



Commissioned by the Missouri Department of Transportation

A Report Card From Missourians



Final Report 2015

Prepared By:



HEARTLAND
MARKET RESEARCH LLC
Helping You Better
Understand Your StakeholdersSM

Report Number CMR 15-012

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Final Report

Project Number: TR201228

Report Number: CMR 15-012

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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

1. Report No. CMR 15-012	2. Government Accession No.	3. Recipient's Catalog No.	
4. Title and Subtitle A Report Card from Missourians - 2015		5. Report Date July 16, 2015	
		6. Performing Organization Code MoDOT	
7. Author(s) Lance Gentry, Ph.D.		8. Performing Organization Report No. CMR 15-012	
9. Performing Organization Name and Address Heartland Market Research LLC 1405 Hawkins Meadow Drive Fenton, MO 63026 www.HeartlandMarketResearch.com		10. Work Unit No.	
		11. Contract or Grant No. TR 201228	
12. Sponsoring Agency Name and Address Missouri Department of Transportation Transportation Planning Division P.O. Box 270 Jefferson City, MO 65102		13. Type of Report and Period Covered Final Report for Statewide Survey	
		14. Sponsoring Agency Code MoDOT	
15. Supplementary Notes The investigation was conducted in cooperation with the U. S. Department of Transportation, Federal Highway Administration.			
16. Abstract Overall statewide satisfaction with MoDOT and additional feedback about MoDOT's operations was obtained from a representative sample of the general adult public in Missouri. A professional calling center was engaged to obtain a diverse sample across Missouri. Specific minimums were given, such as 500 responses per district, with gender and age-range targets for each county in Missouri. 3,527 completed responses were obtained between May 18, 2015 and June 22, 2015. With the exception of a few questions (e.g., demographics), all statewide results presented in this document are weighted results. The data was 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) US government census information available. Following past practice, all district measures presented in this document 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 3,527 Missourians have a 95% level of confidence with a precision of +/- 1.65%.			
17. Key Words Customer survey, customer satisfaction, partners, construction projects, transportation solutions, communication preferences		18. Distribution Statement No restrictions.	
19. Security Classif. (of this report) Unclassified	20. Security Classif. (of this page) Unclassified	21. No. of Pages 140	22. Price

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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 3,527 Missourians participated in the study.

GENERAL SATISFACTION FINDINGS

- **The majority of Missourians were satisfied with the job MoDOT is doing. Overall satisfaction was at 81%.**
- **While overall customer satisfaction rate remains high, it has declined slightly from the 2013 survey when it was 85%.**
- One in four Missourians were very satisfied with the job MoDOT is doing.
- Many measures of satisfaction with individual MoDOT services have stayed the same or dropped from 2013. Most satisfaction measures have dropped compared to the 2012 measures.
- Missourians continued to agree that MoDOT provides accurate (93%), timely (92%), and understandable (93%) information about projects in their areas, similar to the statistical results since 2009.
- 92% of Missourians agreed that MoDOT was the "primary transportation expert" similar to results since 2009.
- 85% of the residents indicated they trust MoDOT to keep its commitments to the public. While the decline from 2013 was within the statistical margin of error, this continued a five-year downward trend from 92% in 2010. The five-year drop was statistically significant.
- 70% of Missourians were satisfied with the job MoDOT has done keeping the surface of major highways in good condition. The dissatisfaction rate of 30% was the highest measured since it was 33% in 2009.
- Missourian satisfaction with MoDOT's efforts to maintain other state highways and bridges (both at 63%) was the lowest ever measured.
- 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 2013. 92% agreed that MoDOT did a good job providing advanced warnings to motorists before they entered work zones.

FUNDING FINDINGS

- **Most Missourians do not know the average driver currently pays \$25 per month in taxes and fees to fund Missouri state roads.**
- Out of those making an estimate, 43% of the respondent believed drivers spent less than \$25 per month, 31% selected the correct answer of \$25 per month, and 25% thought that Missouri drivers spent over \$25 per month in taxes and fees.
- **87% of residents were willing to pay more to adequately fund Missouri state roads.**
- For the first time since these studies have been conducted, a plurality of residents (24%) selected increasing fuel taxes as the most acceptable option for increasing revenues to adequately fund Missouri state highways and roads. This was a significant increase from the 2013 score of 15%. Other listed options included adding tolls (23%), increasing the sales tax (17%), replacing the gas tax with a mileage tax (13%), and increasing car registration and license fees (11%). While *none of these* was not provided as an option, 12% of Missourians volunteered this option anyway. 12% percent was the lowest “none of these” response since 2009.
- In addition to the large increase in the percentage of respondents preferring an increase in fuel taxes (15% in 2013 to 24% in 2015), there was also a significant increase in the percentage of respondents favoring a mileage tax (9% to 13%). There was a decrease in the percentage of respondents preferring increases to sales taxes (22% in 2013 to 17% in 2015) or tolls (27% to 23%).

IMPORTANCE-SATISFACTION ANALYSIS FINDINGS

- The essential findings of the Importance-Satisfaction analysis were similar to those measured in 2013.
- In 2015 respondents indicated that MoDOT should continue to emphasize bright and easily understandable highway signs. According to the Importance-Satisfaction Matrix, Missourians are both very satisfied with these services and believe they are very important.
- In 2015, **Missourians indicated there were a number of very important services needing improvement.** 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.

CONCLUSIONS

- The findings were clear that overall satisfaction remained high, but has declined slightly over the last two years. Moreover, the ratio between those very satisfied and satisfied – a measure of how deep or solid the underlying satisfaction is – has dropped from 2013.
- 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 2013 and public confidence that MoDOT will keep its commitments – now at 85%, the lowest score ever recorded on this measure – continued to trend downward.
- **Thus the two key findings** – 1) MoDOT’s declining, but high satisfaction rates, 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 well with insufficient resources.** This summary is supported by the declining satisfaction with transportation services and the changes in how people are willing to pay for additional funding. Taken together, these findings indicate that more people see a need for change and that Missourians have started to consider how to increase funding for transportation services.

METHODOLOGY

The survey was administered by a professional calling center to Missourians starting on May 18, 2015 and ending on June 22, 2015. The calling center randomly called a representative sample of people from every county considering age and gender. During this time, the calling center made 216,021 calls, spoke with 9,569 people, and completed 3,527 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	23	Adair	27	Cass	53	Boone	26
Atchison	24	Audrain	27	Clay	59	Callaway	26
Buchanan	24	Clark	47	Jackson	71	Camden	26
Caldwell	23	Knox	27	Johnson	58	Cole	26
Carroll	23	Lewis	27	Lafayette	51	Cooper	32
Chariton	33	Lincoln	27	Pettis	52	Crawford	26
Clinton	23	Macon	27	Platte	53	Dent	26
Daviess	23	Marion	27	Ray	51	Gasconade	52
DeKalb	23	Monroe	27	Saline	59	Howard	26
Gentry	32	Montgomery	27			Laclede	30
Grundy	23	Pike	27			Maries	27
Harrison	23	Ralls	27			Miller	26
Holt	32	Randolph	50			Moniteau	26
Linn	26	Schuyler	28			Morgan	26
Livingston	23	Scotland	27			Osage	26
Mercer	23	Shelby	27			Phelps	26
Nodaway	35	Warren	27			Pulaski	26
Putnam	23					Washington	26
Sullivan	23						
Worth	23						
Total	505	Total	503	Total	507	Total	505

St. Louis		Southwest		Southeast	
Franklin	99	Barry	22	Bollinger	20
Jefferson	100	Barton	22	Butler	20
Saint Charles	100	Bates	25	Cape Girardeau	29
Saint Louis	101	Benton	22	Carter	19
Saint Louis City	101	Cedar	22	Douglas	19
		Christian	22	Dunklin	19
		Dade	22	Howell	19
		Dallas	22	Iron	19
		Greene	32	Madison	19
		Henry	26	Mississippi	19
		Hickory	22	New Madrid	19
		Jasper	28	Oregon	19
		Lawrence	28	Ozark	19
		McDonald	22	Pemiscot	25
		Newton	22	Perry	24
		Polk	22	Reynolds	19
		Saint Clair	27	Ripley	19
		Stone	22	Saint Francois	19
		Taney	28	Sainte Genevieve	24
		Vernon	22	Scott	20
		Webster	22	Shannon	19
				Stoddard	19
				Texas	19
				Wayne	19
				Wright	19
Total	501	Total	502	Total	504

Most statewide results presented are weighted results. The demographic responses 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 3,527 Missourians have a 95% level of confidence with a precision of +/- 1.65%.**

Following standard practice for Tracker measures, responses of don't know/not sure and none chosen/refused were excluded from 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 similar to the previous (2013) satisfaction study. At MoDOT's request, a few well-researched topics were replaced with questions aimed at gathering citizen input on newer issues of concern. When feasible, the wording of the questions was kept the same as previous years to facilitate comparisons across surveys.



Section 1:

Charts & Graphs

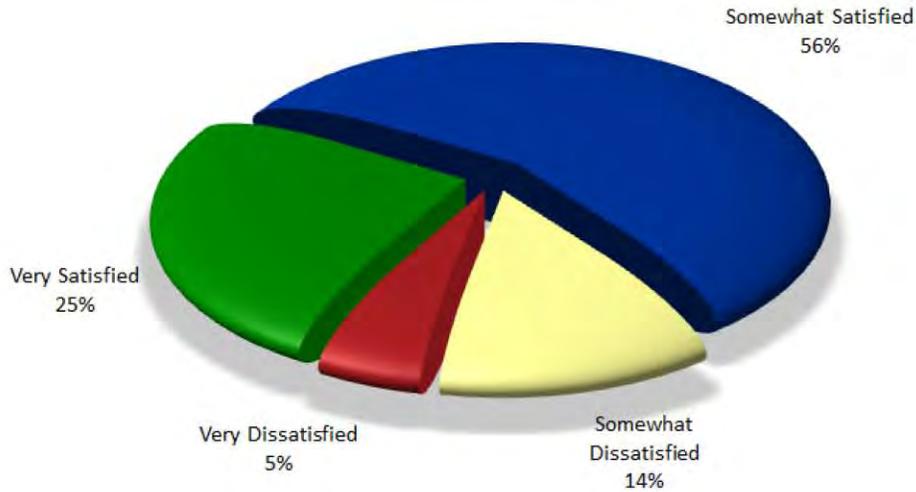
A Report Card From Missourians

Prepared By:

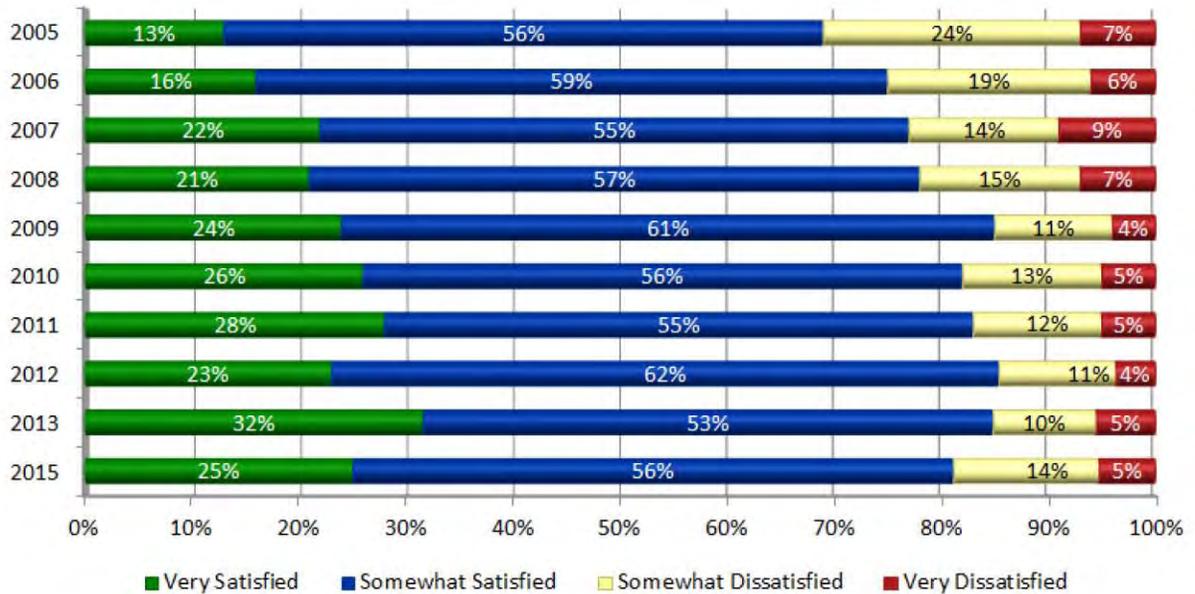


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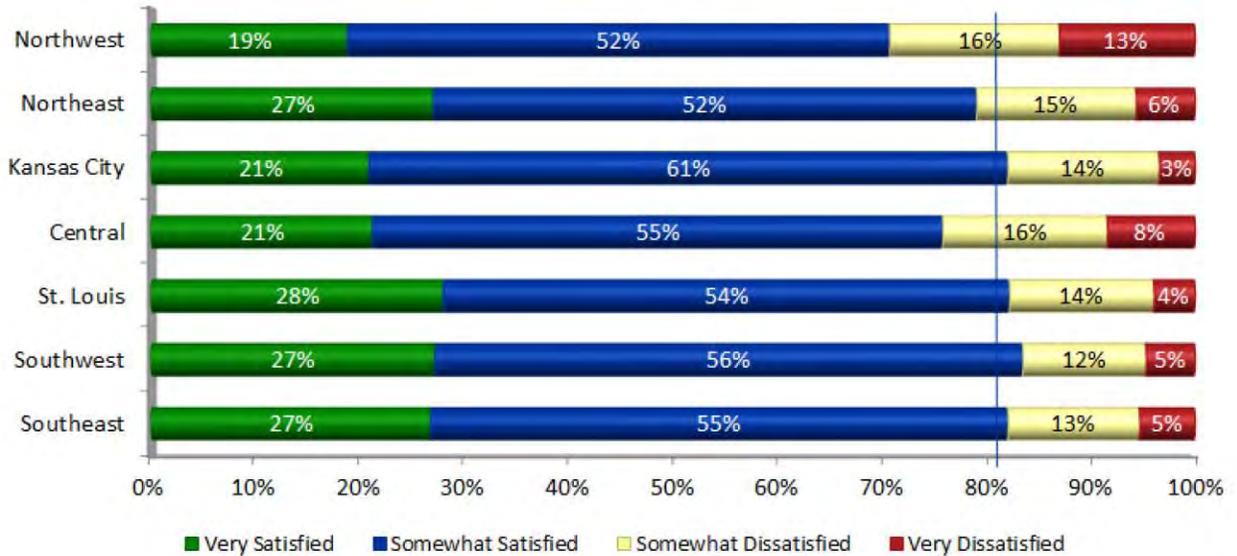
Overall Satisfaction With the Job the Missouri Department of Transportation is Doing



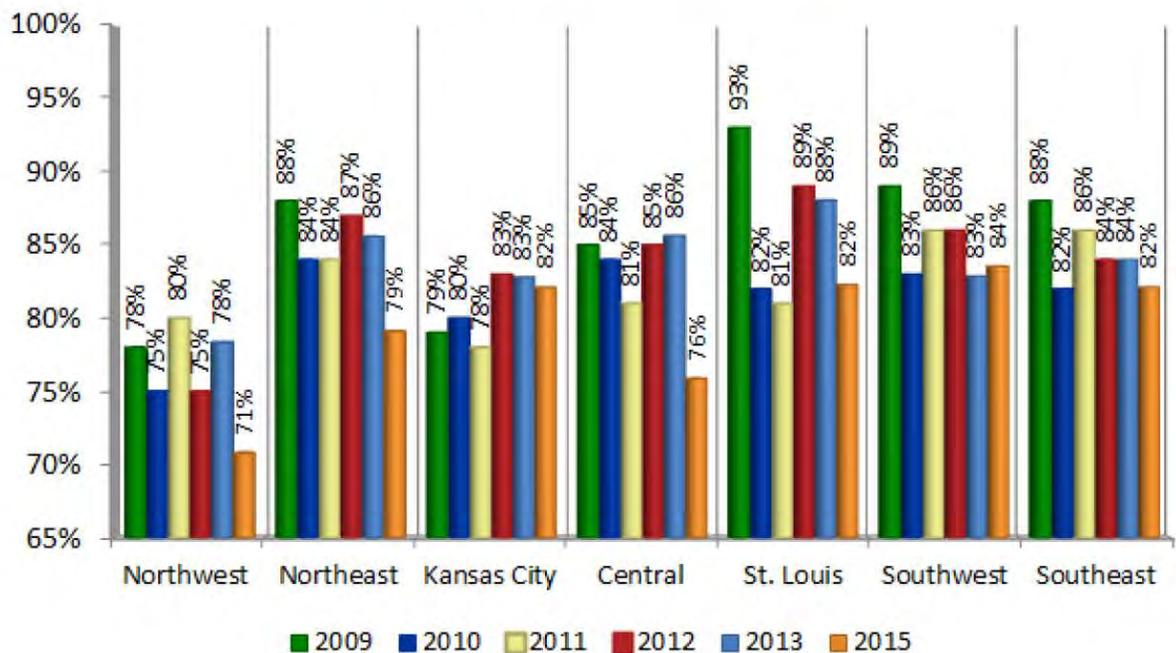
TRENDS: Level of Satisfaction With the Job the Missouri Department of Transportation is Doing



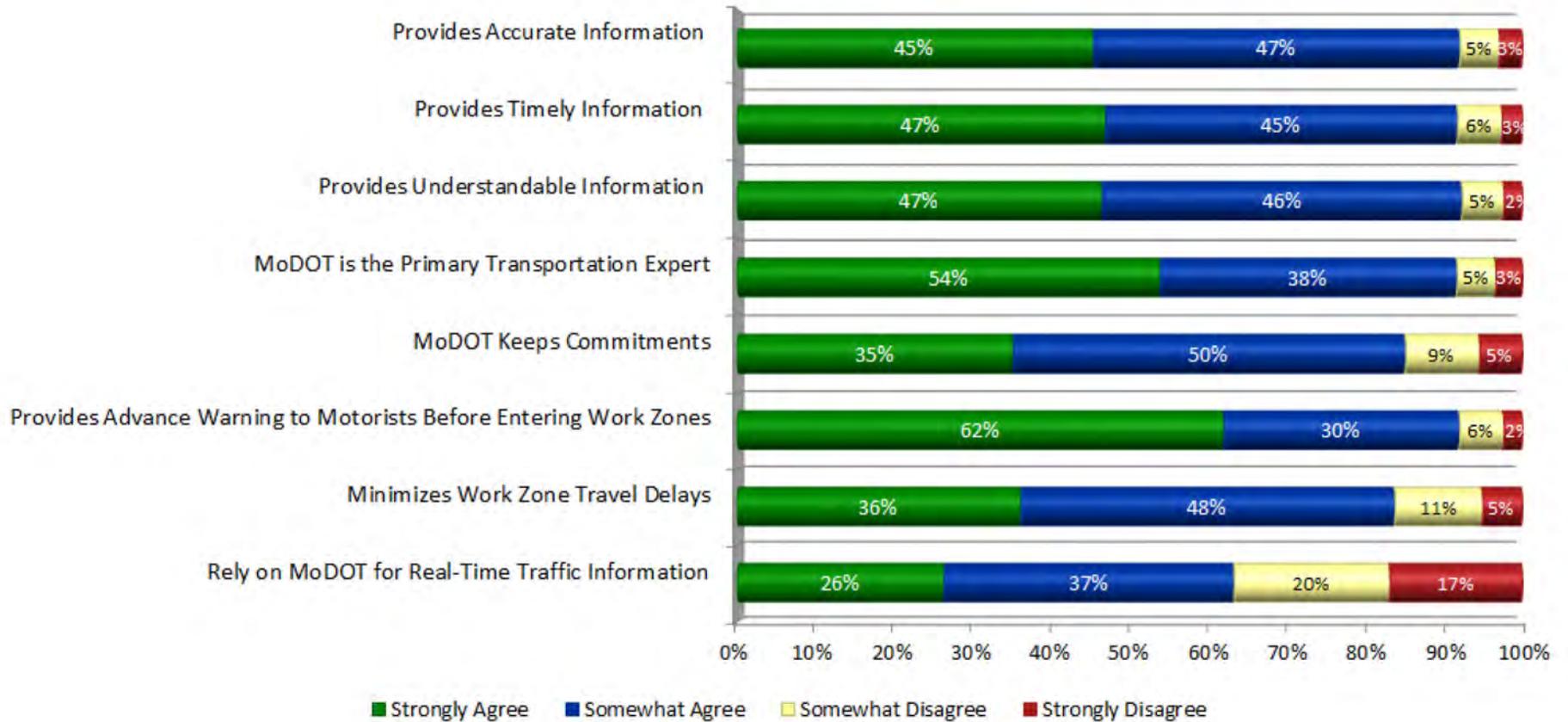
Level of Satisfaction With the Job the Missouri Department of Transportation is Doing by District



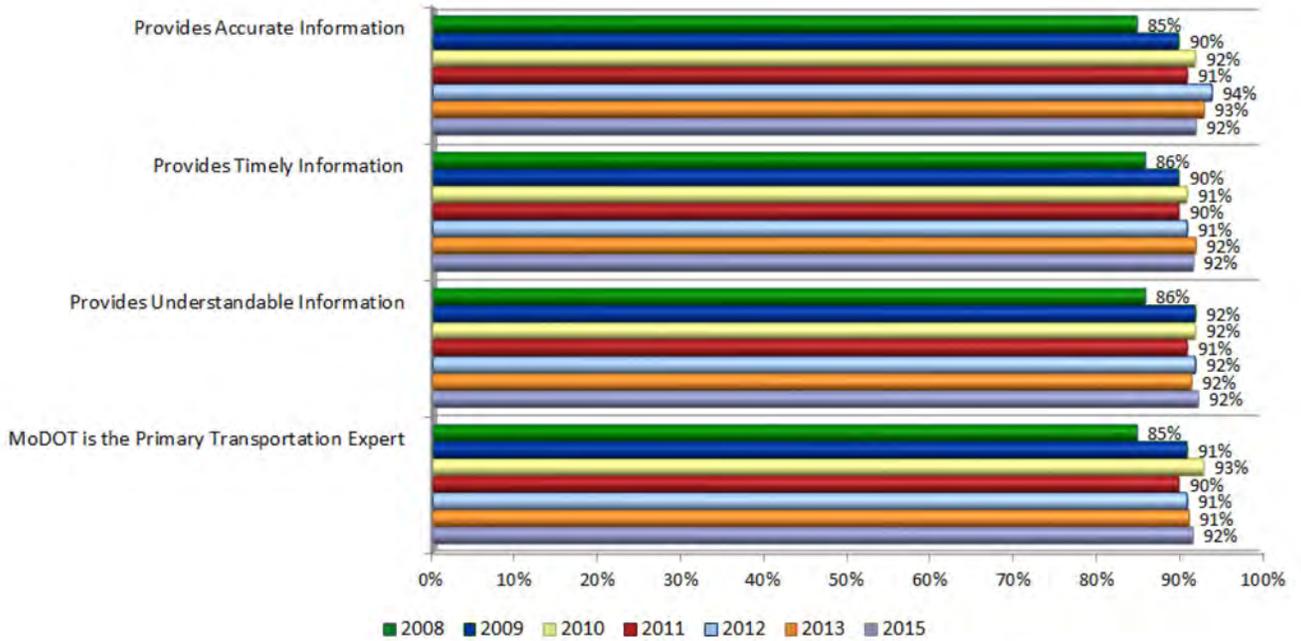
TRENDS: Overall Satisfaction With the Job the Missouri Department of Transportation is Doing by District: 2009-2015



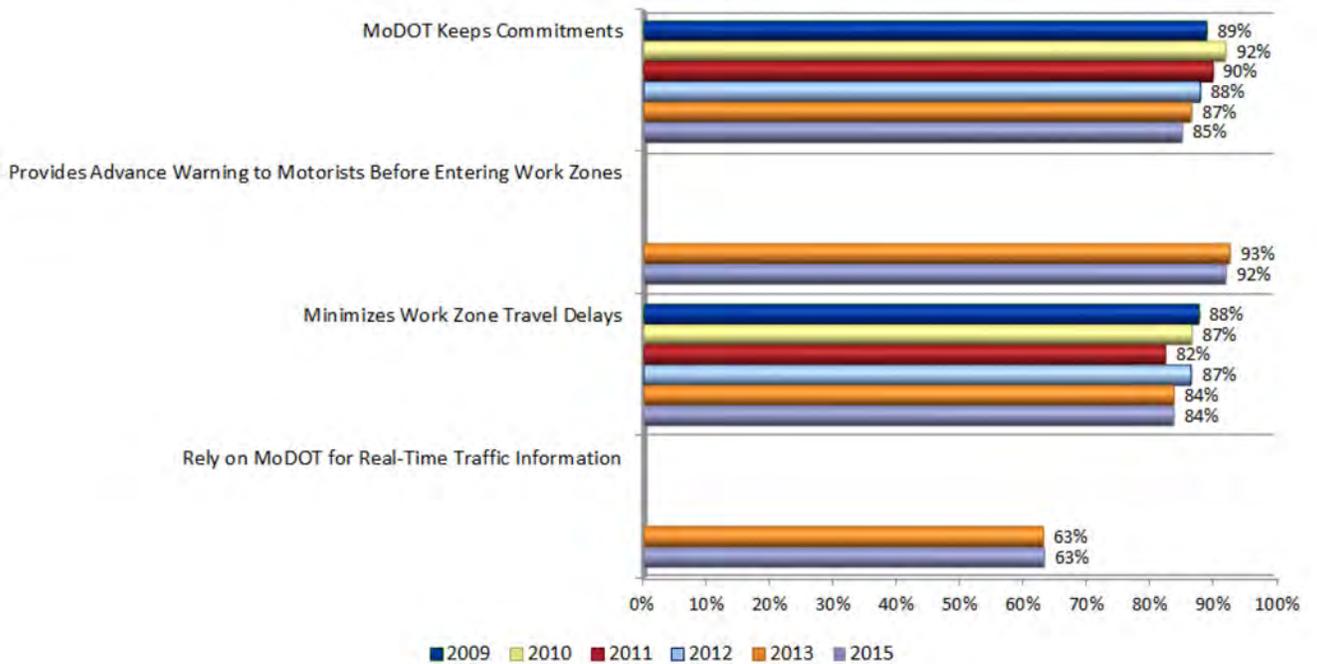
Level of Agreement with the Following Statements Related to Transportation in Missouri and MoDOT



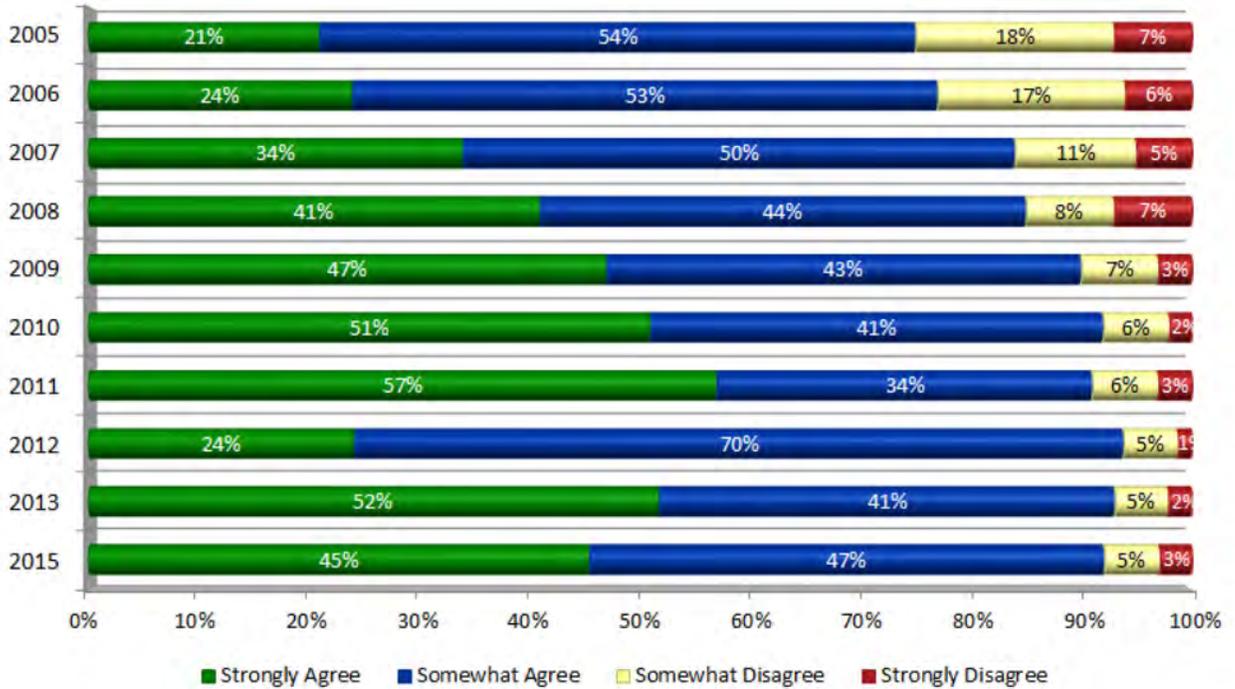
TRENDS: Overall Agreement with Statements Related to Transportation in Missouri and MoDOT: 2008 - 2015



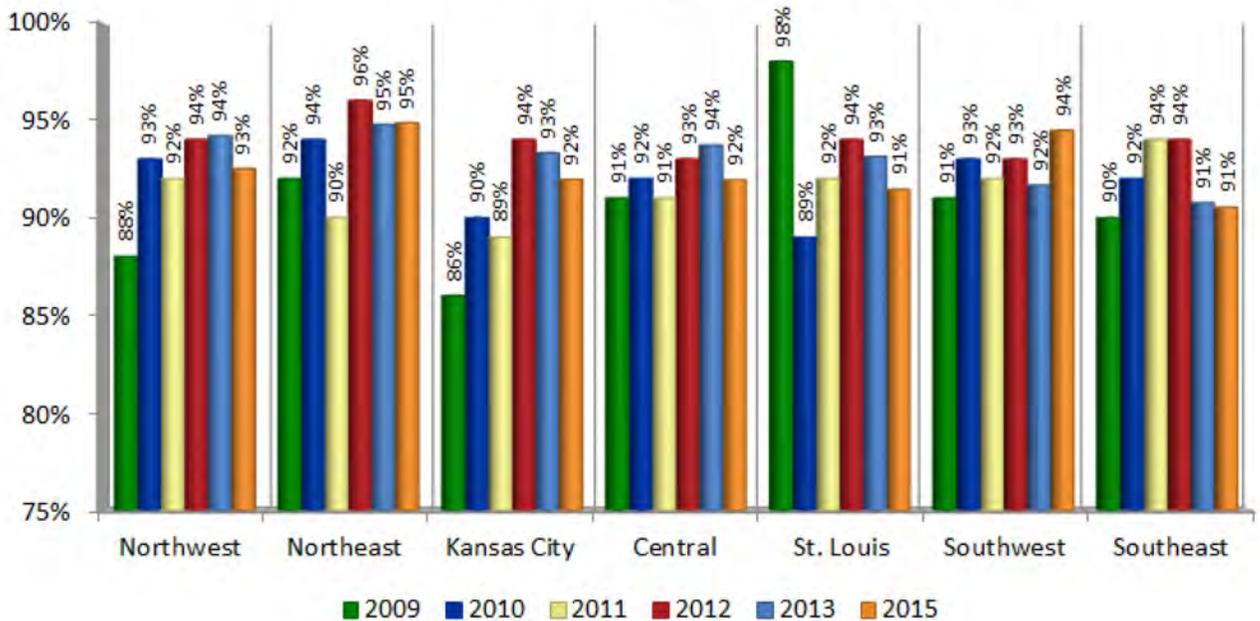
TRENDS: Overall Agreement with Statements Related to Transportation in Missouri and MoDOT: 2009 - 2015



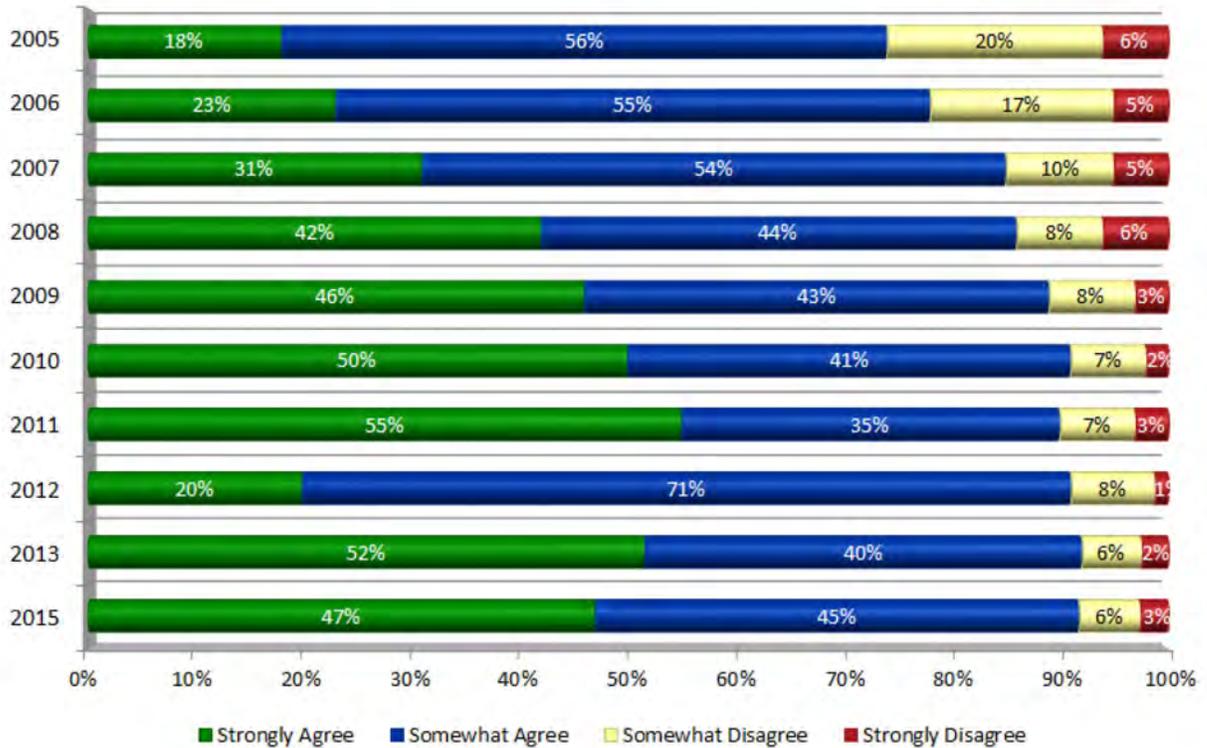
TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens: 2005-2015



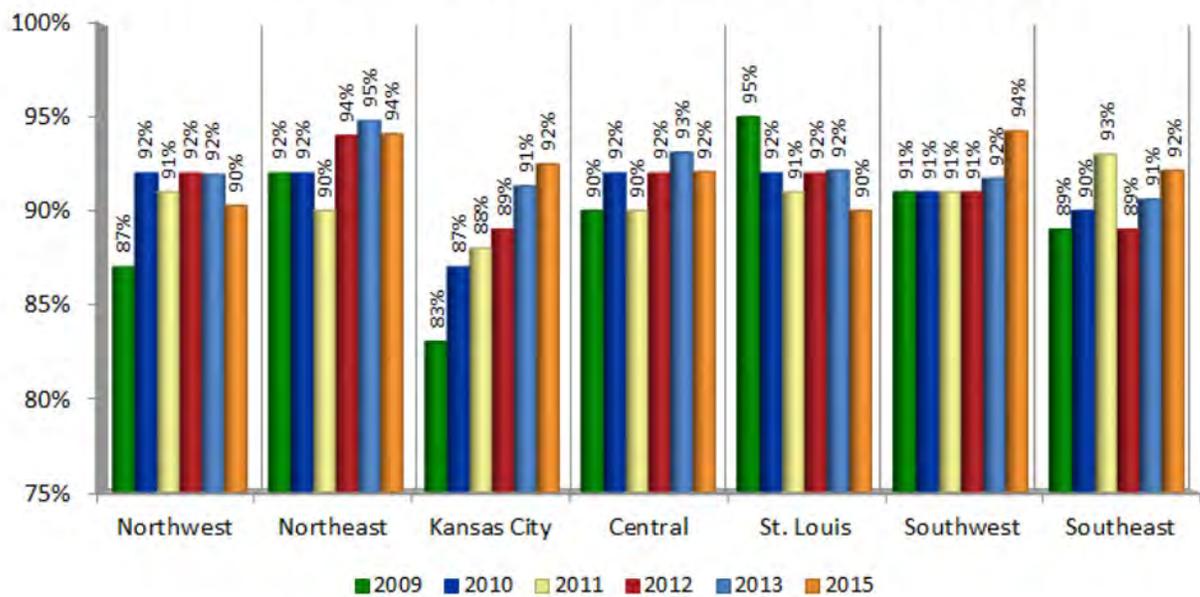
TRENDS: Overall Agreement MoDOT Provides Accurate Information to Citizens by District: 2009-2015



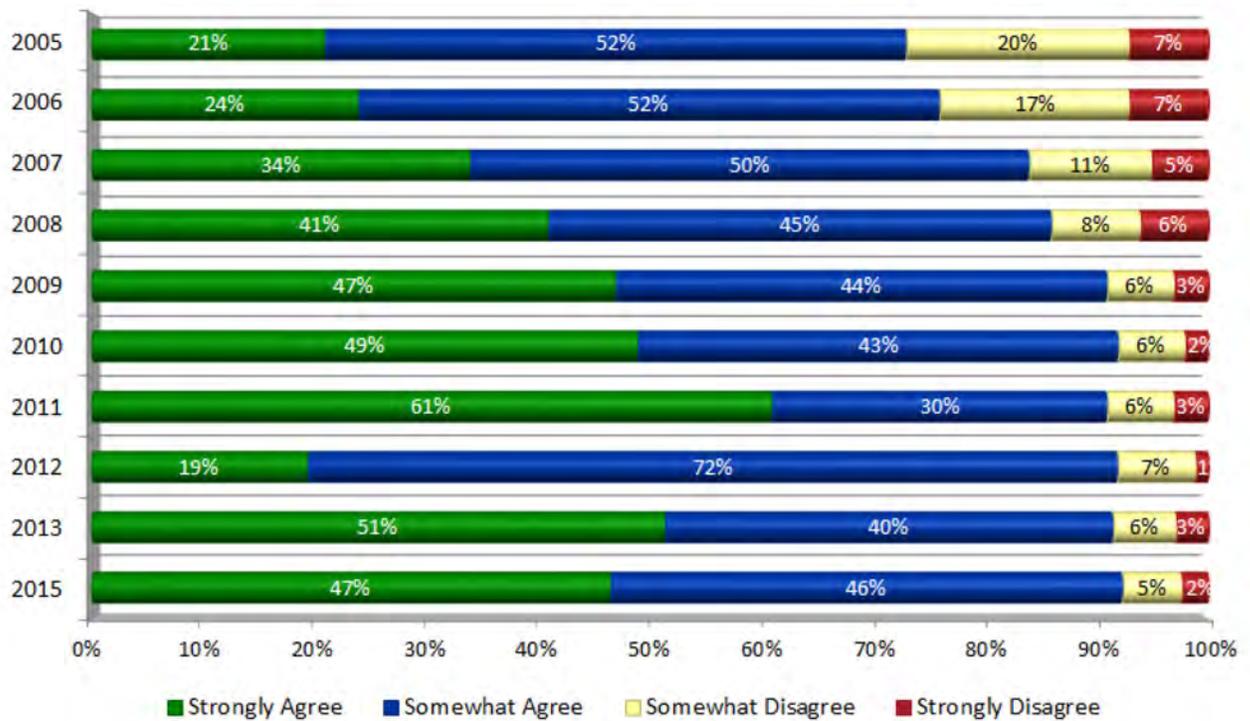
TRENDS: Level of Agreement MoDOT Provides Timely Information to Citizens: 2005-2015



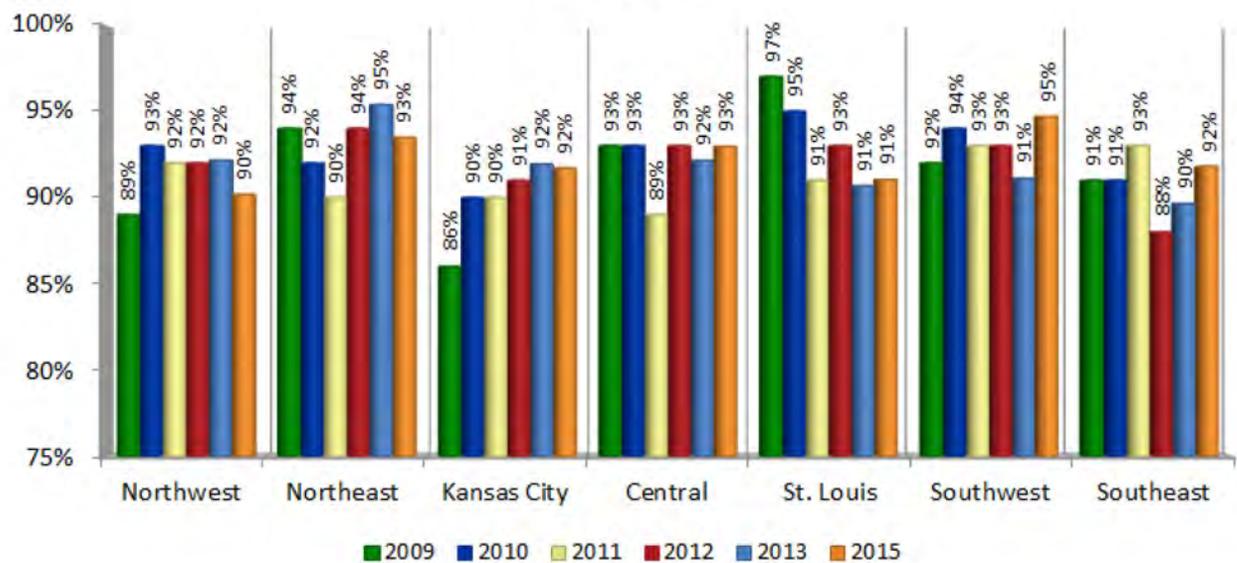
TRENDS: Overall Agreement MoDOT Provides Timely Information to Citizens by District: 2009-2015



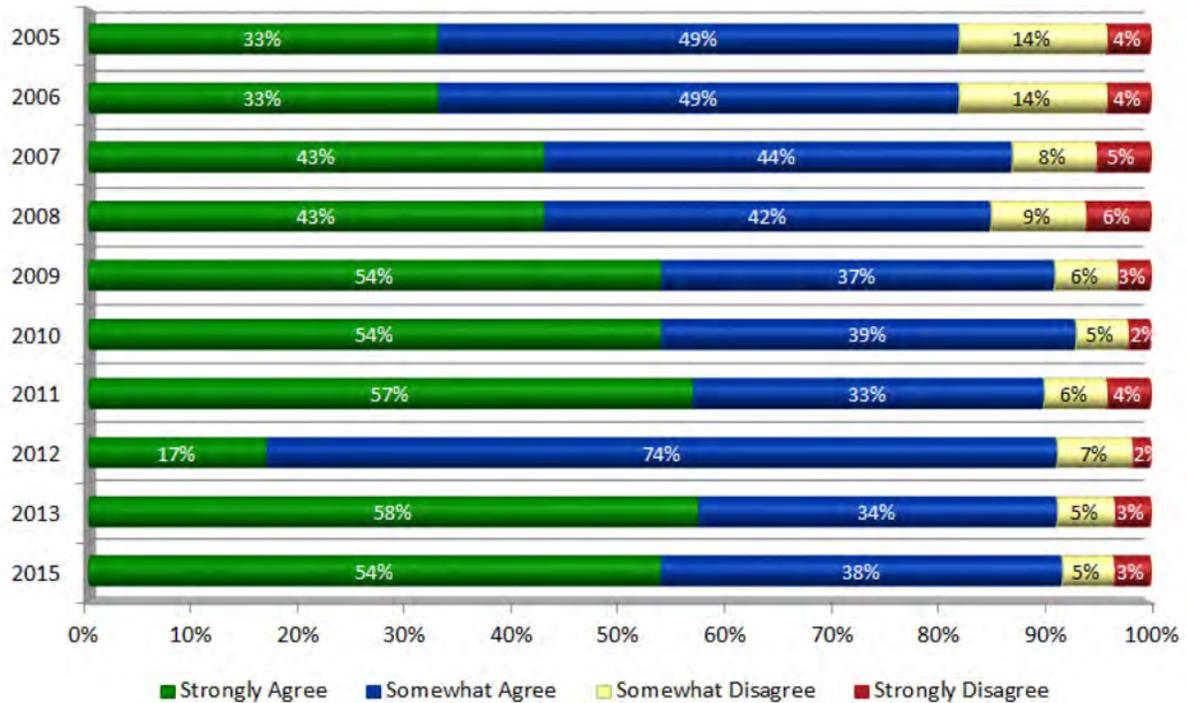
TRENDS: Level of Agreement MoDOT Provides Understandable Information to Citizens: 2005-2015



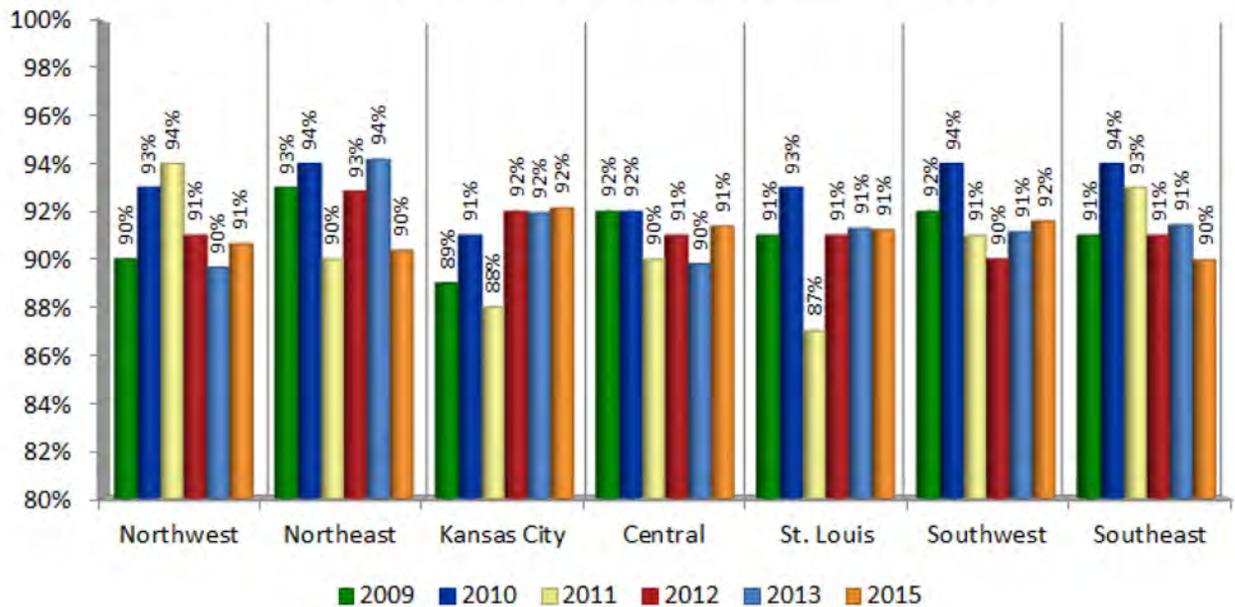
TRENDS: Overall Agreement MoDOT Provides Understandable Information to Citizens by District: 2009-2015



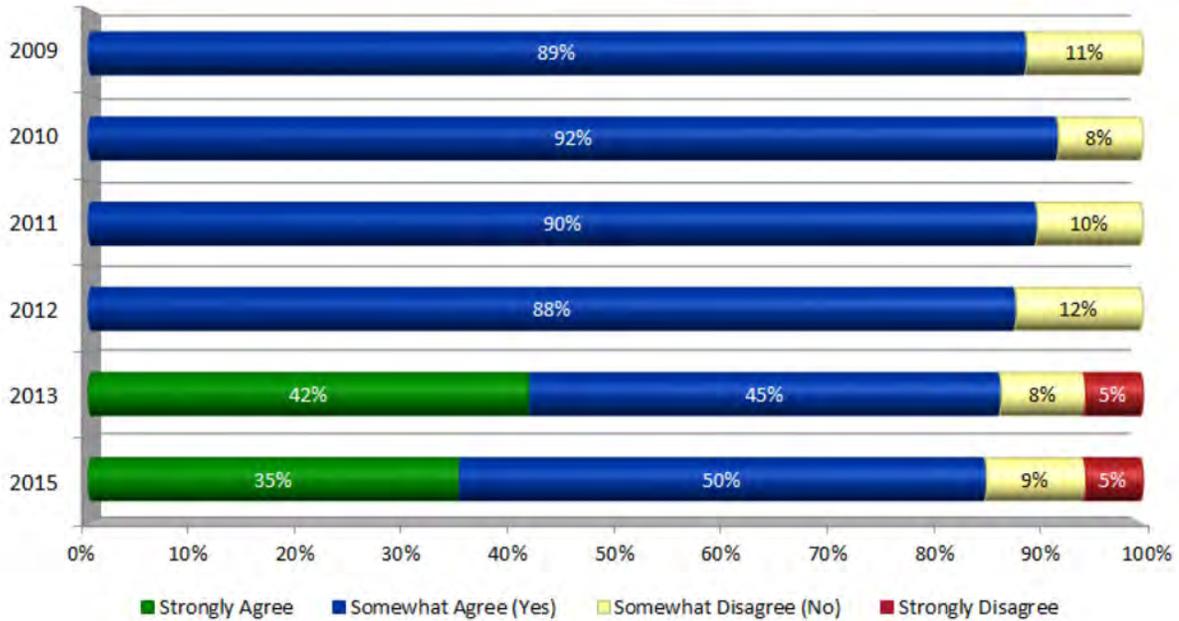
TRENDS: Level of Agreement MoDOT is the Primary Transportation Expert in Missouri: 2005-2015



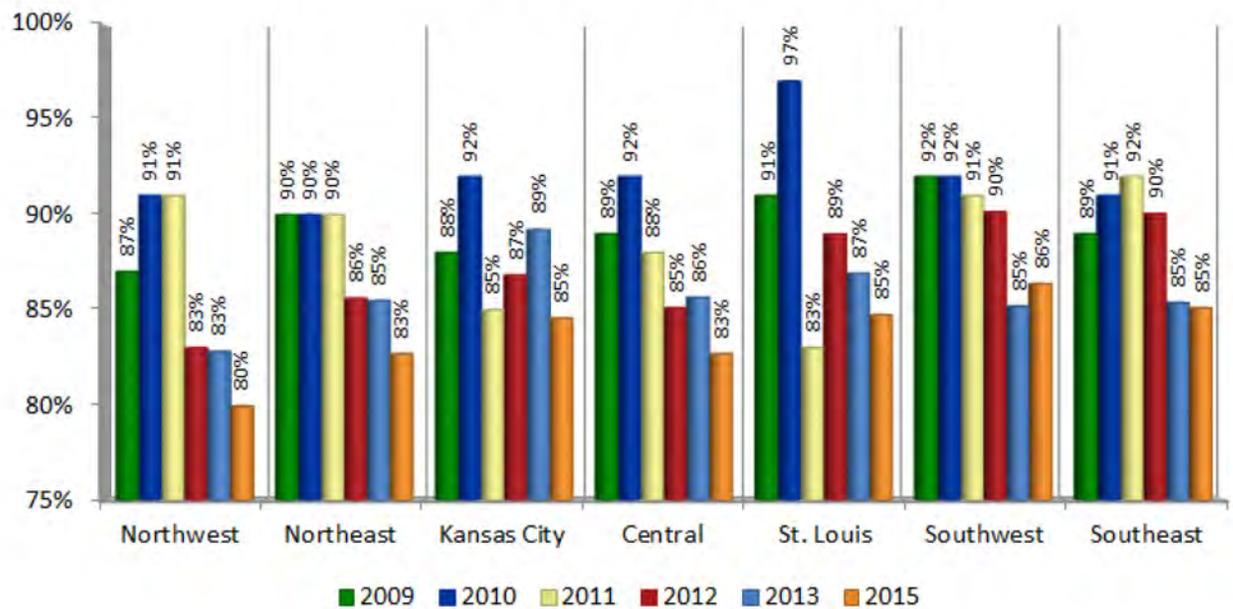
TRENDS: Overall Agreement MoDOT is the Primary Transportation Expert in Missouri by District: 2009-2015



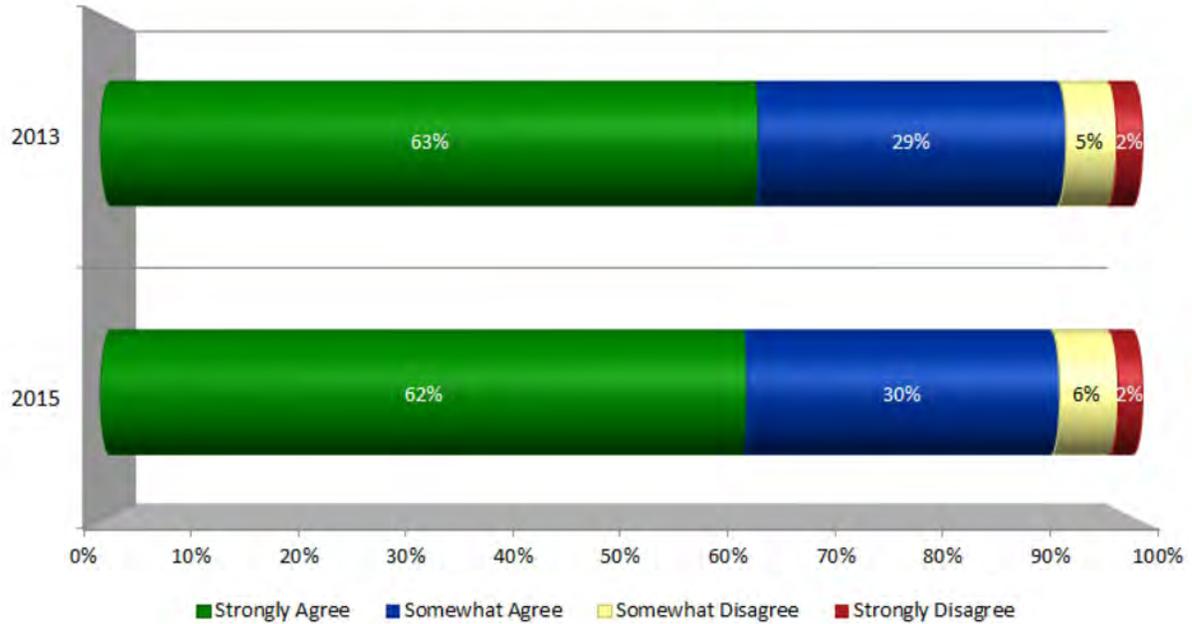
TRENDS: Level of Agreement MoDOT Keeps Its Commitments to the Public: 2009-2015 (Yes/No Question 2009-12)



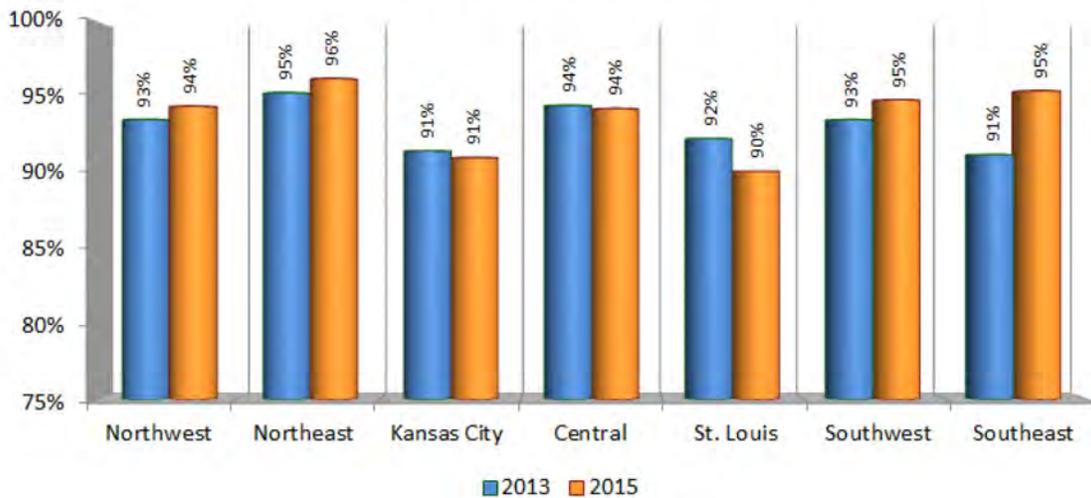
TRENDS: Overall Agreement MoDOT Keeps Its Commitments to the Public: 2009-2015



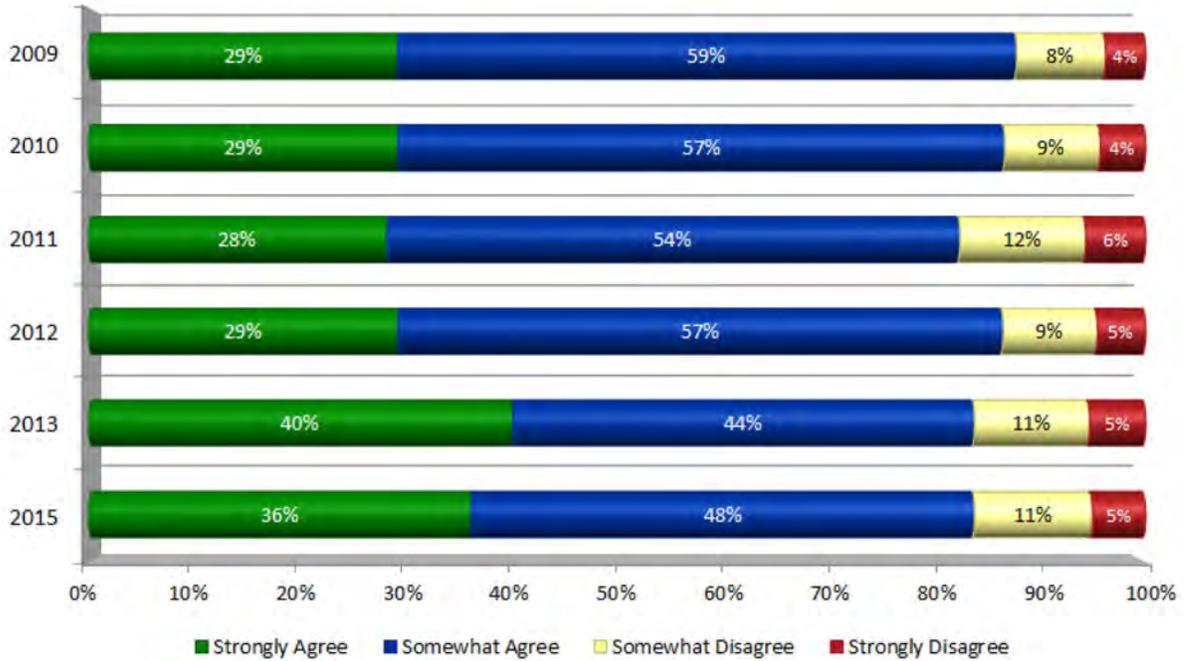
TRENDS: Level of Agreement MoDOT Does a Good Job Providing Advance Warning to Motorists Before Entering Work Zones: 2013-2015



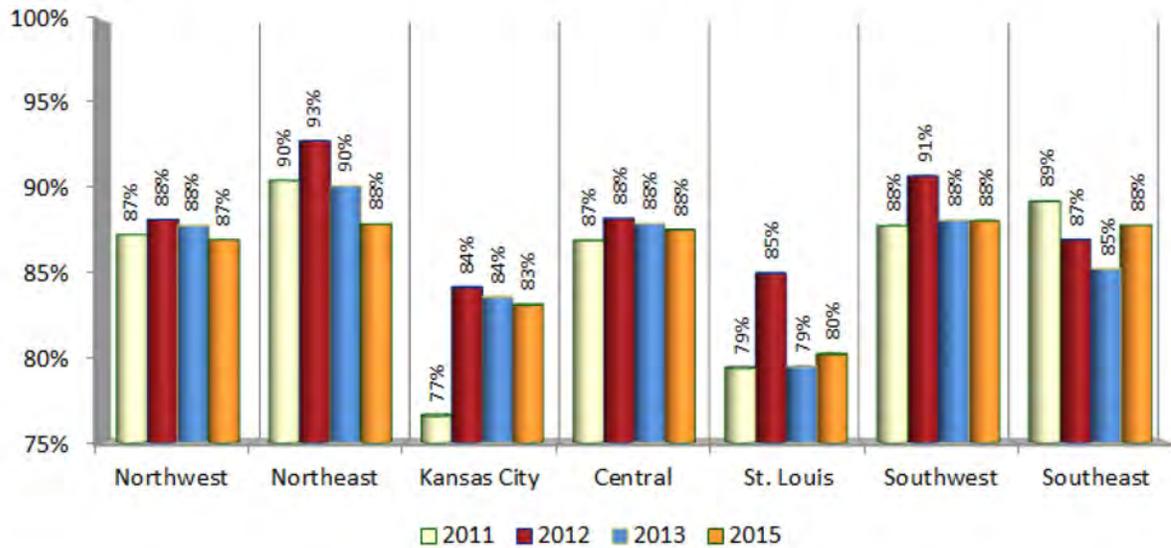
TRENDS: Overall Agreement MoDOT Does a Good Job Providing Advance Warning to Motorists Before Entering Work Zones: 2013-2015



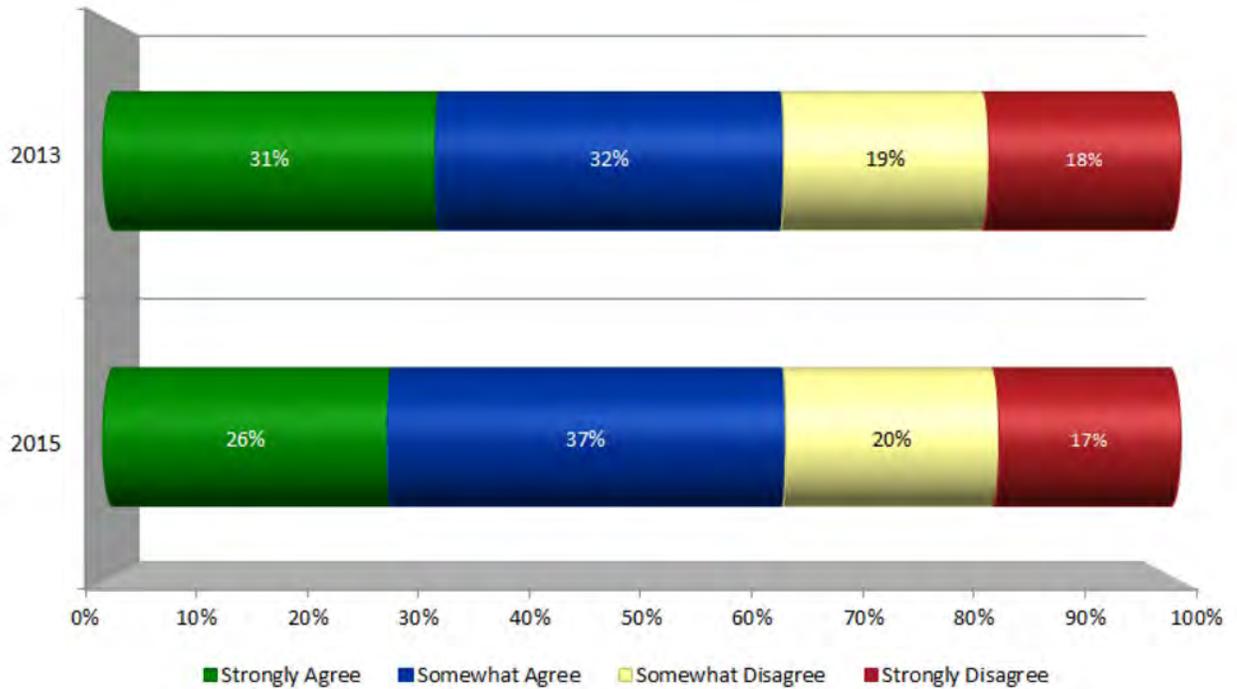
TRENDS: Level of Agreement MoDOT Does a Good Job of Minimizing Travel Delays Caused by Work Zones: 2009-2015



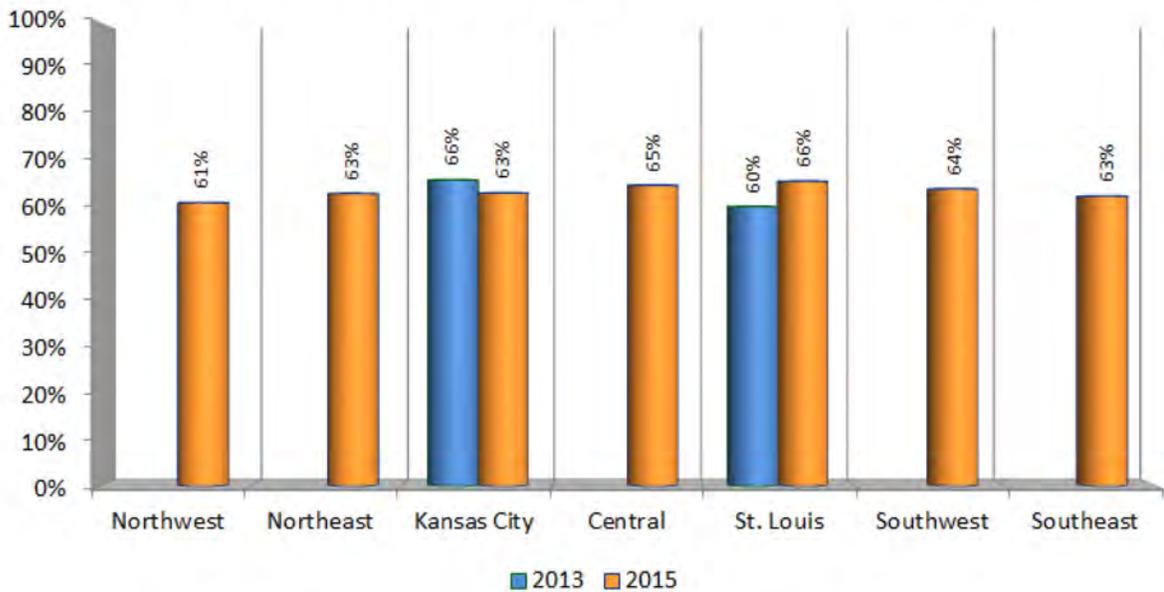
TRENDS: Overall Agreement MoDOT Does a Good Job of Minimizing Travel Delays Caused by Work Zones: 2011-2015



TRENDS: Level of Agreement Missouri Residents Rely on MoDOT for Real-Time Traffic Information: 2013-2015

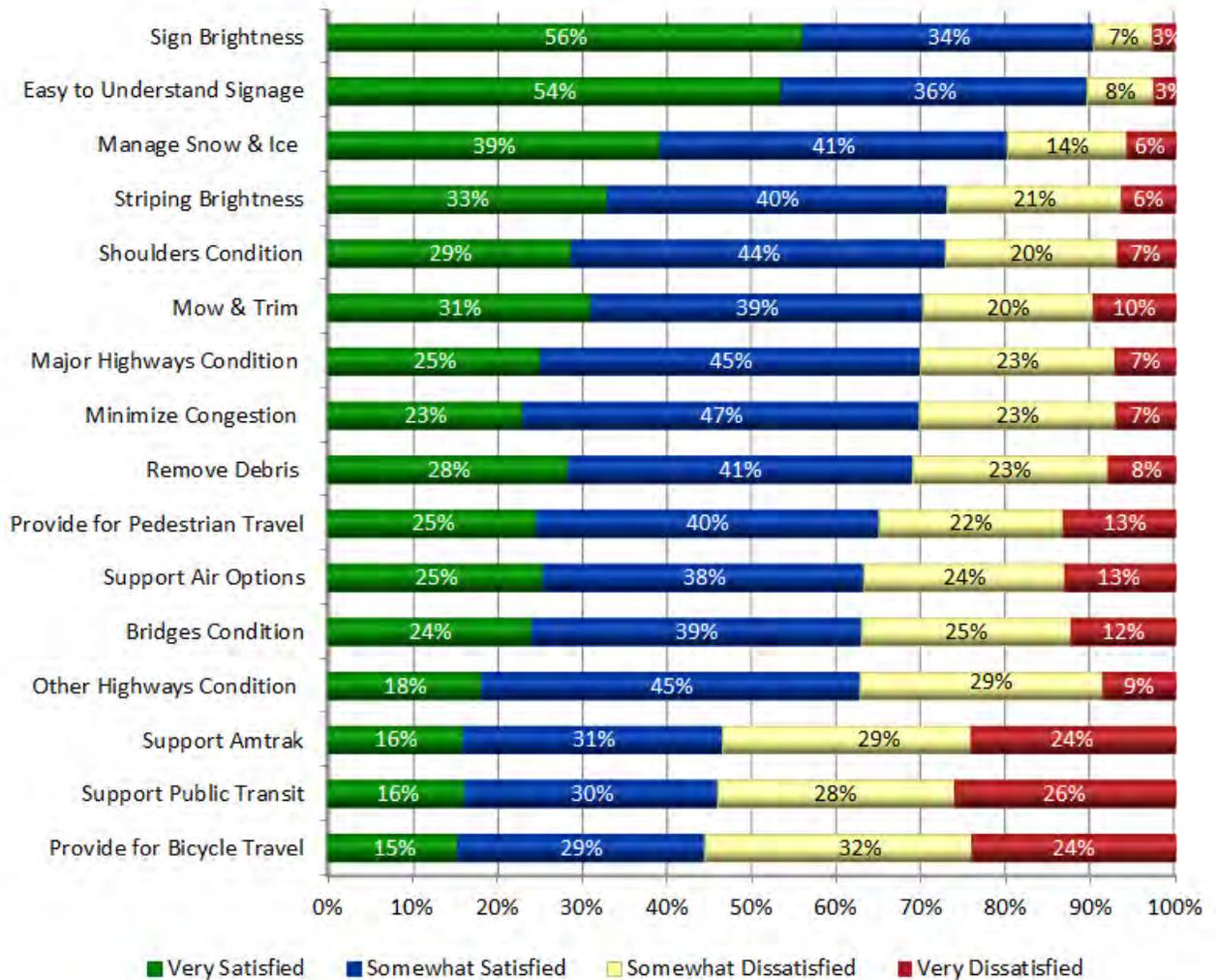


TRENDS: Overall Agreement Missouri Residents Rely on MoDOT for Real-Time Traffic Information: 2013-2015



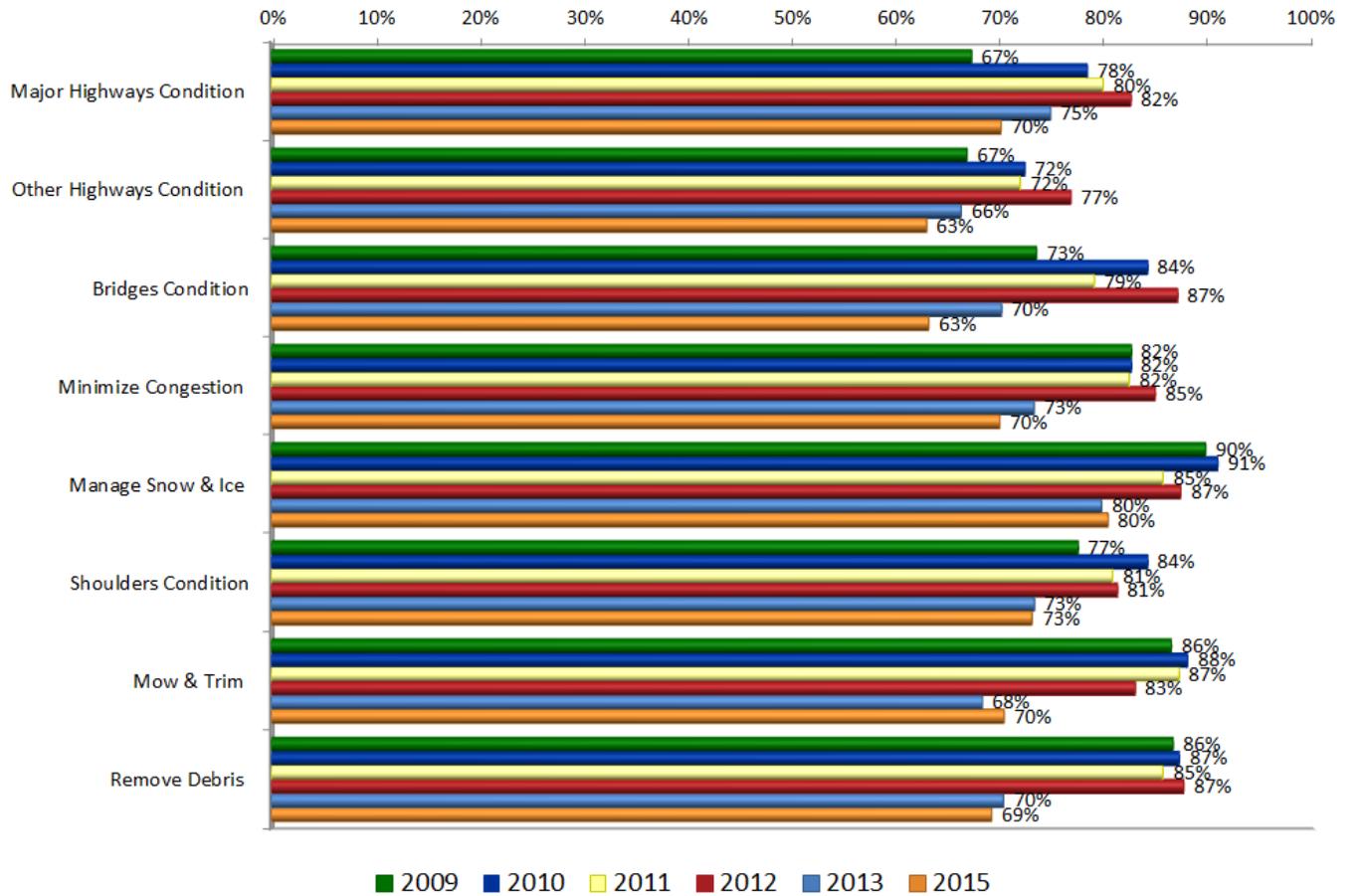
This question was first asked in 2013 only of residents of the Kansas City and St. Louis districts. In 2015, the question was expanded to all districts.

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



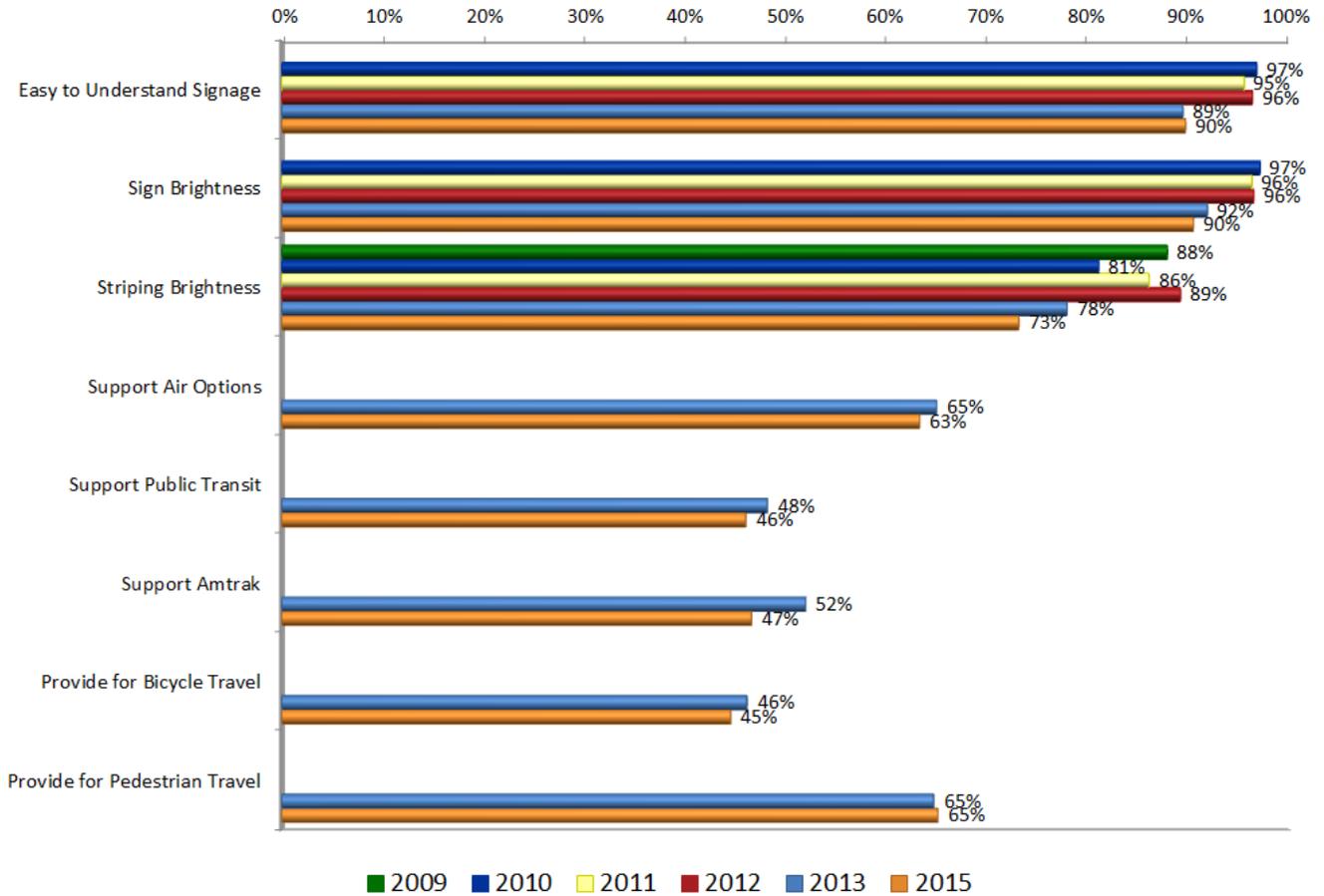
The MoDOT descriptions in the above chart are abbreviated from the more detailed descriptions provided to the survey respondents. A copy of the survey script is available in Section 3.

TRENDS: Overall Satisfaction With MoDOT's Efforts to Provide Various Services on Missouri Highways: 2009-2015



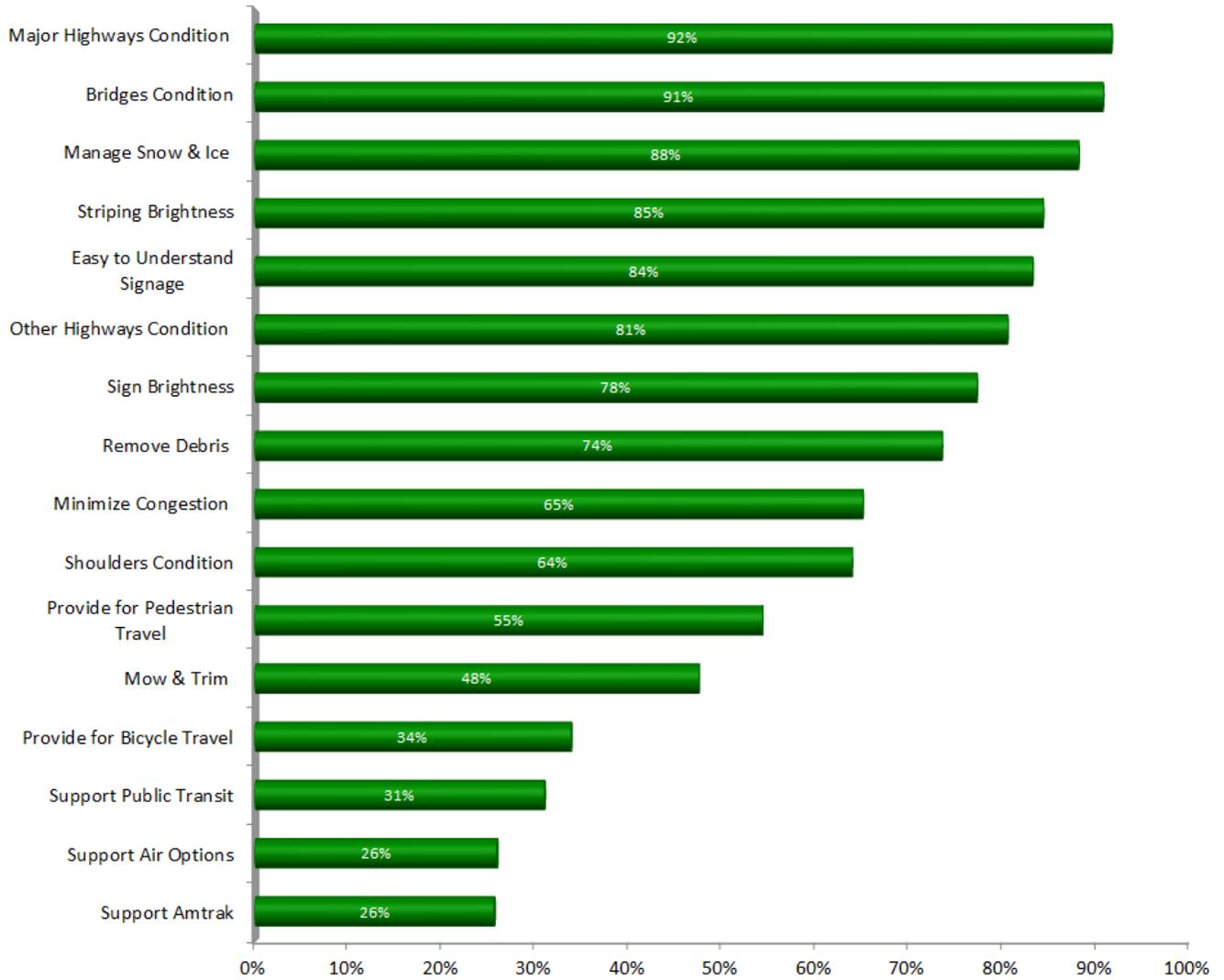
Overall satisfaction for the years above was calculated by adding the very satisfied and the satisfied responses.

TRENDS: Overall Satisfaction With MoDOT's Efforts to Provide Various Services on Missouri Highways: 2009-2015



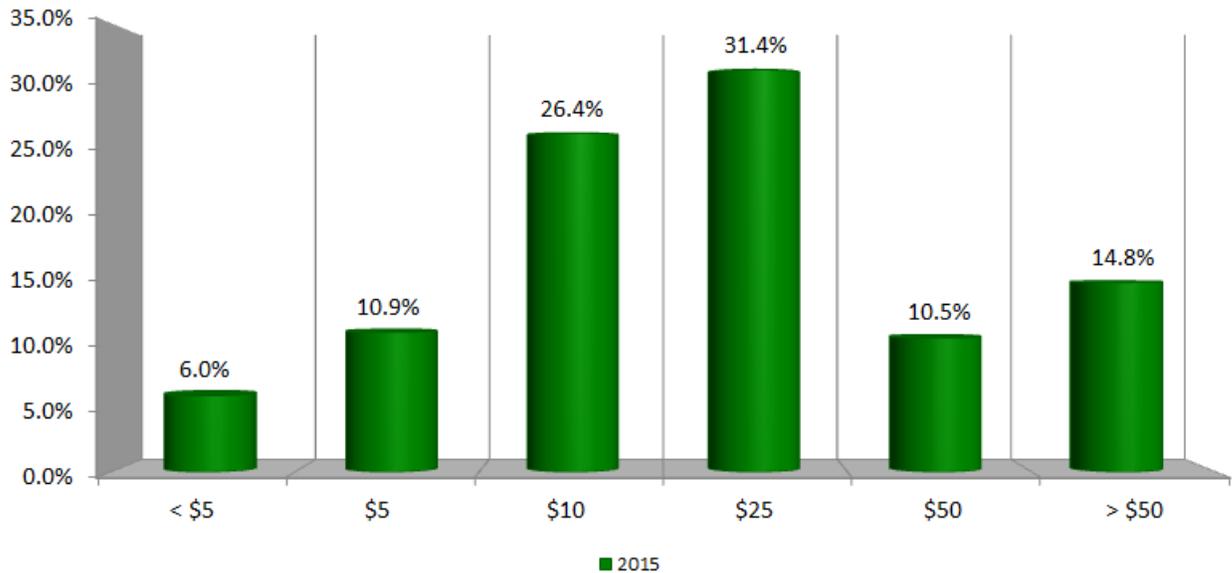
The two sign questions were asked differently from 2009 through 2012 which may have slightly impacted the results for these measures. The wording was revised in 2013 as part of a standardization effort to help ensure all questions were asked in a similar manner to facilitate consistent standards across many measures.

Transportation Services Residents Felt were Very Important



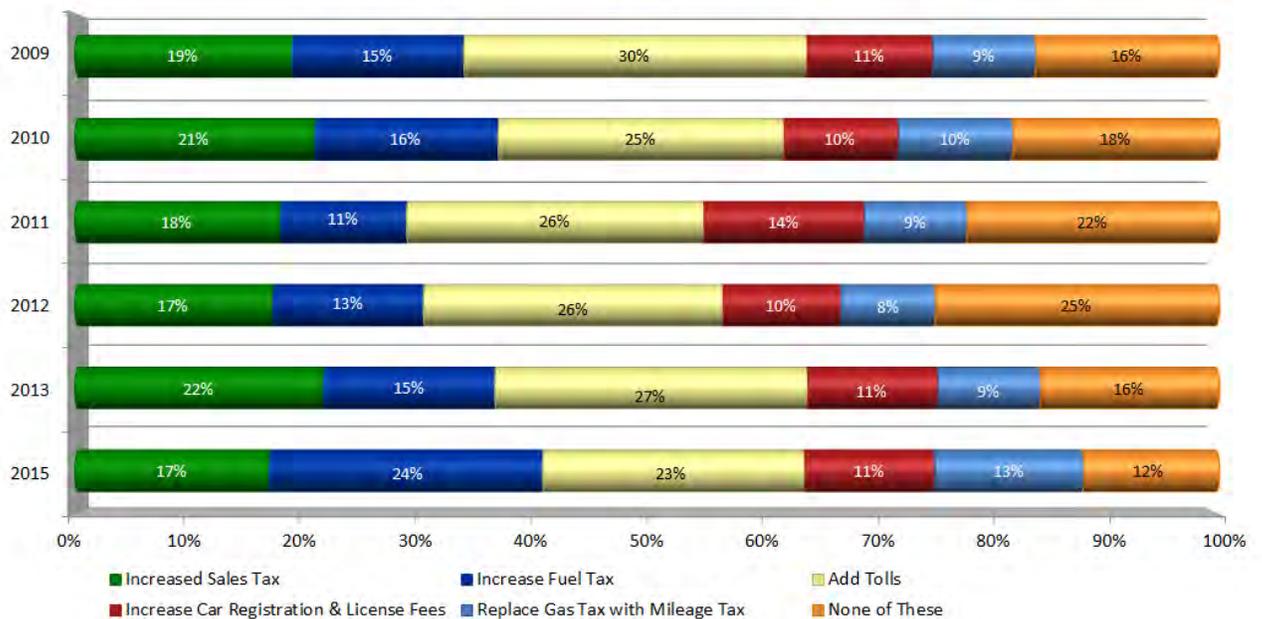
Services listed in order of greatest importance to least importance based on the percentage of Missourians who stated each service was very important.

Estimate of Missourians on How Much the Average Driver Currently Pays Per Month in Taxes and Fees to Fund Missouri State Roads

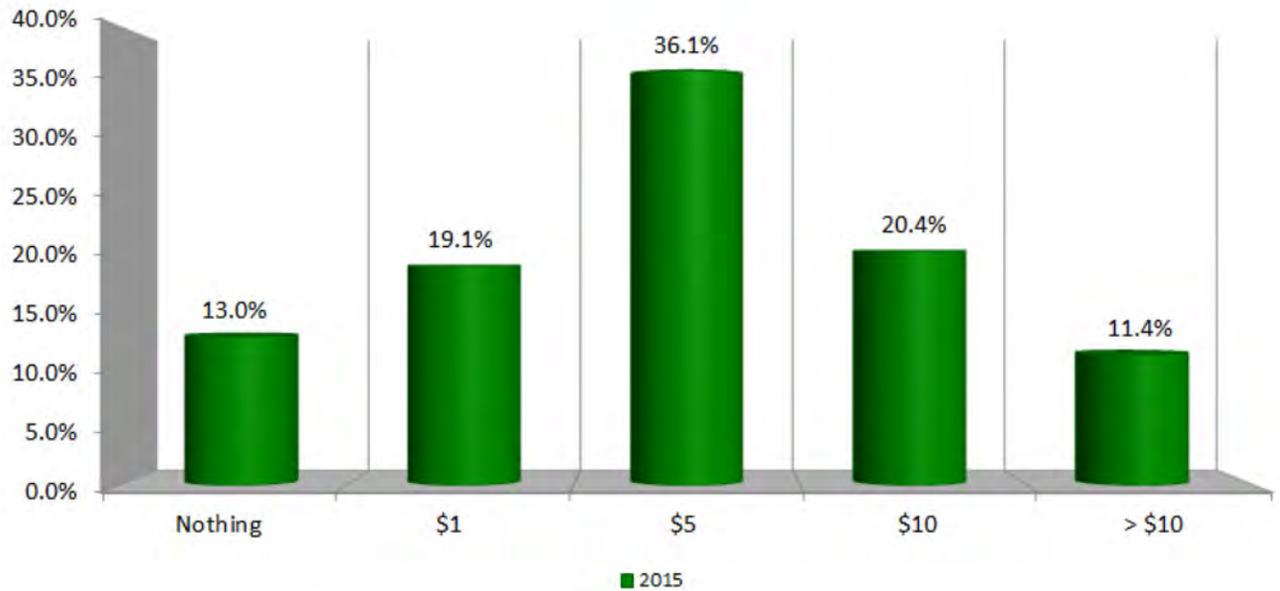


On average, Missourians actually spend \$25 per month in taxes and fees to fund Missouri state roads.

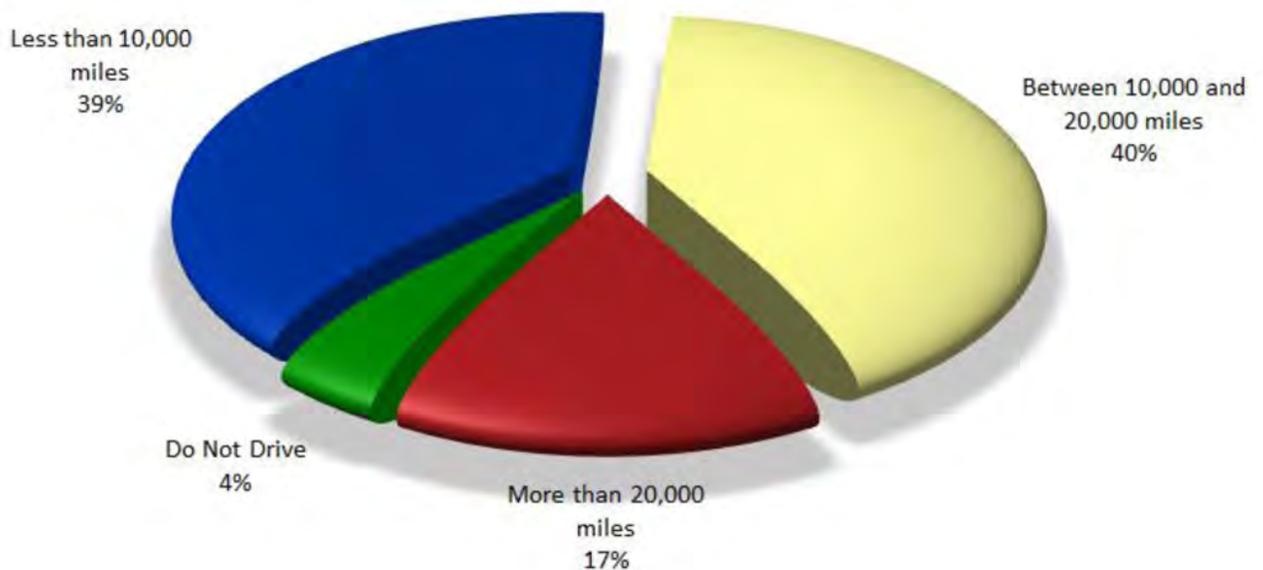
TRENDS: If it was Determined that the State Needs to Increase Revenues to Adequately Fund Missouri State Highways & Roads, Which One of the Following Methods Would be Most Acceptable to You? 2009-2015



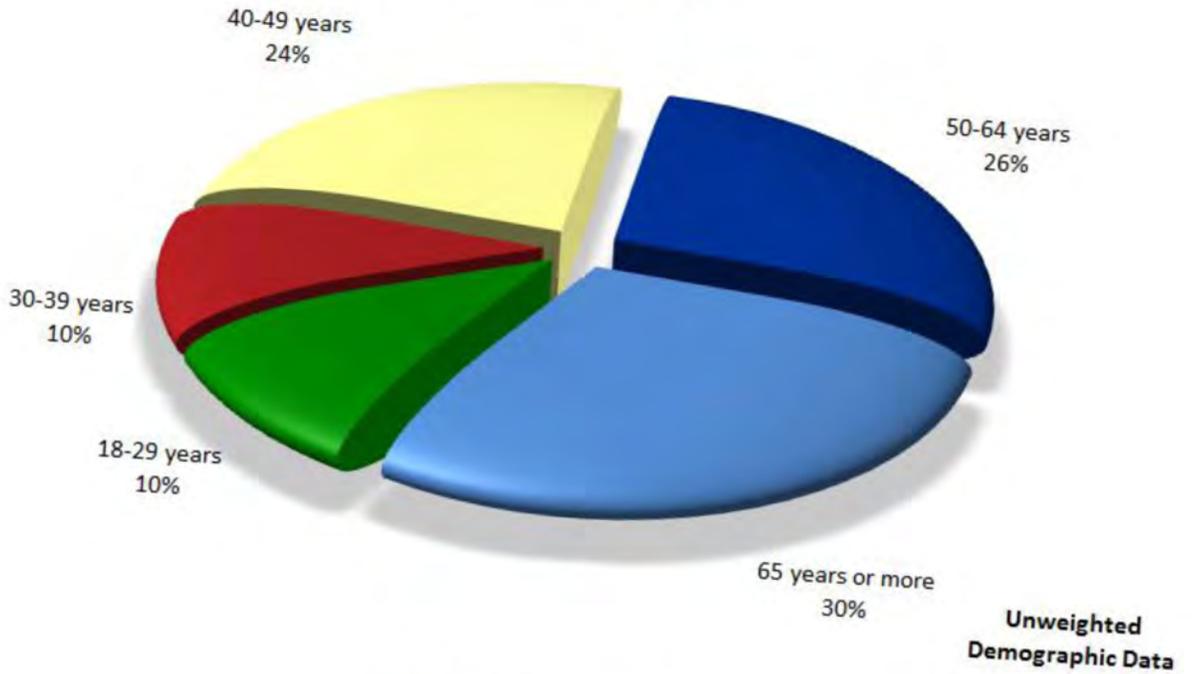
Additional Amount Missourians are Willing to Pay Each Month to Fund Missouri State Roads



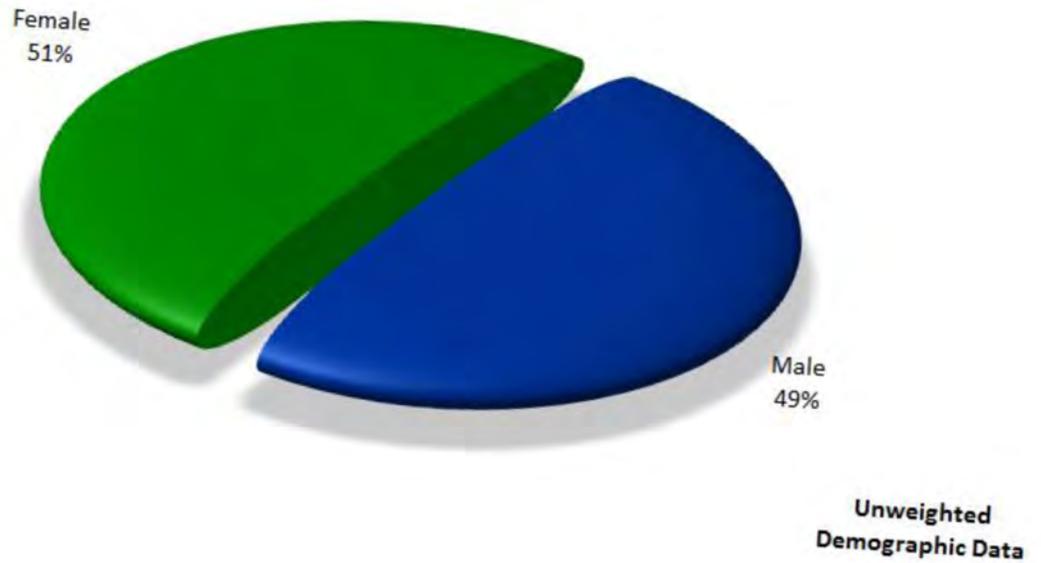
Approximate Miles Per Year Driven by Respondents



What is Your Age?



What is Your Gender?



Section 2:

Cross Tabular Data by District

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

Q4. 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	
Q4. How satisfied are you with MoDOT								
Very Dissatisfied	13.0%	5.6%	3.4%	8.4%	3.9%	4.7%	5.3%	5.2%
Somewhat Dissatisfied	16.2%	15.3%	14.5%	15.7%	13.8%	11.8%	12.6%	13.6%
Somewhat Satisfied	51.9%	52.0%	61.2%	54.6%	54.2%	56.3%	55.3%	56.1%
Very Satisfied	18.9%	27.1%	20.9%	21.3%	28.0%	27.2%	26.8%	25.1%

*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. 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	
Q5a. MoDOT provides accurate information to citizens about road projects, highway conditions and work zones.								
Strongly Disagree	2.3%	1.9%	2.3%	2.6%	3.3%	1.8%	2.3%	2.9%
Somewhat Disagree	5.2%	3.3%	5.8%	5.4%	5.3%	3.7%	7.2%	5.0%
Somewhat Agree	50.1%	45.1%	49.3%	40.1%	46.6%	46.5%	42.0%	46.6%
Strongly Agree	42.4%	49.8%	42.7%	51.8%	44.8%	48.0%	48.6%	45.5%
Q5b. MoDOT provides timely information to citizens about road projects, highway conditions and work zones.								
Strongly Disagree	3.5%	1.8%	1.8%	2.8%	3.5%	1.2%	1.2%	2.5%
Somewhat Disagree	6.2%	4.1%	5.7%	5.1%	6.5%	4.5%	6.6%	5.7%
Somewhat Agree	46.4%	44.7%	46.5%	43.9%	44.5%	45.9%	43.2%	44.8%
Strongly Agree	43.9%	49.4%	45.9%	48.2%	45.5%	48.4%	49.0%	47.0%
*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.								

Q5. 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	
Q5c. MoDOT provides understandable information to citizens about road projects, highway conditions and work zones.								
Strongly Disagree	2.0%	2.6%	1.6%	2.4%	3.3%	1.4%	2.3%	2.3%
Somewhat Disagree	7.8%	3.9%	6.7%	4.6%	5.7%	3.9%	5.9%	5.3%
Somewhat Agree	45.2%	47.3%	46.8%	43.9%	44.6%	46.3%	43.4%	45.8%
Strongly Agree	45.0%	46.2%	44.9%	49.1%	46.4%	48.4%	48.4%	46.6%
Q5d. MoDOT is the primary transportation expert in Missouri								
Strongly Disagree	3.7%	2.8%	2.6%	2.5%	3.8%	3.4%	2.8%	3.3%
Somewhat Disagree	5.7%	6.9%	5.2%	6.1%	4.9%	5.0%	7.2%	4.9%
Somewhat Agree	41.8%	39.6%	41.0%	41.4%	35.5%	37.3%	35.6%	37.7%
Strongly Agree	48.8%	50.7%	51.1%	50.0%	55.8%	54.3%	54.4%	54.0%
*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.								

Q5. 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	
Q5e. MoDOT keeps its commitments to the public								
Strongly Disagree	6.8%	5.6%	4.4%	7.8%	5.2%	5.2%	5.6%	5.4%
Somewhat Disagree	13.3%	11.7%	11.1%	9.5%	10.0%	8.5%	9.3%	9.4%
Somewhat Agree	52.2%	52.4%	49.5%	49.1%	48.5%	46.5%	50.1%	49.9%
Strongly Agree	27.7%	30.3%	35.1%	33.6%	36.2%	39.9%	35.0%	35.2%
Q5f. MoDOT does a good job of providing advance warning to motorists before entering work zones								
Strongly Disagree	1.8%	1.6%	2.2%	1.8%	3.0%	1.4%	2.4%	2.3%
Somewhat Disagree	3.8%	2.2%	6.8%	4.0%	6.9%	3.8%	2.2%	5.6%
Somewhat Agree	30.8%	28.9%	28.3%	28.7%	31.2%	29.1%	31.9%	30.0%
Strongly Agree	63.6%	67.3%	62.7%	65.5%	58.9%	65.7%	63.5%	62.1%
*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. 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	
Q5g. MoDOT does a good job of minimizing travel delays caused by work zones								
Strongly Disagree	2.7%	4.5%	4.9%	4.2%	6.3%	2.6%	4.1%	5.0%
Somewhat Disagree	10.3%	7.6%	12.0%	8.2%	13.5%	9.3%	8.1%	11.2%
Somewhat Agree	49.8%	45.9%	50.2%	50.5%	45.9%	47.4%	46.0%	47.6%
Strongly Agree	37.2%	42.0%	32.9%	37.1%	34.3%	40.7%	41.8%	36.2%
Q5h. You rely on MoDOT for real-time traffic information								
Strongly Disagree	19.2%	16.3%	16.1%	14.3%	17.1%	15.4%	19.1%	16.8%
Somewhat Disagree	19.7%	20.6%	20.7%	20.8%	17.1%	20.5%	18.4%	19.8%
Somewhat Agree	39.7%	36.9%	36.2%	36.6%	36.0%	41.0%	36.8%	36.9%
Strongly Agree	21.4%	26.2%	27.1%	28.3%	29.8%	23.1%	25.7%	26.4%
*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.								

Q6. 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	
Q6a. 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)?								
Very Dissatisfied	14.2%	9.2%	6.5%	9.3%	5.0%	7.6%	7.4%	7.1%
Somewhat Dissatisfied	25.8%	22.2%	28.6%	22.1%	23.4%	20.7%	17.9%	23.0%
Somewhat Satisfied	37.6%	41.5%	42.7%	46.9%	43.1%	46.0%	47.1%	44.8%
Very Satisfied	22.4%	27.1%	22.2%	21.7%	28.5%	25.7%	27.6%	25.1%
Q6b. 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)?								
Very Dissatisfied	18.8%	12.8%	7.2%	11.2%	4.7%	9.9%	11.8%	8.5%
Somewhat Dissatisfied	32.2%	28.7%	31.5%	32.9%	29.9%	27.8%	25.8%	28.7%
Somewhat Satisfied	33.9%	40.6%	46.2%	41.2%	43.2%	44.1%	45.2%	44.6%
Very Satisfied	15.1%	17.9%	15.1%	14.8%	22.2%	18.1%	17.3%	18.2%
*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.								

Q6. 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	
Q6c. How satisfied are you with MoDOT's efforts to keep bridges in good condition?								
Very Dissatisfied	13.5%	13.3%	13.9%	11.2%	13.3%	11.3%	13.1%	12.3%
Somewhat Dissatisfied	29.7%	22.8%	26.0%	27.2%	23.7%	24.5%	22.3%	24.7%
Somewhat Satisfied	35.1%	40.3%	38.6%	41.6%	36.9%	39.7%	39.0%	38.9%
Very Satisfied	21.7%	23.6%	21.5%	20.0%	26.1%	24.5%	25.6%	24.1%
Q6d. How satisfied are you with MoDOT's efforts to minimize congestion on highways?								
Very Dissatisfied	4.9%	7.0%	8.0%	7.2%	8.7%	4.3%	5.5%	7.0%
Somewhat Dissatisfied	22.4%	20.1%	25.7%	23.6%	24.3%	21.6%	20.6%	23.2%
Somewhat Satisfied	48.9%	48.0%	46.0%	47.5%	44.4%	46.3%	43.9%	46.8%
Very Satisfied	23.8%	25.0%	20.3%	21.6%	22.5%	27.8%	30.0%	23.1%
*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.								

Q6. 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	
Q6e. How satisfied are you with MoDOT's efforts to manage snow and ice on highways?								
Very Dissatisfied	7.6%	7.6%	5.4%	8.6%	3.4%	7.5%	6.6%	5.7%
Somewhat Dissatisfied	17.7%	15.8%	14.2%	11.8%	11.4%	17.2%	12.9%	14.1%
Somewhat Satisfied	37.0%	35.3%	40.3%	41.3%	42.2%	37.6%	38.6%	41.0%
Very Satisfied	37.6%	41.3%	40.1%	38.3%	43.0%	37.8%	42.0%	39.2%
Q6f. How satisfied are you with MoDOT's efforts to keep the shoulders on highways in good condition?								
Very Dissatisfied	14.0%	8.4%	5.8%	7.3%	3.8%	8.6%	10.0%	6.8%
Somewhat Dissatisfied	24.2%	18.0%	19.7%	24.0%	18.6%	22.9%	20.2%	20.3%
Somewhat Satisfied	38.3%	43.6%	46.7%	43.2%	42.5%	41.8%	40.1%	44.1%
Very Satisfied	23.4%	30.0%	27.8%	25.5%	35.0%	26.7%	29.7%	28.8%
*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.								

Q6. 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	
Q6g. How satisfied are you with MoDOT's efforts to mow and trim trees, grass and weeds along highways?								
Very Dissatisfied	12.9%	7.2%	10.5%	13.5%	6.0%	13.2%	14.0%	9.7%
Somewhat Dissatisfied	18.6%	22.7%	19.0%	20.7%	17.9%	22.4%	24.0%	20.1%
Somewhat Satisfied	40.2%	38.6%	40.5%	37.6%	41.2%	36.1%	36.3%	39.1%
Very Satisfied	28.3%	31.4%	30.0%	28.2%	34.9%	28.3%	25.7%	31.1%
Q6h. 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?								
Very Dissatisfied	11.4%	9.1%	8.5%	9.1%	5.0%	9.4%	10.6%	7.9%
Somewhat Dissatisfied	21.0%	20.3%	25.4%	24.5%	18.5%	25.1%	23.8%	23.0%
Somewhat Satisfied	44.0%	40.4%	39.5%	39.2%	42.9%	38.4%	39.9%	40.6%
Very Satisfied	23.6%	30.2%	26.6%	27.2%	33.5%	27.1%	25.7%	28.4%
*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.								

Q6. 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	
Q6i. How satisfied are you with MoDOT's efforts to provide signs along highways that are easy to understand?								
Very Dissatisfied	2.8%	2.4%	2.8%	2.6%	2.8%	3.8%	2.6%	2.6%
Somewhat Dissatisfied	7.2%	6.4%	8.7%	7.5%	8.4%	8.0%	5.8%	7.8%
Somewhat Satisfied	37.0%	33.5%	37.9%	35.0%	36.4%	33.3%	33.8%	36.1%
Very Satisfied	53.1%	57.7%	50.7%	54.9%	52.4%	55.0%	57.9%	53.5%
Q6j. How satisfied are you with the brightness of MoDOT's signs?								
Very Dissatisfied	2.8%	1.8%	2.6%	1.4%	3.2%	3.6%	2.4%	2.6%
Somewhat Dissatisfied	5.0%	7.6%	6.5%	6.3%	9.0%	6.4%	5.2%	7.0%
Somewhat Satisfied	36.7%	31.7%	35.7%	35.1%	33.4%	33.9%	32.6%	34.3%
Very Satisfied	55.6%	58.9%	55.2%	57.1%	54.4%	56.1%	59.8%	56.1%
*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.								

Q6. 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	
Q6k. How satisfied are you with the brightness of striping on MoDOT highways?								
Very Dissatisfied	5.0%	4.6%	5.3%	5.9%	8.4%	6.6%	5.2%	6.3%
Somewhat Dissatisfied	20.4%	18.3%	21.5%	18.0%	22.8%	20.4%	17.3%	20.6%
Somewhat Satisfied	42.1%	41.8%	42.1%	40.2%	37.5%	39.5%	42.3%	40.1%
Very Satisfied	32.5%	35.3%	31.0%	35.8%	31.3%	33.5%	35.2%	33.0%
Q6l. How satisfied are you with your options for traveling by air?								
Very Dissatisfied	12.2%	12.0%	11.7%	13.9%	14.5%	14.6%	17.4%	13.0%
Somewhat Dissatisfied	23.8%	19.7%	23.5%	25.3%	23.5%	29.8%	23.1%	23.7%
Somewhat Satisfied	38.7%	39.1%	37.8%	40.8%	39.0%	29.2%	32.9%	37.8%
Very Satisfied	25.3%	29.2%	27.0%	20.1%	23.0%	26.4%	26.6%	25.4%
*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.								

Q6. 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	
Q6m. How satisfied are you with your options for traveling by public transit such as buses, vans or Metro Link?								
Very Dissatisfied	23.8%	23.4%	25.7%	25.9%	23.3%	31.8%	30.4%	26.0%
Somewhat Dissatisfied	32.9%	32.4%	28.5%	30.1%	28.9%	28.9%	28.1%	28.0%
Somewhat Satisfied	31.5%	29.9%	29.6%	30.1%	30.0%	24.8%	26.5%	29.8%
Very Satisfied	11.7%	14.3%	16.3%	13.9%	17.8%	14.5%	15.0%	16.2%
Q6n. How satisfied are you with your options for traveling by Amtrak?								
Very Dissatisfied	26.0%	16.6%	20.3%	22.1%	21.0%	39.3%	33.2%	24.1%
Somewhat Dissatisfied	33.0%	29.2%	33.2%	30.7%	29.0%	24.6%	25.0%	29.3%
Somewhat Satisfied	26.7%	34.1%	30.3%	32.4%	33.8%	22.5%	27.5%	30.6%
Very Satisfied	14.4%	20.1%	16.2%	14.7%	16.2%	13.6%	14.3%	16.0%
*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.								

Q6. 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	
Q6o. How satisfied are you with your options for traveling by bicycle on bike lanes or paved shoulders?								
Very Dissatisfied	29.2%	22.5%	25.5%	25.2%	23.1%	26.7%	32.3%	24.0%
Somewhat Dissatisfied	33.2%	30.3%	33.7%	29.3%	29.9%	32.5%	29.1%	31.5%
Somewhat Satisfied	27.3%	29.2%	26.3%	32.2%	29.7%	27.5%	27.1%	29.1%
Very Satisfied	10.2%	18.1%	14.6%	13.3%	17.3%	13.2%	11.5%	15.4%
Q6p. How satisfied are you with your options for traveling by walking on sidewalks or intersection crossings?								
Very Dissatisfied	15.6%	14.4%	13.7%	13.0%	11.6%	17.1%	15.1%	13.2%
Somewhat Dissatisfied	25.9%	25.3%	25.7%	22.0%	18.3%	24.7%	21.1%	21.7%
Somewhat Satisfied	40.1%	37.0%	38.5%	41.1%	42.8%	35.2%	40.3%	40.4%
Very Satisfied	18.4%	23.3%	22.1%	23.8%	27.3%	23.0%	23.6%	24.7%

*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.

Q7. 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)								
	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q7a. How important is it for MoDOT to keep the surface of <u>major highways</u> in good condition (smooth and free of potholes)?								
Very Unimportant	0.6%	0.8%	1.2%	0.6%	0.6%	0.8%	1.4%	0.8%
Somewhat Unimportant	1.6%	0.8%	2.0%	0.8%	0.4%	1.0%	1.8%	0.9%
Somewhat Important	7.7%	7.4%	5.9%	8.5%	5.2%	7.2%	5.6%	6.3%
Very Important	90.1%	91.0%	90.9%	90.1%	93.8%	91.0%	91.3%	92.0%
Q7b. How important is it for MoDOT to keep the surface of <u>other state highways</u> in good condition (smooth and free of potholes)?								
Very Unimportant	1.4%	1.6%	2.2%	1.6%	1.6%	2.0%	2.2%	1.9%
Somewhat Unimportant	2.6%	2.8%	2.8%	2.4%	2.4%	2.0%	2.8%	2.3%
Somewhat Important	15.4%	18.5%	17.0%	14.7%	12.6%	18.1%	14.1%	14.9%
Very Important	80.6%	77.1%	78.0%	81.4%	83.4%	77.8%	80.9%	80.9%
*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.								

Q7. 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)								
	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q7c. How important is it for MoDOT to keep bridges in good condition?								
Very Unimportant	0.8%	1.2%	1.6%	0.6%	0.6%	0.8%	1.6%	0.8%
Somewhat Unimportant	1.0%	1.2%	1.6%	0.8%	1.0%	0.6%	1.4%	1.0%
Somewhat Important	7.3%	7.4%	7.5%	8.3%	5.8%	7.8%	6.3%	7.0%
Very Important	90.9%	90.2%	89.3%	90.3%	92.6%	90.8%	90.7%	91.1%
Q7d. How important is it for MoDOT to minimize congestion on highways?								
Very Unimportant	1.0%	1.4%	1.4%	0.8%	0.6%	0.8%	1.2%	0.9%
Somewhat Unimportant	5.0%	3.4%	4.0%	5.4%	3.4%	3.6%	5.6%	3.8%
Somewhat Important	31.2%	33.7%	29.4%	28.7%	27.5%	33.2%	27.3%	30.0%
Very Important	62.8%	61.5%	65.3%	65.1%	68.5%	62.4%	65.9%	65.3%
*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.								

Q7. 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)								
	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q7e. How important is it for MoDOT to manage snow and ice on highways?								
Very Unimportant	0.6%	1.4%	1.0%	0.8%	0.4%	0.4%	1.4%	0.6%
Somewhat Unimportant	1.4%	0.4%	2.2%	1.0%	1.0%	1.0%	1.4%	1.1%
Somewhat Important	11.7%	10.6%	9.7%	9.5%	8.6%	11.6%	9.7%	9.8%
Very Important	86.3%	87.6%	87.2%	88.7%	90.0%	87.1%	87.5%	88.5%
Q7f. How important is it for MoDOT to keep the shoulders on highways in good condition?								
Very Unimportant	0.8%	1.2%	1.6%	1.6%	0.8%	1.0%	1.4%	1.0%
Somewhat Unimportant	4.6%	4.0%	5.1%	4.4%	5.2%	5.8%	4.2%	4.9%
Somewhat Important	28.7%	29.7%	32.0%	29.7%	28.7%	29.9%	23.6%	30.0%
Very Important	65.9%	65.1%	61.3%	64.4%	65.3%	63.3%	70.8%	64.2%
*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.								

Q7. 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)								
	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q7g. How important is it for MoDOT to mow and trim trees, grass and weeds along highways?								
Very Unimportant	1.6%	1.6%	2.6%	2.0%	2.0%	2.4%	2.0%	2.0%
Somewhat Unimportant	12.5%	11.6%	12.6%	13.5%	12.4%	9.2%	8.3%	11.6%
Somewhat Important	35.8%	37.8%	41.7%	34.3%	39.7%	34.7%	34.2%	38.7%
Very Important	50.1%	49.0%	43.1%	50.2%	45.9%	53.8%	55.5%	47.7%
Q7h. How important is it for MoDOT to remove debris, such as dead animals, glass, and torn tires from the driving lanes on highways?								
Very Unimportant	1.8%	1.0%	1.4%	1.0%	0.8%	1.0%	2.6%	1.0%
Somewhat Unimportant	5.1%	5.0%	3.2%	5.3%	2.4%	4.2%	4.4%	3.6%
Somewhat Important	24.2%	21.6%	23.1%	23.4%	18.8%	24.0%	19.2%	21.6%
Very Important	68.9%	72.5%	72.3%	70.3%	78.0%	70.9%	73.8%	73.8%
*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.								

Q7. 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)								
	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q7i. How important is it for MoDOT to provide signs along highways that are easy to understand?								
Very Unimportant	1.2%	0.6%	1.4%	0.6%	0.8%	0.8%	1.8%	0.8%
Somewhat Unimportant	1.6%	1.8%	2.2%	1.2%	1.0%	1.2%	1.4%	1.3%
Somewhat Important	17.0%	15.9%	15.0%	16.2%	11.8%	15.5%	11.3%	14.3%
Very Important	80.2%	81.7%	81.5%	82.0%	86.4%	82.5%	85.5%	83.6%
Q7j. How important is it for MoDOT to provide bright signs?								
Very Unimportant	1.4%	0.8%	1.4%	0.8%	1.0%	0.8%	1.6%	1.0%
Somewhat Unimportant	2.8%	3.2%	2.6%	1.8%	2.0%	2.8%	3.8%	2.3%
Somewhat Important	21.8%	17.4%	20.8%	19.2%	17.8%	19.3%	12.5%	19.1%
Very Important	74.0%	78.6%	75.2%	78.2%	79.2%	77.1%	82.1%	77.6%
*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.								

Q7. 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)								
	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q7k. How important is it for MoDOT to provide bright striping on MoDOT highways?								
Very Unimportant	0.8%	0.6%	1.0%	1.0%	0.6%	0.4%	1.4%	0.6%
Somewhat Unimportant	3.0%	2.4%	2.2%	1.2%	1.4%	2.2%	1.2%	1.7%
Somewhat Important	17.0%	14.5%	15.4%	14.7%	8.8%	15.1%	12.7%	13.0%
Very Important	79.2%	82.5%	81.4%	83.2%	89.2%	82.3%	84.7%	84.7%
Q7l. How important is it for MoDOT to support your options for traveling by air?								
Very Unimportant	29.3%	21.3%	20.2%	23.7%	21.4%	25.3%	24.9%	21.6%
Somewhat Unimportant	23.5%	29.4%	23.9%	26.2%	20.1%	26.0%	25.6%	23.6%
Somewhat Important	27.1%	28.0%	29.9%	26.9%	29.2%	22.6%	23.4%	28.8%
Very Important	20.0%	21.3%	26.0%	23.2%	29.2%	26.0%	26.1%	26.0%
*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.								

Q7. 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)								
	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q7m. How important is it for MoDOT to support options for traveling by public transit such as buses, vans or Metro Link?								
Very Unimportant	24.5%	21.2%	18.3%	20.4%	13.4%	22.2%	22.3%	17.2%
Somewhat Unimportant	26.4%	26.0%	22.9%	23.1%	16.5%	25.5%	20.4%	21.0%
Somewhat Important	27.4%	28.3%	31.2%	30.2%	29.7%	28.1%	25.9%	30.7%
Very Important	21.7%	24.4%	27.6%	26.3%	40.4%	24.1%	31.4%	31.1%
Q7n. How important is it for MoDOT to support your options for traveling by Amtrak?								
Very Unimportant	31.6%	23.7%	21.1%	24.4%	18.6%	30.3%	29.0%	22.3%
Somewhat Unimportant	27.3%	27.9%	25.0%	21.4%	20.0%	26.8%	22.3%	23.5%
Somewhat Important	24.3%	25.6%	31.0%	27.6%	29.3%	24.3%	21.8%	28.4%
Very Important	16.8%	22.8%	22.9%	26.7%	32.2%	18.6%	27.0%	25.7%

*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.

Q7. 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)								
	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q7o. How important is it for MoDOT to provide bike lanes or paved shoulders for traveling by bicycle?								
Very Unimportant	23.6%	18.0%	16.8%	21.0%	15.0%	13.1%	19.2%	16.4%
Somewhat Unimportant	27.0%	23.7%	24.6%	22.9%	16.9%	21.0%	18.5%	19.9%
Somewhat Important	23.4%	26.4%	29.4%	27.2%	30.7%	31.0%	27.2%	29.8%
Very Important	26.1%	31.9%	29.2%	28.9%	37.3%	34.9%	35.0%	34.0%
Q7p. How important is it for MoDOT to provide sidewalks or intersection crossings for traveling by walking?								
Very Unimportant	11.6%	9.1%	5.7%	8.7%	6.4%	7.3%	11.9%	7.2%
Somewhat Unimportant	15.3%	15.7%	8.8%	13.9%	10.5%	10.9%	7.9%	10.5%
Somewhat Important	29.5%	27.0%	33.3%	29.9%	22.1%	28.7%	26.2%	27.7%
Very Important	43.7%	48.2%	52.2%	47.5%	61.0%	53.0%	54.0%	54.5%

*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.

Q8. How much do you think the average driver currently pays a month in taxes and fees to fund Missouri state roads? (Excluding don't knows and none chosen)								
	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q8. How much do you think the average driver currently pays a month in taxes and fees to fund Missouri state roads?								
Less than \$5 per month	4.6%	6.0%	3.8%	6.8%	6.6%	6.3%	4.9%	6.0%
\$5 per month	11.0%	10.5%	9.2%	11.1%	9.5%	11.9%	10.7%	10.9%
\$10 per month	26.1%	27.6%	25.1%	26.4%	26.1%	26.0%	23.7%	26.4%
\$25 per month	30.7%	28.3%	34.4%	29.0%	29.9%	31.6%	33.6%	31.4%
\$50 per month	10.0%	12.4%	11.6%	10.6%	11.6%	9.5%	10.4%	10.5%
More than \$50 per month	17.6%	15.2%	15.9%	16.0%	16.4%	14.8%	16.7%	14.8%

*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.

**Q9. 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	
Q9. What method would be most acceptable to you?								
Increase general sales tax	20.2%	15.2%	13.5%	16.3%	17.5%	20.8%	21.6%	17.0%
Increase state fuel tax	24.9%	28.4%	24.5%	27.1%	27.1%	25.3%	19.4%	23.9%
Add tolls to some interstate highways	26.8%	25.1%	26.5%	22.3%	18.3%	19.7%	21.2%	22.9%
Increase car registration and license fees	7.2%	9.6%	9.6%	10.0%	11.0%	9.9%	11.2%	11.4%
Replace state gas tax with vehicle mileage tax	11.3%	9.6%	15.1%	10.0%	13.3%	10.3%	12.5%	13.0%
None of these (unread)	9.6%	12.1%	10.8%	14.4%	12.7%	14.1%	14.0%	11.8%

*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.

Q10. If it was determined the state of Missouri needed to increase revenues in order to adequately fund Missouri state roads through some sort of tax as discussed in the previous question, how much more per month would you be willing to pay for safer roads? (Excluding don't knows and none chosen)

	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q10. How much more per month would you be willing to pay for safer roads?								
Nothing	12.0%	12.7%	13.9%	15.0%	12.6%	13.5%	19.3%	13.0%
\$1 per month	19.1%	16.4%	16.0%	16.4%	20.0%	21.1%	18.5%	19.1%
\$5 per month	38.2%	36.5%	34.8%	32.8%	33.8%	38.8%	33.1%	36.1%
\$10 per month	19.1%	22.2%	19.8%	22.5%	21.2%	17.3%	22.0%	20.4%
More than \$10 per month	11.6%	12.2%	15.5%	13.3%	12.4%	9.3%	7.1%	11.4%

*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.

Demographics								
	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q1. What is your age?								
18 – 29	7.9%	13.7%	10.7%	7.3%	12.4%	8.6%	9.9%	10.1%
30 – 39	8.3%	13.7%	11.0%	7.1%	12.4%	8.6%	10.3%	10.2%
40 – 49	26.3%	22.7%	24.5%	23.4%	23.2%	26.3%	19.2%	23.6%
50 – 64	26.5%	22.9%	24.1%	30.5%	24.0%	28.1%	28.2%	26.3%
65 and up	30.9%	27.0%	29.8%	31.7%	28.1%	28.5%	32.3%	29.8%
Q2. What is your gender?								
Female	51.9%	51.7%	50.1%	49.7%	50.5%	50.0%	52.4%	50.9%
Male	48.1%	48.3%	49.9%	50.3%	49.5%	50.0%	47.6%	49.1%
Q3. Approximately how many miles per year do you personally drive? (excluding don't know)								
None – I do not drive	5.3%	5.0%	3.0%	4.0%	5.8%	3.1%	4.6%	4.4%
Less than 10,000 miles	37.9%	37.8%	40.4%	35.0%	43.1%	35.8%	40.1%	38.5%
Between 10,000 and 20,000 miles	36.3%	39.0%	39.0%	40.6%	39.0%	43.4%	38.9%	40.3%
More than 20,000 miles	20.5%	18.2%	17.7%	20.5%	12.1%	17.7%	16.3%	16.7%
* The statewide (Total) sample was weighted for Question 3 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.								

Section 3:

Survey Instrument

A Report Card From Missourians

Prepared By:



HEARTLAND
MARKET RESEARCH LLC
Helping You Better
Understand Your StakeholdersSM

2015 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	10.1%
30 – 39	10.2%
40 – 49	23.6%
50 – 64	26.3%
65 and up	29.8%

2. What is your gender?

	Percentage
Female	50.9%
Male	49.1%

3. Approximately how many miles per year do you personally drive?

	Including Don't Know	Excluding Don't Know
None – I do not drive	4.4%	4.4%
Less than 10,000 miles	38.1%	38.5%
Between 10,000 and 20,000 miles	39.9%	40.3%
More than 20,000 miles	16.6%	16.7%
Don't Know	1.0%	n/a

4. 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	24.5%	25.1%	Satisfied Combined 81.2%
Somewhat satisfied	54.9%	56.1%	
Somewhat dissatisfied	13.3%	13.6%	Dissatisfied Combined 18.8%
Very dissatisfied	5.1%	5.2%	
Don't know	2.3%	n/a	

5. 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
Q5a. MoDOT provides accurate information to citizens about road projects, highway conditions, and work zones							
Including refused/not sure	44.1%	45.1%	89.2%	4.9%	2.8%	7.7%	3.1%
Excluding refused/not sure	45.5%	46.6%	92.1%	5.0%	2.9%	7.9%	n/a
Q5b. MoDOT provides timely information to citizens about road projects, highway conditions, and work zones							
Including refused/not sure	45.7%	43.5%	89.2%	5.5%	2.5%	8.0%	2.8%
Excluding refused/not sure	47.0%	44.8%	91.8%	5.7%	2.5%	8.2%	n/a
Q5c. MoDOT provides understandable information to citizens about road projects, highway conditions, and work zones							
Including refused/not sure	45.5%	44.8%	90.3%	5.2%	2.3%	7.5%	2.2%
Excluding refused/not sure	46.6%	45.8%	92.4%	5.3%	2.3%	7.6%	n/a

	Strongly Agree	Somewhat Agree	Agree Total	Somewhat Disagree	Strongly Disagree	Disagree Total	Not Sure
Q5d. MoDOT is the primary transportation expert in Missouri							
Including refused/not sure	49.9%	34.9%	84.8%	4.6%	3.1%	7.7%	7.5%
Excluding refused/not sure	54.0%	37.7%	91.7%	4.9%	3.3%	8.3%	n/a
Q5e. MoDOT keeps its commitments to the public							
Including refused/not sure	33.7%	47.7%	81.5%	9.0%	5.2%	14.2%	4.4%
Excluding refused/not sure	35.2%	49.9%	85.2%	9.4%	5.4%	14.8%	n/a
Q5f. MoDOT does a good job of providing advance warning to motorists before entering work zones							
Including refused/not sure	61.4%	29.6%	91.0%	5.6%	2.3%	7.9%	1.1%
Excluding refused/not sure	62.1%	30.0%	92.1%	5.6%	2.3%	7.9%	n/a
Q5g. MoDOT does a good job of minimizing travel delays caused by work zones							
Including refused/not sure	35.4%	46.6%	82.0%	10.9%	4.9%	15.8%	2.2%
Excluding refused/not sure	36.2%	47.6%	83.8%	11.2%	5.0%	16.2%	n/a
Q5h. You rely on MoDOT for real-time traffic information							
Including refused/not sure	24.7%	34.5%	59.1%	18.5%	15.8%	34.3%	6.6%
Excluding refused/not sure	26.4%	36.9%	63.3%	19.8%	16.8%	36.7%	n/a

6. 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
Q6a. How satisfied are you with MoDOT's efforts to keep the surface of major highways in good condition (smooth and free of potholes)?							
Including refused/not sure	25.0%	44.6%	69.6%	22.8%	7.1%	29.9%	0.5%
Excluding refused/not sure	25.1%	44.8%	69.9%	23.0%	7.1%	30.1%	n/a
Q6b. How satisfied are you with MoDOT's efforts to keep the surface of other state highways in good condition (smooth and free of potholes)?							
Including refused/not sure	17.4%	42.7%	60.1%	27.5%	8.2%	35.7%	4.2%
Excluding refused/not sure	18.2%	44.6%	62.8%	28.7%	8.5%	37.2%	n/a
Q6c. How satisfied are you with MoDOT's efforts to keep bridges in good condition?							
Including refused/not sure	23.9%	38.6%	62.5%	24.5%	12.2%	36.7%	0.8%
Excluding refused/not sure	24.1%	38.9%	63.0%	24.7%	12.3%	37.0%	n/a
Q6d. How satisfied are you with MoDOT's efforts to minimize congestion on highways?							
Including refused/not sure	22.6%	45.9%	68.5%	22.7%	6.9%	29.6%	1.9%
Excluding refused/not sure	23.1%	46.8%	69.8%	23.2%	7.0%	30.2%	n/a
Q6e. How satisfied are you with MoDOT's efforts to manage snow and ice on highways?							
Including refused/not sure	38.8%	40.5%	79.3%	14.0%	5.6%	19.6%	1.1%
Excluding refused/not sure	39.2%	41.0%	80.2%	14.1%	5.7%	19.8%	n/a



	Very Satisfied	Somewhat Satisfied	Total Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Total Dissatisfied	Don't Know
Q6f. How satisfied are you with MoDOT's efforts to keep the shoulders on highways in good condition?							
Including refused/not sure	28.6%	43.7%	72.3%	20.1%	6.8%	26.9%	0.8%
Excluding refused/not sure	28.8%	44.1%	72.9%	20.3%	6.8%	27.1%	n/a
Q6g. How satisfied are you with MoDOT's efforts to mow and trim trees, grass and weeds along highways?							
Including refused/not sure	30.9%	38.9%	69.9%	20.0%	9.6%	29.6%	0.5%
Excluding refused/not sure	31.1%	39.1%	70.2%	20.1%	9.7%	29.8%	n/a
Q6h. 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?							
Including refused/not sure	28.2%	40.4%	68.6%	22.9%	7.9%	30.8%	0.6%
Excluding refused/not sure	28.4%	40.6%	69.0%	23.0%	7.9%	31.0%	n/a
Q6i. How satisfied are you with MoDOT's efforts to provide signs along highways that are easy to understand?							
Including refused/not sure	53.5%	36.0%	89.5%	7.8%	2.6%	10.4%	0.1%
Excluding refused/not sure	53.5%	36.1%	89.6%	7.8%	2.6%	10.4%	n/a
Q6j. How satisfied are you with the brightness of MoDOT's signs?							
Including refused/not sure	55.9%	34.1%	90.0%	6.9%	2.6%	9.6%	0.5%
Excluding refused/not sure	56.1%	34.3%	90.4%	7.0%	2.6%	9.6%	n/a
Q6k. How satisfied are you with the brightness of striping on MoDOT highways?							
Including refused/not sure	32.9%	40.0%	72.9%	20.5%	6.3%	26.8%	0.3%
Excluding refused/not sure	33.0%	40.1%	73.1%	20.6%	6.3%	26.9%	n/a

	Very Satisfied	Somewhat Satisfied	Total Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Total Dissatisfied	Don't Know
Q6l. How satisfied are you with your options for traveling by air?							
Including refused/not sure	19.2%	28.7%	47.9%	17.8%	9.8%	27.6%	24.6%
Excluding refused/not sure	25.4%	37.8%	63.3%	23.7%	13.0%	36.7%	n/a
Q6m. How satisfied are you with your options for traveling by public transit such as busses, vans or Metro Link?							
Including refused/not sure	11.5%	21.1%	32.6%	19.5%	18.1%	37.6%	29.8%
Excluding refused/not sure	16.2%	29.8%	46.0%	28.0%	26.0%	54.0%	n/a
Q6n. How satisfied are you with your options for traveling by Amtrak?							
Including refused/not sure	10.7%	20.5%	31.2%	19.8%	15.6%	35.3%	33.5%
Excluding refused/not sure	16.0%	30.6%	46.6%	29.3%	24.1%	53.4%	n/a
Q6o. How satisfied are you with your options for traveling by bicycle on bike lanes or paved shoulders?							
Including refused/not sure	11.4%	21.7%	33.2%	23.2%	17.7%	40.9%	25.9%
Excluding refused/not sure	15.4%	29.1%	44.5%	31.5%	24.0%	55.5%	n/a
Q6p. How satisfied are you with your options for traveling by walking on sidewalks or intersection crossings?							
Including refused/not sure	22.1%	36.2%	58.2%	19.4%	11.8%	31.2%	10.6%
Excluding refused/not sure	24.7%	40.4%	65.1%	21.7%	13.2%	34.9%	n/a

7. 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
Q7a. How important is it for MoDOT to keep the surface of major highways in good condition (smooth and free of potholes)?							
Including refused/not sure	92.0%	6.3%	98.3%	0.9%	0.8%	1.7%	0.0%
Excluding refused/not sure	92.0%	6.3%	98.3%	0.9%	0.8%	1.7%	n/a
Q7b. How important is it for MoDOT to keep the surface of other state highways in good condition (smooth and free of potholes)?							
Including refused/not sure	80.2%	14.8%	95.0%	2.3%	1.9%	4.2%	0.9%
Excluding refused/not sure	80.9%	14.9%	95.8%	2.3%	1.9%	4.2%	n/a
Q7c. How important is it for MoDOT to keep bridges in good condition?							
Including refused/not sure	91.1%	7.0%	98.1%	1.0%	0.8%	1.8%	0.0%
Excluding refused/not sure	91.1%	7.0%	98.2%	1.0%	0.8%	1.8%	n/a
Q7d. How important is it for MoDOT to minimize congestion on highways?							
Including refused/not sure	65.0%	29.8%	94.8%	3.7%	0.9%	4.7%	0.5%
Excluding refused/not sure	65.3%	30.0%	95.3%	3.8%	0.9%	4.7%	n/a
Q7e. How important is it for MoDOT to manage snow and ice on highways?							
Including refused/not sure	88.4%	9.8%	98.2%	1.1%	0.6%	1.7%	0.1%
Excluding refused/not sure	88.5%	9.8%	98.3%	1.1%	0.6%	1.7%	n/a

	Very Important	Somewhat Important	Total Important	Somewhat Unimportant	Very Unimportant	Total Unimportant	Don't Know
Q7f. How important is it for MoDOT to keep the shoulders on highways in good condition?							
Including refused/not sure	64.1%	29.9%	94.0%	4.9%	1.0%	5.9%	0.2%
Excluding refused/not sure	64.2%	30.0%	94.1%	4.9%	1.0%	5.9%	n/a
Q7g. How important is it for MoDOT to mow and trim trees, grass and weeds along highways?							
Including refused/not sure	47.7%	38.7%	86.3%	11.6%	2.0%	13.6%	0.1%
Excluding refused/not sure	47.7%	38.7%	86.4%	11.6%	2.0%	13.6%	n/a
Q7h. How important is it for MoDOT to remove debris, such as dead animals, glass, and torn tires from the driving lanes on highways?							
Including refused/not sure	73.7%	21.5%	95.3%	3.6%	1.0%	4.6%	0.1%
Excluding refused/not sure	73.8%	21.6%	95.4%	3.6%	1.0%	4.6%	n/a
Q7i. How important is it for MoDOT to provide signs along highways that are easy to understand?							
Including refused/not sure	83.5%	14.3%	97.8%	1.3%	0.8%	2.2%	0.1%
Excluding refused/not sure	83.6%	14.3%	97.8%	1.3%	0.8%	2.2%	n/a
Q7j. How important is it for MoDOT to provide bright signs?							
Including refused/not sure	77.4%	19.0%	96.4%	2.3%	1.0%	3.3%	0.3%
Excluding refused/not sure	77.6%	19.1%	96.7%	2.3%	1.0%	3.3%	n/a
Q7k. How important is it for MoDOT to provide bright striping on highways?							
Including refused/not sure	84.7%	13.0%	97.7%	1.7%	0.6%	2.3%	0.0%
Excluding refused/not sure	84.7%	13.0%	97.7%	1.7%	0.6%	2.3%	n/a



	Very Important	Somewhat Important	Total Important	Somewhat Unimportant	Very Unimportant	Total Unimportant	Don't Know
Q7l. How important is for MoDOT to support your options for traveling by air?							
Including refused/not sure	22.5%	25.2%	47.7%	20.5%	18.5%	39.1%	13.2%
Excluding refused/not sure	26.0%	28.8%	54.8%	23.6%	21.6%	45.2%	n/a
Q7m. How important is for MoDOT to support your options for traveling by public transit such as busses, vans or Metro Link?							
Including refused/not sure	27.7%	27.4%	55.1%	18.7%	15.1%	33.8%	11.1%
Excluding refused/not sure	31.1%	30.7%	61.8%	21.0%	17.2%	38.2%	n/a
Q7n. How important is for MoDOT to support your options for traveling by Amtrak?							
Including refused/not sure	22.1%	24.8%	46.9%	20.2%	19.1%	39.3%	13.8%
Excluding refused/not sure	25.7%	28.4%	54.2%	23.5%	22.3%	45.8%	n/a
Q7o. How important is for MoDOT to provide bike lanes or paved shoulders for traveling by bicycle?							
Including refused/not sure	31.6%	27.7%	59.3%	18.4%	15.2%	33.6%	7.1%
Excluding refused/not sure	34.0%	29.8%	63.7%	19.9%	16.4%	36.3%	n/a
Q7p. How important is it for MoDOT to provide sidewalks or intersection crossings for traveling by walking?							
Including refused/not sure	52.4%	26.6%	79.0%	10.1%	6.9%	17.0%	4.0%
Excluding refused/not sure	54.5%	27.7%	82.2%	10.5%	7.2%	17.8%	n/a

8. How much do you think the average driver currently pays a month in taxes and fees to fund Missouri state roads?

Q8. Perceived Driver Taxes per month	Including Not Sure	Excluding Not Sure
Less than \$5 per month	5.0%	6.0%
\$5 per month	9.2%	10.9%
\$10 per month	22.2%	26.4%
\$25 per month	26.2%	31.4%
\$50 per month	8.7%	10.5%
More than \$50 per month	12.5%	14.8%
Don't know	16.2%	n/a

9. 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?

Q9. Most Acceptable Funding Method	Including Not Sure	Excluding Not Sure
Increase general sales tax	16.1%	17.0%
Increase state fuel tax	22.8%	23.9%
Add tolls to some interstate highways	21.8%	22.9%
Increase car registration and license fees	10.8%	11.4%
Replace state gas tax with vehicle mileage tax	12.4%	13.0%
None of these	11.2%	11.8%
Don't know	4.8%	n/a

10. If it was determined the state of Missouri needed to increase revenues in order to adequately fund Missouri state roads through some sort of tax as discussed in the previous question, how much more per month would you be willing to pay for safer roads?

Q10. Additional Funding Amount per month	Including Not Sure	Excluding Not Sure
Nothing	12.5%	13.0%
\$1 per month	18.4%	19.1%
\$5 per month	34.7%	36.1%
\$10 per month	19.7%	20.4%
More than \$10 per month	11.0%	11.4%
Don't know	3.7%	n/a

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 StakeholdersSM

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

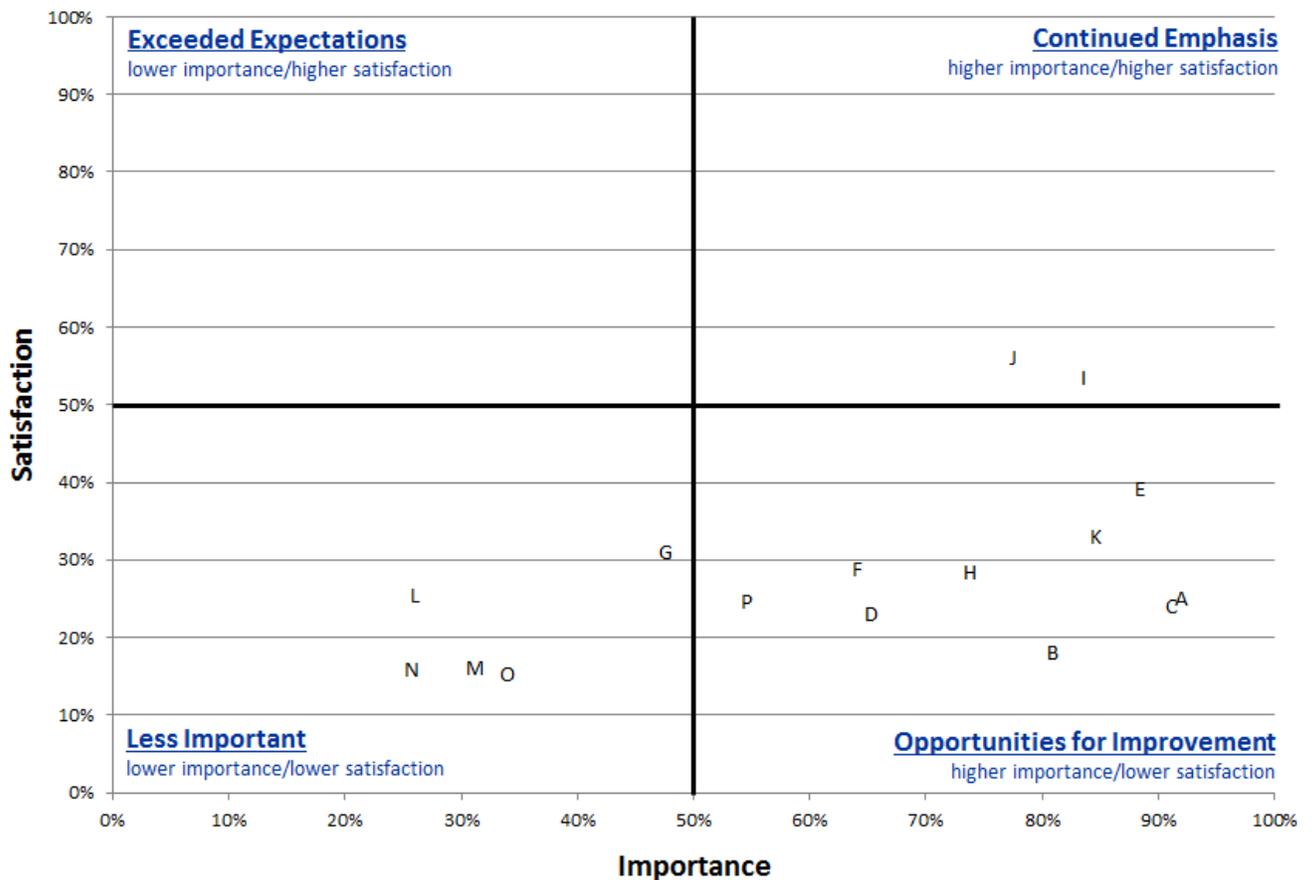
The Importance-Satisfaction is simply a plot of the services offered by MoDOT with the percentage of Missourians who believed a service was very important on one axis and the percentage of Missourians who were very satisfied with the service on the other axis.

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.



Importance-Satisfaction Assessment Matrix Satisfaction with MoDOT Efforts to Provide Transportation Services



Legend	MoDOT Service
A	Keep the surface of major highways in good condition
B	Keep the surface of other state highways 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

While there was some movement, results were similar to the previous survey conducted in 2013. In 2015 respondents indicated that MoDOT should continue to emphasize bright and easily understandable highway signs. According to the Importance-Satisfaction Matrix, Missourians are both very satisfied with these services and believe they are very important.

There were a number of services that fell into the opportunities 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.

$$IS\ rating = very\ important\ \% \times (100\% - very\ satisfied\ \%)$$

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 (80.9%) and the very satisfied percentage with this service (18.2%). One would then plug these numbers into the equation:

$$IS\ rating = most\ important\ \% \times (100\% - satisfaction\ \%)$$

$$IS\ rating = 80.9\% \times (100\% - 18.2\ \%)$$

$$IS\ rating = 80.9\% \times 81.8\%$$

$$IS\ rating = .662$$

While only one decimal place is shown in the data, the actual calculations were completed by software that utilized double precision point numbers, equivalent to 15 decimal places.

Importance-Satisfaction Rating						
Satisfaction With MoDOT Efforts to Provide Transportation Services						
MoDOT Service	Very Important %	Very Important Rank	Very Satisfied %	Very Satisfied Rank	Importance-Satisfaction Rating	Importance-Satisfaction Rating Rank
Highest Priority (IS > .600)						
Keep bridges in good condition	91.1%	2	24.1%	11	0.692	1
Keep the surface of major highways in good condition	92.0%	1	25.1%	9	0.689	2
Keep the surface of other state highways in good condition	80.9%	6	18.2%	13	0.662	3
Higher Priority (IS .500 to .590)						
Provide bright striping on highways	84.7%	4	33.0%	4	0.567	4
Manage snow and ice on highways	88.5%	3	39.2%	3	0.538	5
Remove debris - such as dead animals, glass, and torn tires - from the driving lanes on highways	73.8%	8	28.4%	7	0.529	6
Minimize congestion on highways	65.3%	9	23.1%	12	0.503	7

Importance-Satisfaction Rating						
Satisfaction With MoDOT Efforts to Provide Transportation Services						
MoDOT Service	Very Important %	Very Important Rank	Very Satisfied %	Very Satisfied Rank	Importance-Satisfaction Rating	Importance-Satisfaction Rating Rank
Medium Priority (IS .350 to .490)						
Keep the shoulders on highways in good condition	64.2%	10	28.8%	6	0.457	8
Provide sidewalks or intersection crossings for traveling by walking	54.5%	11	24.7%	10	0.411	9
Provide signs along highway that are easy to understand	83.6%	5	53.5%	2	0.388	10
Lower Priority (IS <.350)						
Provide bright signs	77.6%	7	56.1%	1	0.340	11
Mow and trim trees, grass, and weeds along highways	47.7%	12	31.1%	5	0.329	12
Provide bike lanes or paved shoulders for traveling by bicycle	34.0%	13	15.4%	16	0.288	13
Support your options for traveling by public transit such as busses, vans, or Metro Link	31.1%	14	16.2%	14	0.261	14
Support your options for traveling by Amtrak	25.7%	16	16.0%	15	0.216	15
Support your options for traveling by air	26.0%	15	25.4%	8	0.194	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:

Maps

A Report Card From Missourians

Prepared By:



HEARTLAND
MARKET RESEARCH LLC
Helping You Better
Understand Your StakeholdersSM

INTERPRETING THE MAPS

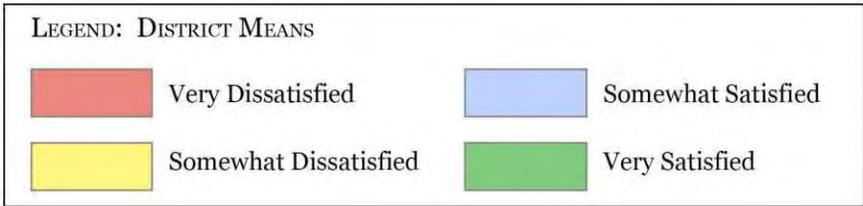
The maps on the following pages show the mean ratings for several questions on the survey by district. The mean ratings were calculated by first allocating 1 point for each very dissatisfied/strongly disagree/very unimportant answer, 2 points for each somewhat dissatisfied/somewhat disagree/somewhat 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 1.00 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 2.50 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 2.50 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 4.00 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.



Q4. 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?





Q5a. MoDOT provides *accurate* information to citizens about road projects, highway conditions, and work zones.



Q5b. MoDOT provides *timely* information to citizens about road projects, highway conditions, and work zones.



LEGEND: DISTRICT MEANS			
	Strongly Disagree		Somewhat Agree
	Somewhat Disagree		Strongly Agree



Q5c. MoDOT provides *understandable* information to citizens about road projects, highway conditions, and work zones.



LEGEND: DISTRICT MEANS			
	Strongly Disagree		Somewhat Agree
	Somewhat Disagree		Strongly Agree

Q5d. MoDOT is the primary transportation expert in Missouri.



LEGEND: DISTRICT MEANS			
	Strongly Disagree		Somewhat Agree
	Somewhat Disagree		Strongly Agree

Q5e. MoDOT keeps its commitments to the public.



LEGEND: DISTRICT MEANS

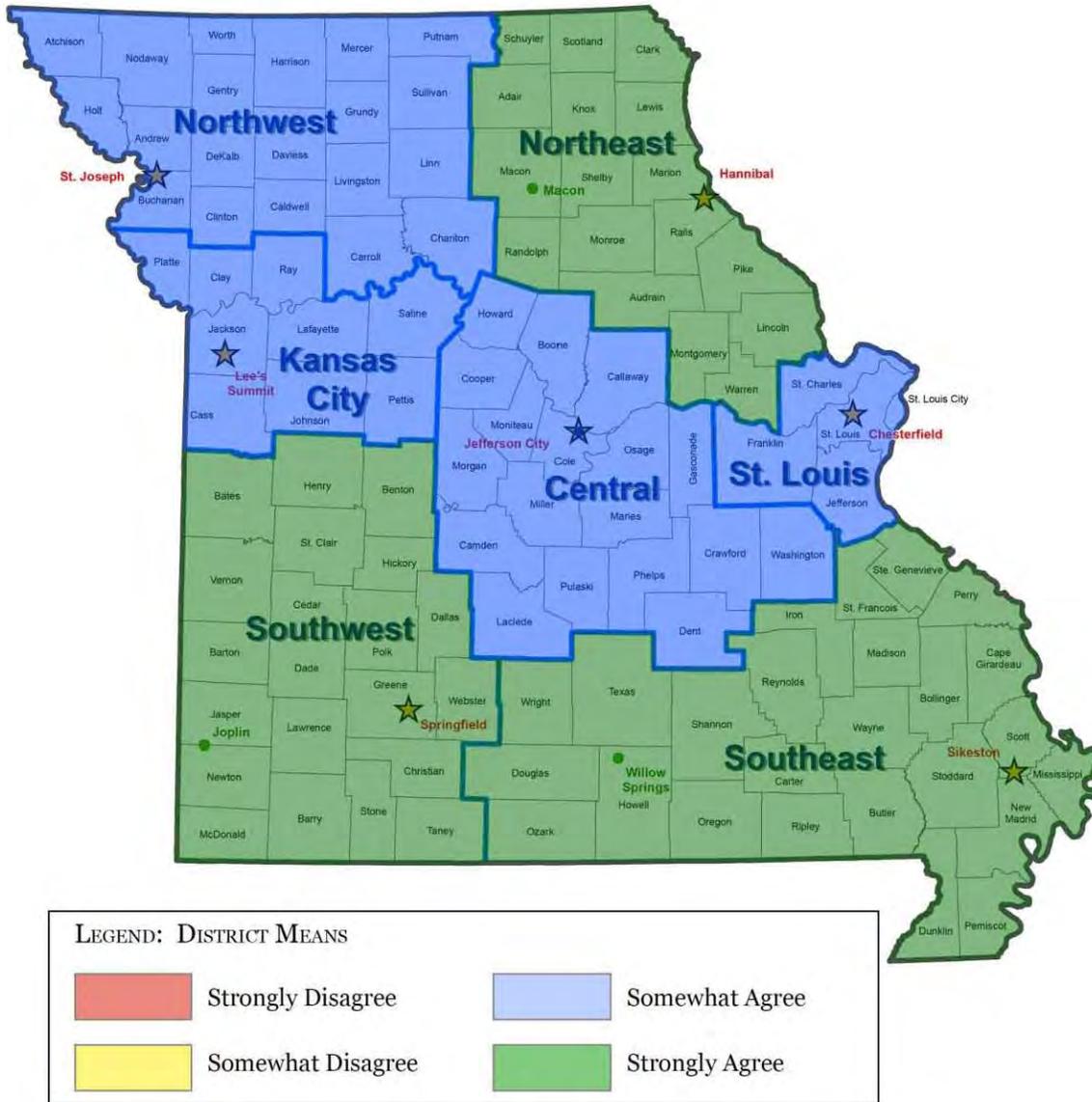
	Strongly Disagree		Somewhat Agree
	Somewhat Disagree		Strongly Agree



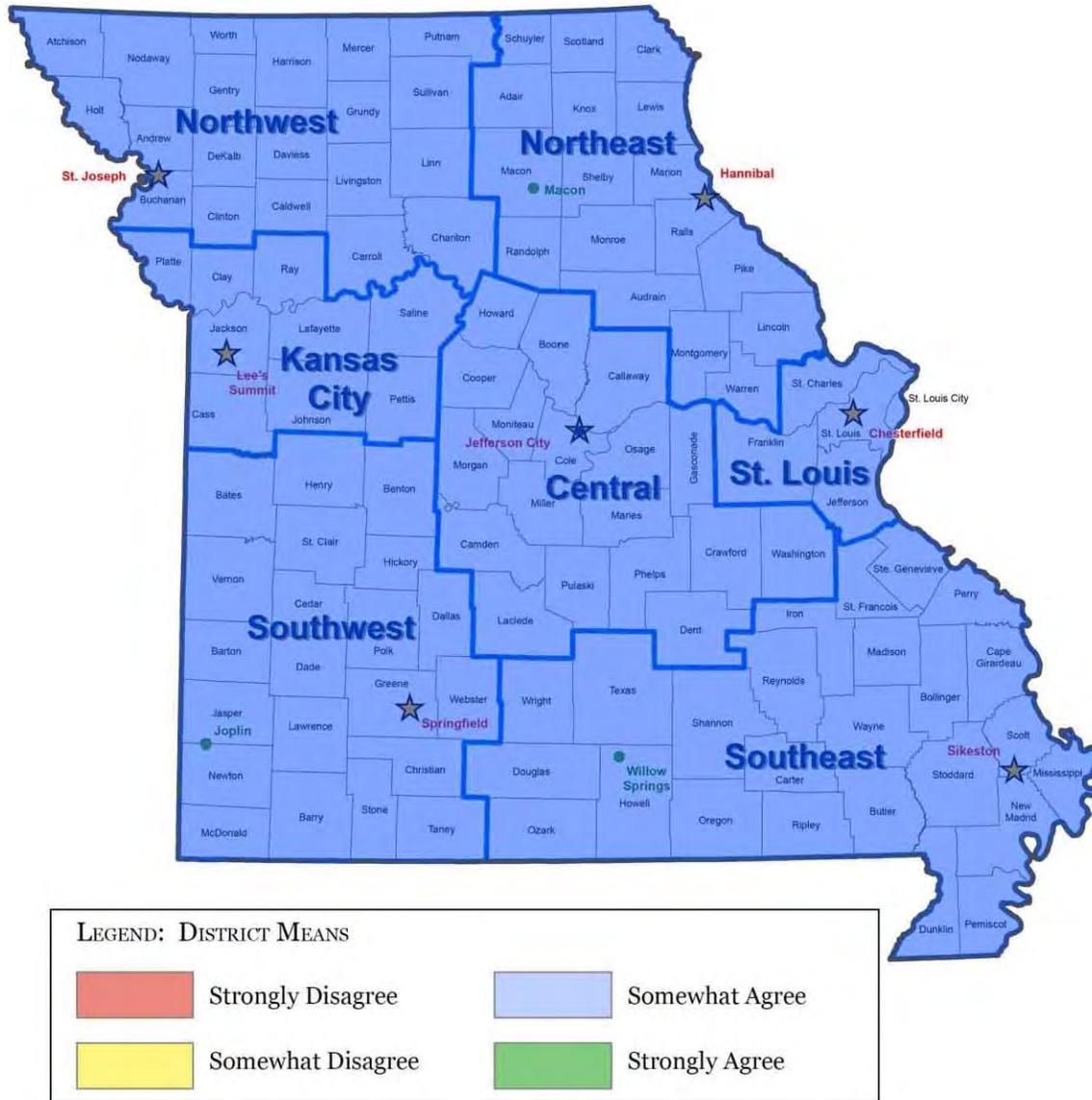
Q5f. MoDOT does a good job of providing advance warning to motorists before entering work zones.



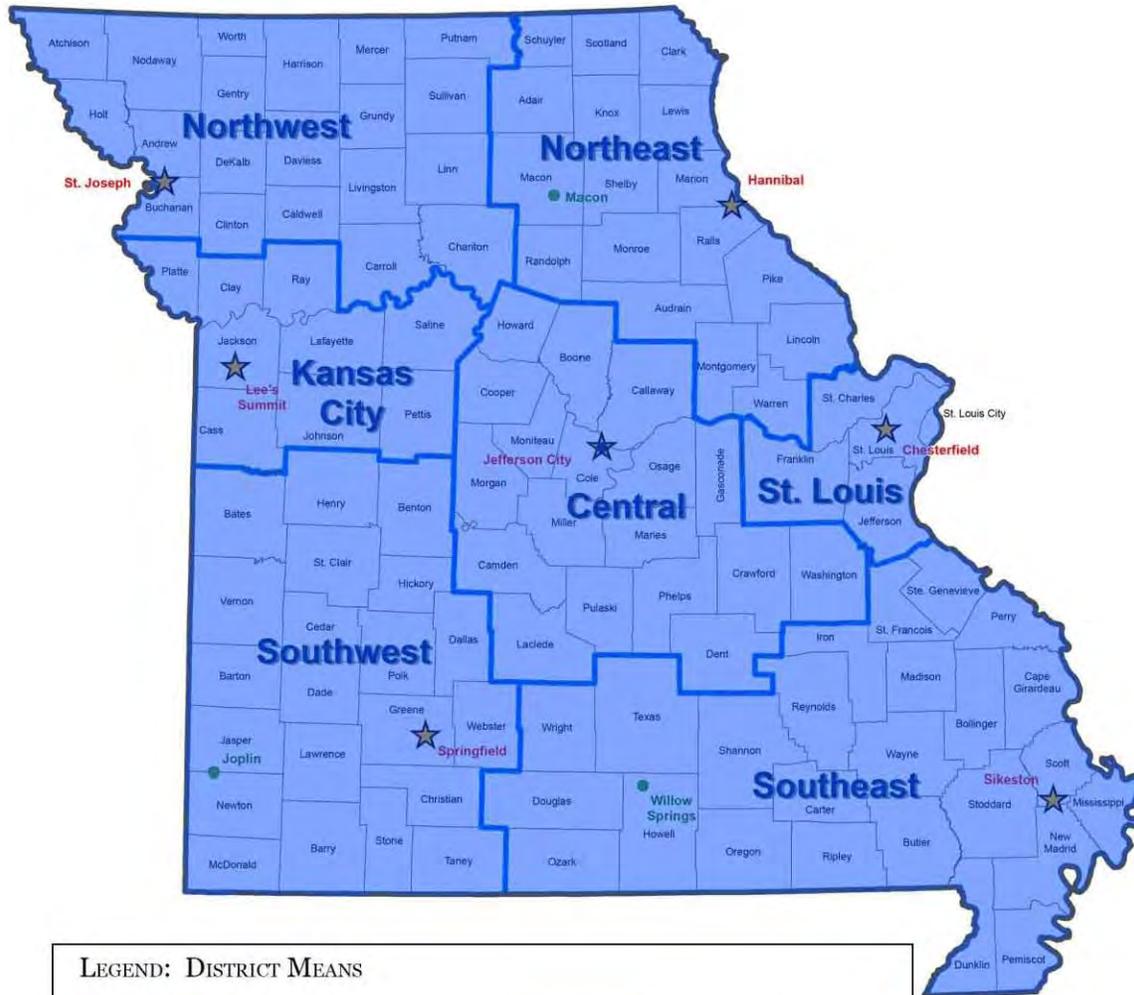
Q5g. MoDOT does a good job of minimizing travel delays caused by work zones.



Q5h. You rely on MoDOT for real-time traffic information.



Q6a. How satisfied are you with MoDOT's efforts to keep the surface of major highways in good condition (smooth and free of potholes)?

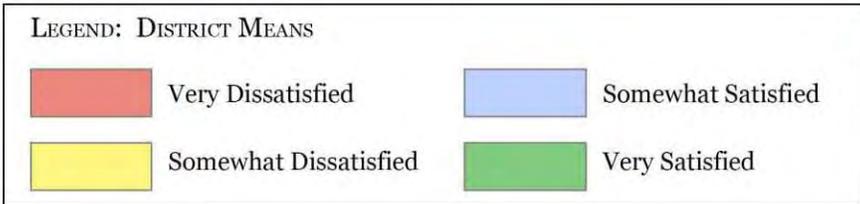


LEGEND: DISTRICT MEANS

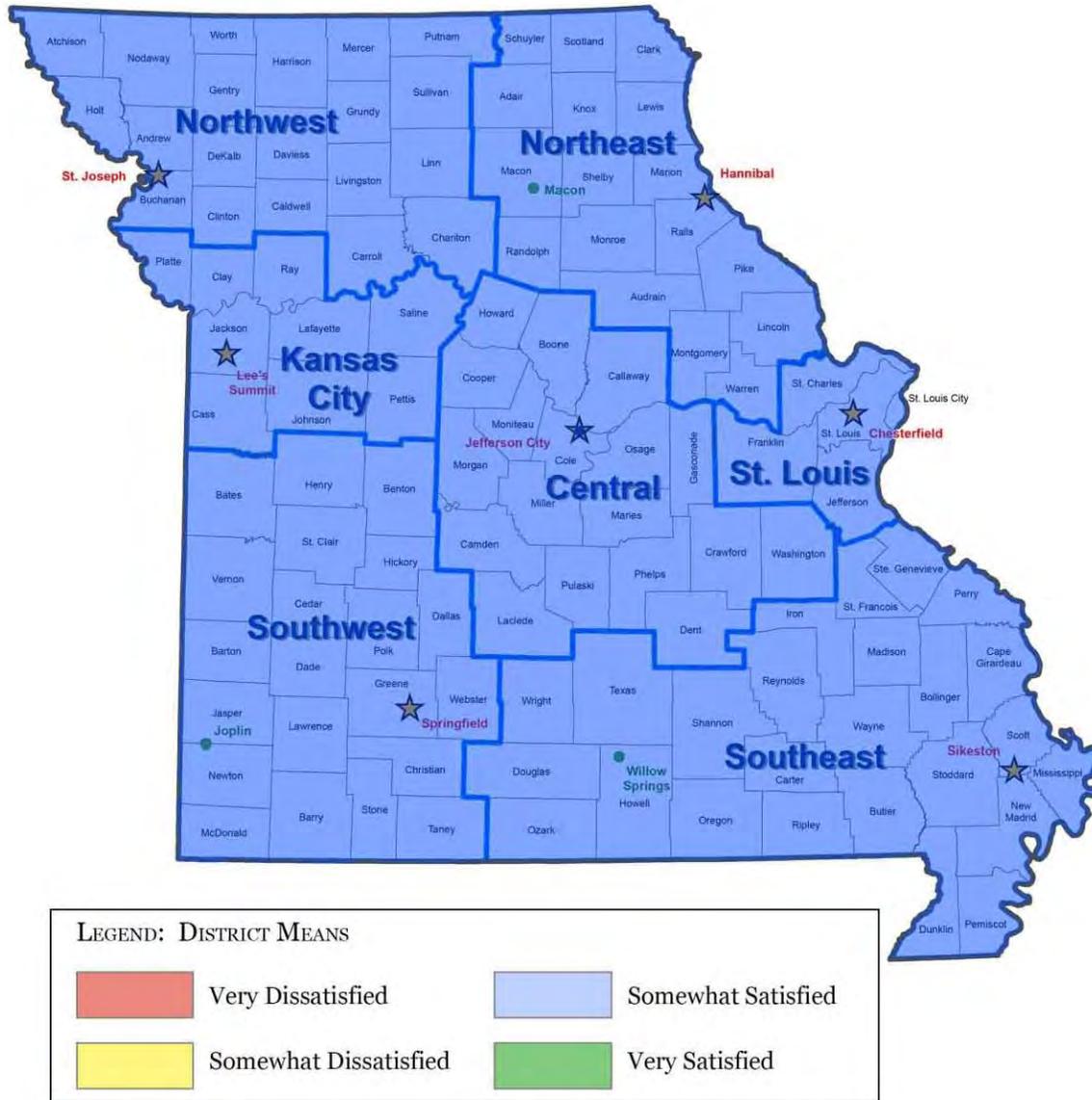
	Very Dissatisfied		Somewhat Satisfied
	Somewhat Dissatisfied		Very Satisfied



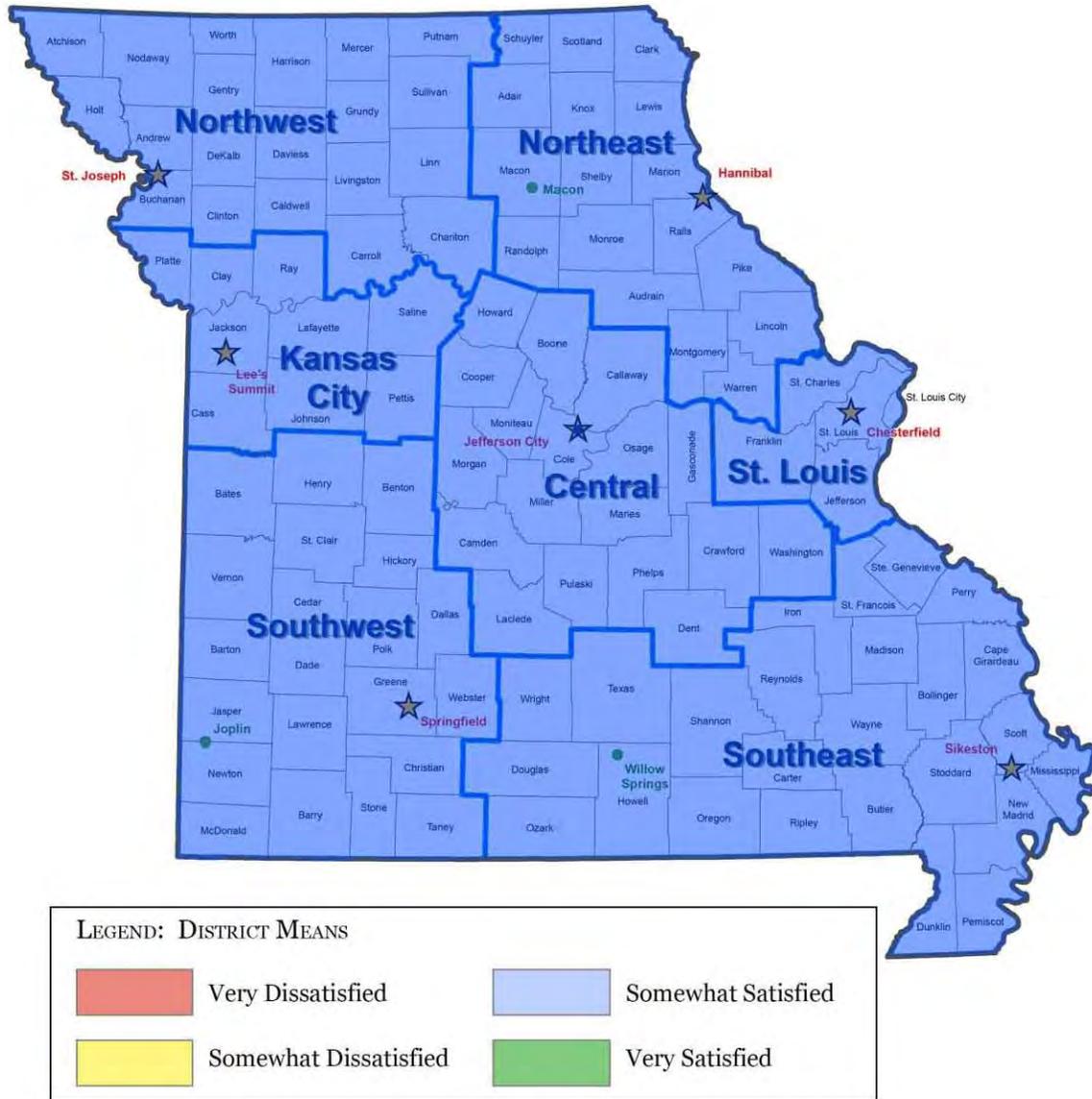
Q6b. How satisfied are you with MoDOT's efforts to keep the surface of *other state highways* in good condition (smooth and free of potholes)?



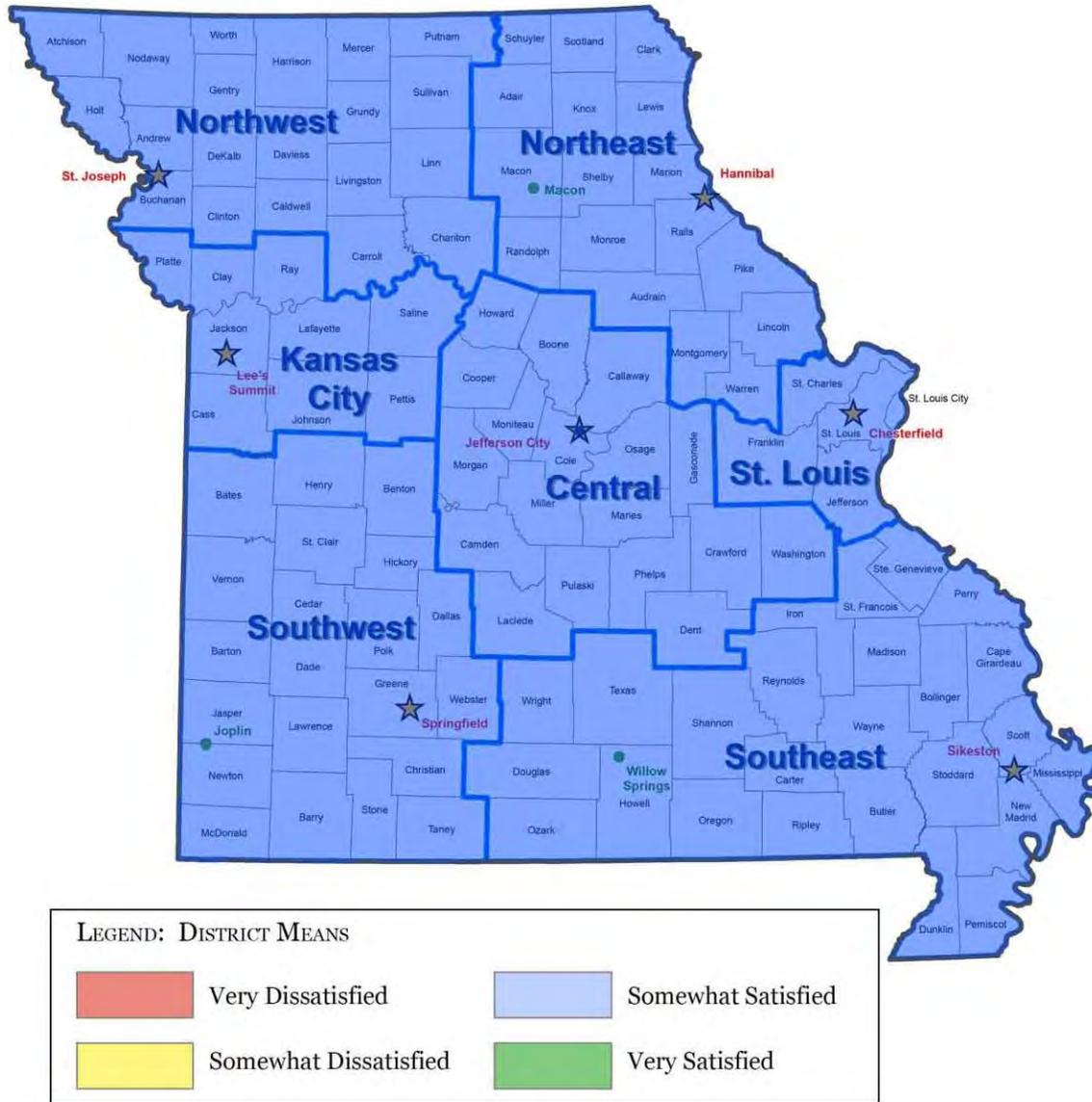
Q6c. How satisfied are you with MoDOT’s efforts to keep bridges in good condition?



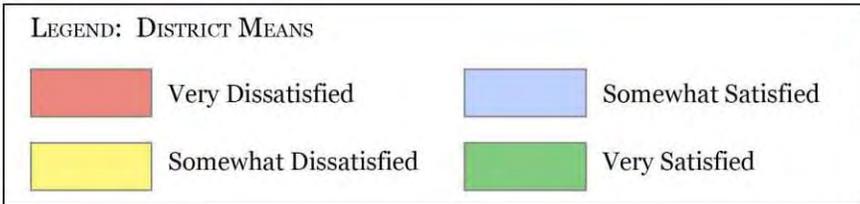
Q6d. How satisfied are you with MoDOT's efforts to minimize congestion on highways?



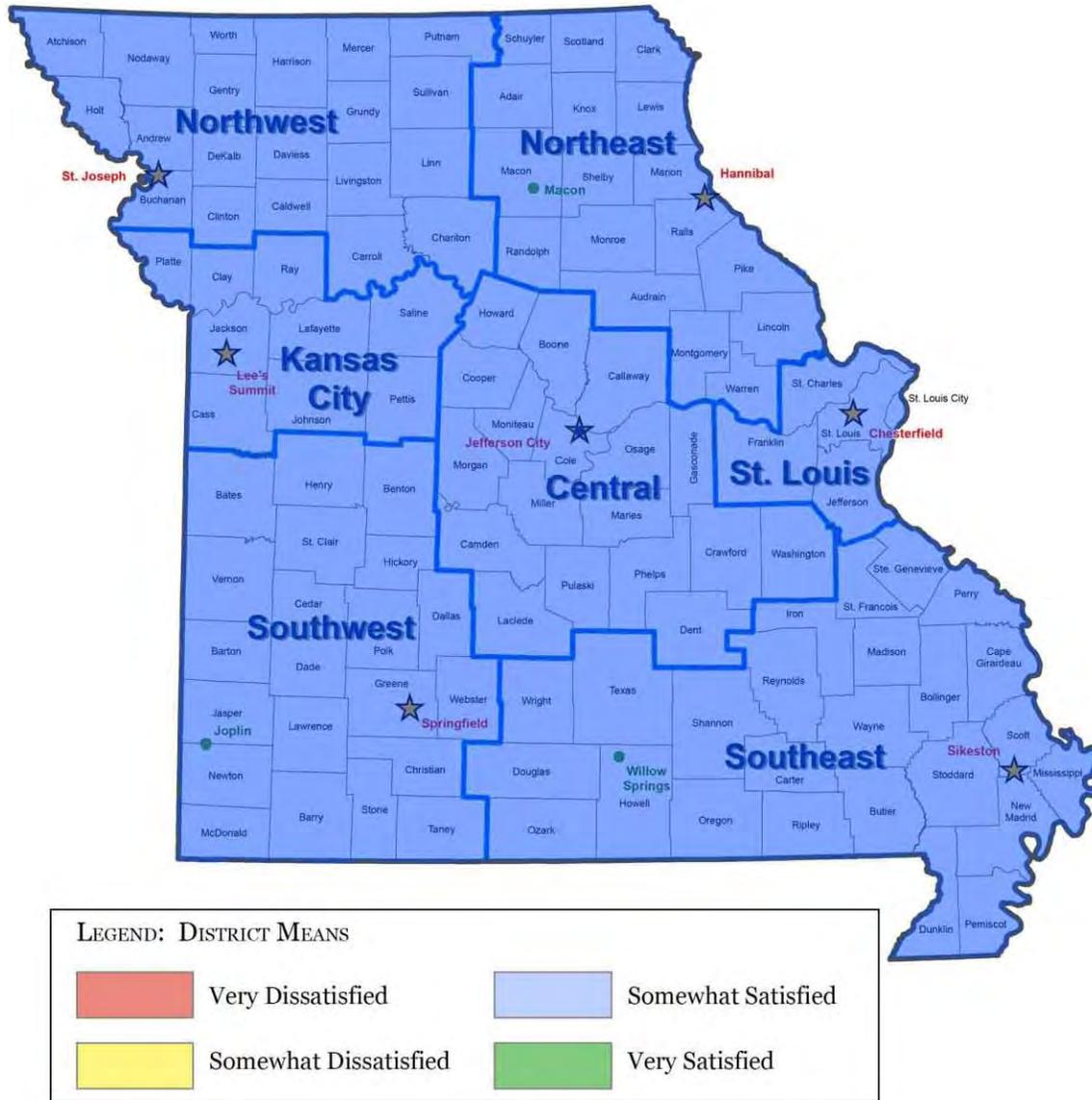
Q6e. How satisfied are you with MoDOT's efforts to manage snow and ice on highways?



Q6f. How satisfied are you with MoDOT's efforts to keep the shoulders on highways in good condition?

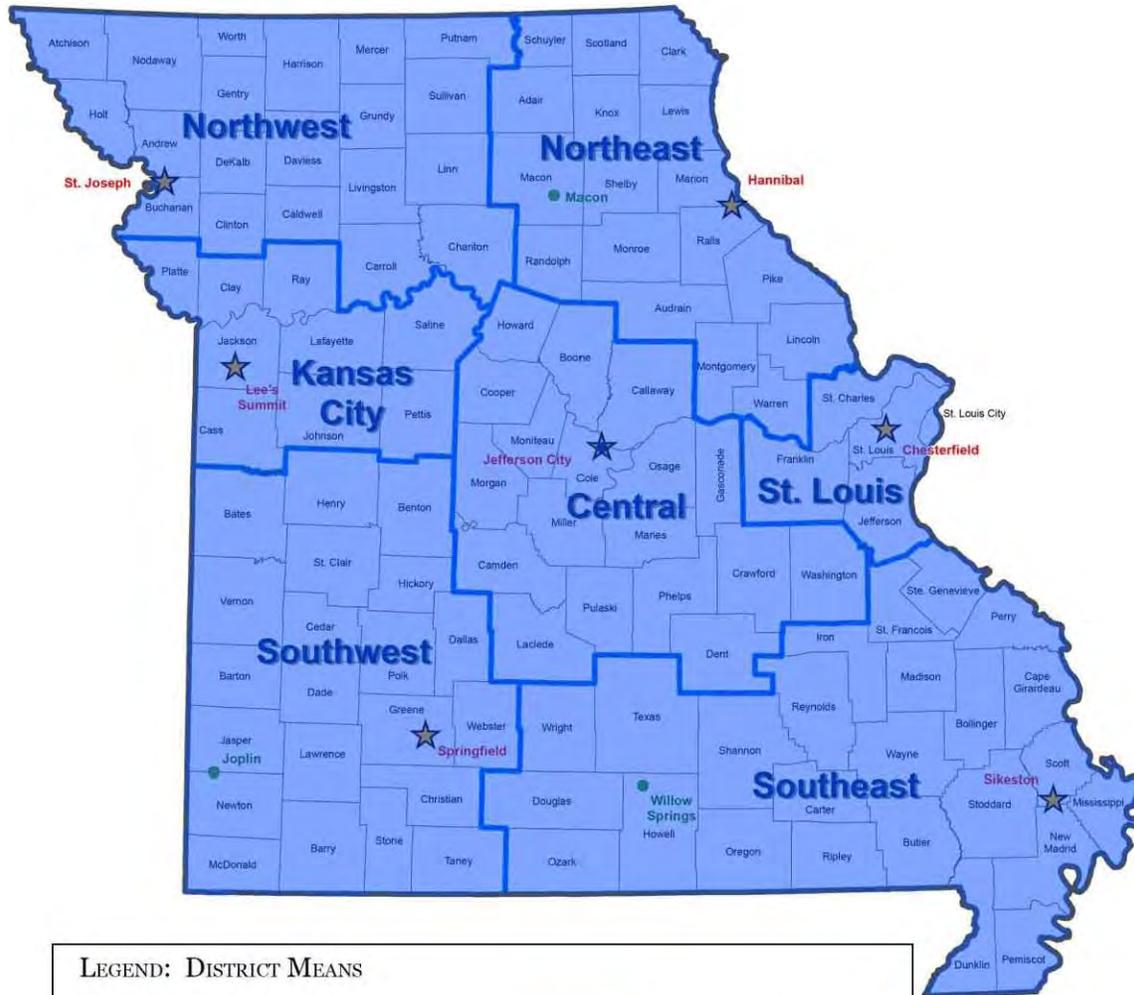


Q6g. How satisfied are you with MoDOT's efforts to mow and trim trees, grass and weeds along highways?





Q6h. 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?



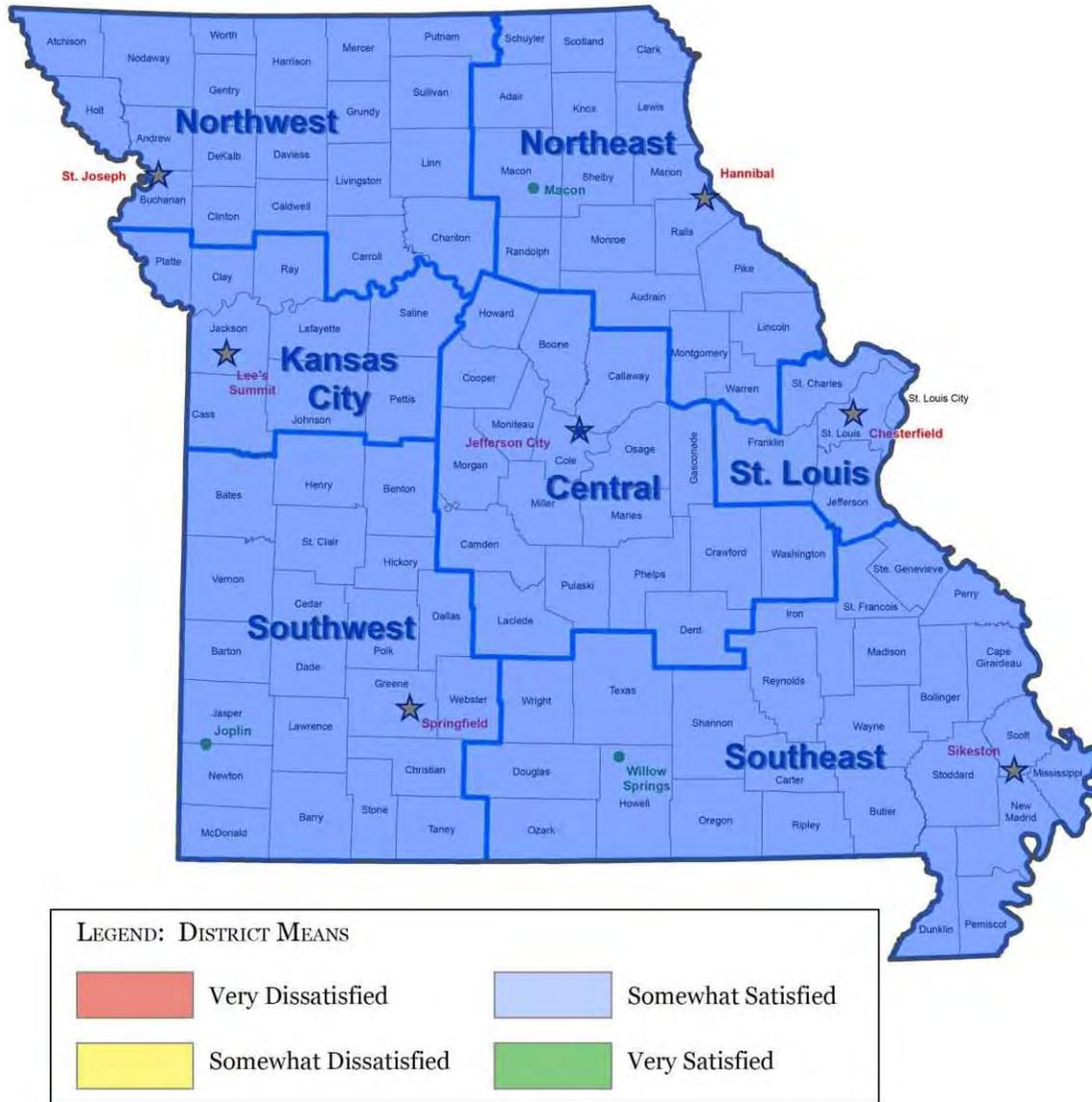
Q6i. How satisfied are you with MoDOT's efforts to provide signs along highways that are easy to understand?



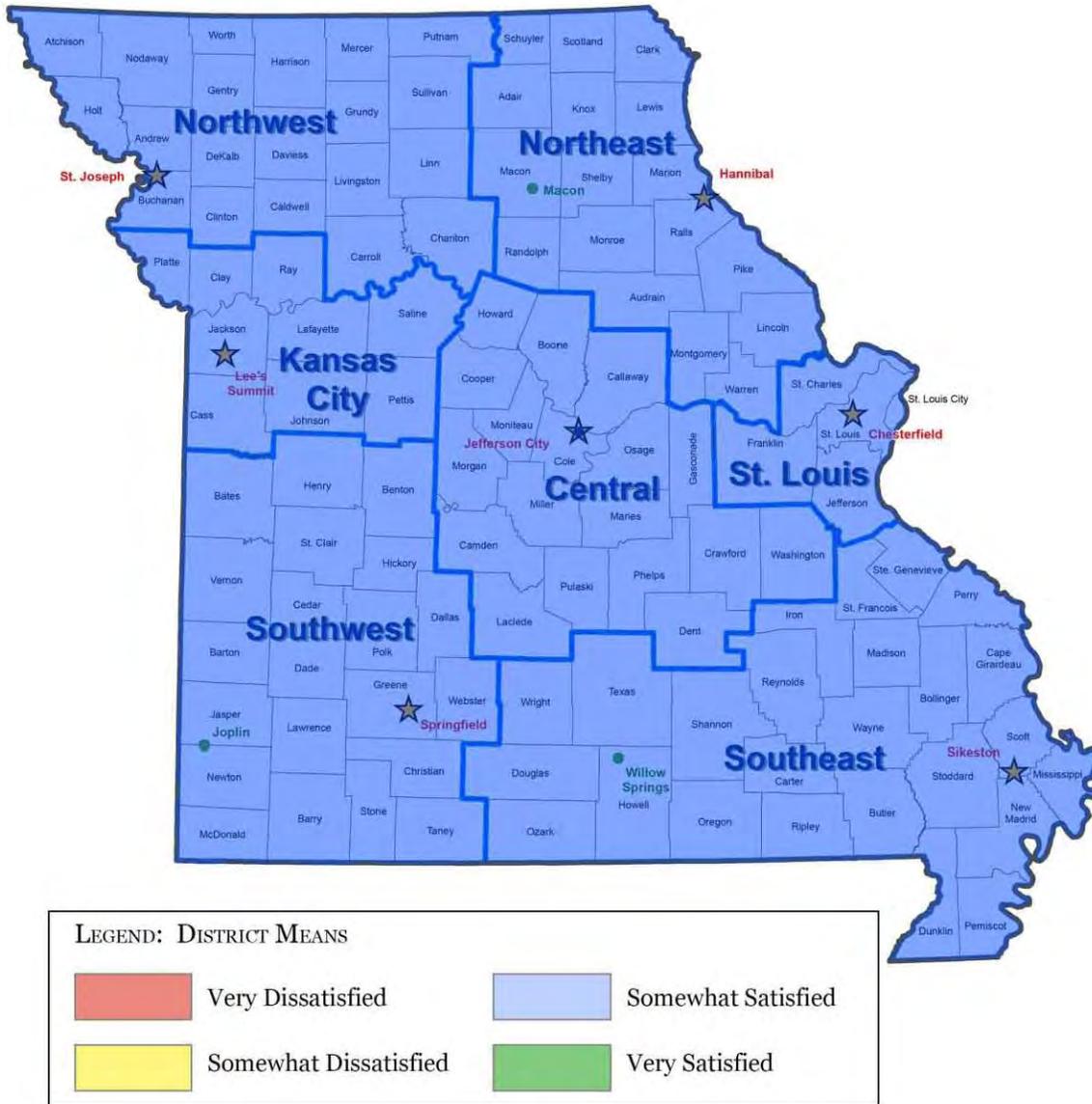
Q6j. How satisfied are you with the brightness of MoDOT's signs?



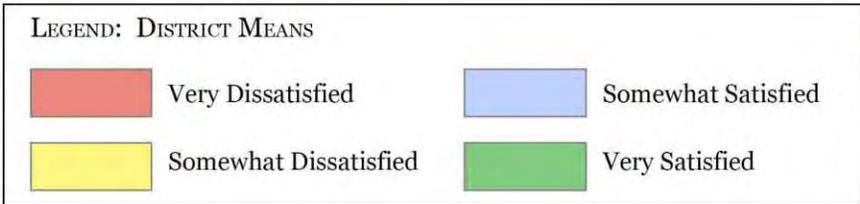
Q6k. How satisfied are you with the brightness of striping on MoDOT highways?



Q61. How satisfied are you with your options for traveling by air?



Q6m. How satisfied are you with your options for traveling by public transit such as buses, vans or Metro Link?



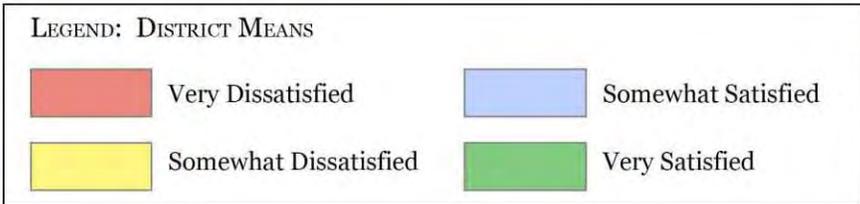
Q6n. How satisfied are you with your options for traveling by Amtrak?



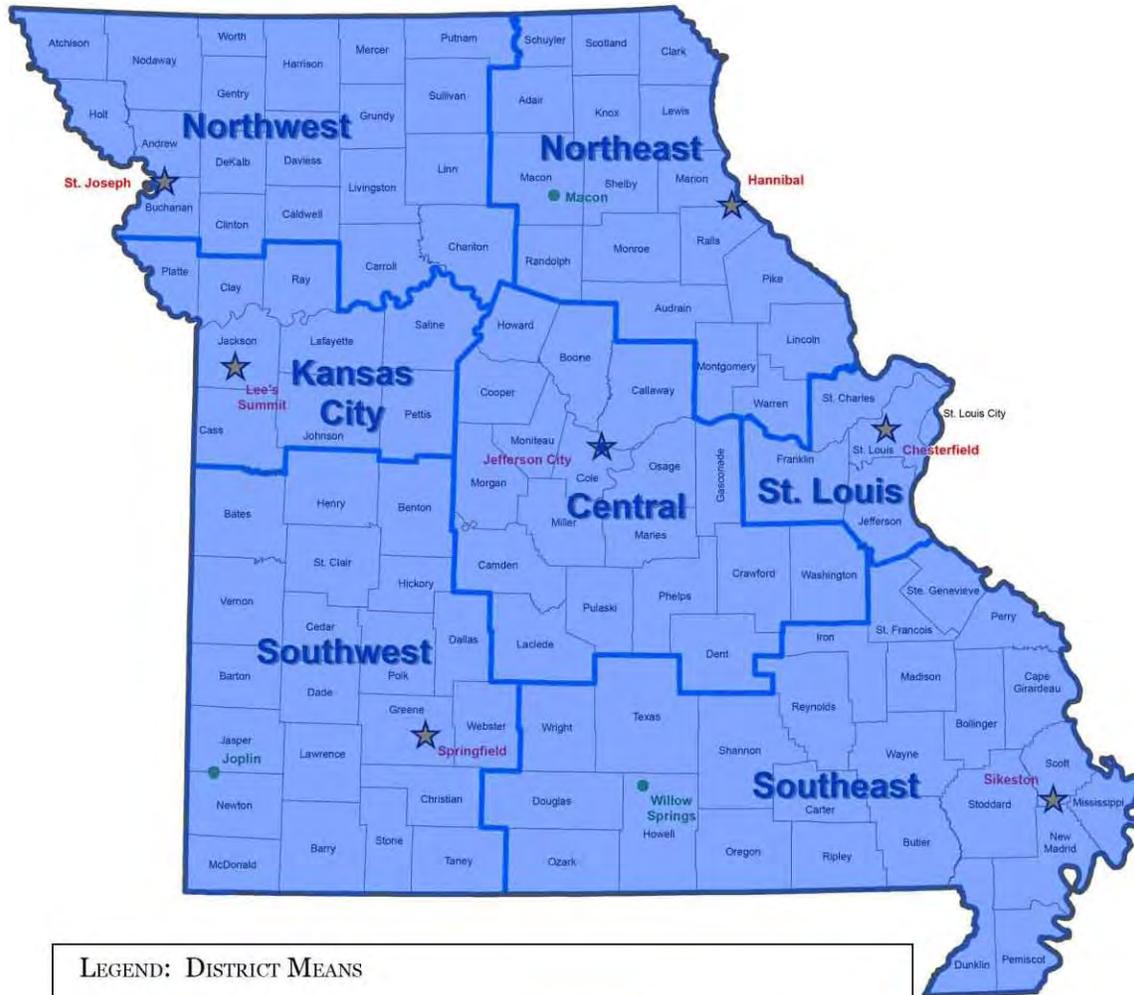
LEGEND: DISTRICT MEANS

 Very Dissatisfied	 Somewhat Satisfied
 Somewhat Dissatisfied	 Very Satisfied

Q60. How satisfied are you with your options for traveling by bicycle on bike lanes or paved shoulders?



Q6p. How satisfied are you with your options for traveling by walking on sidewalks or intersection crossings?





Q7a. How important is it for MoDOT to keep the surface of major highways in good condition (smooth and free of potholes)?

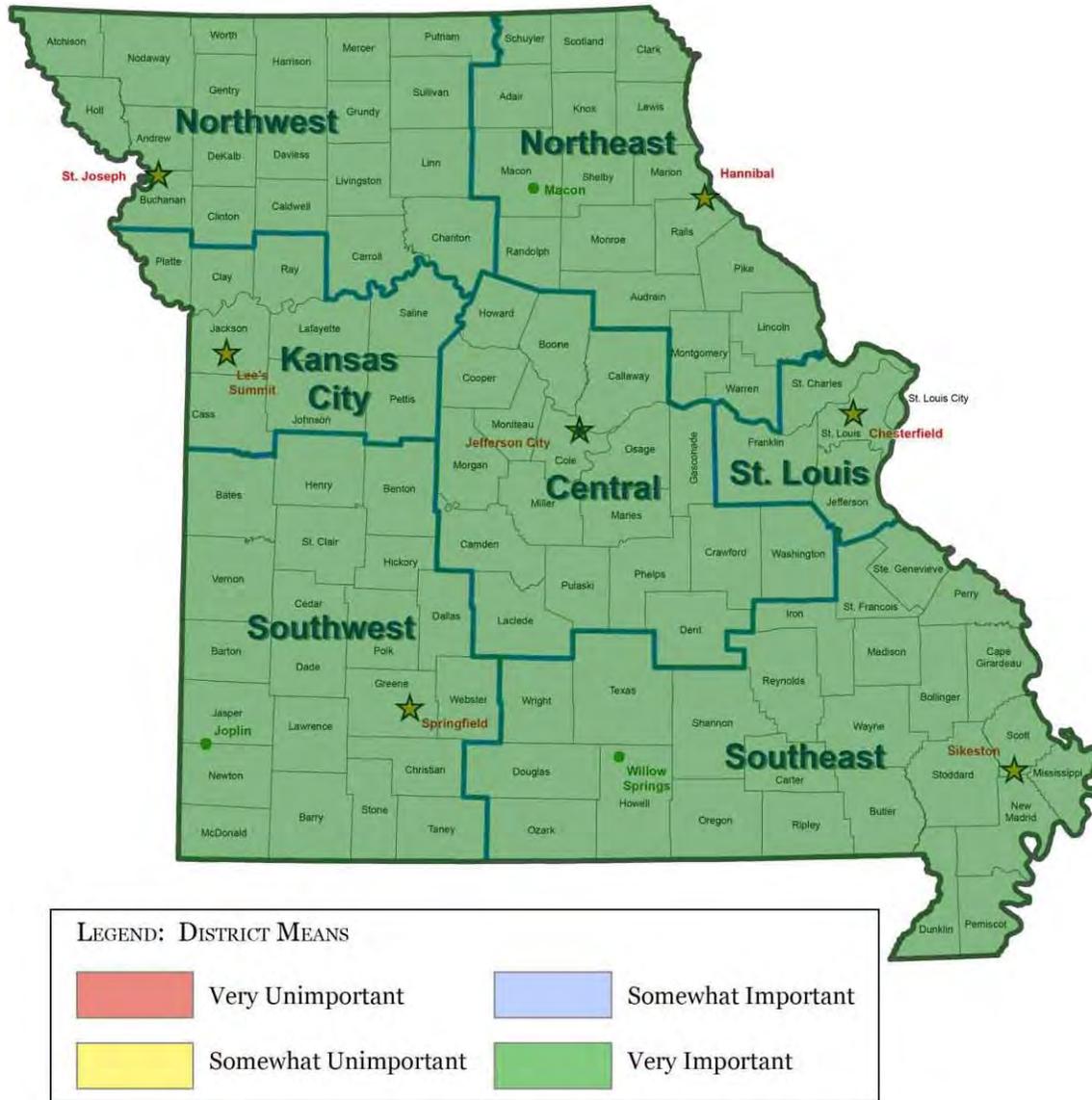




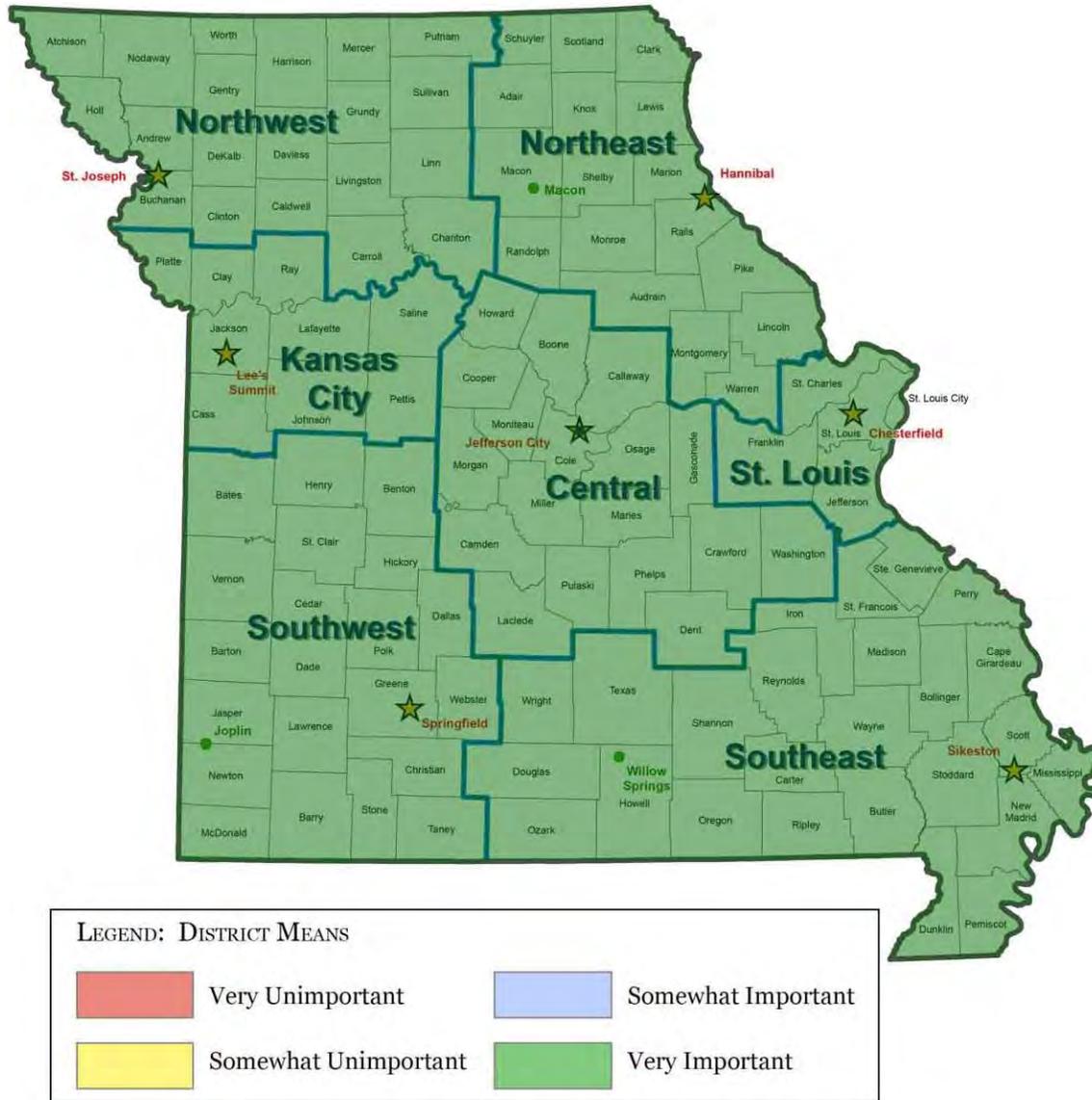
Q7b. How important is it for MoDOT to keep the surface of *other* state highways in good condition (smooth and free of potholes)?



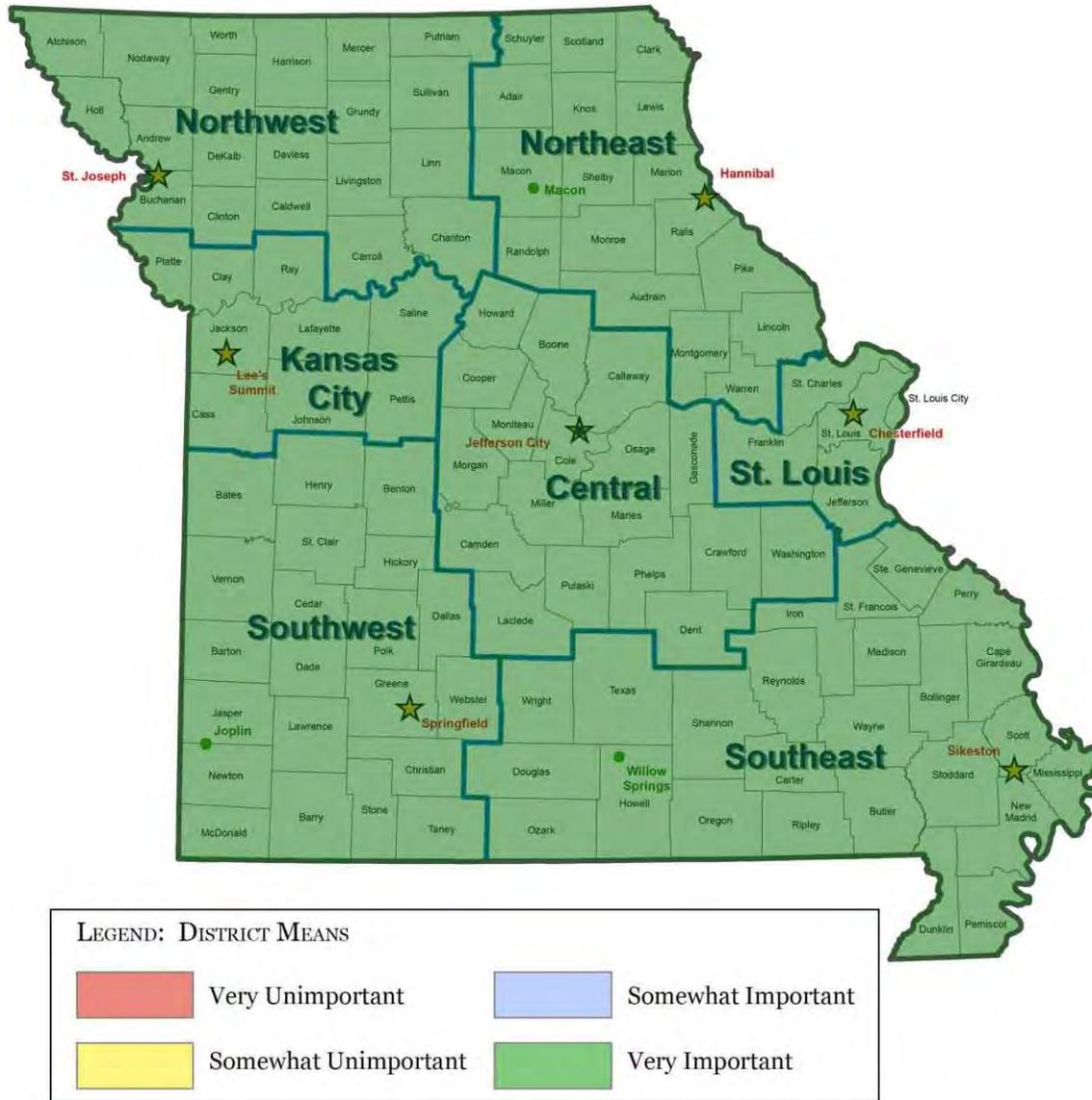
Q7c. How important is it for MoDOT to keep bridges in good condition?



Q7d. How important is it for MoDOT to minimize congestion on highways?



Q7e. How important is it for MoDOT to manage snow and ice on highways?



Q7f. How important is it for MoDOT to keep the shoulders on highways in good condition?



Q7g. How important is it for MoDOT to mow and trim trees, grass and weeds along highways?



LEGEND: DISTRICT MEANS			
	Very Unimportant		Somewhat Important
	Somewhat Unimportant		Very Important



Q7h. How important is it for MoDOT to remove debris, such as dead animals, glass, and torn tires from the driving lanes on highways?





Q7i. How important is it for MoDOT to provide signs along highways that are easy to understand?



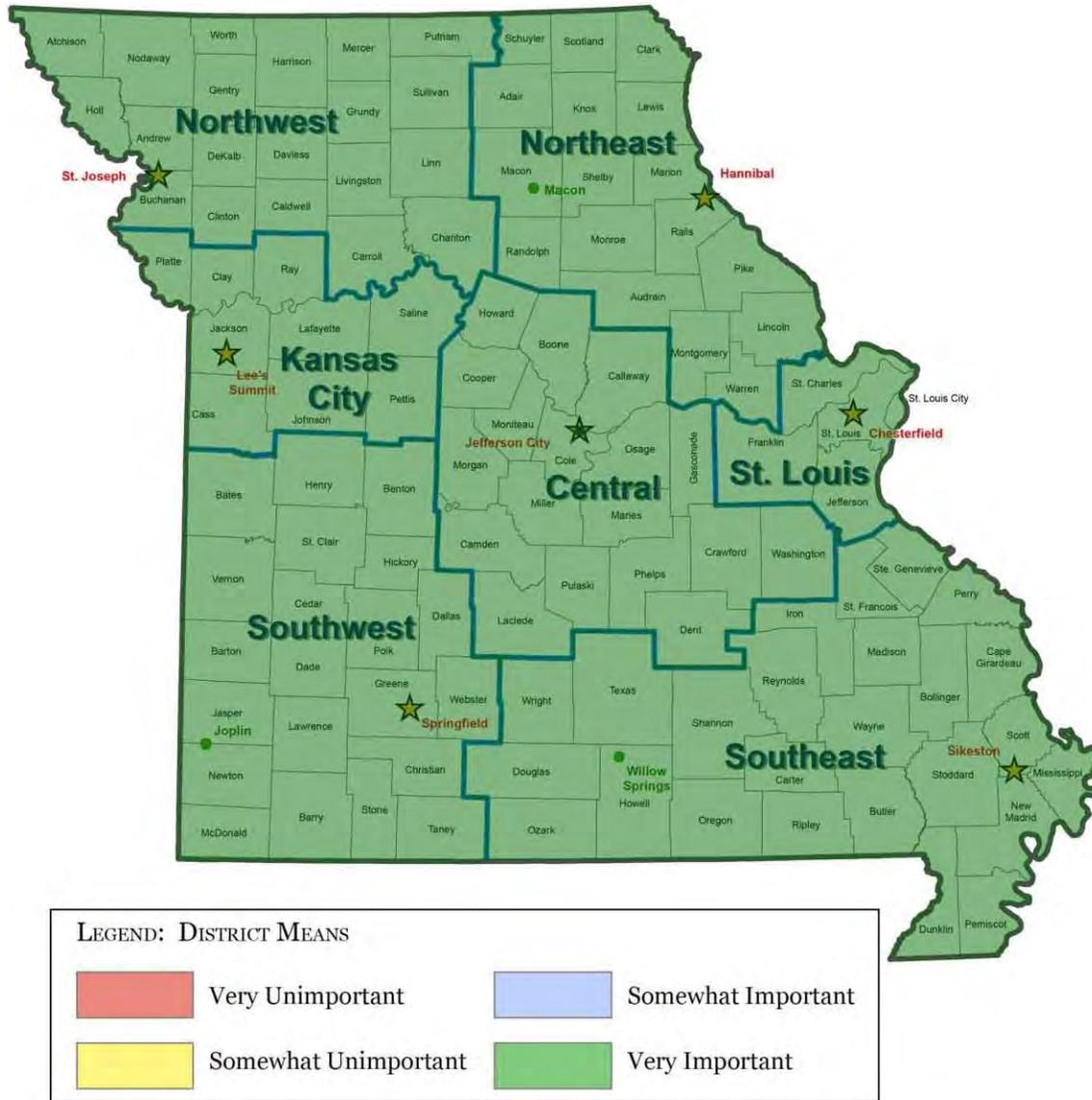
Q7j. How important is it for MoDOT to provide bright signs?



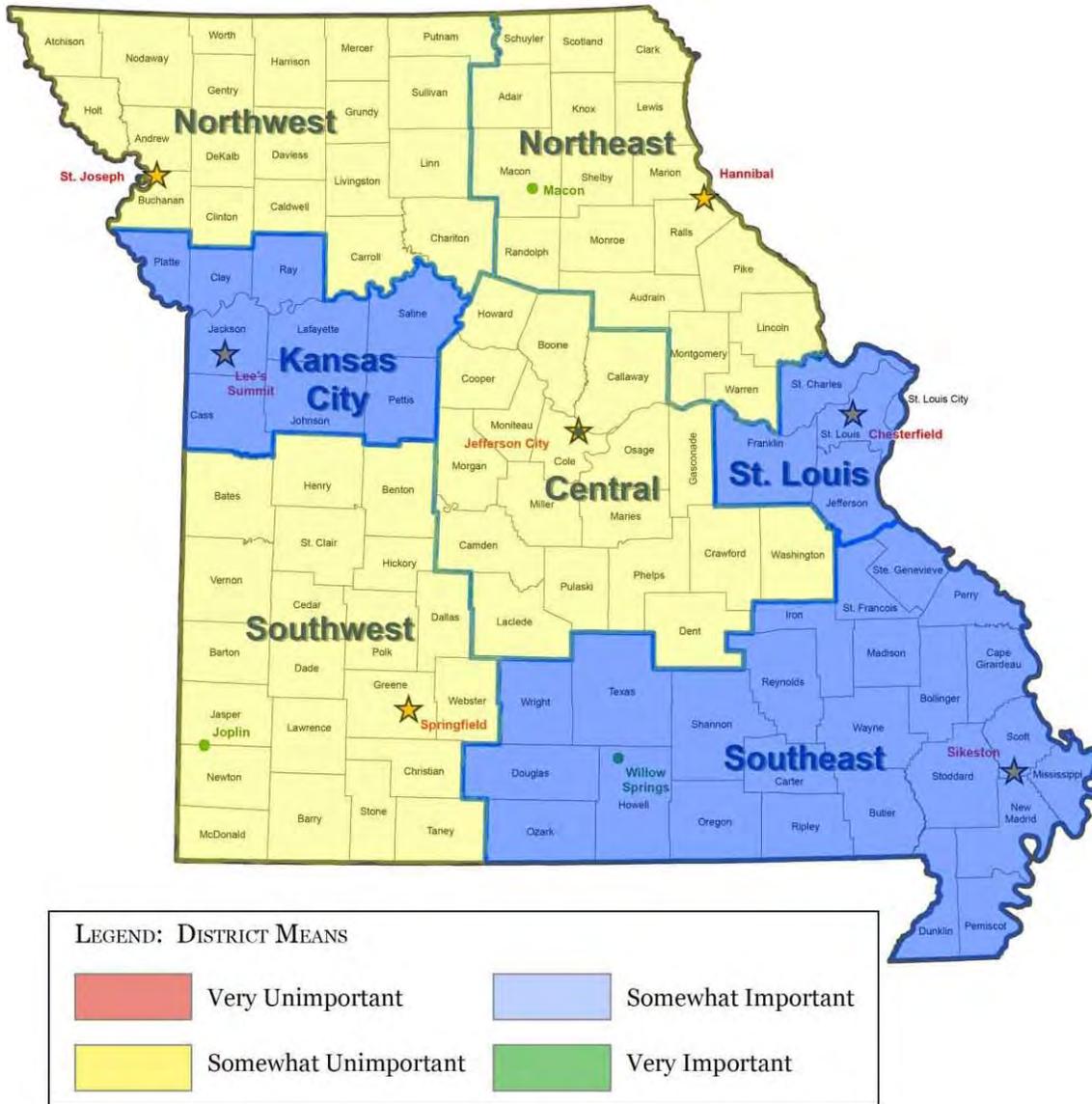
LEGEND: DISTRICT MEANS

	Very Unimportant		Somewhat Important
	Somewhat Unimportant		Very Important

Q7k. How important is it for MoDOT to provide bright striping on highways?



Q71. How important is it for MoDOT to support your options for traveling by air?

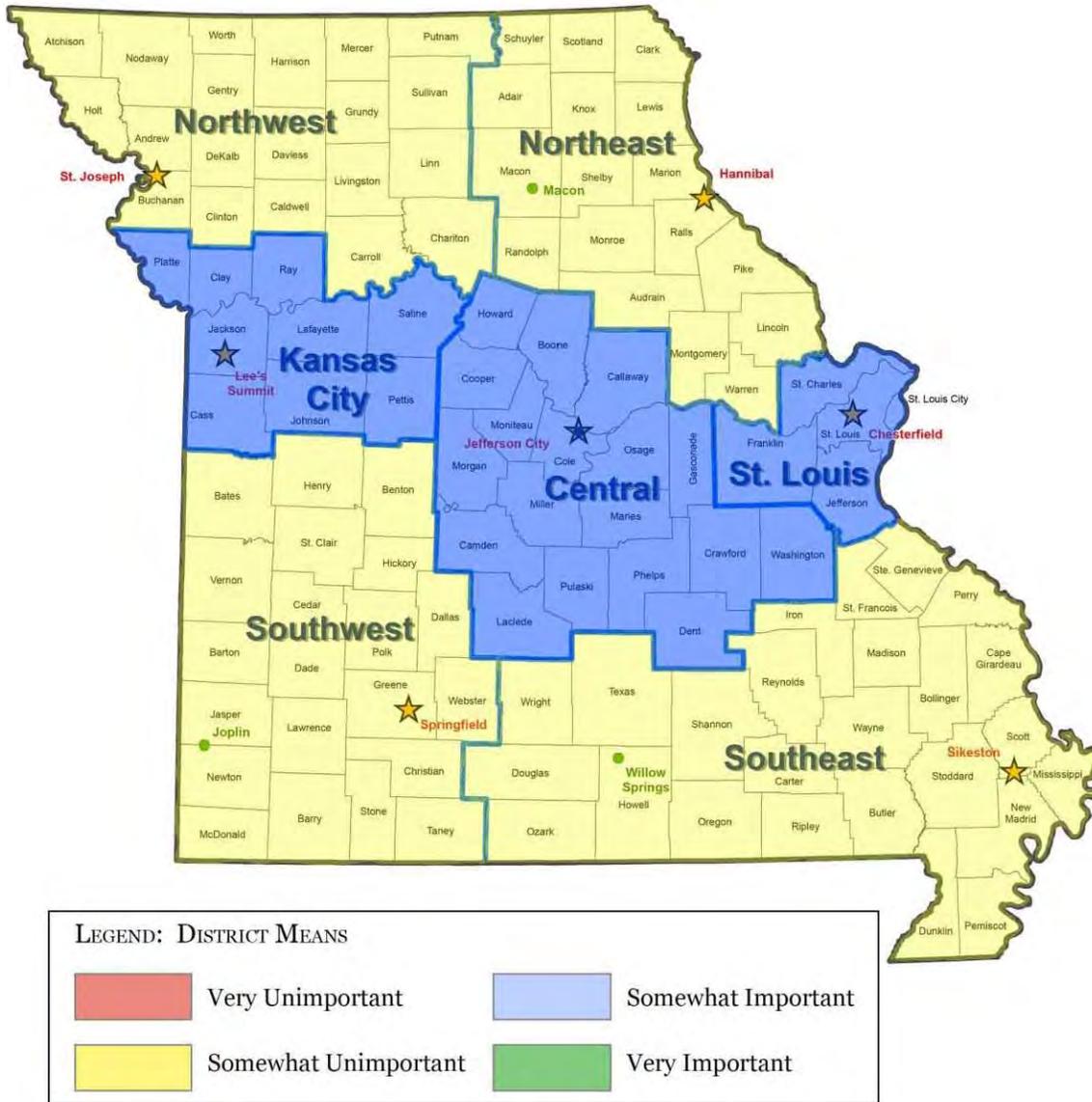




Q7m. How important is it for MoDOT to support your options for traveling by public transit such as buses, vans or Metro Link?



Q7n. How important is it for MoDOT to support your options for traveling by Amtrak?

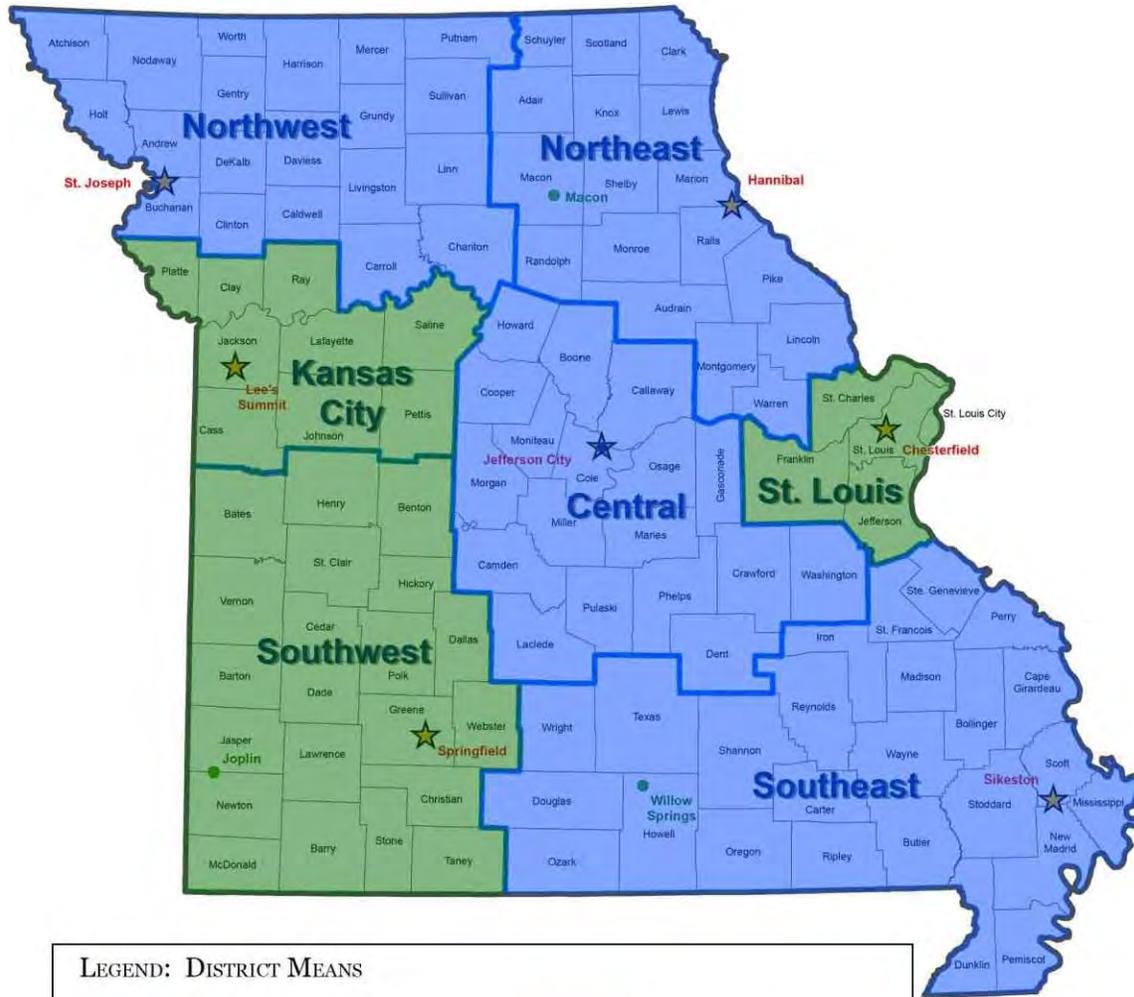


Q70. How important is it for MoDOT to provide bike lanes or paved shoulders for traveling by bicycle?





Q7p. 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:

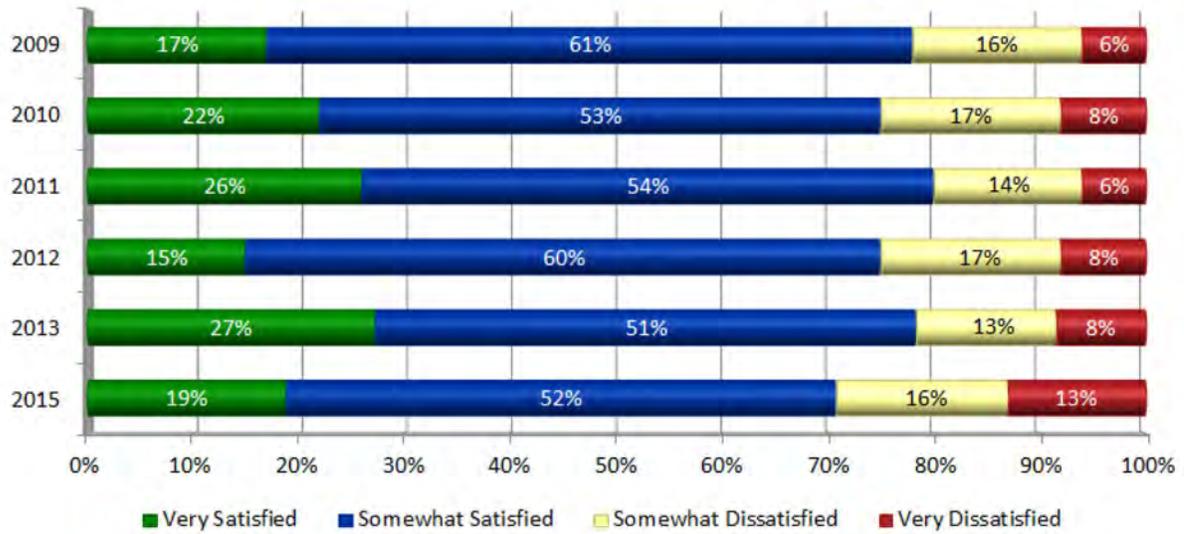


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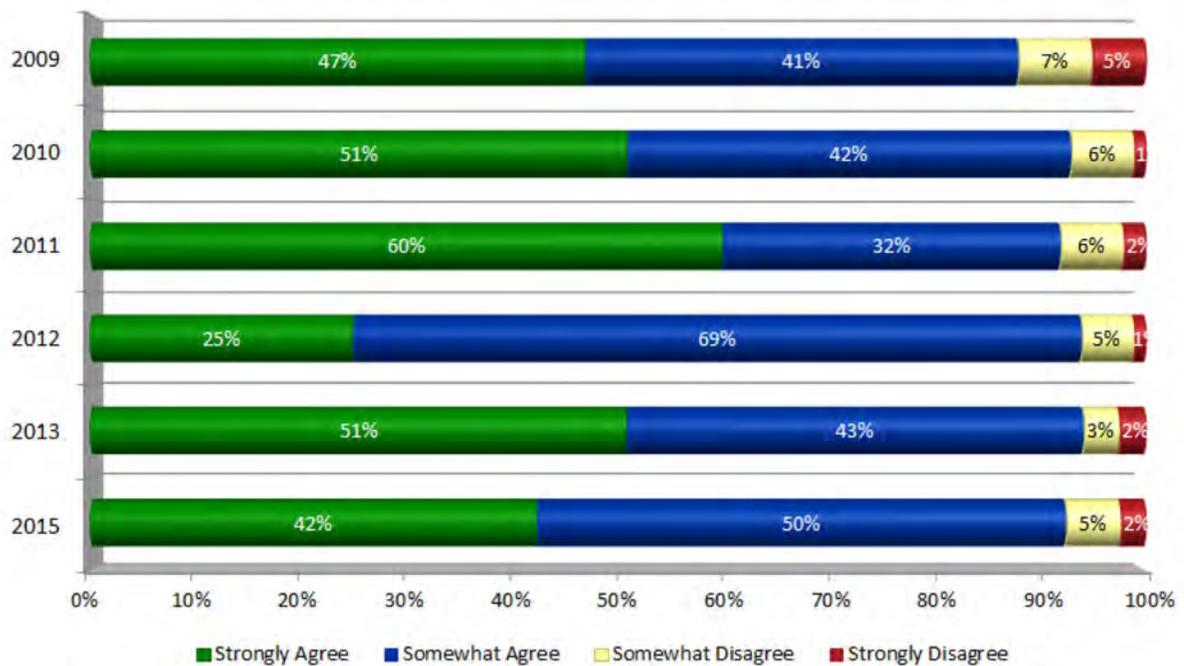
NORTHWEST DISTRICT

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

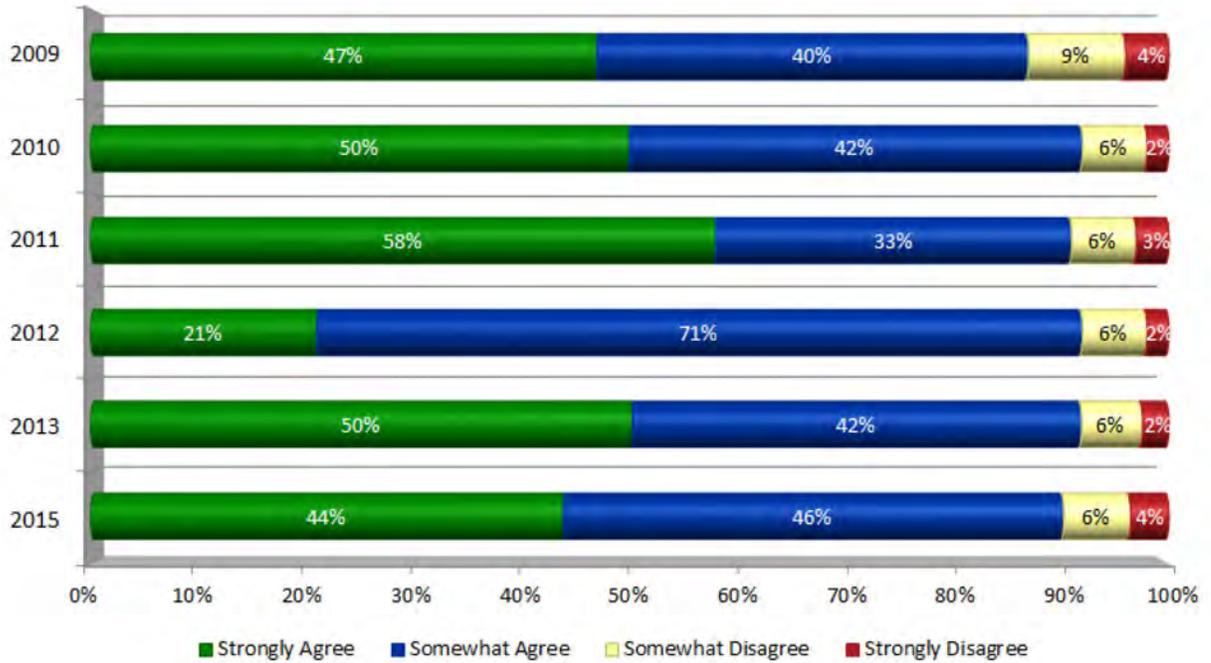


TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens: NW District

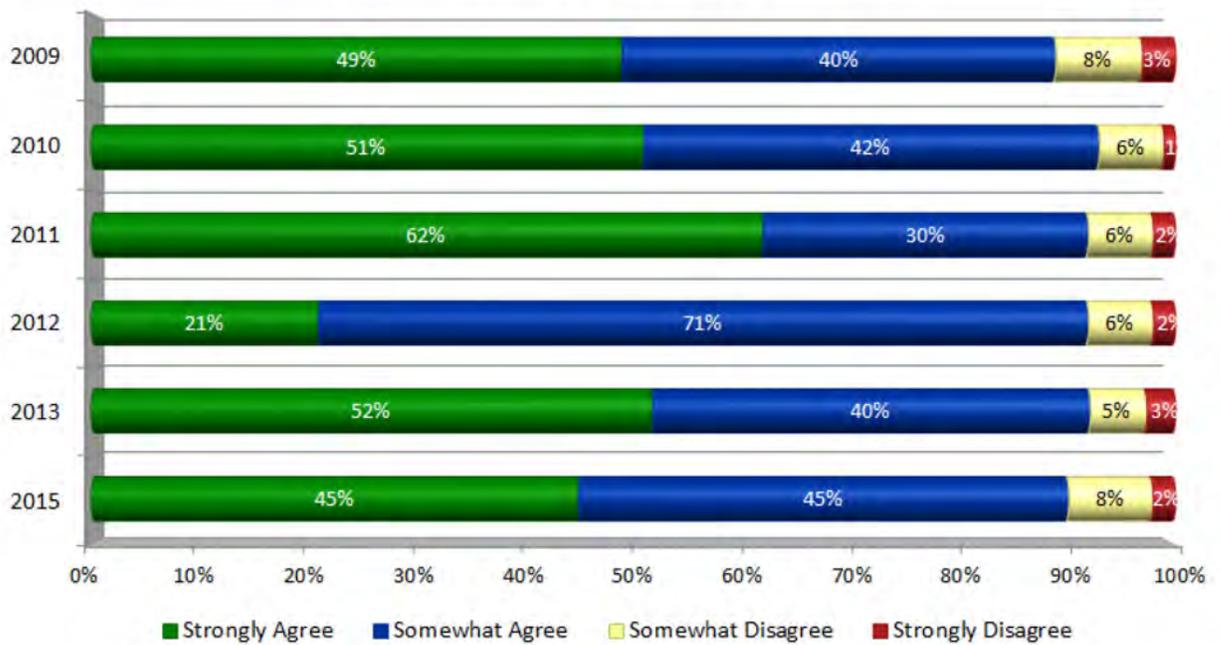


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TRENDS: Level of Agreement MoDOT Provides Timely Information to Citizens: NW District

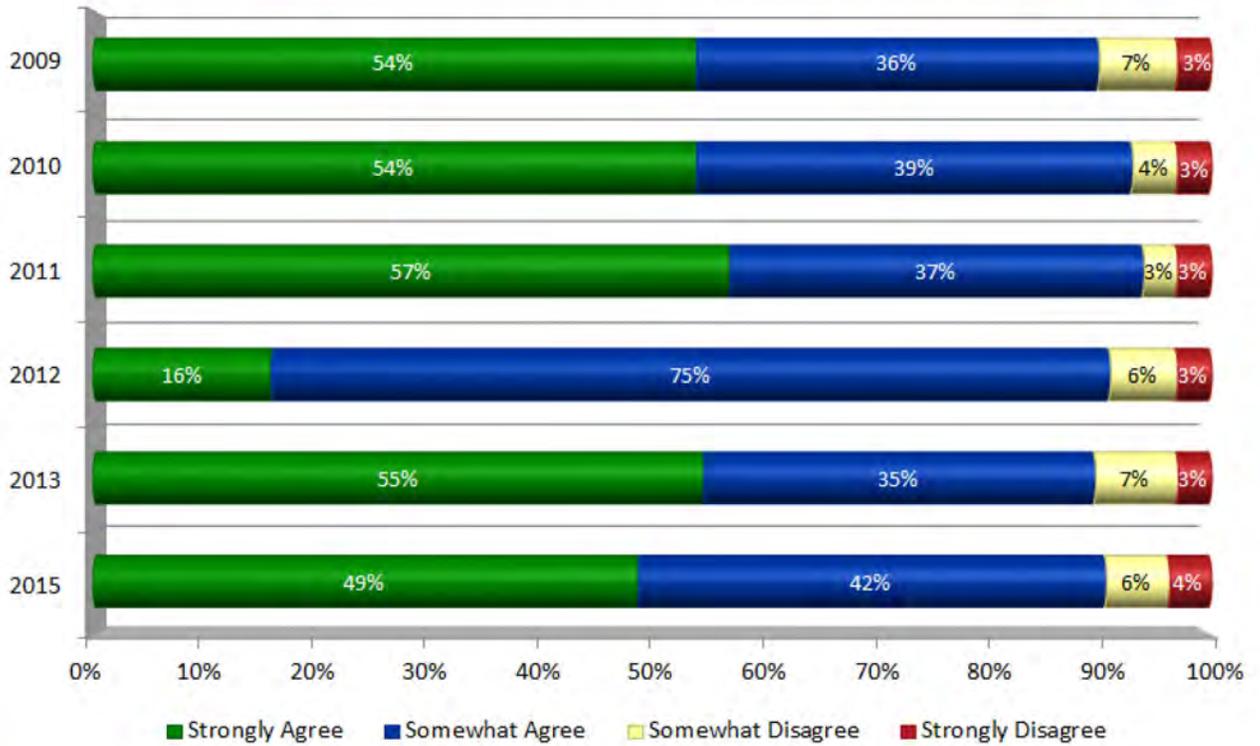


TRENDS: Level of Agreement MoDOT Provides Understandable Information to Citizens: NW District



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

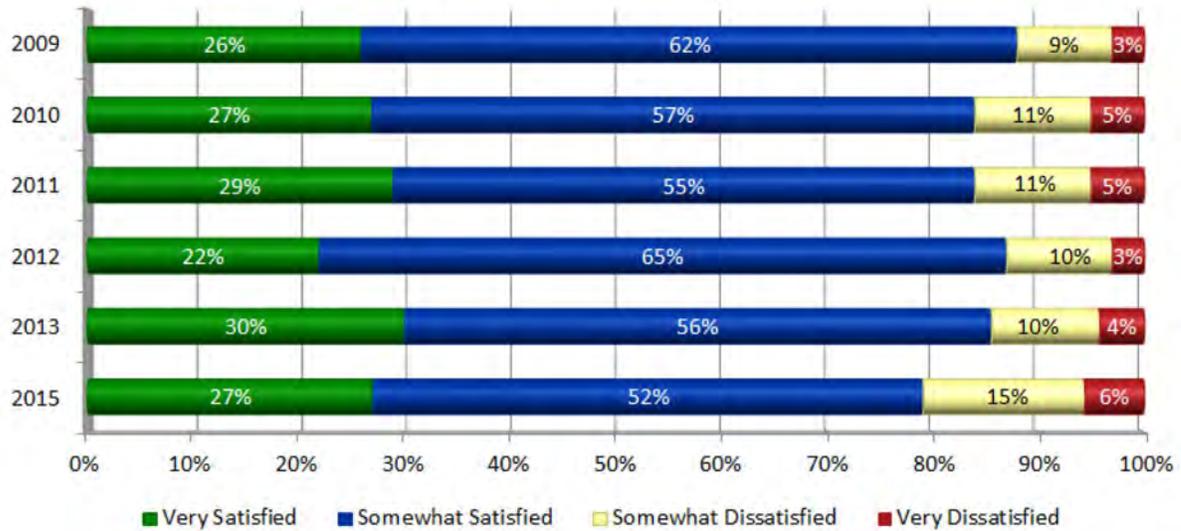
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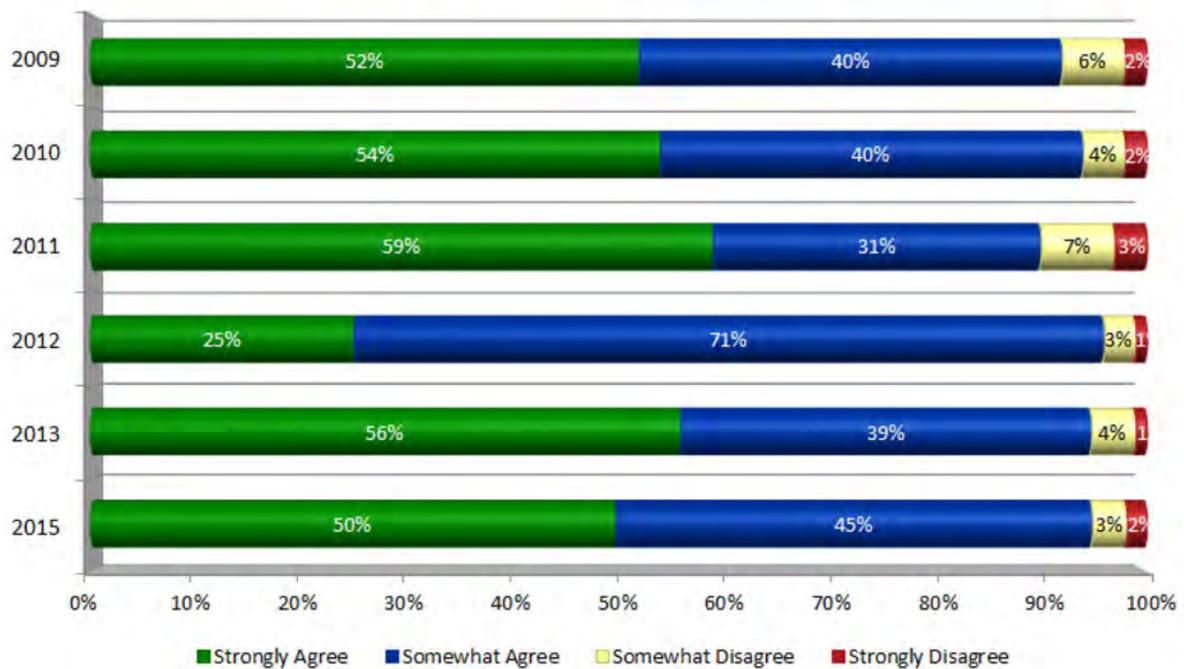
NORTHEAST DISTRICT

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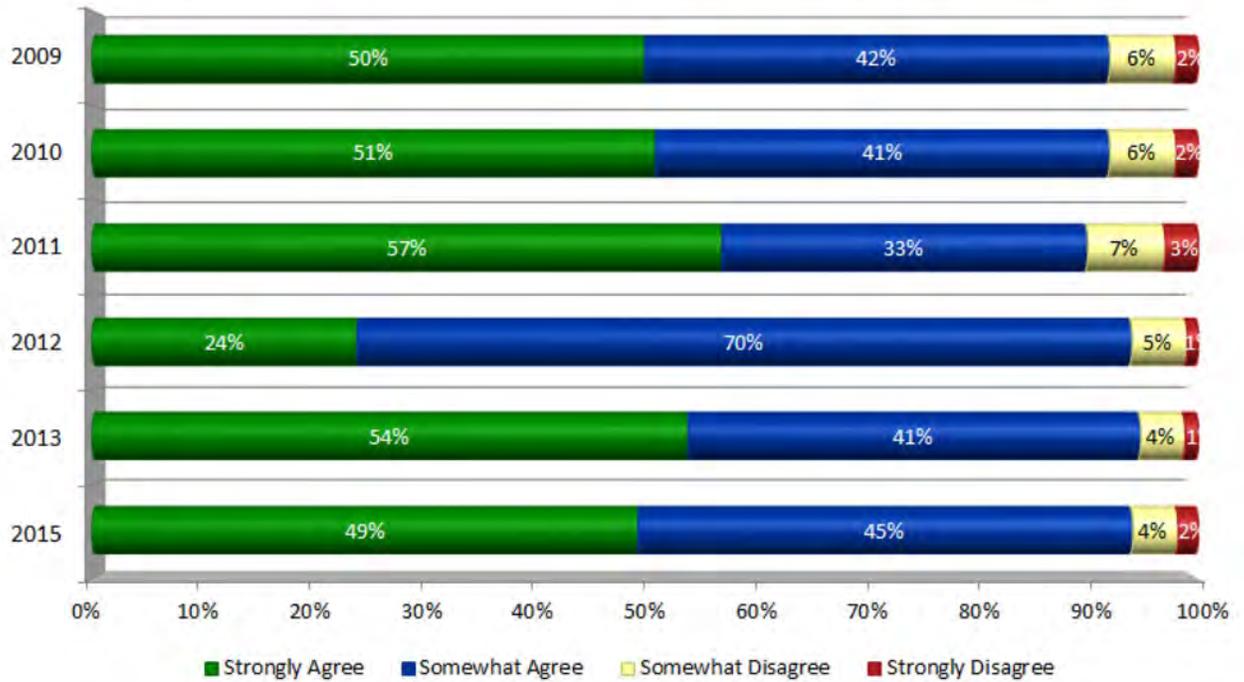
TRENDS: Level of Satisfaction With the Job the Missouri Department of Transportation is Doing: NE District



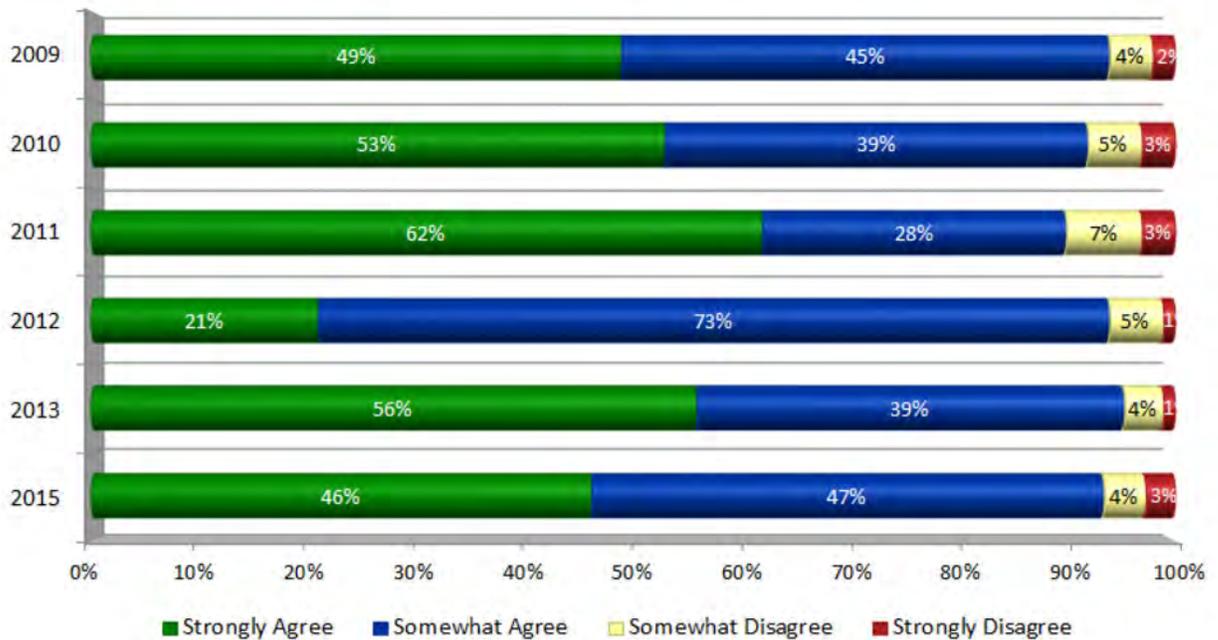
TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens: NE District



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

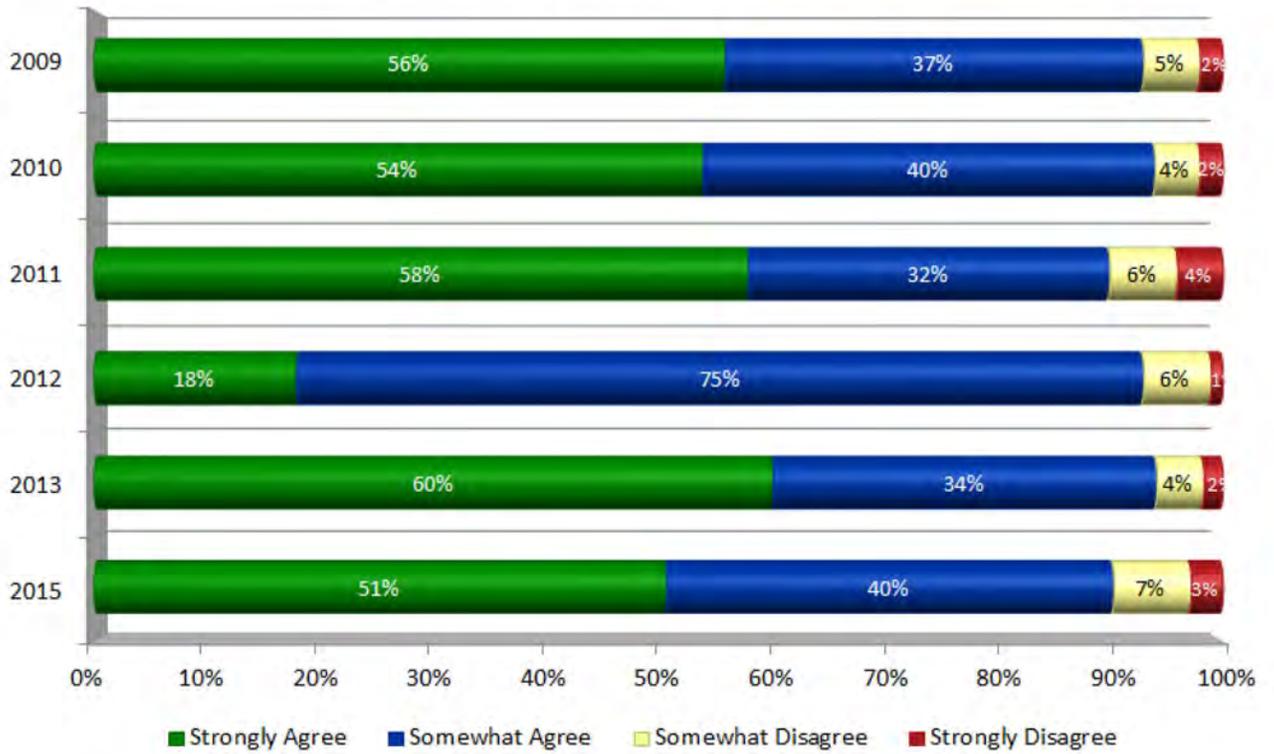


TRENDS: Level of Agreement MoDOT Provides Understandable Information to Citizens: NE District



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

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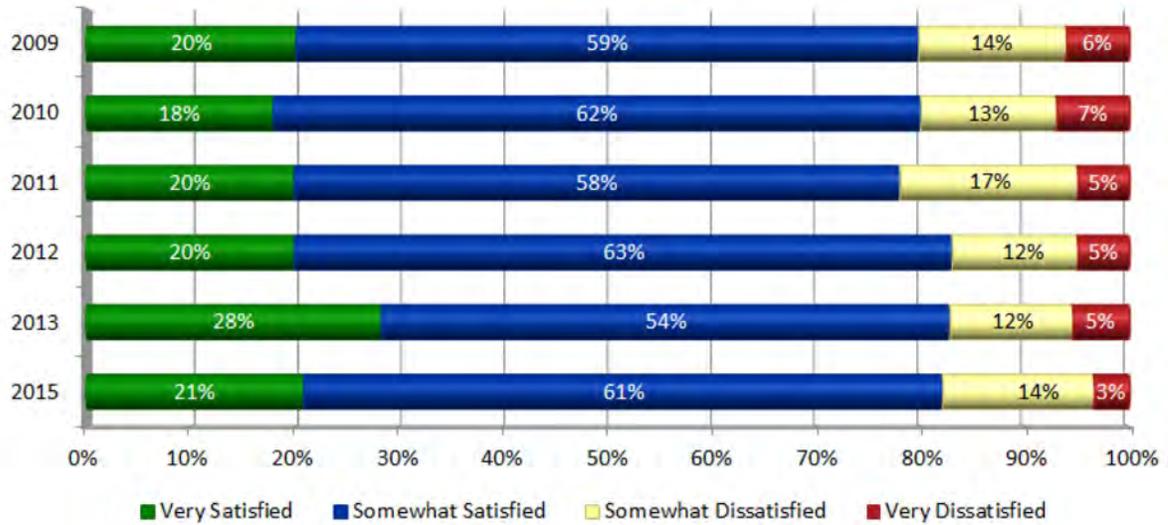


KANSAS CITY DISTRICT

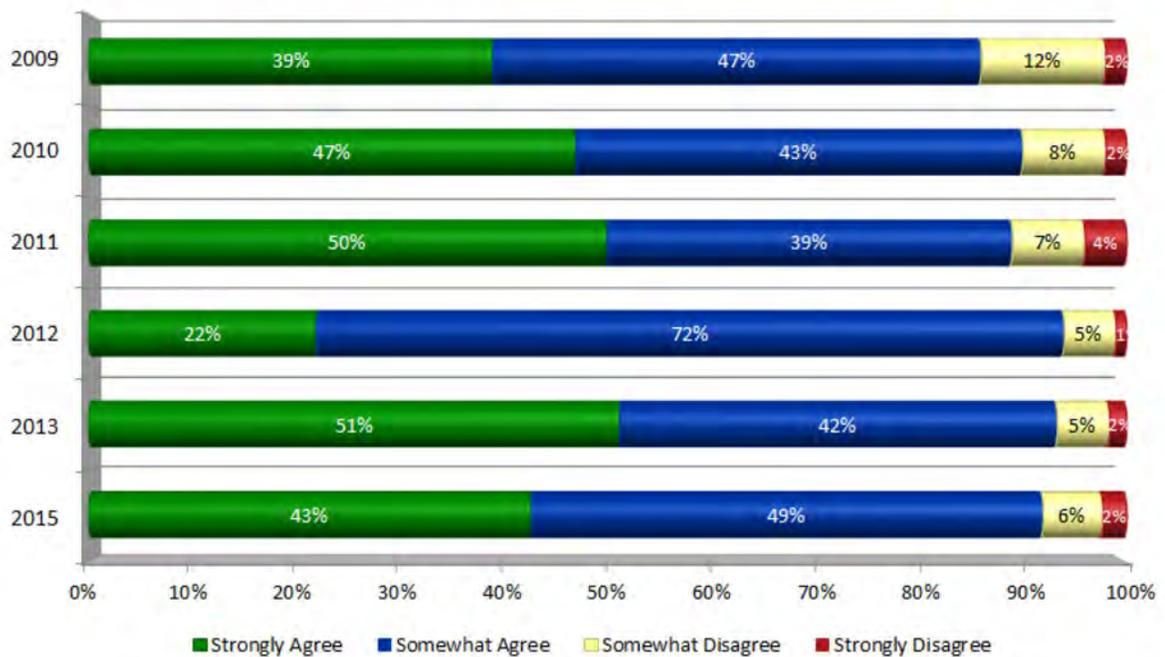
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TRENDS: Level of Satisfaction With the Job the Missouri Department of Transportation is Doing: KC District

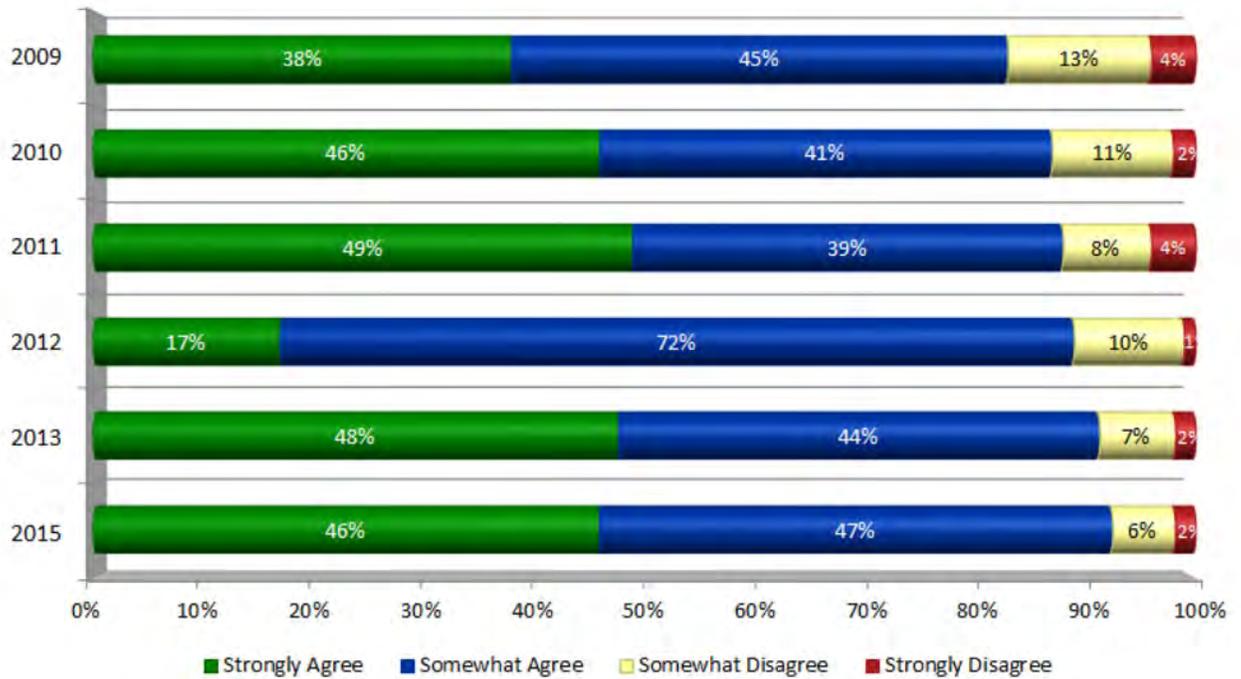


TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens: KC District



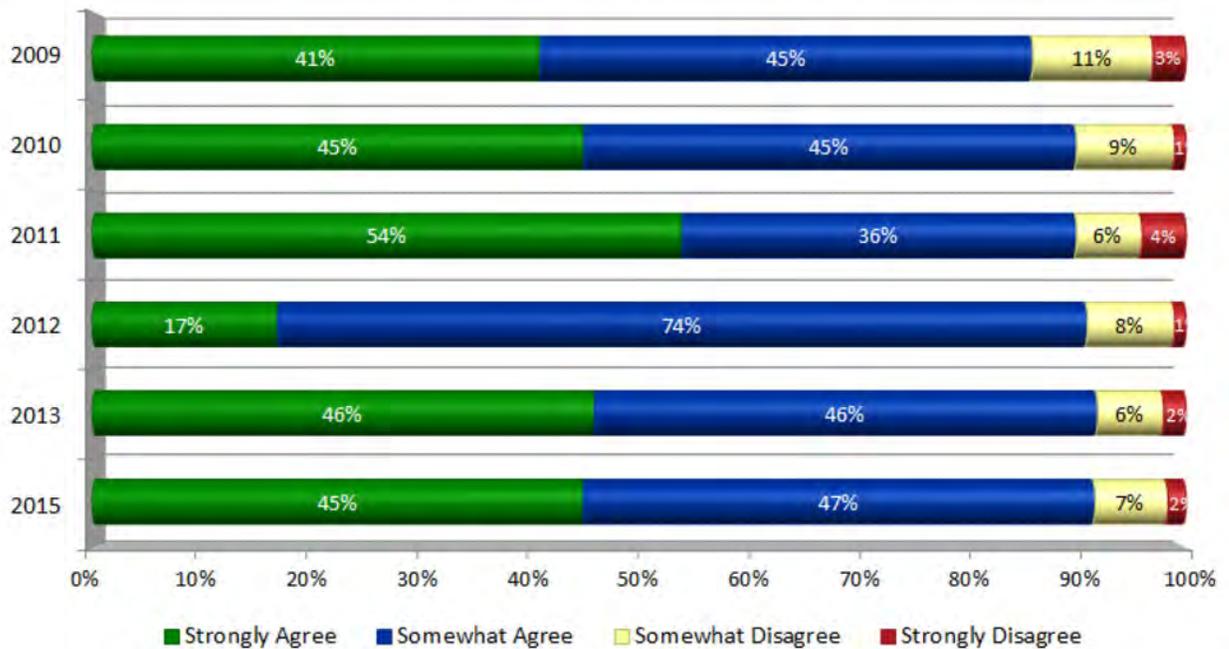
TRENDS: Level of Agreement MoDOT Provides Timely Information to Citizens: KC District

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

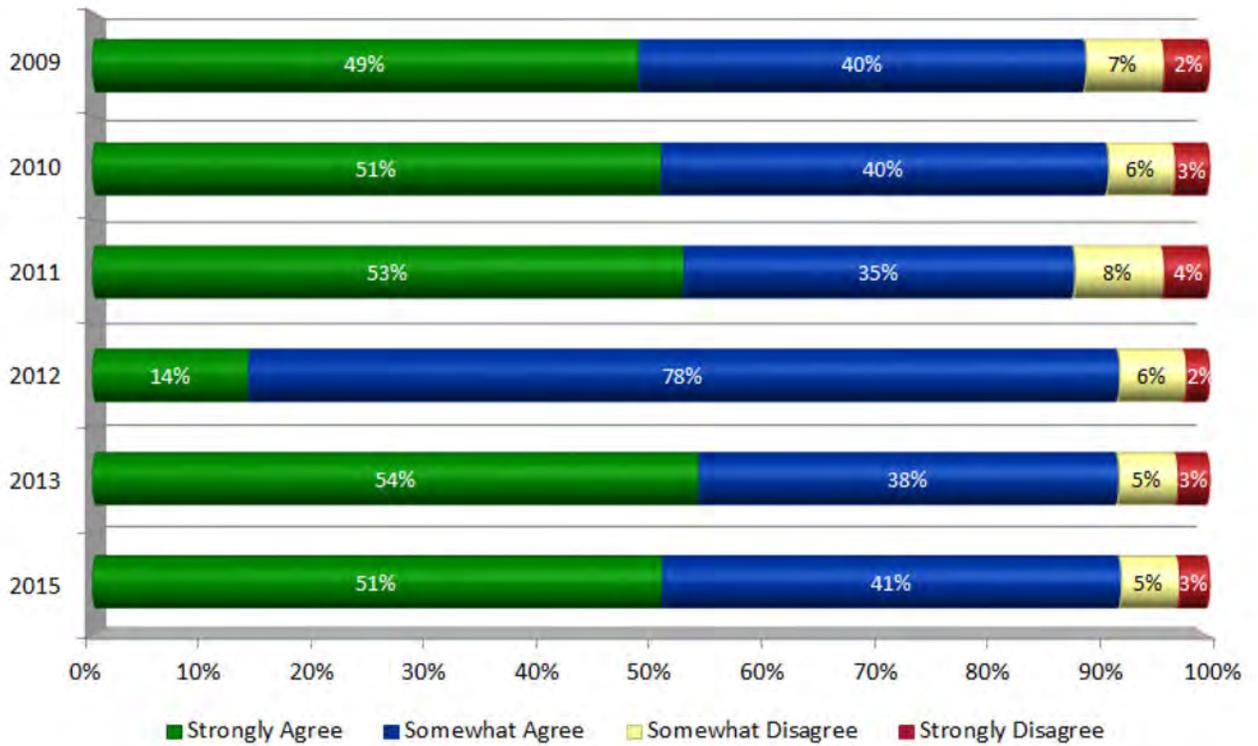
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TRENDS: Level of Agreement MoDOT is the Primary Transportation Expert in Missouri: KC District

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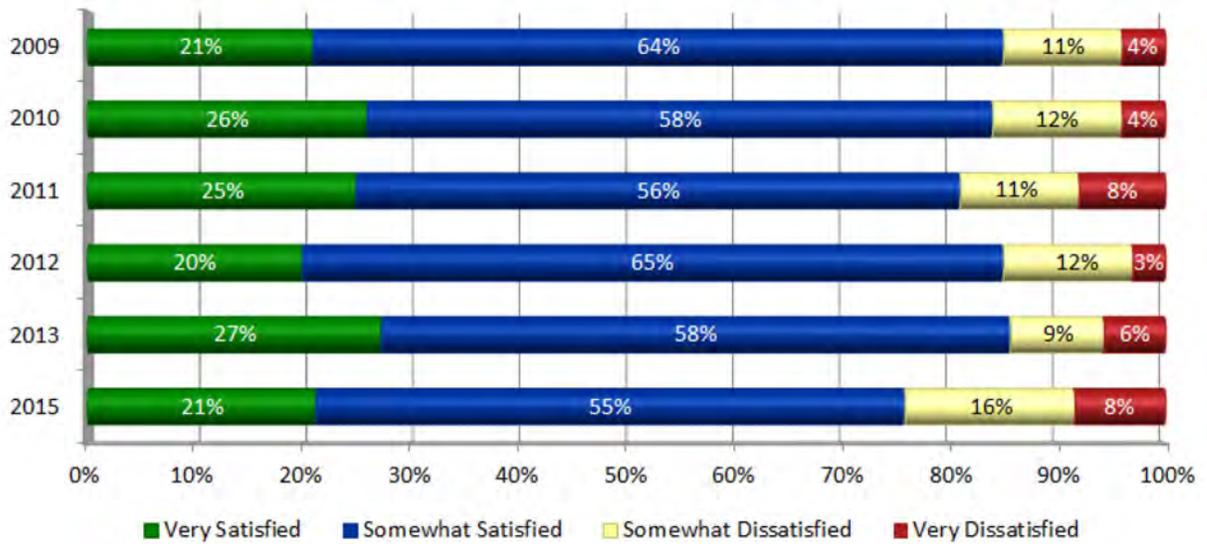
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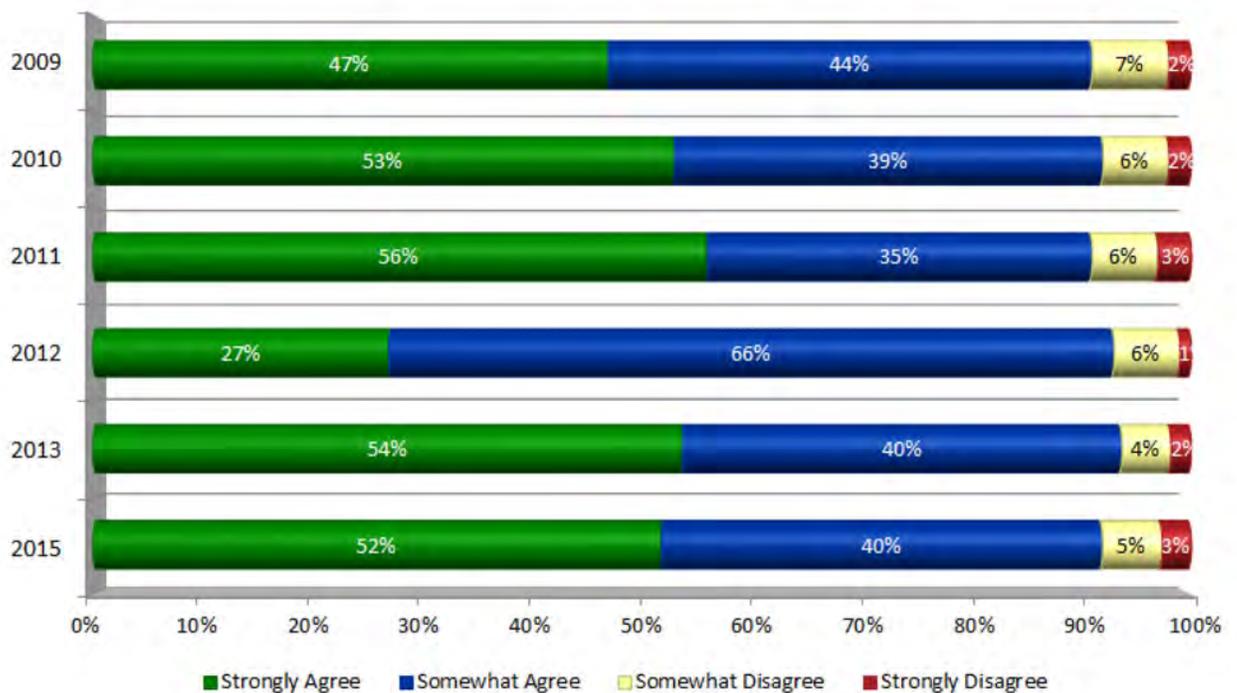
CENTRAL DISTRICT

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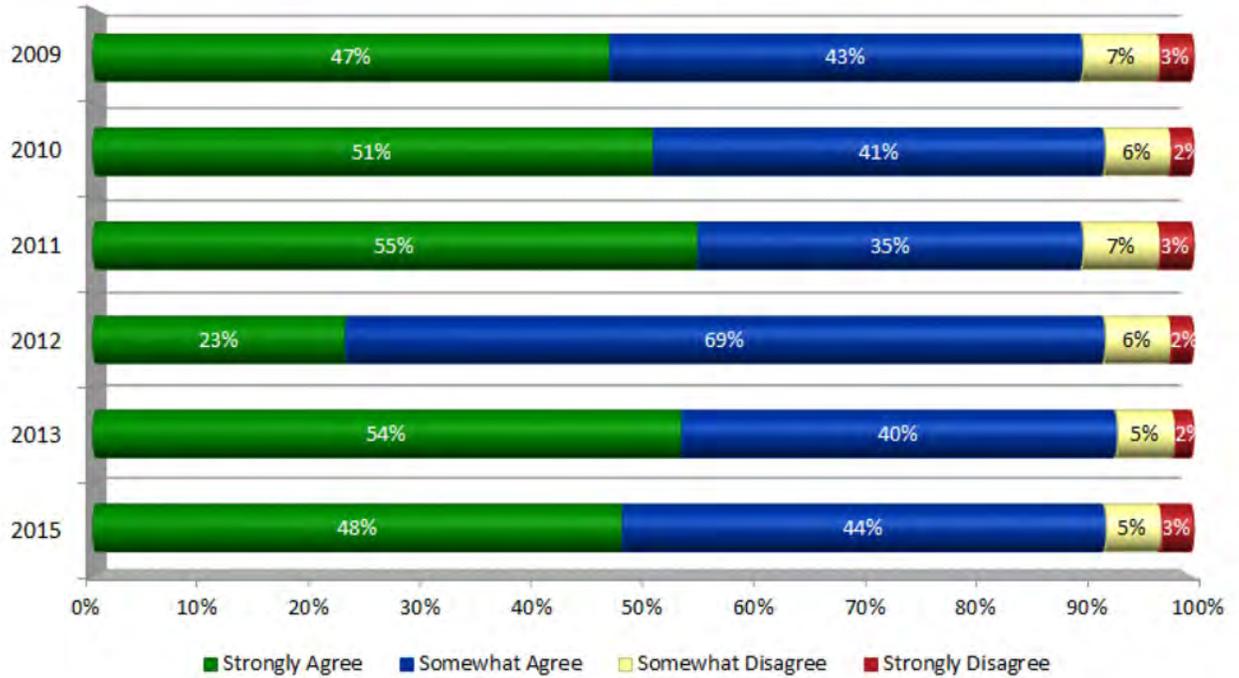
TRENDS: Level of Satisfaction With the Job the Missouri Department of Transportation is Doing: Central District



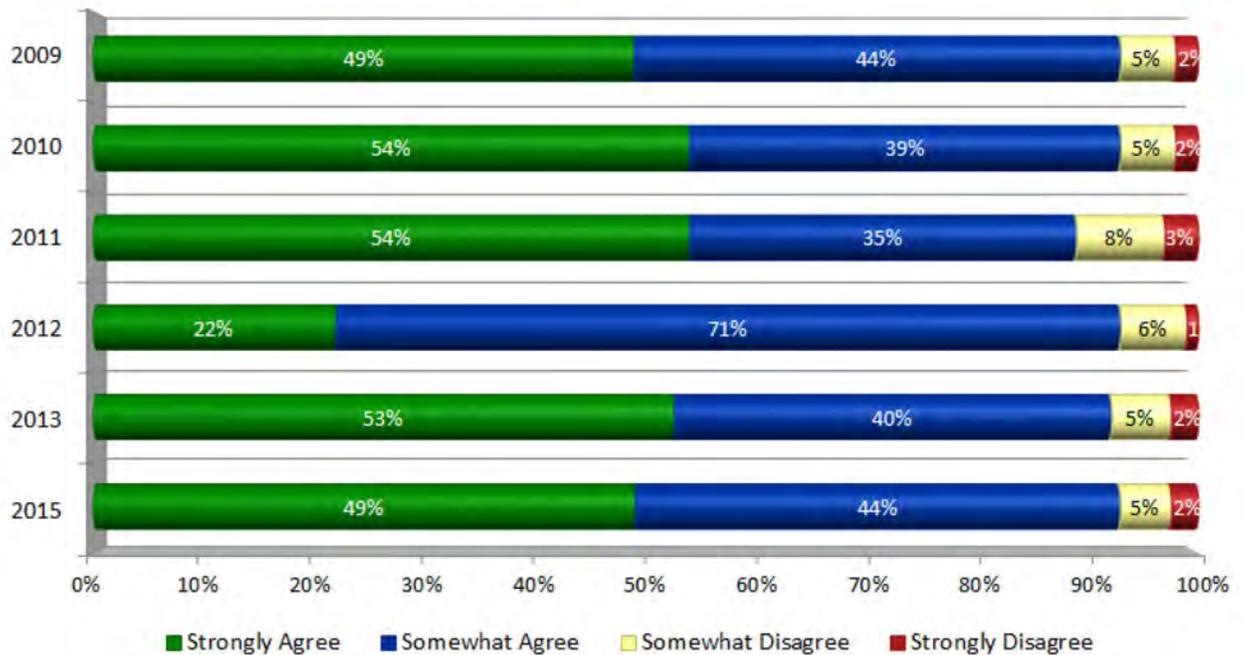
TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens: Central District



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



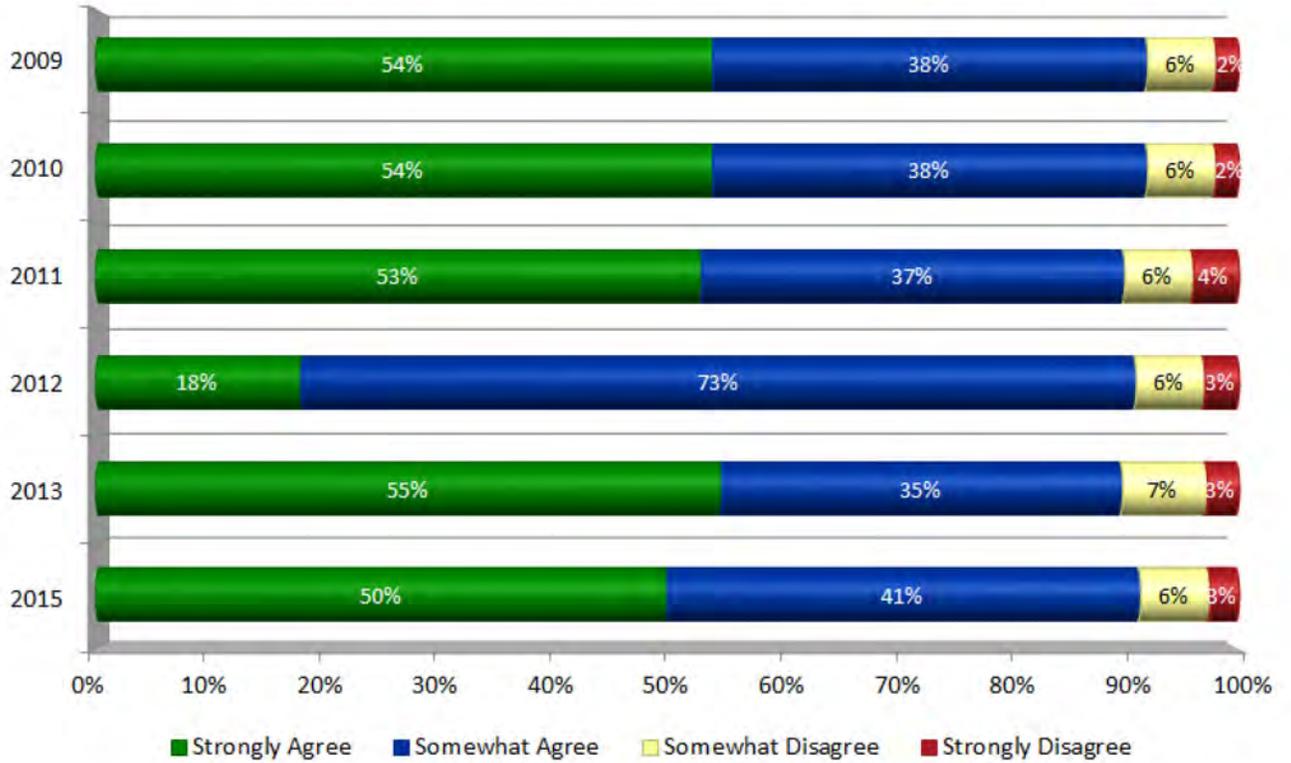
TRENDS: Level of Agreement MoDOT Provides Understandable Information to Citizens: Central District



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

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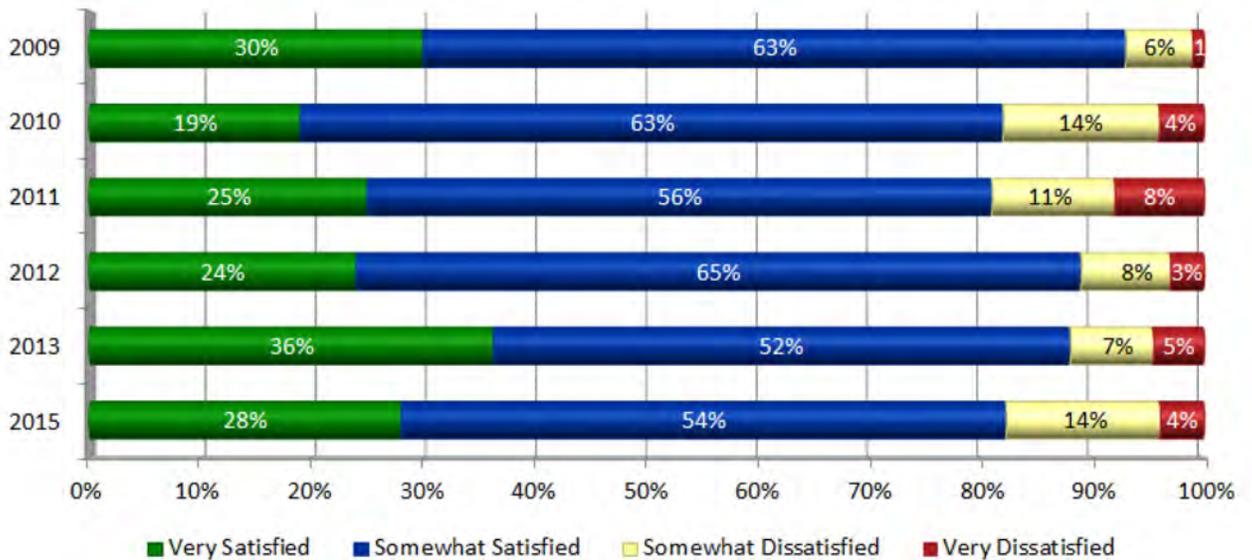


SAINT LOUIS DISTRICT

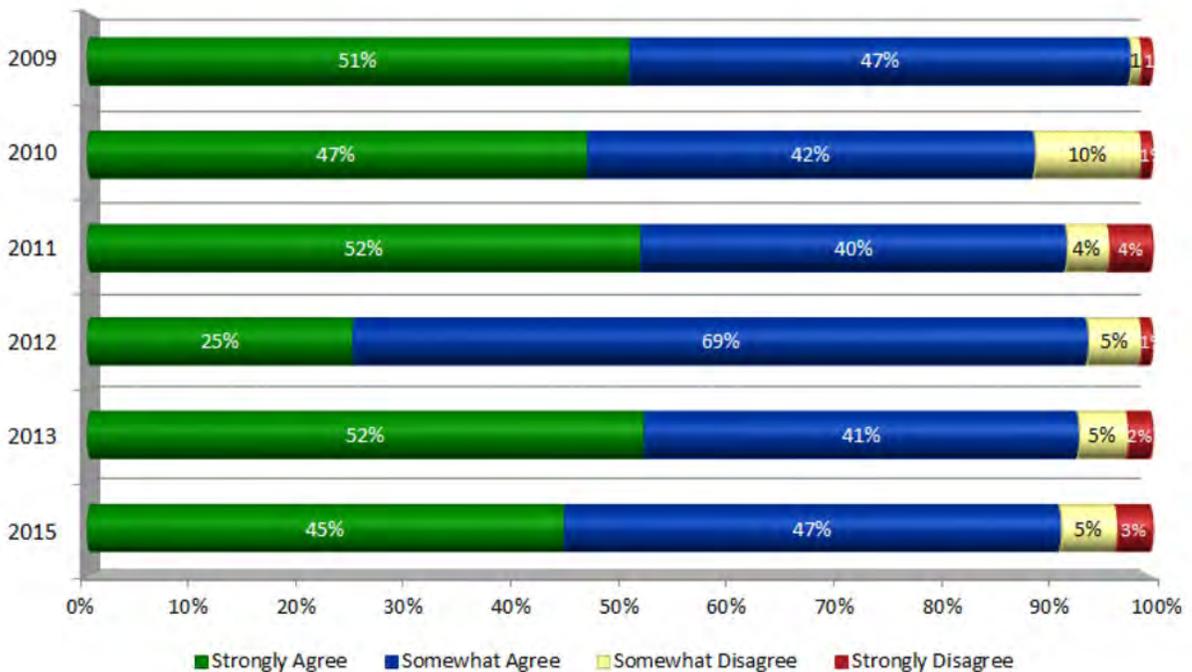
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TRENDS: Level of Satisfaction With the Job the Missouri Department of Transportation is Doing: SL District

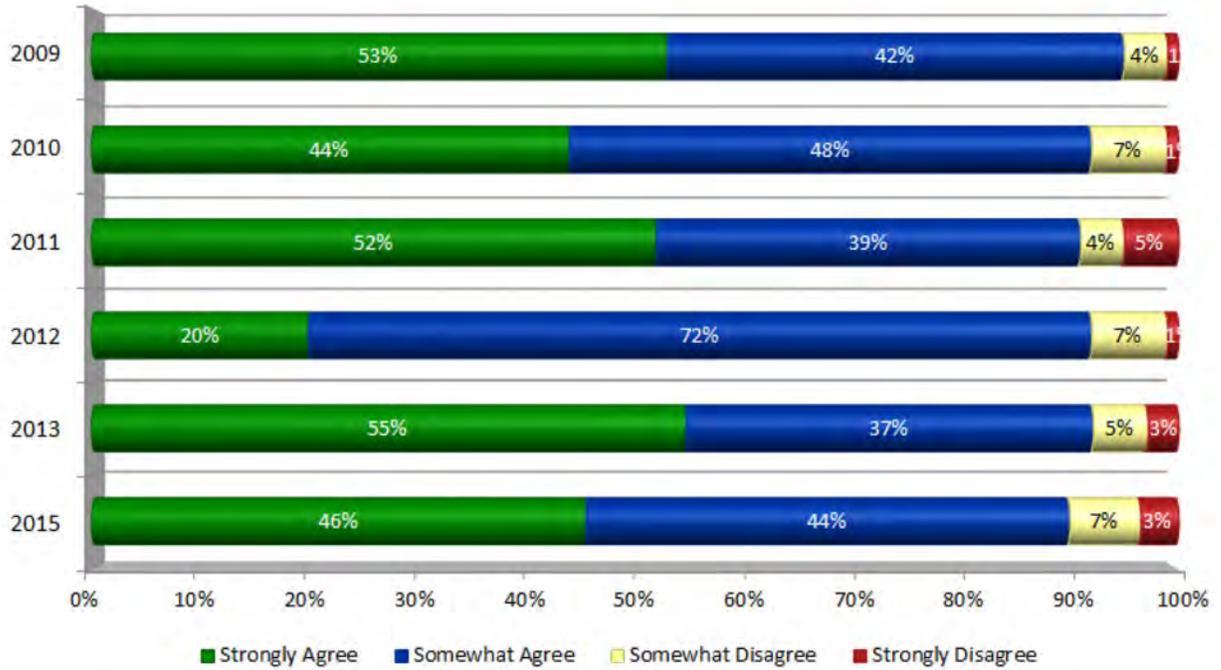


TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens: SL District



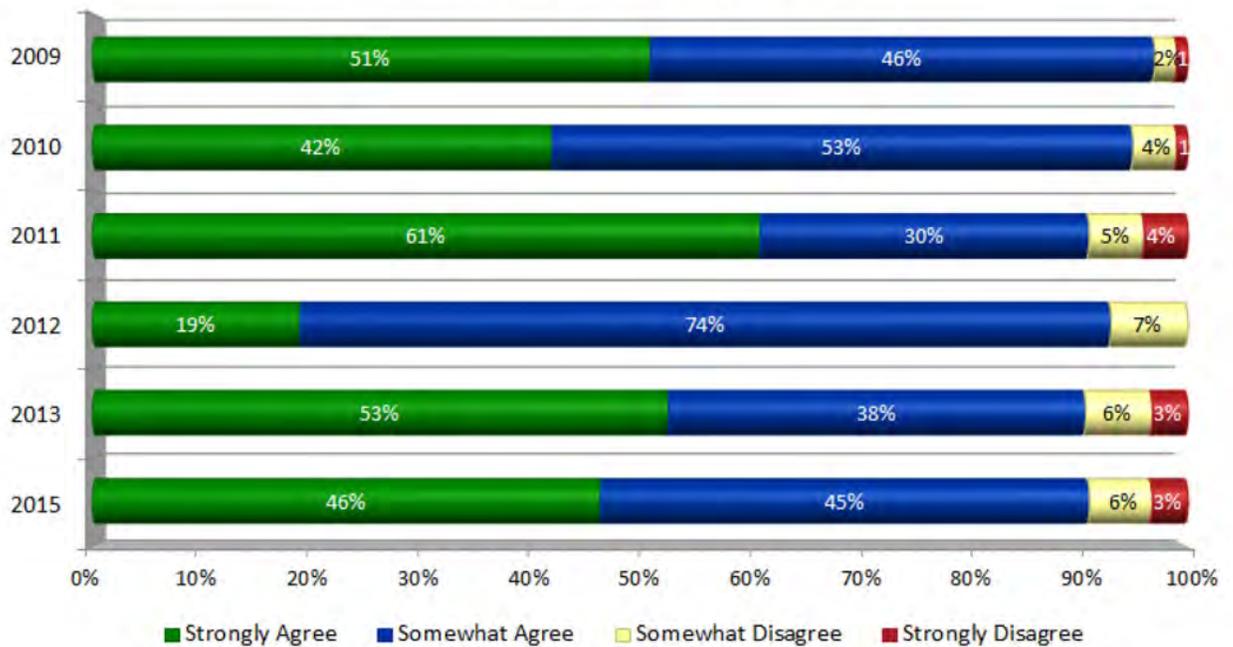
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TRENDS: Level of Agreement MoDOT Provides Timely Information to Citizens: SL District

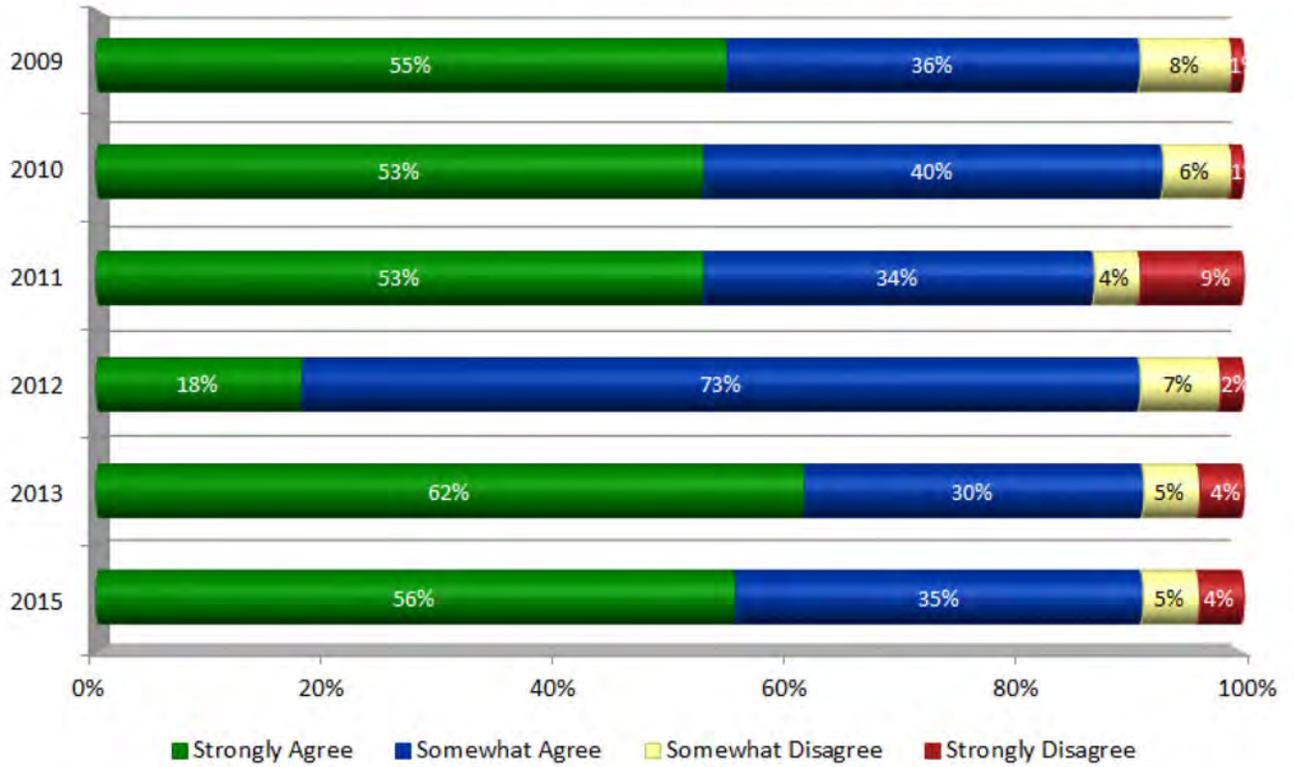


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TRENDS: Level of Agreement MoDOT Provides Understandable Information to Citizens: SL District



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



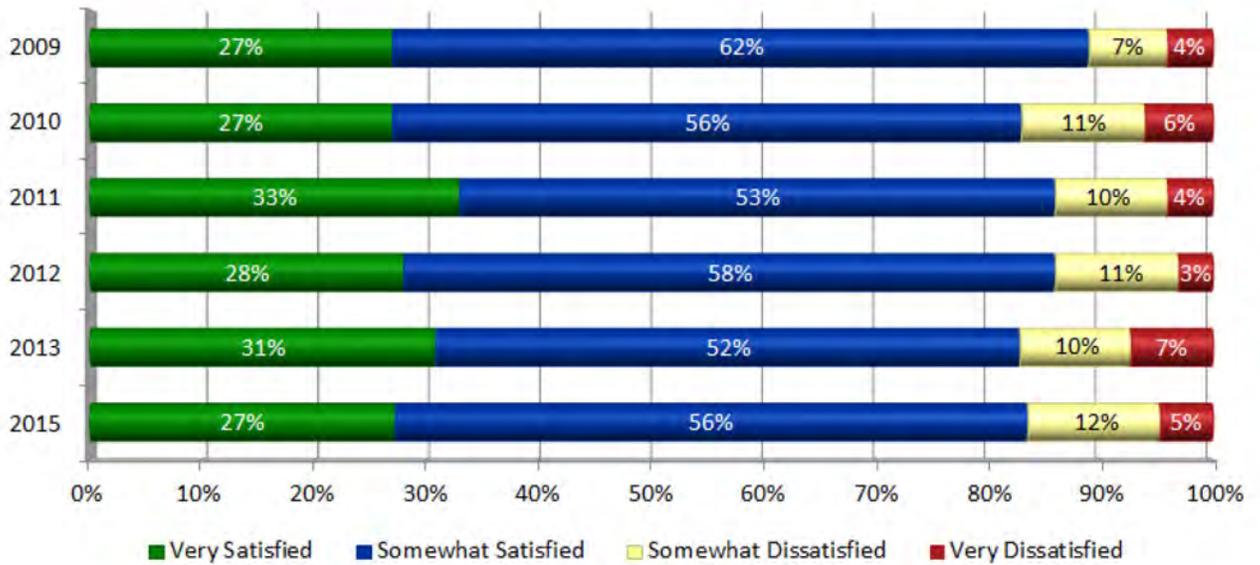
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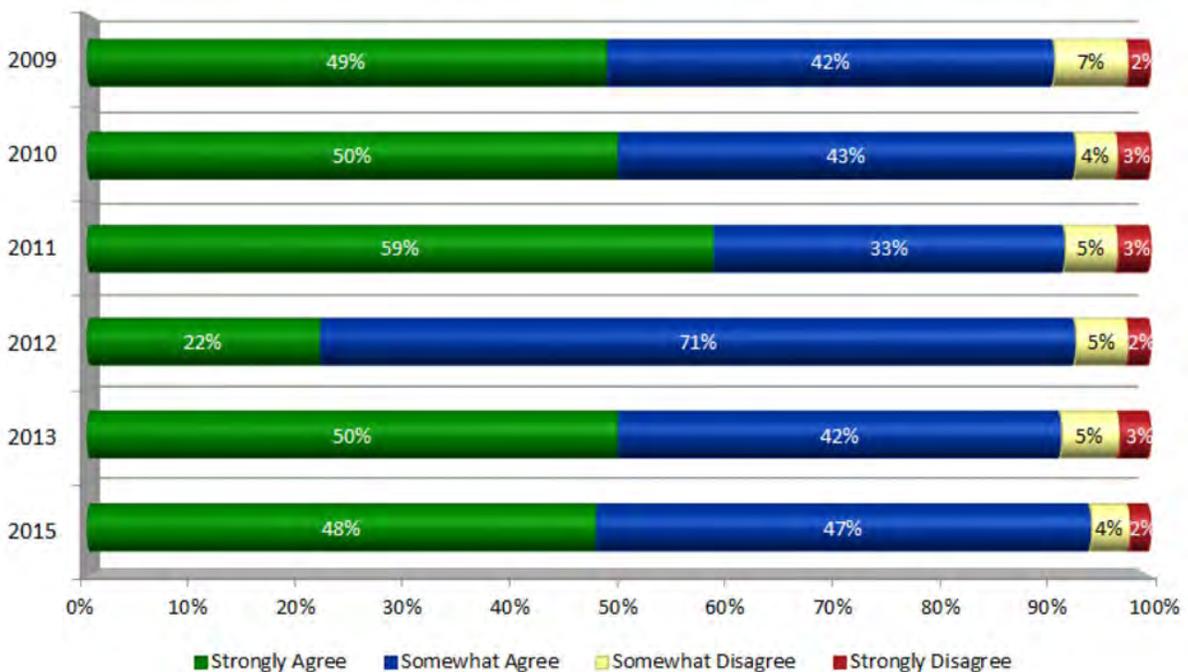
SOUTHWEST DISTRICT

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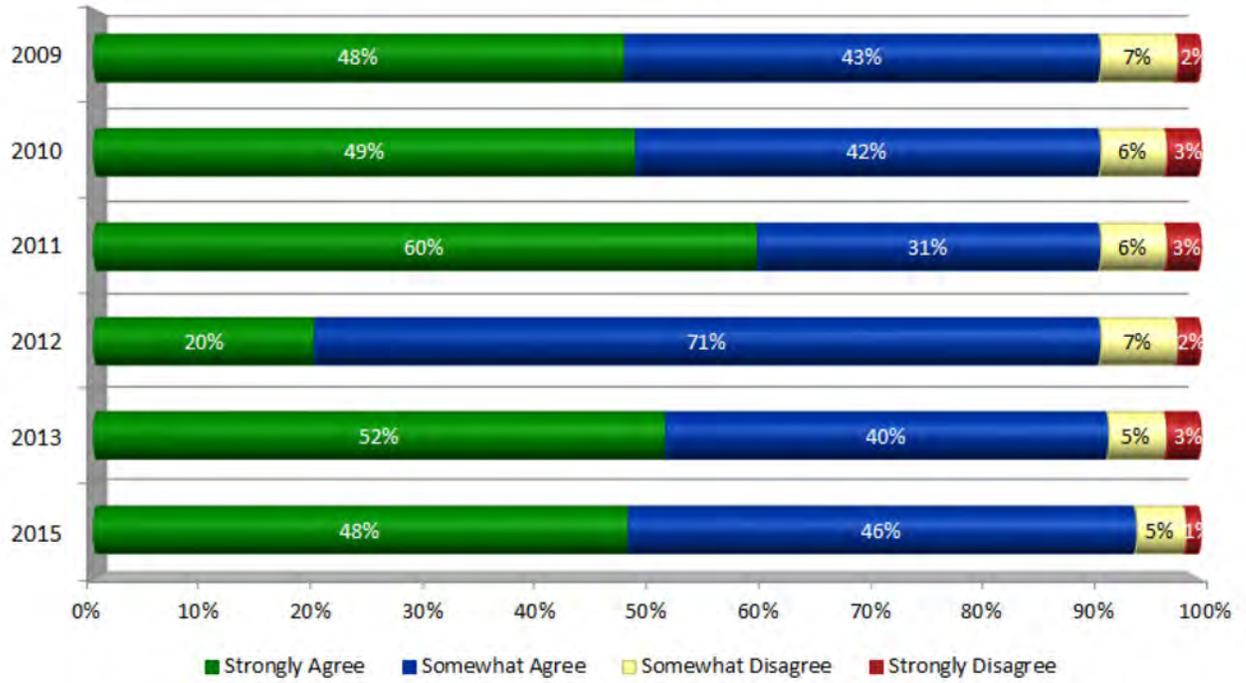
TRENDS: Level of Satisfaction With the Job the Missouri Department of Transportation is Doing: SW District



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

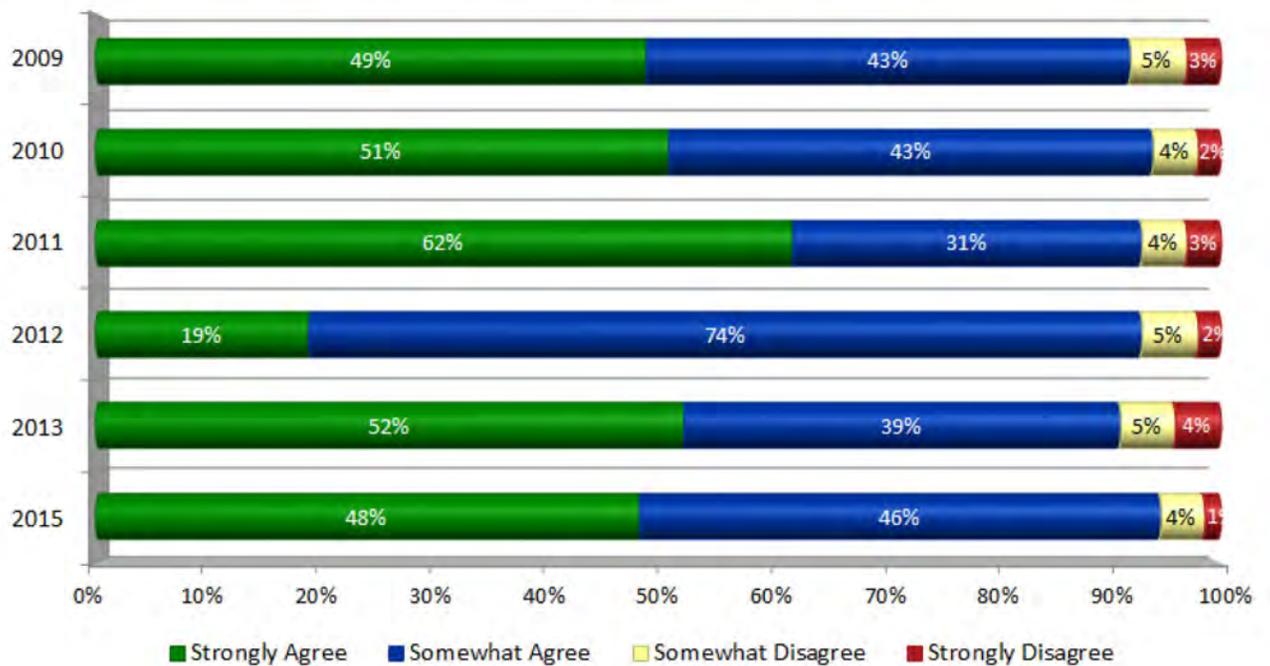


TRENDS: Level of Agreement MoDOT Provides Timely Information to Citizens: SW District



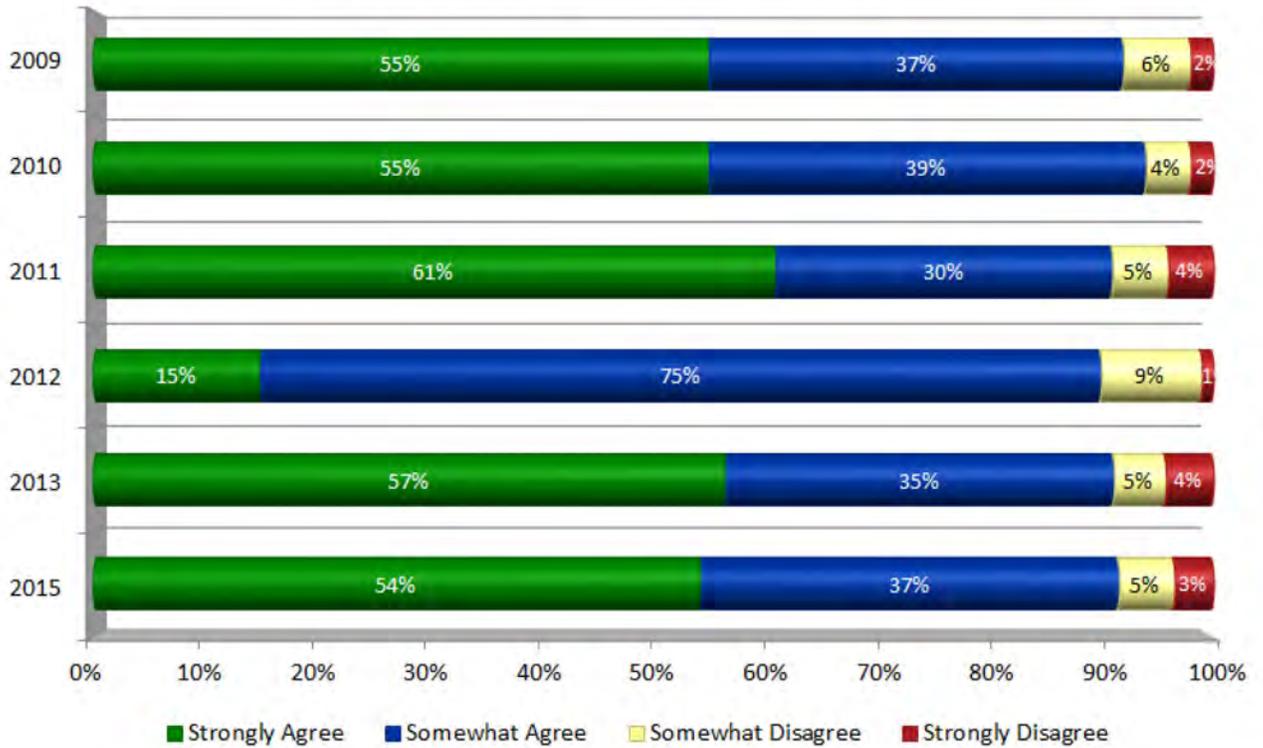
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TRENDS: Level of Agreement MoDOT Provides Understandable Information to Citizens: SW District



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

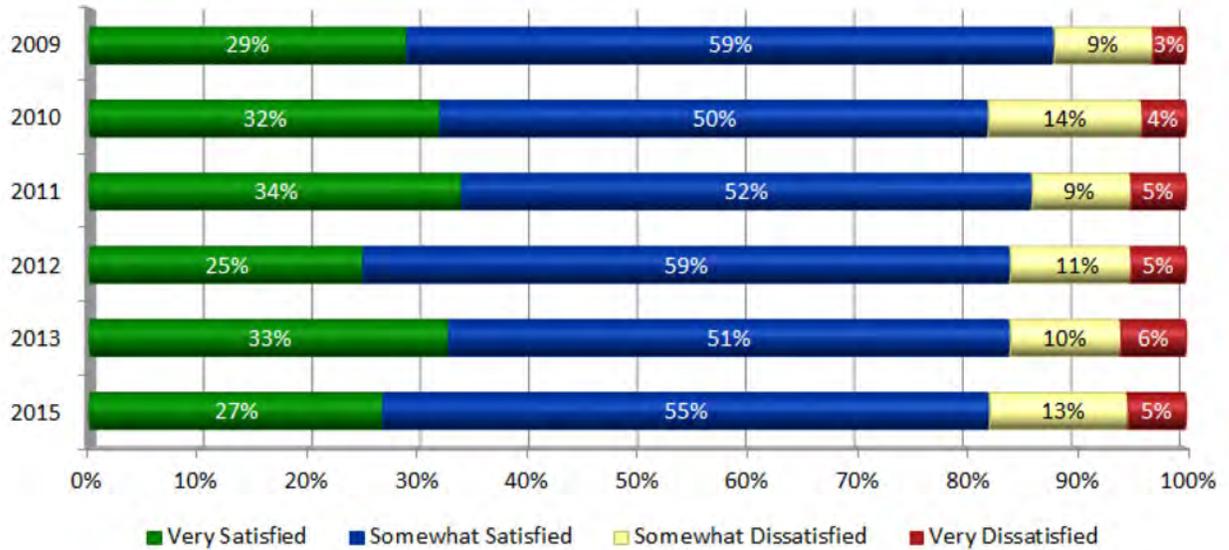
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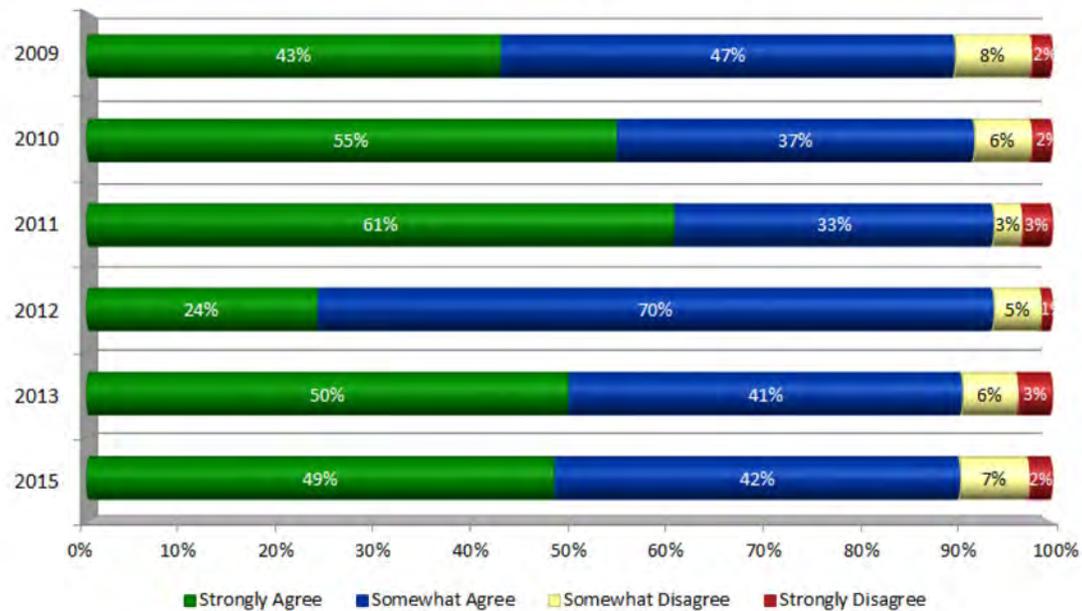
SOUTHEAST DISTRICT

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

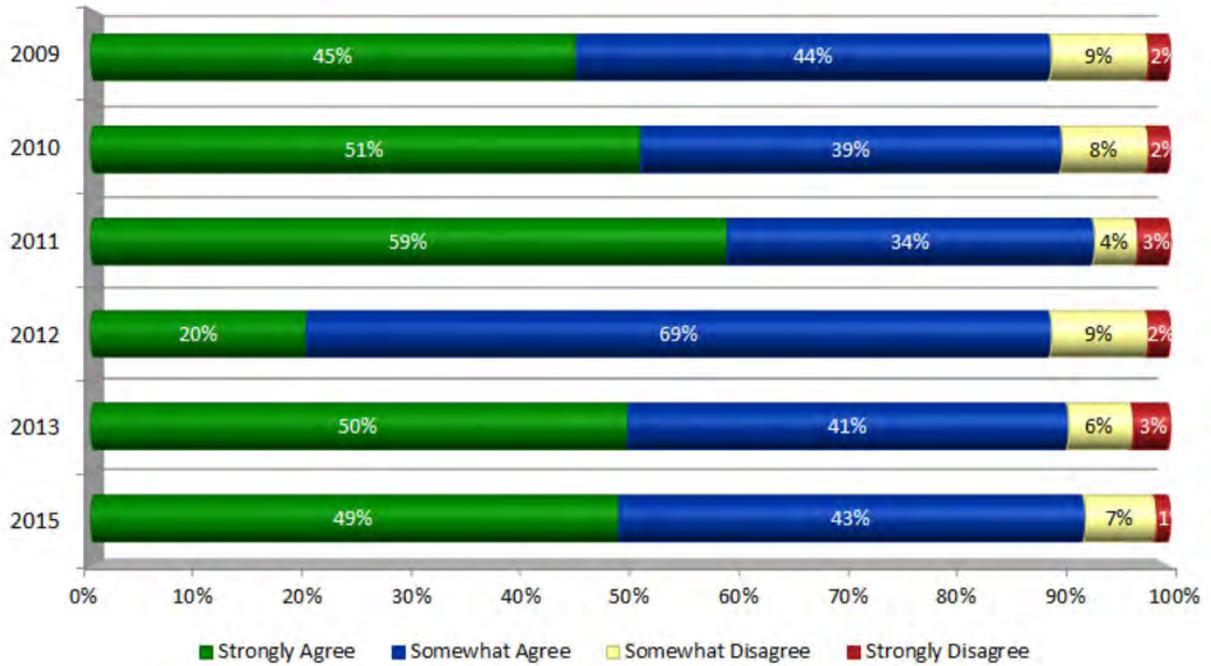


TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens: SE District

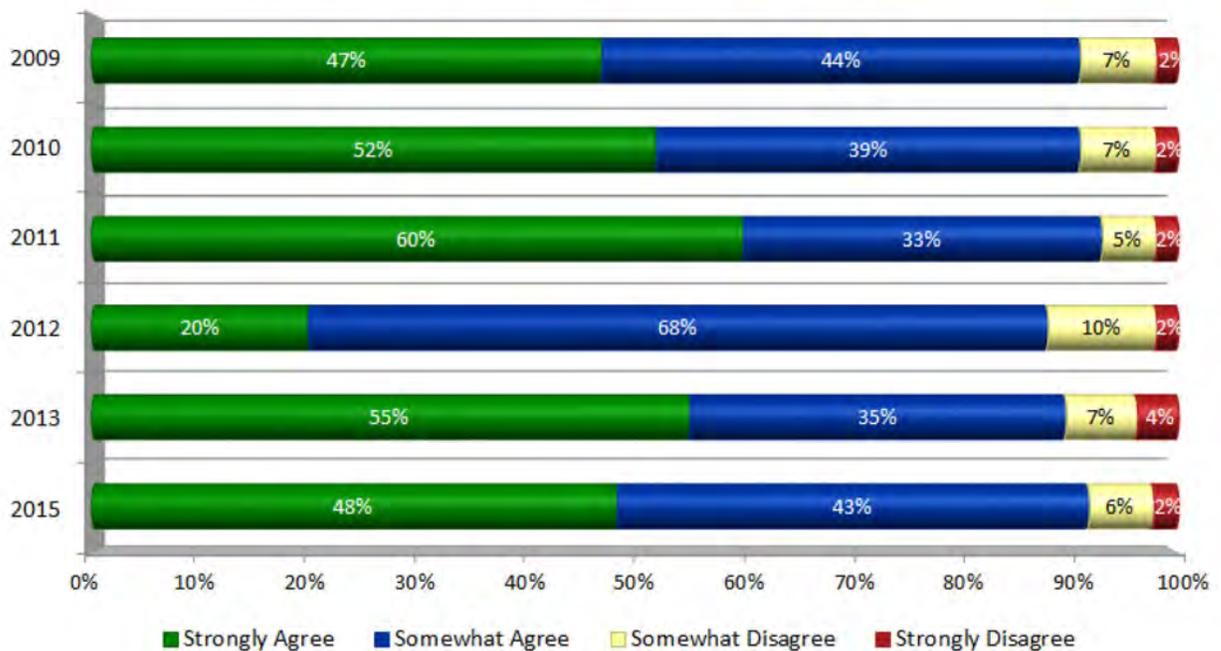


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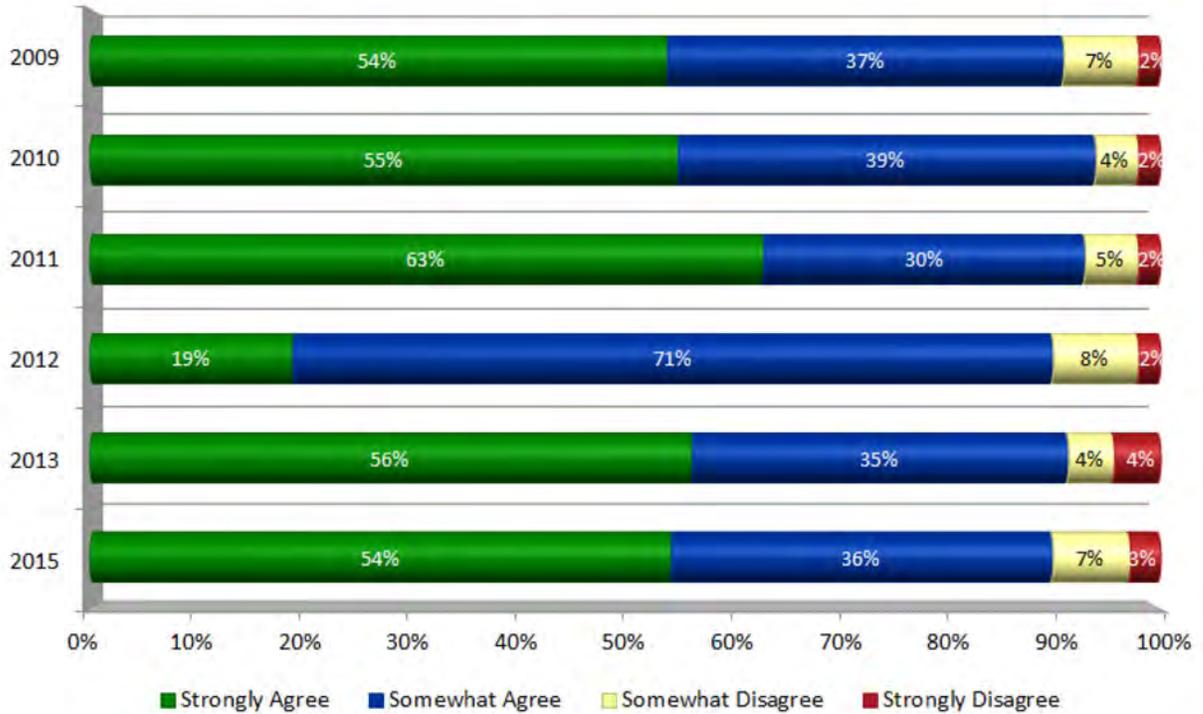
TRENDS: Level of Agreement MoDOT Provides Timely Information to Citizens: SE District



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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