



Commissioned by the Missouri Department of Transportation

## A Report Card From Missourians



# Final Report 2013

Prepared By:



**HEARTLAND**  
MARKET RESEARCH LLC  
*Helping You Better*  
*Understand Your Stakeholders<sup>SM</sup>*

Report Number CMR 14-003

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## **Final Report**

Project Number: TR201228

Report Number: CMR 14-003

# *A Report Card from Missourians - 2013*

Prepared for the  
Missouri Department of Transportation

October 2013

by



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The opinions, findings, and conclusions expressed in this publication are those of the principal investigator. They are not necessarily those of the Missouri Department of Transportation, the U.S. Department of Transportation or the Federal Highway Administration. This report does not constitute a standard or regulation.

## Technical Report Documentation Page

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## EXECUTIVE SUMMARY

### BACKGROUND

Heartland Market Research LLC completed a comprehensive statewide customer satisfaction study to evaluate MoDOT's overall performance as perceived by Missouri's general public and to identify the transportation services and improvements that are most important to Missourians. The survey asked questions to populate multiple MoDOT Tracker measures and to assess the public's support for transportation. Heartland Market Research obtained a representative sample of the state as well as each of MoDOT's seven districts, with a minimum of 500 respondents per district. A total of 3,552 Missourians participated in the study.

### GENERAL SATISFACTION FINDINGS

- **The vast majority of Missourians are satisfied with the job MoDOT is doing. Overall satisfaction was at 85%, tying the highest recorded satisfaction levels previously recorded in 2012 and 2009.**
- 32% of Missourians are very satisfied with the job MoDOT is going, breaking the previous record of 28% set in 2011.
- While overall satisfaction with MoDOT remains at a record high, most measures of satisfaction with individual MoDOT services have stayed the same or dropped from the previous year.
- Missourians continue to agree that MoDOT provides accurate (93%), timely (92%), and understandable (92%) information about projects in their area, similar to the statistical results since 2009.
- Customer perception that MoDOT is the "primary transportation expert" remains similar (no statistical difference) to results since 2009. 91% of Missourians agreed with this statement, same as 2012, up 1% from 2011, down 2% from 2010, and up 6% from 2008.
- 87% of the residents indicated they trust MoDOT to keep its commitments to the public compared to 88% last year. While the annual change is within the statistical margin of error, this is part of four-year downward trend from 92% in 2010. The four-year drop is statistically significant.
- 75% of Missourians were satisfied with the job MoDOT has done keeping the surface of major highways in good condition. The dissatisfaction rate of 25% was the highest measured since it was 33% in 2009.
- Most (84%) residents agreed that MoDOT did a good job of minimizing travel delays caused by construction and maintenance on highways, similar to the findings from 2012. 93% of Missourians agreed that MoDOT did a good job providing advanced warnings to motorists before they entered work zones.

## FUNDING FINDINGS

- **59% of Missourians believe MoDOT's funding should be increased, the highest ever recorded since the question was first asked in 2009.** 36% thought it should remain the same, and 5% thought it should be decreased.
- Residents continued to select tolling as the most acceptable of several listed options for increasing revenues to adequately fund Missouri state highways and roads from the options of replace gas tax with travel tax (9%), increase car registration and license fees (11%), add tolls (27%), increase fuel tax (15%), and increase sales tax (22%). While *none of these* was not provided as an option, 16% of Missourians volunteered this option anyway, showing a strong disagreement with the idea of raising or creating taxes by these methods.
- Two-thirds of Missourians agreed that government transportation expenditures personally benefitted them, similar to findings from 2012. This compares to Education (80%), Public Safety (73%), Economic Development (50%), and Social Services (35%).
- Over 80% of Missourians thought that six highway services were very important. 93% thought it very important for MoDOT to keep bridges in good condition and to keep the surface of major highways in good condition. Managing snow and ice on highways came in third at 87%. 82% of respondents believed that keeping the surface of other highways in good condition, providing easy-to-understand highway signs, and providing bright striping on highways was very important.

## IMPORTANCE-SATISFACTION ANALYSIS FINDINGS

- In 2013, Missourians indicated there were two services that they believed were both very important and were very satisfied with MoDOT's performance. Both measures had to do with signage. According to the Importance-Satisfaction Matrix, MoDOT should continue their existing efforts here as Missourians are both very satisfied with these services and believe they are very important.
- In 2013, **Missourians indicated there were a number of very important services needing improvement.** The Importance-Satisfaction Ratings (Appendix A) provides guidance on where improving a service will provide the greatest overall increase in Missourian satisfaction.
- Based upon the importance-satisfaction analysis, MoDOT can most improve resident satisfaction with improved offerings on three key services:
  1. Keeping bridges in good condition.
  2. Keeping the surface of *major* highways in good condition.
  3. Keeping the surface of *other* highways in good condition.

## COMMUNICATIONS

- Missourians were most likely (83%) to gain information about MoDOT projects and activities from the department's highway message boards.
- The only other source utilized by the majority of citizens (80%) was the local media (television, radio, and newspaper).
- At 30%, the internet was the third most likely method citizens used to gain information about MoDOT projects and activities.
- Approximately one in five (19%) Missourians utilized smartphones to obtain information from MoDOT about highway projects and activities. Out of these, 52% utilized text alerts and 43% used MoDOT apps on their smartphones.
- When asked to rank their preferred methods of communicating with MoDOT, 50% of all Missourians selected the phone. At 17%, email came in second.

## CONCLUSIONS

- The findings are clear that overall satisfaction remains at a record high. Moreover, the ratio between those very satisfied and satisfied – a measure of how deep or solid the underlying satisfaction is – is the highest ever measured.
- However, Missourians are showing increased concern about MoDOT’s ability to meet their transportation needs. Most measures of satisfaction with individual MoDOT services have stayed the same or dropped slightly from the previous year and public confidence that MoDOT will keep its commitments – while still high – continues to trend downward.
- The most likely explanation for this apparent contradiction is the public awareness of the massive funding cuts MoDOT has experienced. The public’s faith in MoDOT’s competence has certainly not decreased as measured by both the percentage that perceive MoDOT as Missouri’s transportation expert and the increase in the number of citizens very satisfied with MoDOT.
- Citizens have reacted to the situation by increasing their disapproval to services they may perceive as non-essential (i.e., 74% of Kansas City residents disagreed that KC Scout provided value, similar to the 72% of St. Louis residents who disagreed that the Gateway Guide provided value). 59% of all Missourians also believe funding for transportation in Missouri should be increased over the next five years, the highest percentage ever recorded since the question was first asked in 2009. This was a jump of 7% from 2012.
- **Thus the contrast between these two key findings – 1) MoDOT’s high satisfaction rates, including the large increase in those very satisfied with MoDOT and 2) Missourians showing increased concern about MoDOT’s ability to meet their transportation needs – can be best explained by the public’s belief that MoDOT is doing a great job with insufficient resources.**
- MoDOT should continue to utilize multiple sources to distribute information about their projects and activities. Two methods under MoDOT’s control show great potential. The department’s use of highway message boards is very effective, reaching more Missourians than any other method. The fact that 19% of citizens use smartphones to access MoDOT information just six years after smartphone applications became feasible shows the explosive potential of this medium. MoDOT can anticipate that citizen use of text alerts and apps will continue to increase very rapidly.

**METHODOLOGY**

The survey was administered by a professional calling center to Missourians starting on July 9, 2013 and ending on August 19, 2013. The calling center randomly called a representative sample of people from every county considering age and gender. During this time, the calling center made 248,605 calls, spoke with 15,429 people, and completed 3,552 phone interviews. The following tables show how many surveys were conducted in each county. Some counties had significantly more participants than others due to the research design mandating a minimum of 500 responses per district.

Northwest		Northeast		Kansas City		Central	
Andrew	25	Adair	30	Cass	56	Boone	28
Atchison	25	Audrain	30	Clay	56	Callaway	28
Buchanan	25	Clark	30	Jackson	56	Camden	28
Caldwell	26	Knox	29	Johnson	57	Cole	28
Carroll	26	Lewis	30	Lafayette	57	Cooper	28
Chariton	25	Lincoln	29	Pettis	55	Crawford	27
Clinton	25	Macon	30	Platte	57	Dent	27
Daviess	25	Marion	31	Ray	55	Gasconade	28
DeKalb	26	Monroe	29	Saline	55	Howard	28
Gentry	26	Montgomery	29			Laclede	28
Grundy	28	Pike	29			Maries	27
Harrison	26	Ralls	30			Miller	28
Holt	29	Randolph	30			Moniteau	28
Linn	26	Schuyler	30			Morgan	28
Livingston	25	Scotland	30			Osage	30
Mercer	25	Shelby	29			Phelps	27
Nodaway	25	Warren	32			Pulaski	28
Putnam	25					Washington	29
Sullivan	25						
Worth	25						
Total	513	Total	507	Total	504	Total	503

St. Louis		Southwest		Southeast	
Franklin	100	Barry	23	Bollinger	20
Jefferson	101	Barton	25	Butler	20
Saint Charles	101	Bates	24	Cape Girardeau	20
Saint Louis	103	Benton	24	Carter	20
Saint Louis City	100	Cedar	23	Douglas	20
		Christian	24	Dunklin	20
		Dade	24	Howell	21
		Dallas	24	Iron	20
		Greene	24	Madison	21
		Henry	24	Mississippi	20
		Hickory	24	New Madrid	20
		Jasper	24	Oregon	21
		Lawrence	24	Ozark	22
		McDonald	23	Pemiscot	20
		Newton	24	Perry	20
		Polk	24	Reynolds	20
		Saint Clair	24	Ripley	20
		Stone	29	Saint Francois	20
		Taney	24	Sainte Genevieve	20
		Vernon	24	Scott	20
		Webster	24	Shannon	21
				Stoddard	22
				Texas	24
				Wayne	21
				Wright	20
Total	505	Total	507	Total	513

Most statewide results presented are weighted results. A few (e.g., the demographics) are not and these are noted as such when presented. The data were weighted in accordance with the true distribution of the regional population in terms of geographic (county), gender, and age distributions using the most recent (2010) U.S. government census information available. Following past practice, all district measures presented are unweighted. **With a minimum of 500 responses per district, the district measures have a 95% level of confidence with a precision (margin of error) of +/- 4.4%. The statewide results for the stratified-random sample of 3,552 Missourians have a 95% level of confidence with a precision of +/- 1.6%.**

Following standard practice for Tracker measures, responses of don't know/not sure and none chosen/refused were excluded from many of the results in this report. This practice also facilitated valid comparisons of the results with previous customer satisfaction surveys. The summaries in Section 3 provide the results calculated both ways (with the standard exclusions and showing the percentage of don't know/not sure responses). All charts, graphs, and summaries are rounded. More precise numbers rounded to the nearest tenth of a percent may be found in the tables in Sections 2 and 3. Totals may not sum to exactly 100% because of rounding artifacts.

The survey was significantly revised from the previous year based on suggestions for improvement from Heartland Market Research LLC and QVSM in collaboration with MoDOT. Efforts were made to standardize how questions were asked to facilitate consistent standards across many measures. For example, the neutral option was dropped from the few questions that included it. Respondents who had no idea could still respond that they didn't know, and this change aligned these questions with standard Tracker practice. In order to make meaningful comparisons, the percentages for past measures where neutral was an option were recalculated to ignore these. This obviously increased both the number of satisfied and dissatisfied respondents from previous years. These changes also required the scales used for the importance-satisfaction analysis to be recalibrated.



## Section 1:

# Charts & Graphs

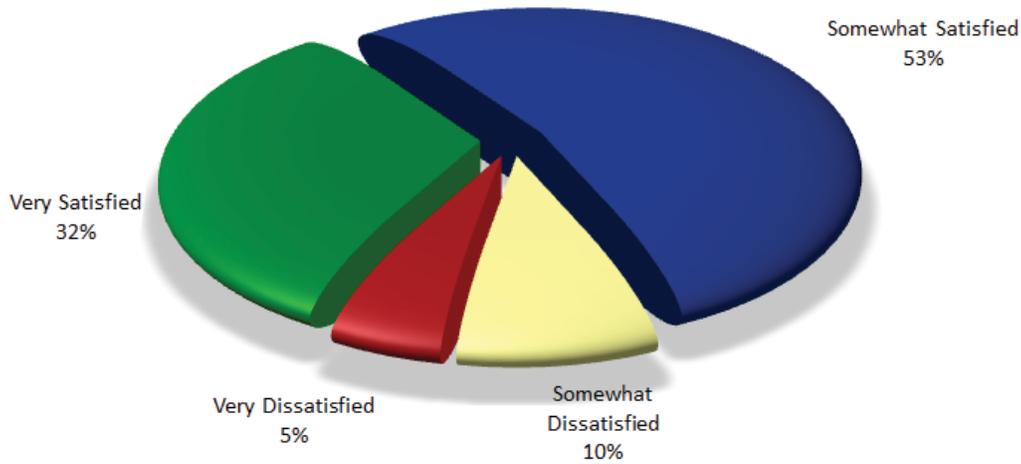
## A Report Card From Missourians

Prepared By:

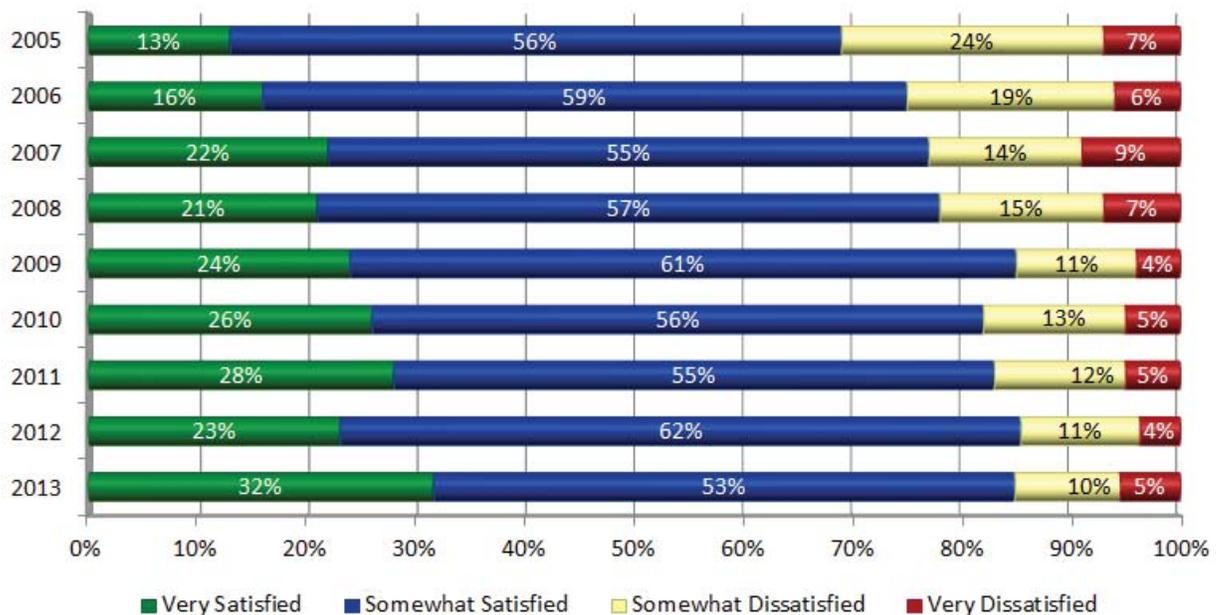


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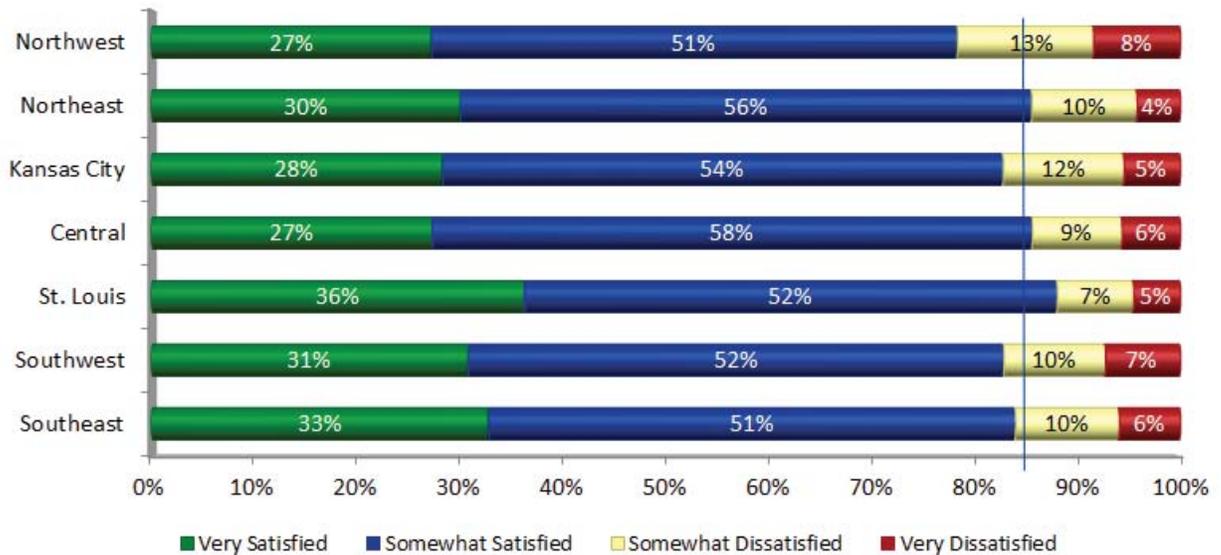
### Overall Satisfaction With the Job the Missouri Department of Transportation is Doing



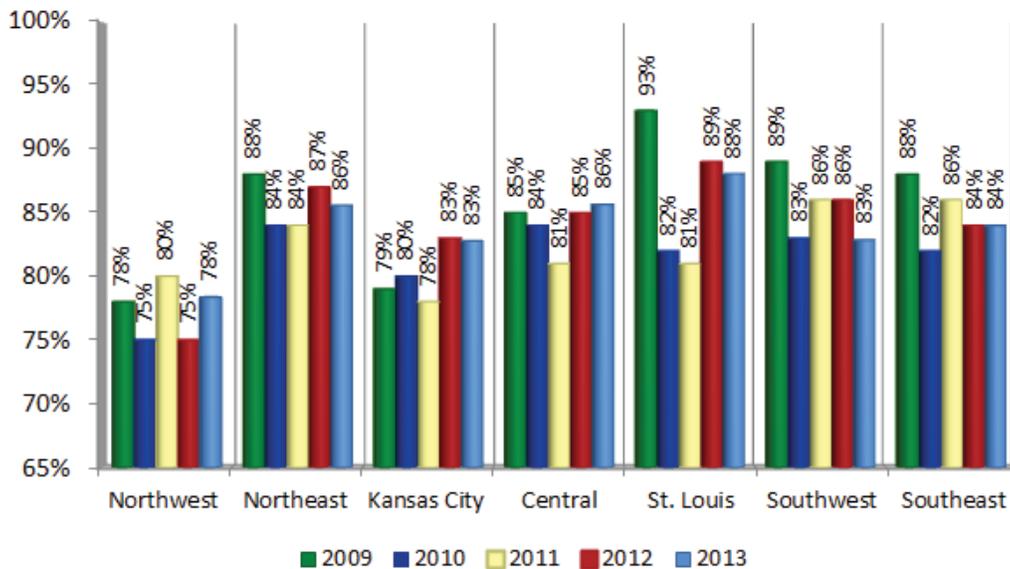
### TRENDS: Level of Satisfaction With the Job the Missouri Department of Transportation is Doing



### Level of Satisfaction With the Job the Missouri Department of Transportation is Doing by District

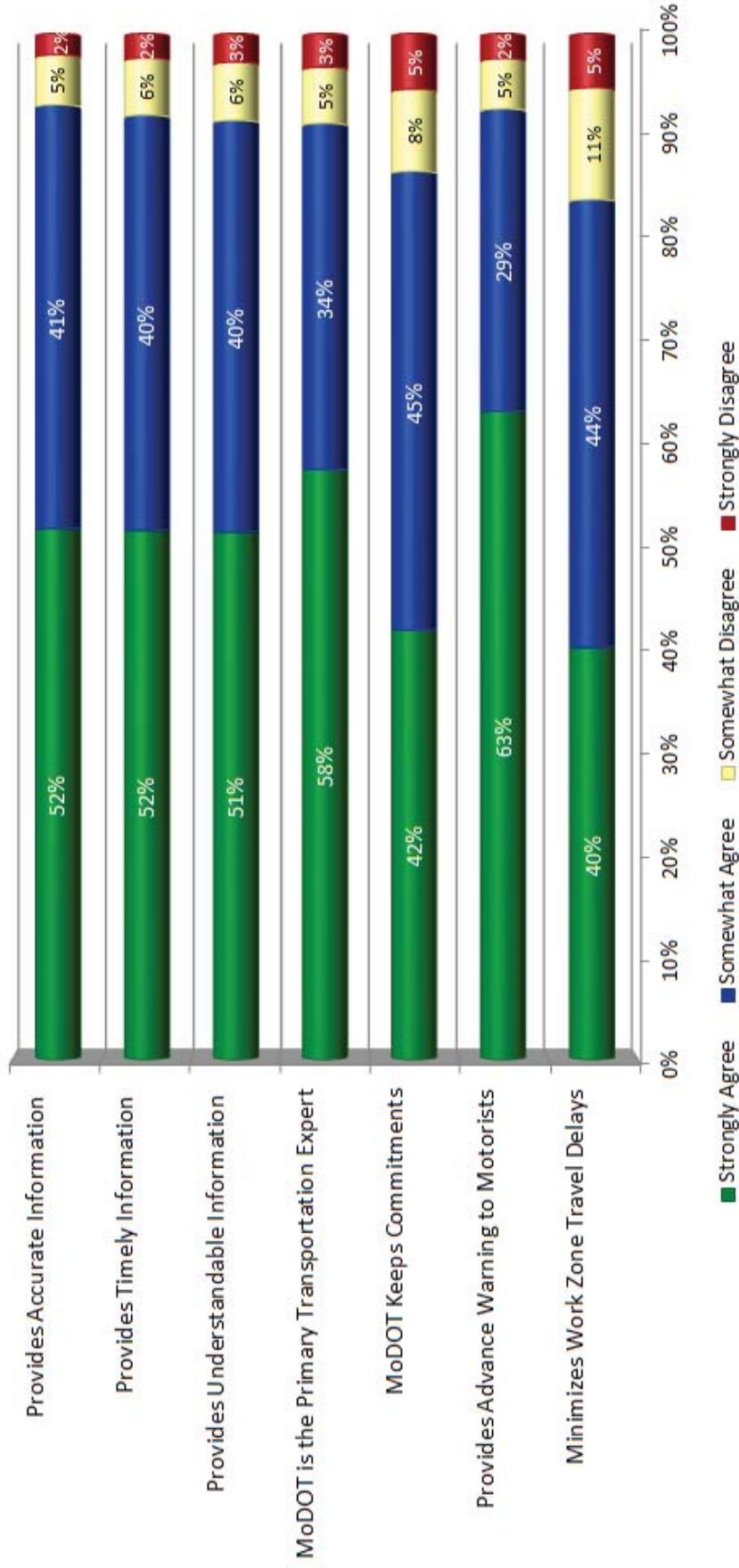


### TRENDS: Overall Satisfaction With the Job the Missouri Department of Transportation is Doing by District: 2009-2013

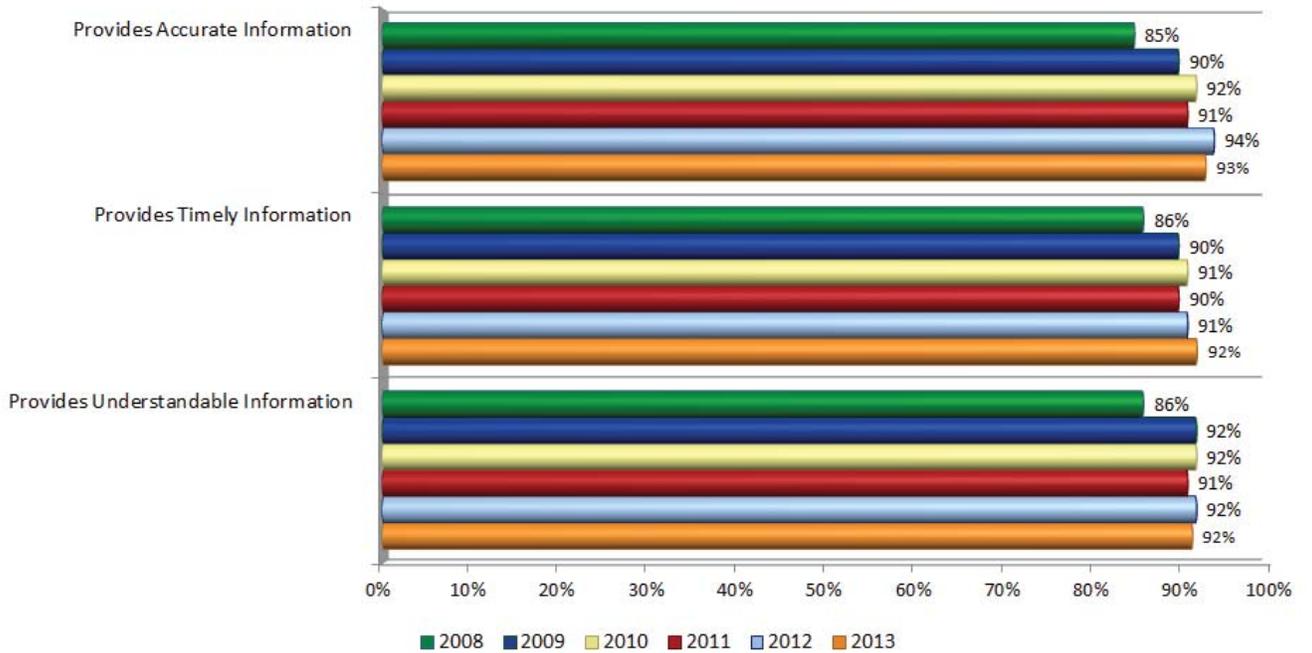




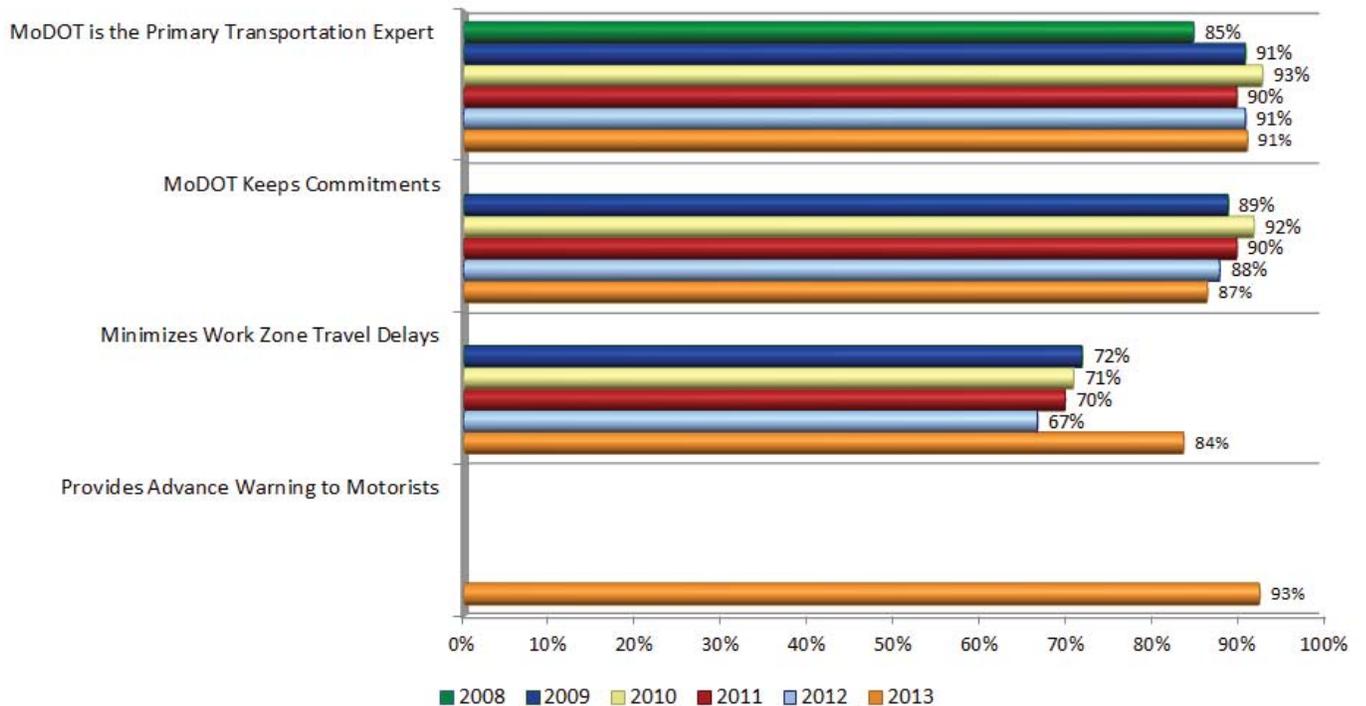
## Level of Agreement with the Following Statements Related to Transportation in Missouri and MoDOT



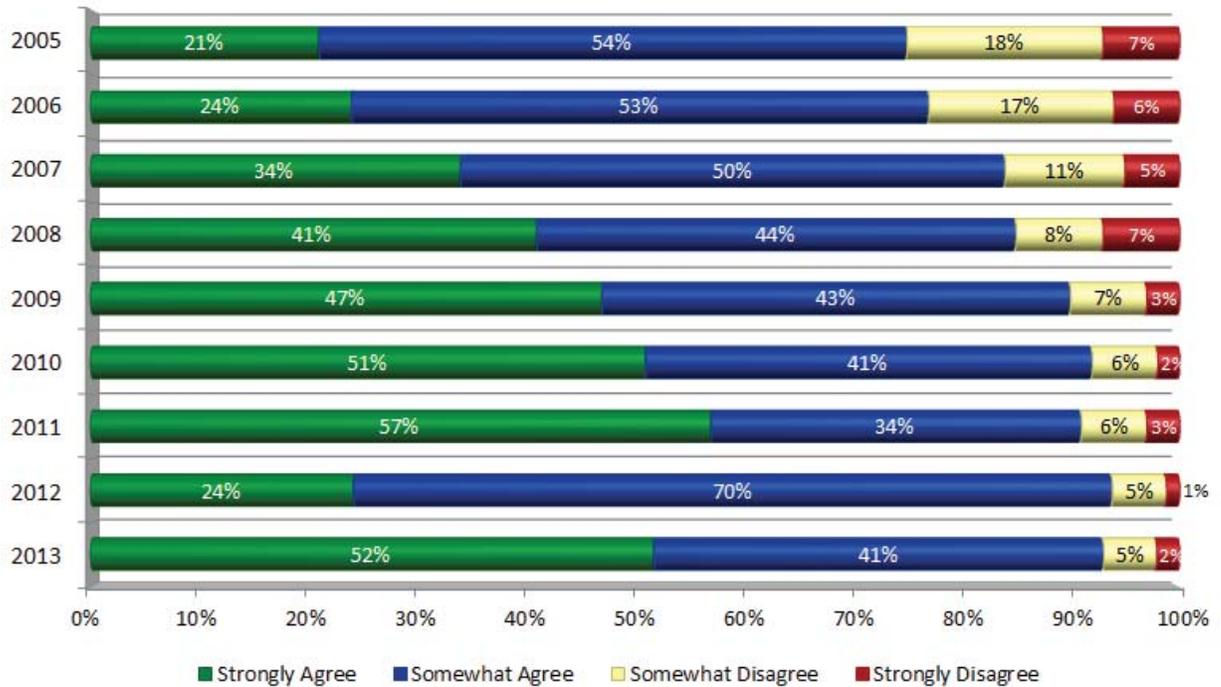
**TRENDS: Overall Agreement with Statements Related to Transportation in Missouri and MoDOT: 2008 - 2013**



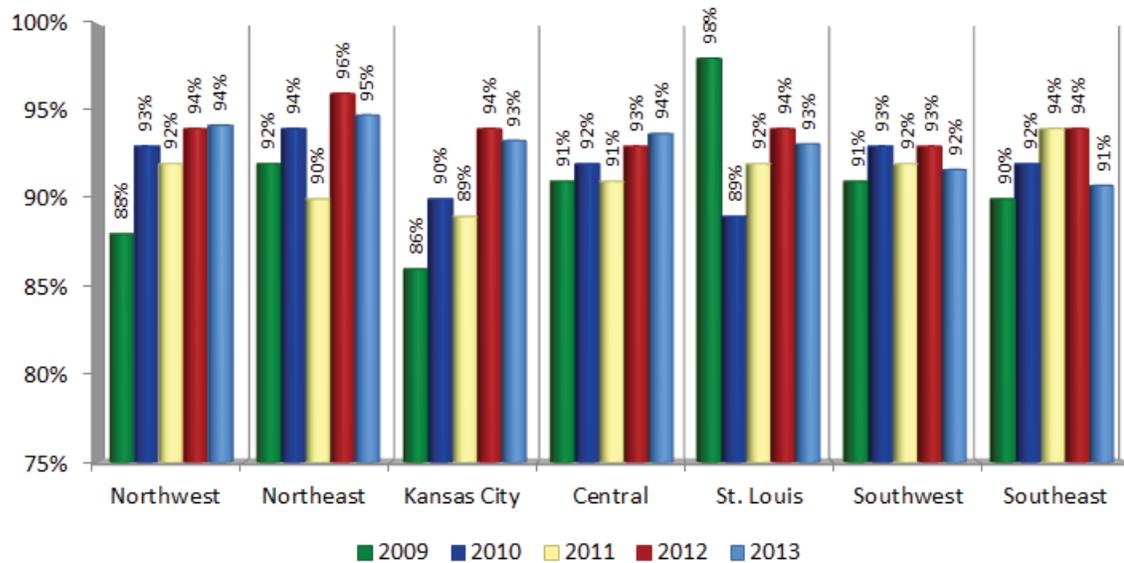
**TRENDS: Overall Agreement with Statements Related to Transportation in Missouri and MoDOT: 2008 - 2013**



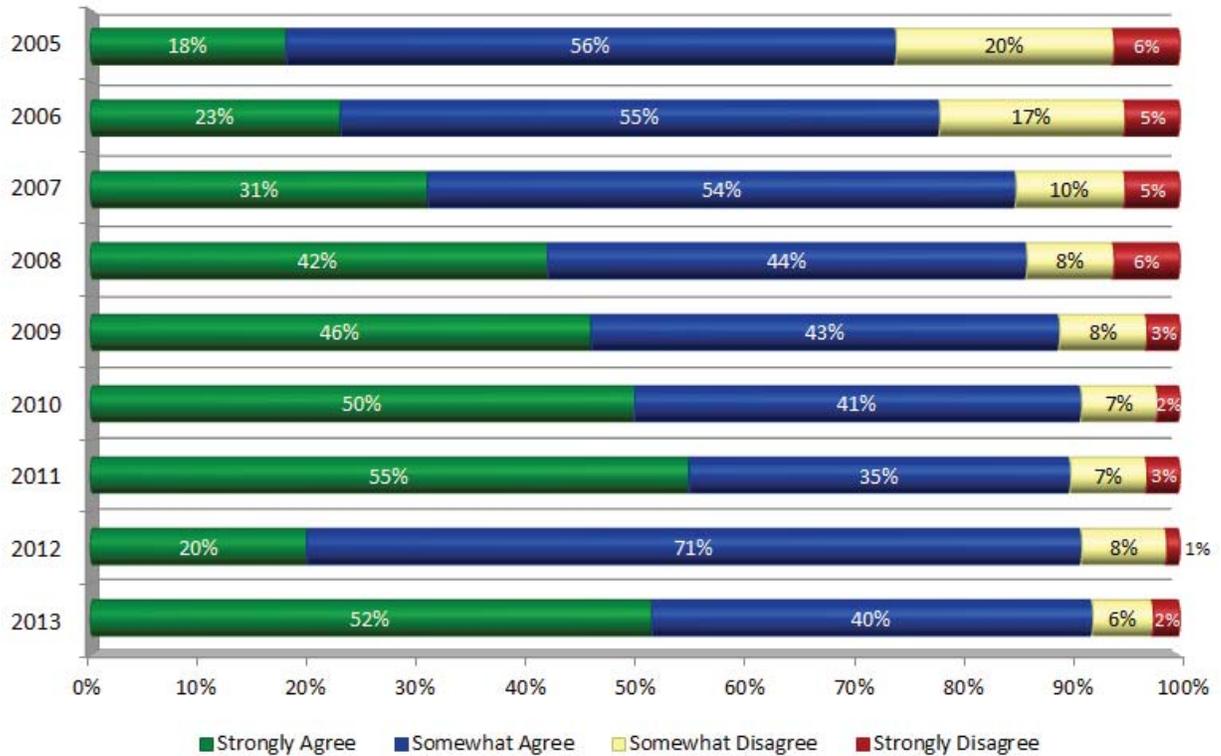
### TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens: 2005-2013



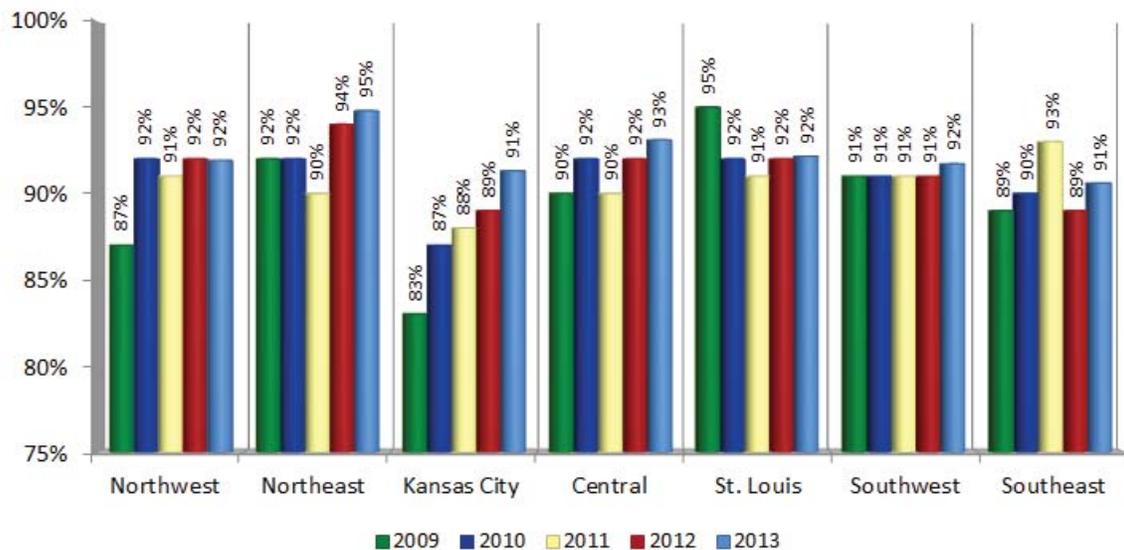
### TRENDS: Overall Agreement MoDOT Provides Accurate Information to Citizens by District: 2009-2013



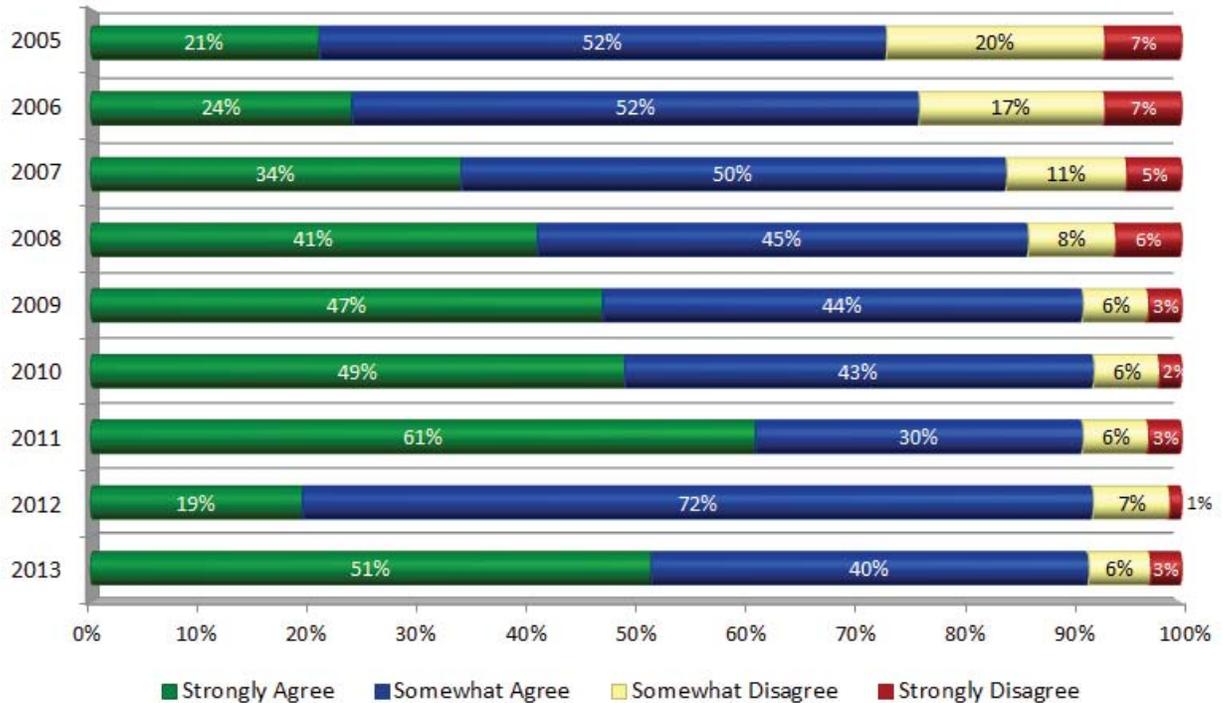
### TRENDS: Level of Agreement MoDOT Provides Timely Information to Citizens: 2005-2013



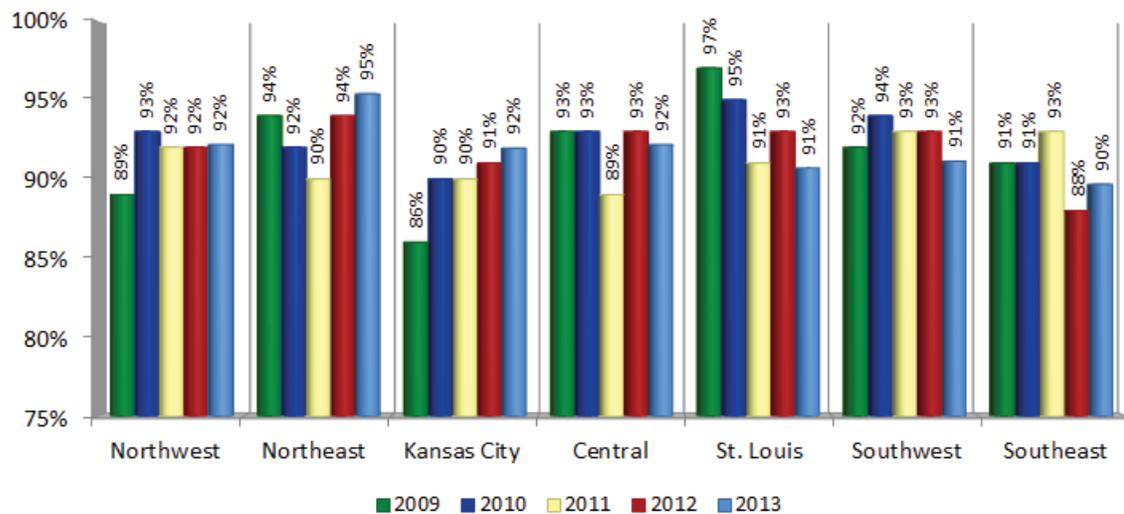
### TRENDS: Overall Agreement MoDOT Provides Timely Information to Citizens by District: 2009-2013



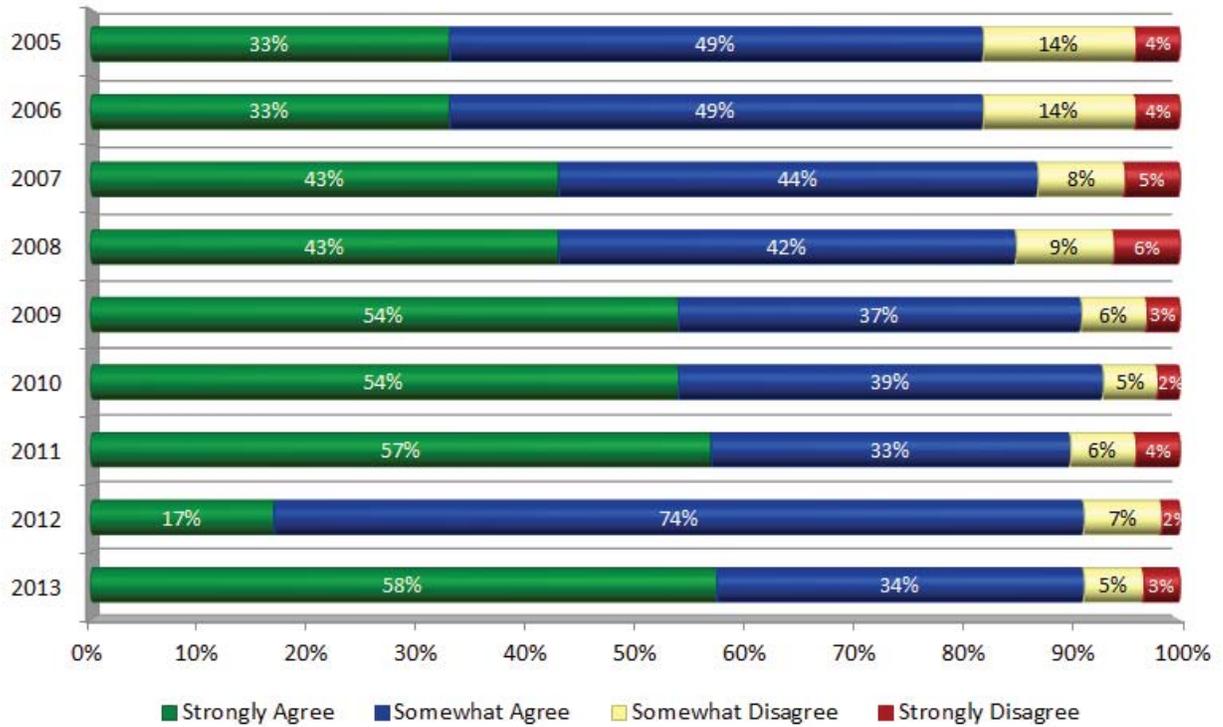
### TRENDS: Level of Agreement MoDOT Provides Understandable Information to Citizens: 2005-2013



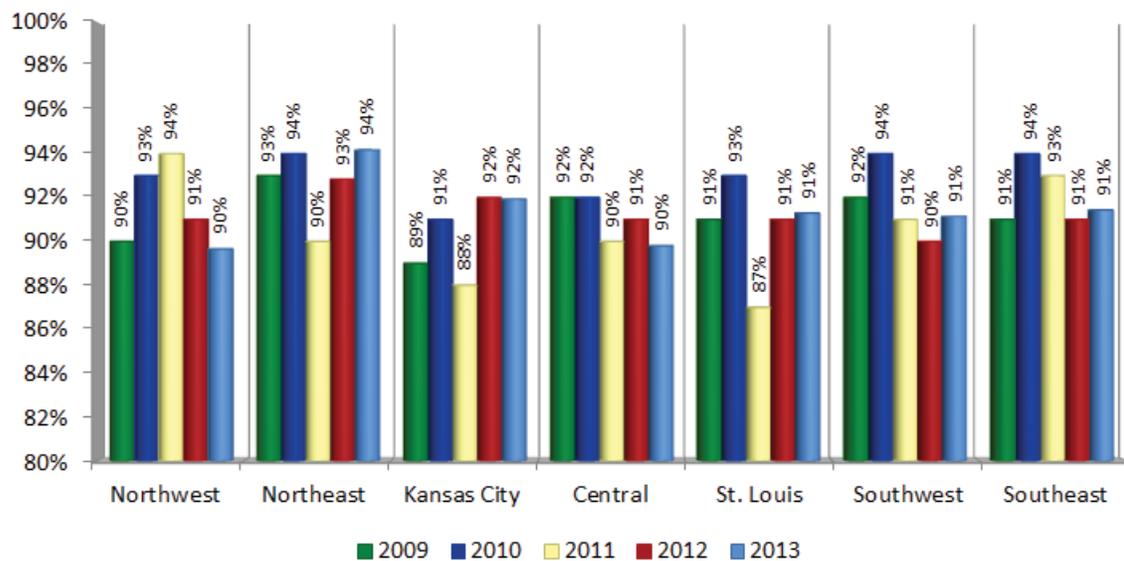
### TRENDS: Overall Agreement MoDOT Provides Understandable Information to Citizens by District: 2009-2013



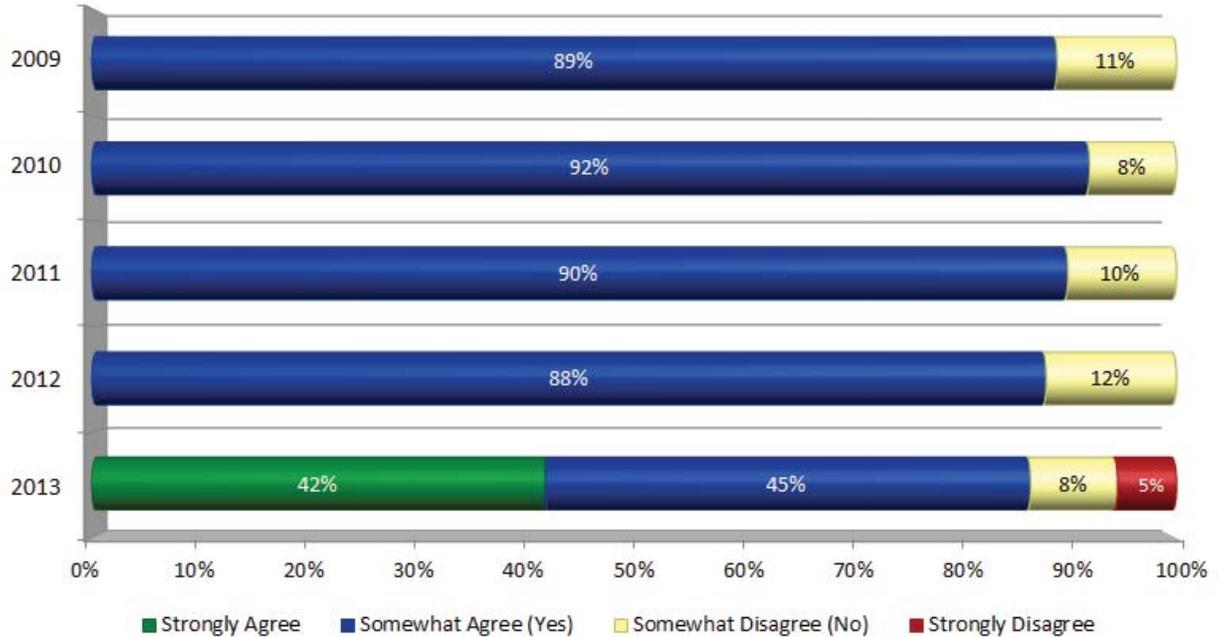
### TRENDS: Level of Agreement MoDOT is the Primary Transportation Expert in Missouri: 2005-2013



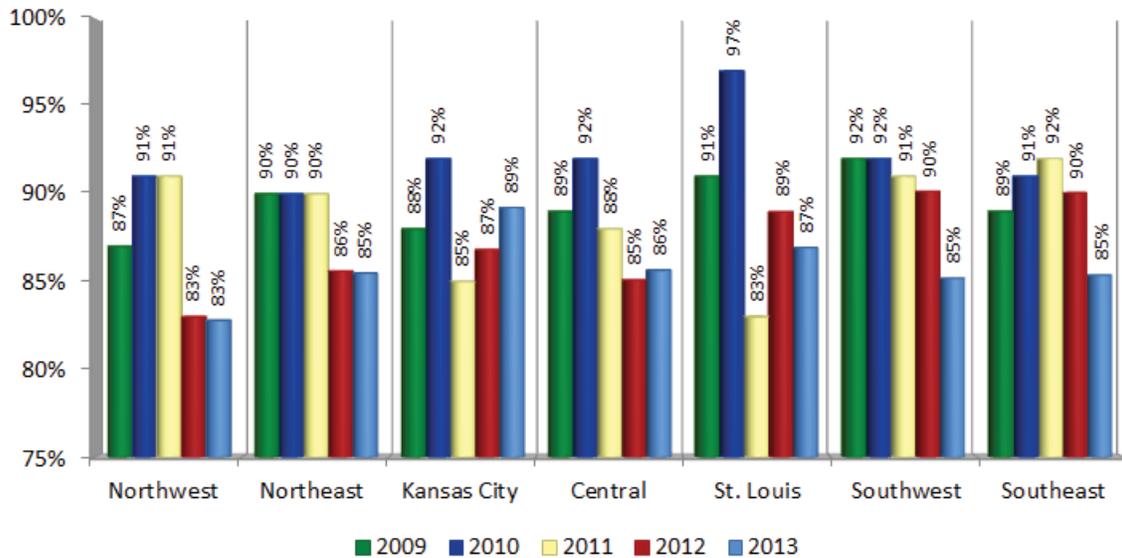
### TRENDS: Overall Agreement MoDOT is the Primary Transportation Expert in Missouri by District: 2009-2013



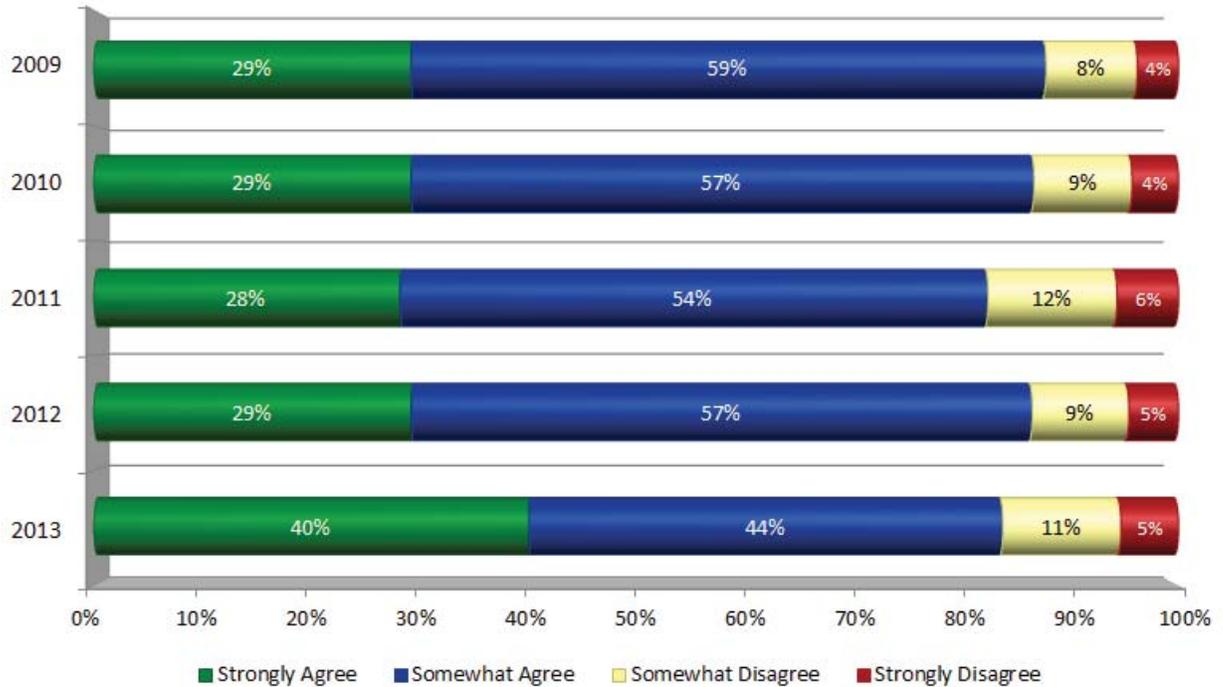
### TRENDS: Level of Agreement MoDOT Keeps Its Commitments to the Public: 2009-2013 (Yes/No Question 2009-12)



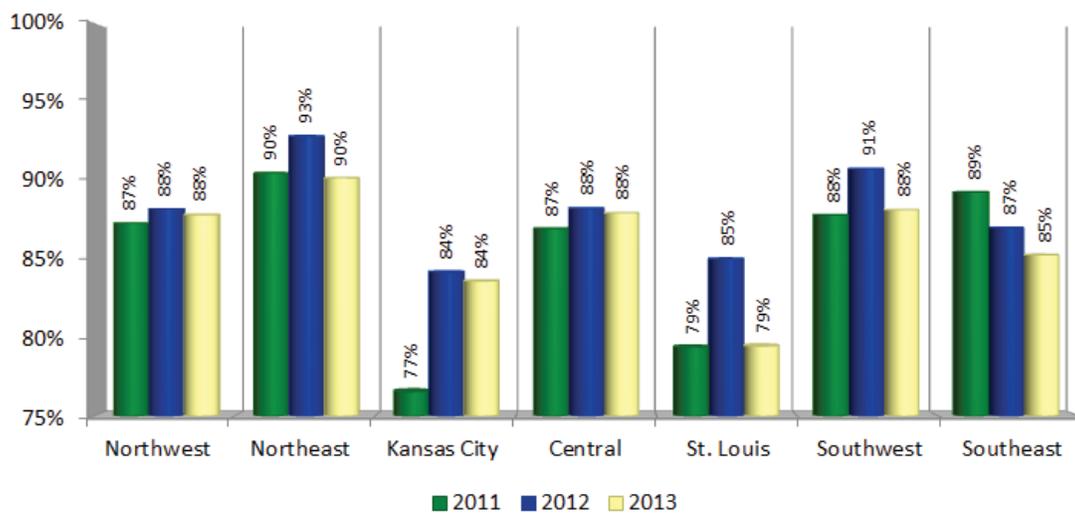
### TRENDS: Overall Agreement MoDOT Keeps Its Commitments to the Public: 2009-2013



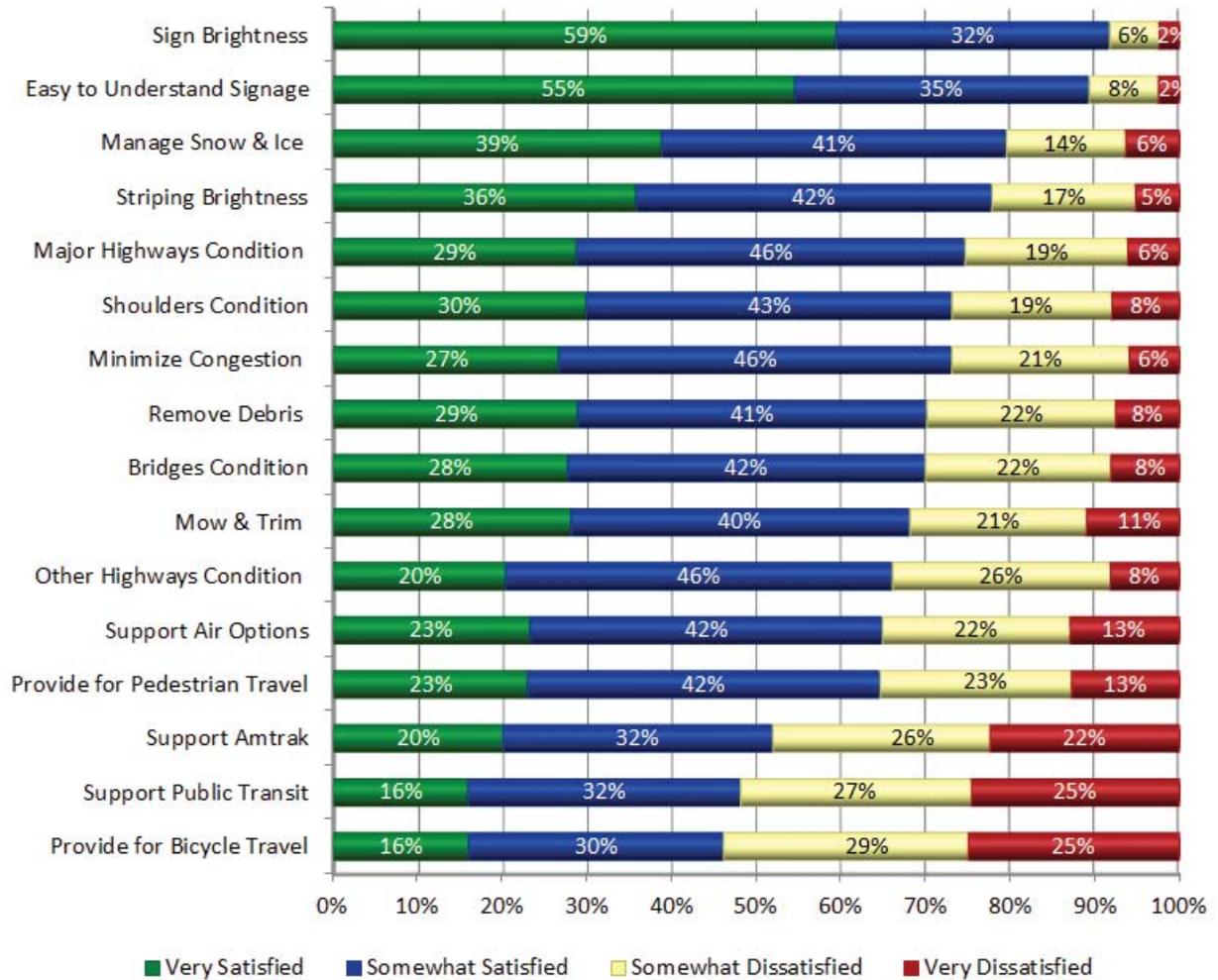
### TRENDS: Level of Agreement MoDOT Does a Good Job of Minimizing Travel Delays Caused by Work Zones: 2009-2013



### TRENDS: Overall Agreement MoDOT Does a Good Job of Minimizing Travel Delays Caused by Work Zones: 2011-2013

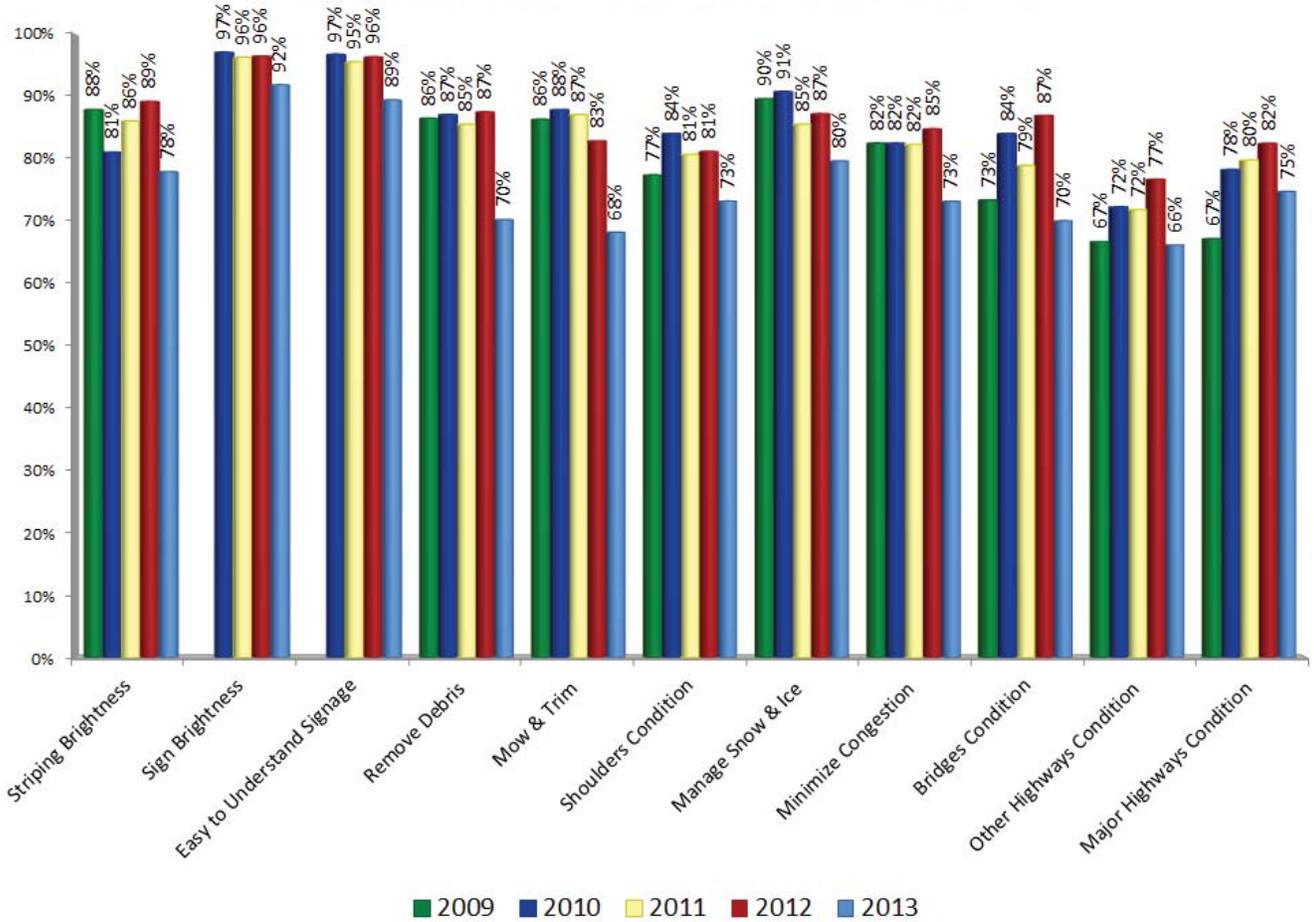


### Level of Satisfaction With the Job the Missouri Department of Transportation is Doing



The MoDOT descriptions in the above chart are abbreviated from the more detailed descriptions provided to the survey respondents. A copy of the survey script is available in Section 3.

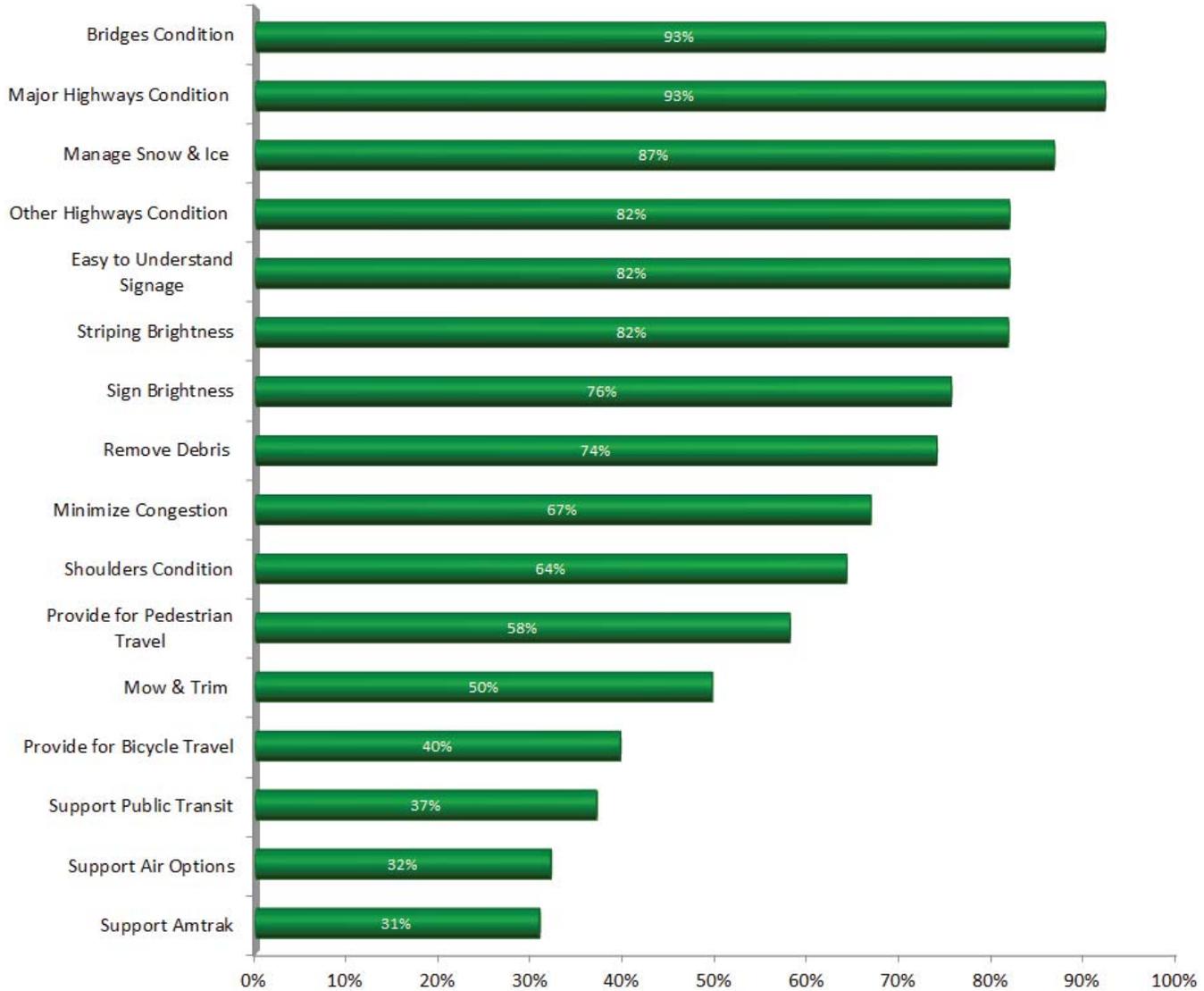
**TRENDS: Overall Satisfaction With MoDOT's Efforts to Provide Various Services on Missouri Highways: 2009-2013**



Overall satisfaction for the years above was calculated by summing the very satisfied and the satisfied responses.

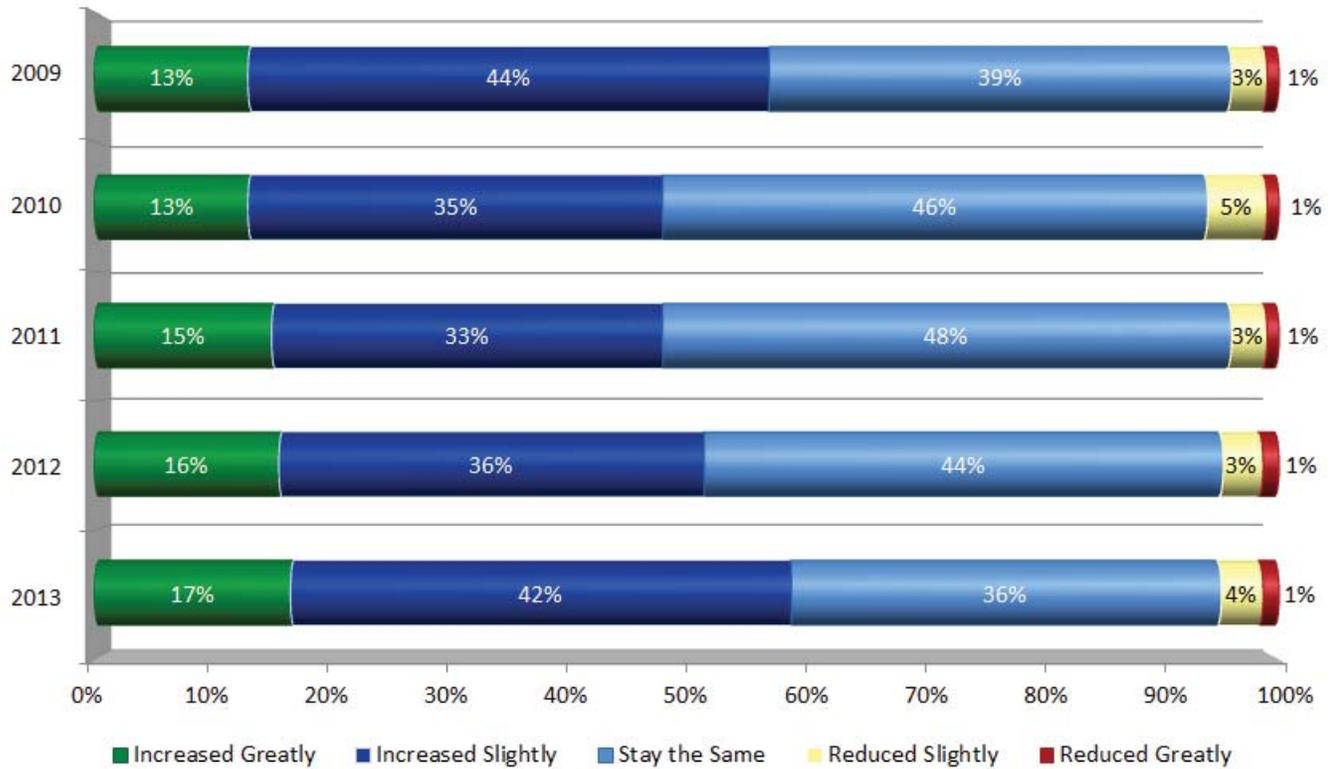
The two sign questions were asked differently in previous years which may have slightly impacted the results for these measures. The new wording is part of a standardization effort to help ensure all questions are asked in a similar manner to facilitate consistent standards across many measures.

### Transportation Services Residents Felt were Very Important

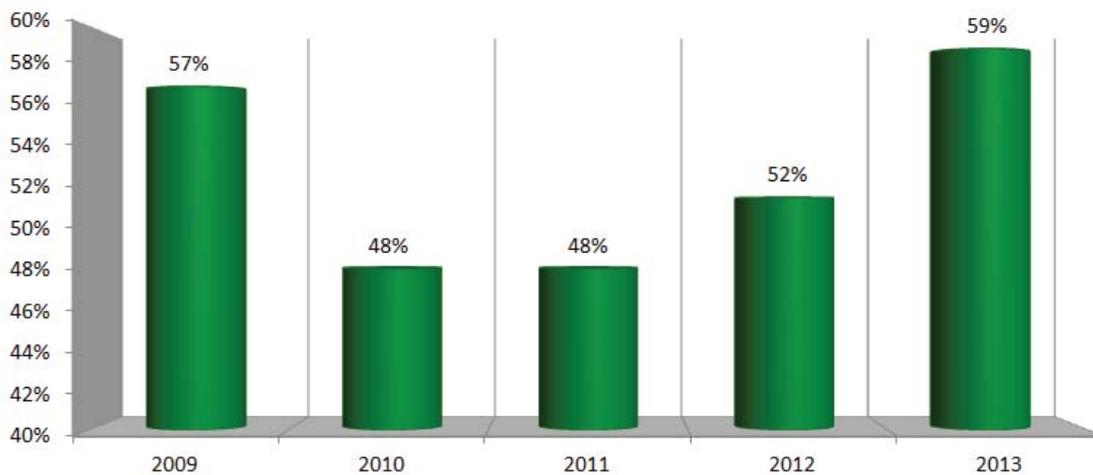


Services listed in order of greatest importance to least importance based on the percentage of Missourians who stated each service was very important.

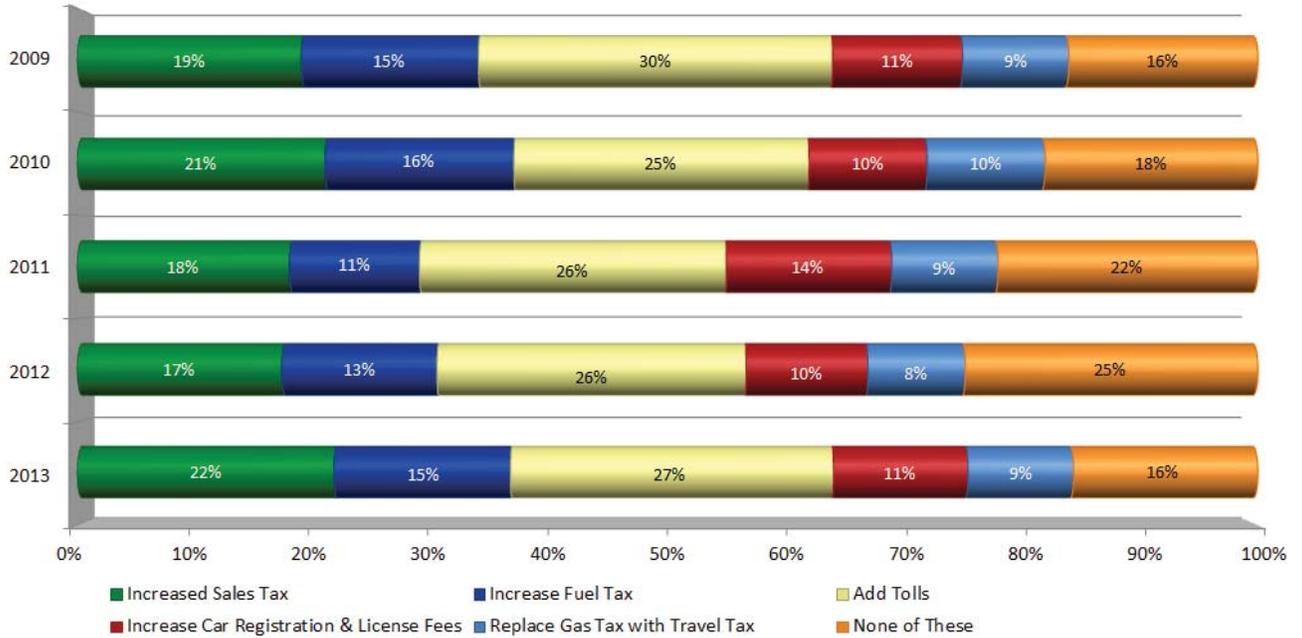
### TRENDS: How do You Think Funding for Transportation in Missouri Should Change Over the Next Five Years?



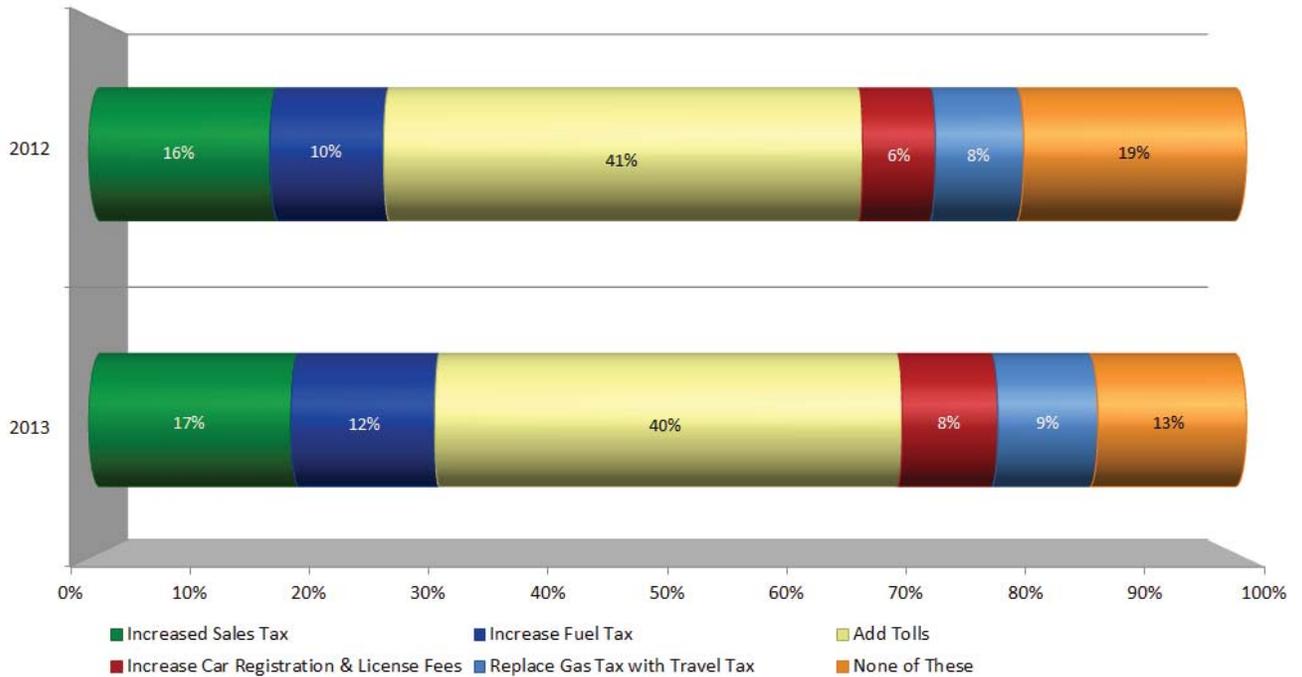
### TRENDS: Percentage of Missourians Who Believe Transportation Funding Should Increase Over the Next Five Years: 2009-2013



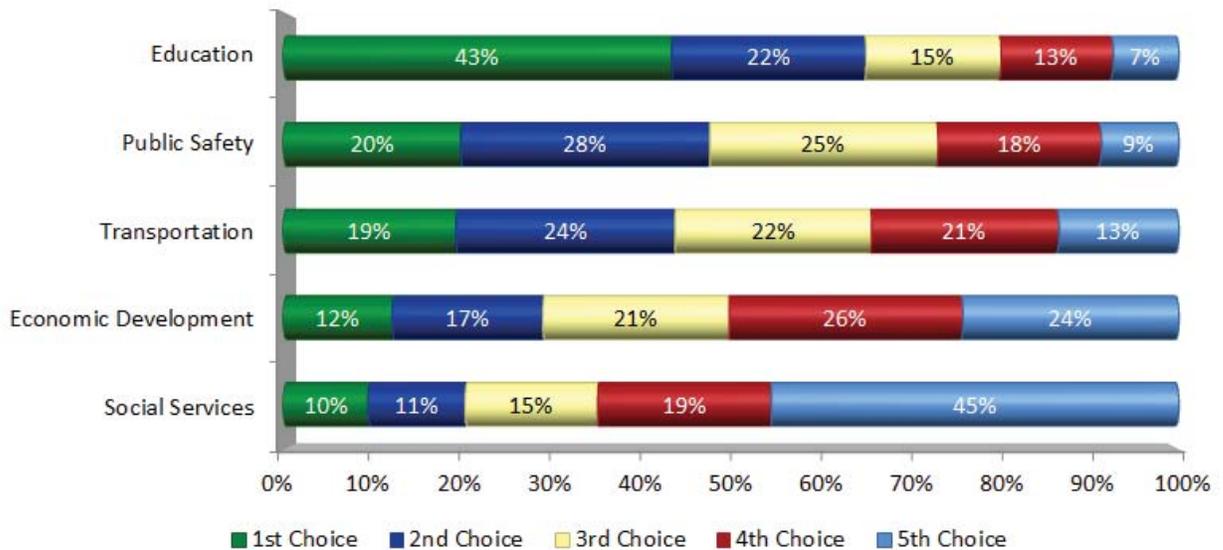
**TRENDS: If it was Determined that the State Needs to Increase Revenues to Adequately Fund Missouri State Highways & Roads, Which One of the Following Methods Would be Most Acceptable to You? 2009-2013**



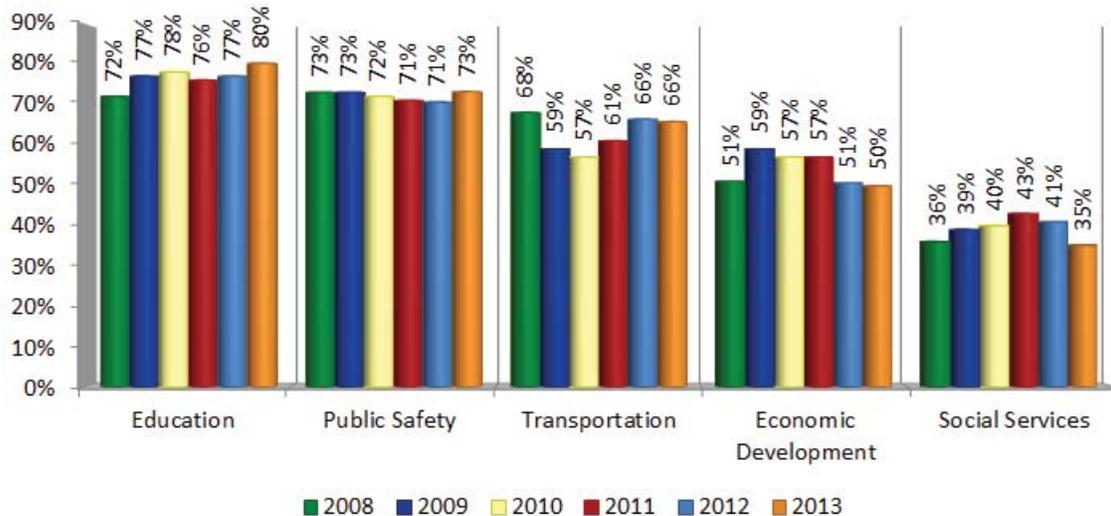
**TRENDS: Specifically for Reconstructing and Expanding Interstate 70, Which One of the Following Methods Would be Most Acceptable to You? 2012-2013**



### State Government Expenditures Residents Feel Have Been Most Beneficial to Them Personally

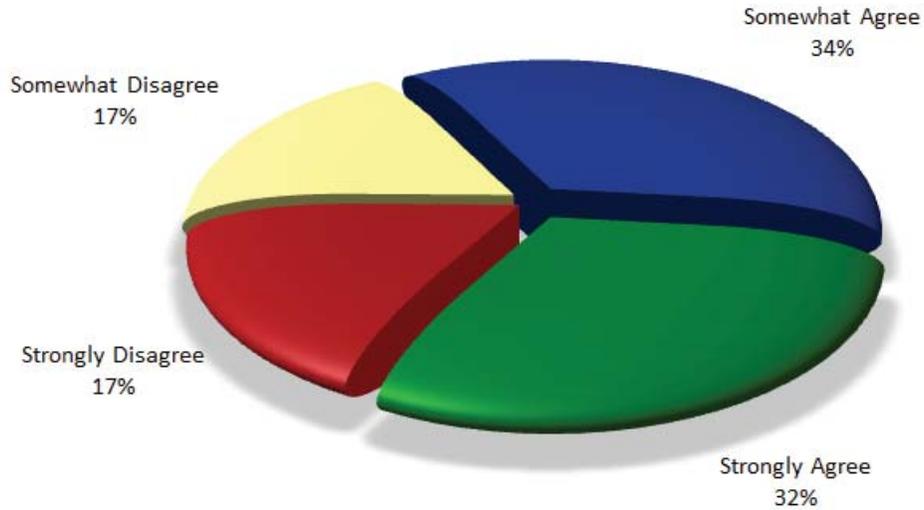


### TRENDS: State Government Expenditures Residents Feel Have Been Most Beneficial to Them Personally: 2008-2013



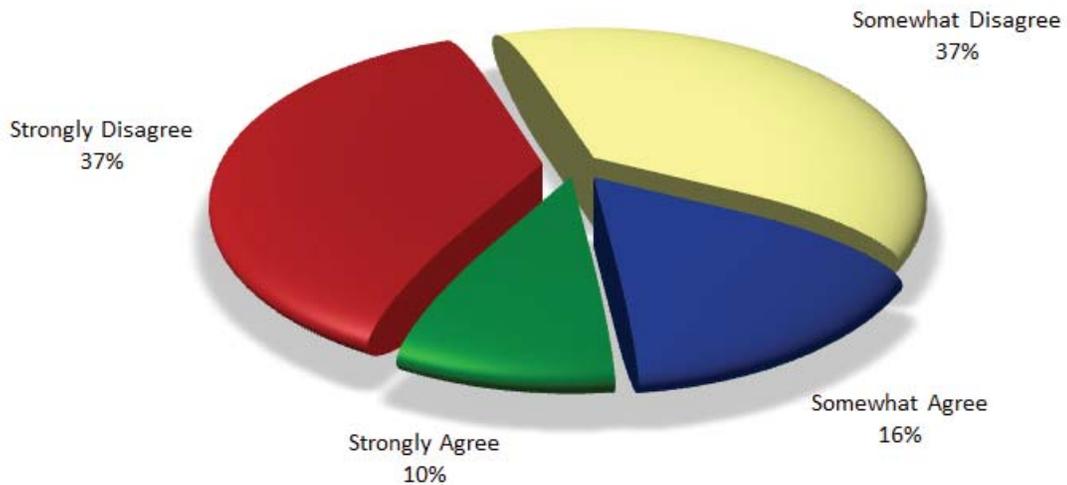
Percentages calculated by adding up those who selected these state government expenditures as being first, second, or third most beneficial to them personally.

### You Rely on MoDOT for Real-time Traffic Information



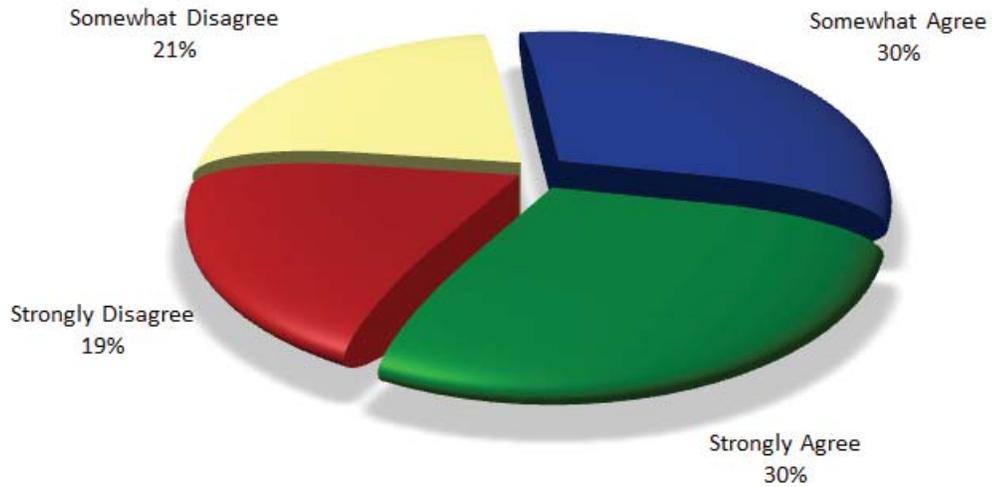
Kansas City District Only

### KC Scout Provides Value to You



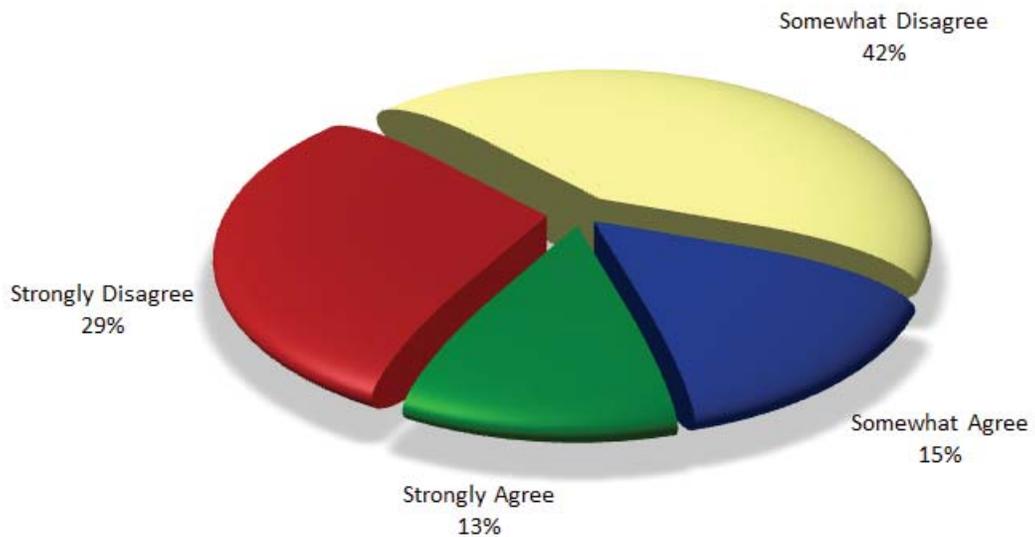
Kansas City District Only

### You Rely on MoDOT for Real-time Traffic Information



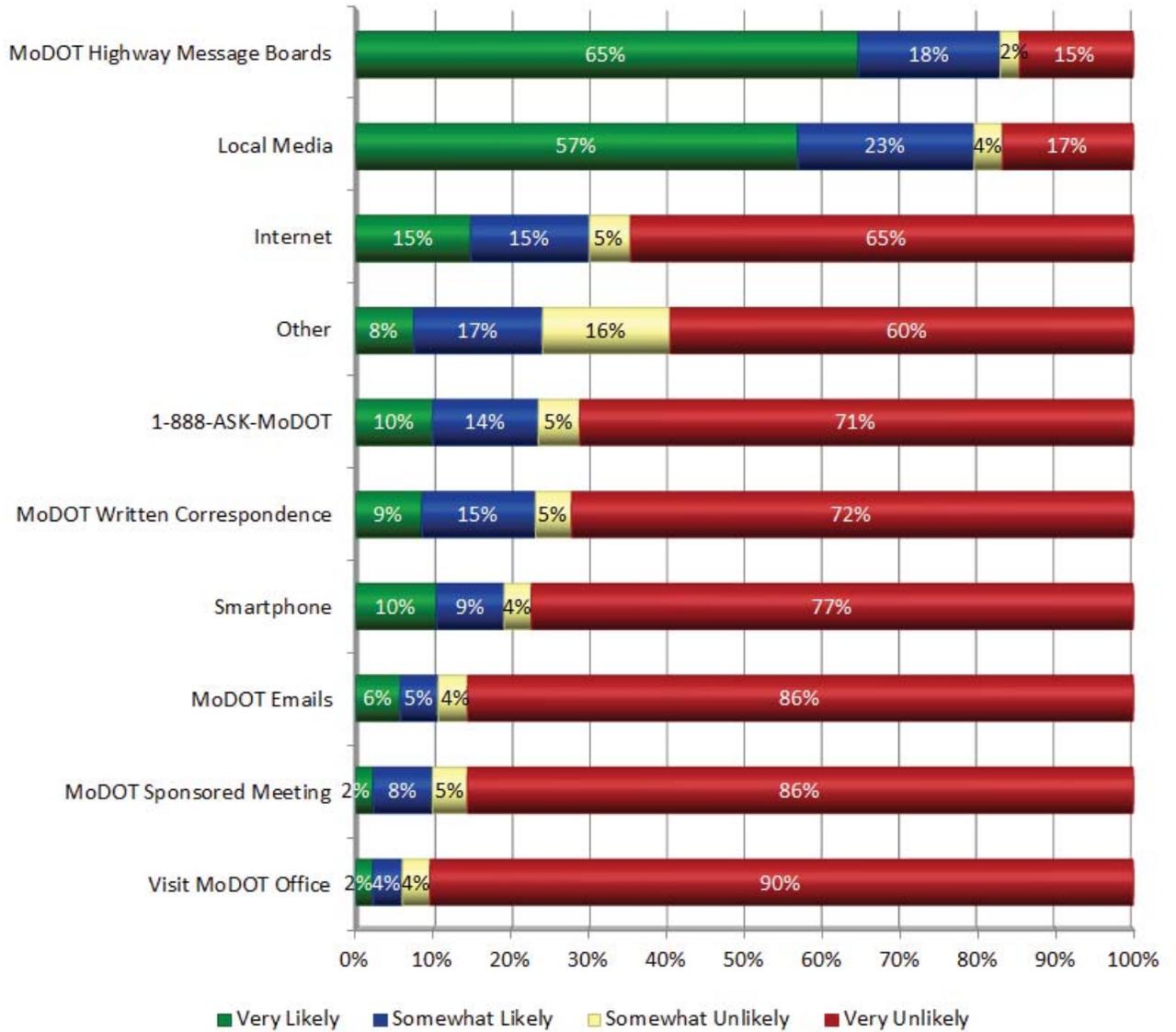
St. Louis District Only

### Gateway Guide Provides Value to You

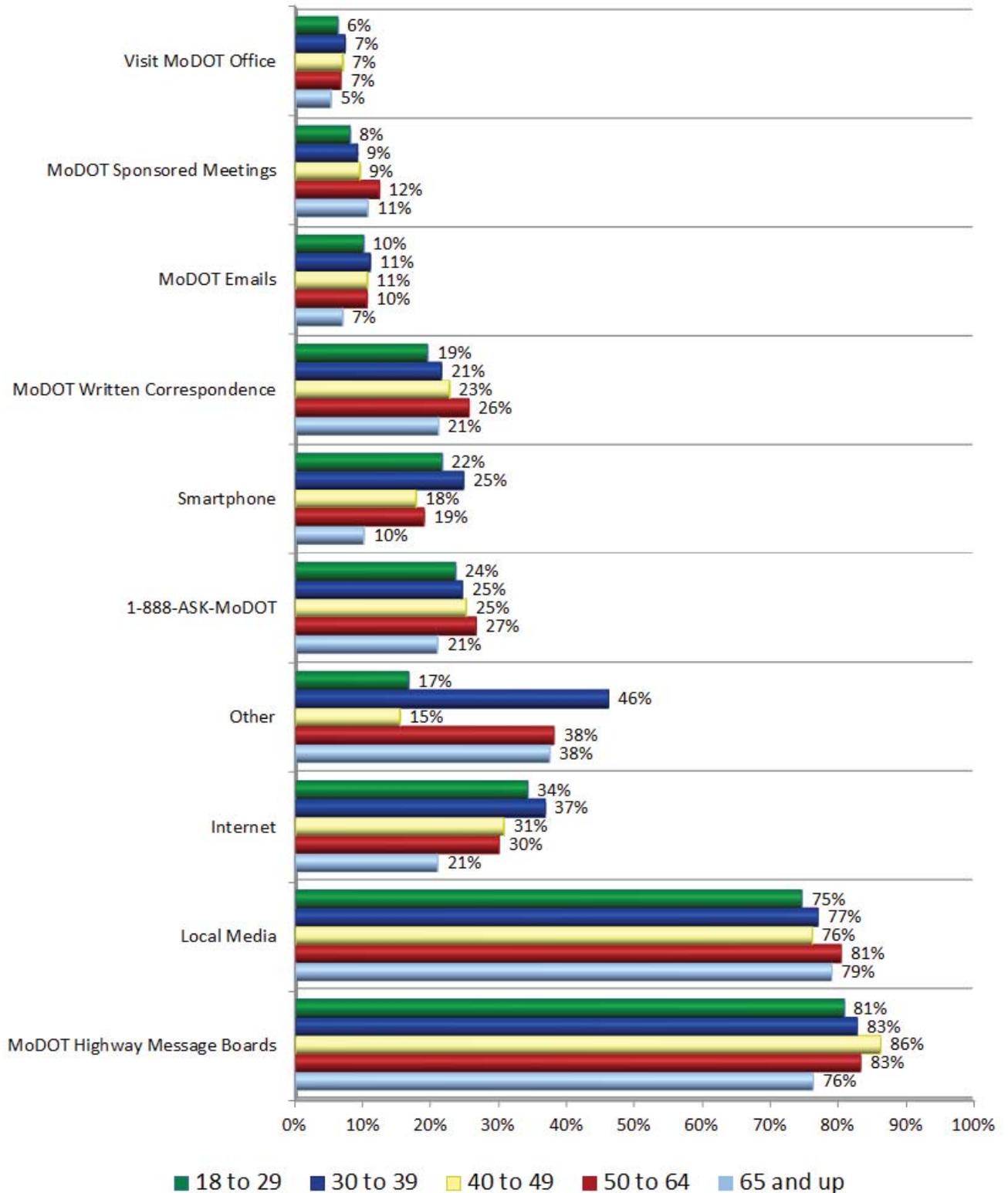


St. Louis District Only

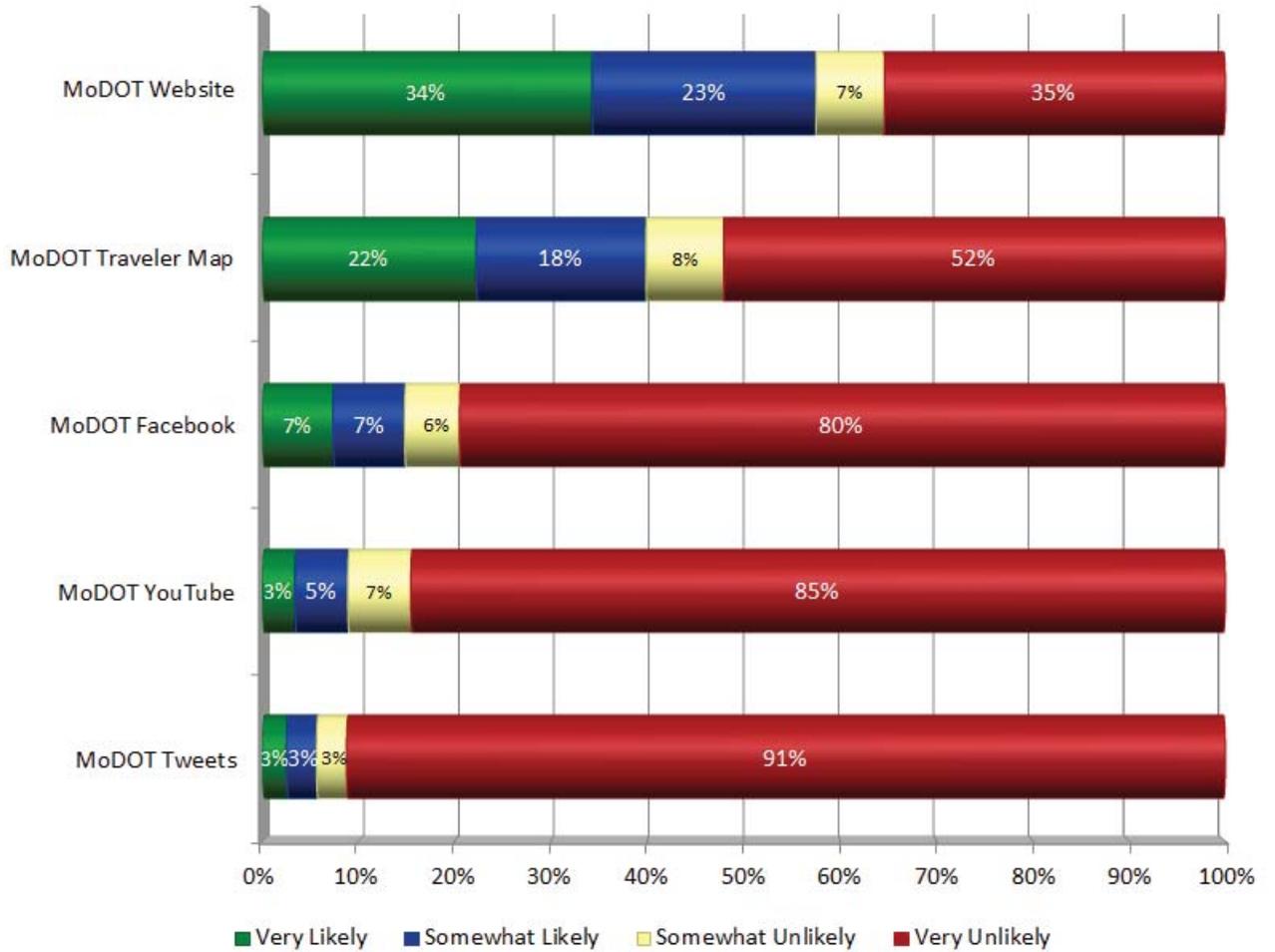
### Likelihood of Receiving Information about MoDOT's Projects and Activities from Various Sources



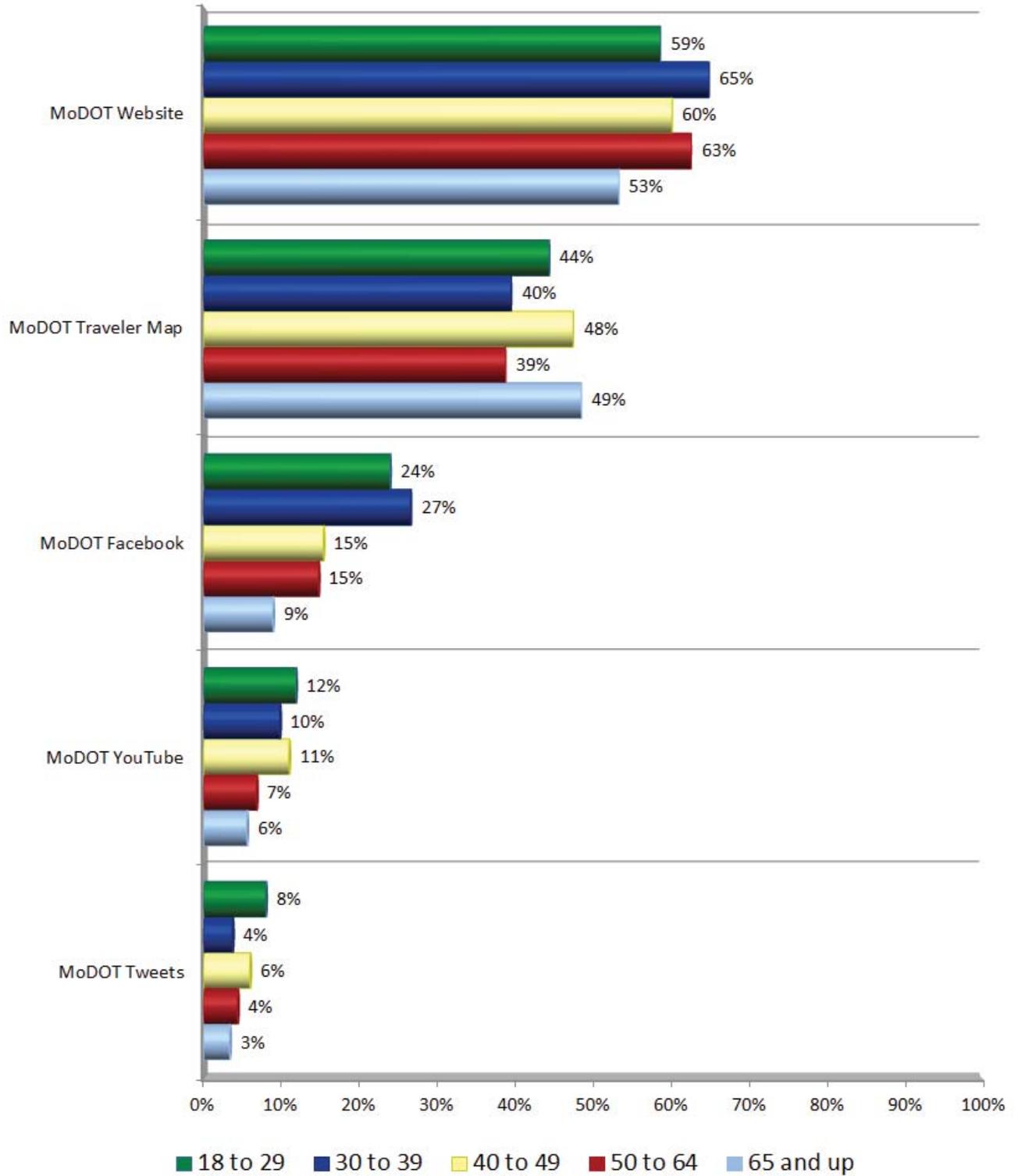
### Likelihood of Receiving Information about MoDOT's Projects and Activities by Age Group



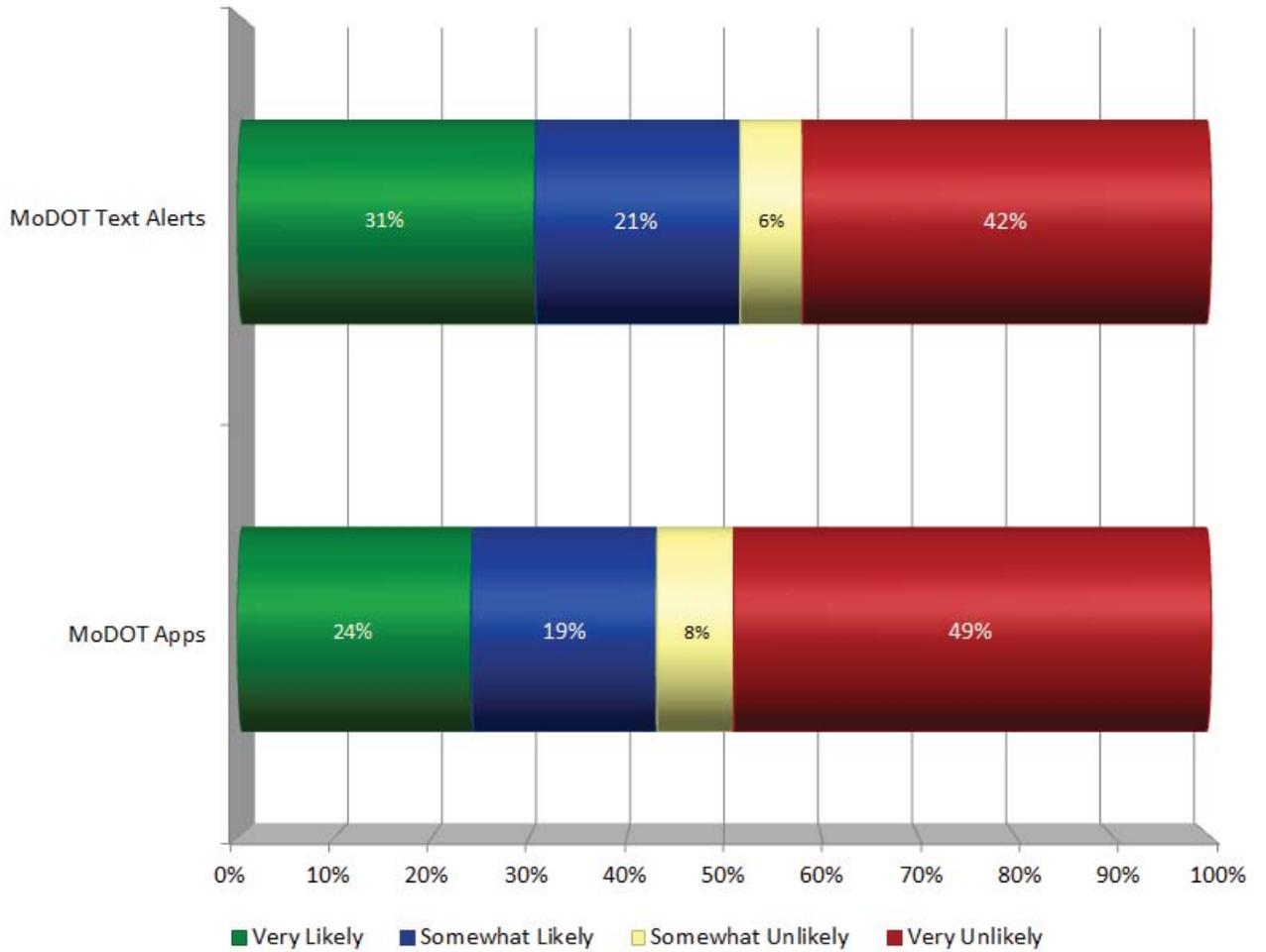
**Likelihood of Receiving Information about  
MoDOT's Projects and Activities from Internet Sources  
(Only Asked of Respondents Who Used Internet for MoDOT Information)**



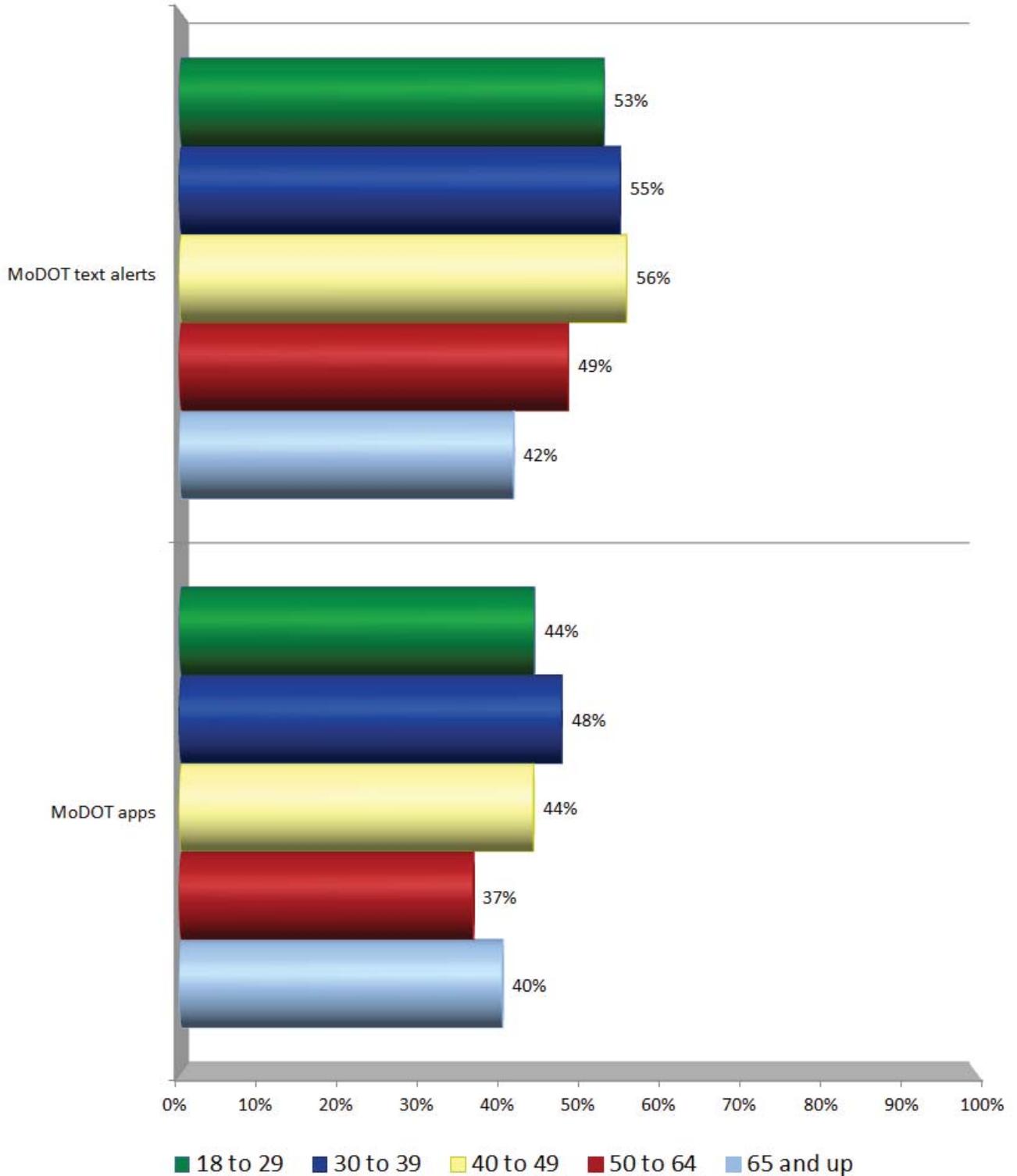
**Likelihood of Receiving Information about MoDOT's  
Projects and Activities from Internet Sources by Age Group  
(Only Asked of Respondents Who Used Internet for MoDOT Information)**



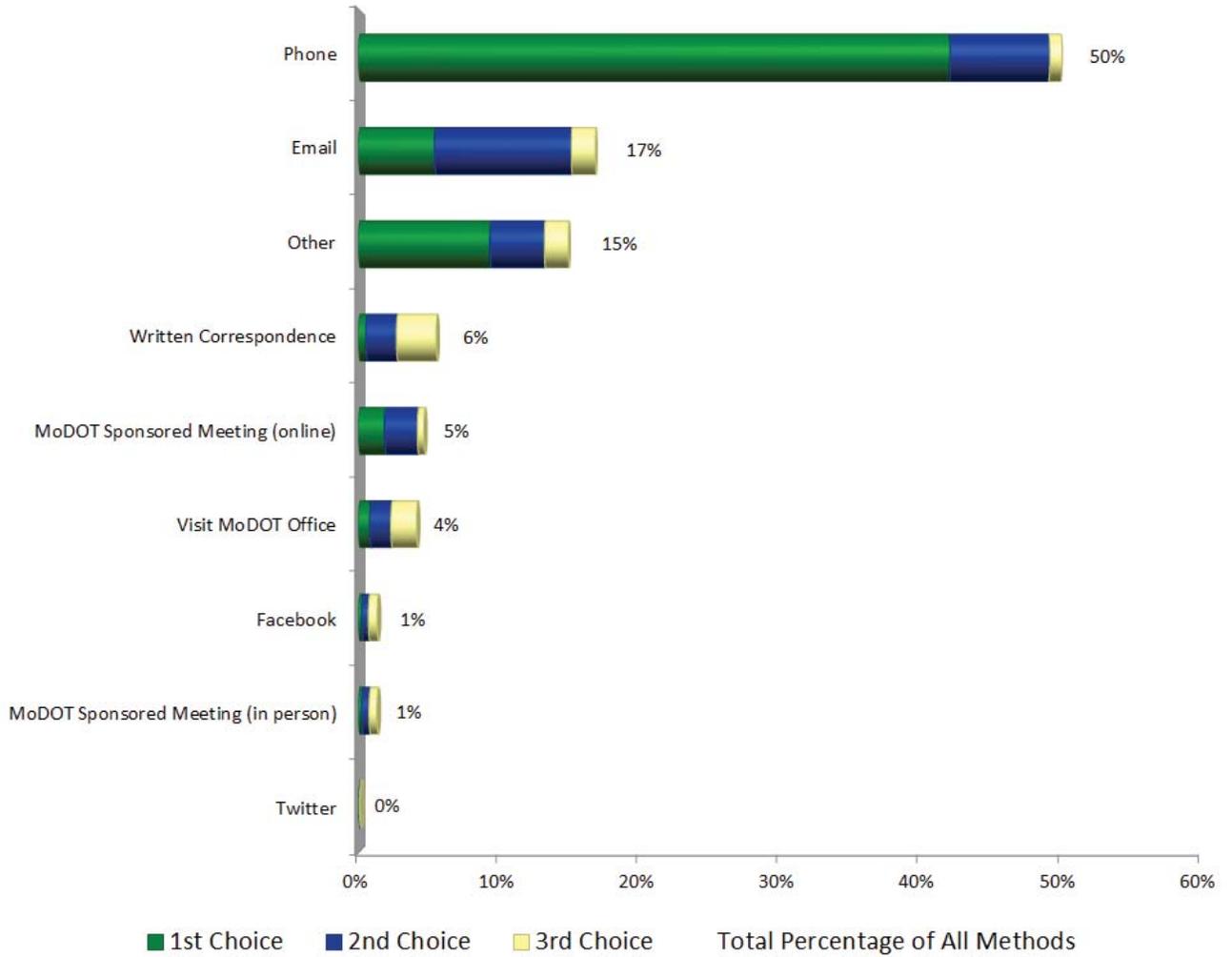
### Likelihood of Receiving Information about MoDOT's Projects and Activities from Smartphone Sources (Only Asked of Respondents Who Used Smartphone for MoDOT Information)



**Likelihood of Receiving Information about MoDOT's  
Projects and Activities from Smartphone Sources by Age Group  
(Only Asked of Those Who Used Smartphone for MoDOT Information)**

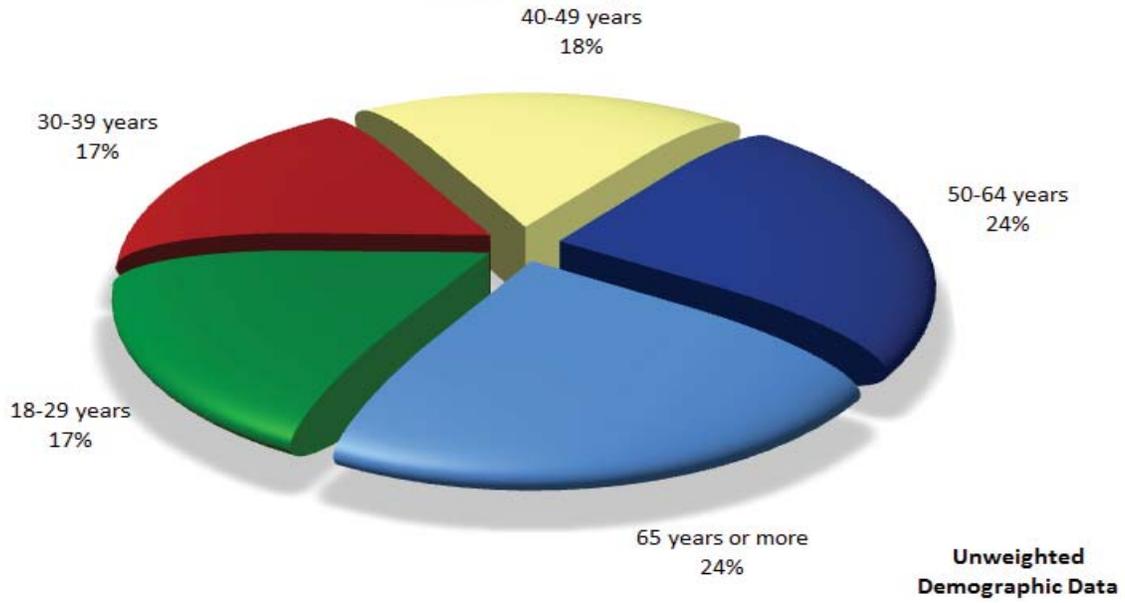


Preferred Method of Contacting MoDOT: Top Three Methods

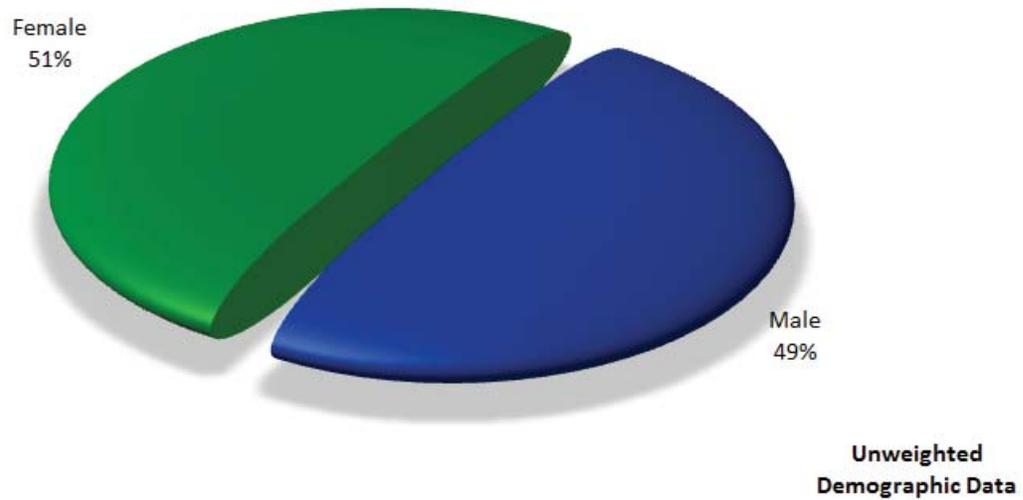


Unweighted

### What is Your Age?



### What is Your Gender?



## Section 2:

# Cross Tabular Data by District

**A Report Card  
From Missourians**

Prepared By:



**HEARTLAND**  
MARKET RESEARCH LLC  
*Helping You Better*  
*Understand Your Stakeholders<sup>SM</sup>*



Throughout the cross tabular data, the data by each district is unweighted, while the totals on the end are weighted.

Q3. How satisfied are you with the job the Missouri Department of Transportation is doing? (Excluding don't knows and none chosen)	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
<b>Q3. How satisfied are you with MoDOT</b>								
Very Dissatisfied	8.4%	4.2%	5.5%	5.7%	4.5%	7.3%	5.9%	5.5%
Somewhat Dissatisfied	13.2%	10.2%	11.7%	8.7%	7.4%	9.9%	10.1%	9.6%
Somewhat Satisfied	51.1%	55.5%	54.5%	58.3%	51.8%	52.0%	51.2%	53.2%
Very Satisfied	27.3%	30.1%	28.3%	27.3%	36.3%	30.8%	32.8%	31.6%

\*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.



**Q4. Please rate your level of agreement with the following statements about transportation in Missouri and about MoDOT.  
(Excluding don't knows and none chosen)**

	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
<b>Q4a. MoDOT provides accurate information to citizens about road projects, highway conditions and work zones.</b>								
Strongly Disagree	2.4%	1.0%	1.6%	1.8%	2.2%	2.8%	3.4%	2.1%
Somewhat Disagree	3.4%	4.2%	5.1%	4.5%	4.6%	5.5%	5.8%	4.9%
Somewhat Agree	43.3%	38.8%	42.1%	40.0%	40.8%	41.7%	40.8%	41.3%
Strongly Agree	50.9%	55.9%	51.2%	53.8%	52.3%	50.0%	50.0%	51.8%
<b>Q4b. MoDOT provides timely information to citizens about road projects, highway conditions and work zones.</b>								
Strongly Disagree	2.4%	1.2%	1.8%	1.6%	2.8%	3.0%	3.4%	2.4%
Somewhat Disagree	5.7%	4.0%	6.9%	5.3%	5.0%	5.3%	6.0%	5.6%
Somewhat Agree	41.6%	40.9%	43.6%	39.6%	37.4%	40.0%	40.8%	40.5%
Strongly Agree	50.3%	53.9%	47.7%	53.5%	54.7%	51.7%	49.8%	51.6%

\*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.



**Q4. Please rate your level of agreement with the following statements about transportation in Missouri and about MoDOT.  
(Excluding don't knows and none chosen)**

	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
<b>Q4c. MoDOT provides understandable information to citizens about road projects, highway conditions and work zones.</b>								
Strongly Disagree	2.6%	1.0%	2.0%	2.4%	3.2%	4.0%	3.8%	2.8%
Somewhat Disagree	5.2%	3.6%	6.0%	5.4%	6.1%	4.8%	6.6%	5.7%
Somewhat Agree	40.4%	39.4%	46.0%	39.6%	38.1%	38.8%	34.6%	40.1%
Strongly Agree	51.8%	55.9%	46.0%	52.6%	52.6%	52.3%	55.1%	51.4%
<b>Q4d. MoDOT is the primary transportation expert in Missouri</b>								
Strongly Disagree	3.0%	1.7%	2.8%	2.8%	3.8%	4.2%	4.3%	3.3%
Somewhat Disagree	7.4%	4.2%	5.3%	7.4%	4.9%	4.6%	4.3%	5.5%
Somewhat Agree	35.0%	34.0%	37.6%	35.0%	29.5%	34.6%	35.1%	33.7%
Strongly Agree	54.6%	60.2%	54.4%	54.8%	61.8%	56.5%	56.3%	57.5%

\*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.



**Q4. Please rate your level of agreement with the following statements about transportation in Missouri and about MoDOT.  
(Excluding don't knows and none chosen)**

	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
<b>Q4e. MoDOT keeps its commitments to the public</b>								
Strongly Disagree	7.6%	6.0%	3.9%	6.0%	5.2%	6.4%	5.7%	5.4%
Somewhat Disagree	9.6%	8.5%	6.8%	8.3%	7.9%	8.4%	8.9%	8.0%
Somewhat Agree	42.2%	41.7%	48.1%	49.3%	42.9%	43.0%	41.7%	44.7%
Strongly Agree	40.6%	43.8%	41.1%	36.4%	44.0%	42.2%	43.7%	41.9%
<b>Q4f. MoDOT does a good job of providing advance warning to motorists before entering work zones</b>								
Strongly Disagree	2.6%	2.2%	2.4%	1.4%	3.0%	2.2%	3.1%	2.5%
Somewhat Disagree	3.9%	2.6%	6.2%	4.2%	4.8%	4.3%	5.7%	4.9%
Somewhat Agree	25.2%	26.5%	29.7%	28.7%	31.9%	27.5%	26.5%	29.5%
Strongly Agree	68.2%	68.8%	61.7%	65.7%	60.4%	66.0%	64.7%	63.2%

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**Q4. Please rate your level of agreement with the following statements about transportation in Missouri and about MoDOT.  
(Excluding don't knows and none chosen)**

	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
<b>Q4g. MoDOT does a good job of minimizing travel delays caused by work zones</b>								
Strongly Disagree	3.8%	2.4%	7.5%	3.0%	6.0%	4.0%	4.4%	5.3%
Somewhat Disagree	8.4%	7.4%	8.9%	9.1%	14.5%	7.8%	10.4%	10.9%
Somewhat Agree	43.5%	41.2%	47.6%	43.7%	42.7%	45.9%	38.0%	43.6%
Strongly Agree	44.3%	49.0%	36.0%	44.3%	36.8%	42.3%	47.2%	40.2%

\*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.



	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
<b>Q5. I'm now going to cover specific services of MoDOT. Please tell me whether you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. (Excluding don't knows and none chosen)</b>								
<b>5a. How satisfied are you with MoDOT's efforts to keep the surface of <u>major highways</u> in good condition (smooth and free of potholes)?</b>								
Very Dissatisfied	9.6%	6.9%	7.4%	6.2%	4.6%	5.9%	6.4%	6.1%
Somewhat Dissatisfied	21.6%	18.3%	19.7%	20.2%	17.9%	17.9%	21.6%	19.2%
Somewhat Satisfied	45.3%	46.5%	46.0%	46.9%	46.9%	43.6%	44.1%	45.9%
Very Satisfied	23.5%	28.2%	26.9%	26.7%	30.6%	32.5%	27.9%	28.8%
<b>5b. How satisfied are you with MoDOT's efforts to keep the surface of <u>other state highways</u> in good condition (smooth and free of potholes)?</b>								
Very Dissatisfied	19.8%	8.7%	9.2%	11.0%	3.7%	10.0%	8.7%	8.1%
Somewhat Dissatisfied	27.3%	25.4%	26.8%	24.2%	23.0%	26.3%	28.3%	25.7%
Somewhat Satisfied	37.8%	45.8%	44.1%	47.3%	51.5%	41.4%	40.4%	45.7%
Very Satisfied	15.0%	20.1%	19.9%	17.6%	21.8%	22.2%	22.6%	20.4%

\*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.



**Q5. I'm now going to cover specific services of MoDOT. Please tell me whether you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. (Excluding don't knows and none chosen)**

	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
<b>5c. How satisfied are you with MoDOT's efforts to keep bridges in good condition?</b>								
Very Dissatisfied	9.1%	6.6%	8.8%	6.4%	7.8%	10.2%	6.7%	8.1%
Somewhat Dissatisfied	21.0%	19.8%	21.5%	22.3%	23.5%	21.2%	21.1%	21.9%
Somewhat Satisfied	41.8%	42.5%	44.6%	45.3%	40.2%	41.7%	39.1%	42.2%
Very Satisfied	28.1%	31.1%	25.1%	26.0%	28.5%	26.9%	33.0%	27.8%
<b>5d. How satisfied are you with MoDOT's efforts to minimize congestion on highways?</b>								
Very Dissatisfied	3.0%	4.4%	6.6%	4.8%	6.8%	5.0%	5.5%	5.9%
Somewhat Dissatisfied	18.1%	16.9%	21.2%	19.3%	24.6%	18.0%	18.3%	21.0%
Somewhat Satisfied	47.4%	42.8%	46.0%	50.3%	47.8%	47.0%	39.5%	46.4%
Very Satisfied	31.5%	35.9%	26.2%	25.6%	20.8%	30.0%	36.7%	26.7%

\*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.



**Q5. I'm now going to cover specific services of MoDOT. Please tell me whether you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. (Excluding don't knows and none chosen)**

	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
<b>5e. How satisfied are you with MoDOT's efforts to manage snow and ice on highways?</b>								
Very Dissatisfied	9.2%	6.8%	7.0%	8.3%	5.0%	5.8%	6.7%	6.3%
Somewhat Dissatisfied	17.8%	17.7%	14.6%	15.8%	11.3%	15.9%	13.0%	14.1%
Somewhat Satisfied	36.7%	38.6%	37.9%	39.0%	45.2%	40.9%	33.4%	40.8%
Very Satisfied	36.3%	37.0%	40.5%	37.0%	38.5%	37.5%	47.0%	38.8%
<b>5f. How satisfied are you with MoDOT's efforts to keep the shoulders on highways in good condition?</b>								
Very Dissatisfied	12.4%	9.9%	6.2%	10.9%	5.6%	9.3%	11.7%	8.0%
Somewhat Dissatisfied	23.0%	17.8%	18.9%	22.7%	17.1%	17.6%	20.4%	18.9%
Somewhat Satisfied	38.4%	41.8%	43.6%	40.6%	44.8%	45.0%	36.6%	43.2%
Very Satisfied	26.2%	30.5%	31.3%	25.8%	32.5%	28.1%	31.3%	29.9%

\*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.



	District								Total*
	NW	NE	KC	CD	SL	SW	SE		
<b>Q5. I'm now going to cover specific services of MoDOT. Please tell me whether you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. (Excluding don't knows and none chosen)</b>									
<b>5g. How satisfied are you with MoDOT's efforts to mow and trim trees, grass and weeds along highways?</b>									
Very Dissatisfied	13.5%	11.3%	10.8%	12.9%	7.2%	12.9%	17.5%	11.0%	
Somewhat Dissatisfied	23.3%	22.0%	19.6%	21.3%	19.3%	24.4%	20.8%	20.9%	
Somewhat Satisfied	38.9%	38.2%	42.2%	38.0%	44.0%	35.2%	34.7%	40.0%	
Very Satisfied	24.3%	28.5%	27.4%	27.7%	29.5%	27.5%	27.1%	28.1%	
<b>5h. How satisfied are you with MoDOT's efforts to remove debris, such as dead animals, glass, and torn tires from the driving lanes on highways?</b>									
Very Dissatisfied	7.3%	8.3%	8.9%	7.0%	4.8%	8.1%	12.4%	7.5%	
Somewhat Dissatisfied	26.2%	24.0%	19.5%	23.5%	22.0%	24.0%	24.1%	22.3%	
Somewhat Satisfied	38.4%	37.0%	42.9%	42.3%	42.7%	38.3%	35.5%	41.3%	
Very Satisfied	28.1%	30.7%	28.6%	27.2%	30.5%	29.6%	28.0%	28.9%	

\*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.



**Q5. I'm now going to cover specific services of MoDOT. Please tell me whether you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. (Excluding don't knows and none chosen)**

	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
<b>5i. How satisfied are you with MoDOT's efforts to provide signs along highways that are easy to understand?</b>								
Very Dissatisfied	1.4%	2.4%	2.8%	3.4%	2.4%	2.8%	2.3%	2.5%
Somewhat Dissatisfied	6.8%	7.5%	6.3%	7.6%	11.7%	6.9%	4.7%	8.2%
Somewhat Satisfied	40.0%	31.7%	37.1%	37.3%	33.0%	33.6%	33.3%	34.8%
Very Satisfied	51.8%	58.4%	53.8%	51.7%	52.9%	56.7%	59.7%	54.6%
<b>5j. How satisfied are you with the brightness of MoDOT's signs?</b>								
Very Dissatisfied	1.8%	2.6%	2.4%	2.2%	2.6%	2.4%	2.2%	2.4%
Somewhat Dissatisfied	5.5%	4.7%	4.4%	6.4%	7.2%	5.8%	4.9%	5.8%
Somewhat Satisfied	35.0%	29.2%	30.5%	31.7%	35.4%	31.9%	28.2%	32.3%
Very Satisfied	57.7%	63.4%	62.7%	59.7%	54.9%	59.9%	64.8%	59.5%

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**Q5. I'm now going to cover specific services of MoDOT. Please tell me whether you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. (Excluding don't knows and none chosen)**

	District								Total*
	NW	NE	KC	CD	SL	SW	SE		
<b>5k. How satisfied are you with the brightness of striping on MoDOT highways?</b>									
Very Dissatisfied	2.3%	4.7%	3.8%	5.0%	6.4%	4.3%	6.1%	5.2%	
Somewhat Dissatisfied	18.0%	16.8%	14.7%	18.2%	20.1%	11.9%	16.8%	17.0%	
Somewhat Satisfied	40.1%	37.0%	45.7%	39.3%	42.5%	45.7%	35.7%	42.1%	
Very Satisfied	39.5%	41.5%	35.8%	37.5%	31.0%	38.1%	41.4%	35.8%	
<b>5l. How satisfied are you with your options for traveling by air?</b>									
Very Dissatisfied	11.7%	10.3%	10.3%	11.4%	14.9%	12.1%	16.7%	12.9%	
Somewhat Dissatisfied	18.3%	22.1%	21.4%	24.1%	21.2%	23.9%	23.5%	22.2%	
Somewhat Satisfied	44.3%	40.7%	42.6%	41.8%	43.2%	42.0%	34.5%	41.6%	
Very Satisfied	25.7%	26.8%	25.7%	22.7%	20.7%	22.0%	25.3%	23.3%	

\*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.



**Q5. I'm now going to cover specific services of MoDOT. Please tell me whether you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. (Excluding don't knows and none chosen)**

	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
<b>5m. How satisfied are you with your options for traveling by public transit such as buses, vans or Metro Link?</b>								
Very Dissatisfied	24.1%	26.5%	25.7%	25.3%	20.3%	30.0%	29.3%	24.6%
Somewhat Dissatisfied	26.4%	24.0%	27.2%	31.0%	27.9%	28.8%	20.5%	27.3%
Somewhat Satisfied	31.7%	30.8%	31.6%	27.2%	35.5%	28.4%	34.3%	32.2%
Very Satisfied	17.8%	18.7%	15.5%	16.5%	16.3%	12.8%	15.8%	15.9%
<b>5n. How satisfied are you with your options for traveling by Amtrak?</b>								
Very Dissatisfied	23.2%	20.2%	20.9%	22.5%	16.0%	36.0%	28.7%	22.4%
Somewhat Dissatisfied	27.9%	21.6%	26.4%	29.1%	24.0%	26.9%	22.0%	25.7%
Somewhat Satisfied	32.2%	36.0%	32.5%	33.6%	34.9%	22.3%	31.3%	31.9%
Very Satisfied	16.8%	22.2%	20.3%	14.7%	25.1%	14.8%	18.0%	20.1%

\*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.



**Q5. I'm now going to cover specific services of MoDOT. Please tell me whether you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. (Excluding don't knows and none chosen)**

	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
<b>5o. How satisfied are you with your options for traveling by bicycle on bike lanes or paved shoulders?</b>								
Very Dissatisfied	28.7%	21.3%	22.9%	24.8%	23.5%	26.0%	35.2%	24.9%
Somewhat Dissatisfied	26.4%	31.5%	29.1%	27.8%	28.9%	31.4%	23.3%	28.9%
Somewhat Satisfied	28.9%	29.9%	32.4%	29.2%	31.3%	28.9%	25.1%	30.1%
Very Satisfied	16.0%	17.3%	15.6%	18.3%	16.4%	13.7%	16.3%	16.0%
<b>5p. How satisfied are you with your options for traveling by walking on sidewalks or intersection crossings?</b>								
Very Dissatisfied	14.6%	13.3%	13.6%	13.9%	7.7%	16.2%	19.6%	12.7%
Somewhat Dissatisfied	23.8%	23.6%	19.9%	22.7%	22.1%	27.9%	19.1%	22.6%
Somewhat Satisfied	40.2%	40.8%	44.9%	40.5%	45.0%	36.2%	35.8%	41.6%
Very Satisfied	21.3%	22.2%	21.6%	23.0%	25.3%	19.7%	25.6%	23.0%

\*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.



	District								Total*
	NW	NE	KC	CD	SL	SW	SE		
<b>Q6. I'm now going to repeat these services and ask if they are very important, somewhat important, somewhat unimportant, or very unimportant (Excluding don't knows and none chosen)</b>									
<b>6a. How important is it for MoDOT to keep the surface of <u>major highways</u> in good condition (smooth and free of potholes)?</b>									
Very Unimportant	0.2%	0.6%	0.8%	0.4%	0.4%	1.0%	0.6%	0.6%	0.6%
Somewhat Unimportant	1.4%	1.0%	1.0%	1.4%	1.0%	0.6%	0.4%	0.8%	
Somewhat Important	5.3%	5.1%	5.6%	6.8%	6.7%	6.7%	3.3%	6.0%	
Very Important	93.2%	93.3%	92.7%	91.5%	91.9%	91.7%	95.7%	92.5%	
<b>6b. How important is it for MoDOT to keep the surface of <u>other state highways</u> in good condition (smooth and free of potholes)?</b>									
Very Unimportant	2.0%	0.6%	2.0%	1.8%	0.2%	1.8%	2.3%	1.4%	
Somewhat Unimportant	1.2%	2.4%	1.4%	2.0%	2.2%	2.0%	1.8%	1.8%	
Somewhat Important	12.9%	16.2%	12.7%	14.0%	16.7%	16.7%	9.8%	14.7%	
Very Important	84.0%	80.8%	83.9%	82.2%	80.9%	79.5%	86.1%	82.1%	

\*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.



	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
<b>Q6. I'm now going to repeat these services and ask if they are very important, somewhat important, somewhat unimportant, or very unimportant (Excluding don't knows and none chosen)</b>								
<b>6c. How important is it for MoDOT to keep bridges in good condition?</b>								
Very Unimportant	0.6%	1.0%	0.4%	0.4%	0.8%	1.0%	0.8%	0.7%
Somewhat Unimportant	0.6%	0.6%	1.0%	0.8%	1.4%	0.6%	0.6%	0.9%
Somewhat Important	5.9%	7.7%	8.0%	8.2%	4.8%	5.5%	3.9%	5.9%
Very Important	93.0%	90.7%	90.7%	90.7%	93.1%	92.9%	94.7%	92.5%
<b>6d. How important is it for MoDOT to minimize congestion on highways?</b>								
Very Unimportant	1.4%	0.8%	0.4%	0.6%	1.0%	1.0%	1.2%	0.9%
Somewhat Unimportant	4.7%	4.4%	4.2%	2.8%	4.2%	2.6%	1.8%	3.6%
Somewhat Important	30.5%	29.0%	29.1%	33.9%	27.2%	30.6%	21.0%	28.5%
Very Important	63.5%	65.8%	66.3%	62.7%	67.6%	65.9%	76.0%	67.0%

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	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
<b>Q6. I'm now going to repeat these services and ask if they are very important, somewhat important, somewhat unimportant, or very unimportant (Excluding don't knows and none chosen)</b>								
<b>6e. How important is it for MoDOT to manage snow and ice on highways?</b>								
Very Unimportant	0.4%	0.8%	0.8%	0.6%	0.8%	0.6%	0.8%	0.7%
Somewhat Unimportant	0.6%	1.0%	0.8%	1.0%	2.6%	1.0%	0.8%	1.4%
Somewhat Important	10.2%	10.1%	10.1%	12.3%	12.7%	10.3%	7.4%	10.9%
Very Important	88.8%	88.1%	88.3%	86.1%	83.9%	88.1%	91.0%	87.0%
<b>6f. How important is it for MoDOT to keep the shoulders on highways in good condition?</b>								
Very Unimportant	0.2%	1.2%	1.4%	0.4%	1.0%	0.6%	1.6%	1.0%
Somewhat Unimportant	4.5%	4.5%	4.8%	6.0%	6.2%	5.1%	2.0%	5.3%
Somewhat Important	28.4%	30.4%	28.6%	27.6%	31.9%	30.8%	22.3%	29.4%
Very Important	66.9%	63.8%	65.3%	66.0%	60.9%	63.4%	74.2%	64.4%

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	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
<b>Q6. I'm now going to repeat these services and ask if they are very important, somewhat important, somewhat unimportant, or very unimportant (Excluding don't knows and none chosen)</b>								
<b>6g. How important is it for MoDOT to mow and trim trees, grass and weeds along highways?</b>								
Very Unimportant	1.2%	1.2%	1.8%	2.0%	3.2%	1.2%	1.6%	2.1%
Somewhat Unimportant	10.4%	10.5%	9.7%	12.7%	14.1%	12.8%	8.6%	12.1%
Somewhat Important	34.1%	36.6%	37.5%	33.4%	39.6%	33.6%	29.1%	36.1%
Very Important	54.3%	51.7%	51.0%	51.9%	43.2%	52.4%	60.7%	49.8%
<b>6h. How important is it for MoDOT to remove debris, such as dead animals, glass, and torn tires from the driving lanes on highways?</b>								
Very Unimportant	0.8%	0.8%	1.0%	0.8%	0.8%	0.6%	0.8%	0.8%
Somewhat Unimportant	4.5%	3.4%	3.8%	4.0%	4.4%	3.7%	3.5%	4.1%
Somewhat Important	22.0%	23.5%	21.4%	21.6%	21.0%	22.1%	16.6%	20.9%
Very Important	72.7%	72.4%	73.8%	73.7%	73.8%	73.6%	79.1%	74.2%

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<b>Q6. I'm now going to repeat these services and ask if they are very important, somewhat important, somewhat unimportant, or very unimportant (Excluding don't knows and none chosen)</b>											
	<b>District</b>										<b>Total*</b>
	<b>NW</b>	<b>NE</b>	<b>KC</b>	<b>CD</b>	<b>SL</b>	<b>SW</b>	<b>SE</b>				
<b>6i. How important is it for MoDOT to provide signs along highways that are easy to understand?</b>											
Very Unimportant	0.4%	0.6%	1.0%	0.6%	0.8%	0.8%	1.0%	0.8%	1.0%	0.8%	0.8%
Somewhat Unimportant	2.2%	1.2%	1.6%	1.8%	3.0%	2.2%	1.4%	2.2%	1.4%	2.2%	2.2%
Somewhat Important	15.7%	15.2%	12.9%	16.2%	16.4%	14.0%	11.1%	14.0%	11.1%	14.0%	14.9%
Very Important	81.8%	83.0%	84.5%	81.4%	79.8%	83.0%	86.5%	83.0%	86.5%	83.0%	82.1%
<b>6j. How important is it for MoDOT to provide bright signs?</b>											
Very Unimportant	1.0%	1.0%	0.4%	1.2%	1.4%	0.8%	1.2%	1.4%	1.2%	0.8%	1.1%
Somewhat Unimportant	3.7%	2.8%	3.4%	3.8%	4.4%	4.2%	2.1%	4.2%	2.1%	4.2%	3.8%
Somewhat Important	19.4%	19.6%	17.9%	20.4%	20.0%	20.6%	14.2%	20.6%	14.2%	20.6%	19.4%
Very Important	75.8%	76.7%	78.3%	74.7%	74.2%	74.5%	82.5%	74.5%	82.5%	74.5%	75.8%

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	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
<b>Q6. I'm now going to repeat these services and ask if they are very important, somewhat important, somewhat unimportant, or very unimportant (Excluding don't knows and none chosen)</b>								
<b>6k. How important is it for MoDOT to provide bright striping on MoDOT highways?</b>								
Very Unimportant	0.8%	1.0%	0.6%	1.0%	1.0%	1.0%	1.0%	0.9%
Somewhat Unimportant	2.2%	2.0%	2.0%	2.6%	1.8%	2.2%	1.8%	2.1%
Somewhat Important	18.8%	14.3%	16.5%	15.3%	14.7%	14.2%	11.5%	15.1%
Very Important	78.3%	82.8%	81.0%	81.1%	82.6%	82.6%	85.7%	82.0%
<b>6l. How important is it for MoDOT to support your options for traveling by air?</b>								
Very Unimportant	22.6%	20.2%	17.9%	19.2%	16.5%	21.9%	19.0%	18.8%
Somewhat Unimportant	24.7%	22.5%	22.8%	20.6%	21.1%	23.8%	19.7%	21.7%
Somewhat Important	27.1%	28.5%	26.8%	33.8%	26.2%	26.8%	26.4%	27.4%
Very Important	25.6%	28.8%	32.4%	26.4%	36.1%	27.5%	34.9%	32.2%

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	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
<b>Q6. I'm now going to repeat these services and ask if they are very important, somewhat important, somewhat unimportant, or very unimportant (Excluding don't knows and none chosen)</b>								
<b>6m. How important is it for MoDOT to support options for traveling by public transit such as buses, vans or Metro Link?</b>								
Very Unimportant	20.9%	18.3%	15.1%	15.3%	11.2%	18.4%	17.1%	15.1%
Somewhat Unimportant	24.0%	21.0%	21.1%	24.2%	16.8%	22.1%	17.3%	19.8%
Somewhat Important	25.3%	29.9%	25.3%	27.4%	29.2%	30.7%	25.4%	28.0%
Very Important	29.8%	30.8%	38.4%	33.1%	42.8%	28.8%	40.1%	37.1%
<b>6n. How important is it for MoDOT to support your options for traveling by Amtrak?</b>								
Very Unimportant	25.6%	19.9%	18.5%	18.2%	14.8%	26.5%	20.6%	19.2%
Somewhat Unimportant	29.1%	21.3%	20.5%	24.8%	20.9%	25.6%	21.4%	22.3%
Somewhat Important	22.0%	28.1%	31.1%	28.9%	28.3%	23.5%	22.8%	27.6%
Very Important	23.3%	30.8%	30.0%	28.0%	35.9%	24.4%	35.2%	30.9%

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	District								Total*
	NW	NE	KC	CD	SL	SW	SE		
<b>Q6. I'm now going to repeat these services and ask if they are very important, somewhat important, somewhat unimportant, or very unimportant (Excluding don't knows and none chosen)</b>									
<b>6o. How important is it for MoDOT to provide bike lanes or paved shoulders for traveling by bicycle?</b>									
Very Unimportant	17.2%	17.4%	14.1%	17.1%	10.9%	13.4%	13.2%	13.3%	
Somewhat Unimportant	22.1%	21.3%	17.0%	20.7%	18.8%	17.2%	14.7%	18.2%	
Somewhat Important	27.7%	27.6%	27.3%	29.2%	28.0%	31.7%	30.5%	28.7%	
Very Important	33.0%	33.7%	41.6%	33.0%	42.3%	37.6%	41.7%	39.7%	
<b>6p. How important is it for MoDOT to provide sidewalks or intersection crossings for traveling by walking?</b>									
Very Unimportant	10.0%	8.2%	6.5%	7.5%	3.9%	7.0%	6.0%	5.9%	
Somewhat Unimportant	11.0%	13.0%	8.8%	13.3%	11.0%	11.1%	7.5%	10.4%	
Somewhat Important	26.4%	24.3%	26.3%	26.8%	23.7%	27.5%	26.6%	25.5%	
Very Important	52.6%	54.6%	58.4%	52.4%	61.5%	54.5%	59.9%	58.2%	

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**Q7. How do you think funding for transportation in Missouri should change over the next five years  
(Excluding don't knows and none chosen)**

	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
<b>Q7. How should funding change over the next five years</b>								
Increased Greatly	16.3%	18.9%	19.2%	19.2%	14.2%	15.1%	20.7%	16.6%
Increased Slightly	45.2%	41.9%	44.4%	39.0%	42.7%	41.9%	38.1%	42.3%
About the Same	34.6%	35.6%	32.9%	37.0%	37.4%	36.9%	36.6%	36.3%
Reduced Slightly	2.4%	2.1%	2.2%	2.7%	4.9%	3.7%	2.7%	3.5%
Reduced Greatly	1.4%	1.5%	1.2%	2.1%	0.8%	2.3%	1.9%	1.3%

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**Q8. If it was determined that the State of Missouri needed to increase revenues in order to adequately fund Missouri state highways and roads, which one of the following five methods would be most acceptable to you?  
(Excluding don't knows)**

	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
<b>Q8. What method would be most acceptable to you?</b>								
Increase general sales tax	19.1%	23.2%	22.9%	22.3%	18.6%	25.2%	25.3%	21.8%
Increase state fuel tax	13.8%	13.8%	15.8%	18.0%	16.4%	15.6%	12.3%	15.0%
Add tolls to some interstate highways	27.4%	25.4%	28.4%	27.8%	27.2%	24.1%	24.4%	27.4%
Increase car registration and license fees	10.9%	11.4%	10.7%	7.4%	13.2%	10.2%	11.7%	11.4%
Replace state gas tax with vehicle mileage/travel tax	11.7%	11.0%	8.6%	9.1%	8.2%	9.4%	8.1%	8.9%
None of these (unread)	17.0%	15.3%	13.7%	15.4%	16.4%	15.6%	18.2%	15.6%

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**Q9. Specifically for reconstructing and expanding Interstate 70, which one of the following five methods would be most acceptable to you?  
(Excluding don't knows)**

	District					Total*		
	NW	NE	KC	CD	SL		SW	SE
<b>Q9. What method would be most acceptable to you?</b>								
Increase general sales tax	14.8%	15.7%	19.1%	16.1%	16.7%	18.2%	19.5%	17.5%
Increase state fuel tax	8.9%	11.7%	12.1%	14.5%	15.2%	10.4%	9.5%	12.4%
Add tolls to some interstate highways	46.6%	41.8%	43.7%	41.4%	34.7%	42.4%	40.4%	40.4%
Increase car registration and license fees	6.1%	8.8%	8.3%	5.9%	10.4%	6.1%	6.9%	8.3%
Replace state gas tax with vehicle mileage/travel tax	8.7%	8.2%	5.5%	8.7%	9.5%	11.3%	7.5%	8.7%
None of these (unread)	15.0%	13.7%	11.3%	13.4%	13.4%	11.7%	16.2%	12.8%

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**Q10. Please indicate which of the following expenditures are most beneficial to you personally  
(Excluding don't knows and none chosen)**

	District								Total*
	NW	NE	KC	CD	SL	SW	SE		
<b>Q10a. Social Services</b>									
Most beneficial	10.5%	9.1%	7.1%	8.2%	11.0%	9.6%	11.7%	9.5%	
Second	10.2%	12.3%	11.0%	12.7%	9.3%	9.8%	12.8%	10.8%	
Third	14.1%	14.8%	16.3%	13.8%	15.9%	13.2%	13.7%	14.8%	
Fourth	18.9%	20.9%	18.6%	20.9%	19.4%	18.5%	18.7%	19.4%	
Least beneficial	46.4%	43.0%	46.9%	44.4%	44.4%	48.9%	43.2%	45.5%	
<b>Q10b. Transportation</b>									
Most beneficial	17.9%	23.1%	18.3%	22.6%	18.3%	22.3%	18.1%	19.3%	
Second	25.0%	26.4%	24.5%	24.4%	24.0%	24.7%	22.1%	24.4%	
Third	24.1%	19.1%	19.2%	20.8%	23.3%	21.9%	22.8%	21.9%	
Fourth	19.4%	19.6%	24.9%	20.4%	19.5%	18.4%	23.4%	20.9%	
Least beneficial	13.6%	11.8%	13.0%	11.9%	14.9%	12.6%	13.6%	13.4%	

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**Q10. Please indicate which of the following expenditures are most beneficial to you personally  
(Excluding don't knows and none chosen)**

	District								Total*
	NW	NE	KC	CD	SL	SW	SE		
<b>Q10c. Public Safety</b>									
Most beneficial	19.1%	17.5%	22.0%	18.3%	19.2%	23.1%	20.5%	19.9%	
Second	23.7%	24.9%	28.2%	28.7%	29.5%	25.5%	26.3%	27.8%	
Third	27.3%	24.7%	25.1%	26.0%	24.3%	27.1%	23.7%	25.5%	
Fourth	19.5%	22.0%	17.1%	16.7%	18.3%	17.7%	20.3%	18.2%	
Least beneficial	10.4%	10.8%	7.6%	10.2%	8.7%	6.7%	9.2%	8.6%	
<b>Q10d. Education</b>									
Most beneficial	46.5%	43.9%	45.8%	43.0%	41.5%	38.6%	43.0%	43.4%	
Second	23.6%	22.3%	23.9%	19.6%	20.3%	23.2%	21.2%	21.6%	
Third	12.8%	16.4%	13.5%	13.9%	17.3%	15.4%	14.6%	15.1%	
Fourth	11.0%	10.4%	10.6%	13.2%	14.6%	14.0%	12.2%	12.5%	
Least beneficial	6.2%	7.0%	6.2%	10.4%	6.4%	8.8%	9.0%	7.3%	

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**Q10. Please indicate which of the following expenditures are most beneficial to you personally  
(Excluding don't knows and none chosen)**

	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
<b>Q10e. Economic Development</b>								
Most beneficial	11.7%	9.8%	10.8%	12.8%	14.7%	11.4%	11.0%	12.2%
Second	19.2%	16.7%	14.2%	15.3%	18.2%	17.2%	19.1%	16.8%
Third	19.6%	23.3%	24.7%	23.3%	17.1%	20.6%	23.2%	20.8%
Fourth	28.0%	24.5%	25.6%	25.8%	25.2%	29.1%	22.7%	26.1%
Least beneficial	21.4%	25.6%	24.7%	22.8%	24.8%	21.7%	23.9%	24.1%

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Q11. [ONLY FOR RESIDENTS OF KANSAS CITY and ST. LOUIS DISTRICTS] Please tell me your level of agreement with the following statements (Excluding don't knows and none chosen)		
	District	
	KC	SL
<b>Q11a. You rely on MoDOT for real-time traffic information</b>		
Strongly Disagree	16.9%	18.7%
Somewhat Disagree	17.1%	21.0%
Somewhat Agree	34.4%	30.1%
Strongly Agree	31.6%	30.1%
<b>Q11b/c. The KC Scout [KC]/Gateway Guide [STL] provides value to you as a user of the state transportation system</b>		
Strongly Disagree	36.6%	29.5%
Somewhat Disagree	37.2%	42.5%
Somewhat Agree	15.9%	15.1%
Strongly Agree	10.3%	13.0%



**Q12. I would like to know how likely you are to receive information about MoDOT's projects and activities from these sources. Please indicate very likely, somewhat likely, somewhat unlikely, or very unlikely.**

	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
<b>Q12a. Local Media (television, radio, newspaper)?</b>								
Very Unlikely	22.1%	15.9%	19.0%	19.5%	10.8%	18.3%	23.7%	16.8%
Somewhat Unlikely	4.0%	4.6%	3.8%	3.4%	3.4%	4.0%	2.8%	3.6%
Somewhat Likely	22.3%	21.1%	24.6%	25.1%	20.4%	21.9%	21.9%	22.7%
Very Likely	51.7%	58.4%	52.7%	52.0%	65.5%	55.8%	51.5%	56.9%
<b>Q12b. MoDOT emails?</b>								
Very Unlikely	86.5%	85.9%	84.8%	86.4%	84.7%	86.0%	89.2%	85.6%
Somewhat Unlikely	4.2%	5.8%	3.0%	5.2%	3.0%	5.0%	3.0%	3.8%
Somewhat Likely	4.4%	4.6%	6.1%	3.8%	5.4%	3.6%	4.4%	4.9%
Very Likely	5.0%	3.8%	6.1%	4.6%	7.0%	5.4%	3.4%	5.8%

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**Q12. I would like to know how likely you are to receive information about MoDOT's projects and activities from these sources. Please indicate very likely, somewhat likely, somewhat unlikely, or very unlikely.**

	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
<b>Q12c. Internet?</b>								
Very Unlikely	66.1%	64.0%	62.6%	61.6%	65.6%	67.3%	70.2%	64.6%
Somewhat Unlikely	3.6%	5.4%	6.7%	5.0%	5.6%	3.4%	4.6%	5.3%
Somewhat Likely	15.4%	17.1%	15.7%	16.0%	15.0%	14.1%	12.2%	15.2%
Very Likely	15.0%	13.5%	15.0%	17.4%	13.8%	15.1%	13.0%	14.8%
<b>Q12c1. MoDOT website? [only asked if respondents were likely or very likely to use internet]</b>								
Very Unlikely	28.9%	27.3%	35.1%	26.9%	40.3%	33.3%	38.4%	35.4%
Somewhat Unlikely	6.6%	5.8%	6.5%	6.0%	7.6%	9.5%	8.0%	7.1%
Somewhat Likely	28.9%	29.9%	18.8%	28.1%	20.1%	27.9%	25.6%	23.2%
Very Likely	35.5%	37.0%	39.6%	38.9%	31.9%	29.3%	28.0%	34.3%

\*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.



Q12. I would like to know how likely you are to receive information about MoDOT's projects and activities from these sources. Please indicate very likely, somewhat likely, somewhat unlikely, or very unlikely.											
	District										Total*
	NW	NE	KC	CD	SL	SW	SE				
<b>Q12c2. MoDOT Traveler Information Map?</b>											
<b>[only asked if respondents were likely or very likely to use internet]</b>											
Very Unlikely	41.8%	46.0%	53.6%	40.5%	58.0%	48.6%	60.8%	52.1%			
Somewhat Unlikely	5.2%	4.7%	8.5%	9.8%	9.8%	6.3%	5.8%	8.1%			
Somewhat Likely	22.9%	24.7%	17.6%	22.7%	11.9%	20.8%	12.5%	17.6%			
Very Likely	30.1%	24.7%	20.3%	27.0%	20.3%	24.3%	20.8%	22.2%			
<b>Q12c3. Facebook?</b>											
<b>[only asked if respondents were likely or very likely to use internet]</b>											
Very Unlikely	74.5%	73.4%	77.4%	69.5%	84.0%	80.8%	76.8%	79.5%			
Somewhat Unlikely	5.9%	4.5%	3.9%	9.6%	5.6%	3.4%	4.8%	5.7%			
Somewhat Likely	10.5%	13.0%	10.3%	10.2%	4.2%	10.3%	7.2%	7.4%			
Very Likely	9.2%	9.1%	8.4%	10.8%	6.3%	5.5%	11.2%	7.4%			

\*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.



**Q12. I would like to know how likely you are to receive information about MoDOT's projects and activities from these sources. Please indicate very likely, somewhat likely, somewhat unlikely, or very unlikely.**

	District								Total*
	NW	NE	KC	CD	SL	SW	SE		
<b>Q12c4. YouTube Videos?</b>									
<b>[only asked if respondents were likely or very likely to use internet]</b>									
Very Unlikely	85.6%	87.6%	84.0%	84.4%	84.0%	82.9%	86.4%	84.6%	
Somewhat Unlikely	3.3%	6.5%	4.5%	8.4%	8.3%	6.2%	4.8%	6.5%	
Somewhat Likely	6.5%	3.3%	8.3%	3.6%	4.2%	5.5%	6.4%	5.5%	
Very Likely	4.6%	2.6%	3.2%	3.6%	3.5%	5.5%	2.4%	3.4%	
<b>Q12c5. MoDOT tweets?</b>									
<b>[only asked if respondents were likely or very likely to use internet]</b>									
Very Unlikely	92.9%	92.8%	88.4%	91.0%	91.7%	95.9%	90.5%	91.2%	
Somewhat Unlikely	1.9%	3.3%	3.9%	6.0%	2.1%	0.7%	3.2%	3.1%	
Somewhat Likely	0.6%	2.0%	4.5%	1.2%	2.8%	2.7%	4.8%	3.1%	
Very Likely	4.5%	2.0%	3.2%	1.8%	3.5%	0.7%	1.6%	2.5%	

\*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.



Q12. I would like to know how likely you are to receive information about MoDOT's projects and activities from these sources. Please indicate very likely, somewhat likely, somewhat unlikely, or very unlikely.											
	District										Total*
	NW	NE	KC	CD	SL	SW	SE				
<b>Q12d. Smartphone?</b>											
Very Unlikely	81.6%	78.1%	76.9%	74.5%	76.9%	80.5%	81.6%	77.4%			
Somewhat Unlikely	4.0%	3.4%	3.9%	4.6%	3.4%	2.4%	2.4%	3.5%			
Somewhat Likely	8.2%	10.6%	5.7%	9.8%	9.7%	8.0%	6.8%	8.7%			
Very Likely	6.2%	8.0%	13.4%	11.0%	9.9%	9.0%	9.2%	10.4%			
<b>Q12d1. MoDOT text alerts? [only asked if respondents were likely or very likely to use smartphone]</b>											
Very Unlikely	50.7%	53.8%	40.2%	39.8%	47.5%	27.1%	40.5%	41.9%			
Somewhat Unlikely	5.6%	3.2%	5.2%	8.7%	9.1%	2.4%	5.1%	6.4%			
Somewhat Likely	21.1%	24.7%	19.6%	19.4%	19.2%	32.9%	19.0%	21.1%			
Very Likely	22.5%	18.3%	35.1%	32.0%	24.2%	37.6%	35.4%	30.6%			

\*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.



**Q12. I would like to know how likely you are to receive information about MoDOT's projects and activities from these sources. Please indicate very likely, somewhat likely, somewhat unlikely, or very unlikely.**

	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
<b>Q12d2. MoDOT Apps?</b>								
<b>[only asked if respondents were likely or very likely to use smartphone]</b>								
Very Unlikely	57.7%	59.8%	43.6%	48.5%	48.5%	43.5%	50.0%	49.0%
Somewhat Unlikely	1.4%	8.7%	6.4%	7.8%	5.1%	11.8%	8.8%	7.9%
Somewhat Likely	16.9%	17.4%	20.2%	20.4%	18.2%	25.9%	16.3%	19.0%
Very Likely	23.9%	14.1%	29.8%	23.3%	28.3%	18.8%	25.0%	24.0%
<b>Q12e. MoDOT sponsored meetings?</b>								
Very Unlikely	89.9%	82.0%	86.8%	81.4%	85.1%	85.8%	87.2%	85.6%
Somewhat Unlikely	3.2%	4.6%	3.7%	7.2%	5.0%	3.6%	3.6%	4.5%
Somewhat Likely	5.1%	9.4%	8.9%	9.4%	7.2%	7.8%	5.8%	7.6%
Very Likely	1.8%	4.0%	0.6%	2.0%	2.8%	2.8%	3.4%	2.3%

\*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.



**Q12. I would like to know how likely you are to receive information about MoDOT's projects and activities from these sources. Please indicate very likely, somewhat likely, somewhat unlikely, or very unlikely.**

	District								Total*
	NW	NE	KC	CD	SL	SW	SE		
<b>Q12f1. MoDOT written correspondence?</b>									
Very Unlikely	75.5%	71.4%	70.0%	74.9%	69.7%	75.7%	76.6%	72.2%	
Somewhat Unlikely	3.2%	5.4%	5.4%	4.2%	4.2%	4.0%	4.1%	4.6%	
Somewhat Likely	14.2%	14.7%	14.9%	13.5%	15.3%	14.2%	13.1%	14.6%	
Very Likely	7.1%	8.5%	9.7%	7.3%	10.8%	6.1%	6.2%	8.5%	
<b>Q12f2. MoDOT toll free customer service (phone)?</b>									
Very Unlikely	73.6%	67.6%	71.3%	64.9%	73.0%	71.8%	74.0%	71.2%	
Somewhat Unlikely	3.4%	5.0%	4.0%	7.0%	5.6%	5.8%	4.3%	5.3%	
Somewhat Likely	13.7%	18.1%	15.6%	16.9%	10.7%	13.1%	12.0%	13.6%	
Very Likely	9.3%	9.3%	9.1%	11.2%	10.7%	9.3%	9.8%	9.9%	

\*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.



**Q12. I would like to know how likely you are to receive information about MoDOT's projects and activities from these sources. Please indicate very likely, somewhat likely, somewhat unlikely, or very unlikely.**

	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
<b>Q12f3. MoDOT message boards along roadways?</b>								
Very Unlikely	19.4%	14.8%	17.2%	15.3%	11.0%	16.6%	16.8%	14.6%
Somewhat Unlikely	2.6%	2.6%	2.2%	1.4%	2.4%	3.6%	2.0%	2.5%
Somewhat Likely	19.6%	21.8%	15.8%	19.3%	16.6%	21.0%	20.1%	18.3%
Very Likely	58.5%	60.9%	64.9%	64.1%	70.0%	58.7%	61.1%	64.7%
<b>Q12f4. Visit MoDOT office?</b>								
Very Unlikely	89.9%	89.4%	91.6%	89.4%	91.2%	89.2%	89.7%	90.4%
Somewhat Unlikely	2.0%	5.0%	3.4%	4.6%	3.6%	3.5%	3.0%	3.6%
Somewhat Likely	5.0%	3.4%	3.2%	4.8%	3.0%	4.7%	3.6%	3.8%
Very Likely	3.2%	2.2%	1.8%	1.2%	2.2%	2.6%	3.6%	2.2%

\*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.



**Q12. I would like to know how likely you are to receive information about MoDOT's projects and activities from these sources. Please indicate very likely, somewhat likely, somewhat unlikely, or very unlikely.**

	District								Total*
	NW	NE	KC	CD	SL	SW	SE		
<b>Q12f5. Other?</b>									
Very Unlikely	50.0%	62.5%	83.3%	28.6%	75.0%	33.3%	50.0%	59.6%	
Somewhat Unlikely	50.0%	12.5%	8.3%	7.1%	25.0%	26.7%	0.0%	16.4%	
Somewhat Likely	0.0%	25.0%	8.3%	28.6%	0.0%	33.3%	33.3%	16.5%	
Very Likely	0.0%	0.0%	0.0%	35.7%	0.0%	6.7%	16.7%	7.5%	

\*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.



**Q13. We are also interested in learning your preferred method of contacting MoDOT. What are the top three methods you would use to communicate with MoDOT? [Do Not Read Responses below]**

	District										Total*
	NW	NE	KC	CD	SL	SW	SE				
Q13a. Phone	52.9%	51.2%	48.2%	49.2%	48.8%	51.1%	52.1%	50.5%			
Q13b. Email	14.1%	16.4%	19.2%	17.5%	20.6%	16.0%	15.3%	17.0%			
Q13c. MoDOT sponsored meeting (attend in person)	1.6%	1.0%	1.0%	1.7%	0.5%	1.8%	2.0%	1.4%			
Q13d. MoDOT sponsored meeting (online)	4.1%	5.3%	4.2%	4.4%	6.7%	4.4%	3.9%	4.7%			
Q13e. Facebook	1.2%	1.5%	1.7%	1.3%	1.0%	1.2%	1.7%	1.4%			
Q13f. Twitter	0.4%	0.0%	0.0%	0.2%	0.2%	0.0%	0.2%	0.2%			
Q13g. Visit MoDOT office	5.4%	4.7%	3.8%	3.6%	2.2%	5.0%	4.8%	4.2%			
Q13h. Written correspondence	6.0%	5.7%	5.5%	6.5%	3.4%	6.2%	6.0%	5.6%			
Q13i. Other	14.2%	14.3%	16.5%	15.6%	16.4%	14.4%	14.0%	15.1%			

\*All data from this table are unweighted.



Demographics										Total*	
District											
	NW	NE	KC	CD	SL	SW	SE				
<b>Q1. What is your age?</b>											
18 – 29	16.6%	14.0%	18.5%	14.7%	18.6%	16.8%	19.9%	17.0%			
30 – 39	16.2%	13.4%	18.1%	14.3%	18.0%	16.6%	20.7%	16.8%			
40 – 49	19.5%	17.9%	20.6%	15.1%	17.8%	16.6%	19.5%	18.2%			
50 – 64	23.6%	27.2%	21.4%	27.2%	22.8%	24.3%	20.1%	23.8%			
65 and up	24.2%	27.4%	21.4%	28.6%	22.8%	25.8%	19.9%	24.3%			
<b>Q2. What is your gender?</b>											
Female	52.4%	52.7%	50.2%	50.1%	50.9%	50.3%	49.3%	50.8%			
Male	47.6%	47.3%	49.8%	49.9%	49.1%	49.7%	50.7%	49.2%			
*All demographic totals are unweighted											

## Section 3:

# Survey Instrument

## A Report Card From Missourians

Prepared By:



**HEARTLAND**  
MARKET RESEARCH LLC  
*Helping You Better*  
*Understand Your Stakeholders<sup>SM</sup>*

## 2013 MoDOT Statewide Customer Satisfaction Survey

Hello. My name is \_\_\_\_\_ and I am calling from Heartland Market Research on behalf of the Missouri Department of Transportation. We are conducting a brief survey about transportation issues facing people in Missouri. We are not selling anything, and this number was selected at random.

Do you or does any of your immediate family members work for MoDOT? [IF NO, CONTINUE WITH THE SURVEY, IF YES, THANK THEM FOR THEIR TIME AND CLOSE THE CALL]

[IF RESPONDENT IS SUSPICIOUS OR WARY, YOU MAY WANT TO SAY SOMETHING LIKE:]

"We are not selling anything, and I will not ask you for a contribution or donation. First I am going to ask you a few demographic questions to ensure the survey sample is representative."

1. What is your age?

	Percentage
18 – 29	17.0%
30 – 39	16.8%
40 – 49	18.2%
50 – 64	23.8%
65 and up	24.3%

2. What is your gender?

	Percentage
Female	50.8%
Male	49.2%

3. I would like to ask how satisfied you are with the job the Missouri Department of Transportation, also known as MoDOT, is doing—would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with MoDOT?

	Including Refused/Not Sure	Excluding Refused/Not Sure	Excluding Refused/Not Sure Totals
Very satisfied	30.8%	31.6%	Satisfied Combined 84.9%
Somewhat satisfied	51.9%	53.2%	
Somewhat dissatisfied	9.4%	9.6%	Dissatisfied Combined 15.1%
Very dissatisfied	5.4%	5.5%	
Don't know	2.5%	n/a	

4. Next, I am going to read you a series of short statements about MoDOT. Please tell me whether you strongly agree, agree, disagree, or strongly disagree with each statement.

	Strongly Agree	Somewhat Agree	Agree Total	Somewhat Disagree	Strongly Disagree	Disagree Total	Not Sure
<b>Q4a. MoDOT provides <i>accurate</i> information to citizens about road projects, highway conditions, and work zones</b>							
Including refused/not sure	50.6%	40.3%	90.9%	4.8%	2.0%	6.8%	2.3%
Excluding refused/not sure	51.8%	41.3%	93.0%	4.9%	2.1%	7.0%	n/a
<b>Q4b. MoDOT provides <i>timely</i> information to citizens about road projects, highway conditions, and work zones</b>							
Including refused/not sure	50.6%	39.7%	90.3%	5.4%	2.3%	7.8%	2.0%
Excluding refused/not sure	51.6%	40.5%	92.0%	5.6%	2.4%	8.0%	n/a
<b>Q4c. MoDOT provides <i>understandable</i> information to citizens about road projects, highway conditions, and work zones</b>							
Including refused/not sure	50.5%	39.4%	89.8%	5.6%	2.7%	8.3%	1.9%
Excluding refused/not sure	51.4%	40.1%	91.5%	5.7%	2.8%	8.5%	n/a
<b>Q4d. MoDOT is the primary transportation expert in Missouri</b>							
Including refused/not sure	53.7%	31.3%	85.0%	5.1%	3.1%	8.2%	6.8%
Excluding refused/not sure	57.5%	33.7%	91.2%	5.5%	3.3%	8.8%	n/a
<b>Q4e. MoDOT keeps its commitments to the public</b>							
Including refused/not sure	40.0%	42.7%	82.7%	7.7%	5.2%	12.9%	4.4%
Excluding refused/not sure	41.9%	44.7%	86.6%	8.0%	5.4%	13.4%	n/a

	Strongly Agree	Somewhat Agree	Agree Total	Somewhat Disagree	Strongly Disagree	Disagree Total	Not Sure
<b>Q4f. MoDOT does a good job of providing advance warning to motorists before entering work zones</b>							
Including refused/not sure	62.9%	29.3%	92.2%	4.9%	2.4%	7.3%	0.5%
Excluding refused/not sure	63.2%	29.5%	92.7%	4.9%	2.5%	7.3%	n/a
<b>Q4g. MoDOT does a good job of minimizing travel delays due to work zones</b>							
Including refused/not sure	39.4%	42.8%	82.3%	10.7%	5.2%	15.9%	1.8%
Excluding refused/not sure	40.2%	43.6%	83.8%	10.9%	5.3%	16.2%	n/a

5. I'm now going to cover specific services of MoDOT. Please tell me whether you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied.

	Very Satisfied	Somewhat Satisfied	Total Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Total Dissatisfied	Don't Know
<b>Q5a. How satisfied are you with MoDOT's efforts to keep the surface of <u>major highways</u> in good condition (smooth and free of potholes)?</b>							
Including refused/not sure	28.7%	45.8%	74.5%	19.2%	6.1%	25.3%	0.2%
Excluding refused/not sure	28.8%	45.9%	74.7%	19.2%	6.1%	25.3%	n/a
<b>Q5b. How satisfied are you with MoDOT's efforts to keep the surface of <u>other state highways</u> in good condition (smooth and free of potholes)?</b>							
Including refused/not sure	19.8%	44.3%	64.0%	24.9%	7.9%	32.8%	3.1%
Excluding refused/not sure	20.4%	45.7%	66.1%	25.7%	8.1%	33.9%	n/a
<b>Q5c. How satisfied are you with MoDOT's efforts to keep bridges in good condition?</b>							
Including refused/not sure	27.4%	41.8%	69.2%	21.7%	8.0%	29.7%	1.1%
Excluding refused/not sure	27.8%	42.2%	70.0%	21.9%	8.1%	30.0%	n/a
<b>Q5d. How satisfied are you with MoDOT's efforts to minimize congestion on highways?</b>							
Including refused/not sure	26.4%	45.9%	72.2%	20.7%	5.9%	26.6%	1.1%
Excluding refused/not sure	26.7%	46.4%	73.1%	21.0%	5.9%	26.9%	n/a
<b>Q5e. How satisfied are you with MoDOT's efforts to manage snow and ice on highways?</b>							
Including refused/not sure	38.4%	40.2%	78.6%	13.9%	6.3%	20.2%	1.2%
Excluding refused/not sure	38.8%	40.8%	79.6%	14.1%	6.3%	20.4%	n/a

	Very Satisfied	Somewhat Satisfied	Total Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Total Dissatisfied	Don't Know
<b>Q5f. How satisfied are you with MoDOT's efforts to keep the shoulders on highways in good condition?</b>							
Including refused/not sure	29.8%	43.1%	72.8%	18.8%	7.9%	26.7%	0.4%
Excluding refused/not sure	29.9%	43.2%	73.1%	18.9%	8.0%	26.9%	n/a
<b>Q5g. How satisfied are you with MoDOT's efforts to mow and trim trees, grass and weeds along highways?</b>							
Including refused/not sure	27.9%	39.7%	67.6%	20.7%	10.9%	31.6%	0.8%
Excluding refused/not sure	28.1%	40.0%	68.2%	20.9%	11.0%	31.8%	n/a
<b>Q5h. How satisfied are you with MoDOT's efforts to remove debris, such as dead animals, glass, and torn tires from the driving lanes on highways?</b>							
Including refused/not sure	28.8%	41.1%	69.8%	22.2%	7.5%	29.7%	0.5%
Excluding refused/not sure	28.9%	41.3%	70.2%	22.3%	7.5%	29.8%	n/a
<b>Q5i. How satisfied are you with MoDOT's efforts to provide signs along highways that are easy to understand?</b>							
Including refused/not sure	54.4%	34.7%	89.1%	8.2%	2.5%	10.6%	0.3%
Excluding refused/not sure	54.6%	34.8%	89.3%	8.2%	2.5%	10.7%	n/a
<b>Q5j. How satisfied are you with the brightness of MoDOT's signs?</b>							
Including refused/not sure	59.3%	32.2%	91.4%	5.8%	2.4%	8.2%	0.4%
Excluding refused/not sure	59.5%	32.3%	91.8%	5.8%	2.4%	8.2%	n/a
<b>Q5k. How satisfied are you with the brightness of striping on MoDOT highways?</b>							
Including refused/not sure	35.7%	42.0%	77.6%	16.9%	5.2%	22.1%	0.3%
Excluding refused/not sure	35.8%	42.1%	77.9%	17.0%	5.2%	22.1%	n/a

	Very Satisfied	Somewhat Satisfied	Total Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Total Dissatisfied	Don't Know
<b>Q5l. How satisfied are you with your options for traveling by air?</b>							
Including refused/not sure	16.9%	30.4%	47.4%	16.1%	9.2%	25.3%	27.3%
Excluding refused/not sure	23.3%	41.6%	64.9%	22.2%	12.9%	35.1%	n/a
<b>Q5m. How satisfied are you with your options for traveling by public transit such as buses, vans or Metro Link?</b>							
Including refused/not sure	10.9%	21.6%	32.6%	18.5%	16.3%	34.8%	32.7%
Excluding refused/not sure	15.9%	32.2%	48.2%	27.3%	24.6%	51.8%	n/a
<b>Q5n. How satisfied are you with your options for traveling by Amtrak?</b>							
Including refused/not sure	13.9%	21.7%	35.5%	17.2%	14.5%	31.7%	32.7%
Excluding refused/not sure	20.1%	31.9%	52.0%	25.7%	22.4%	48.0%	n/a
<b>Q5o. How satisfied are you with your options for traveling by bicycle on bike lanes or paved shoulders?</b>							
Including refused/not sure	12.4%	23.5%	36.0%	22.6%	19.7%	42.3%	21.8%
Excluding refused/not sure	16.0%	30.1%	46.1%	28.9%	24.9%	53.9%	n/a
<b>Q5p. How satisfied are you with your options for traveling by walking on sidewalks or intersection crossings?</b>							
Including refused/not sure	20.8%	37.9%	58.7%	20.5%	11.6%	32.1%	9.2%
Excluding refused/not sure	23.0%	41.6%	64.6%	22.6%	12.7%	35.4%	n/a

6. I'm now going to repeat these services and ask if they are very important, somewhat important, somewhat unimportant, or very unimportant.

	Very Important	Somewhat Important	Total Important	Somewhat Unimportant	Very Unimportant	Total Unimportant	Don't Know
<b>Q6a. How important is it for MoDOT to keep the surface of <i>major highways</i> in good condition (smooth and free of potholes)?</b>							
Including refused/not sure	92.5%	6.0%	98.5%	0.8%	0.6%	1.5%	0.0%
Excluding refused/not sure	92.5%	6.0%	98.5%	0.8%	0.6%	1.5%	n/a
<b>Q6b. How important is it for MoDOT to keep the surface of <i>other state highways</i> in good condition (smooth and free of potholes)?</b>							
Including refused/not sure	81.7%	14.6%	96.3%	1.8%	1.4%	3.2%	0.5%
Excluding refused/not sure	82.1%	14.7%	96.8%	1.8%	1.4%	3.2%	n/a
<b>Q6c. How important is it for MoDOT to keep bridges in good condition?</b>							
Including refused/not sure	92.5%	5.9%	98.4%	0.9%	0.7%	1.6%	0.1%
Excluding refused/not sure	92.5%	5.9%	98.4%	0.9%	0.7%	1.6%	n/a
<b>Q6d. How important is it for MoDOT to minimize congestion on highways?</b>							
Including refused/not sure	66.7%	28.4%	95.1%	3.6%	0.9%	4.4%	0.5%
Excluding refused/not sure	67.0%	28.5%	95.5%	3.6%	0.9%	4.5%	n/a
<b>Q6e. How important is it for MoDOT to manage snow and ice on highways?</b>							
Including refused/not sure	86.8%	10.9%	97.7%	1.4%	0.7%	2.1%	0.2%
Excluding refused/not sure	87.0%	10.9%	97.9%	1.4%	0.7%	2.1%	n/a

	Very Important	Somewhat Important	Total Important	Somewhat Unimportant	Very Unimportant	Total Unimportant	Don't Know
<b>Q6f. How important is it for MoDOT to keep the shoulders on highways in good condition?</b>							
Including refused/not sure	64.3%	29.3%	93.6%	5.3%	1.0%	6.2%	0.1%
Excluding refused/not sure	64.4%	29.4%	93.8%	5.3%	1.0%	6.2%	n/a
<b>Q6g. How important is it for MoDOT to mow and trim trees, grass and weeds along highways?</b>							
Including refused/not sure	49.7%	36.1%	85.8%	12.0%	2.1%	14.1%	0.1%
Excluding refused/not sure	49.8%	36.1%	85.9%	12.1%	2.1%	14.1%	n/a
<b>Q6h. How important is it for MoDOT to remove debris, such as dead animals, glass, and torn tires from the driving lanes on highways?</b>							
Including refused/not sure	74.1%	20.8%	95.0%	4.1%	0.8%	4.9%	0.1%
Excluding refused/not sure	74.2%	20.9%	95.1%	4.1%	0.8%	4.9%	n/a
<b>Q6i. How important is it for MoDOT to provide signs along highways that are easy to understand?</b>							
Including refused/not sure	82.0%	14.9%	96.9%	2.2%	0.8%	3.0%	0.1%
Excluding refused/not sure	82.1%	14.9%	97.0%	2.2%	0.8%	3.0%	n/a
<b>Q6j. How satisfied are you with the brightness of MoDOT's signs?</b>							
Including refused/not sure	75.6%	19.3%	94.9%	3.8%	1.1%	4.8%	0.3%
Excluding refused/not sure	75.8%	19.4%	95.2%	3.8%	1.1%	4.8%	n/a
<b>Q6k. How satisfied are you with the brightness of striping on MoDOT highways?</b>							
Including refused/not sure	81.9%	15.1%	97.0%	2.1%	0.9%	2.9%	0.1%
Excluding refused/not sure	82.0%	15.1%	97.1%	2.1%	0.9%	2.9%	n/a

	Very Important	Somewhat Important	Total Important	Somewhat Unimportant	Very Unimportant	Total Unimportant	Don't Know
<b>Q6l. How important is for MoDOT to support your options for traveling by air?</b>							
Including refused/not sure	28.2%	23.9%	52.1%	19.1%	16.6%	35.7%	12.2%
Excluding refused/not sure	32.2%	27.4%	59.5%	21.7%	18.8%	40.5%	n/a
<b>Q6m. How important is for MoDOT to support your options for traveling by public transit such as buses, vans or Metro Link?</b>							
Including refused/not sure	33.0%	25.0%	58.0%	17.6%	13.4%	30.9%	11.1%
Excluding refused/not sure	37.1%	28.0%	65.2%	19.8%	15.1%	34.8%	n/a
<b>Q6n. How important is for MoDOT to support your options for traveling by Amtrak?</b>							
Including refused/not sure	27.2%	24.3%	51.5%	19.6%	16.8%	36.4%	12.1%
Excluding refused/not sure	30.9%	27.6%	58.5%	22.3%	19.2%	41.5%	n/a
<b>Q6o. How important is for MoDOT to provide bike lanes or paved shoulders for traveling by bicycle?</b>							
Including refused/not sure	37.2%	27.0%	64.2%	17.1%	12.5%	29.6%	6.3%
Excluding refused/not sure	39.7%	28.7%	68.5%	18.2%	13.3%	31.5%	n/a
<b>Q6p. How important is it for MoDOT to provide sidewalks or intersection crossings for traveling by walking?</b>							
Including refused/not sure	56.2%	24.7%	80.9%	10.1%	5.7%	15.7%	3.4%
Excluding refused/not sure	58.2%	25.5%	83.7%	10.4%	5.9%	16.3%	n/a

7. How do you think funding for transportation in Missouri should change over the next five years? Should it be:

Q7. Missouri transportation funding should be	Including Not Sure	Excluding Not Sure	Excluding Refused/Not Sure TOTALS
Increased greatly	15.7%	16.6%	Increased Combined <b>58.9%</b>
Increased slightly	40.0%	42.3%	
About the Same	34.4%	36.3%	Reduced Combined <b>4.9%</b>
Reduced slightly	3.3%	3.5%	
Reduced greatly	1.3%	1.3%	
Not sure	5.2%	n/a	

8. If it was determined that the State of Missouri needed to increase revenues in order to adequately fund Missouri state highways and roads, which one of the following five methods would be most acceptable to you?

Q8. State	Including Not Sure	Excluding Not Sure
Increase general sales tax	20.1%	21.8%
Increase state fuel tax	13.9%	15.0%
Add tolls to some interstate highways	25.3%	27.4%
Increase car registration and license fees	10.6%	11.4%
Replace state gas tax with vehicle mileage/travel tax	8.3%	8.9%
None of these	14.4%	15.6%
Don't know	7.4%	n/a

9. Specifically for reconstructing and expanding Interstate 70, which one of the following five methods would be most acceptable to you?

Q9. I-70	Including Not Sure	Excluding Not Sure
Increase general sales tax	16.0%	21.8%
Increase state fuel tax	11.3%	15.0%
Add tolls to some interstate highways	36.9%	27.4%
Increase car registration and license fees	7.5%	11.4%
Replace state gas tax with vehicle mileage/travel tax	7.9%	8.9%
None of these	11.7%	15.6%
Don't know	8.8%	n/a

10. I am going to read a list of 5 general areas that the state government focuses its expenditures. After I read the list, please tell me which area of state expenditures have been the most beneficial to you personally [READ LIST – RANDOM ORDER] Of the remaining four, [READ LIST OF REMAINING 4 CHOICES – RANDOM ORDER], in which area have state expenditures been the most beneficial to you personally? Of the remaining three, [READ LIST OF REMAINING 3 CHOICES – RANDOM ORDER], in which area have state expenditures been the most beneficial to you personally? Of the final two, [READ LIST OF REMIANING 2 CHOICES – RANDOM ORDER], in which area have state expenditures been the least beneficial to you personally?

Q10	Most Beneficial	2 <sup>nd</sup> Most Beneficial	3 <sup>rd</sup> Most Beneficial	4 <sup>th</sup> Most Beneficial	Least Beneficial	Not Sure
<b>Q10a. Social Services</b>						
Including refused/not sure	8.2%	9.3%	12.8%	16.8%	39.5%	13.5%
Excluding refused/not sure	9.5%	10.8%	14.8%	19.4%	45.5%	n/a
<b>Q10b. Transportation</b>						
Including refused/not sure	17.1%	21.5%	19.3%	18.4%	11.7%	12.0%
Excluding refused/not sure	19.3%	24.4%	21.9%	20.9%	13.4%	n/a
<b>Q10c. Public Safety</b>						
Including refused/not sure	17.5%	24.4%	22.4%	16.1%	7.6%	12.1%
Excluding refused/not sure	19.9%	27.8%	25.5%	18.2%	8.6%	n/a
<b>Q10d. Education</b>						
Including refused/not sure	38.6%	19.3%	13.3%	11.1%	6.5%	11.2%
Excluding refused/not sure	43.4%	21.6%	15.1%	12.5%	7.3%	n/a
<b>Q10e. Economic Development</b>						
Including refused/not sure	10.6%	14.5%	18.1%	22.6%	20.9%	13.3%
Excluding refused/not sure	12.2%	16.8%	20.8%	26.1%	24.1%	n/a

[THE FOLLOWING QUESTIONS WERE ONLY ASKED OF KANSAS CITY DISTRICT RESIDENTS]

- 11a. You rely on MoDOT for real-time traffic information.
- 11b. MoDOT partners with the Kansas Department of Transportation to operate the KC Scout Traffic Management Center. It provides value to you as a user of the state transportation system.

Q11 - KC	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Not Sure
<b>Q11a. You rely on MoDOT for real-time traffic information</b>					
Including refused/not sure	29.8%	32.3%	16.1%	15.9%	6.0%
Excluding refused/not sure	31.6%	34.4%	17.1%	16.9%	n/a
<b>Q11b. MoDOT partners with the Kansas Department of Transportation to operate the KC Scout Traffic Management System. It provides value to you as a user of the state transportation system.</b>					
Including refused/not sure	8.9%	13.7%	32.1%	31.5%	13.7%
Excluding refused/not sure	10.3%	15.9%	37.2%	36.6%	n/a

[THE FOLLOWING QUESTIONS WERE ONLY ASKED OF ST. LOUIS DISTRICT RESIDENTS]

- 11a. You rely on MoDOT for real-time traffic information.
- 11c. MoDOT operates the Gateway Guide Traffic Management Center. It provides value to you as a user of the state transportation system

Q11 - STL	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Not Sure
<b>Q11a. You rely on MoDOT for real-time traffic information</b>					
Including refused/not sure	28.1%	28.1%	19.6%	17.4%	6.7%
Excluding refused/not sure	30.1%	30.1%	21.0%	18.7%	n/a
<b>Q11c. MoDOT operates the Gateway Guide Traffic Management Center. It provides value to you as a user of the state transportation system.</b>					
Including refused/not sure	10.9%	12.7%	35.6%	24.8%	16.0%
Excluding refused/not sure	13.0%	15.1%	42.5%	29.5%	n/a

12. I would like to know how likely you are to receive information about MoDOT’s projects and activities from these sources. Please indicate very likely, somewhat likely, somewhat unlikely, or very unlikely.

	Very Likely	Somewhat Likely	Total Likely	Somewhat Unlikely	Very Unlikely	Total Unlikely	Don't Know
<b>Q12a. Local Media (television, radio, newspaper)?</b>							
Including refused/not sure	56.5%	22.5%	79.1%	3.6%	16.7%	20.3%	0.6%
Excluding refused/not sure	56.9%	22.7%	79.6%	3.6%	16.8%	20.4%	n/a
<b>Q12b. MoDOT emails?</b>							
Including refused/not sure	5.7%	4.8%	10.6%	3.8%	85.3%	89.1%	0.3%
Excluding refused/not sure	5.8%	4.9%	10.6%	3.8%	85.6%	89.4%	n/a
<b>Q12c. Internet?</b>							
Including refused/not sure	14.8%	15.2%	30.0%	5.3%	64.4%	69.7%	0.4%
Excluding refused/not sure	14.8%	15.2%	30.1%	5.3%	64.6%	69.9%	n/a
<b>Q12c1. MoDOT website? [only asked if respondents were likely or very likely to use internet]</b>							
Including refused/not sure	34.1%	23.1%	57.2%	7.1%	35.2%	42.3%	0.6%
Excluding refused/not sure	34.3%	23.2%	57.5%	7.1%	35.4%	42.5%	n/a
<b>Q12c2. MoDOT Traveler Information Map? [only asked if respondents were likely or very likely to use internet]</b>							
Including refused/not sure	21.9%	17.2%	39.1%	7.9%	51.0%	58.9%	2.0%
Excluding refused/not sure	22.2%	17.6%	39.9%	8.1%	52.1%	60.1%	n/a

	Very Likely	Somewhat Likely	Total Likely	Somewhat Unlikely	Very Unlikely	Total Unlikely	Don't Know
<b>Q12c3. Facebook?</b> [only asked if respondents were likely or very likely to use internet]							
Including refused/not sure	7.3%	7.4%	14.7%	5.7%	79.3%	85.0%	0.4%
Excluding refused/not sure	7.4%	7.4%	14.8%	5.7%	79.5%	85.2%	n/a
<b>Q12c4. YouTube Videos?</b> [only asked if respondents were likely or very likely to use internet]							
Including refused/not sure	3.4%	5.5%	8.9%	6.5%	84.4%	90.9%	0.2%
Excluding refused/not sure	3.4%	5.5%	8.9%	6.5%	84.6%	91.1%	n/a
<b>Q12c5. MoDOT tweets?</b> [only asked if respondents were likely or very likely to use internet]							
Including refused/not sure	2.5%	3.1%	5.6%	3.1%	91.0%	94.1%	0.3%
Excluding refused/not sure	2.5%	3.1%	5.6%	3.1%	91.2%	94.4%	n/a
<b>Q12d. Smartphone?</b>							
Including refused/not sure	10.4%	8.6%	19.0%	3.5%	77.0%	80.5%	0.5%
Excluding refused/not sure	10.4%	8.7%	19.1%	3.5%	77.4%	80.9%	n/a
<b>Q12d1. MoDOT text alerts?</b> [only asked if respondents were likely or very likely to use smartphone]							
Including refused/not sure	30.5%	21.1%	51.5%	6.4%	41.7%	48.2%	0.3%
Excluding refused/not sure	30.6%	21.1%	51.7%	6.4%	41.9%	48.3%	n/a
<b>Q12d2. MoDOT Apps?</b> [only asked if respondents were likely or very likely to use smartphone]							
Including refused/not sure	24.0%	18.7%	42.7%	7.5%	48.2%	55.7%	1.6%
Excluding refused/not sure	24.0%	19.0%	43.1%	7.9%	49.0%	56.9%	n/a

	Very Likely	Somewhat Likely	Total Likely	Somewhat Unlikely	Very Unlikely	Total Unlikely	Don't Know
<b>Q12e. MoDOT sponsored meetings?</b>							
Including refused/not sure	2.3%	7.6%	9.8%	4.5%	85.3%	89.8%	0.3%
Excluding refused/not sure	2.3%	7.6%	9.9%	4.5%	85.6%	90.1%	n/a
<b>Q12f1. MoDOT written correspondence?</b>							
Including refused/not sure	8.4%	14.4%	22.8%	4.6%	71.2%	75.8%	1.4%
Excluding refused/not sure	8.5%	14.6%	23.1%	4.6%	72.2%	76.9%	n/a
<b>Q12f2. MoDOT toll free customer service (phone)?</b>							
Including refused/not sure	9.8%	13.4%	23.3%	5.3%	70.3%	75.5%	1.2%
Excluding refused/not sure	9.9%	13.6%	23.5%	5.3%	71.2%	76.5%	n/a
<b>Q12f3. MoDOT message boards along roadways?</b>							
Including refused/not sure	64.2%	18.1%	82.4%	2.5%	14.5%	17.0%	0.7%
Excluding refused/not sure	64.7%	18.3%	82.9%	2.5%	14.6%	17.1%	n/a
<b>Q12f4. Visit MoDOT office?</b>							
Including refused/not sure	2.2%	3.7%	5.9%	3.5%	89.2%	92.7%	1.3%
Excluding refused/not sure	2.2%	3.8%	6.0%	3.6%	90.4%	94.0%	n/a
<b>Q12f5. Other?</b>							
Including refused/not sure	7.5%	16.5%	24.0%	16.4%	59.6%	76.0%	0.0%
Excluding refused/not sure	7.5%	16.5%	24.0%	16.4%	59.6%	76.0%	n/a

13. We are also interested in learning your preferred method of contacting MoDOT. What are the top three methods you would use to communicate with MoDOT?  
[Do Not Read Responses below]

Q13. Preferred Method	First Choice	Second Choice	Third Choice	Total
Phone	42.5%	7.1%	0.9%	50.5%
Email	5.5%	9.8%	1.7%	17.0%
MoDOT physical meeting	0.3%	0.5%	0.6%	1.4%
MoDOT online meeting	1.9%	2.4%	0.5%	4.7%
Facebook	0.3%	0.5%	0.6%	1.4%
Twitter	0.1%	0.0%	0.1%	0.2%
Visit MoDOT office	0.8%	1.5%	1.9%	4.2%
Written correspondence	0.6%	2.2%	2.9%	5.6%
Other	9.5%	3.9%	1.7%	15.1%

THIS CONCLUDES THE SURVEY, MoDOT THANKS YOU FOR YOUR INPUT

## Appendix A:

# Importance-Satisfaction Analysis

**A Report Card  
From Missourians**

Prepared By:



**HEARTLAND**  
MARKET RESEARCH LLC  
*Helping You Better*  
*Understand Your Stakeholders<sup>SM</sup>*

## IMPORTANCE-SATISFACTION ANALYSIS

### OVERVIEW

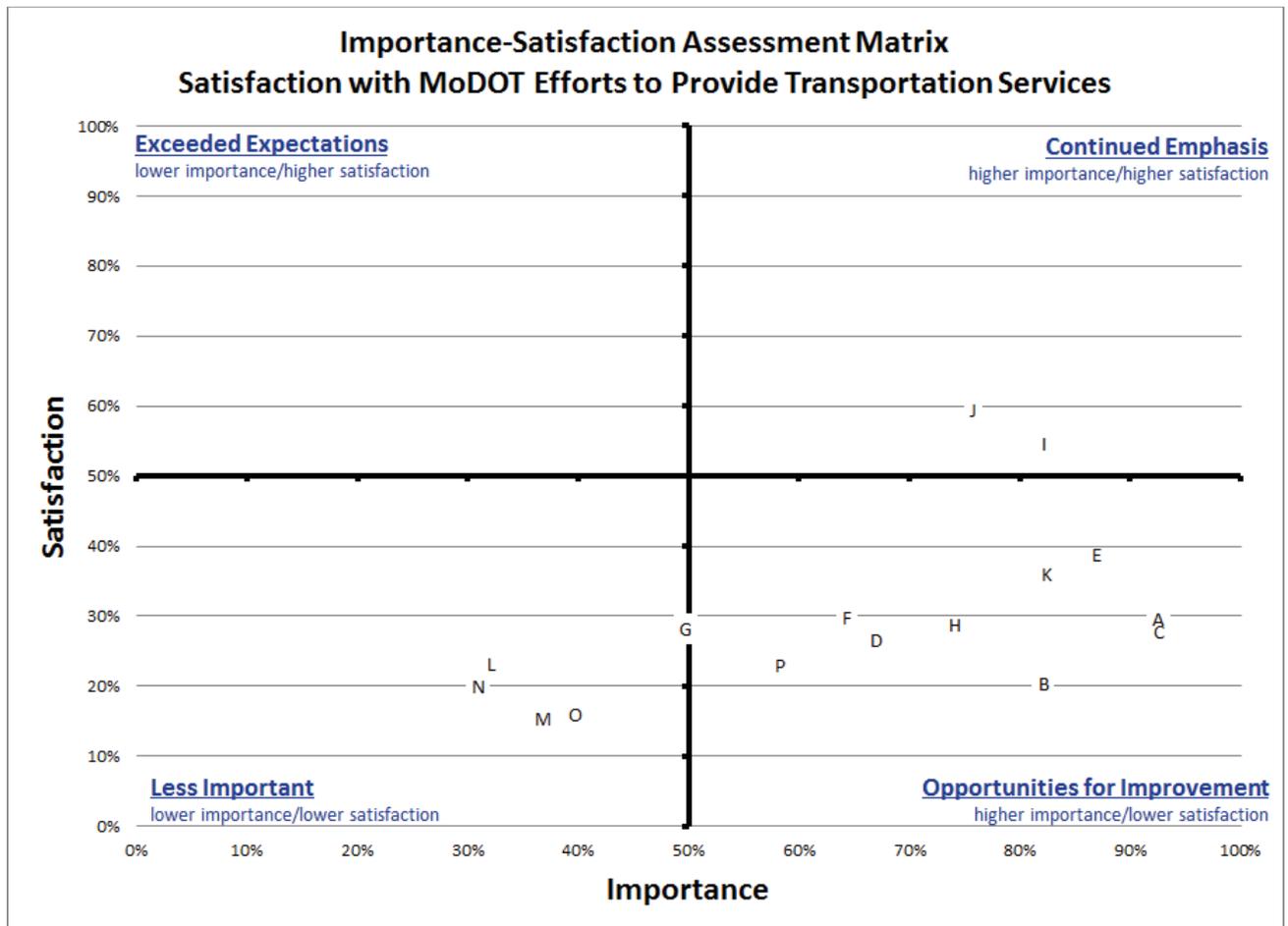
In a world with no resource limitations, public officials would devote enough resources to satisfy all citizens for all desired services. However, in the real world, community leaders must make tough decisions about which services to provide and how much funding to allocate for each offered service. An importance-satisfaction analysis provides feedback on services that indicate both the importance of the service in the eyes of the citizens as well as how satisfied (or dissatisfied) the citizens are with the current service. By reviewing the relative importance-satisfaction ratings of the various services currently offered by MoDOT, decision-makers can understand where Missourians as a whole would prefer their limited resources be focused.

### IMPORTANCE-SATISFACTION MATRIX

The Importance-Satisfaction is simply a plot of the services offered by MoDOT with the percentage of Missourians who believed a service was very important on one axis and the percentage of Missourians who were very satisfied with the service on the other axis.

The Importance-Satisfaction Matrix should be interpreted as follows:

- **Exceeded Expectations** – this quadrant shows areas where citizens have indicated that services are less important to them than other services and where citizens are highly satisfied with the results that MoDOT is providing. Items in this quadrant do not significantly impact citizens' overall satisfaction.
- **Continued Emphasis** – this quadrant shows areas where citizens believe that the service provided by MoDOT should be a priority and where citizens are highly satisfied with the results that MoDOT is providing. Items in this quadrant have a significant impact on citizens' overall satisfaction.
- **Opportunities for Improvement** – this quadrant shows areas where citizens believe that the service provided by the MoDOT should be a priority and where citizens are not satisfied with MoDOT's current performance. Items in this quadrant have a significant impact on citizens' overall satisfaction.
- **Less Important** – this quadrant shows areas where citizens have indicated that the services are less important to them than other services and where citizens also are less satisfied with MoDOT's current performance. Items in this quadrant do not significantly impact citizens' overall satisfaction.



Legend	MoDOT Service
A	Keep the surface of <b>major highways</b> in good condition
B	Keep the surface of <b>other state highways</b> in good condition
C	Keep bridges in good condition
D	Minimize congestion on highways
E	Manage snow and ice on highways
F	Keep the shoulders on highways in good condition
G	Mow and trim trees, grass, and weeds along highways
H	Remove debris - such as dead animals, glass, and torn tires - from the driving lanes on highways
I	Provide signs along highways that are easy to understand
J	Provide bright signs
K	Provide bright striping on highways
L	Support your options for traveling by air
M	Support your options for traveling by public transit such as buses, vans, or Metro Link
N	Support your options for traveling by Amtrak
O	Provide bike lanes or paved shoulders for traveling by bicycle
P	Provide sidewalks or intersection crossings for traveling by walking

In 2013, Missourians indicated there were two transportation services should be classified as continued emphasis. Both measures had to do with signage. According to the Importance-Satisfaction Matrix, MoDOT should continue their existing efforts here as Missourians are both very satisfied with these services and believe they are very important.

There were a number of services that fell into the opportunity for improvement quadrant such as keeping the surfaces of all highways in good condition. These are services that most Missourians believe are very important yet less than half of state residents are very satisfied. Improving these services will have the greatest impact on increasing overall Missourian satisfaction with MoDOT’s efforts to provide transportation services.

A few transportation services fell into the less important quadrant such as supporting options for traveling by Amtrak. This does not mean that these services are unimportant to those who utilize them, but that – as a whole – Missouri residents value them less than other services. Improving services in this quadrant will not markedly improve the satisfaction of most state residents.

#### IMPORTANCE-SATISFACTION RATING

The importance-satisfaction (IS) rating is simply the product of the very important percentage and one minus the very satisfied percentage.

$$IS\ rating = very\ important\ \% \times (1 - very\ satisfied\ \%)$$

For example, in order to calculate the importance-satisfaction rating of keeping the surface of other highways in good condition, one would look up the very important percentage for this service (82.12%) and the very satisfied percentage with this service (20.40%). One would then plug these numbers into the equation:

$$IS\ rating = most\ important\ \% \times (1 - satisfaction\ \%)$$

$$IS\ rating = 82.12\% \times (1 - 20.40\ \%)$$

$$IS\ rating = 82.12\% \times 79.60\%$$

$$IS\ rating = .6537$$



**Importance-Satisfaction Rating**  
Satisfaction With MoDOT Efforts to Provide Transportation Services

**MoDOT Service**

**Highest Priority (IS > .6)**

	Very Important %	Very Important Rank	Very Satisfied %	Very Satisfied Rank	Importance-Satisfaction Rating	Importance-Satisfaction Rating Rank
Keep bridges in good condition	92.5%	1	27.8%	9	0.6685	1
Keep the surface of <b>major highways</b> in good condition	92.5%	2	28.8%	7	0.6591	2
Keep the surface of <b>other state highways</b> in good condition	82.1%	4	20.4%	13	0.6537	3

**Higher Priority (IS .5 to .59)**

Manage snow and ice on highways	87.0%	3	38.8%	3	0.5323	4
Remove debris - such as dead animals, glass, and torn tires - from the driving lanes on highways	74.2%	8	28.9%	6	0.5275	5
Provide bright striping on highways	82.0%	6	35.8%	4	0.5267	6



**Importance-Satisfaction Rating**  
Satisfaction With MoDOT Efforts to Provide Transportation Services

**MoDOT Service**

**Medium Priority (IS .35 to .49)**

	Very Important %	Very Important Rank	Very Satisfied %	Very Satisfied Rank	Importance-Satisfaction Rating	Importance-Satisfaction Rating Rank
Minimize congestion on highways	67.0%	9	26.7%	10	0.4914	7
Keep the shoulders on highways in good condition	64.4%	10	29.9%	5	0.4514	8
Provide sidewalks or intersection crossings for traveling by walking	58.2%	11	23.0%	12	0.4484	9
Provide signs along highway that are easy to understand	82.1%	5	54.6%	2	0.3731	10
Mow and trim trees, grass, and weeds along highways	49.8%	12	28.1%	8	0.3577	11

**Lower Priority (IS <.35)**

Provide bike lanes or paved shoulders for traveling by bicycle	39.7%	13	16.0%	15	0.3336	12
Support your options for traveling by public transit such as busses, vans, or Metro Link	37.1%	14	15.9%	16	0.3123	13
Provide bright signs	75.8%	7	59.5%	1	0.3071	14
Support your options for traveling by Amtrak	30.9%	16	20.1%	14	0.2471	15
Support your options for traveling by air	32.2%	15	23.3%	11	0.2467	16

It is important to understand that the Importance-Satisfaction Assessment Matrix and the Importance-Satisfaction Ratings measure two different concepts. The IS Matrix provides a snapshot of current Missourian beliefs about the relative importance of services offered by MoDOT and their relative satisfaction with each. The IS ratings provides management with guidance on where improving a service will provide the greatest overall increase in Missourian satisfaction.

One characteristic of IS ratings is that items where MoDOT is currently excelling (such as services related to signage) rank relatively low. Even though most Missourians believe these services are very important, improvements in these services will only have a relatively minor impact on overall satisfaction since most residents are already very satisfied with MoDOT's performance on these services.

**Based upon the importance-satisfaction analysis, MoDOT can most improve resident satisfaction with improved offerings on three key services:**

1. **Keeping bridges in good condition.**
2. **Keeping the surface of *major* highways in good condition.**
3. **Keeping the surface of *other* highways in good condition.**

These options are listed in order of potential impact. As shown on the preceding tables, all sixteen services have a Importance-Satisfaction Rating Rank (rightmost column) and improvements to the service with rank 1 will have a greater impact than improvements to the service with rank 2 (and a much greater impact than improvements to the service with rank 16).



# Appendix B:

# GIS Maps

## A Report Card From Missourians

Prepared By:



**HEARTLAND**  
MARKET RESEARCH LLC  
*Helping You Better*  
*Understand Your Stakeholders<sup>SM</sup>*

## INTERPRETING THE MAPS

The maps on the following pages show the mean ratings for several questions on the survey by district. The mean ratings were calculated by first allocating 1 point for each very dissatisfied/strongly disagree/very unimportant answer, 2 points for each somewhat dissatisfied/somewhat disagree/somewhat unimportant answer, 3 points for each somewhat satisfied/somewhat agree/somewhat important answer, and 4 points for each very satisfied/strongly agree/very important answer. Then the mean was calculated for each district. Responses of don't know and those who did not provide a response to this question were not included in this analysis.

Mean weightings of 1.0 to 1.75 indicate that the overall population was very dissatisfied with the service, strongly disagreed with the question, or thought the service was very unimportant. Mean weighting of 1.75 to 2.5 indicate that the overall population was somewhat dissatisfied with the service, somewhat disagreed with the question, or thought the service was somewhat unimportant. Mean weightings of 2.5 to 3.25 indicate that the overall population was somewhat satisfied with the service, somewhat agreed with the question, or thought the service was somewhat important. Mean weightings of 3.25 to 4.0 indicate that the overall population was very satisfied with the service, strongly agreed with the question, or thought the service was very important.

If all the areas on a map are the same color, then people generally feel the same about that issue regardless of where they reside.

**Q3. I would like to ask how satisfied you are with the job the Missouri Department of Transportation, also known as MoDOT, is doing—would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with MoDOT?**



**Q4a. MoDOT provides accurate information to citizens about road projects, highway conditions, and work zones.**



**Q4b. MoDOT provides *timely* information to citizens about road projects, highway conditions, and work zones.**



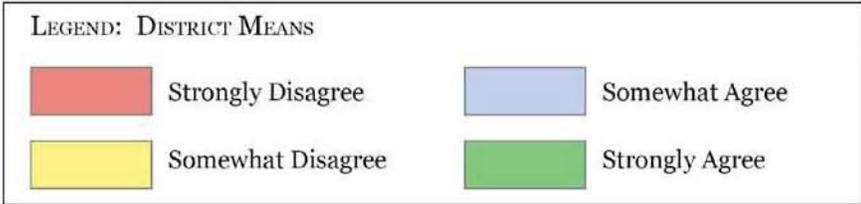
**Q4c. MoDOT provides *understandable* information to citizens about road projects, highway conditions, and work zones.**



**Q4d. MoDOT is the primary transportation expert in Missouri.**



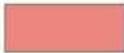
**Q4e. MoDOT keeps its commitments to the public.**



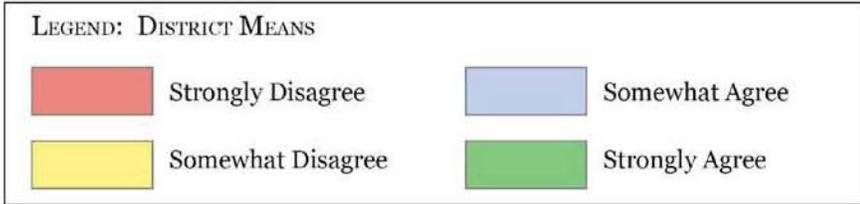
**Q4f. MoDOT does a good job of providing advance warning to motorists before entering work zones.**



**LEGEND: DISTRICT MEANS**

	Strongly Disagree		Somewhat Agree
	Somewhat Disagree		Strongly Agree

**Q4g. MoDOT does a good job of minimizing travel delays caused by work zones.**



**Q5a. How satisfied are you with MoDOT's efforts to keep the surface of major highways in good condition (smooth and free of potholes)?**



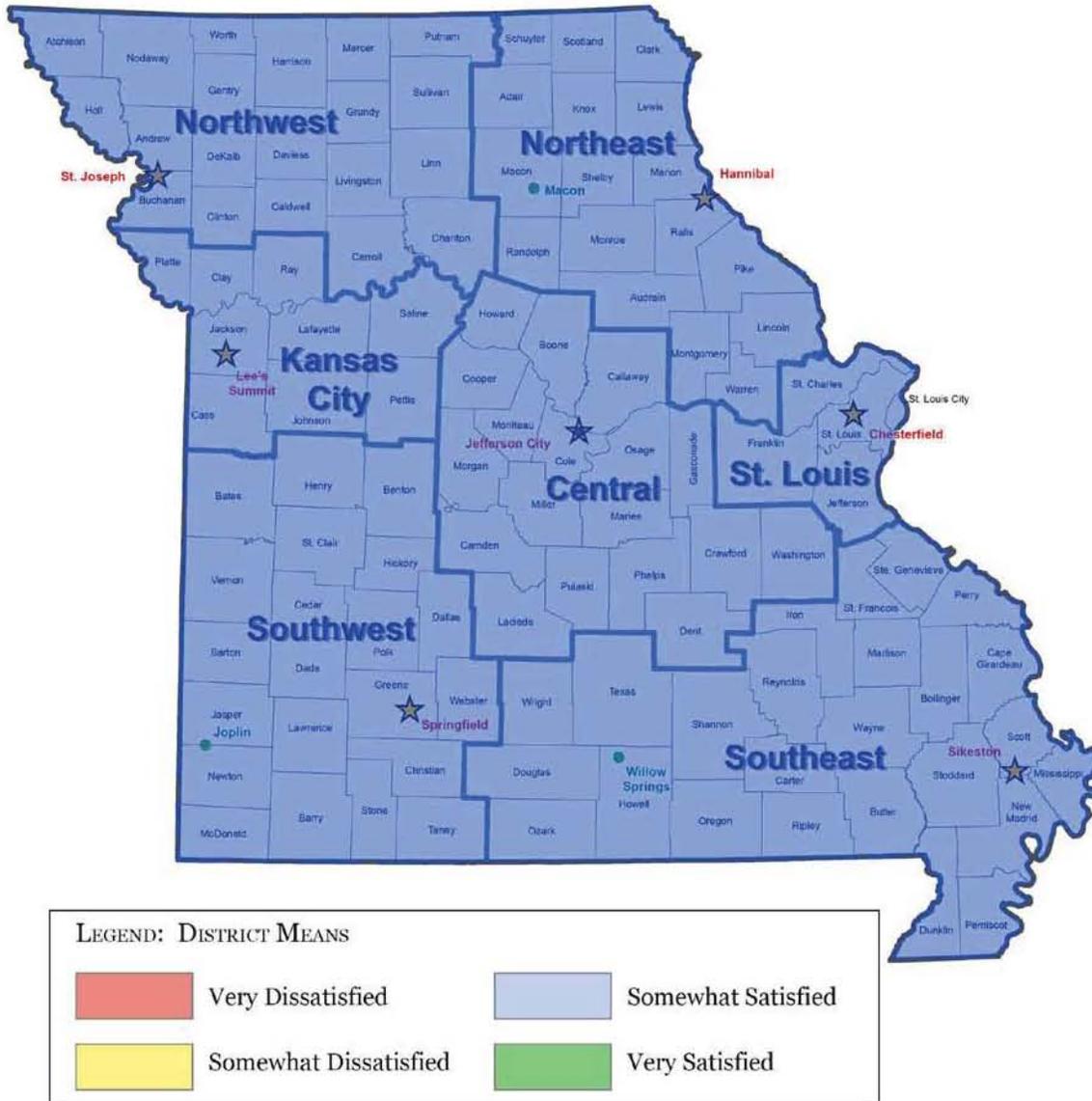
**Q5b. How satisfied are you with MoDOT's efforts to keep the surface of *other state highways* in good condition (smooth and free of potholes)?**



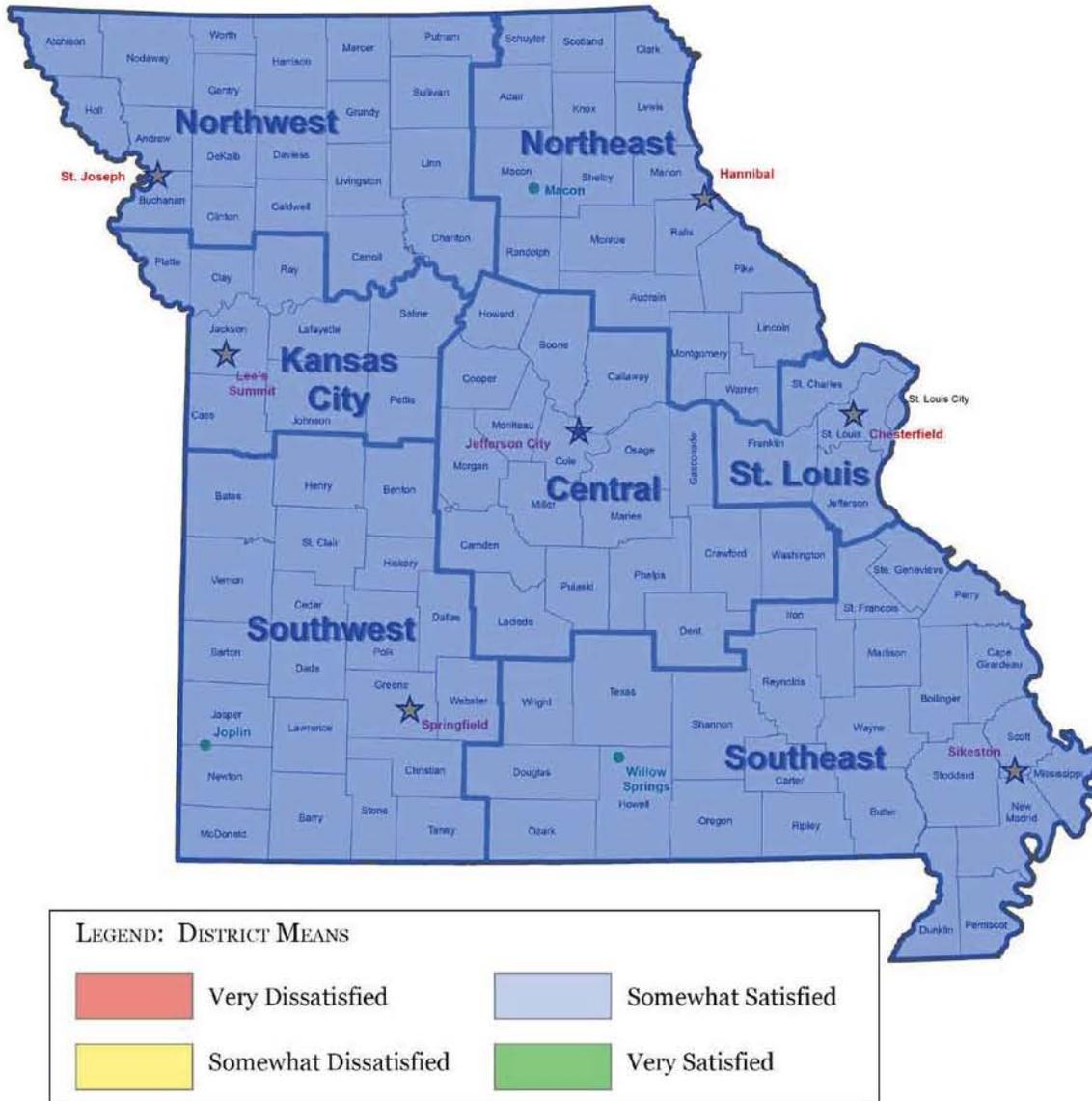
**Q5c. How satisfied are you with MoDOT's efforts to keep bridges in good condition?**



**Q5d. How satisfied are you with MoDOT's efforts to minimize congestion on highways?**



**Q5c. How satisfied are you with MoDOT's efforts to manage snow and ice on highways?**



**Q5f. How satisfied are you with MoDOT's efforts to keep the shoulders on highways in good condition?**



**Q5g. How satisfied are you with MoDOT's efforts to mow and trim trees, grass and weeds along highways?**



LEGEND: DISTRICT MEANS

	Very Dissatisfied		Somewhat Satisfied
	Somewhat Dissatisfied		Very Satisfied

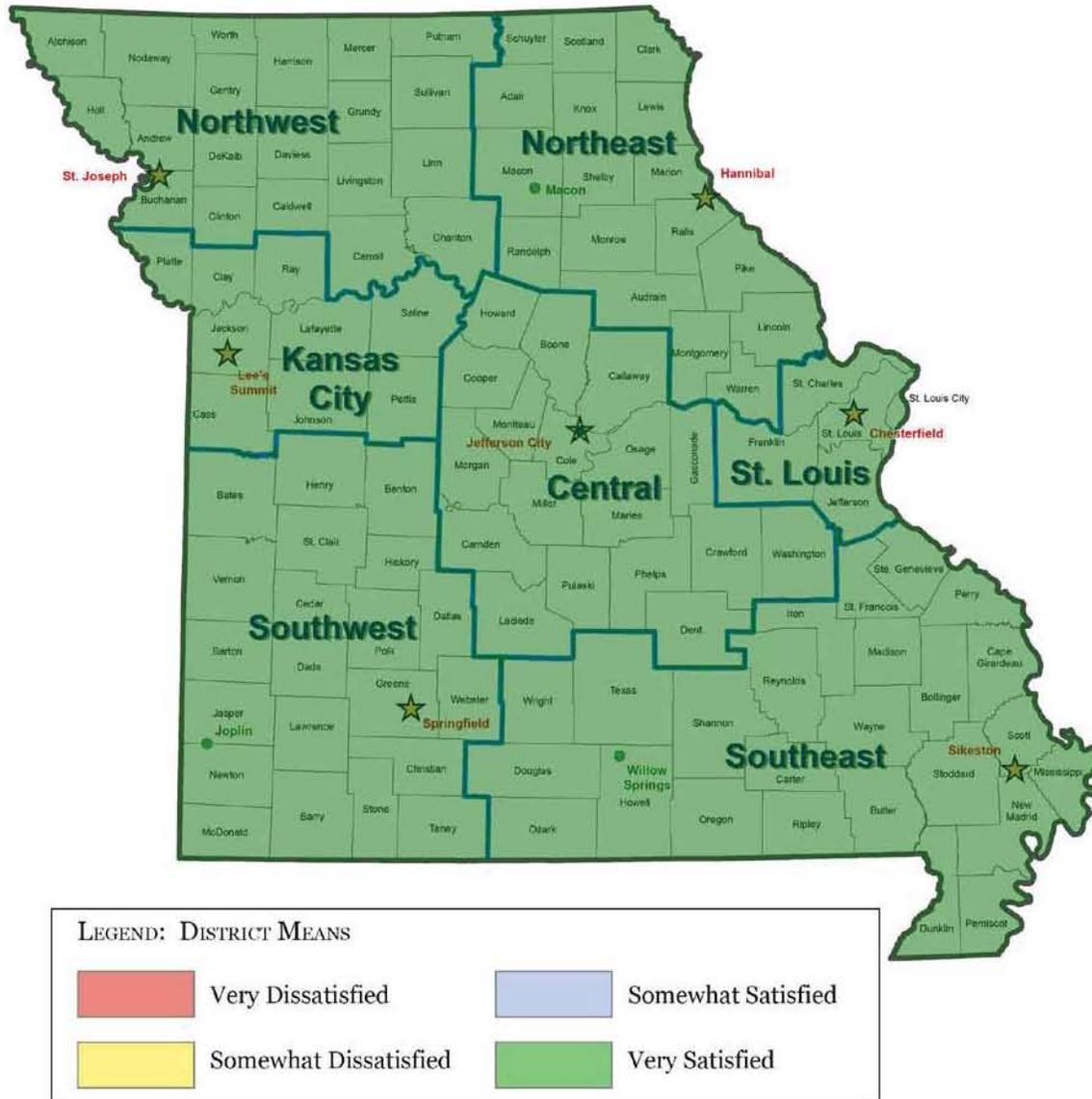
**Q5h. How satisfied are you with MoDOT's efforts to remove debris, such as dead animals, glass, and torn tires from the driving lanes on highways?**



**Q5i. How satisfied are you with MoDOT's efforts to provide signs along highways that are easy to understand?**



Q5j. How satisfied are you with the brightness of MoDOT's signs?



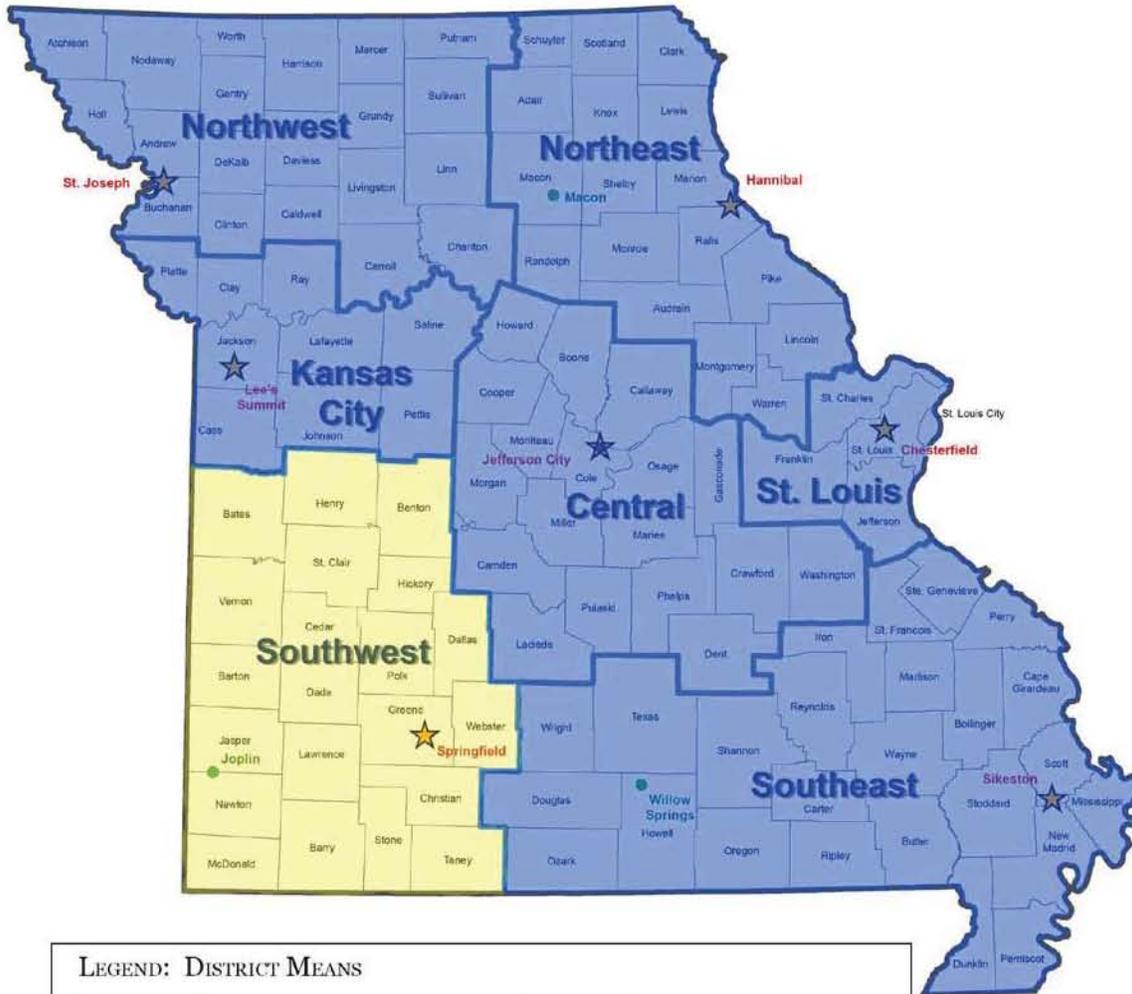
**Q5k. How satisfied are you with the brightness of striping on MoDOT highways?**



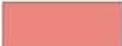
**Q51. How satisfied are you with your options for traveling by air?**



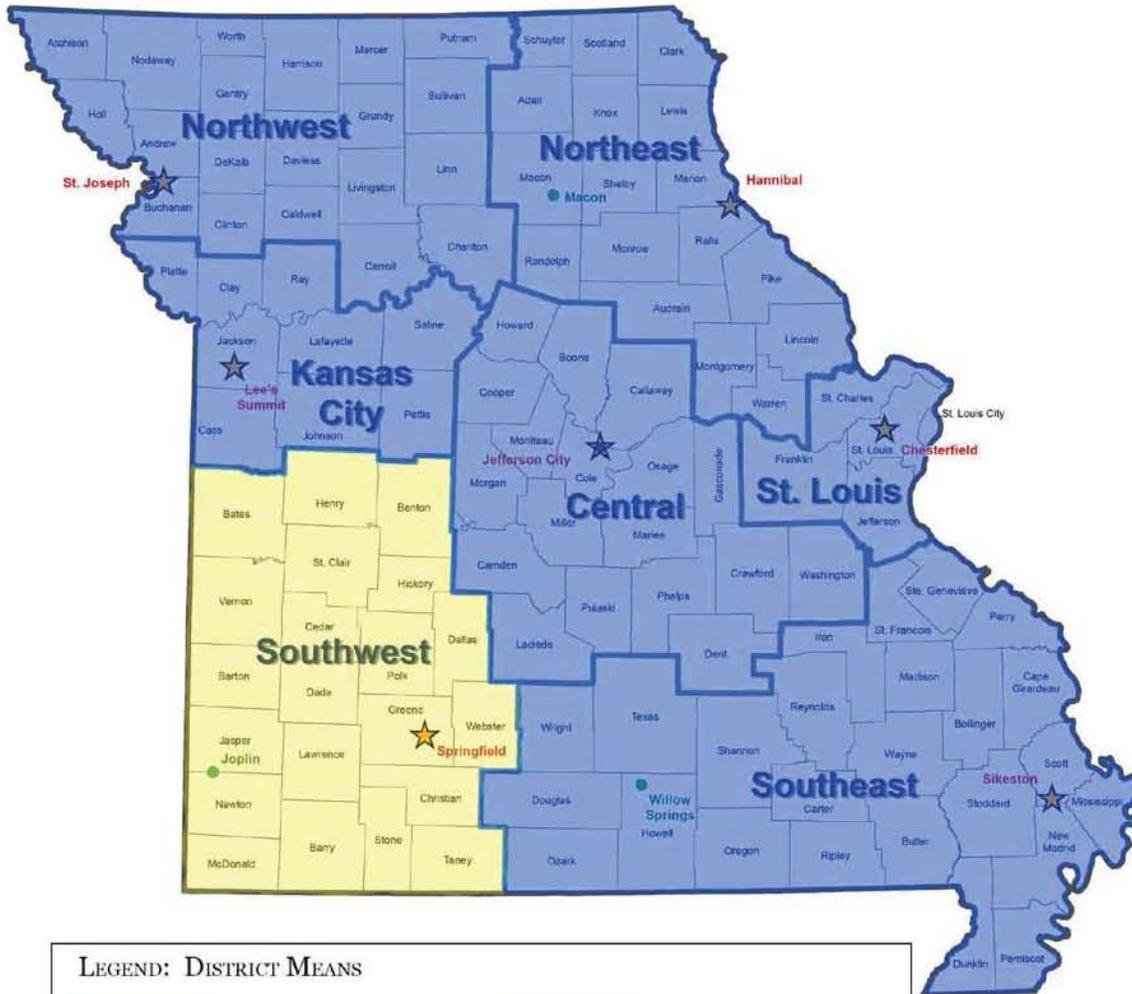
**Q5m. How satisfied are you with your options for traveling by public transit such as buses, vans or Metro Link?**



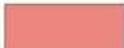
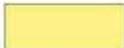
**LEGEND: DISTRICT MEANS**

	Very Dissatisfied		Somewhat Satisfied
	Somewhat Dissatisfied		Very Satisfied

**Q5n. How satisfied are you with your options for traveling by Amtrak?**



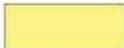
**LEGEND: DISTRICT MEANS**

	Very Dissatisfied		Somewhat Satisfied
	Somewhat Dissatisfied		Very Satisfied

**Q50. How satisfied are you with your options for traveling by bicycle on bike lanes or paved shoulders?**



LEGEND: DISTRICT MEANS

	Very Dissatisfied		Somewhat Satisfied
	Somewhat Dissatisfied		Very Satisfied

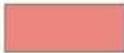
**Q5p. How satisfied are you with your options for traveling by walking on sidewalks or intersection crossings?**



**Q6a. How important is it for MoDOT to keep the surface of major highways in good condition (smooth and free of potholes)?**



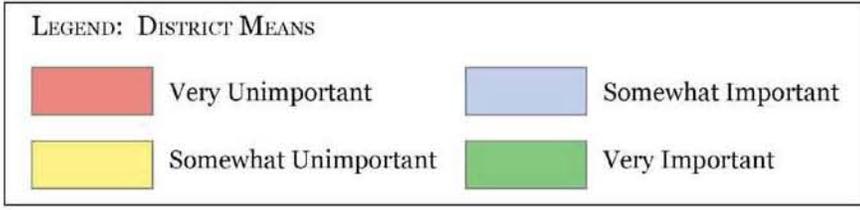
LEGEND: DISTRICT MEANS

	Very Unimportant		Somewhat Important
	Somewhat Unimportant		Very Important

**Q6b. How important is it for MoDOT to keep the surface of *other state highways* in good condition (smooth and free of potholes)?**



**Q6c. How important is it for MoDOT to keep bridges in good condition?**



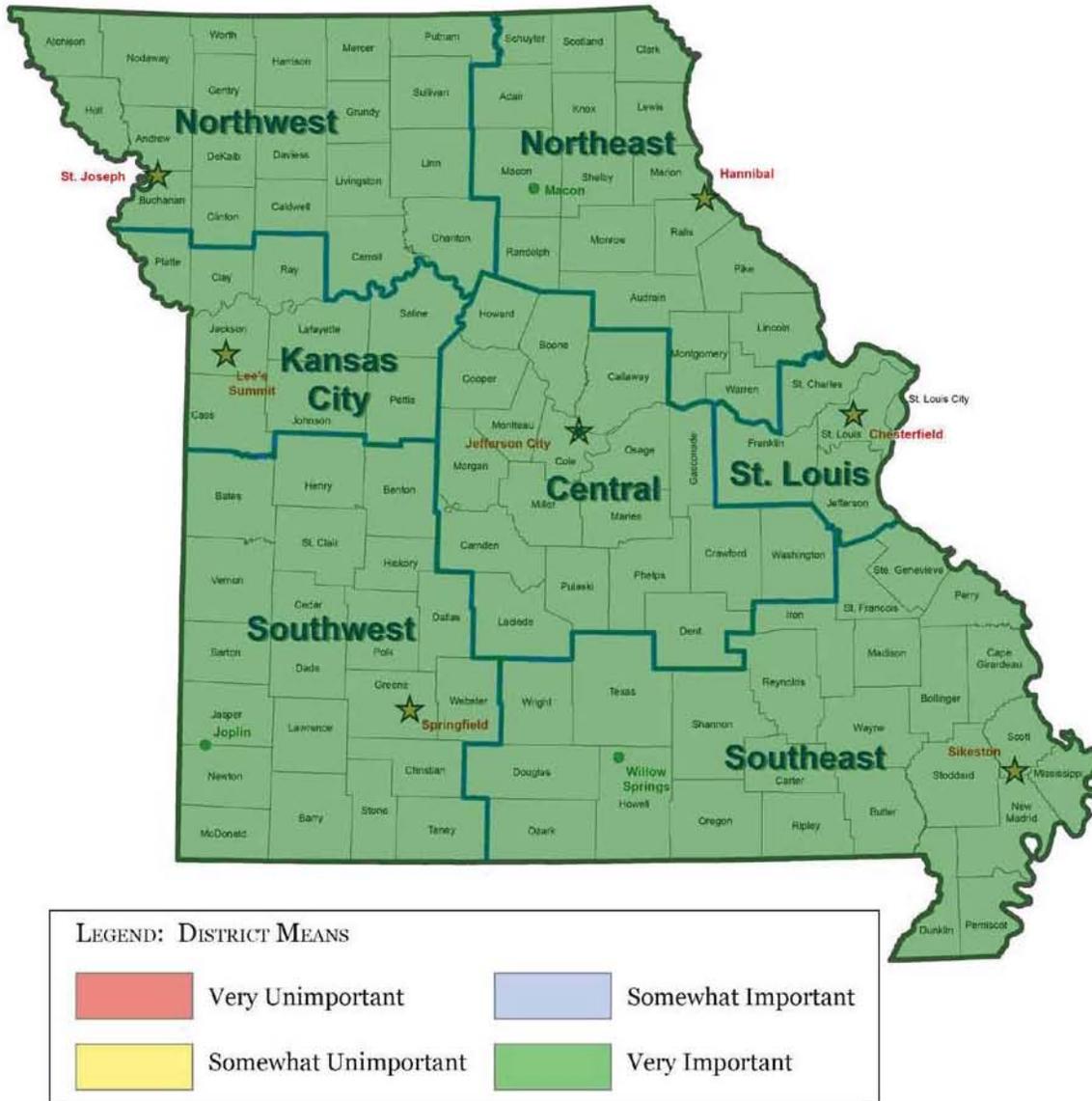
**Q6d. How important is it for MoDOT to minimize congestion on highways?**



LEGEND: DISTRICT MEANS

	Very Unimportant		Somewhat Important
	Somewhat Unimportant		Very Important

**Q6e. How important is it for MoDOT to manage snow and ice on highways?**



**Q6f. How important is it for MoDOT to keep the shoulders on highways in good condition?**



**Q6g. How important is it for MoDOT to mow and trim trees, grass and weeds along highways?**



**Q6h. How important is it for MoDOT to remove debris, such as dead animals, glass, and torn tires from the driving lanes on highways?**



LEGEND: DISTRICT MEANS

	Very Unimportant		Somewhat Important
	Somewhat Unimportant		Very Important

**Q6i. How important is it for MoDOT to provide signs along highways that are easy to understand?**



**Q6j. How important is it for MoDOT to provide bright signs?**



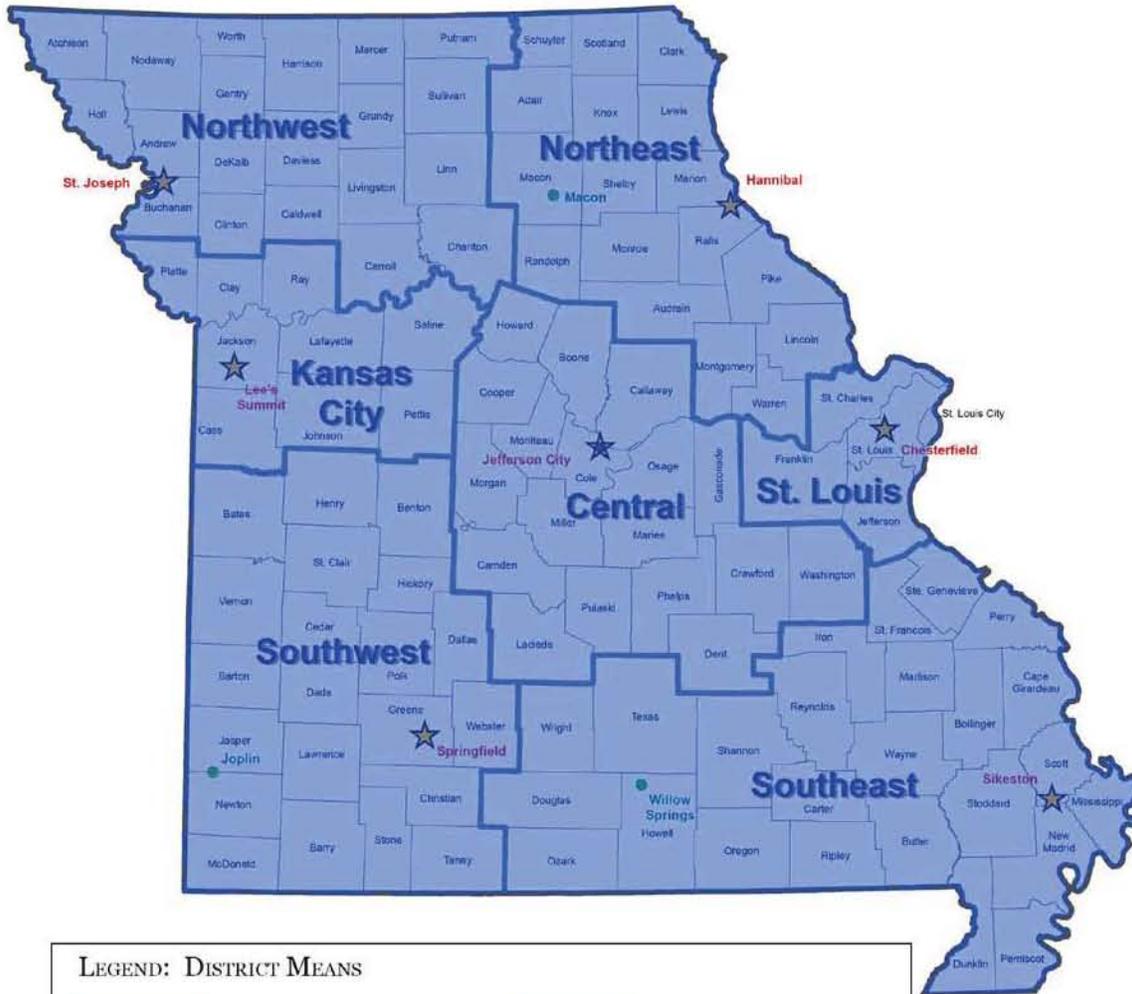
**Q6k. How important is it for MoDOT to provide bright striping on highways?**



**Q61. How important is it for MoDOT to support your options for traveling by air?**



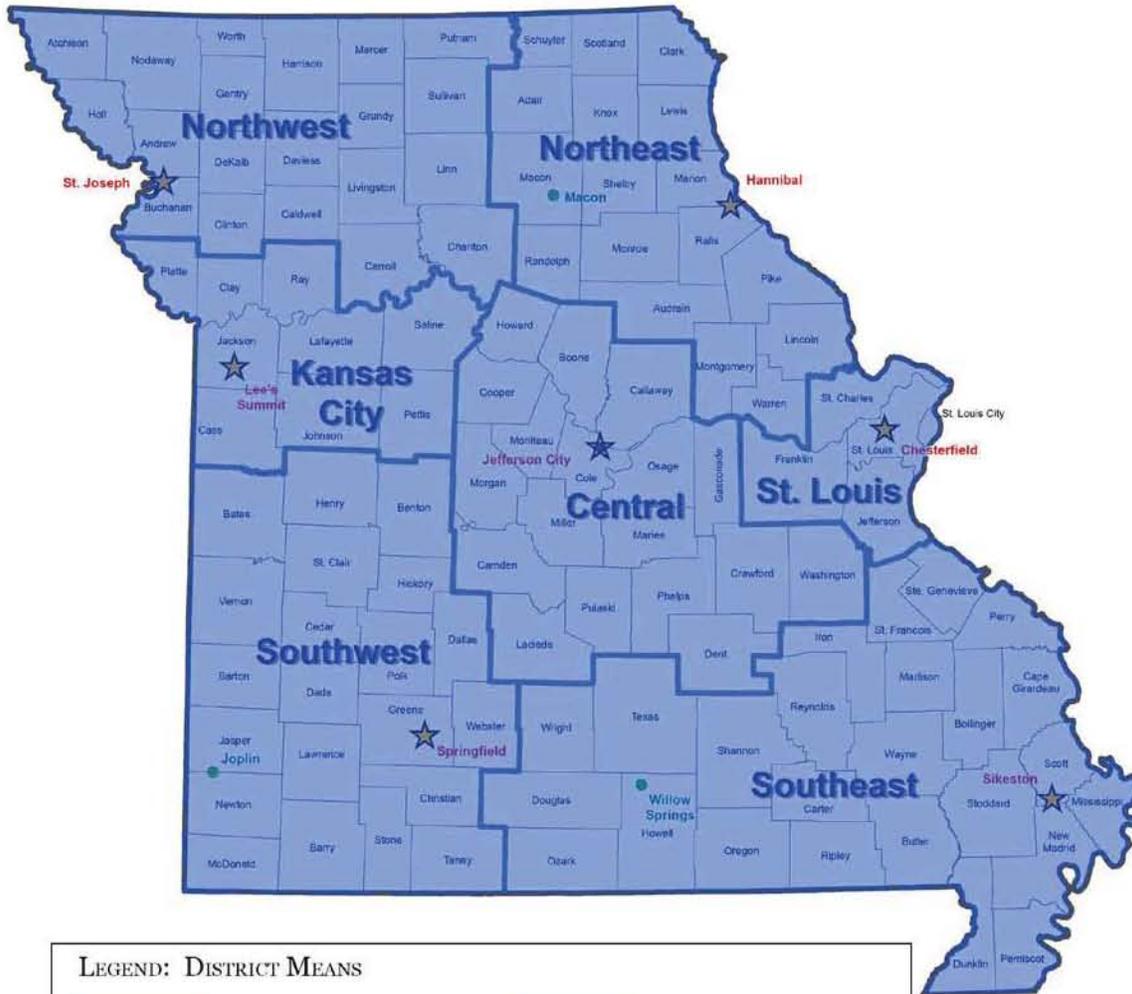
**Q6m. How important is it for MoDOT to support your options for traveling by public transit such as buses, vans or Metro Link?**



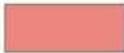
**Q6n. How important is it for MoDOT to support your options for traveling by Amtrak?**



**Q60. How important is it for MoDOT to provide bike lanes or paved shoulders for traveling by bicycle?**



LEGEND: DISTRICT MEANS

	Very Unimportant		Somewhat Important
	Somewhat Unimportant		Very Important

**Q6p. How important is it for MoDOT to provide sidewalks or intersection crossings for traveling by walking?**



LEGEND: DISTRICT MEANS

	Very Unimportant		Somewhat Important
	Somewhat Unimportant		Very Important

# Appendix C: Key Tracker Question Charts by District

**A Report Card  
From Missourians**

Prepared By:

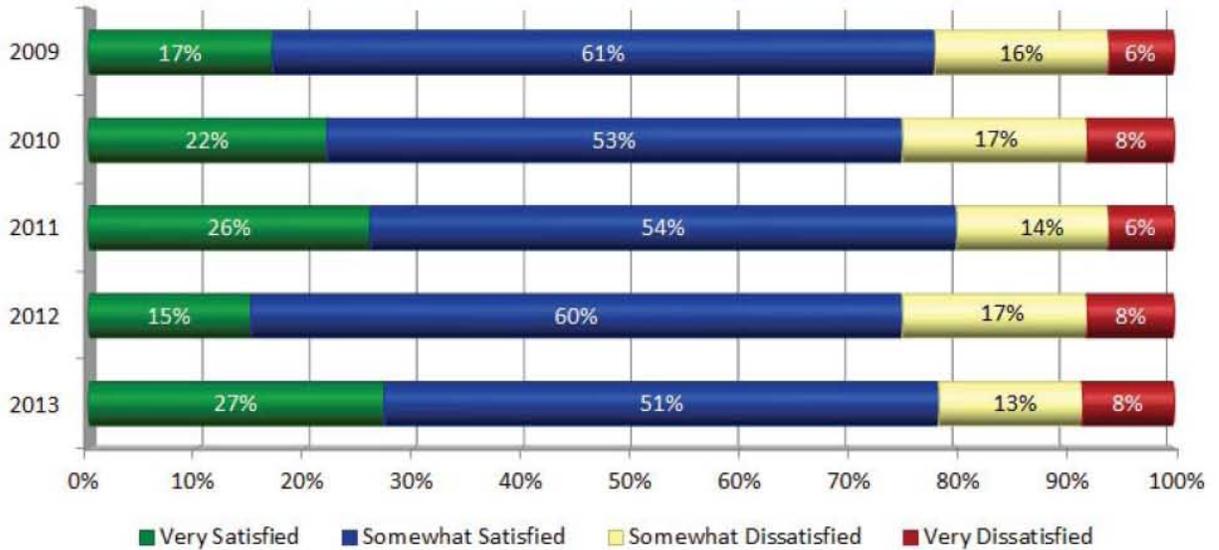


**HEARTLAND**  
MARKET RESEARCH LLC  
*Helping You Better*  
*Understand Your Stakeholders<sup>SM</sup>*

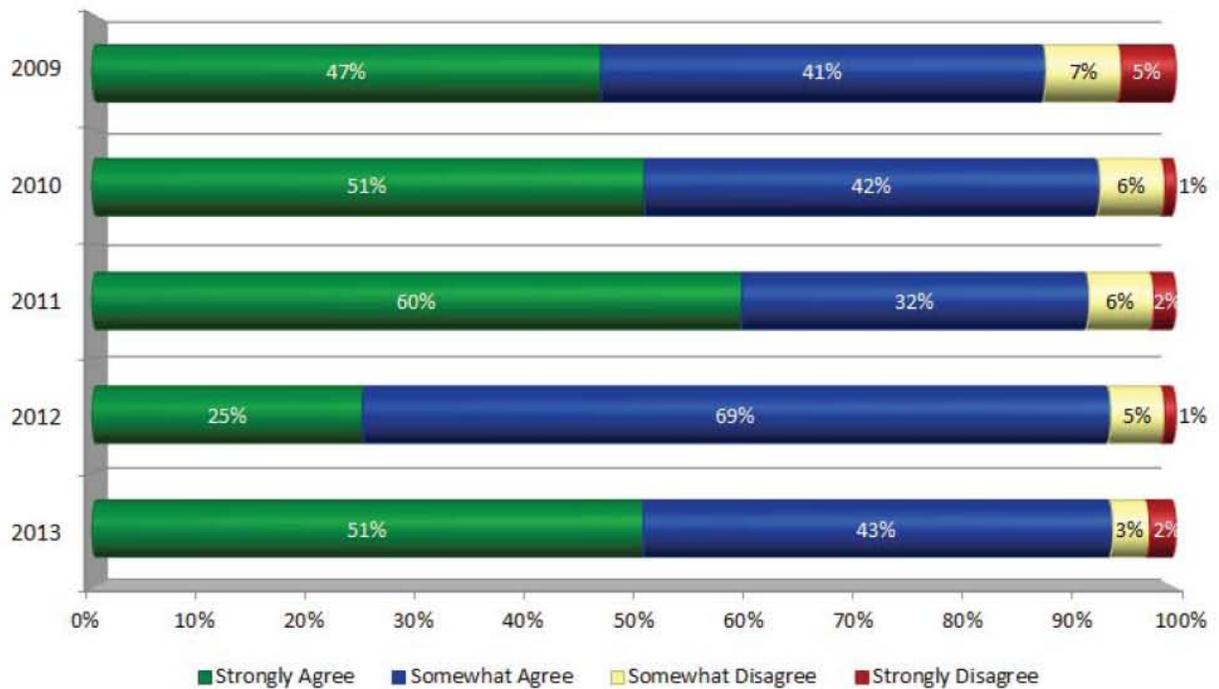
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**TRENDS: Level of Satisfaction With the Job the Missouri Department of Transportation is Doing: NW District**

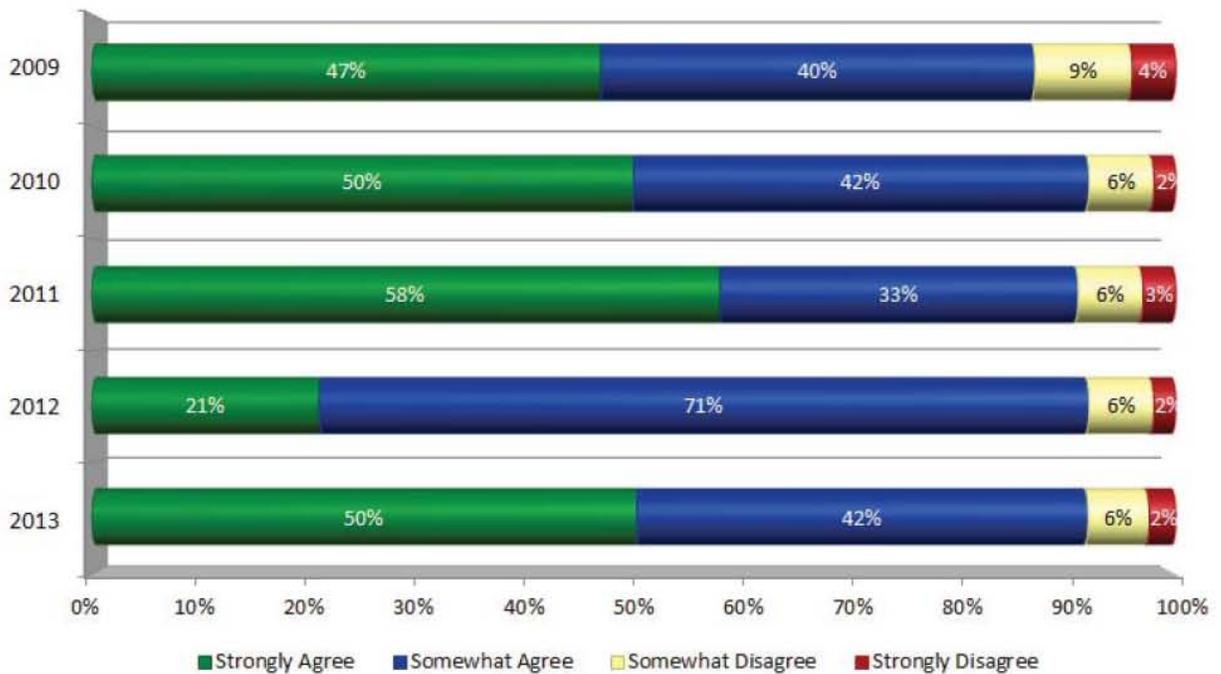


**TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens: NW District**

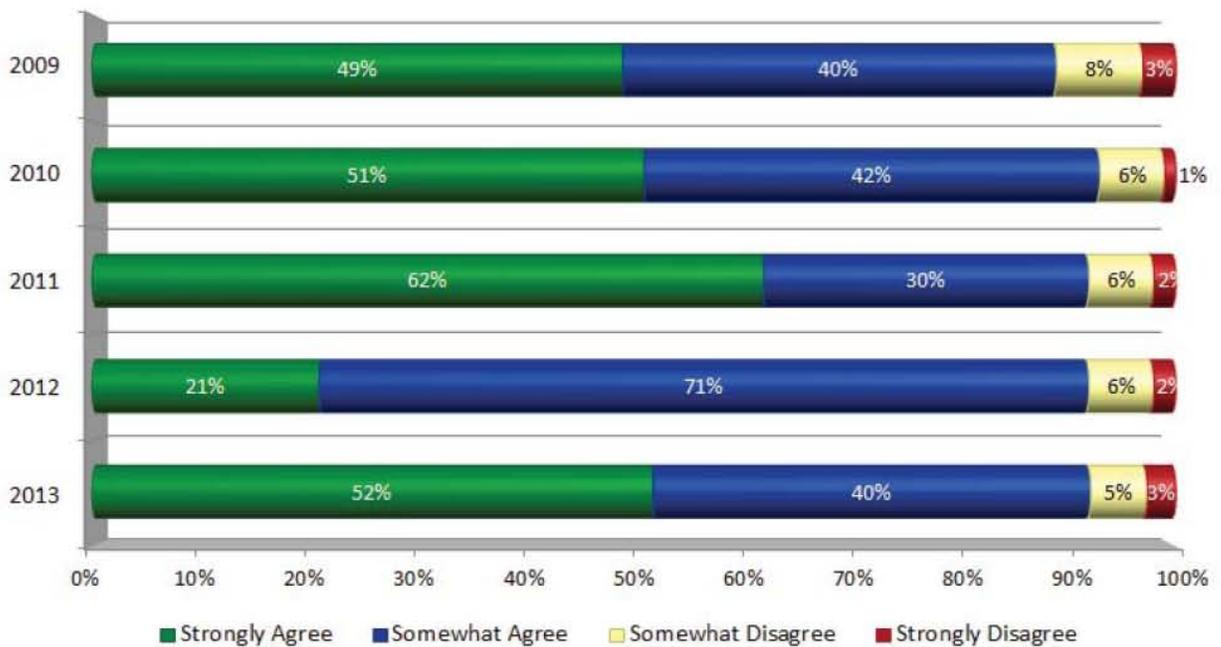


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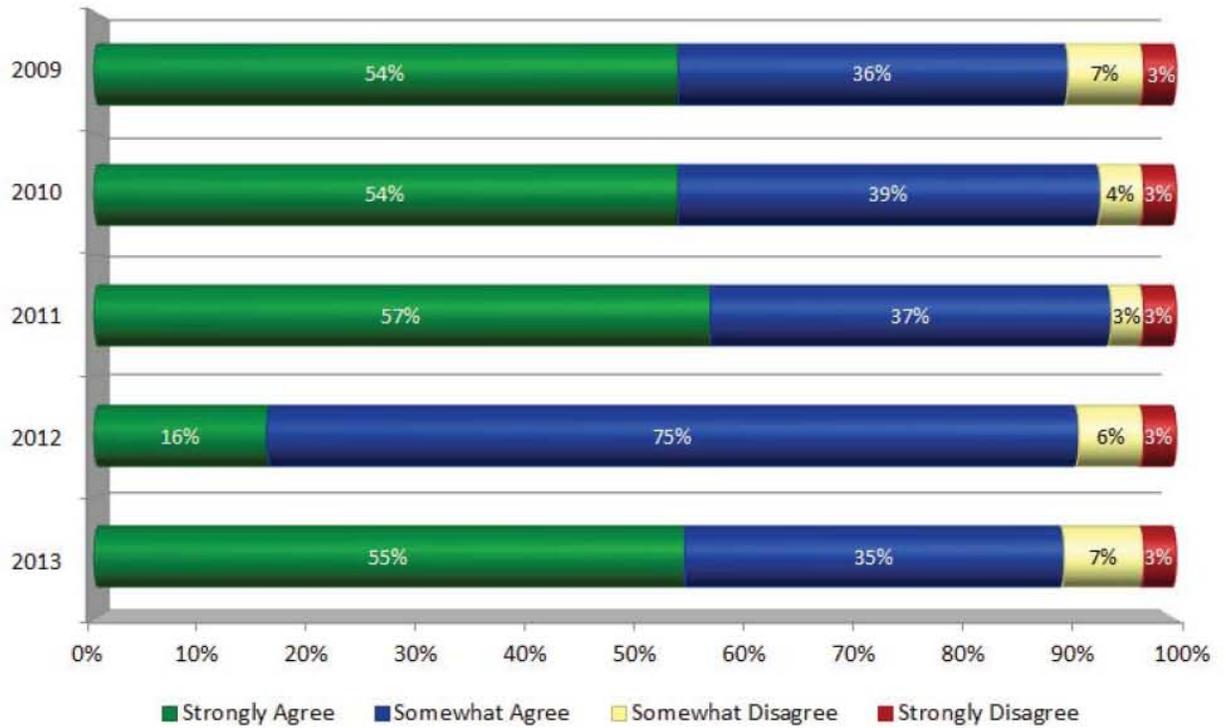
### TRENDS: Level of Agreement MoDOT Provides Timely Information to Citizens: NW District



### TRENDS: Level of Agreement MoDOT Provides Understandable Information to Citizens: NW District



### TRENDS: Level of Agreement MoDOT is the Primary Transportation Expert in Missouri: NW District

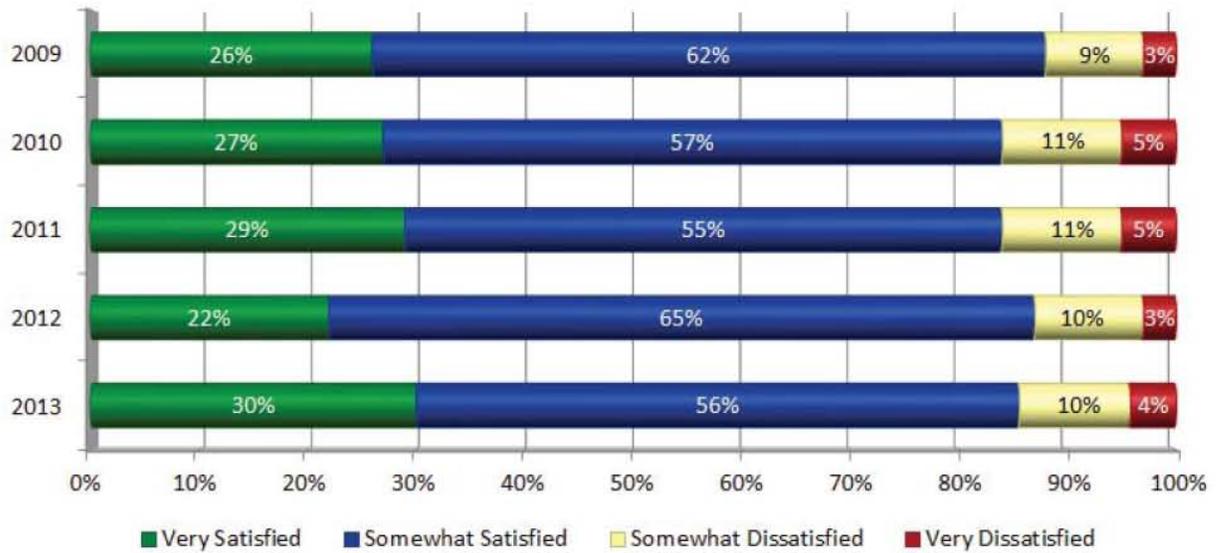


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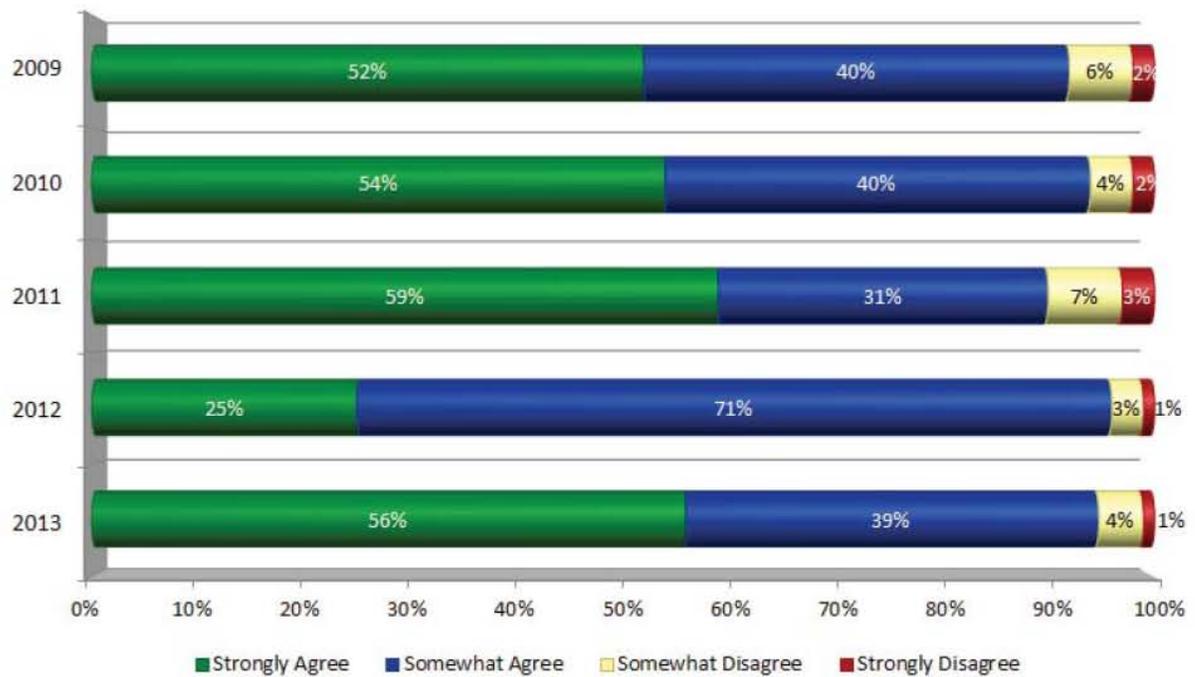
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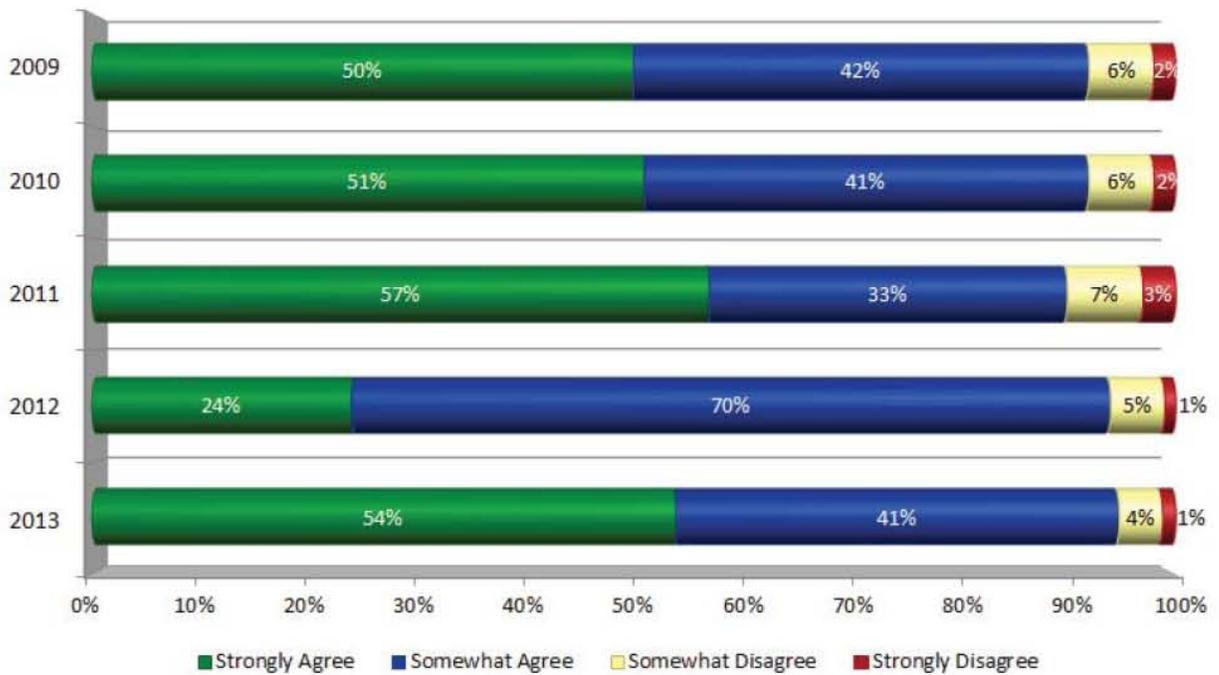
**TRENDS: Level of Satisfaction With the Job the Missouri Department of Transportation is Doing: NE District**



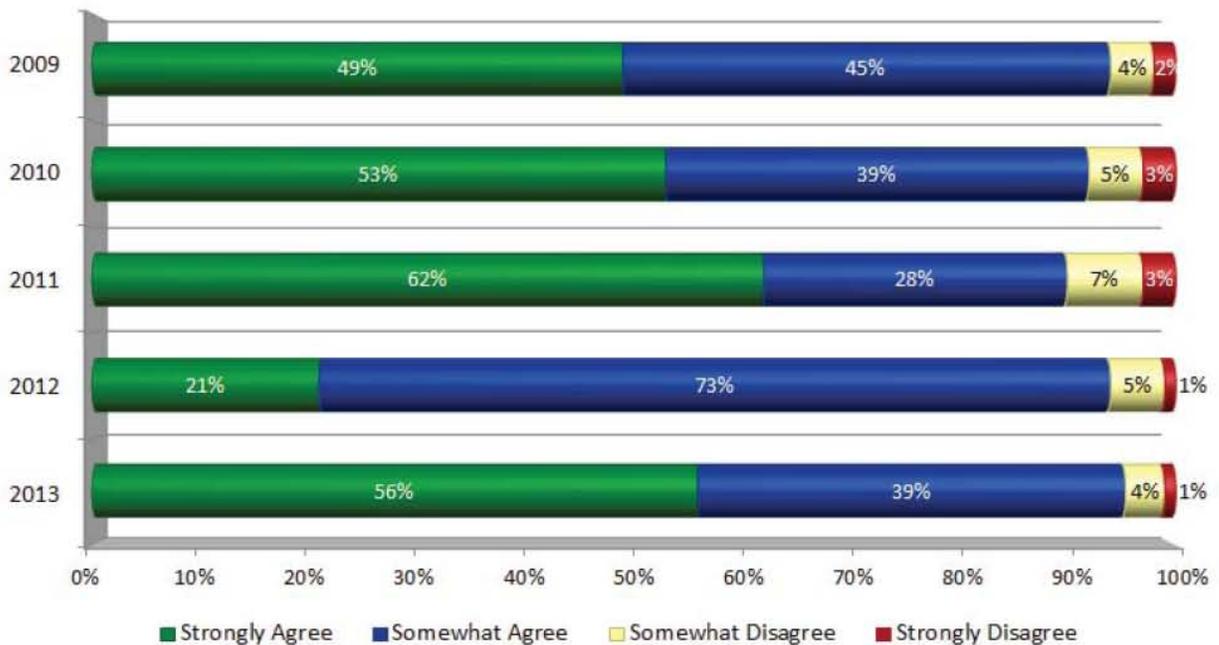
**TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens: NE District**



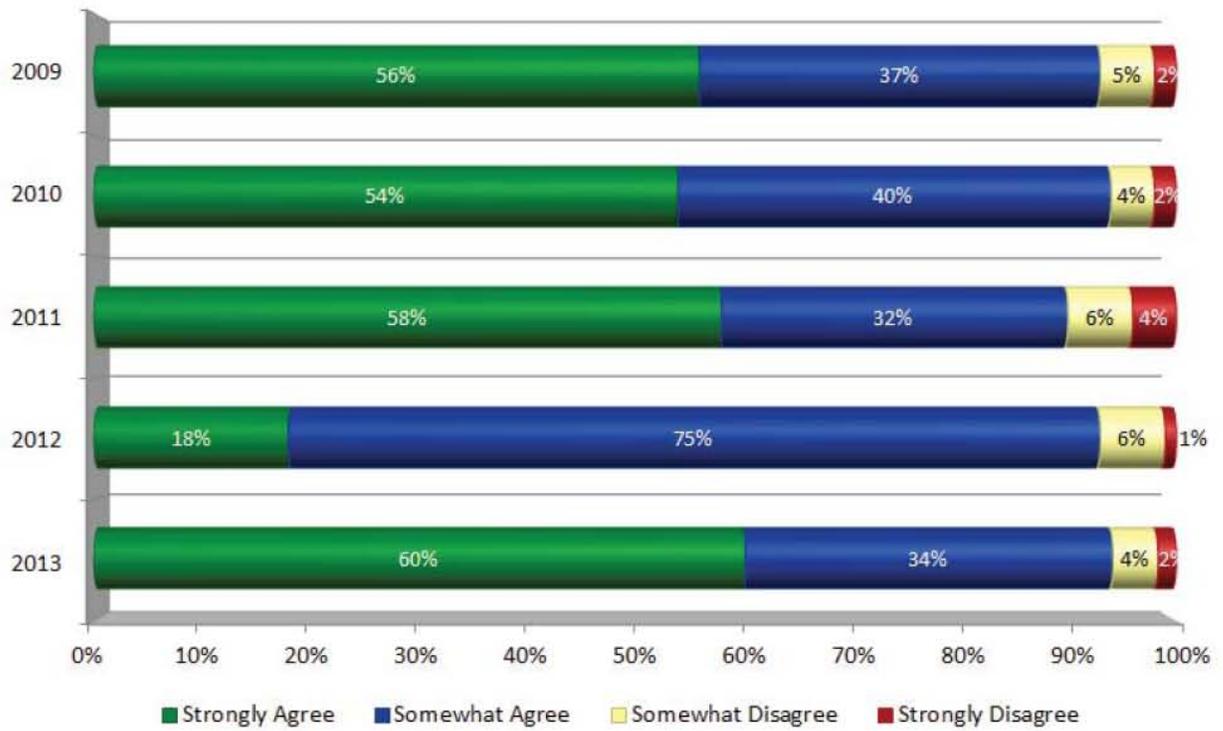
**TRENDS: Level of Agreement MoDOT Provides Timely Information to Citizens: NE District**



**TRENDS: Level of Agreement MoDOT Provides Understandable Information to Citizens: NE District**



### TRENDS: Level of Agreement MoDOT is the Primary Transportation Expert in Missouri: NE District

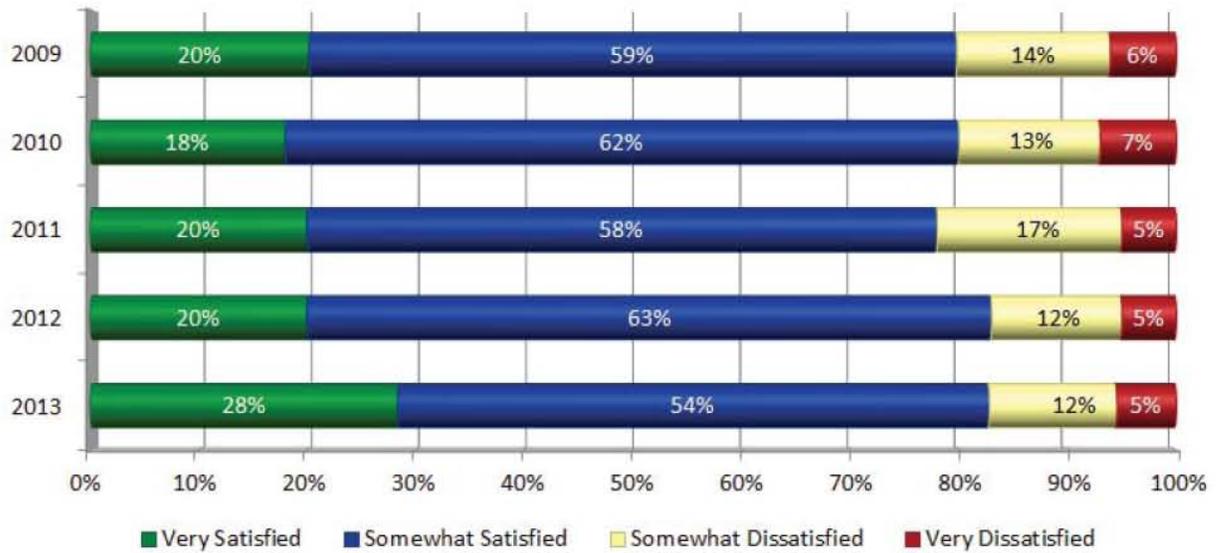


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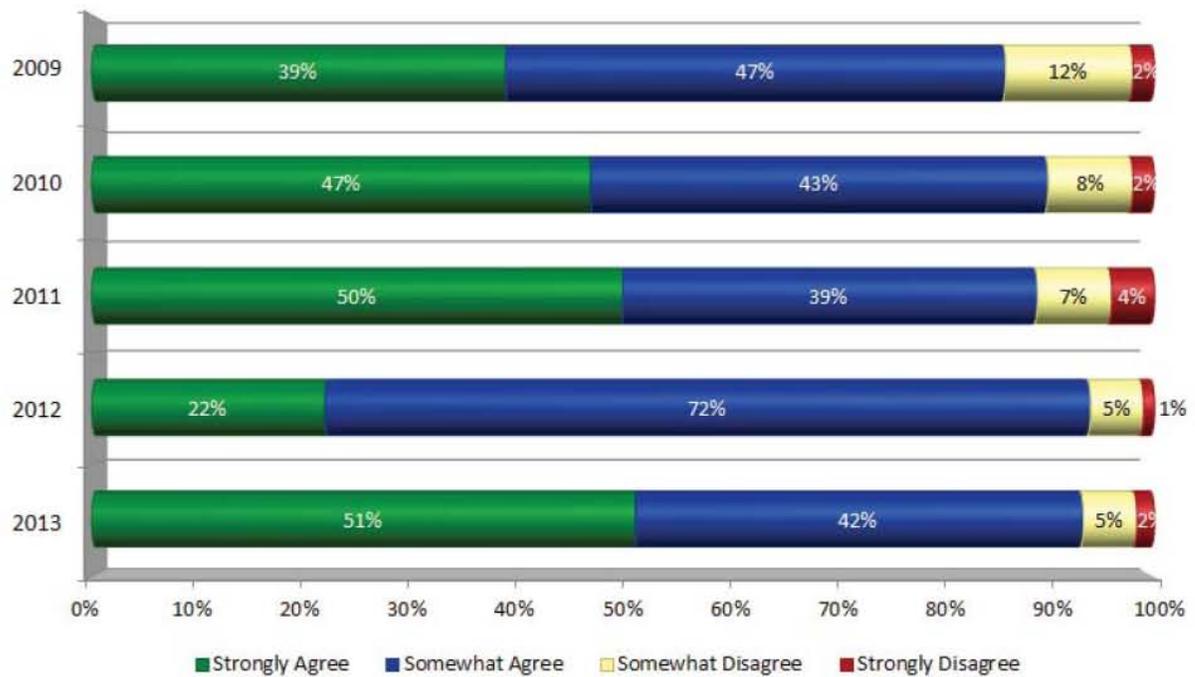
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**TRENDS: Level of Satisfaction With the Job the Missouri Department of Transportation is Doing: KC District**

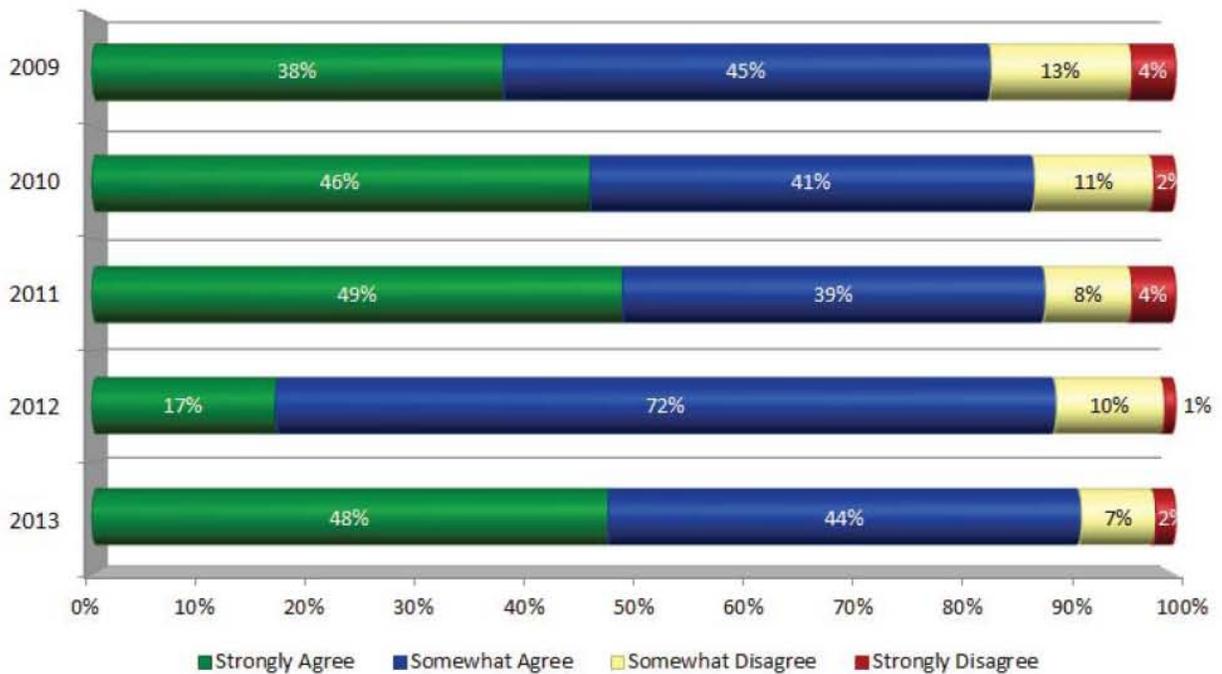


**TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens: KC District**



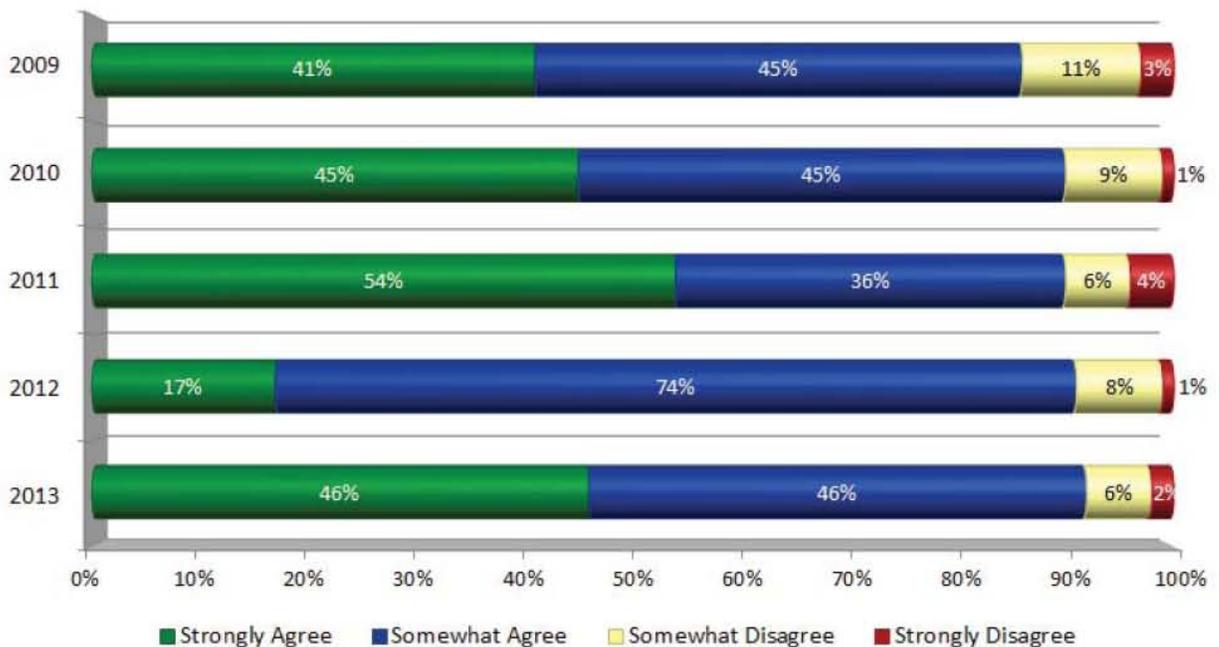
### TRENDS: Level of Agreement MoDOT Provides Timely Information to Citizens: KC District

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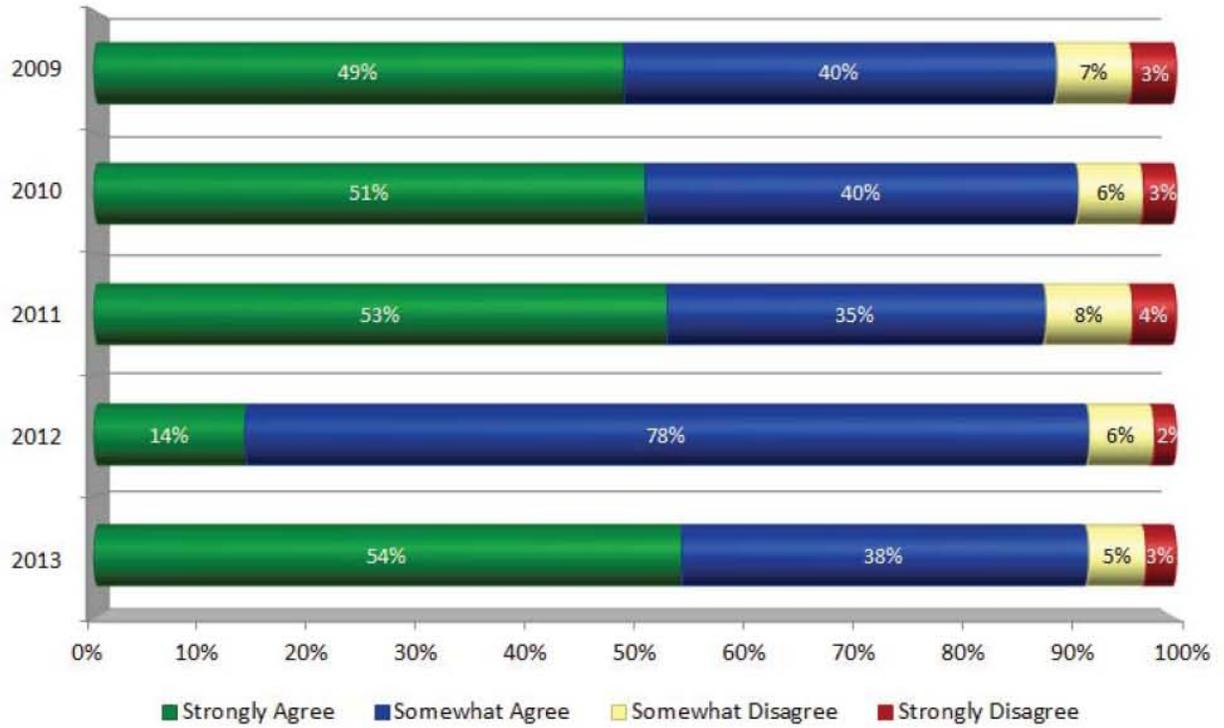
### TRENDS: Level of Agreement MoDOT Provides Understandable Information to Citizens: KC District

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### TRENDS: Level of Agreement MoDOT is the Primary Transportation Expert in Missouri: KC District

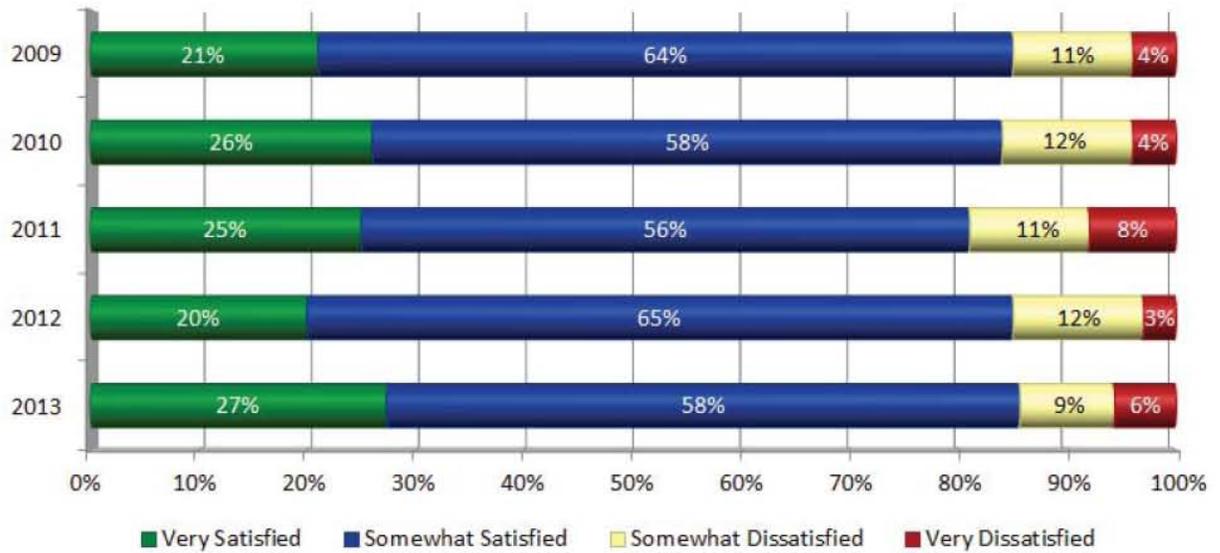
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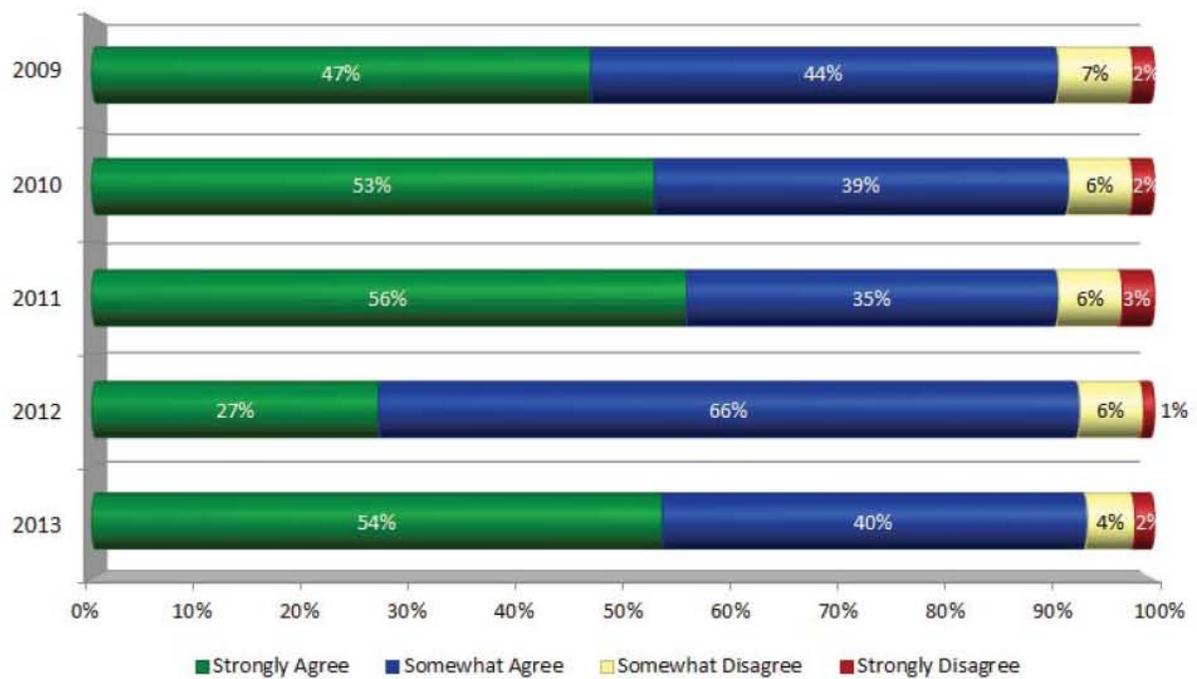
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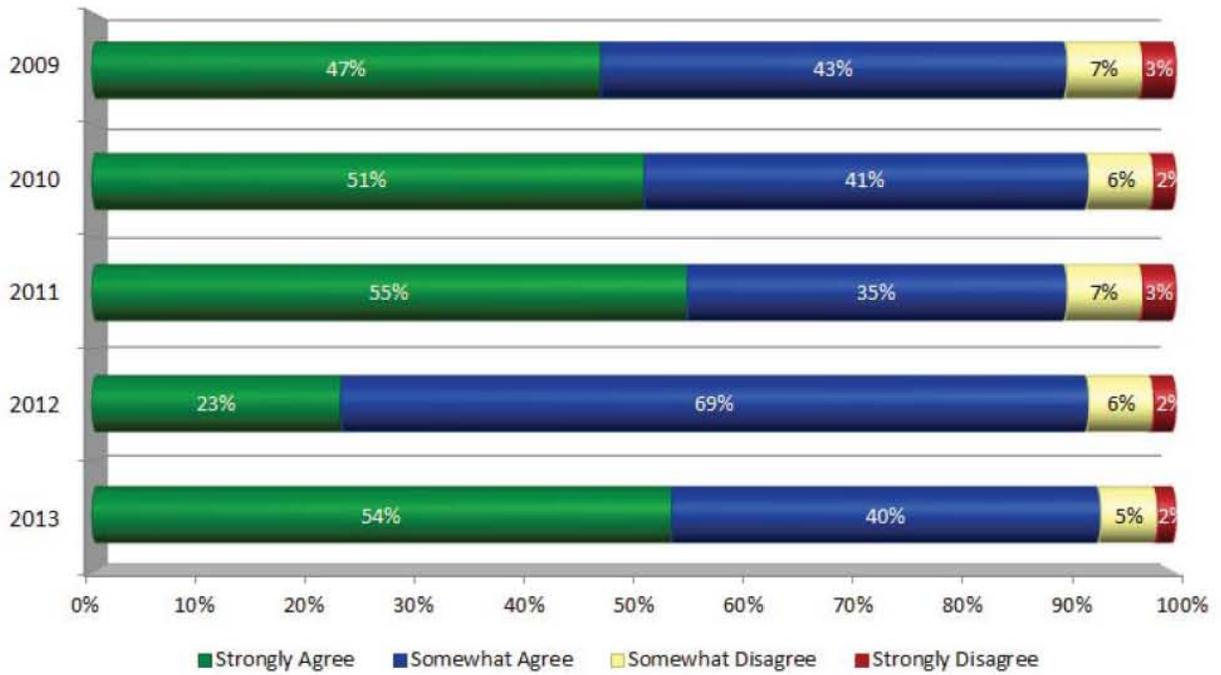
**TRENDS: Level of Satisfaction With the Job the Missouri Department of Transportation is Doing: Central District**



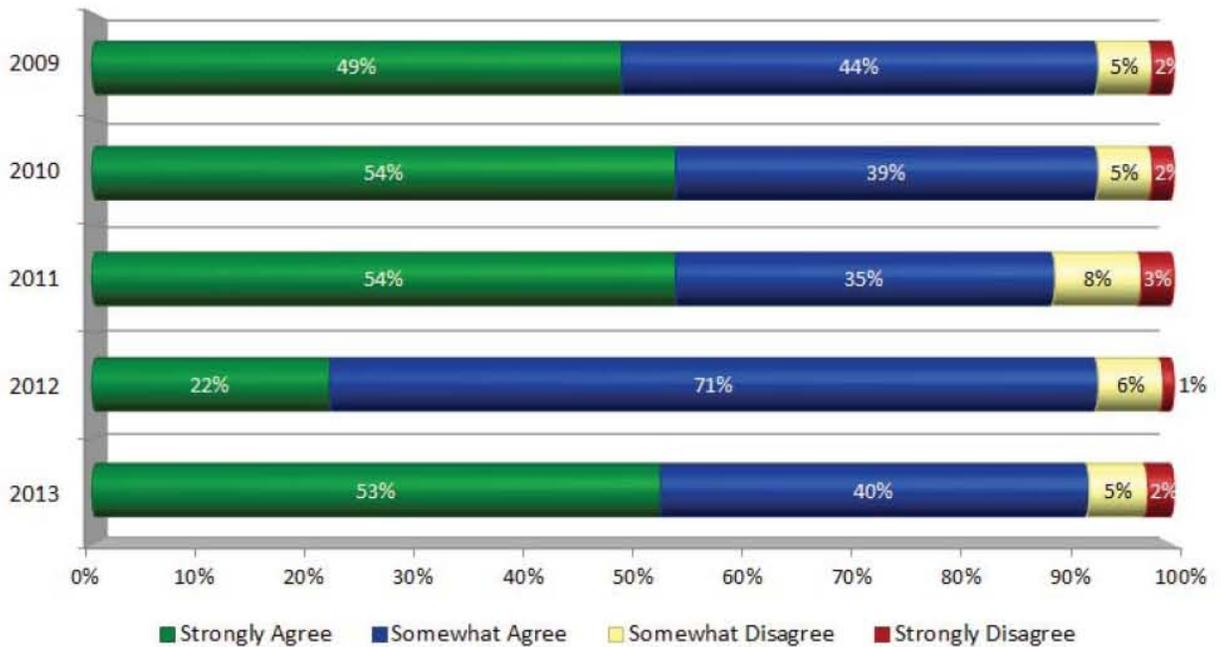
**TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens: Central District**



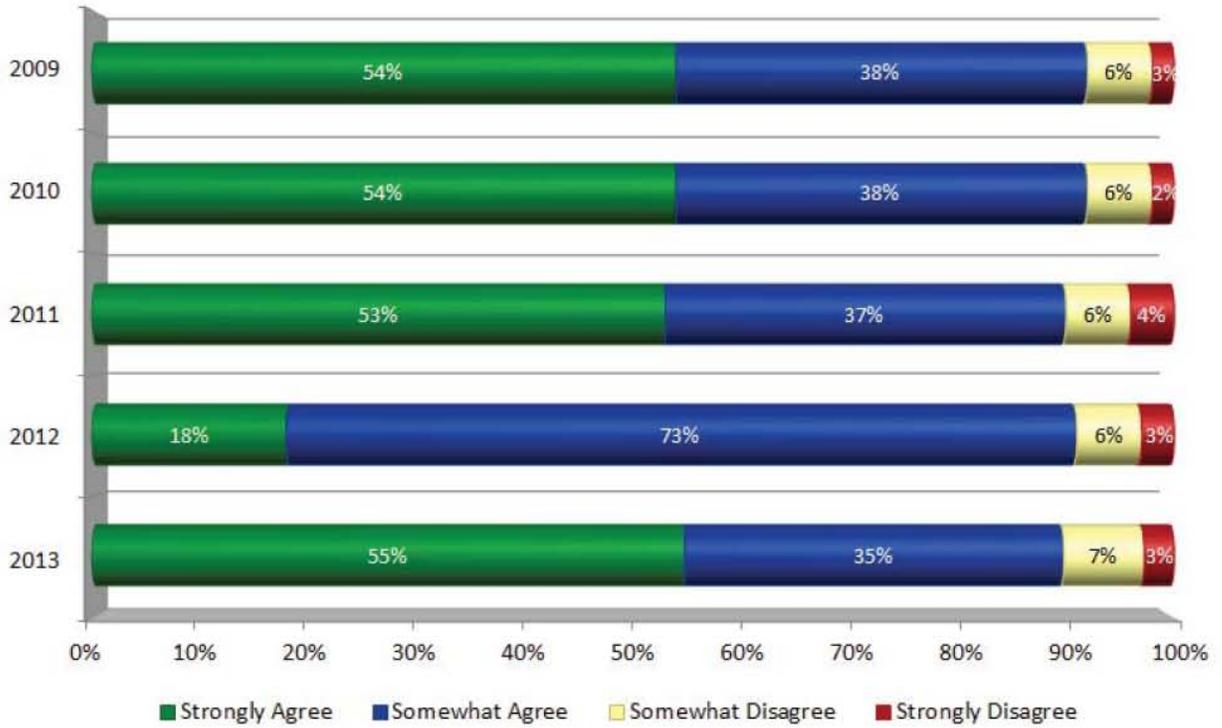
### TRENDS: Level of Agreement MoDOT Provides Timely Information to Citizens: Central District



### TRENDS: Level of Agreement MoDOT Provides Understandable Information to Citizens: Central District



### TRENDS: Level of Agreement MoDOT is the Primary Transportation Expert in Missouri: Central District

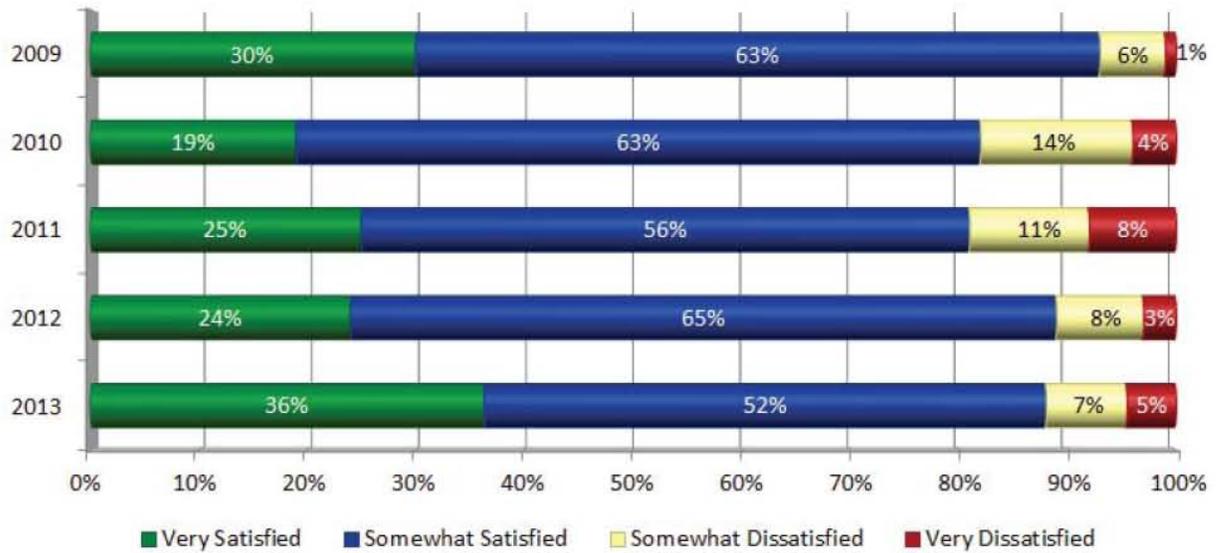


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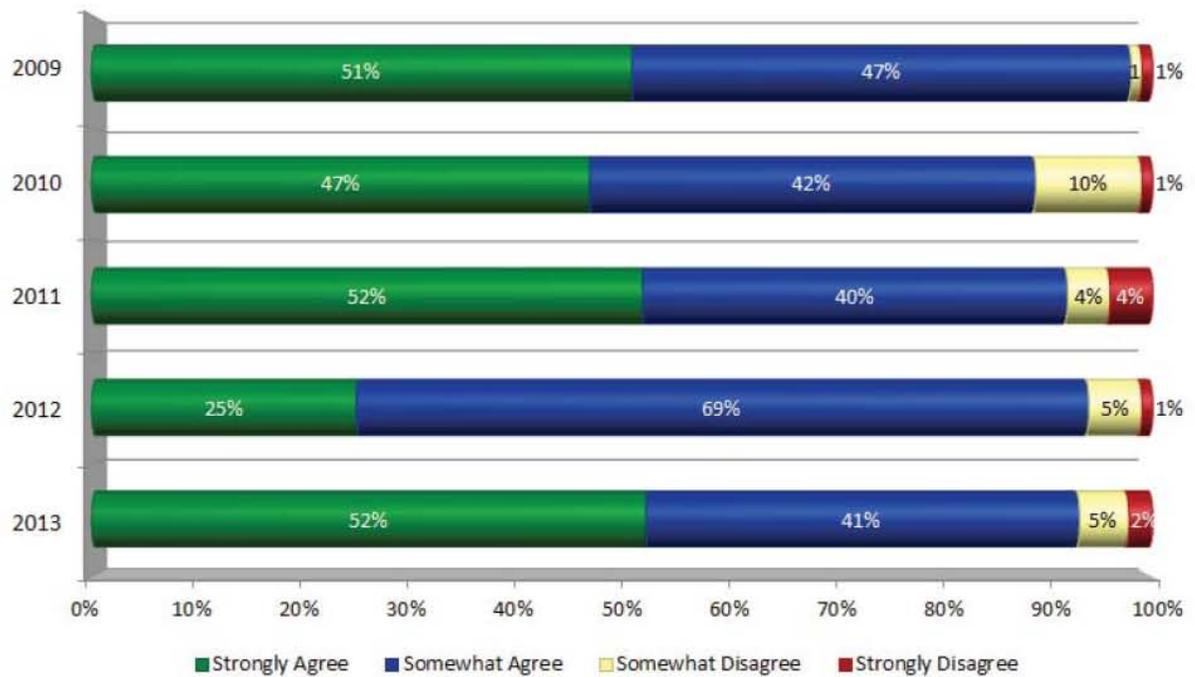
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**TRENDS: Level of Satisfaction With the Job the Missouri Department of Transportation is Doing: SL District**

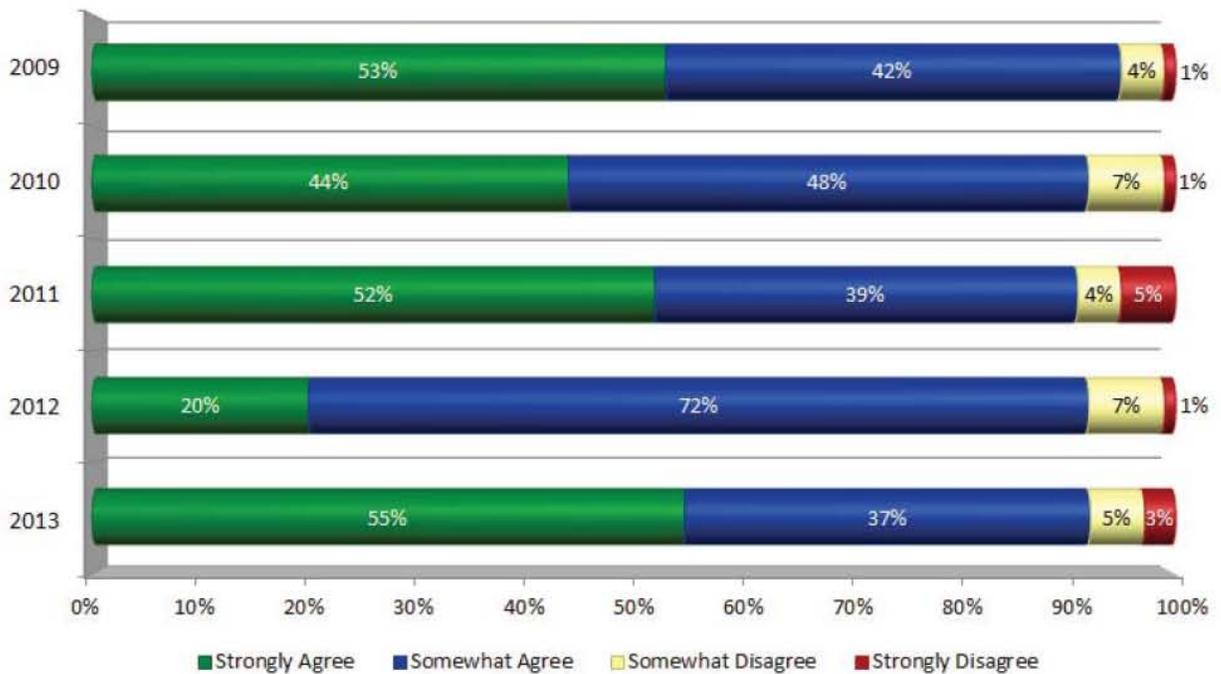


**TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens: SL District**

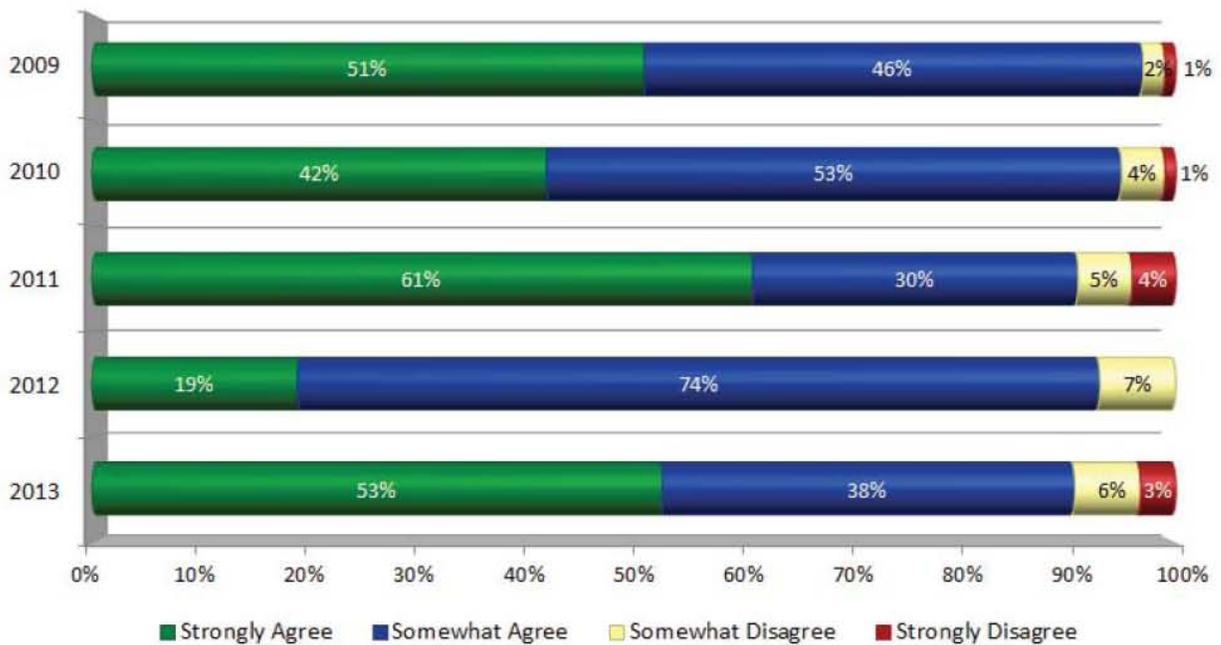


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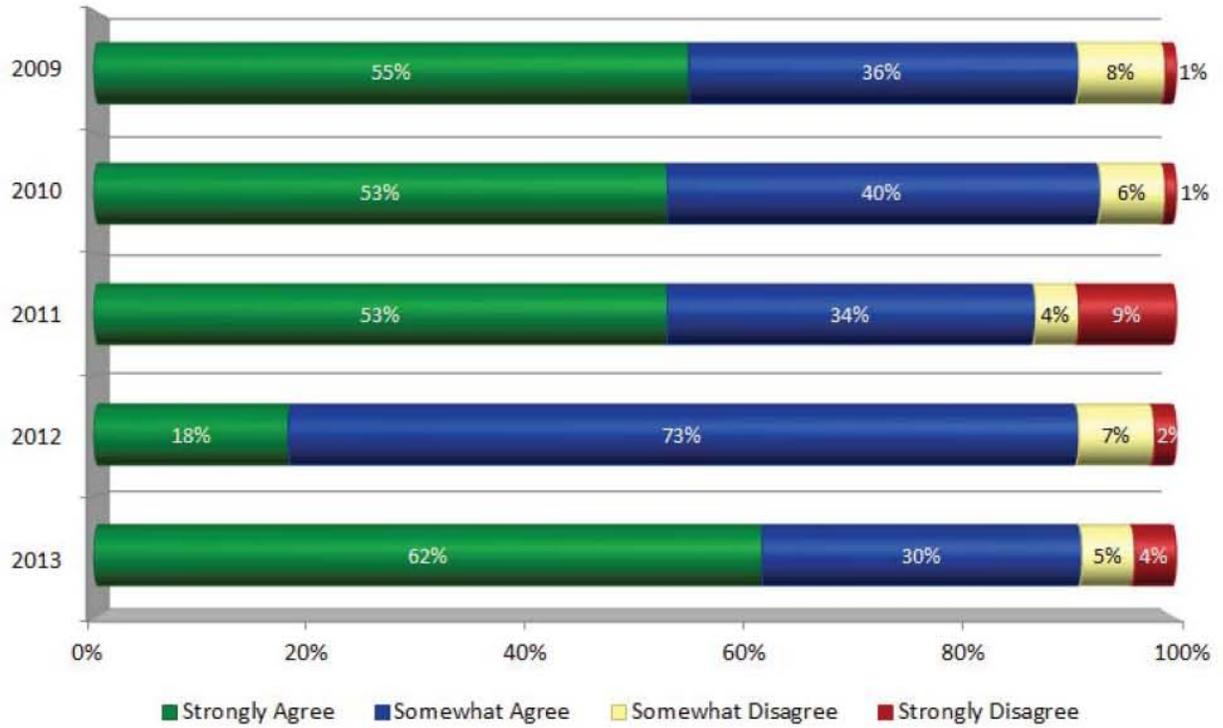
### TRENDS: Level of Agreement MoDOT Provides Timely Information to Citizens: SL District



### TRENDS: Level of Agreement MoDOT Provides Understandable Information to Citizens: SL District



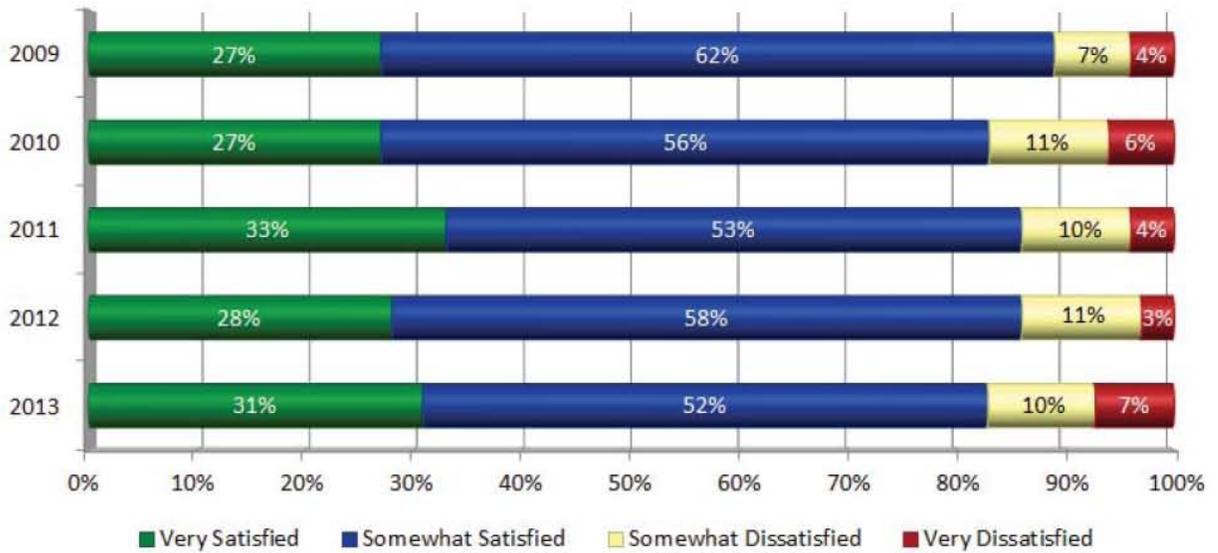
### TRENDS: Level of Agreement MoDOT is the Primary Transportation Expert in Missouri: SL District



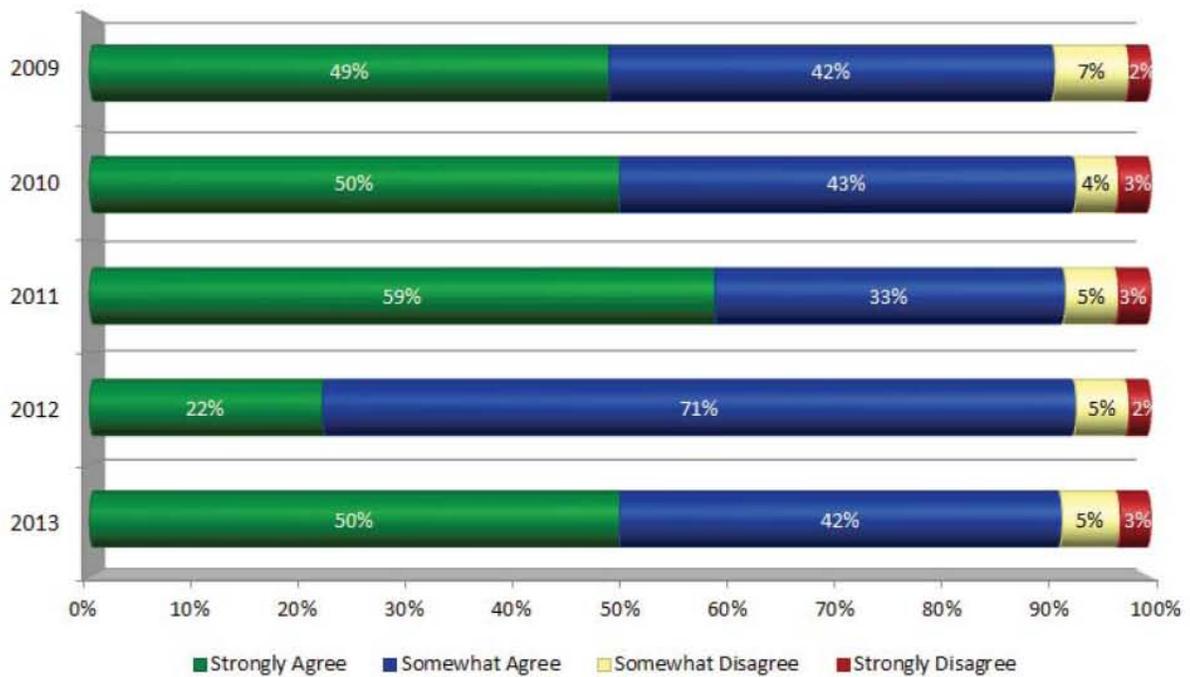
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SOUTHWEST DISTRICT

**TRENDS: Level of Satisfaction With the Job the Missouri Department of Transportation is Doing: SW District**



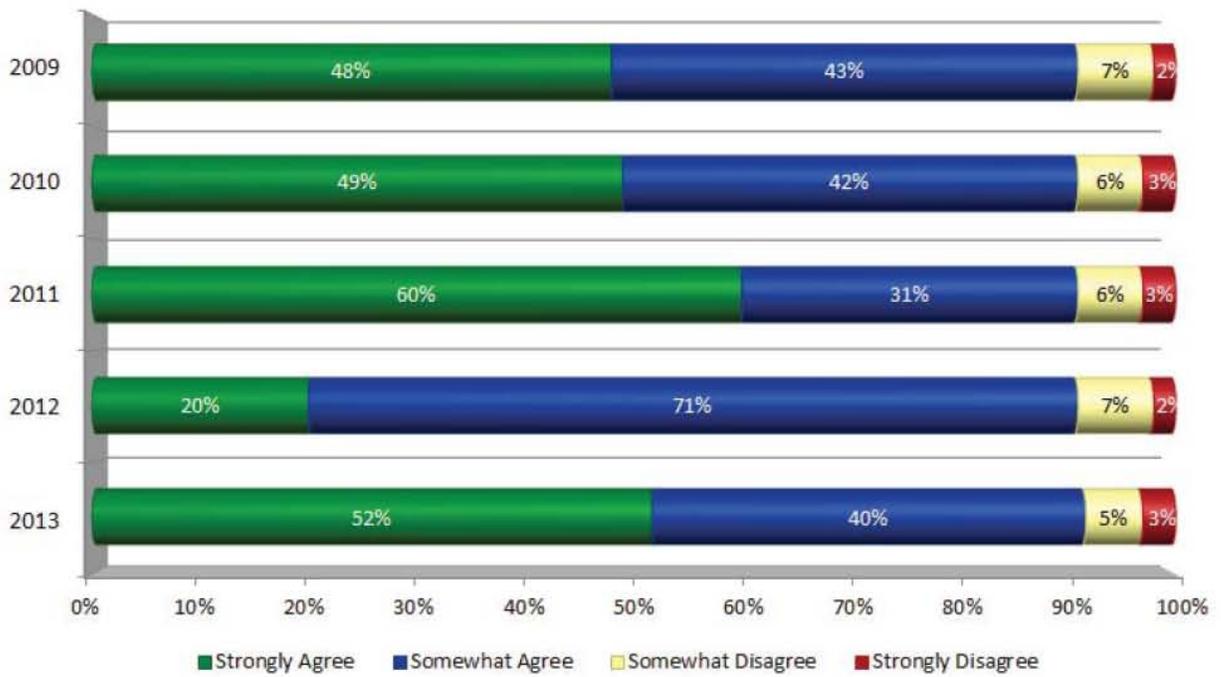
**TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens: SW District**



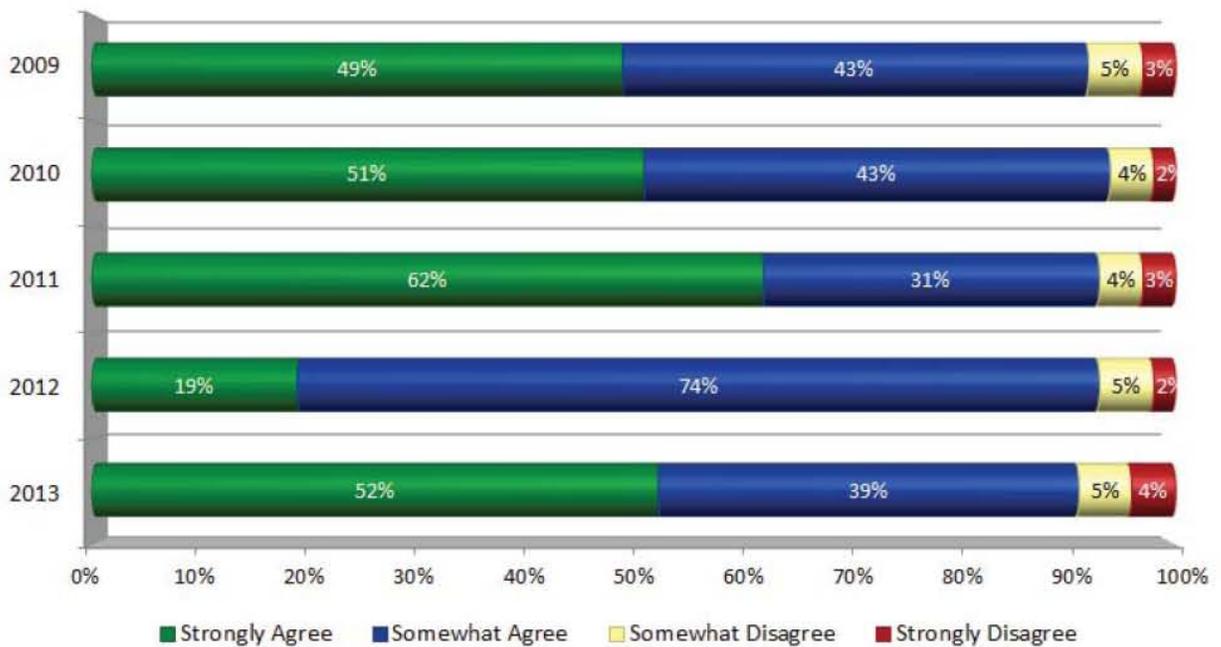
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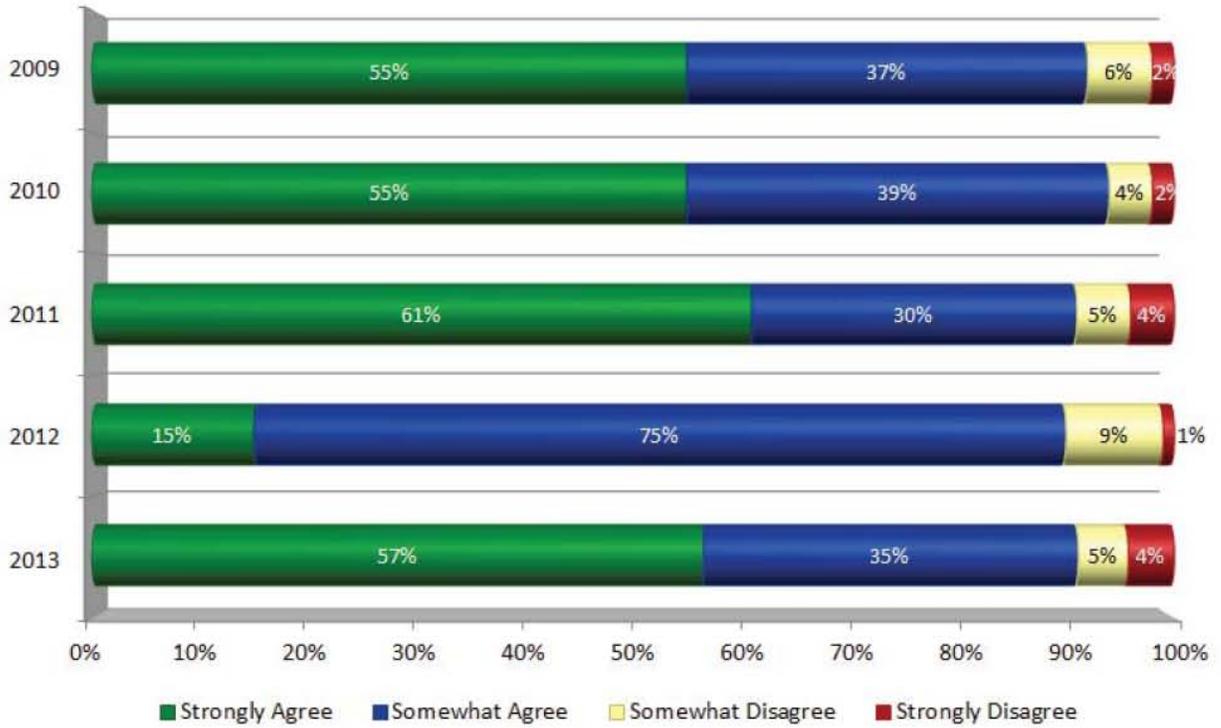
### TRENDS: Level of Agreement MoDOT Provides Timely Information to Citizens: SW District



### TRENDS: Level of Agreement MoDOT Provides Understandable Information to Citizens: SW District



**TRENDS: Level of Agreement MoDOT is the Primary Transportation Expert in Missouri: SW District**

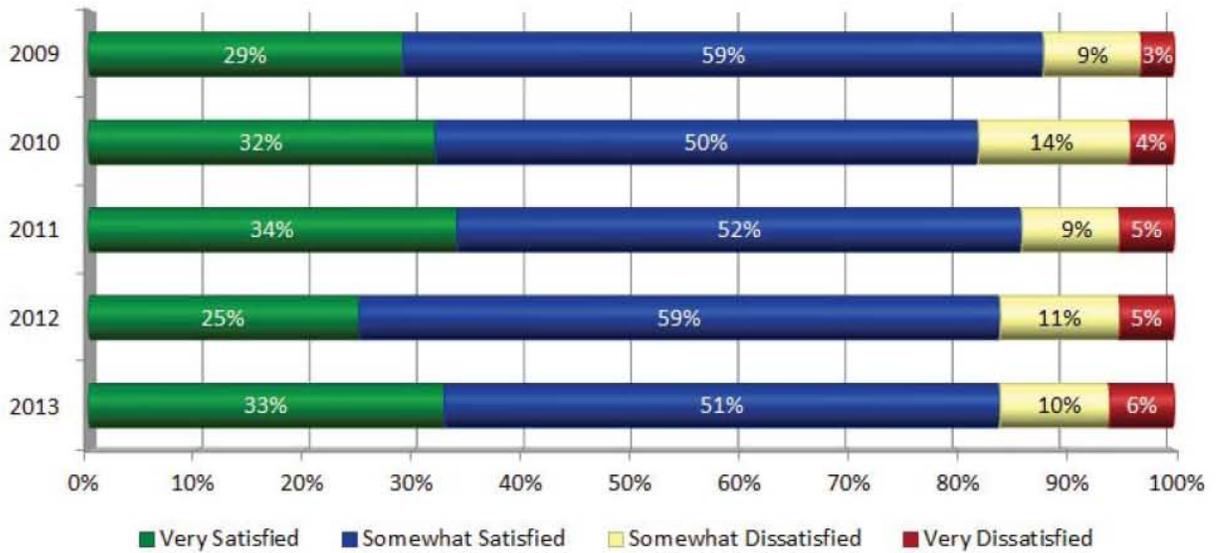


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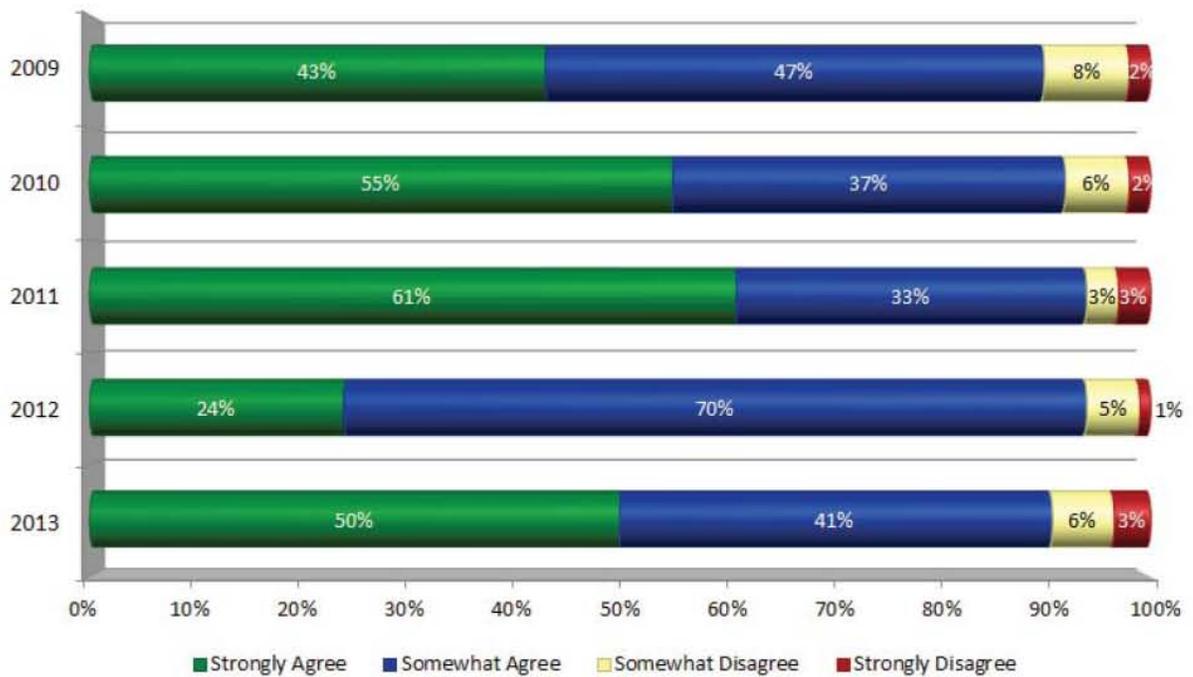
SOUTHEAST DISTRICT

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**TRENDS: Level of Satisfaction With the Job the Missouri Department of Transportation is Doing: SE District**

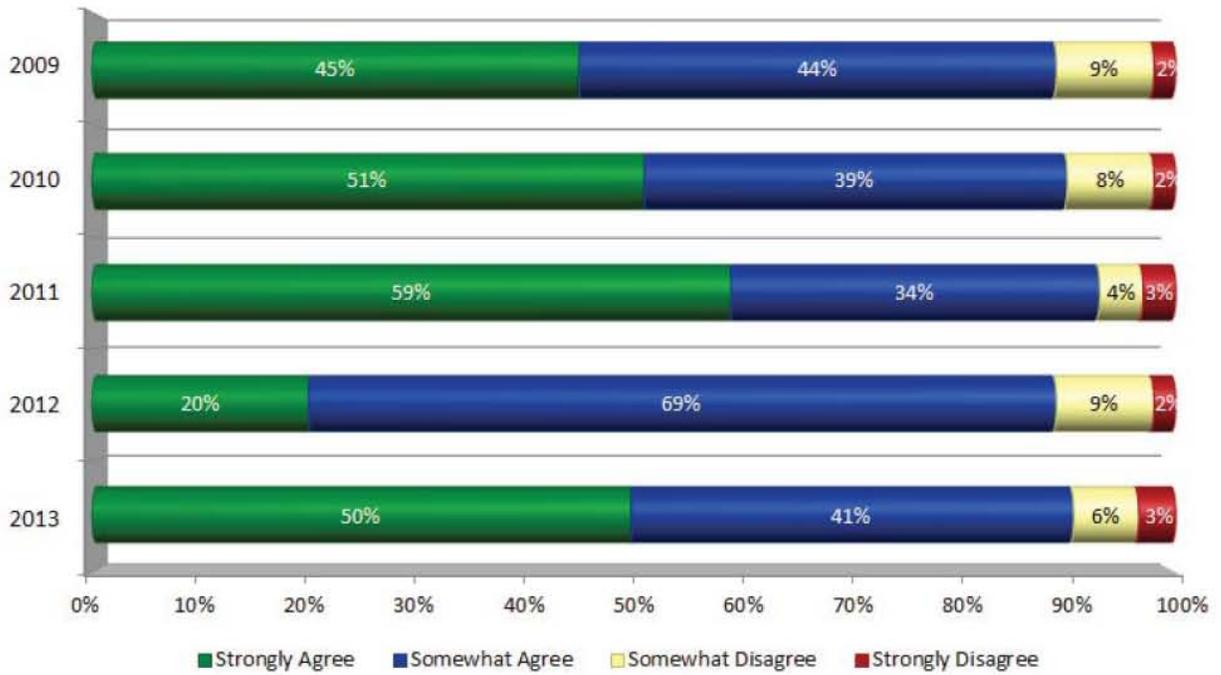


**TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens: SE District**

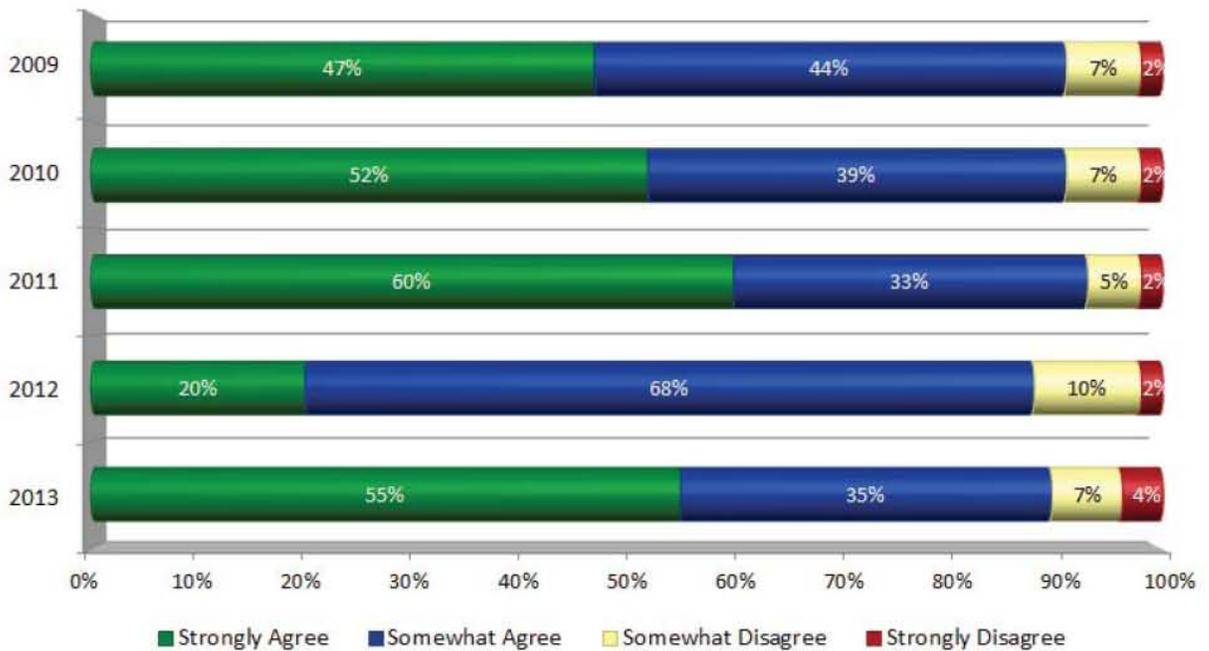


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### TRENDS: Level of Agreement MoDOT Provides Timely Information to Citizens: SE District



### TRENDS: Level of Agreement MoDOT Provides Understandable Information to Citizens: SE District



### TRENDS: Level of Agreement MoDOT is the Primary Transportation Expert in Missouri: SE District

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