

# Business 40 Origin / Destination Survey

- ◆ Conducted Roadside Postcard Surveys at Business 40 Exit Ramps From April 17 through May 5, 2006
- ◆ 16,000 Postcards Distributed
- ◆ Approximately 3,600 Postcards Returned

## Key Results

### *How Often Travelers Use Business 40*

4 Times a Week – 74%

1-3 Times a Week – 11%

### *Where Do They Begin Their Trip*

Home- 71 %

Work – 16%

### *Where Are They Going*

Work – 75%

Personal Business – 11%

### *How Many Are In The Car*

Driver Only – 82%

More than One – 18%

### *Where Do They Come From In The Region*

Within Downtown - 47%

East of Downtown - 20%

West of Downtown - 20%