducted during the time period of September 9 through September 30, 2002.

Minnesota Department of Transportation

Statewide Traveler Information Study

Post-Campaign Wave

Key Findings

Driving Characteristics

The Pre and Post Campaign ending samples are representative of drivers, non-driving commuters and leisure travelers throughout the state. In both the Pre and Post Campaigns, two thirds of the people commute to work or school on a regular basis. Just over 90% have taken a non-work related trip by car 75 miles or more from home in the past year.

A question was added for the Post Campaign to identify people who drive a commercial vehicle as part of their job. In both the Metro and Greater Minnesota areas, 7% of all respondents said that they are commercial drivers. Although sample sizes are small, there appears to be no pattern of meaningful differences between the responses of CVO's and drivers in the general population.

Identifying Current Users of Travel Information

Respondents were asked if they specifically seek out travel information for three different types of trips. The purposes of the trips were identified as “from home to work or school”; “from work or school to home”; and before leaving on a “non-work related trip” for recreational or leisure purposes. For each type of trip they were asked if they ever seek out information specifically about...

- ◆ Traffic congestion
- ◆ Weather conditions
- ◆ Road surface conditions
- ◆ Road construction
- ◆ Transit

In the Pre-Campaign, “weather conditions” and “road surface conditions” were asked as one travel information topic “weather and road surface conditions”. After reviewing results of the Pre-Campaign Evaluation study, a decision was made to separate the traveler information topics “weather and road surface conditions” and address them individually in the second phase. Transit information was also added for the second phase. As a result, the second phase of research included five travel information topics instead of three. Therefore, there aren't direct comparisons by **all** topics between the two phases in this report. In both the Pre and Post Campaign, six in 10 respondents said that they seek out information for at least one of the travel information topics for their commute or leisure trip. People in the Metro area are more likely to seek out information than those living in Greater Minnesota. *There is no statistical difference for types of trips or travel information topics between the Pre and Post Campaigns.*

People who seek out travel information tend to seek it out at least weekly.

A new question was added to the Post Campaign evaluation asking people who said that they seek out information about a specific travel information topic to explain what information they are seeking – what information about the topic is important to them. The results indicate that when people seek out information they are interested in four basic elements – **why** there may be a delay; **where** the potential delay is; **how** they may avoid it; and to **what extent** it may delay their travel.

Asked if they typically remain on their usual route when aware of a potential delay, or take an alternate route, three fourths say they divert. Reasons given to maintain their usual route relate to traveling only a short distance, or thinking that an alternate route is not available to them.

Sources of Travel Information

Most people (7 in 10) turn to regular radio and regular TV when they seek travel information. A majority of these people also think that these sources provide the most reliable information. On another note, a majority think that MN/DOT, rather than private industry, should be the provider of travel information – because roads are Mn/DOT’s responsibility.

When people were asked what sources of travel information they use, unaided awareness of Mn/DOT’s travel information services remains comparatively low (1-800 phone service with the highest score at only 13% followed by Mn/DOT website at 8%). However, total awareness of Mn/DOT’s 511 telephone service increased significantly from the Pre-Campaign. Details are shown in the table below.

Mn/DOT’s Travel Information Services - Total Awareness (Aided plus Unaided)						
	<i>Pre-Campaign</i>			<i>Post Campaign</i>		
	<i>Statewide</i>	<i>Metro</i>	<i>Greater MN</i>	<i>Statewide</i>	<i>Metro</i>	<i>Greater MN</i>
KBEM	39%	50%	28%	38%	45%	30%
MnDOT website	42	44	39	46	42	49
1-800	44	37	51	42	36	47
511 telephone	13	11	15	25	28	23
511 website				9	6	11
<i>n =</i>	<i>800</i>	<i>400</i>	<i>400</i>	<i>800</i>	<i>400</i>	<i>400</i>

While some of the awareness changed significantly for areas, it is important to note that for the state as a whole, there is no statistical difference in awareness for any of the Mn/DOT tools other than 511.

With the exception of 511 telephone, a strong majority of the people who have used these services rate them as being very useful. Although a majority of the users are satisfied with the 511 phone service, one fourth are not. A concern for many of these people is that the voice recognition system is not as functional as they desire.

Points to Consider

- A key finding of this research project is that awareness of Mn/DOT’s new travel information services increased significantly as a result of the publicity campaign. This was accomplished with minimum dollars. Mn/DOT should identify opportunities to continue to generate awareness of these new services.
- Mn/DOT should leverage the public’s opinion that they should be the provider of travel information by investigating potential partnerships with mass media vehicles owned by the private sector.
- Mn/DOT should continue to work with the provider of the voice recognition system for its 511 telephone service. People like the concept. As technology improves, use of the system should also improve.
- Mn/DOT should investigate enhancements to the 511 service such as weather forecasts. People are interested in being able to quickly and easily access information about the basic travel information topics. Interests in special topics may be provided by links from the system to other sources.

**Minnesota Department of Transportation
Statewide Traveler Information Study
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The results of this study provide a detailed understanding of people’s awareness, attitude and usage of the various traveler information services. Information throughout this report is presented based on specific areas of interest. These areas and the detail within each area are shown below.

Geography

Statewide
Metro area
Greater Minnesota area

Driver Classification

Commuter
Leisure Traveler

Travel Information Topic

Traffic congestion
Weather conditions ¹
Road Surface conditions ¹
Road construction
Transit information ²

Destination/Purpose of Trip

Commute FROM HOME to work or school
Commute FROM WORK OR SCHOOL to home
Non-work related trip/Leisure/Vacation trip

Source of Travel Information

Cable TV ³
Regular TV
KBEM radio (88.5 FM)
General Radio
Newspaper
The “web” – generic ⁴
Mn/DOT’s website ⁵
Other Websites
Road Construction maps
The Mn/DOT “Get Around Guide”
1-800 Traveler information phone line
511 telephone number
511mn.org website ⁶

¹ In “Pre-Campaign” was read as one topic “weather and road surface conditions”

² In “Pre-Campaign” was read as one topic “weather and road surface conditions”

³ Read as response choice only in “Pre-Campaign”

⁴ In “Post Campaign” was used only if specific web site not mentioned – not a choice in “Pre-Campaign”

⁵ In “Post Campaign” was clarified as to MnDOT website itself or the 511 Mn/DOT website

⁶ Read as response choice only in “Post Campaign”

Summary of Detailed Findings

Understanding Who We Talked To

Summary Description of Who We Talked To

The reporting samples for the Pre and Post Campaigns are representative of drivers – commuters, non-driving commuters and leisure travelers – throughout the state.

When comparing the Pre-Campaign and Post Campaign ending samples there are few statistically significant differences between geographic areas for driving behaviors. These differences may relate to seasonality and do not impact the outcomes of this study.

All respondents in this study were screened on driving characteristics that indicate that they are potential users of travel information services. All Metro and Greater Minnesota respondents travel on state highways or freeways. A majority commute to work on a regular basis. All should be able to access a Mn/DOT sponsored travel information service. Listed below is a summary of characteristics which may potentially influence the need or use of travel information.

- 63% commute to work or school on a regular basis
- 95% of commuters regularly commute during the morning or evening peak periods
- 75% of commuters typically commute 5 days a week during rush hours
- 70% of commuters typically use a state highway or freeway as part of their commute trip
- commuters spend an average of just over 21 minutes commuting to work or school
- 93% of the people take a trip of 75 miles or more from home for leisure purposes
- virtually all own a telephone (hard line penetration)

The Appendix contains detailed charts and graphs showing Post Campaign driving descriptions. All the results in this phase are very similar to the Pre-Campaign.

NOTE: Throughout this report, arrows are used to denote statistically significant differences between two variables. All statistical testing conducted at a 95% confidence level with a +/- 5% interval.

Use of Travel Information

Important information to communicate about a travel information topic...

People who said that they seek out information about a specific travel information topic were asked to explain what information about the topic was important to them.

The next section identifies what information they are seeking for each of the five travel information topics. In its simplest form, they want to know about anything that may cause a delay or present a potential problem for their trip.

People are most interested in knowing

“why” there may be a delay;

“where” the potential delay is;

to “what” extent it may delay them; and

“how” they may avoid it.

When people seek travel information, they are most interested in “current” information that they can use for trip planning purposes. They want to use this information to make travel judgments for each phase of a trip – whether they are currently traveling, going out the door or planning routes for a vacation/leisure trip.

The number of people who said that they seek out information specifically about each travel information topic is shown in the table below.

<i>Number of people asked what information is important about a travel information topic.</i>			
	<i>Statewide</i>	<i>Metro</i>	<i>Greater MN</i>
Traffic congestion	211	149	61
Weather conditions	398	205	193
Road construction	301	166	135
Road surface conditions	253	115	138
Transit information	57	38	19
<i>Total Base</i>	<i>800</i>	<i>400</i>	<i>400</i>

This table summarizes the number of people asked to explain what information about the travel information topic is important to them. Note the smaller number of people who seek out *transit information* relative to the other four topics. A summary of responses as to what is important for each topic is presented in the following pages.

Use of Travel Information *continued*

Q20a. *WHEN you seek out information about traffic congestion, what information are you seeking? That is, what traffic congestion information is important to you?*

When seeking information about traffic congestion people want to know if there are accidents or other issues that may delay their travel.

Important Traffic Congestion Information			
	<i>Statewide</i>	<i>Metro</i>	<i>Greater MN</i>
Net - Reason For Delay/Backup	49%	52%	42%
- accident delay	25	29	14
- availability of alternate route	14	15	11
- construction delay/road repair	10	11	6
- detour/road closed	6	5	7
- easier, more efficient routes	4	4	5
Net - Movement Of Traffic	48%	54%	32%
- traffic back up/standstills/bottlenecks	22	26	13
- traffic speed/flow of traffic	10	11	8
- time estimate/time it will take	6	7	3
- length of delay	6	7	4
Net - Area Of Congestion	26%	30%	17%
- planned route congested	21	27	9
- city congestion/near city/out of city	5	2	10
<i>Base</i>	<i>211</i>	<i>149</i>	<i>61</i>

The nature of the problem is no less important than the location of the problem. This would indicate that some people make judgments based on the information they receive and their experience.

Use of Travel Information *continued*

Q20b. *WHEN you seek out information about weather conditions, what information are you seeking? That is, what weather conditions information is important to you?*

Knowing about inclement weather conditions is important planning information – especially during the winter season.

Important Weather Conditions Information			
	<i>Statewide</i>	<i>Metro</i>	<i>Greater MN</i>
Net - Type Of Weather/Weather Related	82%	79%	85%
- <i>Subnet - Winter</i>	58	50	66
- winter snow storms/snow amounts	51	44	60
- sleet/freezing rain	6	8	5
- temperatures/how hot/how cold	5	7	3
- <i>Subnet - Other Specific Weather</i>	30	33	28
- severe storms/potential storms	10	12	8
- weather for destination/where traveling	8	9	7
- type of weather expected/forecast	7	7	7
- bad weather/hazardous/dangerous	5	5	4
- <i>Subnet – Other Seasons</i>	27	29	25
- rain/major rain	20	23	17
- thunderstorms/hail storms	5	5	5
Net – Road Conditions	45%	38%	52%
- icy roads	29	23	35
- slippery roads/wet roads	7	6	8
- road conditions/road surface	7	7	7
Safety in traveling/advisability of traveling	5%	6%	4%
<i>Base</i>	398	205	193

Any time of the year people are interested in knowing if there is the potential for “bad” weather.

Use of Travel Information *continued*

Q20c. *WHEN you seek out information about road surface conditions, what information are you seeking? That is, what road surface conditions information is important to you?*

To most, road surface conditions relate to the effects of weather, but to a good number it also means driving condition of the road due to construction or deteriorating road surfaces.

Important Road Surface Conditions Information			
	<i>Statewide</i>	<i>Metro</i>	<i>Greater MN</i>
Net – Weather Related	65%	61%	68%
- Subnet - Ice	47	44	50
- icy/ice storms/covered with ice	46	43	49
- Subnet – Wet Roads	28	31	26
- slippery roads	16	18	15
- wet roads	3	6	1
- additional road conditions due to weather	3	5	2
- Subnet - Snow	21	14	27
- snow/drifted snow	14	10	18
- roads plowed/salted/roads sanded	5	4	5
Net – Road Changes	24%	27%	21%
- road construction/area of construction	13	17	10
- safety of travel/if travel recommended	6	7	6
Net – Surface Type	10%	9%	12%
- free of potholes	4	5	2
- rough or smooth	3	1	5
<i>Base</i>	253	115	138

Most people seek information about road surface conditions due to special circumstances such as poor driving weather, construction or seasonal conditions.

Use of Travel Information *continued*

Q20d. *WHEN you seek out information about road construction, what information are you seeking? That is, what road construction information is important to you?*

When seeking information about road construction, people want to know the potential extent of the delay and how to best avoid it.

Important Road Construction Information			
	<i>Statewide</i>	<i>Metro</i>	<i>Greater MN</i>
Net – Detours/Alternate Routes	43%	37%	49%
- availability of alternate routes	14	12	15
- availability of detours/where located	15	14	17
- detours, unspecified	12	10	15
- length of detours/how long it takes	4	1	7
Net – Location Of Construction	36%	35%	37%
- how to avoid	14	14	14
- area of construction	18	17	19
- if construction on route/where driving	9	10	7
Net - Closures	33%	36%	30%
- <i>Subnet – Lane Closure</i>	<i>33</i>	<i>36</i>	<i>30</i>
- road closure/highway closed/road blocked	25	26	24
- how many lanes closed	6	8	1
Net - Traffic	13%	16%	9%
- traffic backup/bottleneck due to construction	6	7	6
- congestion/major congestion	4	5	5
Delays/kind of delays/where delays are	11%	13%	10%
Net – Length of Construction Zone	11%	12%	10%
- construction length/how far extend/miles	7	7	6
<i>Base</i>	<i>301</i>	<i>166</i>	<i>135</i>

Use of Travel Information *continued*

Q20e. *WHEN* you seek out information about transit, what information are you seeking? That is, what transit information is important to you?

Providing information for transit users that allows people to plan their trip – timing and bus route – is important.

Important Transit Information			
	<i>Statewide</i>	<i>Metro</i>	<i>Greater MN</i>
Net – Schedule Times	30%	36%	16%
- bus schedules/time for city buses	26	31	16
- availability of schedules/weekends	4	6	0
Net – Routes	25%	34%	8%
- bus routes/point A to point B/correct route	18	23	8
- availability of connections/transfers	10	14	0
Best way to get there/how to get there	8%	4%	15%
None	16%	14%	18%
Others	22%	18%	31%
Don't know	9%	8%	11%
<i>Base</i>	<i>57</i>	<i>38</i>	<i>19</i>

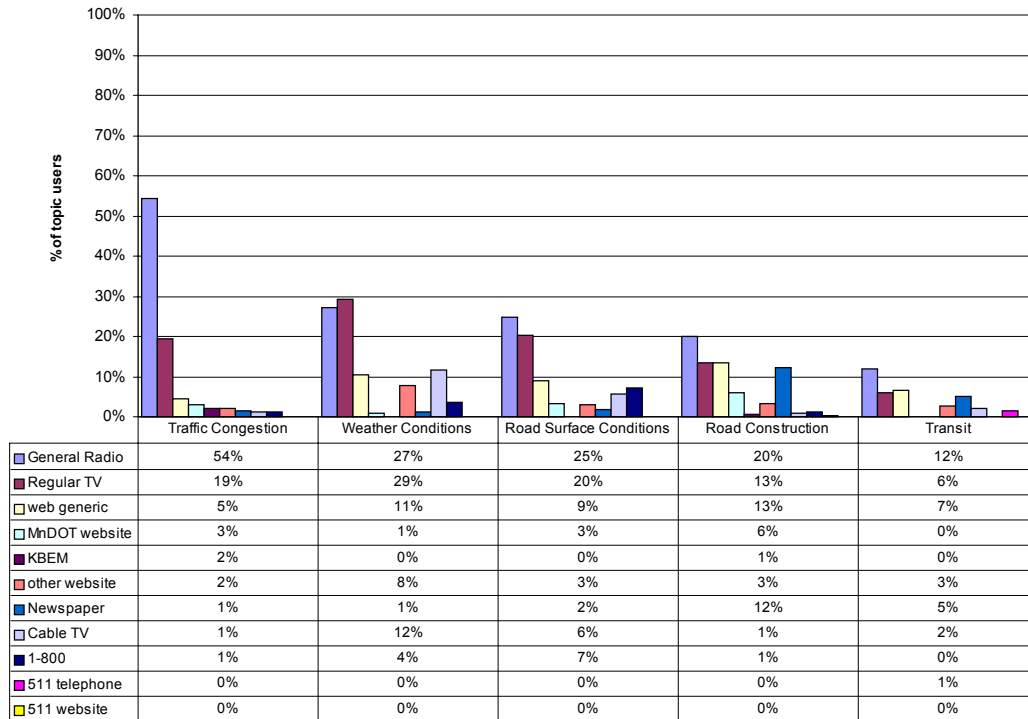
After reading the responses, the large share of “None”, “Others” and “Don’t know” seem to point out some confusion on the part of the public about the term *transit*.

Awareness, Usage and Value of Travel Information Services

Q23a. When you think about checking on [travel information topic], what is the first source of the information that comes to mind for you? [RECORD FIRST MENTION]

As in the Pre-Campaign, radio was the first source of travel information to come to mind for the largest number of respondents.

**Top-of-Mind Awareness (First Mention)
Travel Information by Topic by Source**



Base: 800 Statewide, 400 Metro, 400 GMN

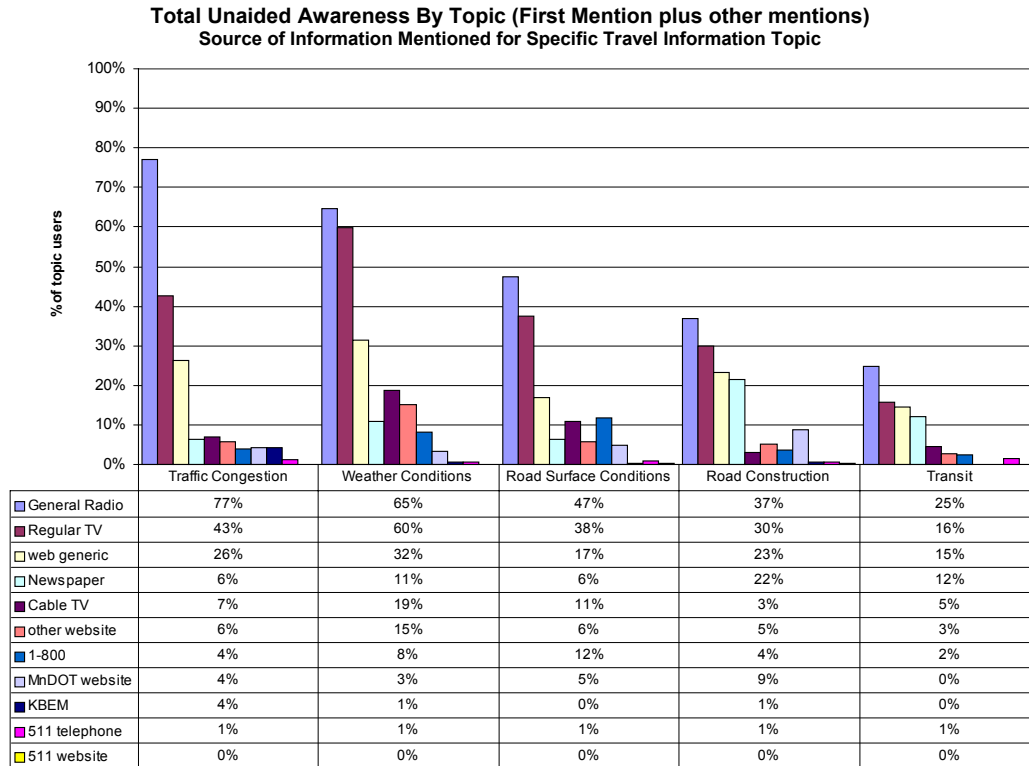
“First mention” of Mn/DOT’s travel information tools has not changed since the Pre-Campaign.

Awareness, Usage and Value of Travel Information Services *continued*

Q23a. When you think about checking on [travel information topic], what is the first source of the information that comes to mind for you? [RECORD FIRST MENTION]

Q23b. What other sources of information about traffic congestion are you aware of?

As in the Pre-Campaign, radio has the highest unaided awareness as a source of information for each of the different travel information topics.



Base = 800 Statewide

Combining the first mention and other mentions does not change the relationships for awareness of the various sources as shown in the previous table.

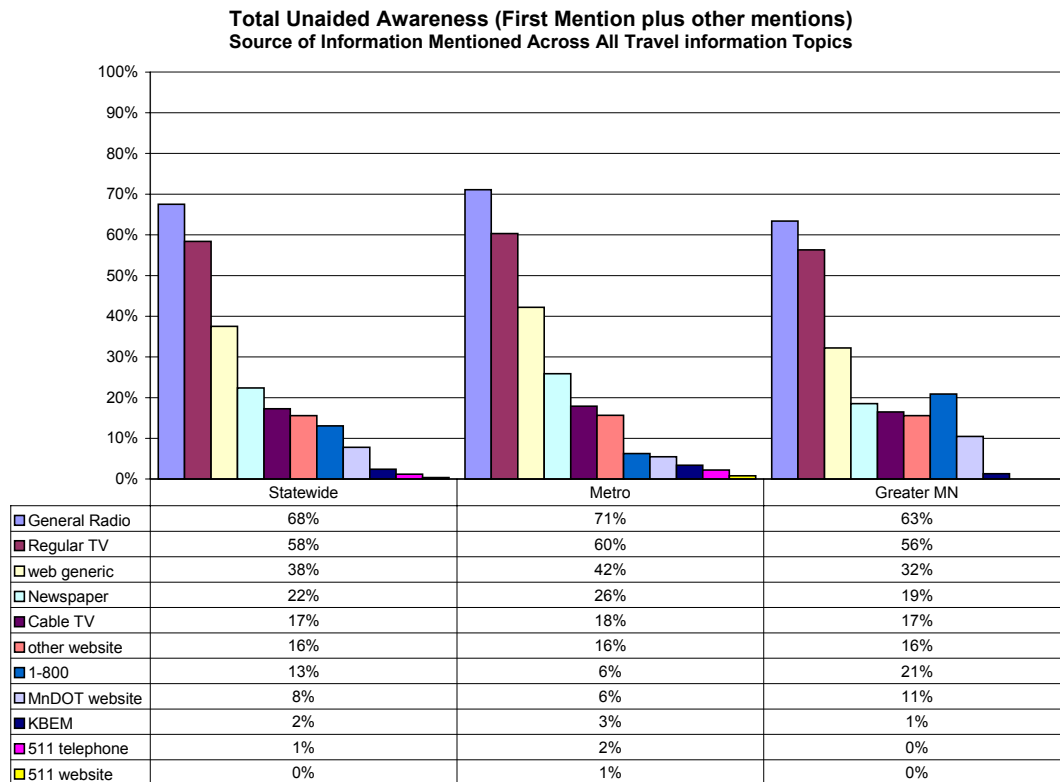
Awareness, Usage and Value of Travel Information Services *continued*

Q23a. When you think about checking on [travel information topic], what is the first source of the information that comes to mind for you? [RECORD FIRST MENTION]

Q23b. What other sources of information about traffic congestion are you aware of?

Unaided Awareness – Sources of Travel Information Post Campaign Only

General Radio, Regular TV and the web are the sources of travel information recalled without prompting by the largest number of respondents in each area.



Base: 800 Statewide, 400 Metro, 400 GMN

Although there may be significant differences between geographic areas for some of the sources, they are meaningful to any decisions since the overall pattern statewide is the same. Also, there are not significant differences when comparing results of the Pre and Post Campaigns.

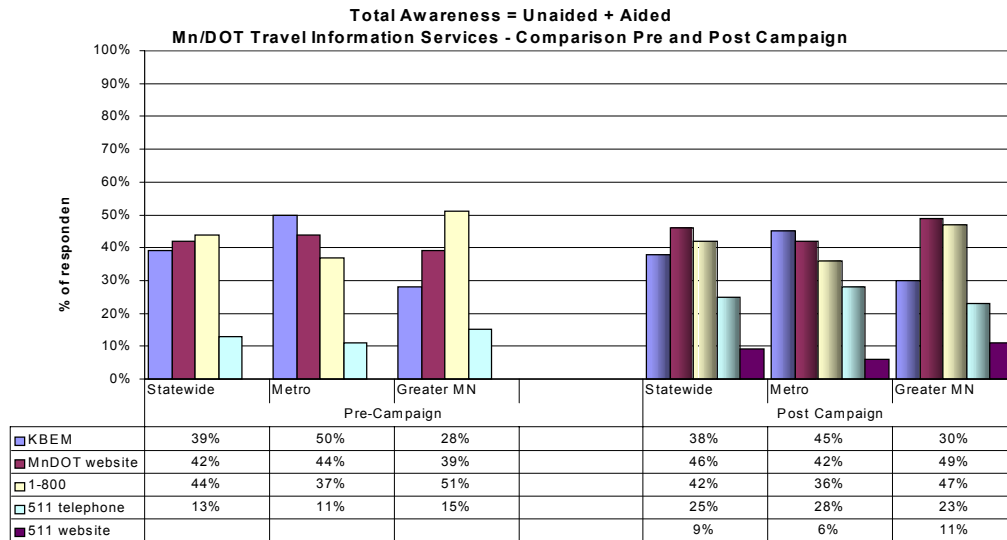
Awareness, Usage and Value of Travel Information Services continued

Q23. When you think about checking on [travel information topic], what is the first source of information that comes to mind for you? [RECORD FIRST MENTION]

Q23f. What other sources of information about [travel information topic] are you aware of?

Q24. Have you heard of [SERVICE] as a source of travel information?

The 511 phone line was the only MN/DOT information tool to show a significant change in awareness statewide.



Base: 800 Statewide, 400 Metro, 400 GMN

Highlights indicate statistical difference in awareness between Pre and Post Campaign			
<i>Travel Information Service</i>	<i>Statewide</i>	<i>Metro</i>	<i>Greater MN</i>
KBEM			
Mn/DOT website			↑
1-800 telephone			
511 telephone	↑	↑	↑
511 website	<i>Not asked in Pre-Campaign</i>		

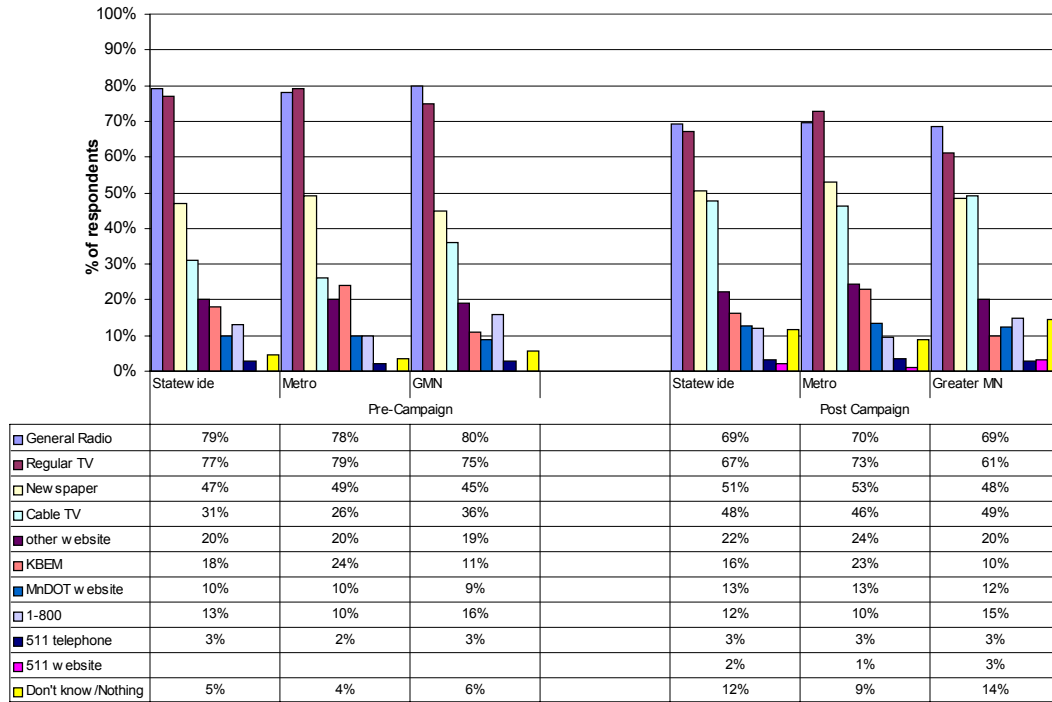
Highlights indicate statistical difference in awareness between the two geographic areas in the Post Campaign.		
<i>Travel Information Service</i>	<i>Metro</i>	<i>Greater MN</i>
KBEM	Higher	
Mn/DOT website		Higher
1-800 telephone		Higher
511 telephone		
511 website		

Awareness, Usage and Value of Travel Information Services continued

Q25a. Which of the following sources of travel information have you used in the past year...?

Usage of Mn/DOT's travel information services has not changed significantly since the Pre-Campaign.

Usage of Travel Information Sources



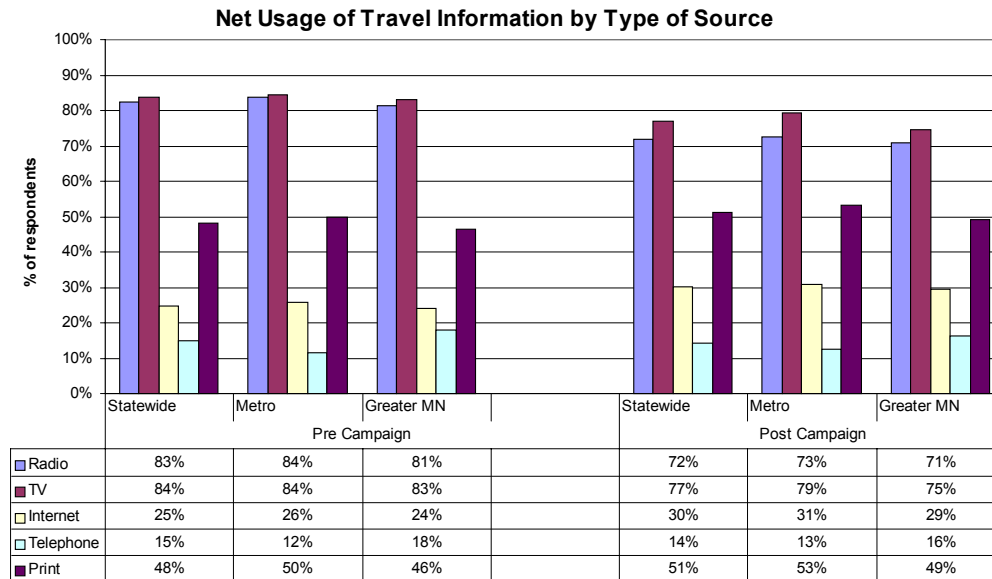
Base: 800 Statewide , 400 Metro, 400 Greater MN

Usage of General Radio and Regular TV is down significantly from the Pre-Campaign (each down 10% from the Pre-Campaign). Whereas, reported usage of Cable TV as a source of travel information is up significantly (up 17 points to 48%).

Awareness, Usage and Value of Travel Information Services *continued*

Q25a. Which of the following sources of travel information have you used in the past year...?

More than three fourths of the people turn to radio or TV as a source of travel information.



Base: Pre - 797 Statewide, 397 Metro, 400 GMN; Post - 800 Statewide, 400 Metro, 400 GMN

“Net” is identifying the number of people who said that they used a specific type of source of travel information in the past year. For example, the number of people who said that they used “Regular Radio” and “KBEM radio” have been combined for “Radio”. If a person used both “Regular Radio” and “KBEM radio”, they are counted only once.

Radio and TV are the sources most people think to use when seeking information about travel information. However, note that use of these sources is down significantly when compared to the Pre-Campaign, but use of the Internet is up significantly statewide as well as in both the Metro and Greater Minnesota areas. There is virtually no change in use of the telephone.

Awareness, Usage and Value of Travel Information Services *continued*

Q25b. FOR EACH SOURCE USED IN Q25. ASK: Have you used [INSERT SOURCE] specifically for information about...?

Radio and TV are used by the greatest number of people to seek out all the various travel information topics.

Total Usage By Topic By Source							
	<i>Base</i>	Traffic Congestion	Road Construction	Weather Conditions	Road Surface Conditions	Transit Information	Used for other information
General Radio	553	61%	54%	86%	50%	14%	9%
Regular TV	536	51	51	87	44	10	11
KBEM	132	71	51	53	37	6	14
1-800	97	23	44	73	49	4	16
Newspaper	405	20	55	70	26	10	19
Mn/DOT website	102	35	74	34	33	5	13
other website	180	27	41	66	30	12	14
Cable TV	381	20	23	80	32	8	18
511 website	17	17	58	35	39	8	32
511 telephone	24	34	40	36	33	6	39
G-A-Guide	8	16	36	26	16	0	64

Each specific source is perceived to have its strengths as a source of travel information. Three fourths of the people who have used KBEM radio used it for information about *traffic congestion*. Three fourths of the people who have visited Mn/DOT's website have used it to seek information about *road construction*.

Use of Cable TV as a source of information specifically about *Traffic congestion* is off from the Pre-Campaign. Use of both General Radio and KBEM Radio as sources of information about *road construction* is up significantly from the Pre-Campaign.

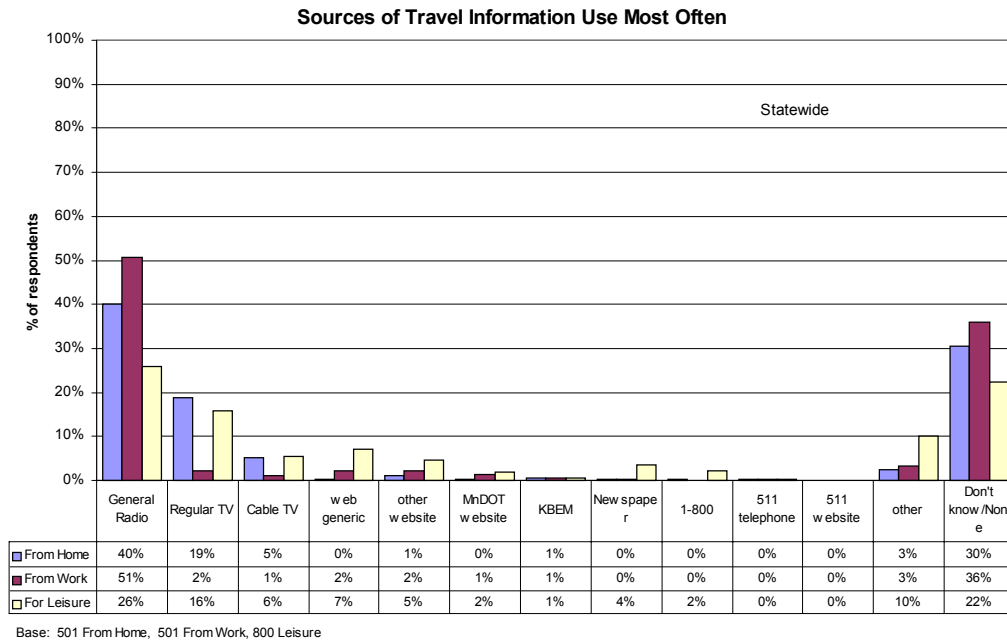
Awareness, Usage and Value of Travel Information Services continued

Q28a. Which source do you use most often for your commute TO work?

Q28b. Which source do you use most often for your commute FROM work?

Q29. Which source do you use most often when traveling in Minnesota for other non-work or vacation trips?

As in the Pre-Campaign wave, radio is used most often for work and non-work related trips, while TV, expectedly is seldom used for trips from work.



Q27. In your opinion, which source provides the most reliable information specifically about...?

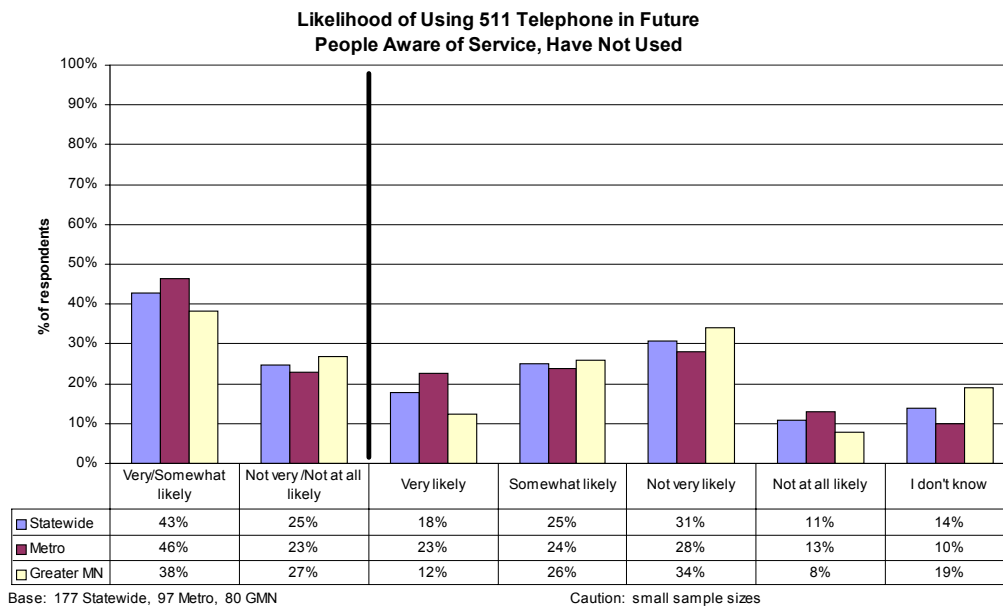
No source is perceived to be the most reliable by a majority of people - which is consistent with the Pre-Campaign.

Almost a quarter of the people “Don’t know” the most reliable source of travel information for *traffic congestion* or *road construction* (22% and 21% respectively). Almost one third “Don’t know” for *road surface conditions*. Six in 10 don’t know a reliable source for *transit information*. Responses for *traffic congestion* and *road construction* have not changed from the Pre-Campaign (these are the only topics that can be compared between the two phases).

Awareness, Usage and Value of Travel Information Services *continued*

Q56. Earlier in this survey, you mentioned that you have heard of the 511 phone line as a source of travel information the traveler information service that provides information on road conditions, congestion, and construction. How likely do you think you will be to use this phone line in the future? IF AWARE OF 511 IN Q23 or Q24 [511 telephone number] or [511mn.org] AND NOT SELECTED IN Q25a. ASK Q51.

Less than half of the people aware, but who have not used 511 think they are likely to use the service in the future.



Intentions to use or not use the service are not very strong which presents opportunity. Less than two in ten think that they are *Very likely* to use the 511 service. This compares to one in ten who say that they are *Not at all likely* to use the phone line in the future.

This question was not asked in the Pre-Campaign.

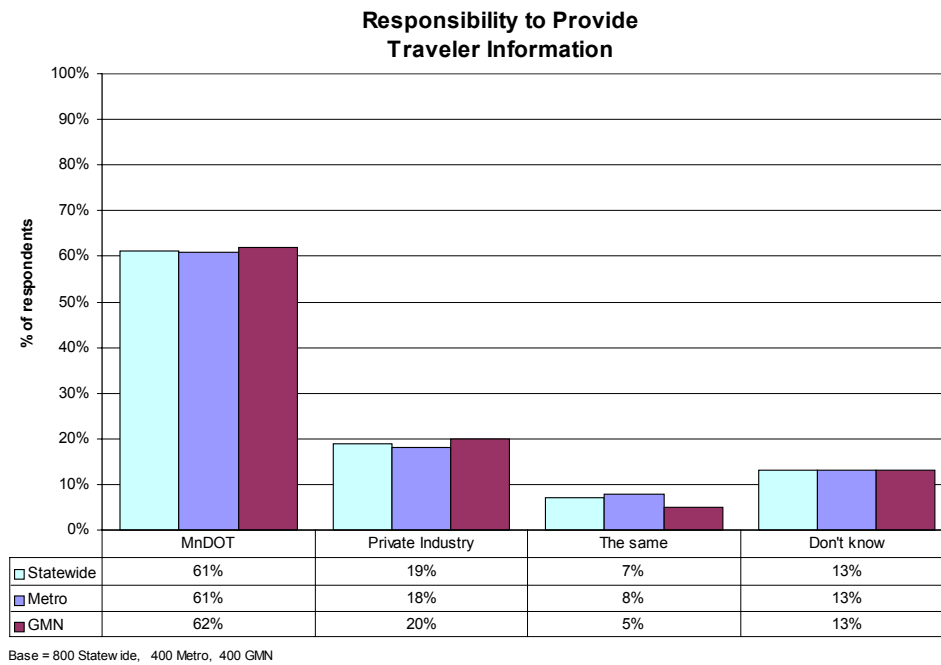
Source, Unaided Awareness

In the series of questions relating to awareness of different sources of travel information, only 6 people said that they had heard of the 511 phone service and only 2 mentioned 511mn.org (unaided awareness). These people were asked where they had heard of the service. Half of these people said that they heard about the services in a radio ad. Others became aware while browsing the Internet and one person mentioned the transit depot.

Awareness, Usage and Value of Travel Information Services continued

Q39. As you probably know, there are a number of sources that can gather and offer to you, information for traveling on Minnesota roads. Many news stations, newspapers and other private enterprises offer weather and road condition updates as well as traffic reports. In your opinion, do you believe that Mn/DOT should be responsible for providing this type of information, or is it more appropriate for private industry to do so?

A majority of people think that Mn/DOT should have the responsibility of providing travel information.



There is virtually no difference between the Pre-Campaign and Post Campaign in the number of people who think Mn/DOT should have the responsibility of providing travel information. Responses are consistent for each of the areas.

Respondents were asked to explain why they preferred Mn/DOT or private industry. Their responses are summarized on the following page.

Awareness, Usage and Value of Travel Information Services *continued*

Q41b. What is the main reason you think that Mn/DOT should be responsible for providing information for traveling on Minnesota roads?

The primary reasons given for Mn/DOT providing information relate to their responsibility for roads within the state and that they are closest to the situations.

Reasons Mn/DOT Should Be Responsible For Providing Travel Information			
<i>Primary Reason</i>	<i>Statewide</i>	<i>Metro</i>	<i>Greater MN</i>
Net – Quality of Information	43%	42%	43%
- better knowledge/know most about/know more than private industry	16	16	15
- know before anyone else/central location	9	8	9
- accuracy of information	8	6	9
Net – Awareness of Conditions	40%	34%	45%
- roads primary concern/in charge of roads	20	20	20
- on road more often/always on road	12	6	17
- aware of road conditions	6	4	8
Net – Job Responsibility	36%	37%	35%
- responsible for construction/plan roads	14	16	11
- Mn/DOT's job/job responsibility	11	11	10
- should give out information/public should know	7	8	6
Net – Cost Concerns	9%	10%	8%
- funds available/good use of tax dollars	8	9	7
<i>Base</i>	<i>490</i>	<i>244</i>	<i>246</i>

This question was added for the Post Campaign wave. Its purpose was to clarify *why* people thought Mn/DOT or Private Industry should have the responsibility of providing travel information.

Notably, in Greater Minnesota there is a much stronger perception of Mn/DOT “always” being on the road.

Awareness, Usage and Value of Travel Information Services *continued*

Q41b. What is the main reason you think that Private Industry should be responsible for providing information for traveling on Minnesota roads?

Major reasons why people think private industry should provide travel information relate to a preference for less involvement by government and taxpayer cost.

Reasons Private Industry Should Be Responsible For Providing Travel Information			
	<i>Statewide</i>	<i>Metro</i>	<i>Greater MN</i>
Net – Government Involvement - Negative	35%	38%	33%
- Subnet – Area of Responsibility	35	38	33
- government busy/overloads/involved enough	13	12	14
- should be responsible for construction/repairs	7	11	4
- not government responsibility/not rely on government	6	6	5
- prefer less government	6	8	3
- red tape in government/not efficient	5	5	5
- should do other things	4	6	2
Net – Cost – How Paid For	31%	28%	34%
- Subnet Cost – Private Industry	21	16	26
- save tax dollars	13	8	17
- TV stations have money/able to make money	6	6	5
- Subnet – Cost - Government	15	15	15
- more cost to tax payer/tax dollars used by Mn/DOT	6	7	5
- expensive/costs more with government	4	5	4
Net – Information Quality/Relevance	24%	25%	24%
- more efficient/faster/easier for private/able to handle	10	7	13
- better information/more reliable	5	7	3
- additional information quality	5	8	3
Net – Advantages – Private Industry	12%	13%	12%
- Subnet – Radio Use	10	12	9
- radio used more/reach more people	5	6	3
- radio privately owned/control media	3	5	1
Don't know	9%	9%	9%
<i>Base</i>	<i>153</i>	<i>72</i>	<i>81</i>

Cost was raised by only 9% of respondents who thought Mn/DOT should provide travel information. This is in contrast to it being raised by close to one third of those who think private industry should have responsibility for providing travel information. While the money implications are different to each group, the number raising the issue of tax dollars/cost is worthy of note.

Awareness, Usage and Value of Travel Information Services *continued*

Q31. Overall, how useful would you say the information from (SERVICE) is to you as a user of Minnesota roads? ASK Q31. FOR EACH SERVICE SELECTED IN Q25

Except for the 511 telephone service, a strong majority of users think the Mn/DOT travel information sources are “Very or Somewhat useful”.

Usefulness of Information From Selected Travel Information Services Comparison – Pre and Post Campaign		
<i>Travel Information Service</i>	<i>Pre-Campaign</i>	<i>Post Campaign</i>
<i>Mn/DOT Website</i>		
Very/Somewhat Useful	88%	91%
Very useful	41	50
Somewhat useful	47	41
<i>Base</i>	<i>77</i>	<i>102</i>
<i>1-800 Traveler Information Line</i>		
Very/Somewhat Useful	93%	85%
Very useful	53	48
Somewhat useful	40	38
<i>Base</i>	<i>103</i>	<i>97</i>
<i>511 Telephone Number</i>		
Very/Somewhat Useful	58%	58%
Very useful	22	22
Somewhat useful	36	36
<i>Base</i>	<i>21</i>	<i>24</i>
<i>51mn.org Website</i>		
Very/Somewhat Useful	NA	72%
Very useful	NA	42
Somewhat useful	NA	30
<i>Base</i>	<i>-</i>	<i>17</i>

There is no statistical difference between ratings in the Pre and Post Campaign for any of the services.

NOTE: Sample sizes for 511 telephone and 511mn.org are too small for decision making. Information is shown only because these two are subjects of this research.

Awareness, Usage and Value of Travel Information Services continued

Q50b. Overall, how satisfied are you with [511 telephone number] or [511mn.org]?

Statewide, just over half the users are satisfied with the 511 telephone service. One fourth is not satisfied.

Satisfaction With 511 Travel Information Services	
<i>4-point Satisfaction Scale</i>	<i>Statewide *</i>
511 Telephone Number	
Very/Somewhat	60%
Not very/Not at all	17
Very satisfied	25%
Somewhat satisfied	35
Not very satisfied	0
Not at all satisfied	17
Don't know	22
<i>Base</i>	24
511mn.org Website	
Very/Somewhat	72%
Not very/Not at all	8
Very satisfied	19%
Somewhat satisfied	53
Not very satisfied	0
Not at all satisfied	8
Don't know	20
<i>Base</i>	17
<i>Caution: Small sample sizes</i>	
<i>Note: Percents may not add due to rounding</i>	

The larger number of people in the *Somewhat satisfied* level indicates opportunity for improvement.

NOTE: Sample sizes for 511 telephone and 511mn.org are too small for decision making. Information is shown only because these two are subjects of this research.

* Comparisons between Metro and Greater Minnesota are not meaningful because of small sample sizes.

Awareness, Usage and Value of Travel Information Services continued

Q50d. What, if anything, do you like BEST about 511 telephone number?

People who have used the service think that it is easy to use – it’s quick and easy to remember.

Like Best About 511 Telephone Number	
	Statewide *
Net – Ease of Use	46%
- easy to dial/convenient to have	26
- fast/quick information	13
- easy to remember	10
Nothing	16%
Others	23%
Don’t know	14%
	Base 24
<i>Caution: Small sample sizes</i>	

* Comparisons between Metro and Greater Minnesota are not meaningful because of small sample sizes.

Q50e. What, if anything, do you like LEAST about 511 telephone number?

Although they thought a benefit of the service was that it’s “easy to use”, an equal number think that it is NOT easy to use.

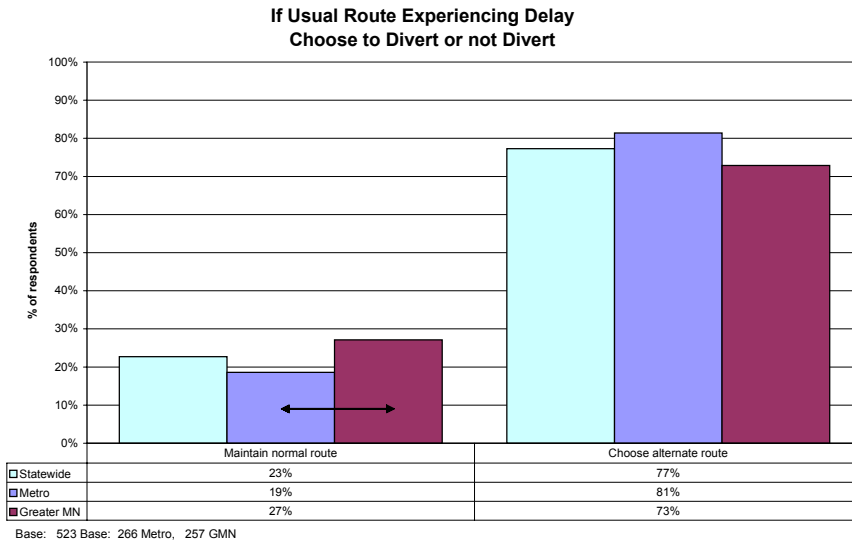
Like Least About 511 Telephone Number	
	Statewide *
Net – Ease of Use – Negative	43%
- lack of accuracy/does not work/not useful	20
- not easy to use/too many buttons/don’t understand	17
- busy signal/slow getting through	6
Nothing/Nothing wrong	21%
Others	17%
Don’t know	17%
	Base 24
<i>Caution: Small sample sizes</i>	

* Comparisons between Metro and Greater Minnesota are not meaningful because of small sample sizes.

Awareness, Usage and Value of Travel Information Services continued

Q41c. Suppose you are seeking out information for your commute to or from work, and you learn that your usual route is experiencing some delay. Do you typically maintain your normal routine and take your usual route, or do you choose an alternative route or method of travel?

Only one fourth of the commuters say they typically remain on their usual route if they are aware of delays.



Metro area commuters are more likely to choose an alternate route than are those in Greater Minnesota as might be expected due to more limitations in Greater Minnesota.

Traveling only a short distance or not having alternatives available are major reasons to maintain a normal routine.

Main Reasons Not Choose Alternate Route			
	Statewide	Metro	Greater MN
Net – Lack of Necessity/Of Concern	47%	53%	43%
- live close to work/travel short distance	20	15	23
- no improvement/traffic on alternate route/others choose alternate	11	20	5
- if short delay no problem/only one lane blocked	10	5	14
- accustomed to roads/to one way	5	7	3
No alternatives/no other routes/no direct route	29%	19%	36%
Takes longer/too far away/might be late	16%	11%	20%
Lack of familiarity/might get lost	5%	4%	5%
Others	6%	12%	2%
<i>Base</i>	121	51	70

NOTE: These two questions were asked only in the Post Campaign evaluation.

Appendix

Respondent Driving Behavior Information
Respondent Demographic/Classification Information
Profile Information – Seekers and Non-Seekers
Profile Information - Users and Non-Users of 511
Questionnaire

Understanding Who We Talked To

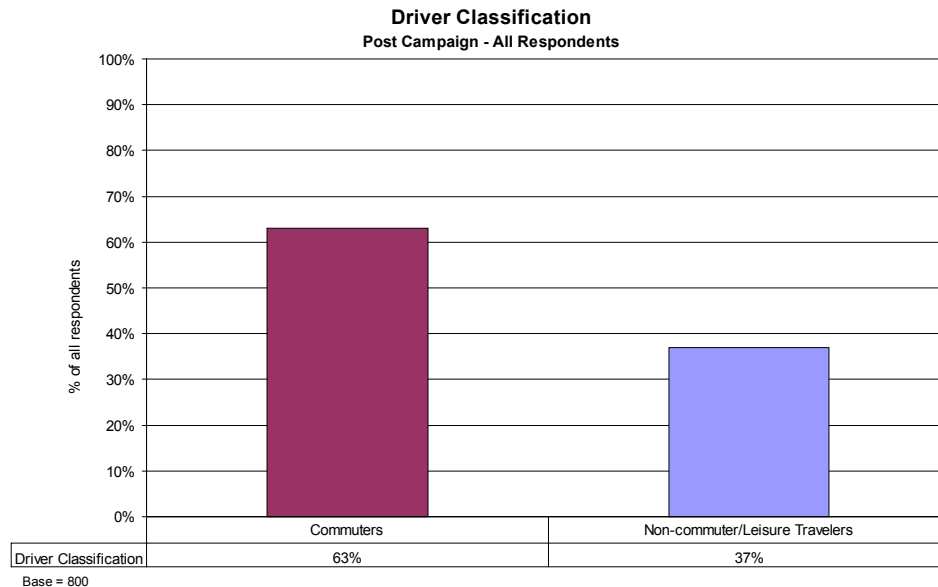
The following pages present the driving behavior characteristics of respondents in the Post campaign evaluation. There are few differences between the Pre-Campaign and Post Campaign. The differences may relate to seasonality and do not impact the outcomes of this research project.

Understanding Who We Talked To

Q2a. Do you commute either to work or school on a regular basis? (asked if do not drive)

Q3. Do you commute to work or to school during the week?

The sample is representative of Minnesota citizens from throughout the state who drive to work or school, are non-driving commuters, or are leisure travelers.



There is no statistical difference in the proportion of commuters and leisure travelers between the Pre and Post Campaign samples.

Only 7% of the people contacted did not qualify because of their driving behavior. That is:

- they commute to work or school, but not on a state highway or freeway and have not taken a leisure trip of 75 miles or more by car in the past year; or
- do not commute and have not taken a leisure trip, or
- do not drive at least 20 miles in a typical week; or
- have not traveled or driven on a state highway or freeway in the past year.

In the Post Campaign we also identified people who drive a commercial vehicle as part of their job. The sample sizes for these people are too small to evaluate by geographic area. Only 7% of the total sample are commercial drivers with equal proportions in the Metro (30 people) and Greater Minnesota (29 people) areas. Directionally, the responses of these people are not dramatically different than commuters.

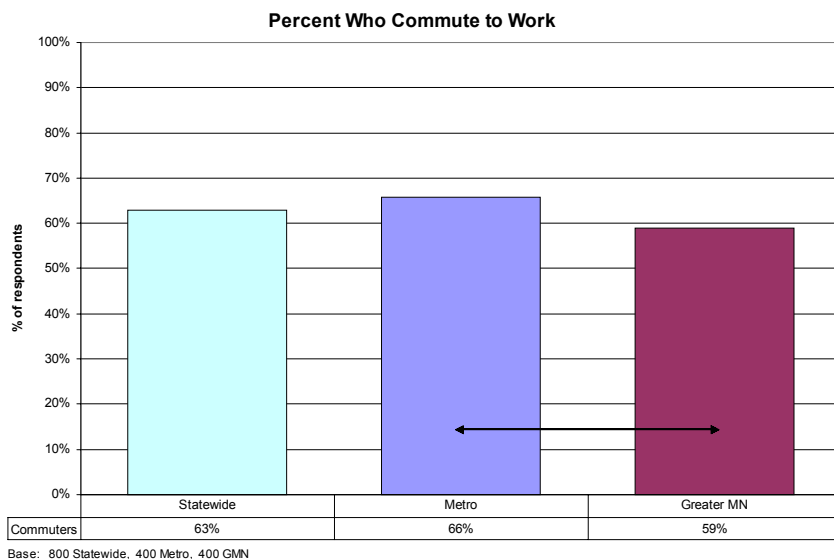
NOTE: Throughout this report, arrows are used to denote statistically significant differences between two variables. All statistical testing conducted at a 95% confidence level with a +/- 5% interval.

Understanding Who We Talked To continued

Q2a. Do you commute either to work or school on a regular basis? (asked if do not drive)

Q3. Do you commute to work or to school during the week?

Two thirds of the people commute to work.



There is a statistical difference between the two geographic areas in the proportion of people who commute to work or school. (This S.D. is not "highly" significant.)

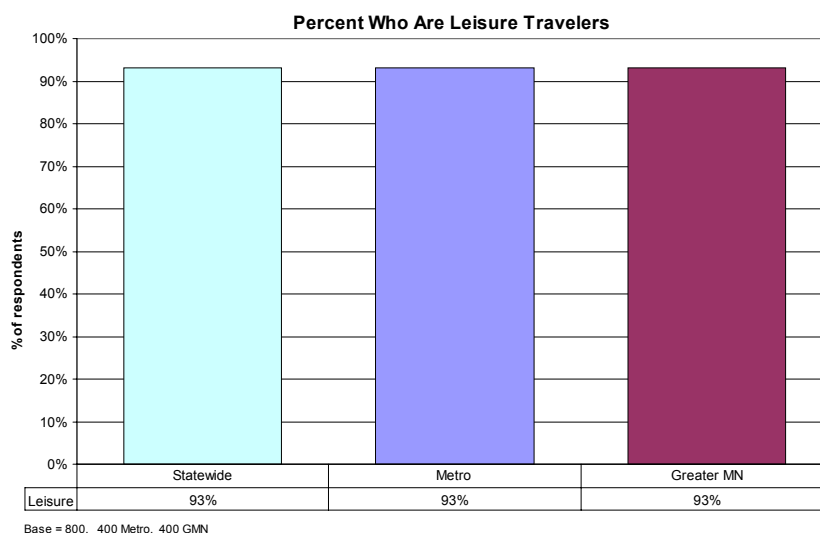
In the Pre-Campaign, there wasn't a significant difference between the two.

Q13. During the past year, have you traveled by car 75 miles or more from your home on a trip that was NOT work related? That is, for recreational or leisure purposes.

Nine in ten people are leisure travelers - travel 75 miles or more from home for recreational or leisure purposes.

Everyone classified as a "Leisure Traveler" has traveled by car at least 75 miles from home on a non-work related trip.

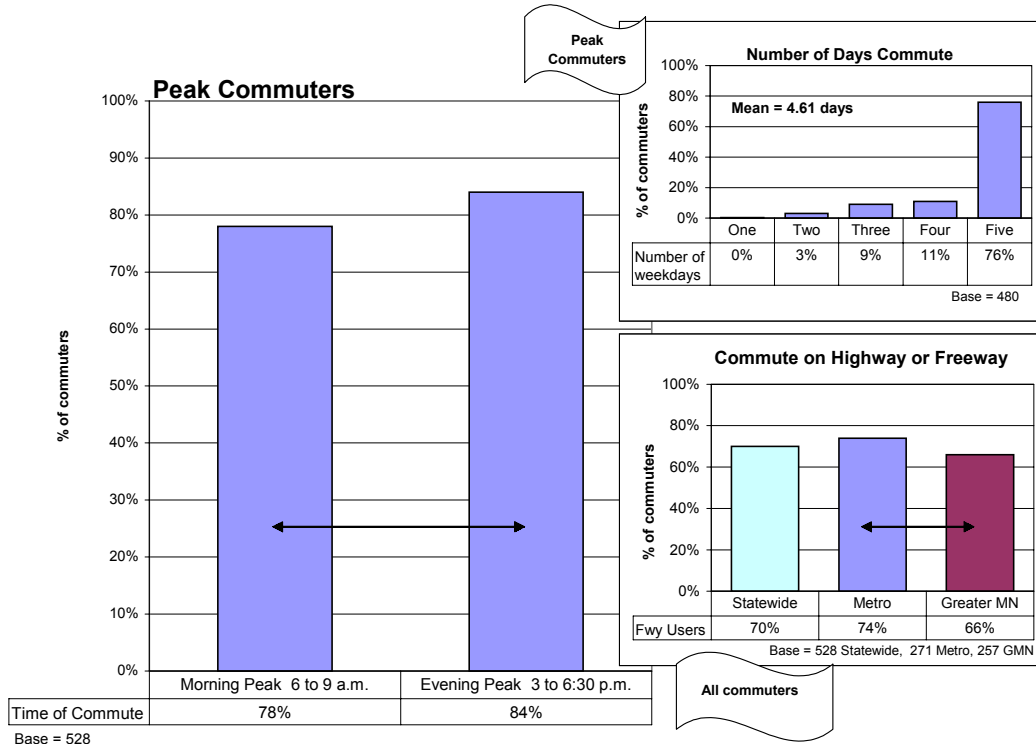
Only 7% of "Commuters" haven't been on a longer recreational trip (Metro and GMN areas equally). However, these people are potential users of travel information since they do commute to work or school using a state highway or freeway.



Understanding Who We Talked To *continued*

- Q4. Do you regularly commute in the mornings between 6 and 9 a.m.?
 Q5. Do you regularly commute in the evenings between the hours of 3 and 6:30 p.m.?
 Q6. How many WEEKDAYS do you typically commute during these rush hours?
 Q7. Do you typically use a state highway or freeway as part of your trip?

Eight in 10 commuters are on the road during the morning or evening rush hours. A majority of these people commute 5 days a week.



As would be expected, a strong majority of commuters travel during both the a.m. and p.m. peak periods. However, note that a significantly greater number of commuters are likely to travel during designated evening rush hours than morning rush hours. *Note: The evening's peak period is defined as one half hour longer than the morning's. From other research we know that a growing number of commuters are starting their commute before 6:00 a.m.*

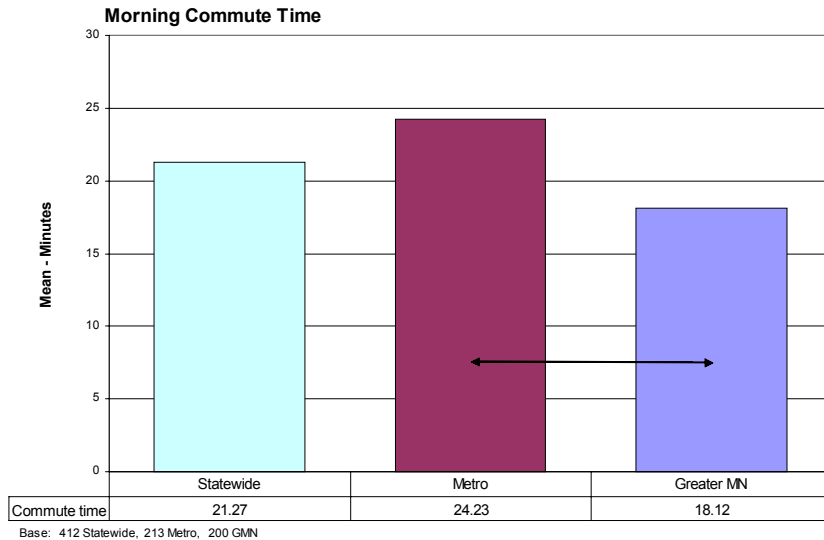
As reported in the Baseline Study, there are very few differences when describing the driving characteristics of Metro and Greater Minnesota commuters. There is no statistical difference between the two areas for the proportion of commuters traveling during morning or evening peak periods. There is also no difference in the average number of days they commute to work or school.

Although 70% of all commuters typically use a state highway or freeway as part of their trip, Metro area commuters are more likely to travel on this type of road than are Greater Minnesota commuters.

In this second phase of the research, the number of Greater Minnesota commuters using a state highway or freeway as part of their trip is significantly lower than was found in the Pre-Campaign (*down 5% from 71% to 66%*).

Q9. Normally, how long does it take you in the morning to commute to work or to school?
 Q7. Do you typically use a state highway or freeway as part of your trip?

Metro area commuters are most likely to spend the most time commuting to work or school.



Since the number of GMN commuters traveling on a state highway or freeway is significantly less in this phase, it's not surprising that the average commute time in GMN is down significantly too

Statewide, there isn't a difference between the two phases.

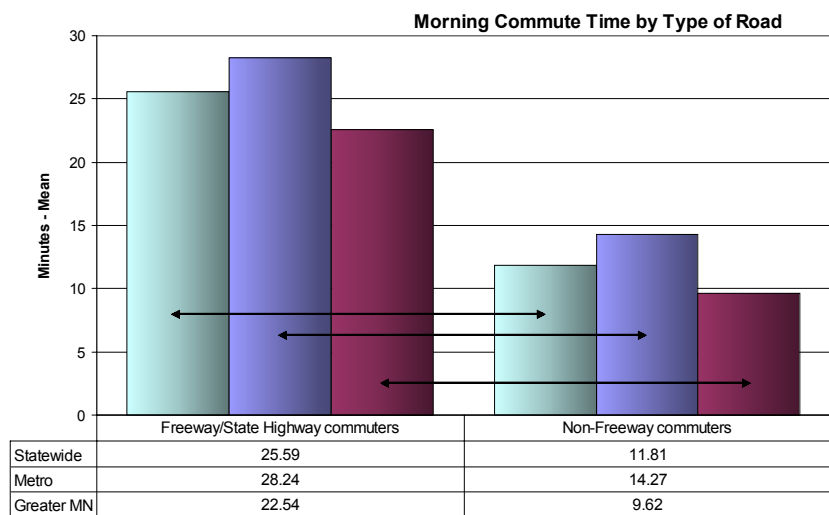
Only one third of Greater Minnesota commuters (33%) report a commute time that is longer than the area average.

In contrast, almost half of the Metro area commuters (46%) report a longer commute time than their area's average.

Freeway commuters are likely to spend twice as much time commuting as do non-freeway commuters.

As might be logical, the average amount of time spent commuting is significantly greater for people who typically use a state highway or freeway. (Note: 2 x's longer than non-freeway commuters.)

A metro area freeway commuter is most likely to have the longest commute times.



Q42b. Do you currently have a cellular phone?

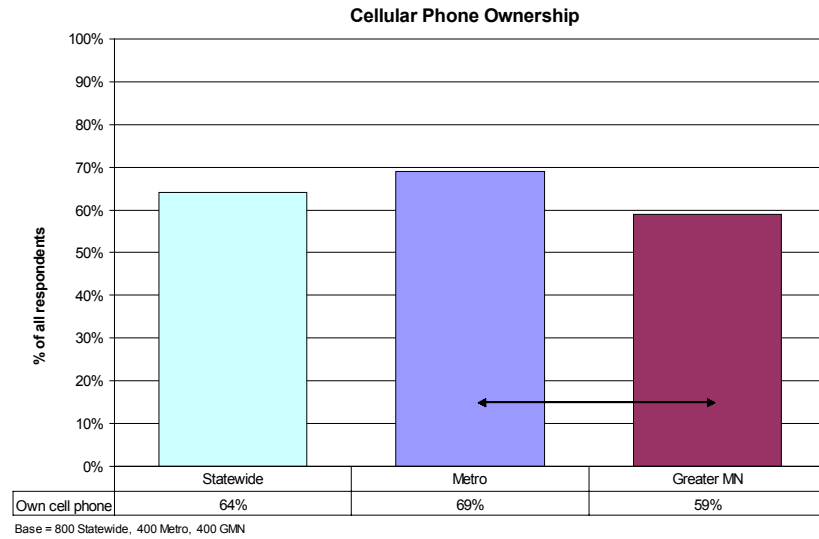
Q14. Do you have access to the Internet at work or at school?

A majority of drivers in the Metro and Greater Minnesota areas own a cellular telephone.

People from the Metro area are more likely to own a cellular phone than those in GMN.

There is not a significant change in cell phone ownership when comparing the Pre and Post Campaigns.

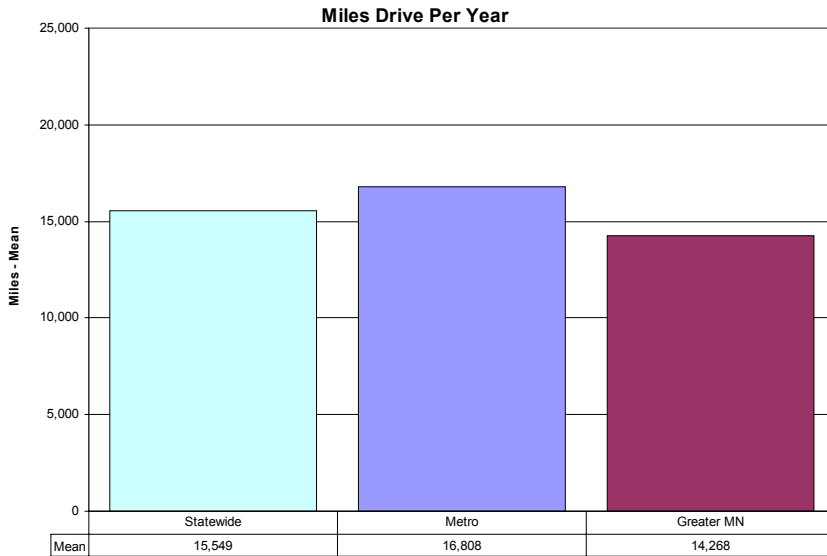
Note: Almost two thirds of the travelers can access a travel information phone service. This is for qualified respondents only.



A majority of commuters (66%) have access to the Internet at work.

Q42. Approximately how many miles do you, yourself drive per year?

A commuter drives an average of 40% more miles per year than a non-commuter.



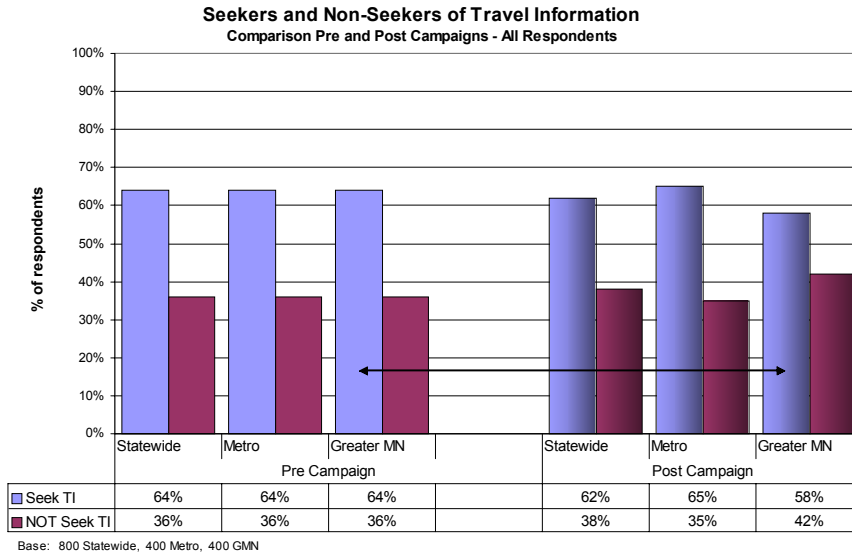
Base = 800 Statewide, 400 metro and GMN;

The average number of miles driven per year for all respondents is over 15,000 miles. The typical commuter drives over 17,000 miles per year compared to just over 12,000 for the non-commuter.

Use of Travel Information

- Q18. For your commute FROM HOME to work or school, do you ever seek out information specifically about...?
 Q19. For your commute FROM WORK OR SCHOOL to home, do you ever seek out information specifically about...?
 Q21a Before leaving on a trip that is not work related, that is, trips such as driving or traveling to go shopping, a medical appointment or driving on vacation; do you seek out travel information?

Six in 10 people seek some type of travel information for their commute and/or leisure trip.

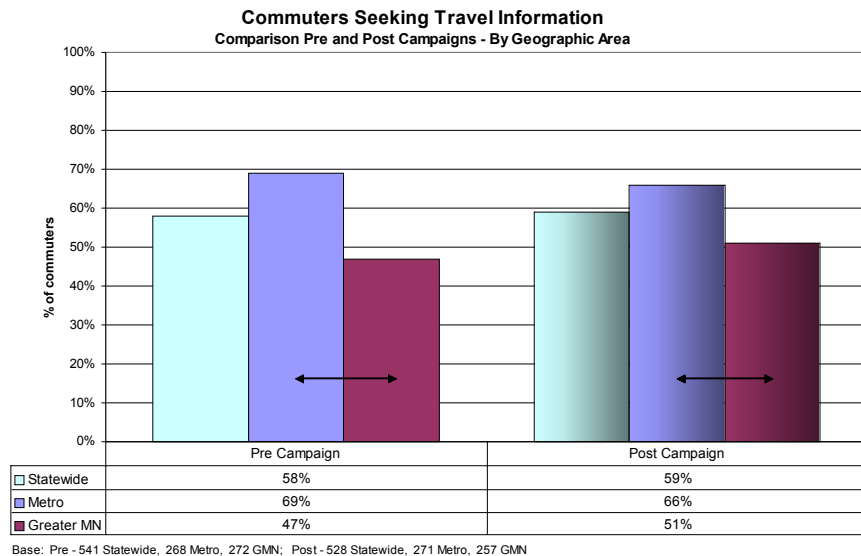


The number of people who seek travel information in Greater Minnesota is down significantly from the Pre-Campaign, perhaps due to seasonality.

The number of commuters seeking traveler information has not changed between the Pre and Post Campaigns as to the number of commuters who seek out travel information.

When comparing Pre and Post campaigns, there isn't a statistical difference between the numbers of commuters seeking TI in each geographic area.

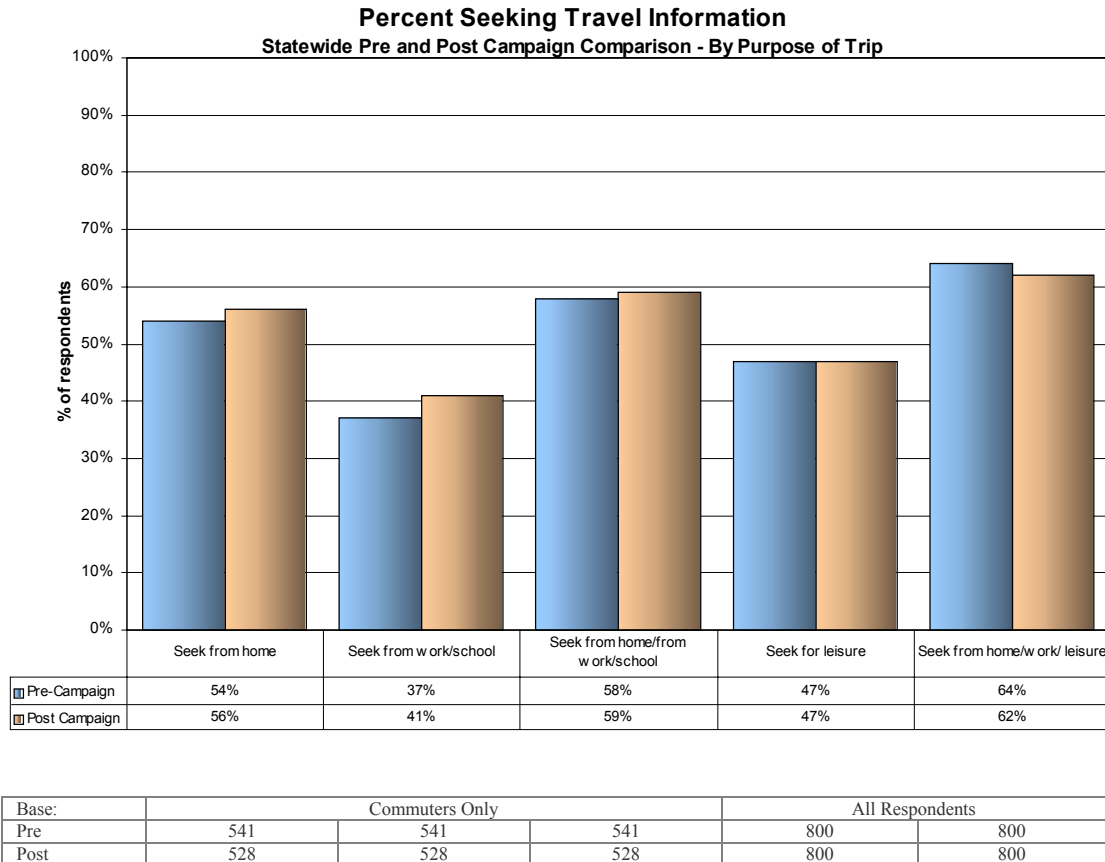
Metro area commuters are more likely to seek travel information than GMN commuters.



Use of Travel Information continued

Respondents were asked a series of questions to better understand their awareness, attitude and usage of five travel information topics. The charts below summarize the percent of people seeking travel information for commuting from home to work or school; from work or school to home and when leaving on a trip that is not work related.

Six in 10 commuters seek out some type of travel information. Almost five in 10 leisure travelers seek out some type of travel information.



There is no statistical difference between the Pre and Post Campaigns for the numbers of people statewide who seek out travel information for any of the travel situations. *Note: Any differences in the percents as shown in the chart above are not statistically significant at the 95% +/- 5% confidence level.*

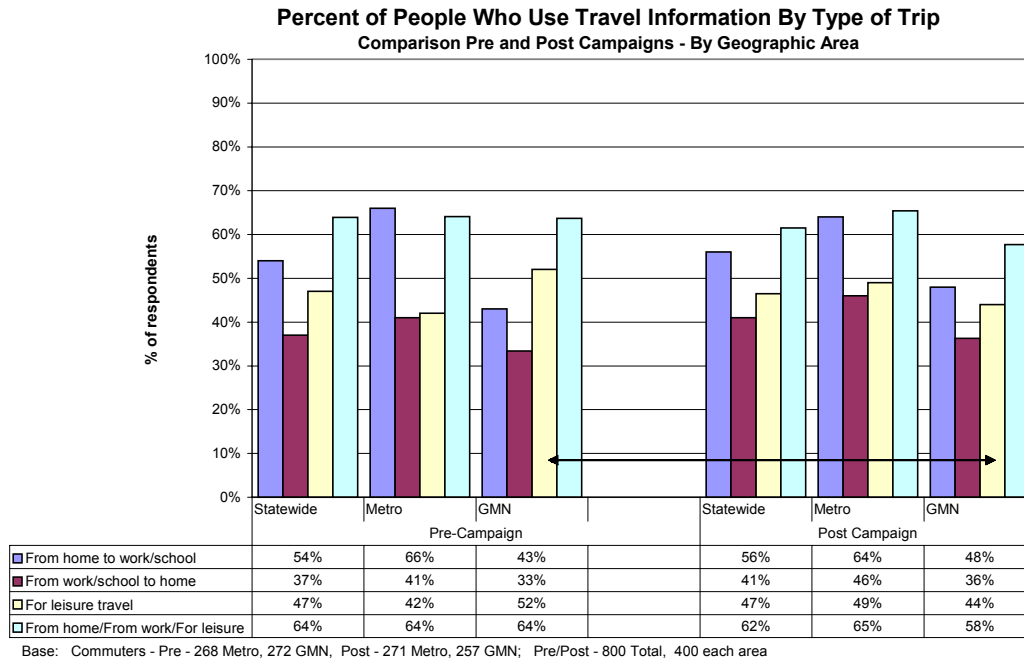
A majority of people seek out travel information for at least one leg of their commute or a non-work related trip. Almost two thirds of the people said that they specifically seek out information about at least one of five travel information topics.

- traffic congestion
- weather conditions
- road surface conditions
- road construction
- transit information

Use of Travel Information continued

- Q18. For your commute FROM HOME to work or school, do you ever seek out information specifically about...?
 Q19. For your commute FROM WORK OR SCHOOL to home, do you ever seek out information specifically about...?
 Q21a Before leaving on a trip that is not work related, that is, trips such as driving or traveling to go shopping, a medical appointment or driving on vacation; do you seek out travel information?

People are most likely to seek travel information for their commute to work or school and/or a leisure trip.



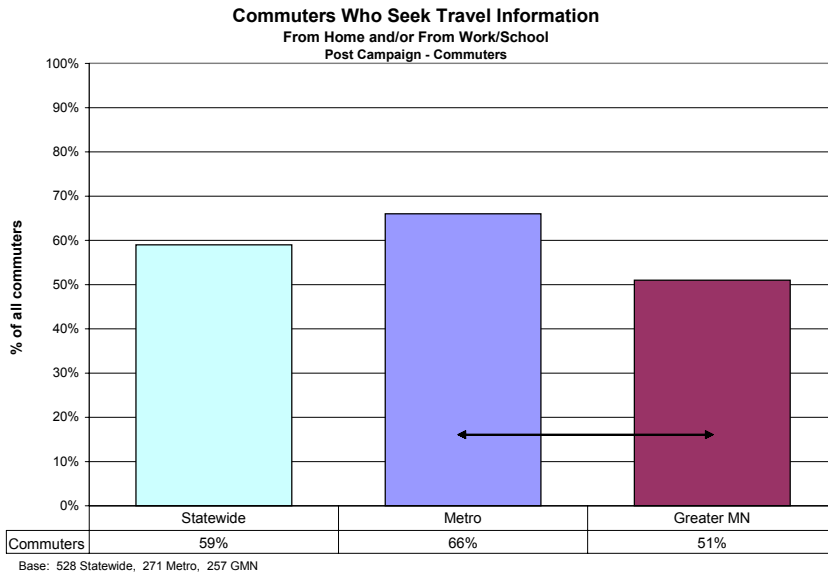
Although the percent of people who seek out travel information for a leisure trip is down significantly in Greater Minnesota, it is marginally significant. It may be the result of seasonality and the perceived difference between “planning” for a trip and having “taken” a trip. (If the Post Campaign result was just 2% higher, there would not be a statistical difference between the two evaluations.)

As shown in the chart above, the greatest numbers of people seek out travel information for their commute from home to work or school.

Use of Travel Information continued

- Q18. For your commute FROM HOME to work or school, do you ever seek out information specifically about...?
 Q19. For your commute FROM WORK OR SCHOOL to home, do you ever seek out information specifically about...?
 Q21a Before leaving on a trip that is not work related, that is, trips such as driving or traveling to go shopping, a medical appointment or driving on vacation; do you seek out travel information?

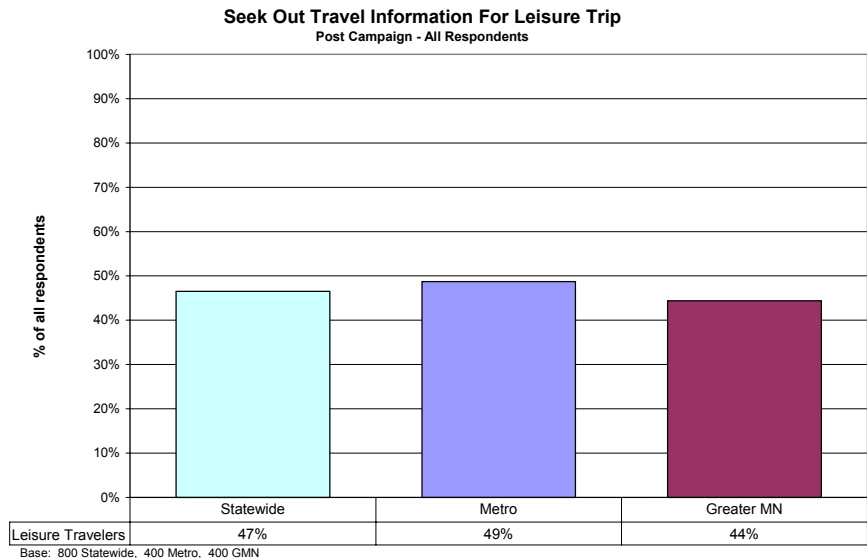
Six in 10 commuters throughout the state seek some type of travel information for their commute.



Commuters in the Metro area are more likely to seek out travel information than are commuters in Greater Minnesota.

Almost half of the Leisure travelers seek travel information before leaving on a non-work related trip.

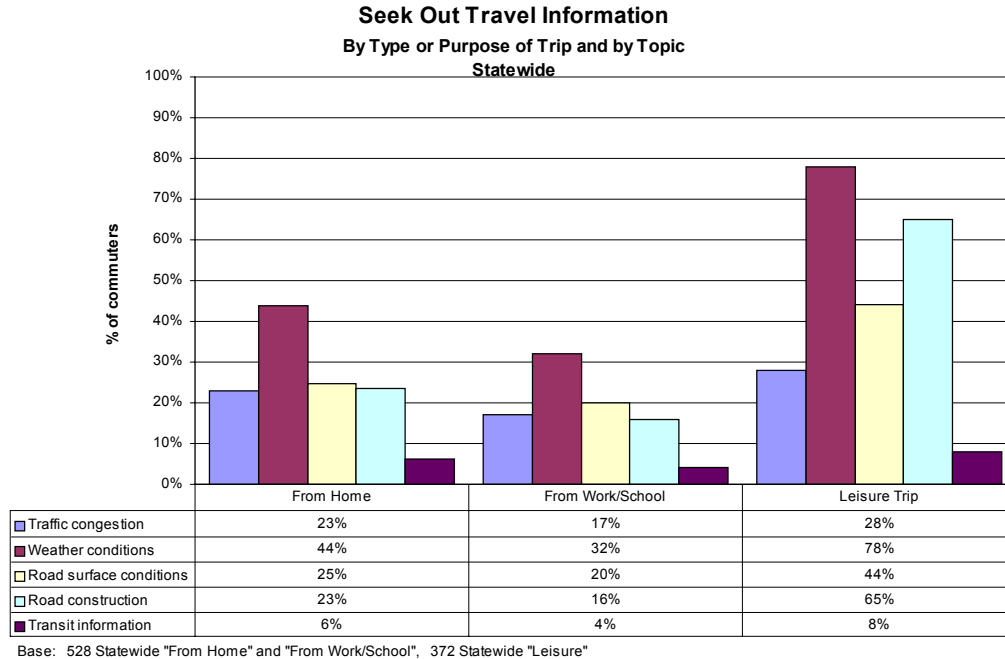
There is not a significant difference between the Metro and Greater MN areas in the numbers of people who seek out information for a recreational or vacation trip.



Use of Travel Information continued

Q18. For your commute FROM HOME to work or school, do you ever seek out information specifically about...?
 Q19. For your commute FROM WORK OR SCHOOL to home, do you ever seek out information specifically about...?
 (Q21a Before leaving on a trip that is not work related, that is, trips such as driving or traveling to go shopping, a medical appointment or driving on vacation; do you seek out travel information? ASK Q21b. IF "YES" TO Q21a.) 21b. Do you seek out travel information specifically on...?

The largest number of people statewide seek out travel information about weather conditions.



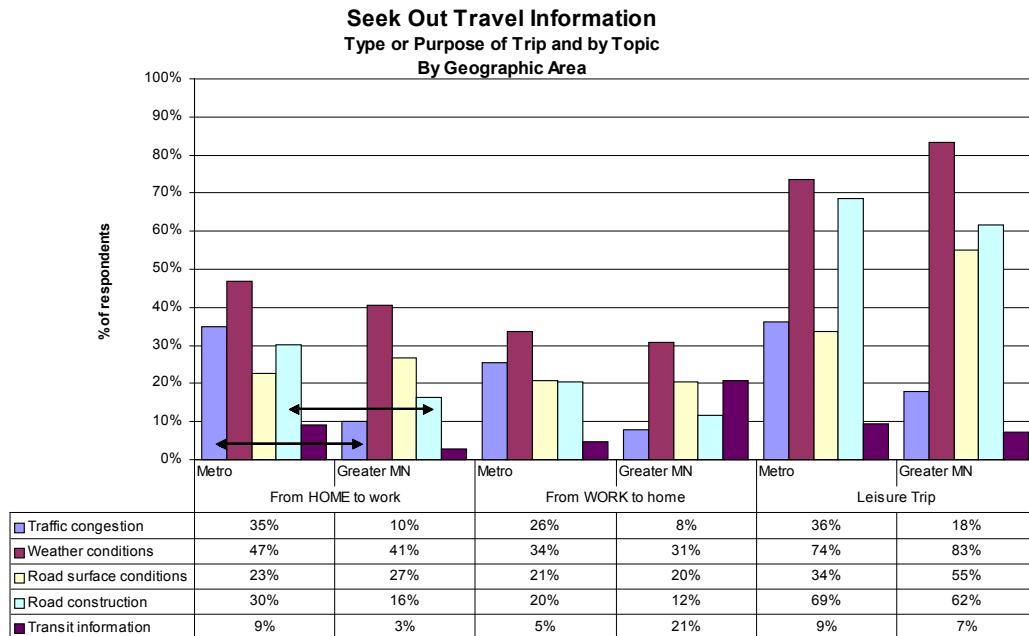
People who seek travel information for a non-work related trip are more likely to specifically seek out information about more topics than people who seek out information for a trip to or from work/school.

Note: The topic *weather conditions* in the Pre-Campaign was combined with the topic *road conditions*. As a result, comparisons can not be made between the two campaigns as to the number of people who seek out information specifically about them.

Use of Travel Information continued

Q18. For your commute FROM HOME to work or school, do you ever seek out information specifically about...?
 Q19. For your commute FROM WORK OR SCHOOL to home, do you ever seek out information specifically about...?
 (Q21a Before leaving on a trip that is not work related, that is, trips such as driving or traveling to go shopping, a medical appointment or driving on vacation; do you seek out travel information? ASK Q21b. IF "YES" TO Q21a.) 21b. Do you seek out travel information specifically on...?

In each of the geographic areas, weather conditions is the type of travel information that the most number of people seek out for any type of trip.



Base: From Home and From Work - 271 Metro, 257 GMN; Leisure - 195 Metro, 178 GMN Caution, small samples on some topics

Commuters in the Metro area are more likely to seek information about traffic congestion and road construction than are commuters in Greater Minnesota.

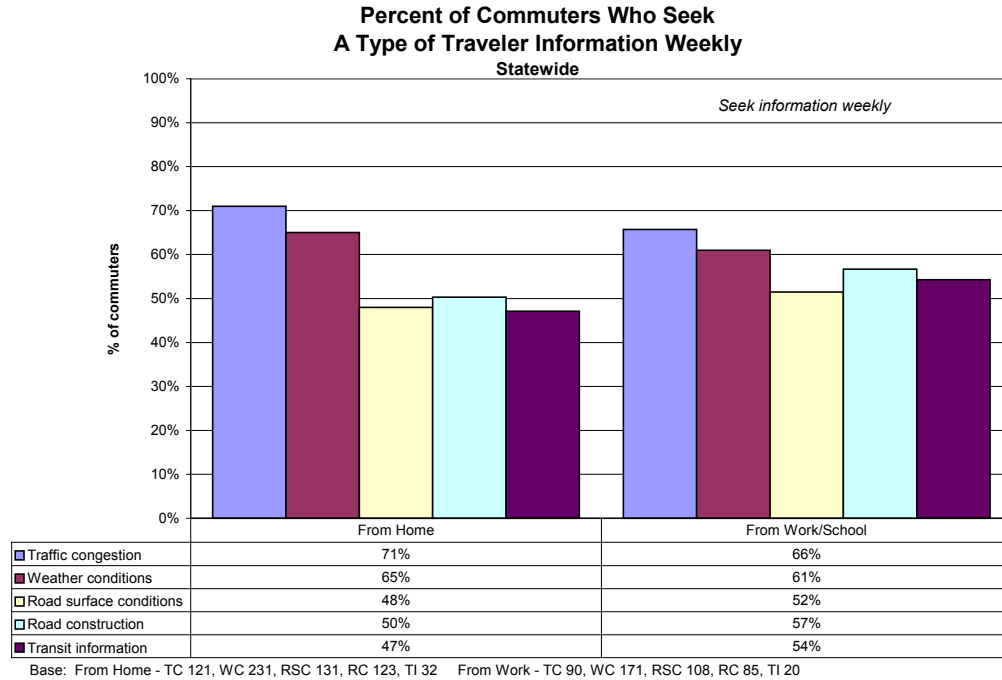
Use of Travel Information continued

Q18. My next set of questions is about a few specific tools that can be used to learn about traveler information in Minnesota. For the next few questions, we will be thinking about traveler information as separate topics: traffic congestion, weather conditions, road surface conditions, and road construction.

Q18. For your commute FROM HOME to work or school, do you ever seek out information specifically about...?

Q19. For your commute FROM WORK OR SCHOOL to home, do you ever seek out information specifically about...?
IF "YES", ASK: How often do you seek out information about...?

Seven in 10 commuters who seek out travel information seek out information specifically about traffic congestion at least weekly.



Almost three fourths of the people who specifically seek out information about traffic congestion for their commute from home to work or school seek it out weekly.

In general, seekers of travel information tend to seek out information specifically about road surface conditions and transit less often than other topics.

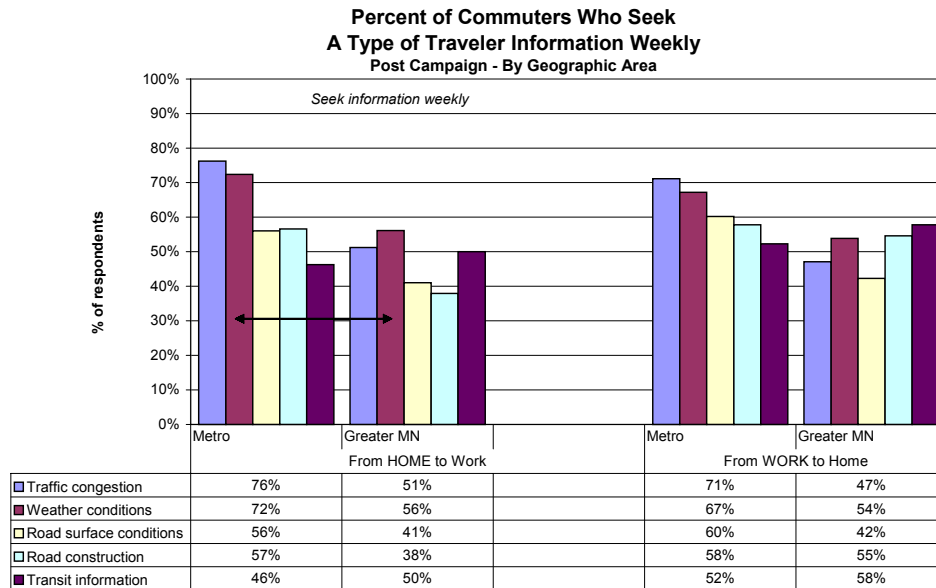
Use of Travel Information continued

Q18. My next set of questions is about a few specific tools that can be used to learn about traveler information in Minnesota. For the next few questions, we will be thinking about traveler information as separate topics: traffic congestion, weather conditions, road surface conditions, and road construction.

Q18. For your commute FROM HOME to work or school, do you ever seek out information specifically about...?

Q19. For your commute FROM WORK OR SCHOOL to home, do you ever seek out information specifically about...?
IF "YES", ASK: How often do you seek out information about...?

Commuters in the Metro area are likely to seek out travel information more often than those in Greater Minnesota.



Base: From HOME: Congestion - 95 Met, 26 GMN; Weather - 127 Met, 104 GMN; Rd Surface - 62 Met, 69 GMN; Construction - 82 Met, 41 GMN; Transit - 25 Met, 7 GMN;
From WORK: From HOME: Congestion - 70 Met, 20 GMN; Weather - 92 Met, 79 GMN; Rd Surface - 56 Met, 52 GMN; Construction - 55 Met, 30 GMN; Transit - 13 Met, 7 GMN

Traffic congestion and weather conditions are the travel information topics people seek out most often – especially for their morning commute.

Note: Although there are large percent differences between the Metro and Greater Minnesota areas, sample sizes are too small to derive statistical differences.

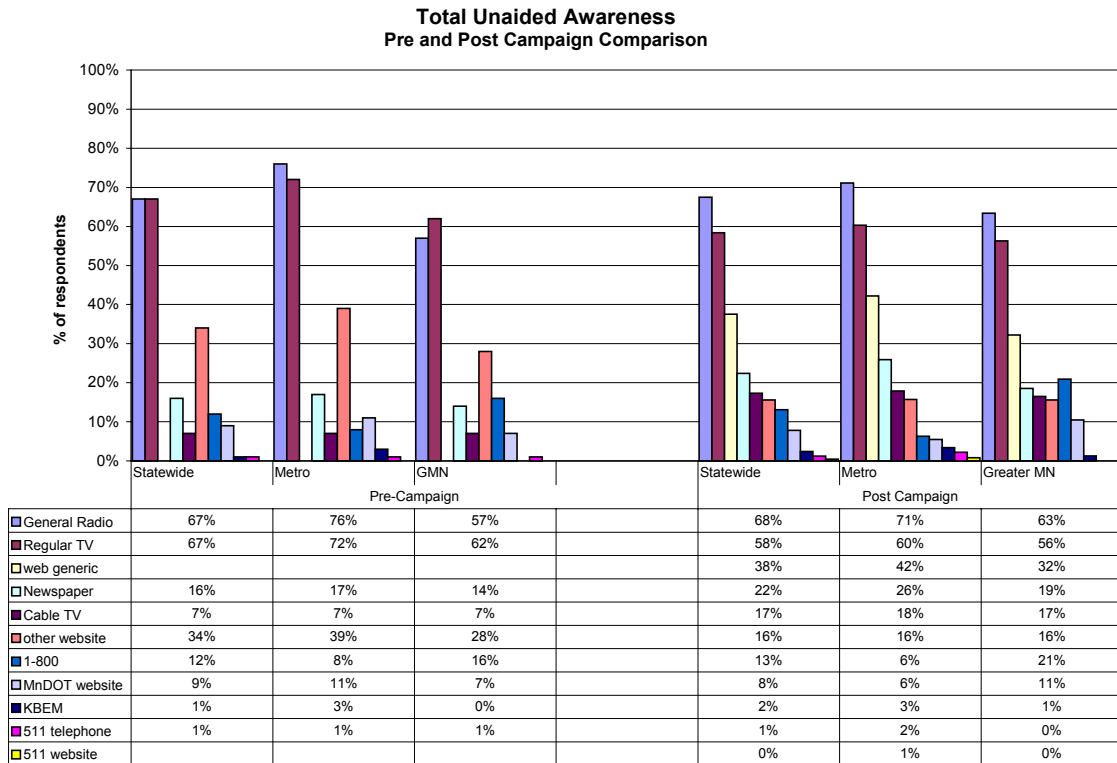
Awareness, Usage and Value of Travel Information Services

Q23. When you think about checking on [travel information topic], what is the first source of information that comes to mind for you? [RECORD FIRST MENTION]

Q23f. What other sources of information about [travel information topic] are you aware of?

Unaided Awareness – Sources of Travel Information Comparison between the Pre and Post Campaigns

General Radio and Regular TV are the only sources of travel information mentioned without prompting by over half the respondents.



Base: 800 Statewide, 400 Metro, 400 GMN

The 1-800 number is the only Mn/DOT travel information service with over 10% unaided recall. Awareness of this service is primarily in Greater Minnesota.

Respondent Demographic/Classification Information

There are no statistically significant differences between any of the measured demographic characteristics of people in the Pre-Campaign and Post Campaign groups.

<i>Q43. What is your marital status?</i>						
	Pre Campaign			Post Campaign		
	All Respondents	Metro	Greater MN	All Respondents	Metro	Greater MN
Married	64%	62%	65%	63%	62%	65%
Single	22	26	19	22	23	21
Divorced/widowed/separated	12	9	15	13	13	13
Refused	2	2	2	2	2	2
<i>Base</i>	800	400	400	800	400	400

<i>Q44. Children under age 18 living at home.</i>						
	Pre Campaign			Post Campaign		
	All Respondents	Metro	Greater MN	All Respondents	Metro	Greater MN
Yes	39%	40%	38%	36%	38%	35%
<i>Base</i>	800	400	400	800	400	400

<i>Q45. Employment</i>						
	Pre Campaign			Post Campaign		
	All Respondents	Metro	Greater MN	All Respondents	Metro	Greater MN
Full time	56%	59%	53%	52%	56%	48%
Part time	15	13	16	15	14	16
Not employed outside home	13	12	13	11	12	11
Retired	14	12	16	18	15	20
Student	1	1	1	2	1	2
Refused	2	2	2	2	2	2
<i>Base</i>	800	400	400	800	400	400

<i>Q46. Current or last occupation</i>						
	Pre Campaign			Post Campaign		
	All Respondents	Metro	Greater MN	All Respondents	Metro	Greater MN
Net – White collar	41%	51%	32%	43%	51%	35%
Net – Blue collar	38	29	46	31	25	37
Net – Technical	15	15	15	18	16	20
Net – Not employed	6	6	7	8	8	8
<i>Base</i>	800	400	400	800	400	400

Demographic/Classification *continued*

<i>Q46b. Do you drive any type of commercial vehicle as part of your job?</i>						
	Pre Campaign			Post Campaign		
	All Respondents	Metro	Greater MN	All Respondents	Metro	Greater MN
Yes	NA	NA	NA	11%	10%	11%
<i>Base</i>				541	281	259

<i>Q47. Age</i>						
	Pre Campaign			Post Campaign		
	All Respondents	Metro	Greater MN	All Respondents	Metro	Greater MN
18 to 29 years old	14%	13%	15%	15%	15%	15%
30 to 39	23	26	21	18	21	16
40 to 49	21	22	20	20	22	19
50 to 59	19	18	20	19	19	20
60 to 69	9	8	11	14	11	16
70 or more years old	9	7	11	9	8	10
Refused	6	8	3	5	4	5
Mean – Years	45.6	44.4	46.7	47.5	45.9	49.2
<i>Base</i>	800	400	400	800	400	400

<i>Q48. Household Income</i>						
	Pre Campaign			Post Campaign		
	All Respondents	Metro	Greater MN	All Respondents	Metro	Greater MN
Under \$20,000	8%	4%	11%	7%	5%	8%
\$20 to \$35,000	15	14	16	16	11	21
\$35 to \$50,000	17	15	19	18	15	21
\$50 to \$65,000	12	11	12	12	13	11
\$65 to \$75,000	9	9	10	8	10	6
\$75 to \$100,000	10	12	7	11	14	8
\$100,000 or more	10	14	6	10	15	6
Refused	19	20	18	18	17	19
Mean - Dollars	\$55.7	\$61.1	\$50.3	\$55.9	\$62.5	\$49.0

<i>Q49. Gender</i>						
	Pre Campaign			Post Campaign		
	All Respondents	Metro	Greater MN	All Respondents	Metro	Greater MN
Female	50%	50%	50%	50%	50%	50%
Male	50%	50%	50%	50%	50%	50%

Profiling for Seekers and Non-Seekers of Traveler Information

The following pages present a summary profile of Seekers and Non-Seekers of Travel information. The groups were developed based on the definitions listed below.

Never Use TI

Do not use any of the five types of traveler information for their commute (“No” to Questions 18 ever seek out information and “Never” to Questions 19 how often seek out)

- **“To Work”** = Not use traveler information services for commute from home to work (traffic congestion, weather or road surface conditions or road construction);
- **“From Work”** = Not use traveler information services for commute from work to home (traffic congestion, weather or road surface conditions or road construction);
- **“To/From Work”** = Not use traveler information services for commute to or from work (traffic congestion, weather or road surface conditions or road construction).

Use TI Everyday/Weekly

Use one or more of the three types of traveler information for their commute (“Yes” to one or more of Questions 18 ever seek out and “Everyday” or “Once or twice a week” to one or more of Questions 19 how often seek out).

- **“To Work”** = Use traveler information services for commute from home to work *Everyday or Once or twice a week* (traffic congestion, or weather or road surface conditions, or road construction);
- **“From Work”** = Use traveler information services for commute from work to home *Everyday or Once or twice a week* (traffic congestion, or weather or road surface conditions, or road construction);
- **“To/From Work”** = Use traveler information services for commute from home to work *Everyday or Once or twice a week (traffic congestion, or weather or road surface conditions, or road construction)*;

Profiling for Seekers and Non-Seekers of Traveler Information
Comparison between people who don't seek traveler information for their commute
and those who do seek it.

	Never Use TI**			Use TI Everyday/Weekly**		
	To Work	From Work	To/From Work	To Work	From Work	To/From Work
Geographic classification						
Metro	42%	47%	43%	65%	64%	65%
Greater Minnesota	58	53	57	35	36	35
Driving Characteristics						
Commute between 6 and 9 a.m.	79	75	78	83	87	82
Commute between 3 and 6:30 p.m.	80	80	79	87	91	87
# of weekdays commute	4.67	4.65	4.68	4.63	4.65	4.63
Use highway or freeway for commute	58	62	57	81	82	81
Average commute time (minutes)	16.51	17.20	15.81	27.66	29.75	27.69
Use of Traveler Information						
Seek out travel information for leisure trip	43	47	43	67	68	66
Seek out information specifically on:						
Traffic congestion	24	23	22	32	38	34
Weather conditions	73	78	74	90	90	90
Road surface conditions	42	41	40	48	51	50
Road construction	71	64	71	64	76	66
Transit	8	5	5	6	10	8
Total Awareness of Mn/DOT TI Services						
KBEM radio	34	33	32	47	54	49
Mn/DOT's website	40	40	39	51	53	50
1-800 Traveler Number	35	36	35	45	50	47
511 telephone number	26	23	26	24	28	25
511.org website	8	6	7	8	12	9
Source used most often non-work/vacation related trips						
Regular TV	16	17	16	20	19	20
General radio	26	26	28	29	34	29
Mn/DOT's website	4*	2*	3*	2*	4*	3*
Responsibility for providing TI information						
Mn/DOT	61	62	60	66	67	67
Private industry	22	19	23	14	16	14

Profiling for Seekers and Non-Seekers of Traveler Information *continued*

	Never Use TI			Use TI Everyday/Weekly		
	To Work	From Work	To/From Work	To Work	From Work	To/From Work
<i>Demographic/Classification Characteristics</i>						
Approximate number of miles drive per year	16,551	16,556	16,323	18,711	19,766	18,441
<i>Internet</i>						
Access to Internet at work or school	59%	60%	59%	73%	77%	73%
<i>Have cellular phone</i>						
Have cellular phone	67	69	67	71	71	72
<i>Marital status</i>						
Married	59	64	60	66	62	66
Single	31	27	29	24	28	24
Divorced/widowed/separated	9*	8	9*	8*	8*	8*
<i>Children under 18 at home</i>						
Children under 18 at home	40	43	40	46	47	46
<i>Employed full time</i>						
Employed full time	79	75	79	73	77	72
<i>Employed part time</i>						
Employed part time	15	17	14	19*	18*	21
<i>Age (years)</i>						
Age (years)	41.4	42.2	41.3	40.6	39.5	40.6
<i>Household income</i>						
Household income	\$52,720	\$55,520	\$53,050	\$63,100	\$62,550	\$62,980
<i>Gender</i>						
Female	35	39	34	52	53	52
Male	65	61	66	48	47	48
<i>Base</i>	232	311	218	190	131	204

* caution, small sample sizes

Group sizes: Base = 800 respondents 29% 39% 27% 24% 16% 26%

Profiling for Users and Non-Users of 511 Telephone and Internet Traveler Information Services

	Used 511 *	Not Used 511
Geographic classification		
Metro	46%	49%
Greater Minnesota	54%	51%
Driving Characteristics		
Commute between 6 and 9 a.m.	82%	78%
Commute between 3 and 6:30 p.m.	85%	83%
# of weekdays commute	4.86	4.58
Use highway or freeway for commute	76%	66%
Average commute time (minutes)	25.39	20.83
Responsibility for providing TI information		
Mn/DOT	66%	61%
Private industry	23%	19%
Approximate number of miles drive per year	18,912	15,374
Internet		
Access to Internet at work or school	58%	66%
Have cellular phone	77%	64%
Marital status		
Married	53%	64%
Single	28%	22%
Divorced/widowed/separated	16%	13%
Children under 18 at home	30%	36%
Employment		
Employed full time	52%	52%
Employed part time	11%	16%
Profession		
White Collar	24%	44%
Blue Collar	42%	30%
Technical	20%	18%
Not Employed	14%	8%
Drive commercial vehicle	16%	11%
Age (years)	44.0	47.7
Household income	\$61,770	\$55,530
Gender		
Female	43%	50%
Male	57%	50%
<i>Base</i>	39	761

* Caution: The small sample size that used 511 is worthy of analyzing as a whole and noting a few demographic differences. However, these patterns are likely not significant statistically and should be used with caution.

**Minnesota Department of Transportation
Statewide Traveler Information Study
Post Evaluation – Final Final**

Enter sample:
Metro
Greater MN

Introduction and Screener

Hello, my name is [YOUR NAME] and I'm calling on behalf of the Minnesota Department of Transportation. Mn/DOT (pronounced Minndot") is interested in your opinions about traffic information tools that can be used to learn about traffic congestion and road conditions in the state of Minnesota. This is strictly for research purposes we are not selling anything.

AGE AND PROFESSION SCREEN

- A. Are you at least 18 years of age?
- | | |
|---------|--|
| Yes | [CONTINUE] |
| No | [IF "NO" ASK FOR SOMEONE IN HOUSEHOLD WHO IS 18 YEARS OF AGE OR OLDER] |
| Refused | [THANK AND TERMINATE] |

- B. Do you or does anyone in your household work for...?
[READ LIST, PAUSING FOR EACH AND RECORDING DO NOT READ "YES/NO"]
- | | | |
|--|-----|----|
| The Minnesota Department of Transportation | yes | no |
| A city or public works department | yes | no |
| A bus company | yes | no |
| [DO NOT READ GM]The Metropolitan Council, or | yes | no |
| A newspaper, radio, or TV station | yes | no |
| Don't know/Refused | | |

IF "YES" TO ANY OF ABOVE, THANK AND TERMINATE

- C. When was the last time you participated in a survey about transportation?
THANK AND TERMINATE IF 6 MONTHS OR LESS
- | |
|---------------------|
| Over six months ago |
| Six months or less |

GEOGRAPHIC AREA ASSIGNMENT

- D. To make sure we talk with a variety of people, in which county do you live?
[SELECT NAME OF COUNTY FROM LIST]
- IF "DON'T KNOW" OR "REFUSED", THANK AND TERMINATE

Metro Counties include:

Anoka	Hennepin
Carver	Ramsey
Chisago	Scott
Dakota	Washington

USE RESPONSE TO THIS QUESTION TO DETERMINE APPROPRIATE "METRO" OR "GREATER MN" QUESTIONS.

IDENTIFY PEOPLE WHO DO NOT DRIVE, DO NOT GO TO WORK OR SCHOOL

- Q1. Do you, yourself, drive at all in your area?
Yes [SKIP TO Q3.]
No [CONTINUE]
Refused [THANK AND TERMINATE]

ASK Q2a. ONLY IF “NO” DO NOT DRIVE IN Q1.

- Q2a. Do you commute either to work or school on a regular basis?
[IF “BOTH” ASK: Which do you do most often?]
Work [SKIP TO Q2c.]
School [SKIP TO Q2c.]
No [CONTINUE]
Refused [THANK AND TERMINATE]

- Q2b. Have you ridden a city bus or public transportation for any reason, during the past 12 months?
Yes [SKIP TO Q10.]
No [THANK AND TERMINATE – Not drive, not commute/not transit]
Refused [THANK AND TERMINATE]

ASK Q2c. ONLY IF “WORK” OR “SCHOOL” SELECTED IN Q2a.

- Q2c. What is your primary mode of transportation? Is it...? [READ LIST, SELECT ONE]
Bus [SKIP TO Q4.]
Car or van pool [SKIP TO Q4.]
Taxi [SKIP TO Q4.]
Other *Specify, then SKIP to Q4.*

IF ASK Q2c. SKIP TO Q4.

IDENTIFY COMMUTERS AND NON-COMMUTERS/LEISURE TRAVELERS

ASK Q3. ONLY IF “YES” TO Q1.

- Q3. Do you commute to work or to school during the week?
[IF “BOTH” ASK: Which do you do most often?]
Work [CONTINUE]
School [CONTINUE]
No [SKIP TO Q10.]

COMMUTERS ONLY SECTION

- Q4. Do you regularly commute in the mornings between 6 and 9 a.m.?
Yes
No
- Q5. Do you regularly commute in the evenings between the hours of 3 and 6:30 p.m.?
Yes
No

ASK Q6. ONLY IF “YES” TO Q4. OR Q5, OTHERWISE SKIP TO Q7.

- Q6. How many WEEKDAYS do you typically commute during these rush hours?
1
2
3
4
5
Don't know/Refused

- Q7. Do you typically use a state highway or freeway as part of your trip?
 [METRO COUNTIES ONLY: By freeway, we mean highways such as 94, 35W, 494, 62 Crosstown, etc.]
 Yes No

ASK Q9. ONLY IF “YES” TO Q4

- Q9. Normally, how long does it take you in the morning to commute to work or to school?
 [RECORD TIME IN MINUTES]
 [IF “DON’T KNOW”, ASK FOR BEST GUESS - IF RANGE GIVEN, RECORD MID-POINT]

IF “WORK” OR “SCHOOL” SELECTED IN Q3., SKIP TO Q13.

NON-COMMUTERS/LEISURE TRAVELERS ONLY SECTION

- Q10. Approximately how many miles do you travel in a typical week? This includes driving or riding as a passenger.
 [IF “DON’T KNOW”, ASK: Would you say less than 20 miles, or 20 miles or more?]
 [RECORD RESPONSE IN MILES – IF LESS THAN 20 MILES THANK AND TERMINATE]

- Q11. Which of the following types of roads have you traveled or driven on during the past year?
 [READ LIST, SELECT ALL THAT APPLY]
 City streets or roads
 County or township roads
 State highways or freeways [IF NOT SELECTED, THANK AND TERMINATE]

- Q12. On average, how many days a week do you, yourself, drive a car or other vehicle?
 [DO NOT READ – SELECT PROPER RANGE]

1 2 3 4 5 6 7 None/Don’t drive Don’t know/Refused

- Q13. During the past year, have you traveled by car 75 miles or more from your home on a trip that was NOT work related? That is, for recreational or leisure purposes.
 Yes No [IF “NO” TO Q7. AND Q13. THANK AND TERMINATE]

DO NOT ASK Q14. IF “NO” TO Q3.

- Q14. Do you have access to the Internet at work or at school?
 Yes No

ALL RESPONDENTS- SOURCES OF TRAFFIC INFORMATION SECTION

My next set of questions is about a few specific tools that can be used to learn about traveler information in Minnesota. For the next few questions, we will be thinking about traveler information as separate topics: traffic congestion, weather conditions, road surface conditions, and road construction.

ASK COMMUTERS ONLY

- Q18. For your commute FROM HOME to work or school, do you ever seek out information specifically about...?
 [READ LIST]
 a. traffic congestion
 b. weather conditions
 b2. road surface conditions
 c. road construction
 d. transit information
 Yes No

IF “YES”, ASK: How often do you seek out information about...?

Everyday
 Once or twice a week
 A couple of times a month
 Once a month
 Less often than once a month, or
 Never

Q19. For your commute FROM WORK OR SCHOOL to home, do you ever seek out information specifically about...?

- a. traffic congestion
- b. weather conditions
- b2. road surface conditions
- c. road construction
- d. transit information

Yes

No

IF "YES", ASK: How often do you seek out information about...?

Everyday

Once or twice a week

Once every other week

Once a month

Less often than once a month, or

Never

ASK ALL RESPONDENTS

Q21a Before leaving on a trip that is not work related, that is, trips such as driving or traveling to go shopping, a medical appointment or driving on vacation; do you seek out travel information? [READ LIST]

Yes

[CONTINUE]

No

[SKIP TO EVALUATE Q20 SERIES.]

ASK Q21b. IF "YES" TO Q21a.

Q21b. Do you seek out travel information specifically on...? [READ LIST]

- a. traffic congestion
- b. weather conditions
- b2. road surface conditions
- c. road construction
- d. transit information

IF "YES" TO A TOPIC IN Q18 OR 19 OR 21b., ASK APPROPRIATE Q20 QUESTION(S)

Q20a. WHEN you seek out information about traffic congestion, what information are you seeking? That is, what traffic congestion information is important to you?
[DO NOT PROBE, BUT CLARIFY RESPONSE WELL]

Q20b. WHEN you seek out information about weather conditions, what information are you seeking? That is, what weather conditions information is important to you?
[DO NOT PROBE, BUT CLARIFY RESPONSE WELL]

Q20c. WHEN you seek out information about road surface conditions, what information are you seeking? That is, what road surface conditions information is important to you?
[DO NOT PROBE, BUT CLARIFY RESPONSE WELL]

IF "TRANSIT INFORMATION" SELECTED IN Q18 OR Q19 ASK Q20d.

Q20d. WHEN you seek out information about transit information, what information are you seeking? That is, what transit information is important to you?
[DO NOT PROBE, BUT CLARIFY RESPONSE WELL]

NOTE: When reading 511, read as five one one. DO NOT read as 5 dash one dash one.

NOTE: IF "Mn/DOT'S WEBSITE" SPECIFICALLY MENTIONED IN ANY PART OF Q23., CLARIFY AFTER Q25.

Q23a. When you think about checking on traffic congestion, what is the first source of the information that comes to mind for you? [RECORD FIRST MENTION] [DO NOT READ LIST,

DO NOT CLARIFY REGULAR TV OR CABLE TV OR REGULAR RADIO OR KBEM RADIO]

Cable TV Note asterisk (*) removed

Regular TV

* KBEM radio (88.5 FM)

General Radio

Newspaper

The "web" – generic (select if no specific website mentioned)

* Mn/DOT's website IF SELECTED ASK: Is that the DOT website itself or the 511 Mn/DOT website

Other Websites *Specify*

Road Construction maps *Specify source*

The Mn/DOT "Get Around Guide"

* 1-800 Traveler information phone line

* 511 telephone number

* 511mn.org website Note NEW

Other *Specify*

None/Don't know/Nothing

Q23b. What other sources of information about traffic congestion are you aware of?

[RECORD OTHER MENTIONS AND **PROBE UNTIL UNPRODUCTIVE**] [DO NOT READ LIST, DO NOT CLARIFY REGULAR TV OR CABLE TV OR REGULAR RADIO OR KBEM RADIO]

Cable TV Note asterisk (*) removed

Regular TV

* KBEM radio (88.5 FM)

General Radio

Newspaper

The "web" – generic (select if no specific website mentioned)

* Mn/DOT's website IF SELECTED ASK: Is that the DOT website itself or the 511 Mn/DOT website

Other Websites *Specify*

Road Construction maps *Specify source*

The Mn/DOT "Get Around Guide"

* 1-800 Traveler information phone line

* 511 telephone number

* 511mn.org website Note NEW

Other *Specify*

None/Don't know/Nothing

Q23c. When you think about checking on weather conditions, what is the first source of the information that comes to mind for you?

[RECORD FIRST MENTION] [DO NOT READ LIST,

DO NOT CLARIFY REGULAR TV OR CABLE TV OR REGULAR RADIO OR KBEM RADIO]

Cable TV Note asterisk (*) removed

Regular TV

* KBEM radio (88.5 FM)

General Radio

Newspaper

The "web" – generic (select if no specific website mentioned)

* Mn/DOT's website IF SELECTED ASK: Is that the DOT website itself or the 511 Mn/DOT website

Other Websites *Specify*

Road Construction maps *Specify source*

The Mn/DOT "Get Around Guide"

* 1-800 Traveler information phone line

* 511 telephone number

* 511mn.org website Note NEW

Other *Specify*

None/Don't know/Nothing

Q23c. What other sources of information about weather conditions are you aware of?
 [RECORD OTHER MENTIONS AND **PROBE UNTIL UNPRODUCTIVE**] [DO NOT READ LIST,
 DO NOT CLARIFY REGULAR TV OR CABLE TV OR REGULAR RADIO OR KBEM RADIO]

- Cable TV Note asterisk (*) removed
- Regular TV
- * KBEM radio (88.5 FM)
- General Radio
- Newspaper
- The “web” – generic (select if no specific website mentioned)
- * Mn/DOT’s website IF SELECTED ASK: Is that the DOT website itself or the 511 Mn/DOT website
- Other Websites *Specify*
- Road Construction maps *Specify source*
- The Mn/DOT “Get Around Guide”
- * 1-800 Traveler information phone line
- * 511 telephone number
- * 511mn.org website Note NEW
- Other *Specify*
- None/Don’t know/Nothing

Q23c2. When you think about checking on road surface conditions, what is the first source of the information that comes to mind for you?
 [RECORD FIRST MENTION] [DO NOT READ LIST,
 DO NOT CLARIFY REGULAR TV OR CABLE TV OR REGULAR RADIO OR KBEM RADIO]

- Cable TV Note asterisk (*) removed
- Regular TV
- * KBEM radio (88.5 FM)
- General Radio
- Newspaper
- The “web” – generic (select if no specific website mentioned)
- * Mn/DOT’s website IF SELECTED ASK: Is that the DOT website itself or the 511 Mn/DOT website
- Other Websites *Specify*
- Road Construction maps *Specify source*
- The Mn/DOT “Get Around Guide”
- * 1-800 Traveler information phone line
- * 511 telephone number
- * 511mn.org website Note NEW
- Other *Specify*
- None/Don’t know/Nothing

Q23d2. What other sources of information about road surface conditions are you aware of?
 [RECORD OTHER MENTIONS AND **PROBE UNTIL UNPRODUCTIVE**] [DO NOT READ LIST,
 DO NOT CLARIFY REGULAR TV OR CABLE TV OR REGULAR RADIO OR KBEM RADIO]

- Cable TV Note asterisk (*) removed
- Regular TV
- * KBEM radio (88.5 FM)
- General Radio
- Newspaper
- The “web” – generic (select if no specific website mentioned)
- * Mn/DOT’s website IF SELECTED ASK: Is that the DOT website itself or the 511 Mn/DOT website
- Other Websites *Specify*
- Road Construction maps *Specify source*
- The Mn/DOT “Get Around Guide”
- * 1-800 Traveler information phone line
- * 511 telephone number
- * 511mn.org website Note NEW
- Other *Specify*
- None/Don’t know/Nothing

Q23e. When you think about checking on road construction, what is the first source of the information that comes to mind for you? [RECORD FIRST MENTION] [DO NOT READ LIST, DO NOT CLARIFY REGULAR TV OR CABLE TV OR REGULAR RADIO OR KBEM RADIO]

- Cable TV Note asterisk (*) removed
- Regular TV
- * KBEM radio (88.5 FM)
- General Radio
- Newspaper
- The “web” – generic (select if no specific website mentioned)
- * Mn/DOT’s website IF SELECTED ASK: Is that the DOT website itself or the 511 Mn/DOT website
- Other Websites *Specify*
- Road Construction maps *Specify source*
- The Mn/DOT “Get Around Guide”
- * 1-800 Traveler information phone line
- * 511 telephone number
- * 511mn.org website Note NEW
- Other *Specify*
- None/Don’t know/Nothing

Q23f. What other sources of information about road construction are you aware of? [RECORD OTHER MENTIONS AND **PROBE UNTIL UNPRODUCTIVE**] [DO NOT READ LIST, DO NOT CLARIFY REGULAR TV OR CABLE TV OR REGULAR RADIO OR KBEM RADIO]

- Cable TV Note asterisk (*) removed
- Regular TV
- * KBEM radio (88.5 FM)
- General Radio
- Newspaper
- The “web” – generic (select if no specific website mentioned)
- * Mn/DOT’s website IF SELECTED ASK: Is that the DOT website itself or the 511 Mn/DOT website
- Other Websites *Specify*
- Road Construction maps *Specify source*
- The Mn/DOT “Get Around Guide”
- * 1-800 Traveler information phone line
- * 511 telephone number
- * 511mn.org website Note NEW
- Other *Specify*
- None/Don’t know/Nothing

ASK Q23g AND Q23h IF “TRANSIT INFORMATION” SELECTED IN Q18 or 19 or 21B.

Q23g. When you think about checking on transit information, what is the first source of the information that comes to mind for you? [RECORD FIRST MENTION] [DO NOT READ LIST, DO NOT CLARIFY REGULAR TV OR CABLE TV OR REGULAR RADIO OR KBEM RADIO]

- Cable TV Note asterisk (*) removed
- Regular TV
- * KBEM radio (88.5 FM)
- General Radio
- Newspaper
- The “web” – generic (select if no specific website mentioned)
- * Mn/DOT’s website IF SELECTED ASK: Is that the DOT website itself or the 511 Mn/DOT website
- Other Websites *Specify*
- Road Construction maps *Specify source*
- The Mn/DOT “Get Around Guide”
- * 1-800 Traveler information phone line
- * 511 telephone number
- * 511mn.org website Note NEW
- Other *Specify*
- None/Don’t know/Nothing

- Q23h. What other sources of transit information are you aware of?
 [RECORD OTHER MENTIONS AND **PROBE UNTIL UNPRODUCTIVE**] [DO NOT READ LIST, DO NOT CLARIFY REGULAR TV OR CABLE TV OR REGULAR RADIO OR KBEM RADIO]
- Cable TV Note asterisk (*) removed
 - Regular TV
 - * KBEM radio (88.5 FM)
 - General Radio
 - Newspaper
 - The “web” – generic (select if no specific website mentioned)
 - * Mn/DOT’s website IF SELECTED ASK: Is that the DOT website itself or the 511 Mn/DOT website
 - Other Websites *Specify*
 - Road Construction maps *Specify source*
 - The Mn/DOT “Get Around Guide”
 - * 1-800 Traveler information phone line
 - * 5-1-1 telephone number
 - * 511mn.org website Note NEW
 - Other *Specify*
 - None/Don’t know/Nothing

IF 5-1-1 TELEPHONE NUMBER OR 511mn.org SELECTED IN Q23 A OR B. OR C. OR D. OR C2 OR D2 OR E. OR F. OR G OR H ASK Q23J

- Q23j. You mentioned [5-1-1 telephone number] or [511mn.org], where did you first see or hear about this service?
 [CLARIFY RESPONSE, ESPECIALLY FOR SPECIFIC STATIONS AND LOCATIONS OF BILLBOARDS]

IF “The Mn/DOT website” MENTIONED IN Q23 SERIES, ASK Q23k.

- Q23k. Earlier you mentioned “the Mn/DOT website” as a source of travel information. Is that the Minnesota Department of Transportation’s website itself, or the 511 Mn/DOT website?
- Minnesota Department of Transportation website
 - 511 Mn/DOT website

FOR EACH STARRED SERVICE NOT SELECTED IN Q23a OR B. OR C. OR D. OR C2 OR D2 OR E. OR F. OR G OR H ASK Q24

- Q24 Have you heard of [SERVICE] as a source of travel information?
 [READ LIST, SELECT ALL THAT APPLY]
- The Mn/DOT website
 - 1-800 Traveler information phone line – A statewide traveler information phone service
 800-542-0220 or 651284-0511
 - 5-1-1 telephone number
 - 511mn.org website Note NEW
 - KBEM radio 88.5 FM traffic reports

- Q25a. Which of the following sources of travel information have you used in the past year...?

- [READ LIST, CHECK ALL THAT APPLY]
- Cable TV Note asterisk (*) removed
 - Regular TV
 - * KBEM radio (88.5 FM)
 - General Radio
 - Newspaper
 - * Mn/DOT’s website
 - Other Websites *Specify*
 - The Mn/DOT “Get Around Guide”
 - * 1-800 Traveler information phone line
 - * 5-1-1 telephone number
 - * 511mn.org website Note NEW
 - Other *Specify*
 - [DO NOT READ] None/Don’t know/Nothing

Q25b. FOR EACH SOURCE USED IN Q25. ASK: Have you used [INSERT SOURCE] specifically for information about...?

- a. traffic congestion
- b. weather conditions
- b2. road surface conditions
- c. road construction
- d. transit information

Yes
No

Q27. In your opinion, which source provides the most reliable information specifically about...?

- a. traffic congestion
- b. weather conditions
- b2. road surface conditions
- c. road construction
- d. transit information

[DO NOT READ LIST, CHECK ONLY ONE]

Cable TV Note asterisk (*) removed

Regular TV

* KBEM radio (88.5 FM)

General Radio

Newspaper

* Mn/DOT's website

Other Websites *Specify*

Road Construction maps *Specify source*

The Mn/DOT "Get Around Guide"

* 1-800 Traveler information phone line

* 5-1-1 telephone number

*511mn.org website Note NEW

Other *Specify*

[DO NOT READ] None/Don't know/Nothing

Q27a. **IF CABLE TV OR REGULAR TV MENTIONED IN Q27 ASK:**

Which specific television program are you referring to?

[DO NOT PROBE BUT CLARIFY FULLY FOR CHANNEL, PERSONALITY, ETC.]

ASK Q28 IF "YES" TO Q2a. OR Q3. (Commute to work)

Q28a. Which source do you use most often for your commute **TO** work?

[DO NOT READ LIST]

Cable TV Note asterisk (*) removed

Regular TV

* KBEM radio (88.5 FM)

General Radio

Newspaper

* Mn/DOT's website

Other Websites *Specify*

Road Construction maps *Specify source*

The Mn/DOT "Get Around Guide"

* 1-800 Traveler information phone line

* 5-1-1 telephone number

*511mn.org website Note NEW

Other *Specify*

[DO NOT READ] None/Don't know/Nothing

Q28b. Which source do you use most often for your commute **FROM** work?

[DO NOT READ LIST]

Cable TV Note asterisk (*) removed

Regular TV

* KBEM radio (88.5 FM)

General Radio

Newspaper

* Mn/DOT's website

Other Websites *Specify*

Road Construction maps *Specify source*

The Mn/DOT "Get Around Guide"

* 1-800 Traveler information phone line

* 5-1-1 telephone number

*511mn.org website Note NEW

Other *Specify*

[DO NOT READ] None/Don't know/Nothing

ASK ALL RESPONDENTS

Q29. Which source do you use most often when traveling in Minnesota for other non-work or vacation trips?

[DO NOT READ LIST]

Cable TV Note asterisk (*) removed

Regular TV

* KBEM radio (88.5 FM)

General Radio

Newspaper

* Mn/DOT's website

Other Websites *Specify*

Road Construction maps *Specify source*

The Mn/DOT "Get Around Guide"

* 1-800 Traveler information phone line

* 5-1-1 telephone number

*511mn.org website Note NEW

Other *Specify*

[DO NOT READ] None/Don't know/Nothing

ASK Q31 FOR EACH STARRED SERVICE SELECTED IN Q25 (USED IN PAST YEAR)

Q31. Overall, how useful would you say the information from (SERVICE) is to you as a user of Minnesota roads? Would you say...? [READ LIST]

[SET UP SO ASK Q31. FOR EACH SERVICE SELECTED IN Q25. THEN FOLLOW SKIP PATTERN]

Very useful [SKIP TO Q33a.]

Somewhat useful [SKIP TO Q33a.]

Not very useful, or [CONTINUE]

Not at all useful [CONTINUE]

[DO NOT READ] Don't know [SKIP TO Q33a.]

[DO NOT READ] Refused [SKIP TO Q33a.]

Q32. In what way is that service (INSERT RESPONSE FROM Q31)?

[RECORD RESPONSE VERBATIM] [PROBE AND CLARIFY RESPONSE]

FOR Q50b. IF HAVE USED BOTH 5-1-1 TELEPHONE AND 511mn.org, RATE EACH SERVICE

Q50b. Overall, how satisfied are you with [5-1-1 telephone number] or [511mn.org]? Would you say you are...?

- Very satisfied
- Somewhat satisfied
- Not very satisfied, or
- Not at all satisfied
- Don't know
- Refused

Q50d. What, if anything, do you like BEST about [5-1-1 telephone number] or [511mn.org]?
[CLARIFY RESPONSE]

Q50e. What, if anything, do you like LEAST about [5-1-1 telephone number] or [511mn.org]?
[CLARIFY RESPONSE]

IF AWARE OF 5-1-1 IN Q23 or Q24 [5-1-1 telephone number] or [511mn.org] AND NOT SELECTED IN Q25a. ASK Q51.

Q56. Earlier in this survey, you mentioned that you have heard of the 5-1-1 phone line as a source of travel information - the traveler information service that provides information on road conditions, congestion, and construction. How likely do you think you will be to use this phone line in the future? Would you say...?

- Very likely
- Somewhat likely
- Not very likely
- Not at all likely, or
- I Don't know if I'd call it or not
- [DO NOT READ] Refused

Q39. As you probably know, there are a number of sources that can gather and offer to you, information for traveling on Minnesota roads. Many news stations, newspapers and other private enterprises offer weather and road condition updates as well as traffic reports. In your opinion, do you believe that Mn/DOT should be responsible for providing this type of information, or is it more appropriate for private industry to do so?

- Mn/DOT responsible
- More appropriate for private industry
- [DO NOT READ] The same
- [DO NOT READ] Don't know
- [DO NOT READ] Refused

Q41b. What is the main reason you think that [INSERT RESPONSE FROM Q39.] should be responsible for providing information for traveling on Minnesota roads? [CLARIFY RESPONSE]

IF SEEK OUT ANY TYPE OF TRAVEL INFORMATION ASK Q41c.

Q41c. Suppose you are seeking our information for your commute to or from work, and you learn that your usual route is experiencing some delay. Do you typically maintain your normal routine and take your usual route, or do you choose an alternative route or method of travel?

- Maintain normal routing
- Choose alternate route/method of travel

Demographics

Now I'm going to ask you some questions for classification purposes only.

[IF NECESSARY, EXPLAIN: We use this information to make sure that we have collected the opinions from a variety of people. This information is used only to help analyze the results of this study.]

Q42. Approximately how many miles do you, yourself drive per year?
[RECORD NUMBER OF MILES – IF RANGE GIVEN ASK: Is it closer to (lower end of range) or (higher end of range)]

Q42b. Do you currently have a cellular phone?
Yes
No
[DO NOT READ] Refused

Q43. What is your marital status? Are you...?
Married, or
Single
Divorced/widowed/separated
[DO NOT READ] Refused

Q44. Do you currently have children under the age of 18 living in the household?
Yes No

Q45. Are you employed full or part time outside the home?
Yes, full time
Yes, part time
Not employed outside the home
Retired
Student
Refused

Q46. What is your current or last occupation?
_____ (Codes will be consistent with Pre Study)

IF EMPLOYED FULL OR PART TIME (Q45.), ASK Q46b.

Q46b. Do you drive any type of commercial vehicle as part of your job?

Q47a. What was your age on your last birthday? [RECORD AGE]

DO NOT ASK Q47b. – FOR REPORTING PURPOSES ONLY

Q47b. CALCULATE ACTUAL MEAN FROM ABOVE QUESTION. FOR REPORTING PURPOSES, PUT RESPONSES INTO FOLLOWING RANGES.

18 to 29 years old	60 to 69
30 to 39	70 or more years old
40 to 49	Don't know/Refused
50 to 59	

Q48. Can you tell me what your 2001 total household income before taxes was? Please stop me when I get to the right range.

Under \$20,000	\$50,000 to \$65,000
\$20,000 to \$35,000	\$65,000 to \$75,000
\$35,000 to \$50,000	\$75,000 to \$100,000
	\$100,000 or more
	Don't know/Refused

Q49. [DO NOT READ] Record gender
Female Male