

A group of people, including men and women of various ages, are gathered around a table, looking at a large map or document. They appear to be in a meeting or collaborative work environment. The image is the background of the report cover.

Organizational Results Research Report

June 2007
OR07.011

Customer Satisfaction: Fiscal Year 2007 Survey of Missouri Adults

Tracker Measures: 5a, 12j, 13c, 17d and 18b

Prepared by Missouri
Transportation Institute and
Missouri Department
of Transportation

FINAL REPORT

RI06-019

**Customer Satisfaction:
Fiscal Year 2007 Survey of Missouri Adults**

Tracker Measures: 5a, 12j, 13c, 17d and 18b

Prepared for the
Missouri Department of Transportation
Organizational Results

by
Missouri Transportation Institute
University of Missouri-Rolla

June 2007

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

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Executive Summary

3,636 phone interviews were conducted for MoDOT between May 14 and 30 to obtain Tracker Measures 5a, 12j, 13c, 17d, and 18b for 2007. A few other questions of interest to MoDOT were also asked as part of this study. A more accurate means of calculating the satisfaction measures was utilized this year (details on page 6). The results from this survey were compared with the results from the previous two years when the same question was asked. In these cases, the previous years' results were recalculated to be consistent with this year's study.

Summary of Tracker Results

Overall customer satisfaction with MoDOT remains high and continues to improve.

Figure 1: Tracker Measure 5a
Overall Customer Satisfaction with MoDOT



With one exception, all of the Tracker Measures showed improvements from the 2006 study. In addition to the overall satisfaction question, Measures 17d and 18b also showed a large improvement from previous results.

Table 1: Summary of Tracker Measures

	2005	2006	2007
5a - Overall Customer Satisfaction	69.1%	75.0%	79.0%
12j - Satisfaction with Transportation Options	70.8%	74.7%	67.2%
13c - Inclusion in Decision-Making Process	51.1%	58.5%	62.9%
17d - MoDOT as Missouri's Transportation Expert	82.0%	81.5%	86.7%
18b - MoDOT Provides <i>Timely</i> Information	74.0%	77.6%	86.5%
18b - MoDOT Provides <i>Accurate</i> Information	75.0%	76.8%	84.5%
18b - MoDOT Provides <i>Understandable</i> Information	73.7%	76.0%	85.7%

Measure 12j, Satisfaction with Transportation Options was the only measure to decline from previous results. The survey instrument was not designed to probe for “why?” certain measures may be changing, but strictly to assess the current measures themselves.¹ However, in the opinions of the researchers, it is very likely that the relatively high cost of fuel has caused more people to investigate alternatives to driving their own vehicles and that this is responsible for most or all the decline in Measure 12j.

Other Results

In addition to the Tracker Measures, twenty-eight other questions were asked of the respondents. For reporting purposes, the results of these non-Tracker questions were classified as 1) assessing how well MoDOT is meeting the public's expectations, 2) the public's priorities for transportation and funding, and 3) how Missourians obtain their transportation-related news.

¹ Phone surveys are not well suited for research that probes underlying causes as this type of questioning requires flexibility and training beyond that of the typical caller.

Summary of Public Expectations

MoDOT is clearly satisfying the majority of Missourians when it comes to meeting expectations for clean roadsides, visible indicators, and traffic control.

Table 2: Summary of How MoDOT Meets Public Expectations

Roadsides		Agreement
	MoDOT roadsides meet my expectations for mowing	79.6%
	MoDOT roadsides meet my expectations for snow removal	82.2%
	MoDOT roadsides meet my expectations for litter control	80.0%
Visibility		
	MoDOT provides enough signs and directions in work zones	92.3%
	MoDOT signs are big enough and bright enough for me	95.2%
	MoDOT stripes are bright enough for me	87.8%
Traffic Control		
	Travel delays through MoDOT work zones are reasonable	87.1%
	After a traffic incident, traffic returns to normal in a reasonable amount of time	87.1%

Summary of Public Transportation Priorities and Funding Perspectives

When it comes to public priorities for transportation, one message was very clear.

When given a choice between better maintaining the current infrastructure or building new infrastructure, the majority of Missourians preferred to better maintain the existing highways and bridges.

The overwhelming majority of Missourians (82.9%) opined that *all state highway projects should be paid for completely from statewide revenue sources.* A plurality of respondents (46.4%) did not feel knowledgeable enough to determine if MoDOT received enough revenue to perform its duties. Out of the 1,949 respondents who answered the question, 59.9% thought MoDOT received ample revenue.

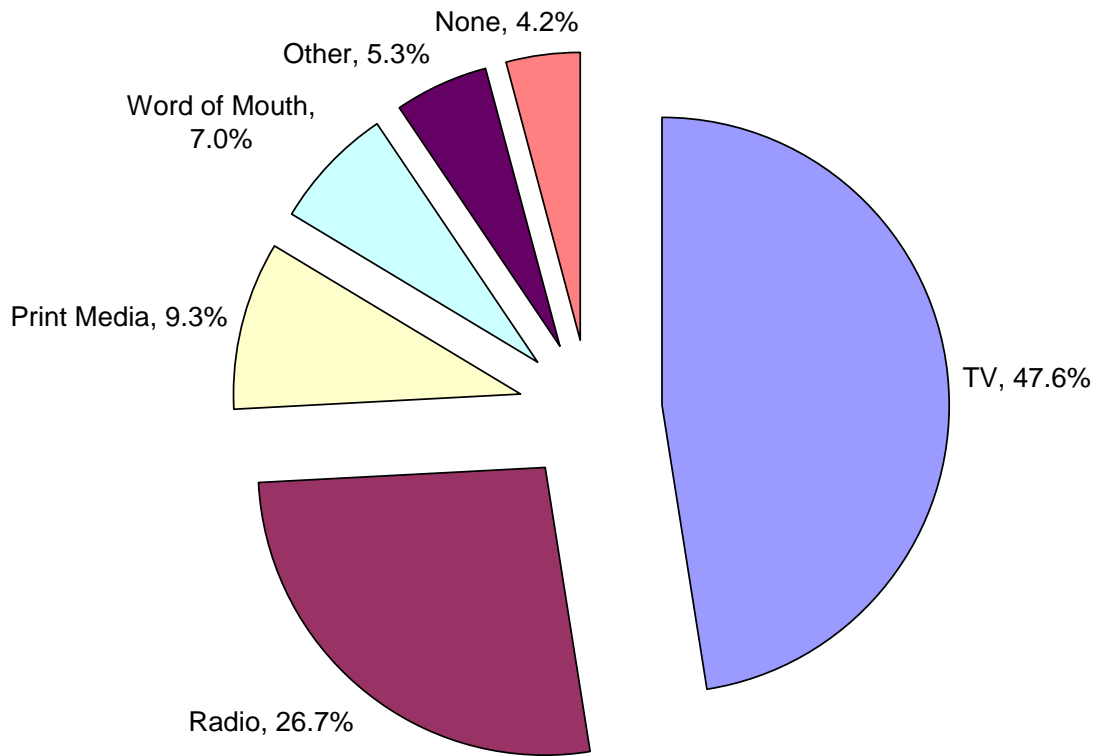
Considering the entire sample, support for additional taxation and fees ranged from 4.7% to 12.6% of the population with an increase in the general sales tax showing the most support (12.6%). The general conclusion suggested by the data is that there is limited receptivity to new taxes/fees even among the respondents who believe the department is not adequately funded. While this was not directly asked, the results suggest that those who feel MoDOT needs more funding would primarily support using more of the State's *existing* tax revenue for MoDOT.

Summary of How Missourians Obtain Transportation Related News

While television is the single largest medium, it is used by less than 50% of Missourians for obtaining transportation related news.

Figure 2: Primary Source of Transportation Related News

Q5. Primary Source of Transportation Related News



Process

Using the 2006 survey as a baseline, the investigators collaborated with MoDOT to finalize the survey questions to be asked. A professional calling center was contracted to obtain a representative sample of each of the 10 MoDOT Districts, with a minimum of 350 respondents per District. Potential respondents were contacted through quasi-random dialing from May 14 through May 30.² 89,064 calls were made, of which interviewers were able to talk to 7,514 people, a contact rate of 8.4%. From these 7,514 contacts, a 48.4% response rate was obtained – a total of 3,636 residents agreed to participate and completed the interviews used in this study.

Table 3: Completed Calls by Gender and District

	Men	Women	Total	SE³
District 1	170	192	362	5.1%
District 2	182	193	375	5.0%
District 3	171	197	368	5.1%
District 4	178	180	358	5.1%
District 5	181	184	365	5.1%
District 6	190	180	370	5.0%
District 7	175	185	360	5.1%
District 8	180	193	373	5.0%
District 9	172	178	350	5.1%
District 10	163	192	355	5.1%
Missouri	1,762	1,874	3,636	1.9%

² The dialing was not completely random as the calling center was instructed to obtain a minimum of 350 respondents per District having at least one licensed driver. Based on their experience, the calling center also filtered out all households on the federal Do Not Call list. While it is legal to call these numbers on behalf of a government agency, the calling center said that the overwhelming majority of these households refuse to take surveys of any type and that these citizens usually get angry when they are called. Thus, the calling center obtained a representative random sample of the households with at least one registered driver who were not on the federal Do Not Call list for each of the 10 Districts.

³ The standard error for the findings for individual districts ranges from 5% to 5.1%. The standard error for the statewide findings is 1.9%. All of these standard errors are at a 95% confidence interval.

The results from this survey were compared with the results from the previous two years when the same question was asked. The percentages vary slightly from previous reports because earlier studies included “not sure” results as part of their calculations. The principle investigator believes that a more accurate satisfaction measure may be calculated by only including the respondents who actually have an opinion, so the previous years’ results were recalculated to be consistent with this year’s study.

Table 4: Hypothetical Example of Two Calculation Methods

	Year 1	Year 2	Year 3
Very Dissatisfied	12	7	15
Dissatisfied	20	25	17
Satisfied	45	50	35
Very Satisfied	23	18	33
Not Sure/No Opinion	7	21	15
Total Respondents	107	121	115
Total Respondents with Opinions	100	100	100
Old Satisfaction Rate	63.6%	56.2%	59.1%
New Satisfaction Rate	68.0%	68.0%	68.0%

Table 4 uses a hypothetical example to show the difference between the two methods. In Year 1, 107 respondents provided input, of whom seven did not have an opinion. In Year 2, 121 respondents provided input, including twenty-one folks without an opinion on this question. Finally, in Year 3, 115 respondents provided input with fifteen people not having an opinion. Under the original satisfaction assessment method, the satisfaction rate was calculated by summing the two satisfaction options and then dividing by the total number of respondents. With the new satisfaction assessment method, the satisfaction rate is calculated by summing the two satisfaction options and then dividing by the total number of respondents with opinions. This change eliminates fluctuations based upon the number of people surveyed who have no opinion. Under the new method, only changes from dissatisfied to satisfied (and visa versa) will change the measure. This change increases the accuracy of the Tracker measures by only monitoring actual changes in respondent opinion.⁴

⁴ Statistically it also reduces the role of standard error, since this method reduces the number of effective variables from three (satisfaction, no opinion, dissatisfaction) to two (satisfaction and dissatisfaction).

Appendix A: Survey Questions lists the actual survey questions and summarizes the results. The questions are presented twice. The first time, *Questions and Results – Ignoring “Not Sure” Respondents* on page 54, uses the new calculation method. The second listing, *Questions and Results – Including “Not Sure” Respondents* on page 60 uses the old method. This second section is listed to help people better understand the differences between the two methods. It is recommended that people only use numbers from the first (preferred) set of numbers. If people have a desire to use the second set of numbers, they should first review their reasoning with Organizational Results.

Tracker Results

Tracker Measure 5a: Overall Customer Satisfaction

Figure 3: 5a - Overall Results

2007 Overall Customer Satisfaction with MoDOT

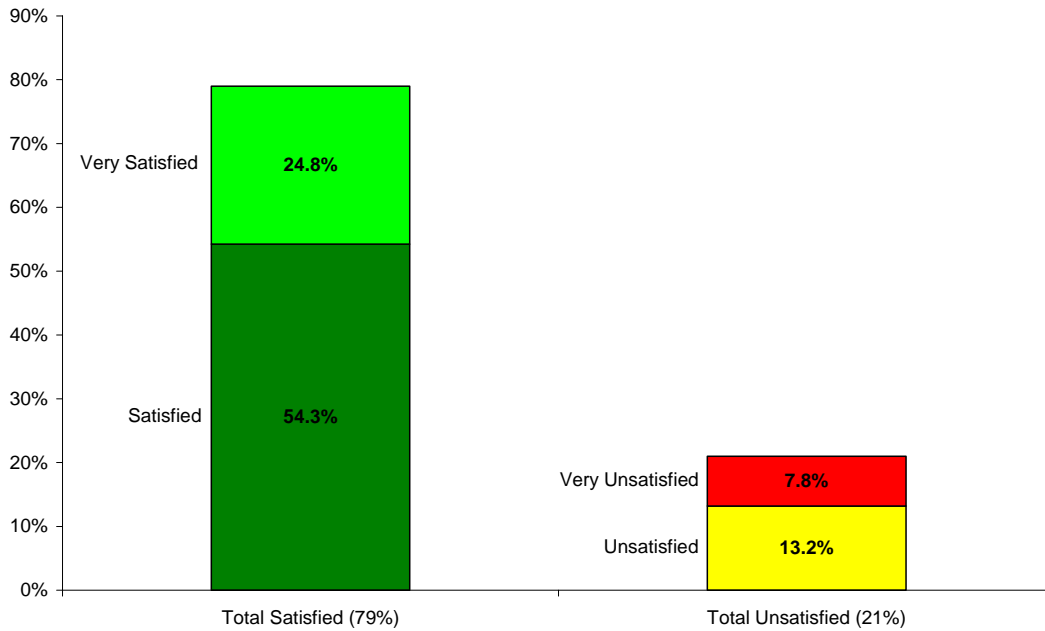


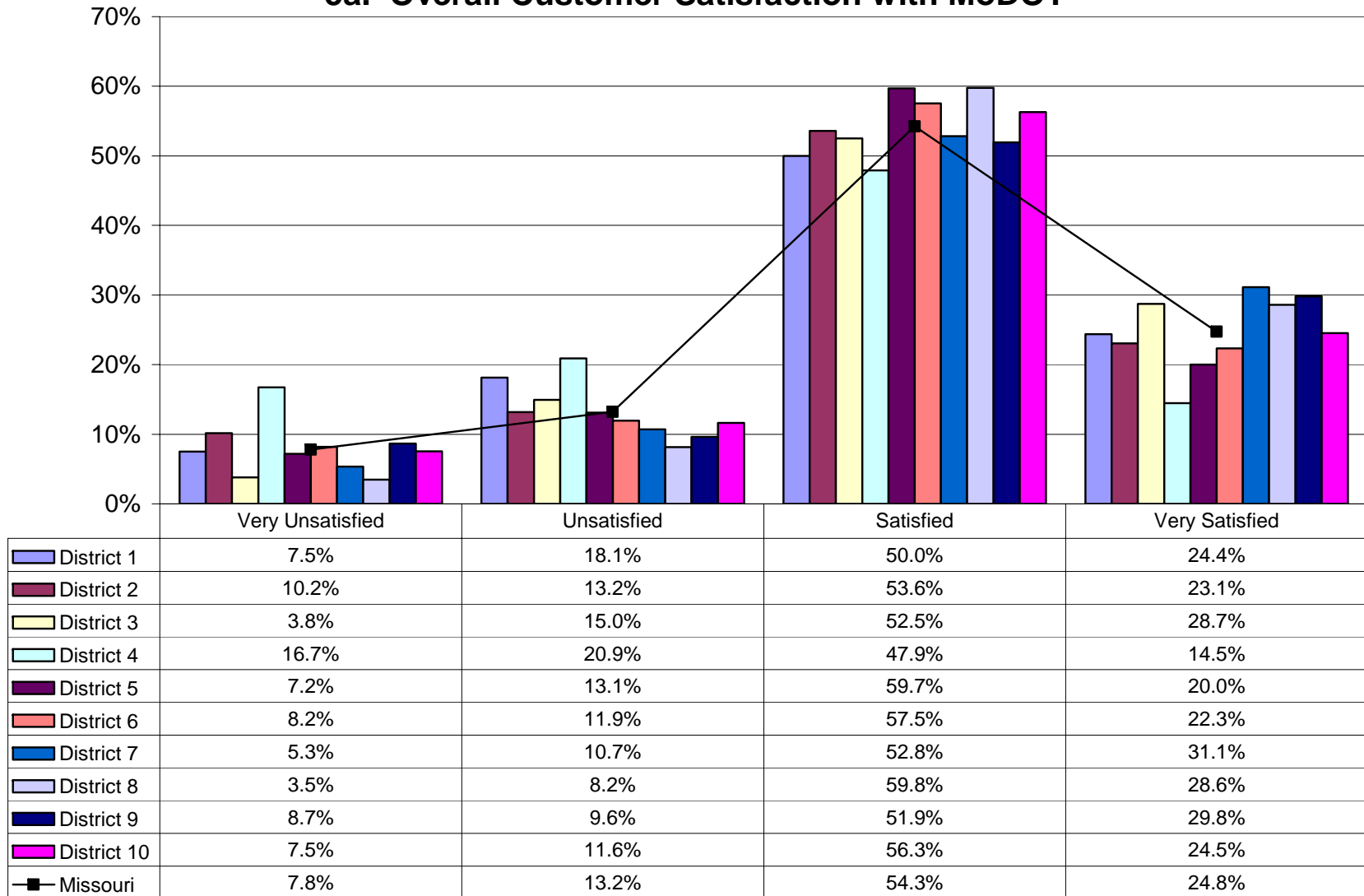
Figure 4: 5a - Three Year Comparison

Overall Customer Satisfaction with MoDOT



Figure 5: 5a - District Results

5a. Overall Customer Satisfaction with MoDOT



Tracker Measure 12j – Satisfaction with Transportation Options

Figure 6: 12j - Overall Results

2007 Percent of Customers Satisfied with Transportation Options

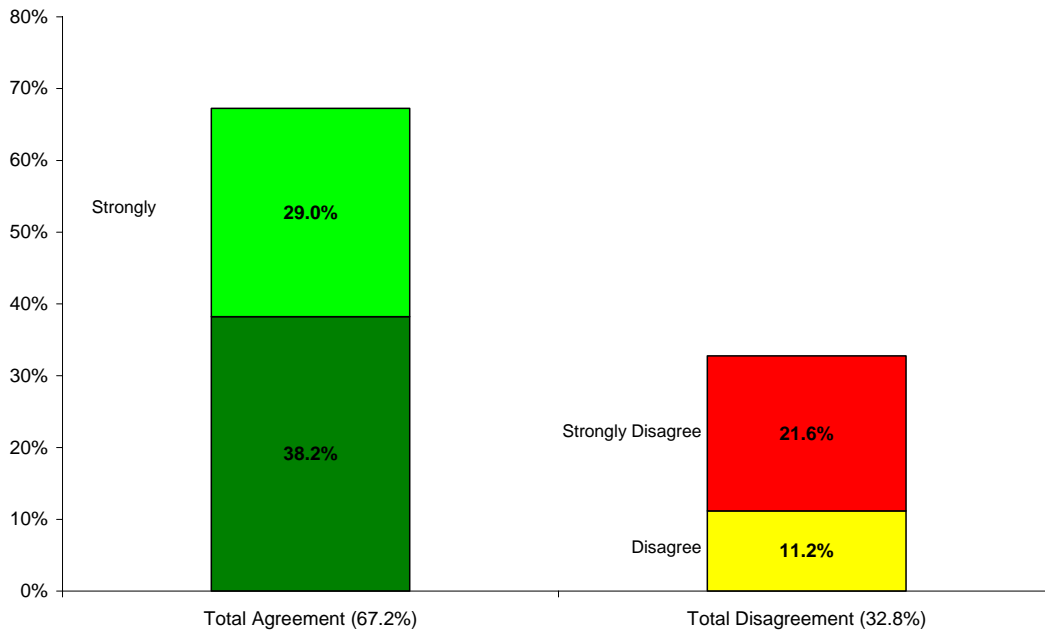


Figure 7: 12j - Three Year Comparison

Percent of Customers Satisfied with Transportation Options

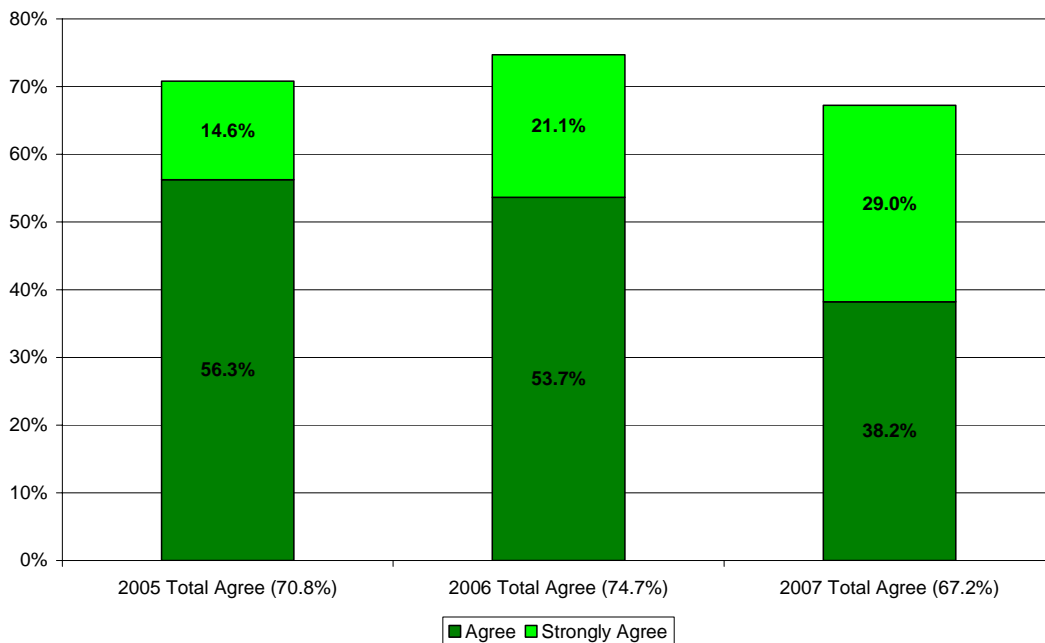
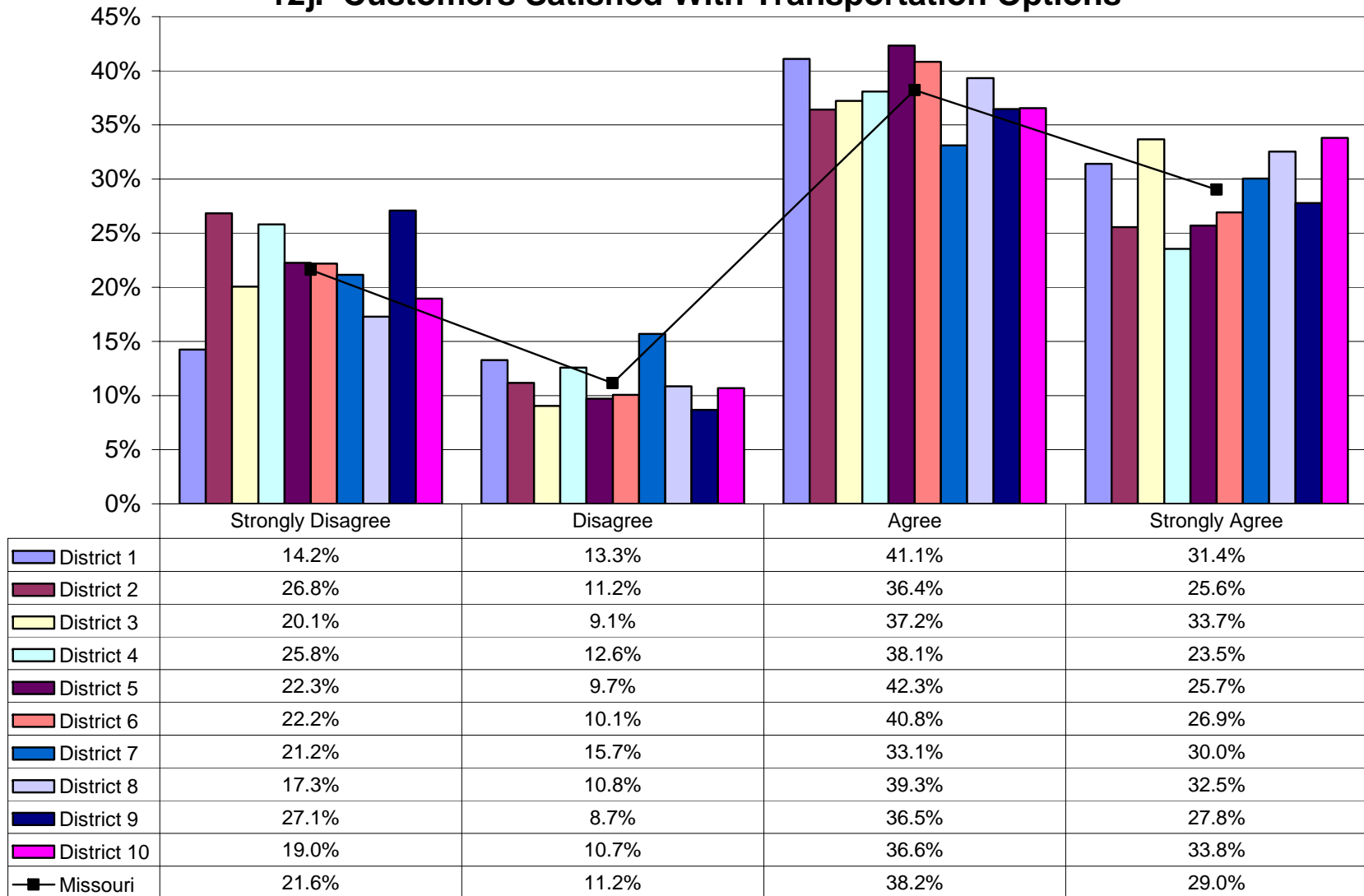


Figure 8: 12j - District Results

12j. Customers Satisfied With Transportation Options



Tracker Measure 13c – Inclusion in Decision-Making Process

Figure 9: 13c - Overall Results

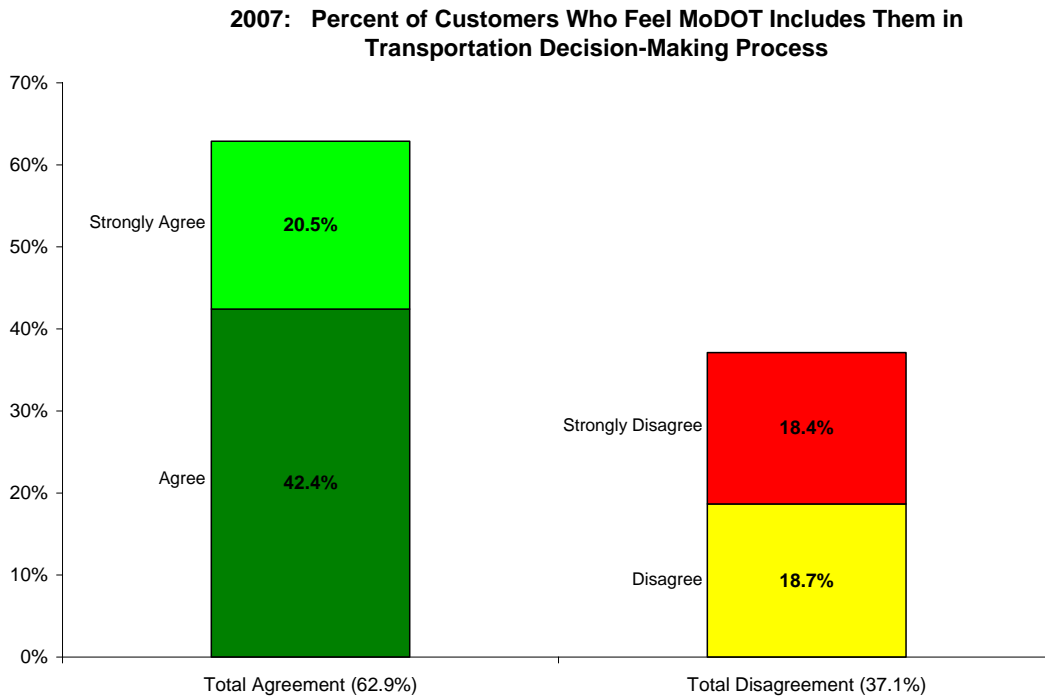


Figure 10: 13c - Three Year Comparison

Percent of Customers Who Feel MoDOT Includes Them in Transportation Decision-Making Process

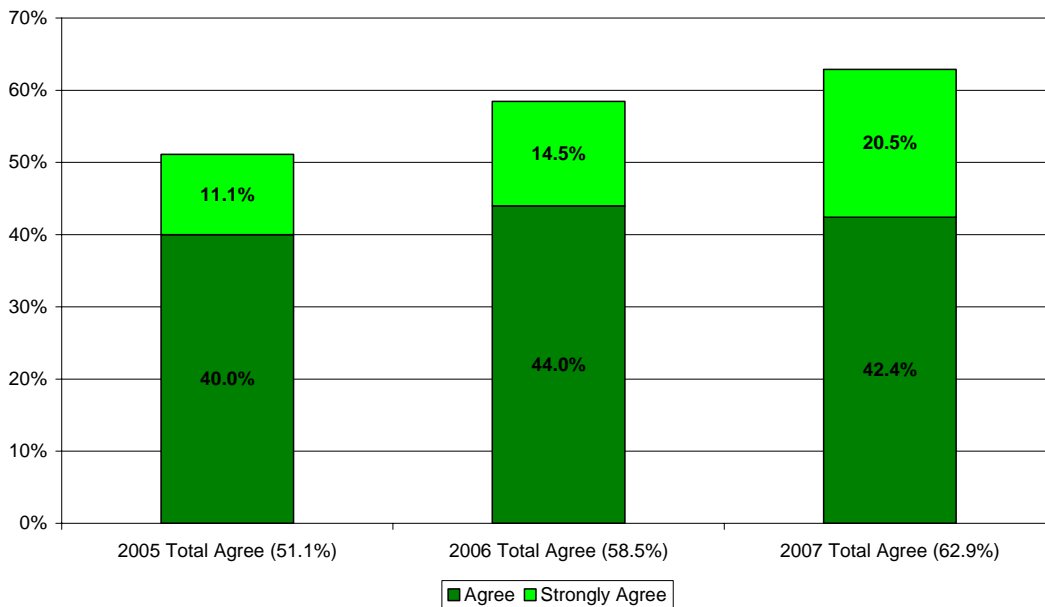
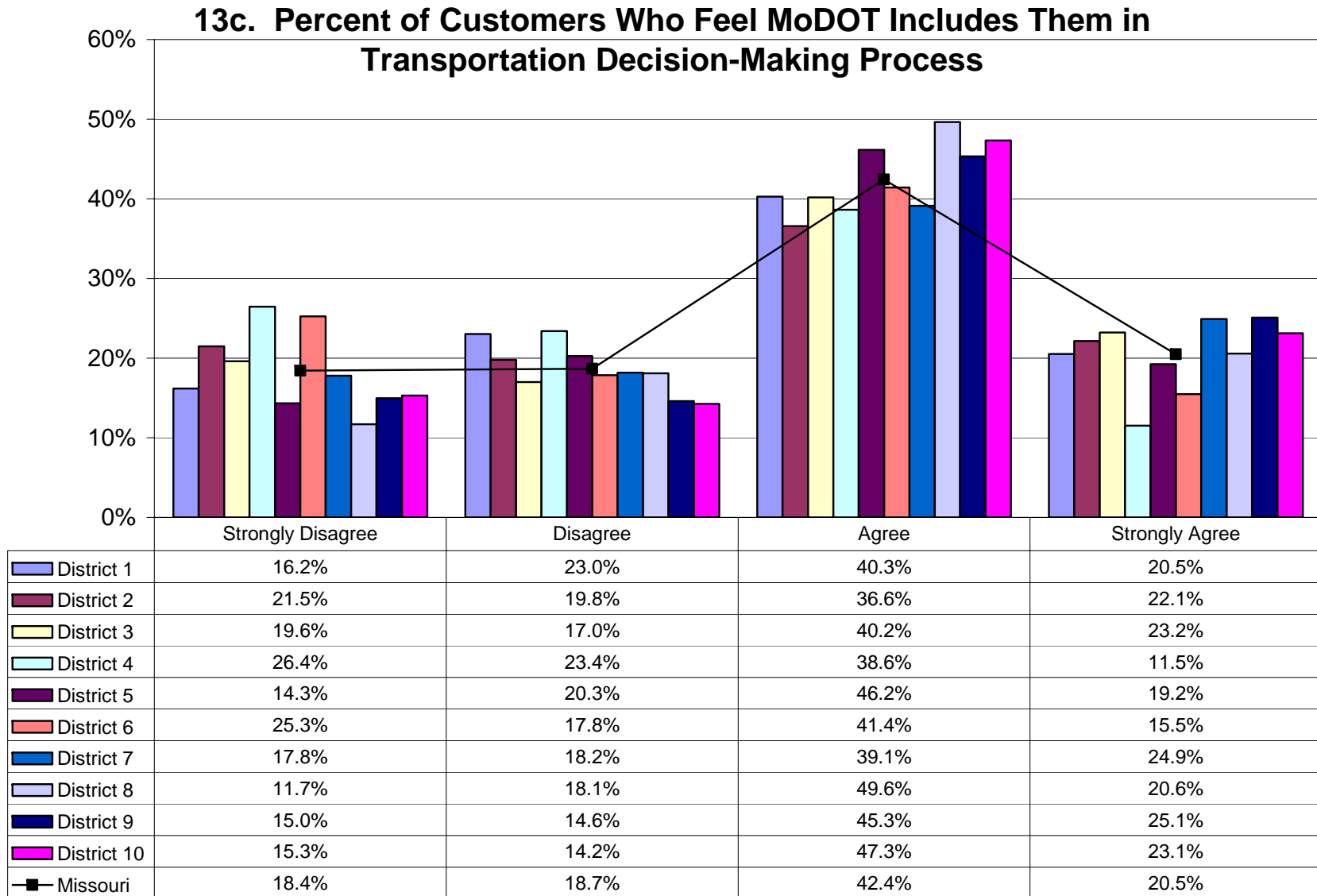


Figure 11: 13c - District Results



Tracker Measure 17d –MoDOT as Missouri’s Transportation Expert

Figure 12: 17d - Overall Results

2007: Percent of Customers Who View MoDOT as Missouri’s Transportation Expert

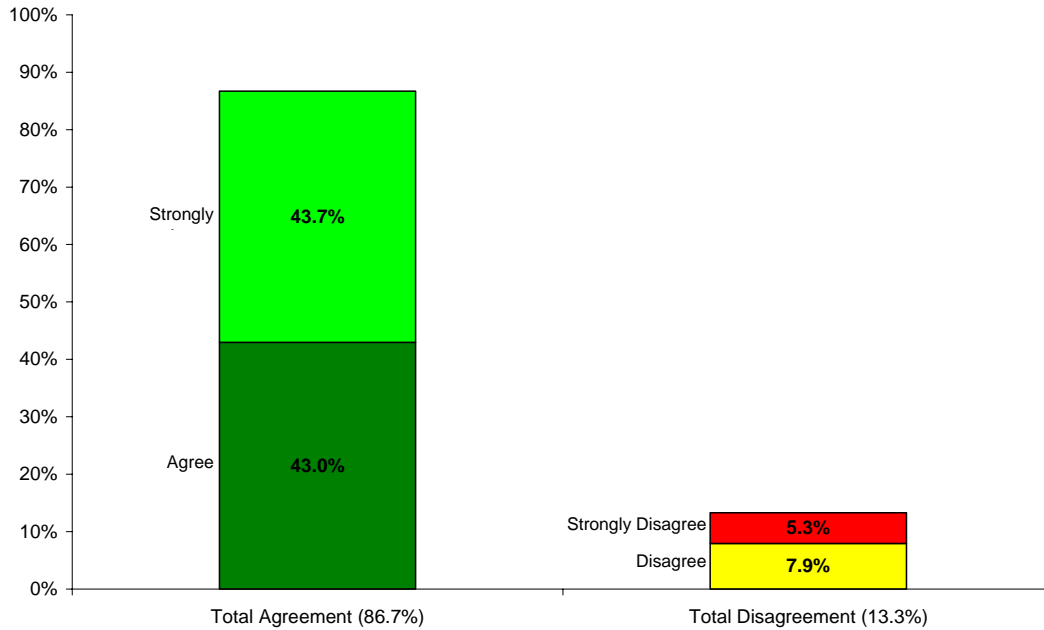


Figure 13: 17d - Three Year Comparison

Percent of Customers Who View MoDOT as Missouri's Transportation Expert

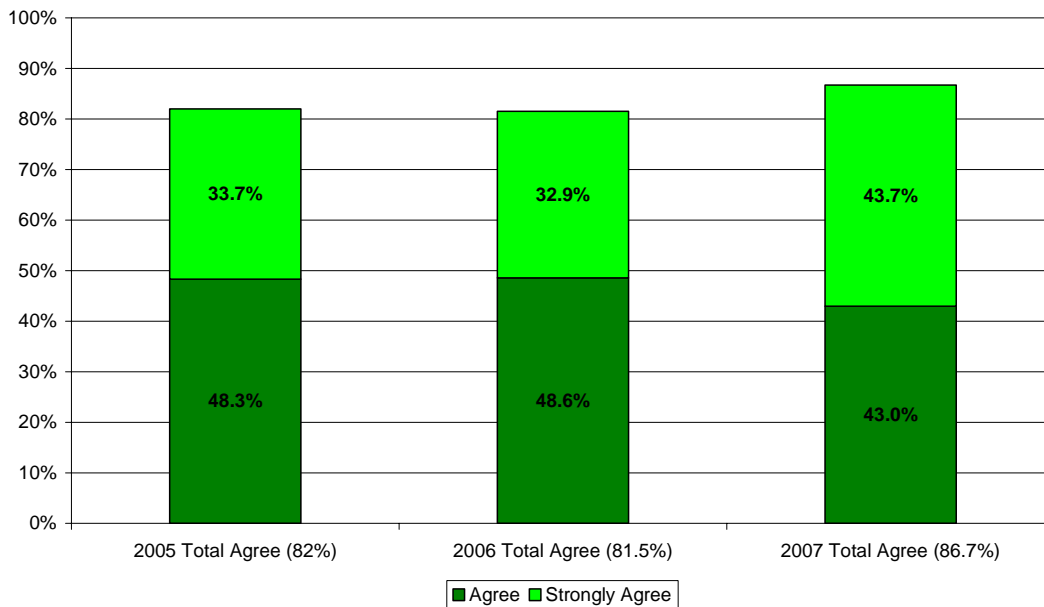
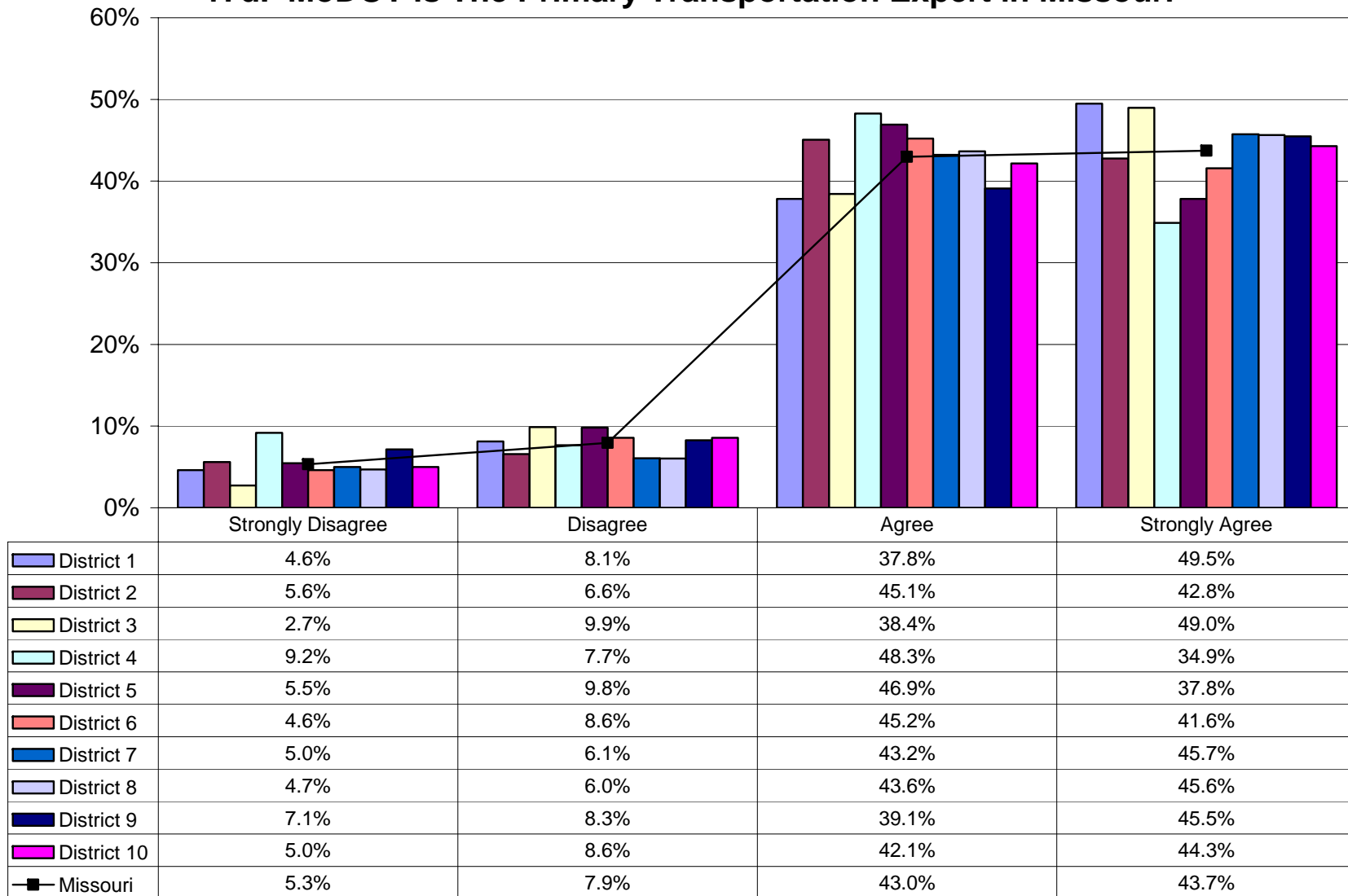


Figure 14: 17d - District Results

17d. MoDOT is The Primary Transportation Expert in Missouri



Tracker Measure 18b – MoDOT Produces Timely Information

Figure 15: 18b(T) - Overall Results

2007: MoDOT Provides *Timely* Information

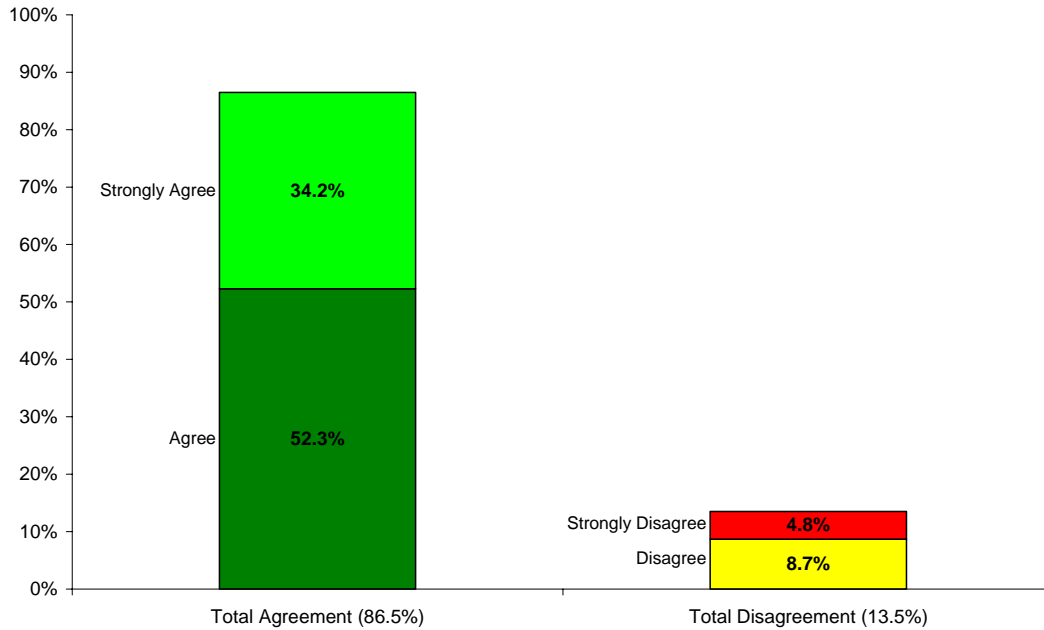


Figure 16: 18b(T) - Three Year Comparison

MoDOT Provides *Timely* Information

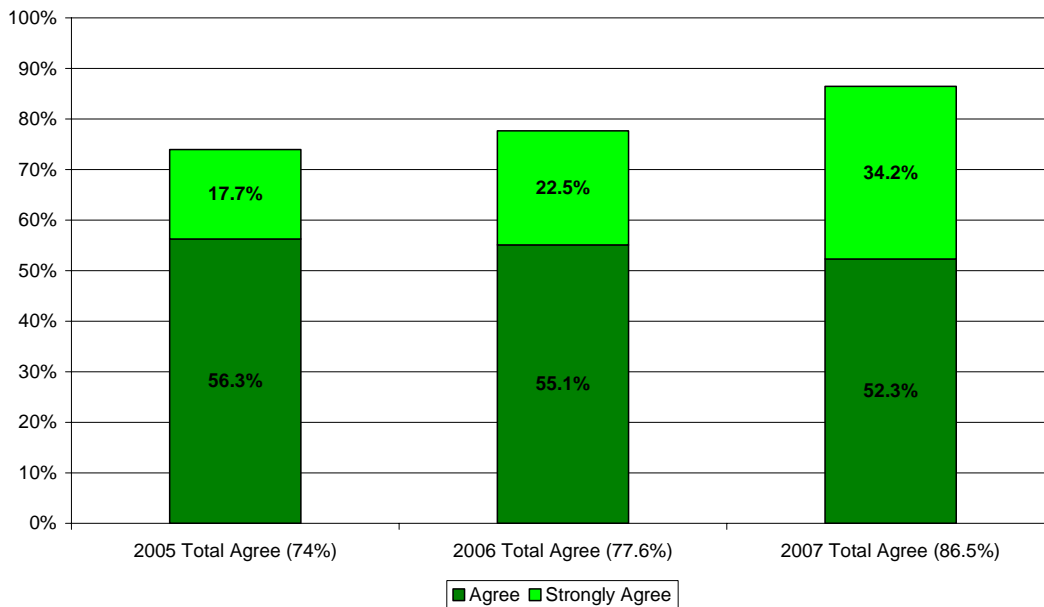
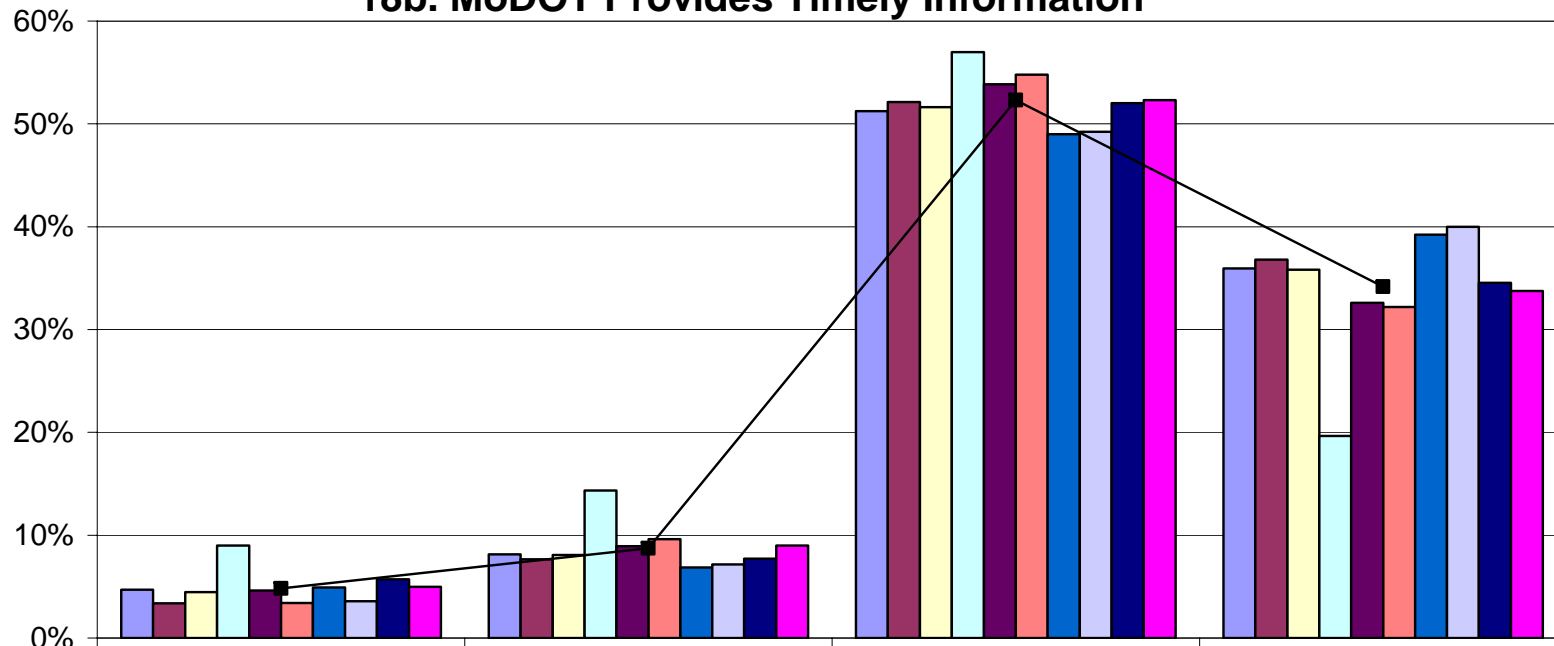


Figure 17: 18b(T) - District Results

18b. MoDOT Provides Timely Information



	Strongly Disagree	Disagree	Agree	Strongly Agree
District 1	4.7%	8.1%	51.3%	35.9%
District 2	3.4%	7.7%	52.1%	36.8%
District 3	4.5%	8.1%	51.6%	35.8%
District 4	9.0%	14.3%	57.0%	19.7%
District 5	4.6%	8.9%	53.8%	32.6%
District 6	3.4%	9.6%	54.8%	32.2%
District 7	4.9%	6.9%	49.0%	39.2%
District 8	3.6%	7.2%	49.3%	40.0%
District 9	5.7%	7.7%	52.0%	34.6%
District 10	5.0%	9.0%	52.3%	33.7%
Missouri	4.8%	8.7%	52.3%	34.2%

Tracker Measure 18b – MoDOT Produces Accurate Information

Figure 18: 18b(A) - Overall Results

2007: MoDOT Provides *Accurate* Information

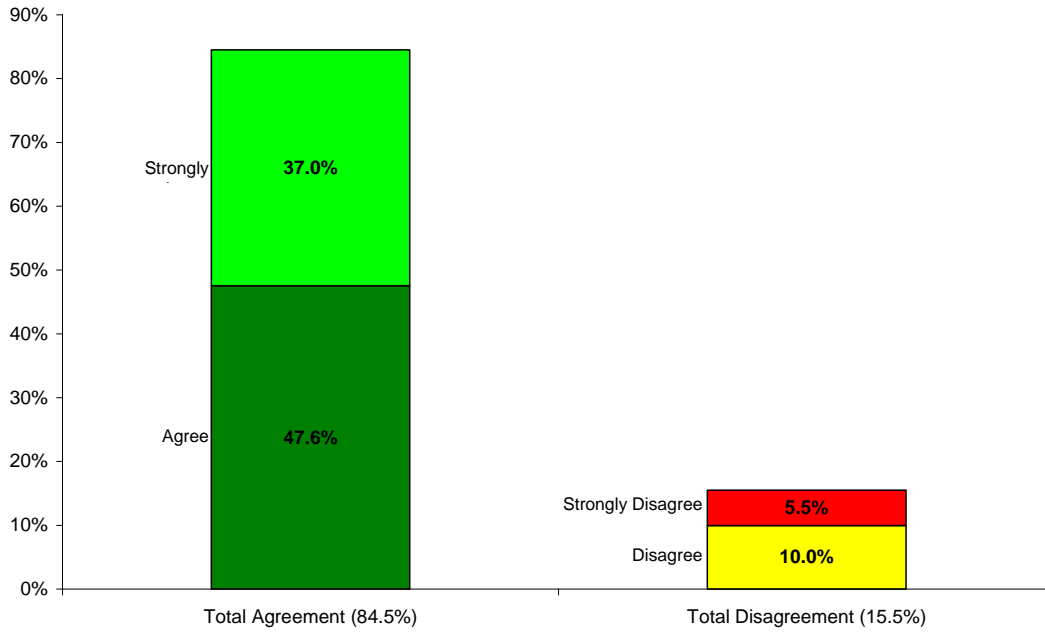


Figure 19: 18b(A) - Three Year Comparison

MoDOT Provides *Accurate* Information

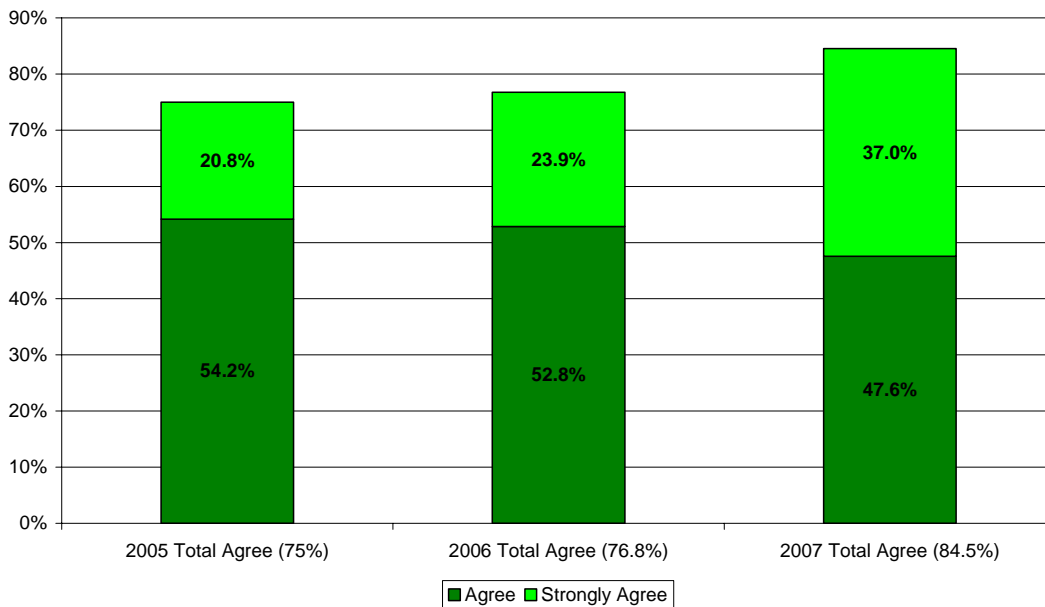
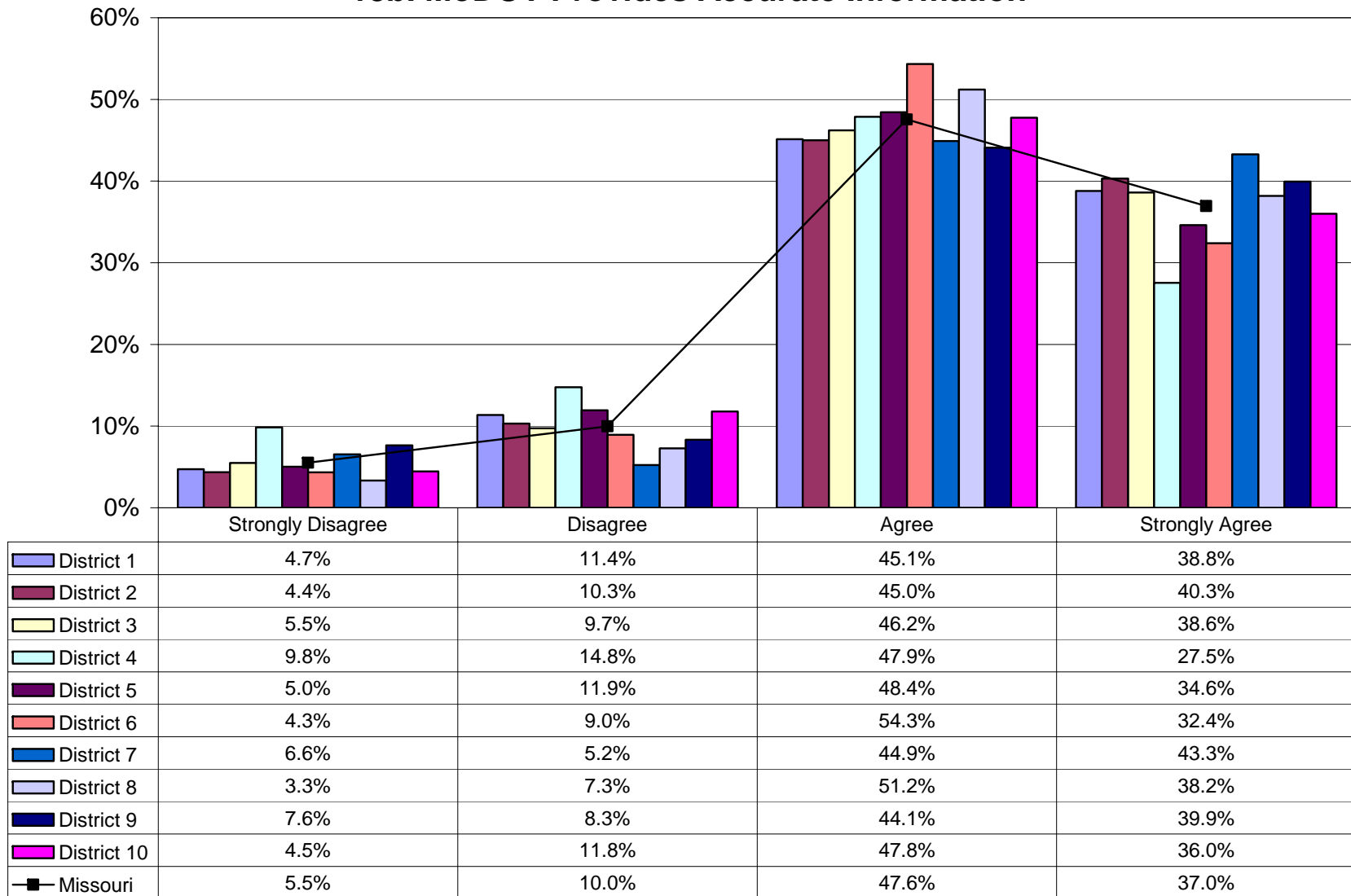


Figure 20: 18b(A) - District Results

18b. MoDOT Provides Accurate Information



Tracker Measure 18b – MoDOT Produces Understandable Information

Figure 21: 18b(U) - Overall Results

2007: MoDOT Provides *Understandable* Information

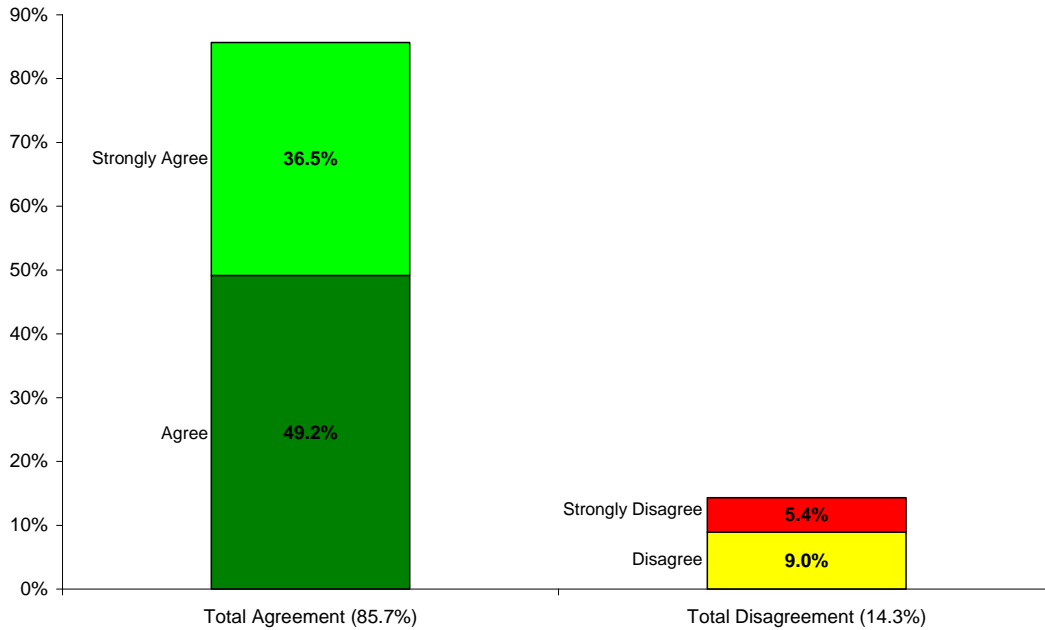


Figure 22: 18b(U) - Three Year Comparison

MoDOT Provides *Understandable* Information

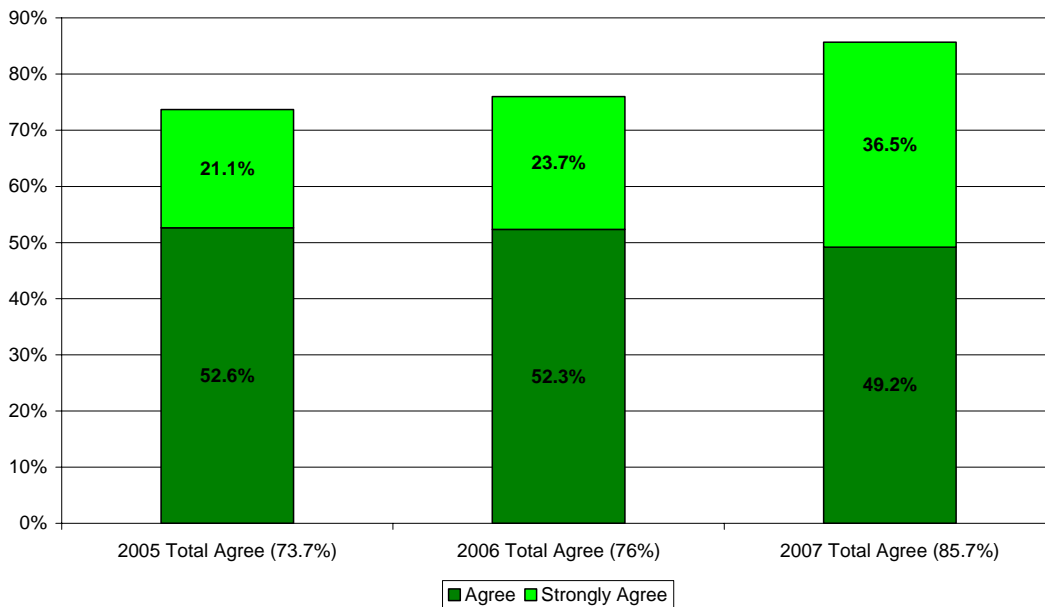
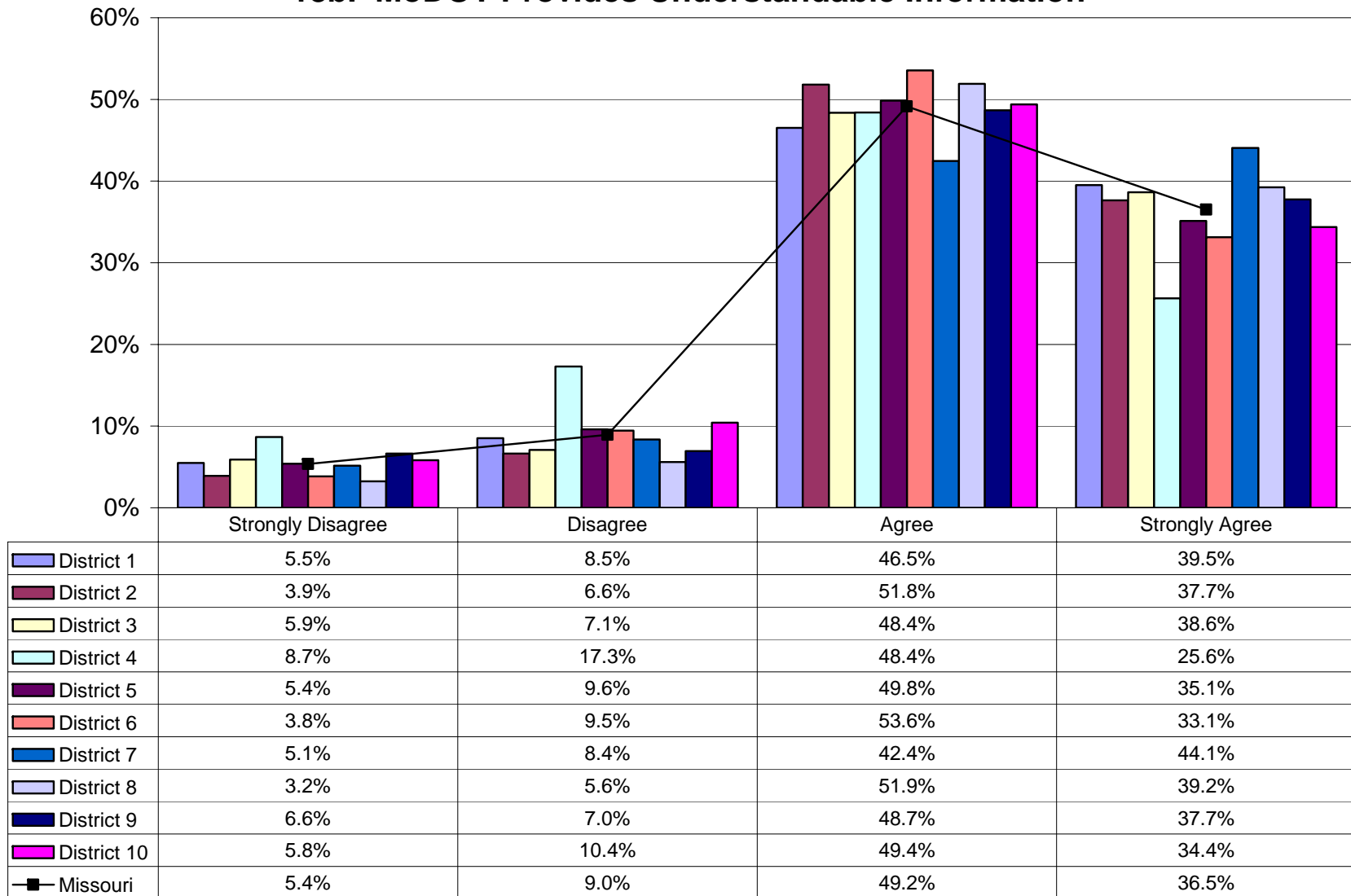


Figure 23: 18b(U) - District Results

18b. MoDOT Provides Understandable Information



Other Results

In addition to the Tracker Measures, twenty-eight other questions were asked of the respondents. The questions were asked in a particular manner to maximize survey reliability. For example, certain answers were rotated to prevent order effects and questions with the same potential answers (e.g., Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree) were asked together. The actual survey questions may be viewed in *Appendix A: Survey Questions* on page 53.

For reporting purposes, the results of these twenty-eight non-Tracker questions were placed in one of three areas. The first classification is for questions that assess how well MoDOT is meeting the public's expectations. The second classification is for questions that provide feedback on the public's priorities for transportation and funding. The final classification provides insight into how Missourians obtain their transportation-related news.

MoDOT and Public Expectations

Marketers define satisfaction as meeting or exceeding expectations. By this definition, MoDOT is clearly satisfying the majority of Missourians when it comes to meeting expectations for clean roadsides, visible indicators, and traffic control.

Table 5: Summary of How MoDOT Meets Public Expectations

Roadsides		Agreement
	MoDOT roadsides meet my expectations for mowing	79.6%
	MoDOT roadsides meet my expectations for snow removal	82.2%
	MoDOT roadsides meet my expectations for litter control	80.0%
Visibility		
	MoDOT provides enough signs and directions in work zones	92.3%
	MoDOT signs are big enough and bright enough for me	95.2%
	MoDOT stripes are bright enough for me	87.8%
Traffic Control		
	Travel delays through MoDOT work zones are reasonable	87.1%
	After a traffic incident, traffic returns to normal in a reasonable amount of time	87.1%

Figure 24: Roadsides – Mowing

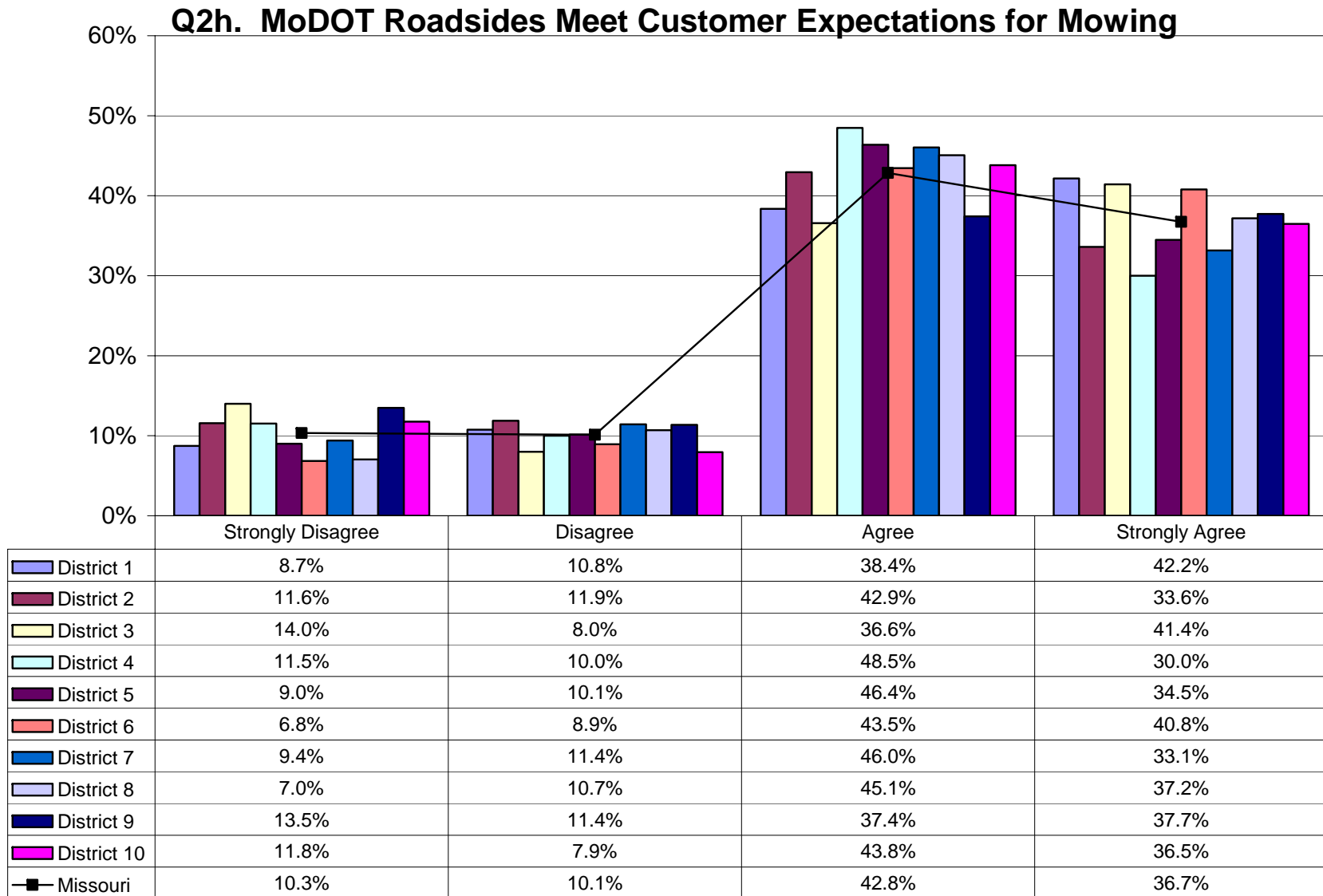


Figure 25: Roadsides – Snow Removal

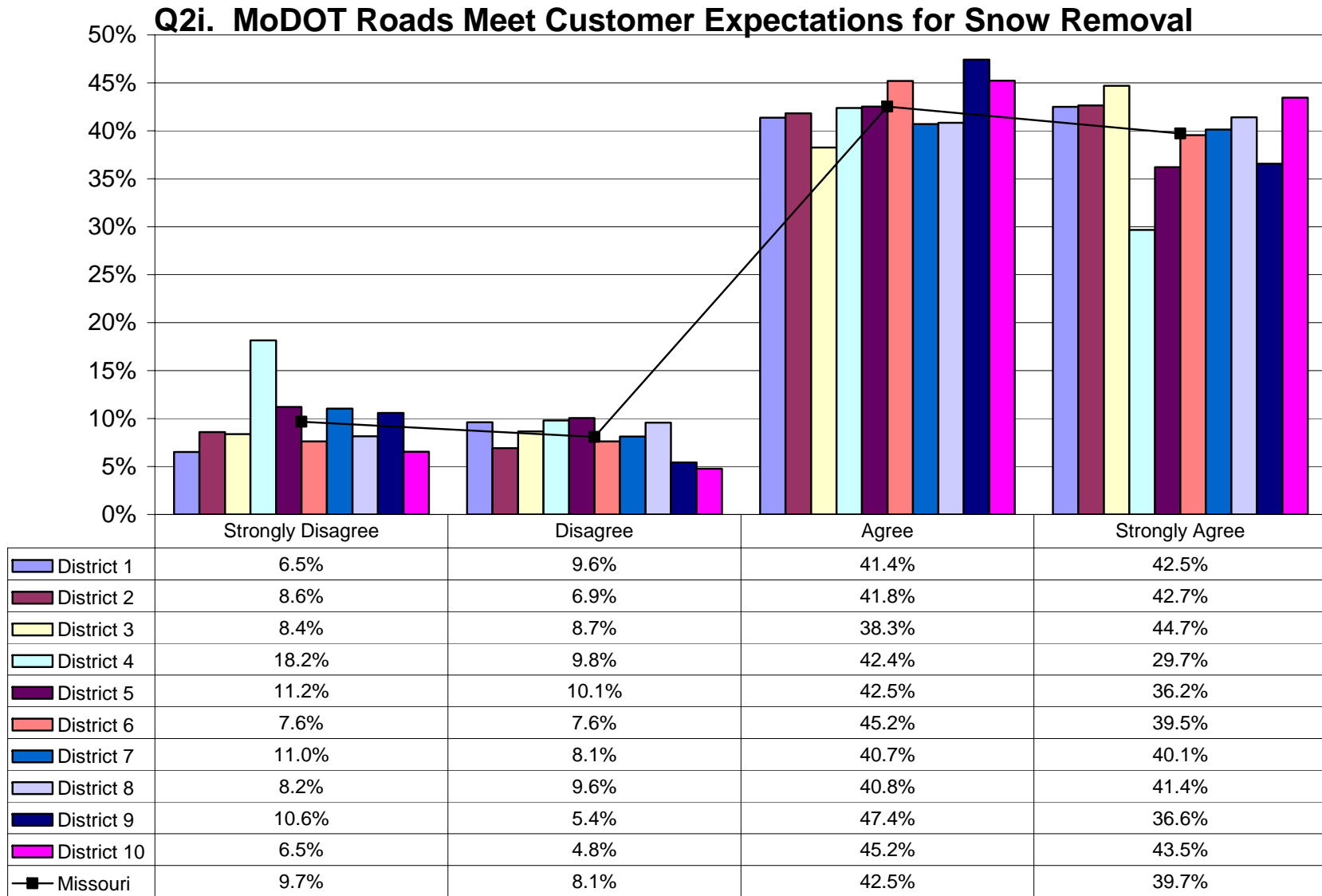


Figure 26: Roadsides – Litter Control

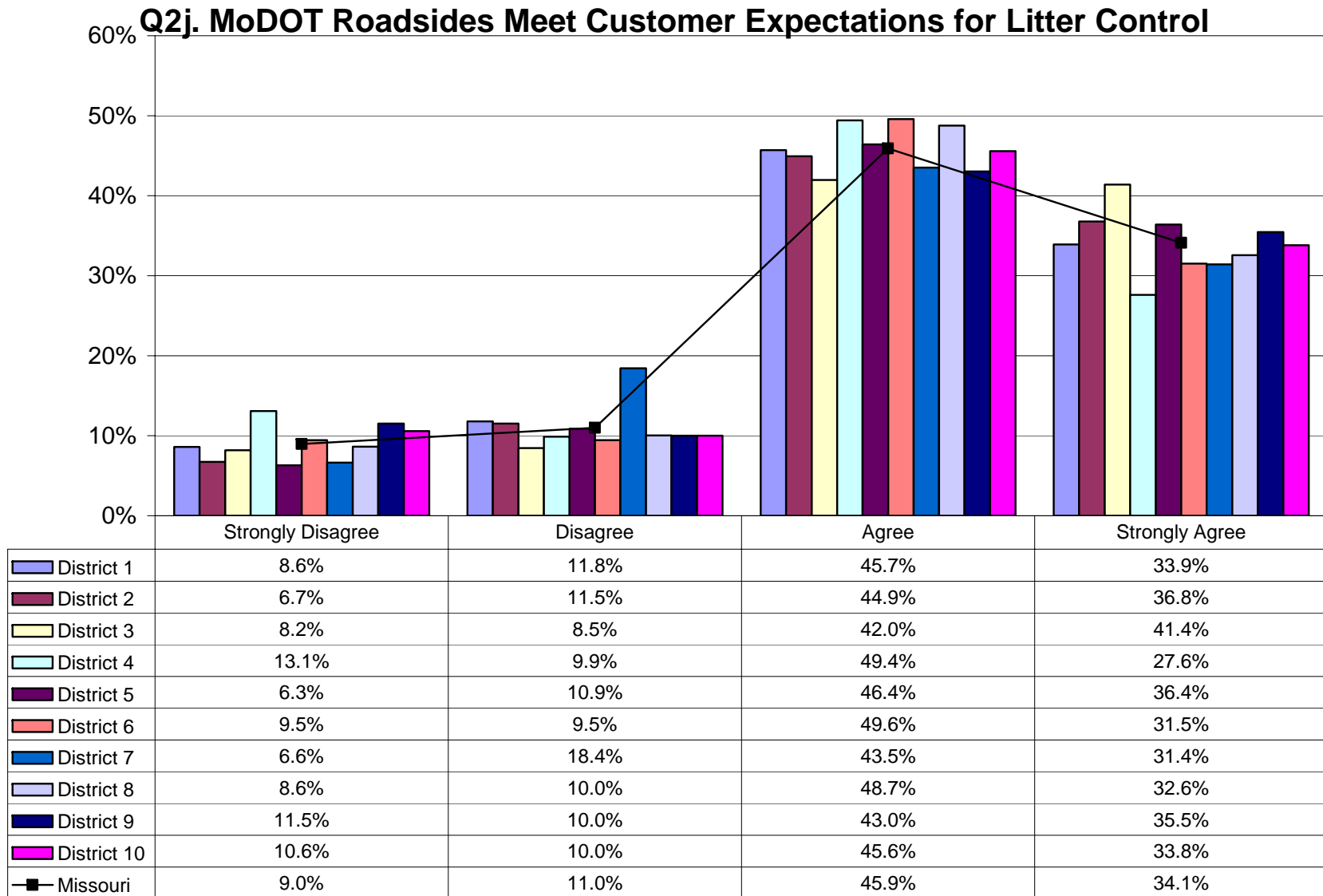


Figure 27: Visibility – Work Zone Navigation

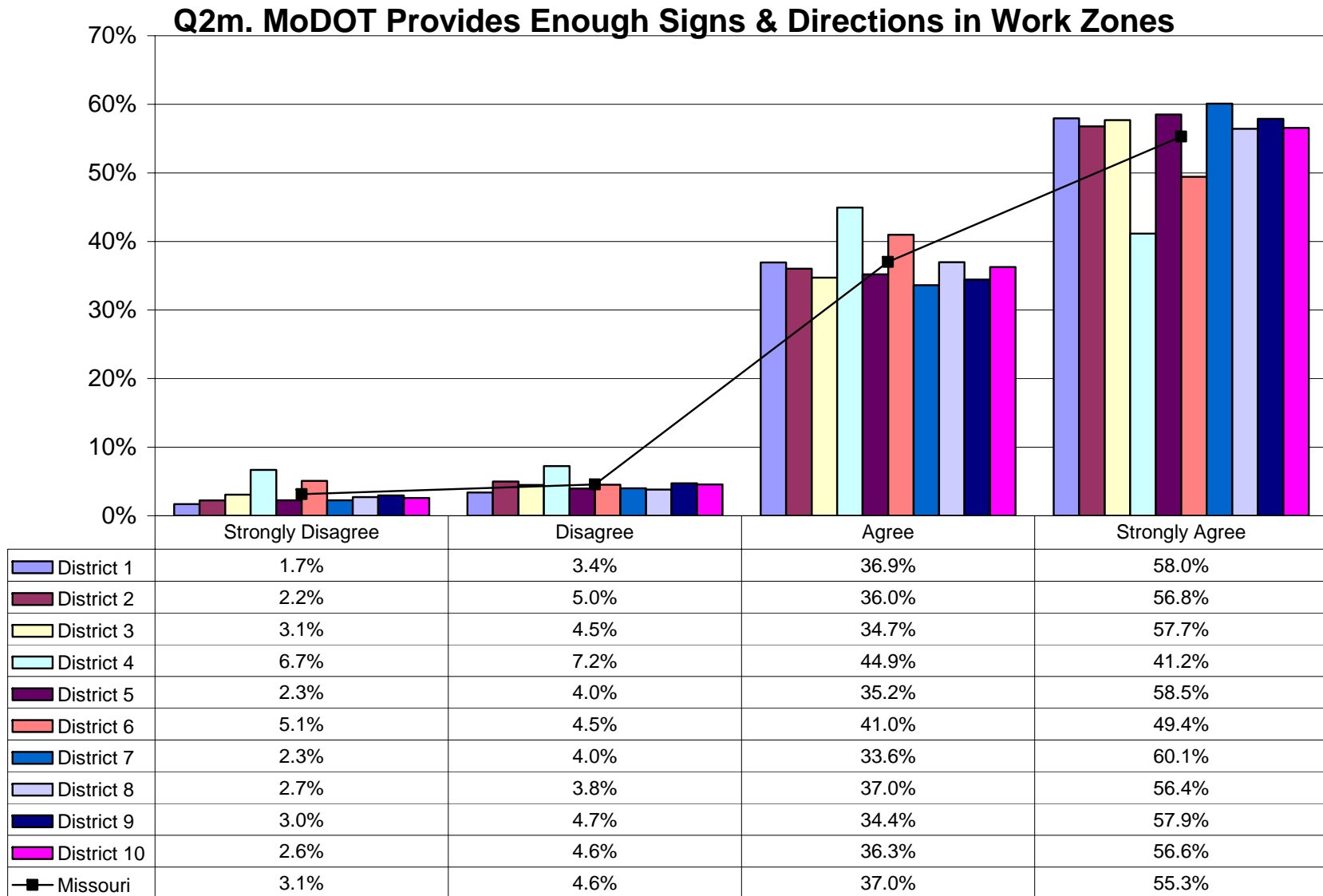


Figure 28: Visibility –Signs

Q2o. MoDOT Signs are Big Enough & Bright Enough

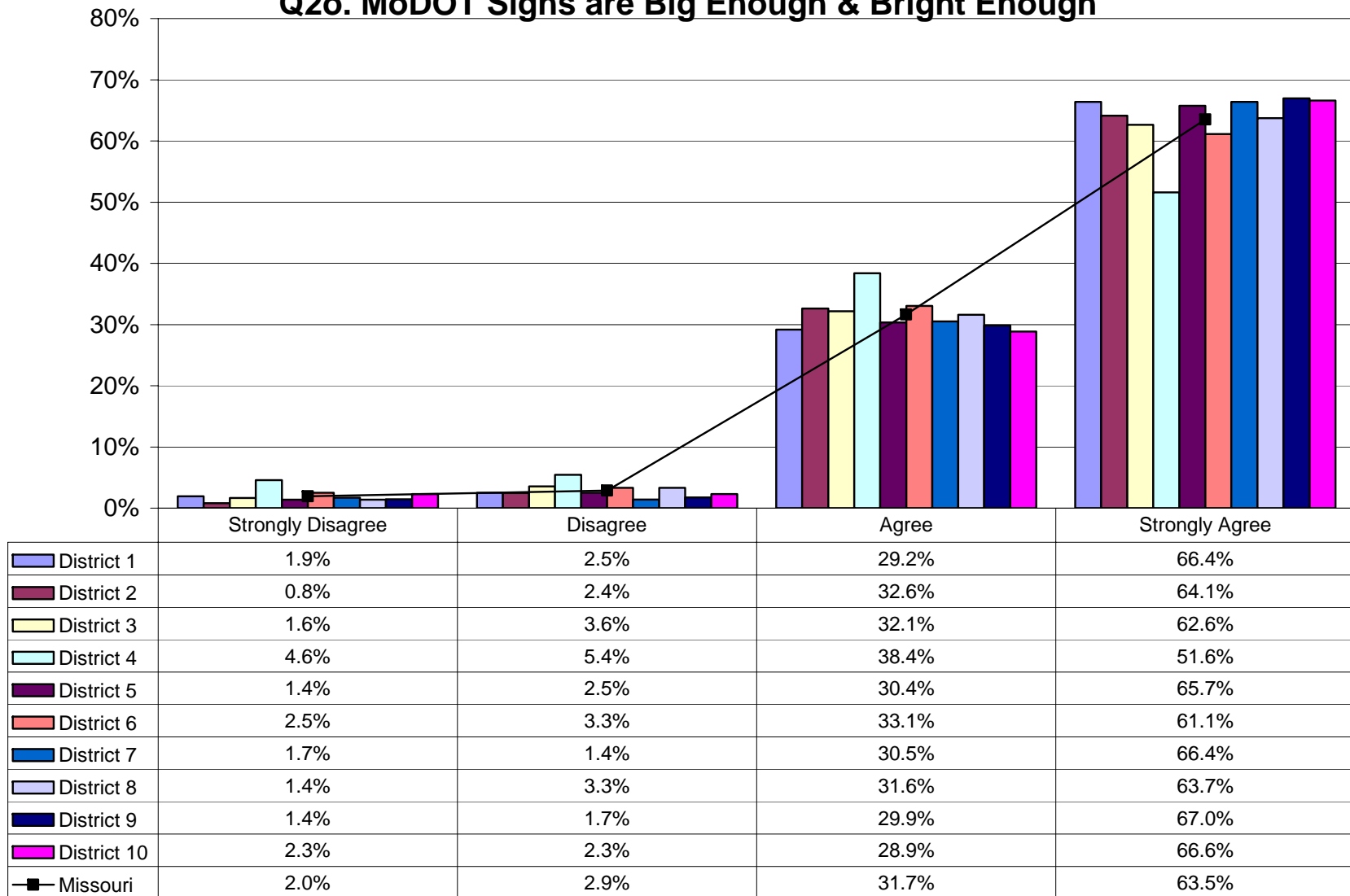


Figure 29: Visibility –Stripe Brightness

Q2p. MoDOT Stripes are Bright Enough

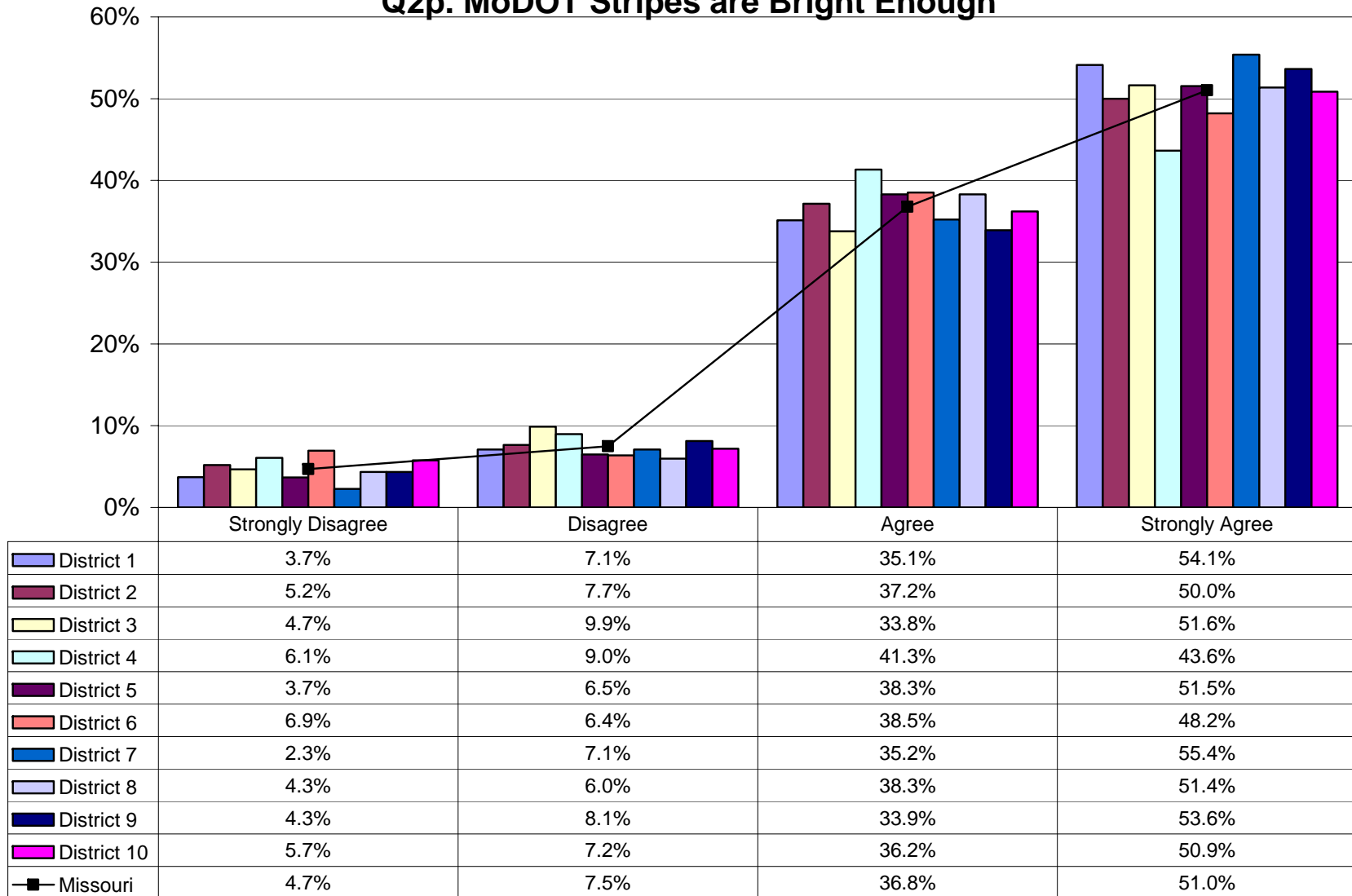


Figure 30: Traffic Control – Work Zone Travel Delays

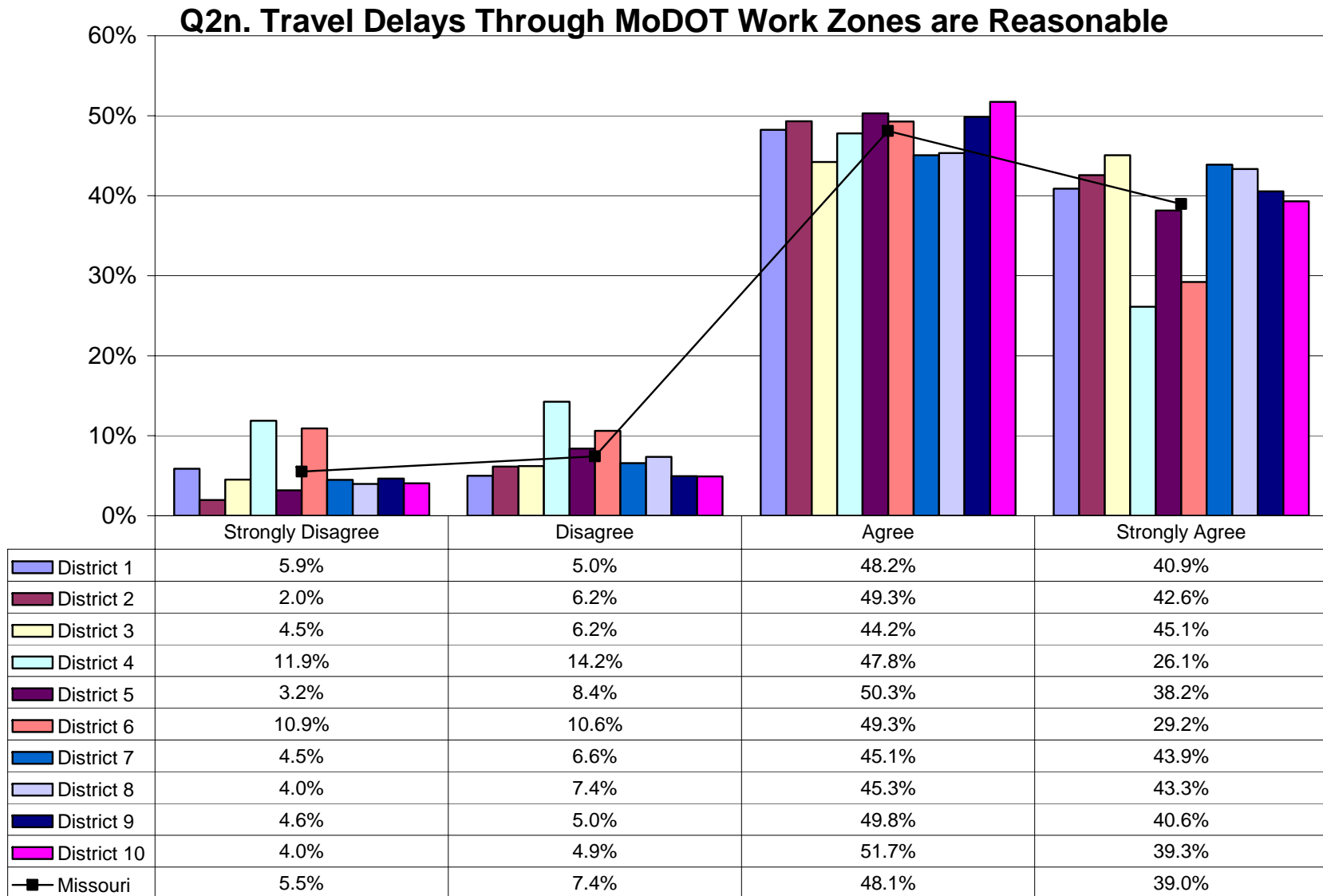
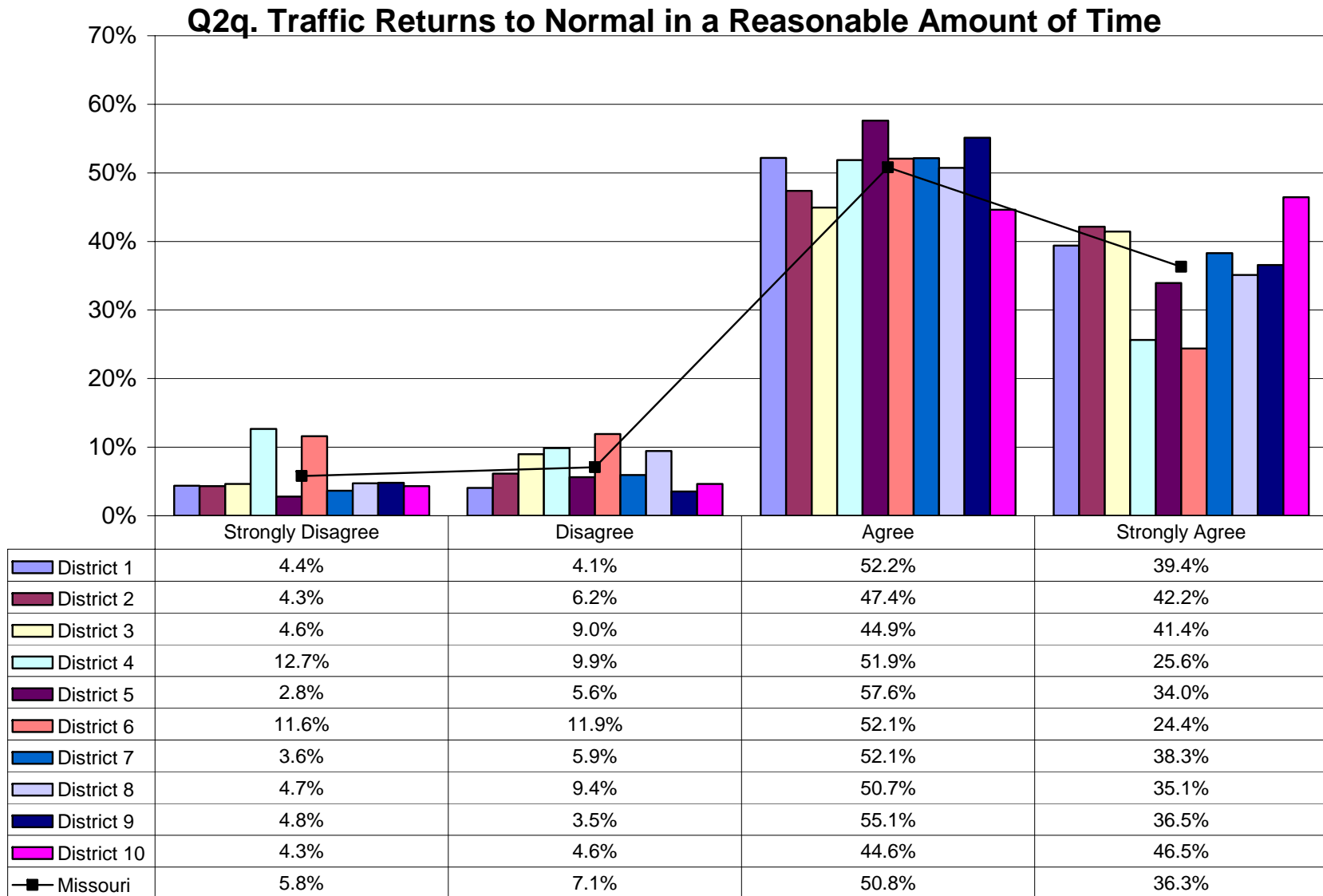


Figure 31: Traffic Control – Traffic Recovery



Public Priorities for Transportation and Perspectives on Funding

Determining the public's priorities for transportation issues, and their willingness to pay for their priorities, is a sensitive issue. In order to better understand this topic, MoDOT requested that this topic be addressed in several types of questions. Respondents were asked to indicate their agreement with some questions (Questions 2f, 2k, 2l), and prioritize from several options (Questions 3, 4, 6, 7, 8, and 9). In addition, the respondents who believed MoDOT did not receive enough revenue were also asked about their support for various methods of increasing funding (Questions 8a, 8b, 8c, and 8d).

Public Priorities for Transportation

One message was very clear. **When given a choice between better maintaining the current infrastructure or building new infrastructure, the majority of Missourians always preferred to better maintain the existing highways and bridges.** In Question 2l, 72.1% of respondents agreed that *MoDOT needs to spend less money on roadsides and use the savings to build and maintain the roadways.* In Question 4, 76.1% of the sample preferred for MoDOT to do *a better job of maintaining existing highways vs. build more lanes and highways* (23.9%). Questions 6a and 7 also reinforced this preference for better maintenance over new construction.

In Question 6, respondents were read a list of ways to improve transportation in Missouri. They were specifically asked to:

*...keep in mind that **we are not asking about the overall importance of the topic, but the importance that Missouri do more or better than it presently does in each area.** Also keep in mind that asking for any increase in resources in one area requires either a decrease in resources another area or the need for the state to raise taxes to pay for it.*

Thus, Table 6 should be read as indicating that approximately sixty percent of the public strongly believes that MoDOT needs to do more in terms of maintaining and improving the overall quality of Missouri transportation (60.0%) and providing more or better van services for senior citizens (61.1%). Approximately half of Missourians clearly believed that MoDOT should do more or better in terms of reducing time spent in congestion (50.6%) and paving road shoulders (50.0%).

Table 6: Public Priorities of Where MoDOT Should Do More or Better

Customer Satisfaction Survey Question 6	Major Issue	Minor Issue	Not an Issue
Overall Quality			
Do more to maintain and improve the quality of transportation system in Missouri	60.0%	34.0%	6.0%
State Roads			
Reduce time spent in traffic jams	50.6%	35.9%	13.5%
Pave more road shoulders on state roads	50.0%	37.9%	12.1%
Alternative Transportation Options			
Provide more or better van services for senior citizens	61.1%	31.1%	7.8%
Offer more or better bus services	46.0%	35.9%	18.2%
Provide more or better train or light-rail services	39.8%	37.2%	23.0%
Offer more alternative transportation options such as developing routes/trails for bicycles	28.0%	40.7%	31.3%

In Question 7, respondents clearly expressed their feelings on the relative priority of maintaining existing highways and bridges, expanding and building new highways, and improving highway safety. Maintaining the existing infrastructure was the public's highest priority (56.9%). Improving highway safety scored second (it was the highest priority of 34.1% of respondents), while expanding and building new highways was the public's lowest priority out of these three options (only 9.1% made this their highest priority). The fact that 56.9% of Missourians believed that maintaining the existing infrastructure should be a higher priority than spending on *improving* highway safety is an indication of both the great importance most Missourians place on better maintenance and how safe Missourians currently feel on their highways.

Question 9 revealed that Missourians were almost evenly split when it came to expressing preferences for *constructing and maintaining the larger highways* (47.2%) or *constructing and maintaining the smaller mostly two lane roads* (52.8%).

68.7% of respondents agreed *there should be cameras at intersections that photograph people who run red lights* (Question 2k).

Public Perspectives on Funding

When asked independently of other funding questions (Question 2f), 55.1% of respondents agreed that *tolls are a fair way to pay for interstate highway and major bridge improvements*. However, when given the choice between two funding philosophies, **the overwhelming majority of Missourians (82.9%) opined that all state highway projects should be paid for completely from statewide revenue sources** vs. the minority opinion (17.1%) that *local communities should tax themselves to pay for a portion of the state highway projects that happen in their area* (Question 3).

A plurality of respondents (46.4%) did not answer Question 8, indicating that they did not feel knowledgeable enough to determine if MoDOT received enough revenue to perform their duties. Out of the 1,949 respondents who answered the question, 59.9% thought MoDOT received ample revenue. Considering the entire sample, support for additional taxation and fees ranged from 4.7% to 12.6% of the population with an increase in the general sales tax showing the most support (12.6%).⁵ The general conclusion suggested by the data is that **there is limited receptivity to new taxes/fees even among the respondents who believe the department is not adequately funded. While this was not directly asked, the results suggest that those who feel MoDOT needs more funding would primarily support using more of the State's existing tax revenue for MoDOT.**

⁵ 781 people answered “No” on Q8 and were asked Questions 8a to 8d. Per MoDOT instructions, those who answered “Yes” on Q8 (1,168 people) were not asked Questions 8a to 8d. On their own judgment, the calling center also skipped questions Q8a to 8d for those who answered “Not Sure” on Question 8 (1,687 respondents). So the “Yes” and “No” calculations for the Q8a to 8d summary are calculated from the total pool of 3,636 respondents, of which 781 of whom answered these four questions.

Figure 32: Transportation Priorities – Maintenance over Roadsides

Q2I. MoDOT Should Favor Maintenance over Roadsides

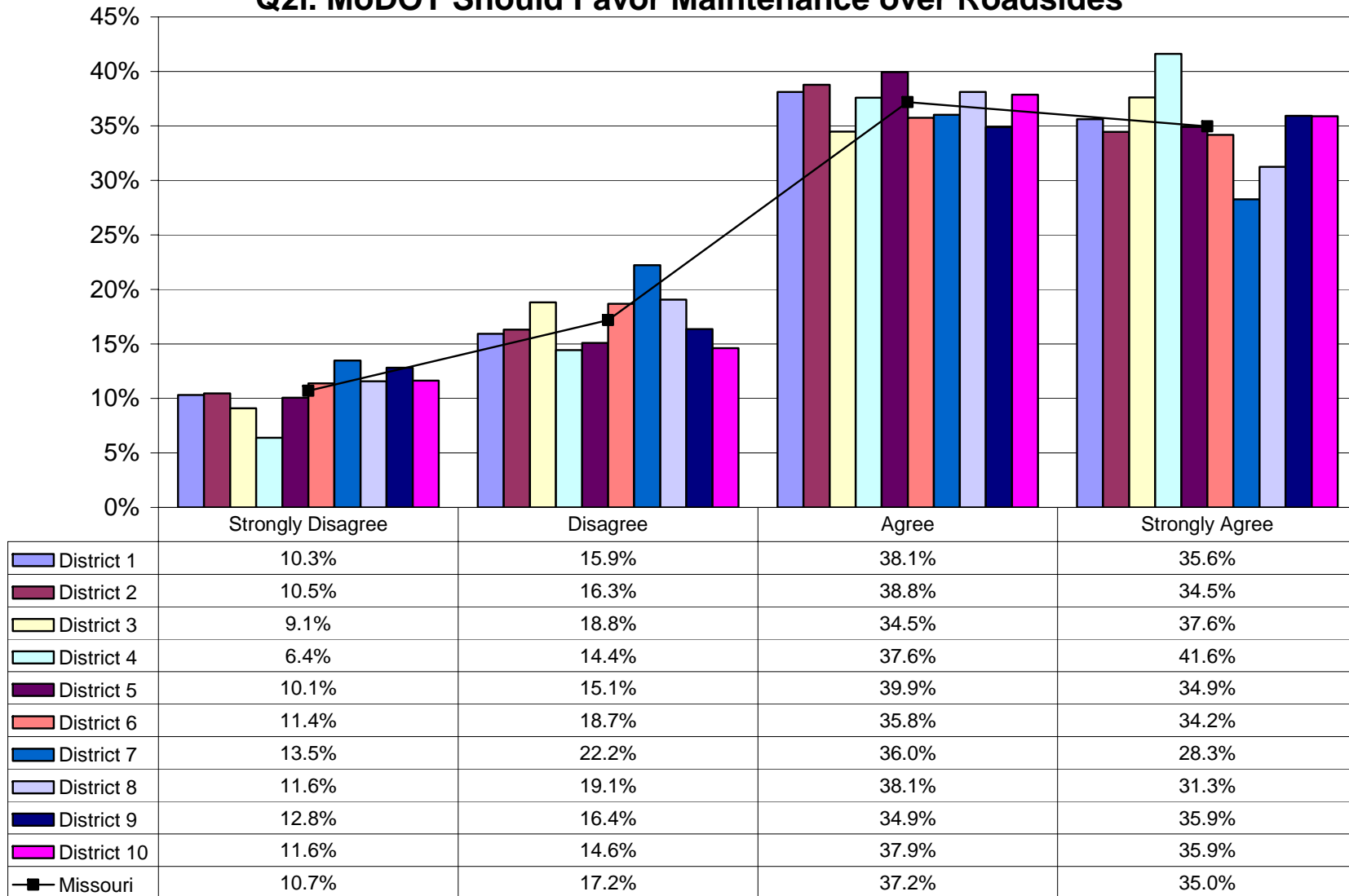


Figure 33: Transportation Priorities –More Roads vs. Maintenance

Q4. Build More Roads vs. Better Maintain Existing

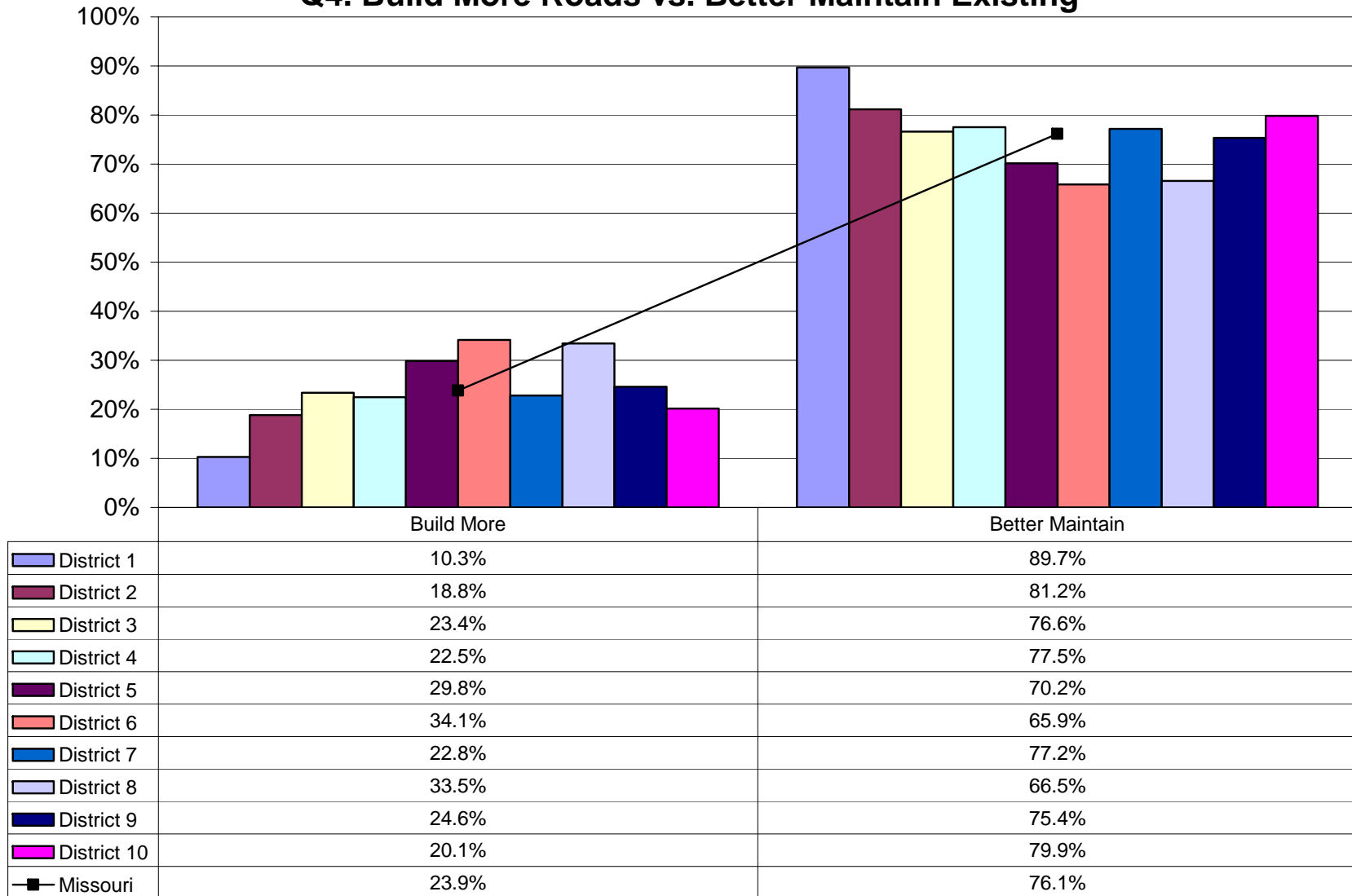


Figure 34: Transportation Priorities –Importance of More or Better Maintenance

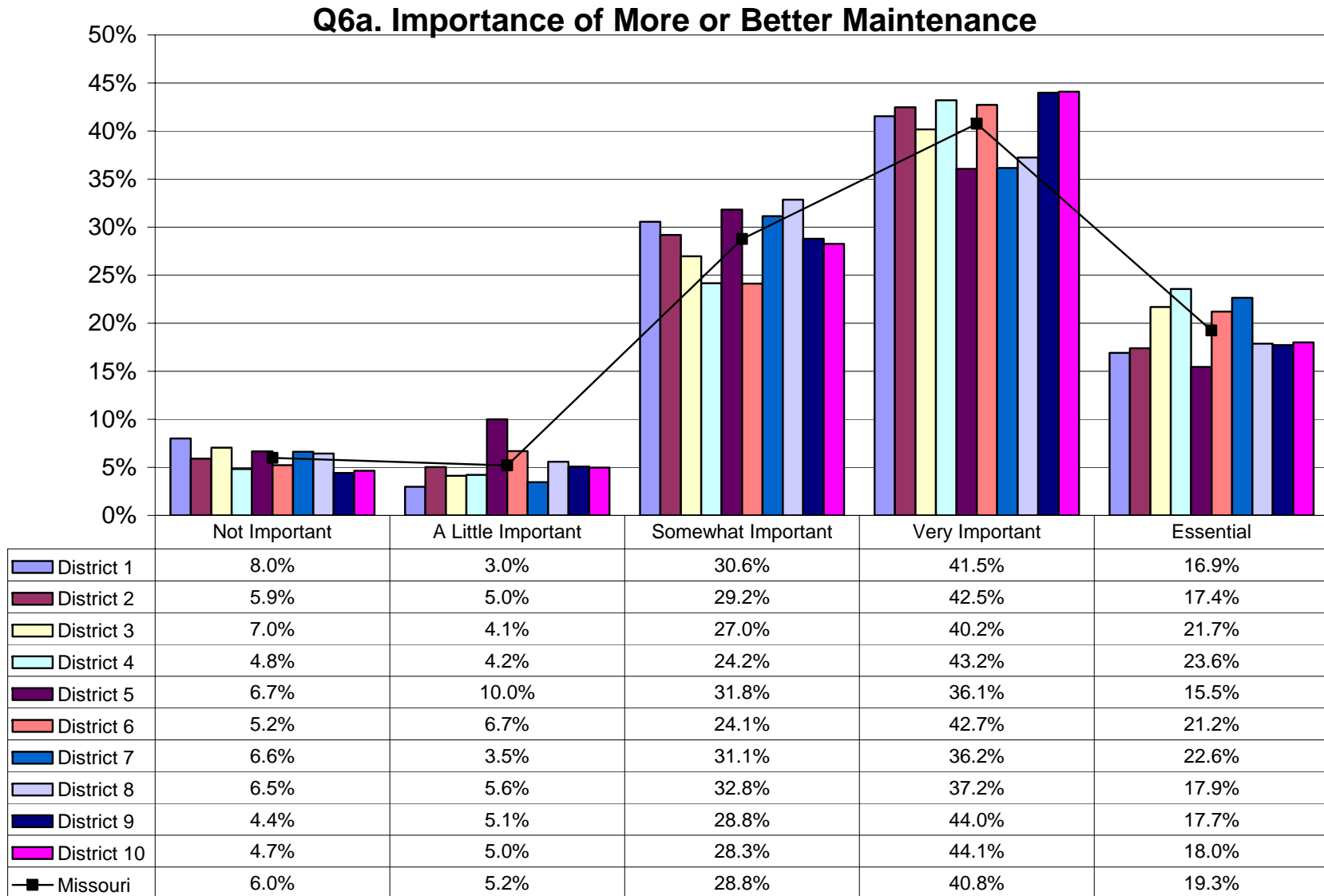


Figure 35: Transportation Priorities – Maintenance vs. Expansion vs. Improving Safety

Q7. Missourians Pick Their Highest Priorities from Three Options

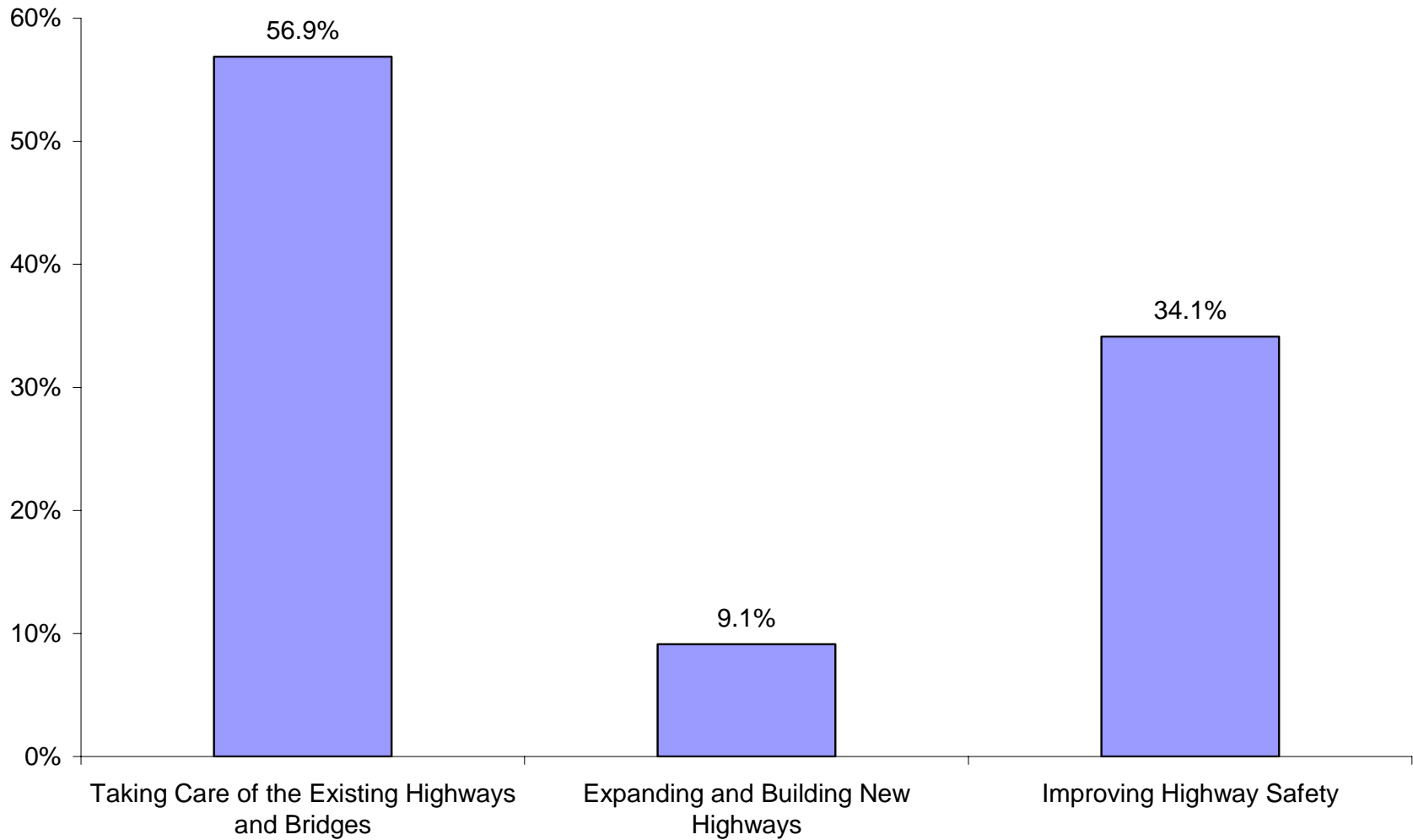


Figure 36: Transportation Priorities – State Roads – Reducing Traffic Jams

Q6g. Reduce Time Spent in Traffic Jams

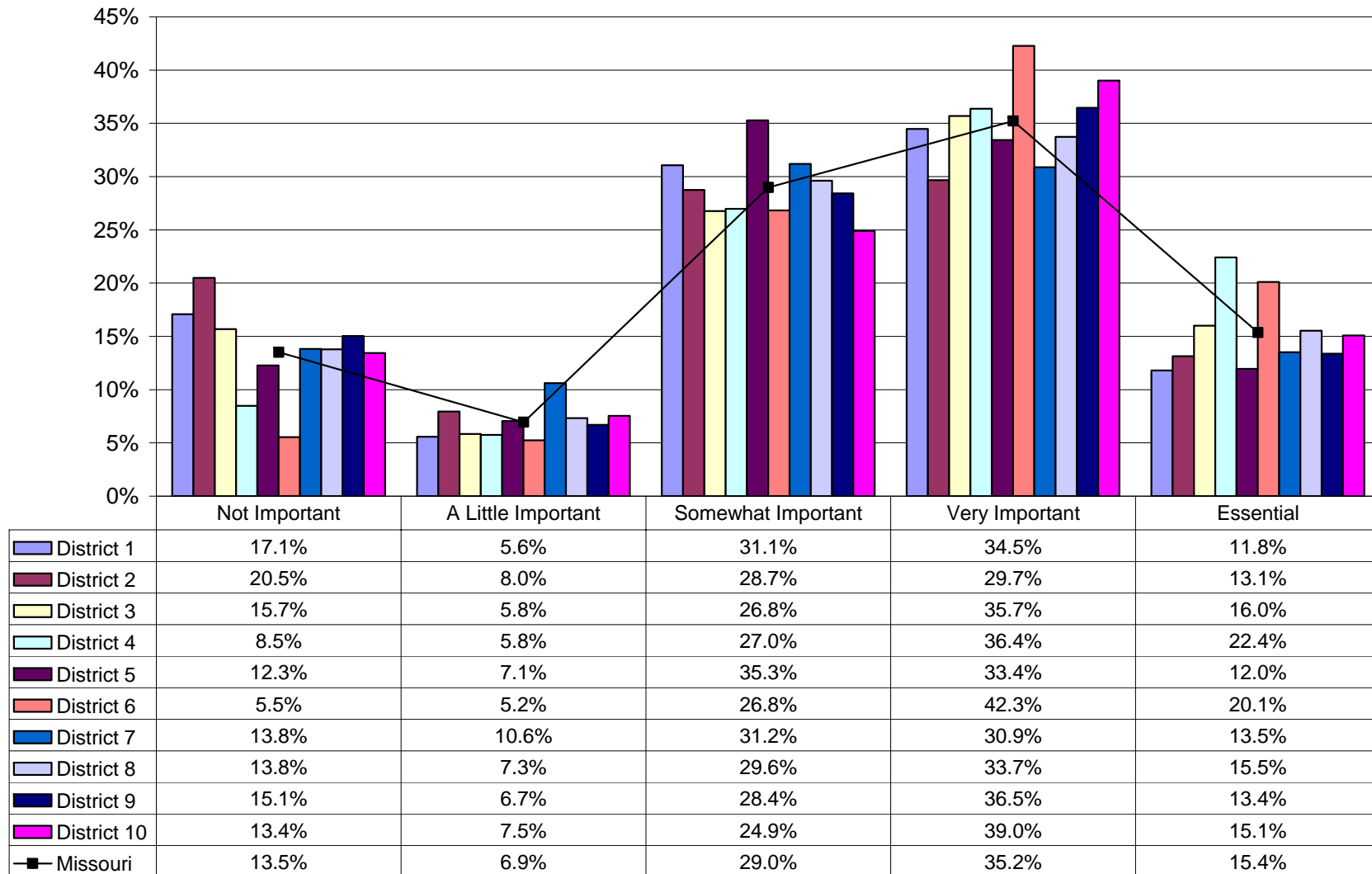


Figure 37: Transportation Priorities – State Roads – Road Shoulders

Q6f. Pave More Road Shoulders on State Roads

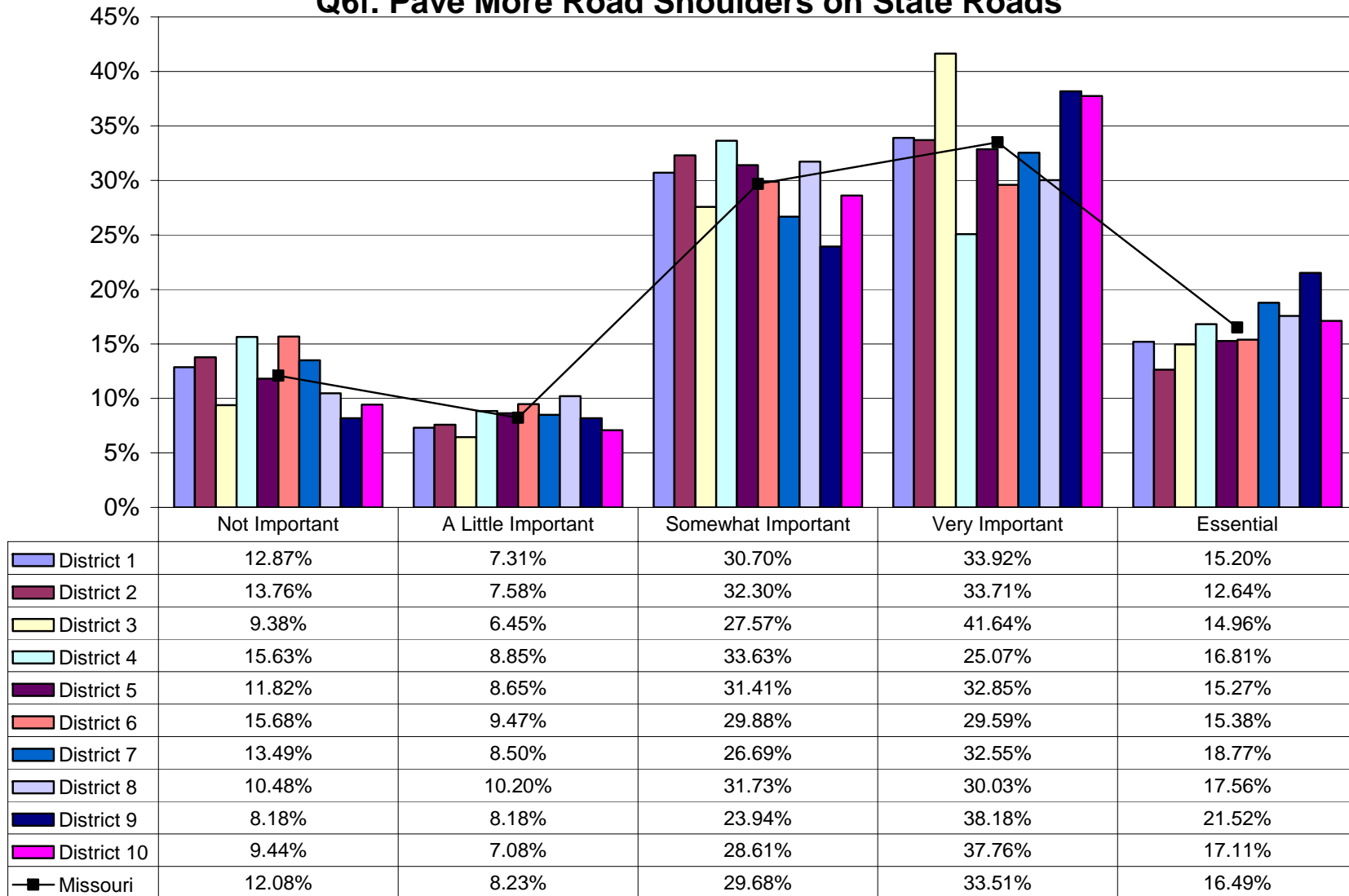


Figure 38: Transportation Priorities – Alternative Transportation – Van Services for Seniors

Q6c. Provide More or Better Van Services for Senior Citizens

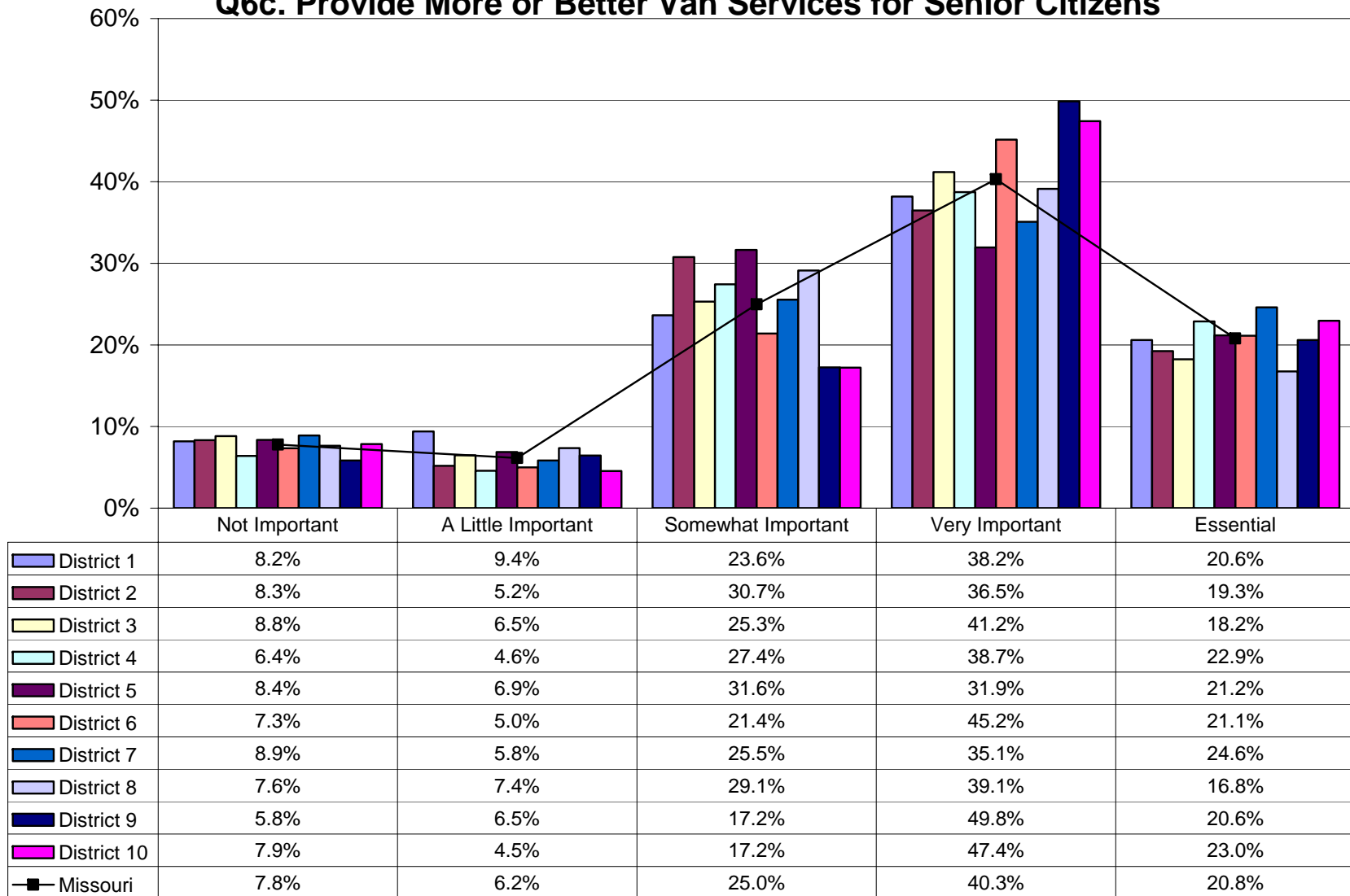


Figure 39: Transportation Priorities – Alternative Transportation – Bus Service

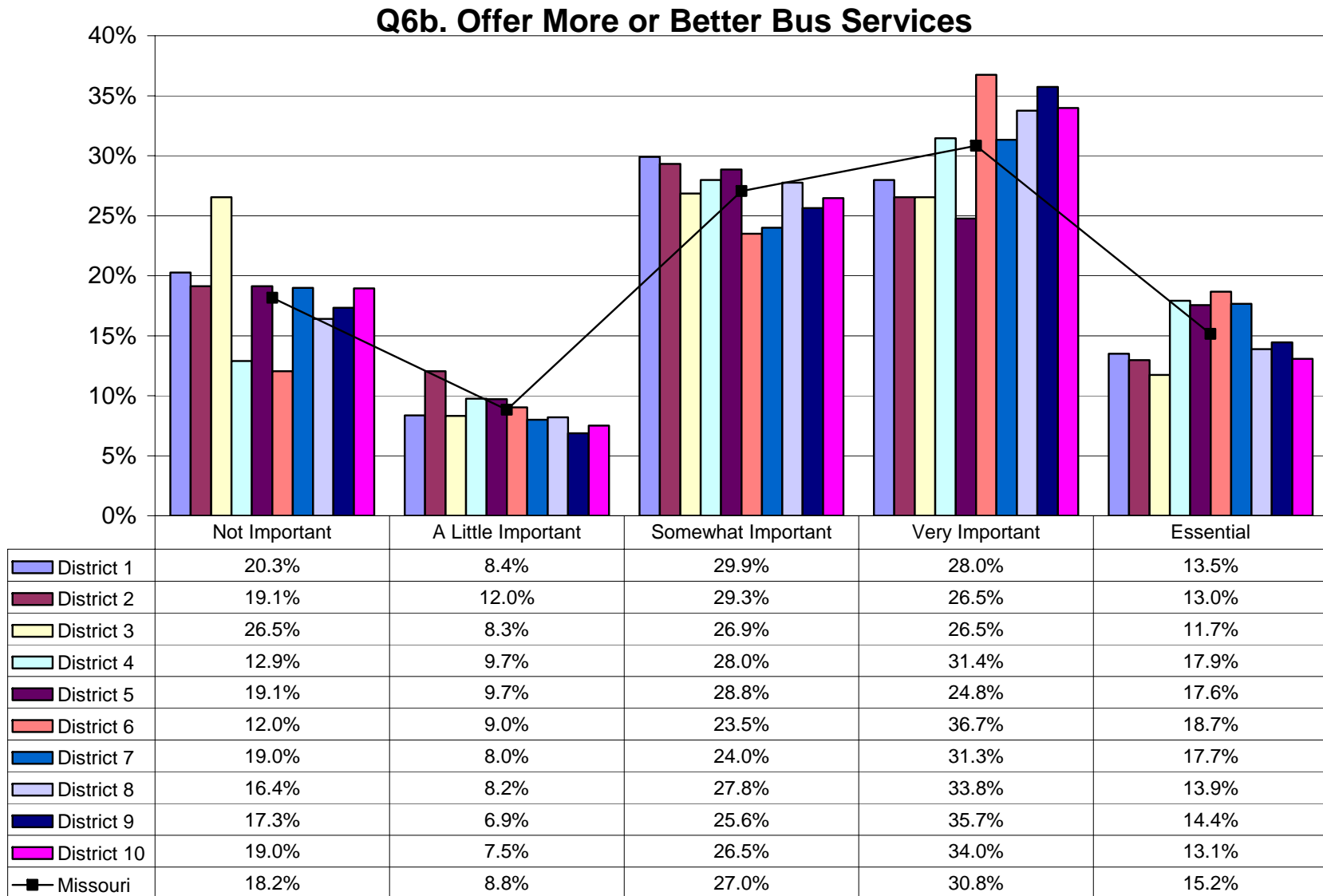


Figure 40: Transportation Priorities – Alternative Transportation – Train/Light-Rail Services

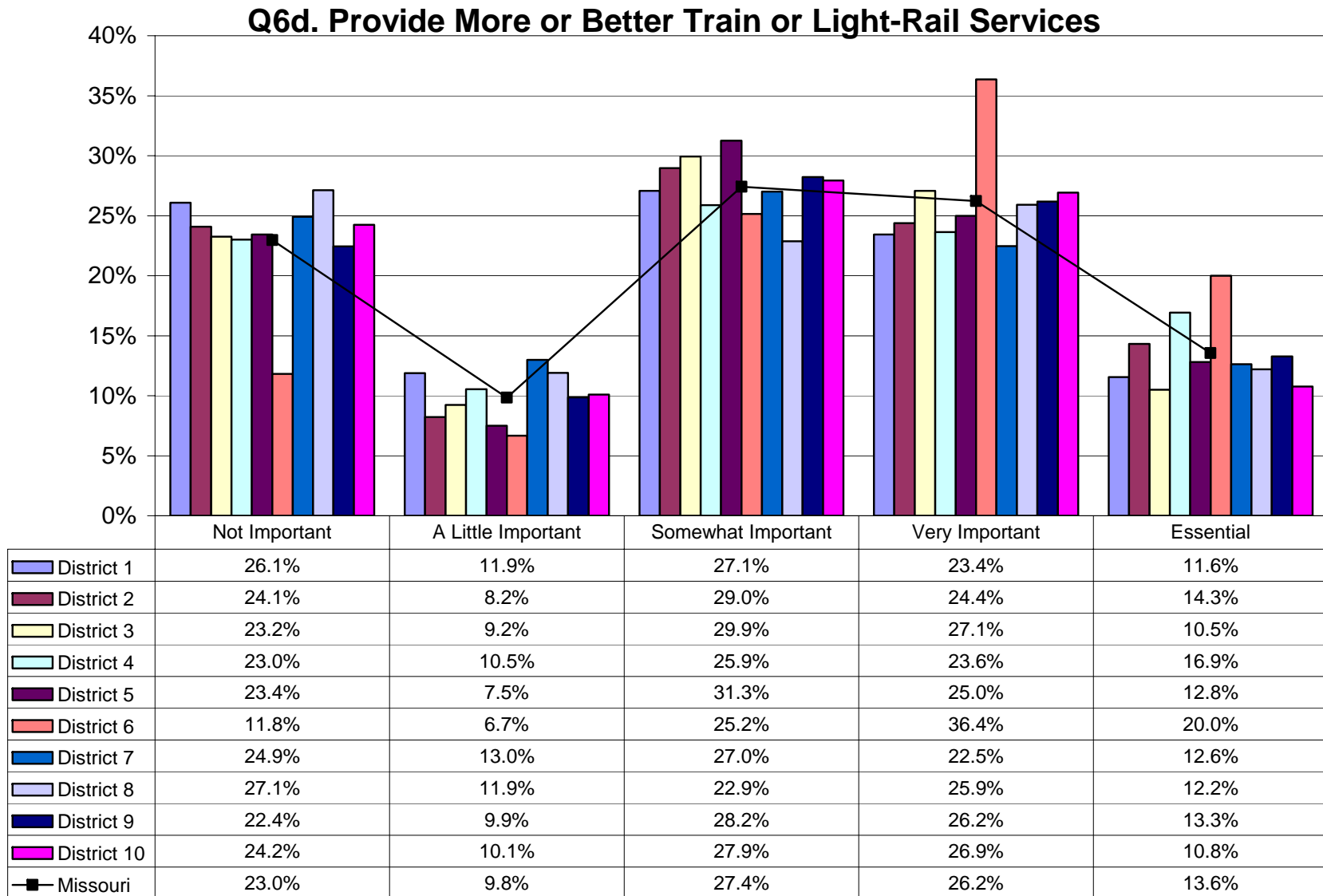
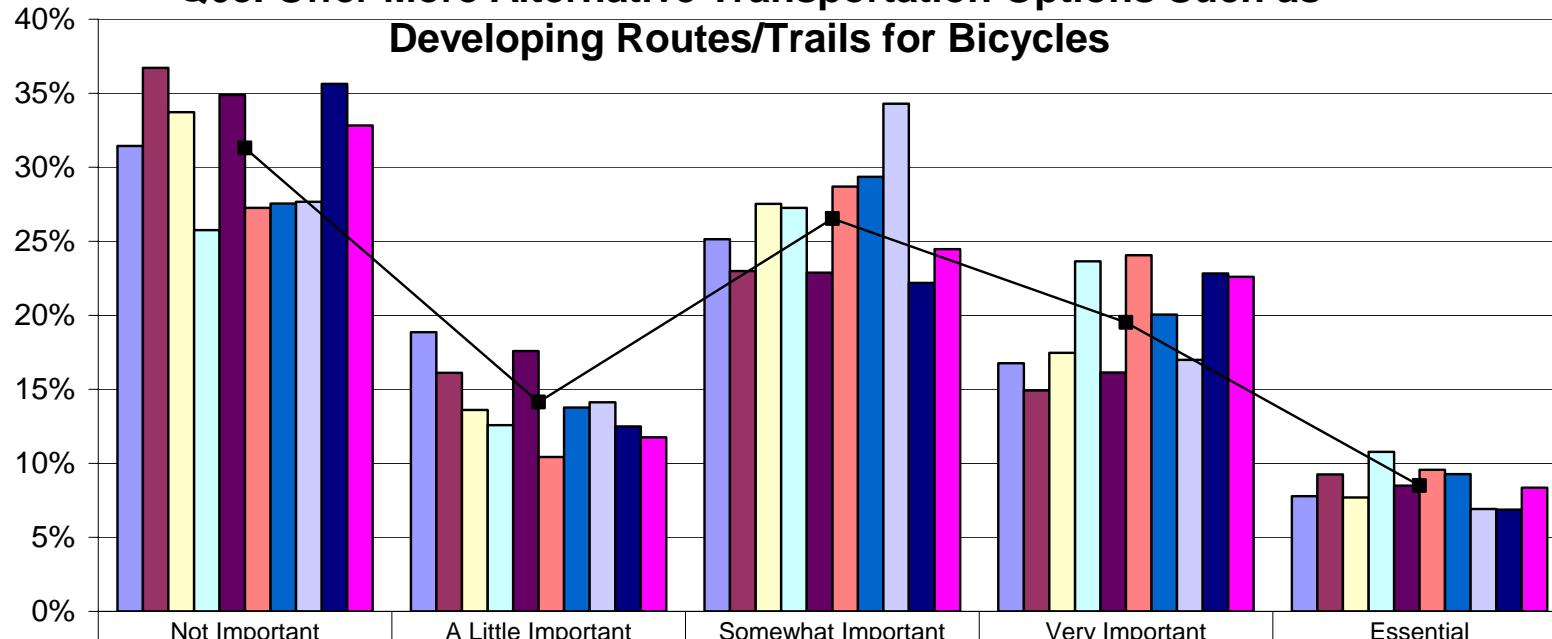


Figure 41: Transportation Priorities – Alternative Transportation – Options Such as Bicycle Trails

Q6e. Offer More Alternative Transportation Options Such as Developing Routes/Trails for Bicycles



	Not Important	A Little Important	Somewhat Important	Very Important	Essential
District 1	31.4%	18.9%	25.1%	16.8%	7.8%
District 2	36.7%	16.1%	23.0%	14.9%	9.3%
District 3	33.7%	13.6%	27.5%	17.5%	7.7%
District 4	25.7%	12.6%	27.2%	23.7%	10.8%
District 5	34.9%	17.6%	22.9%	16.1%	8.5%
District 6	27.2%	10.4%	28.7%	24.1%	9.6%
District 7	27.5%	13.8%	29.3%	20.1%	9.3%
District 8	27.7%	14.1%	34.3%	17.0%	6.9%
District 9	35.6%	12.5%	22.2%	22.8%	6.9%
District 10	32.8%	11.8%	24.5%	22.6%	8.4%
Missouri	31.3%	14.1%	26.5%	19.5%	8.5%

Figure 42: Transportation Priorities – Larger Highways vs. Smaller Roads

Q9. Missourians Pick Road Priorities from Two Options

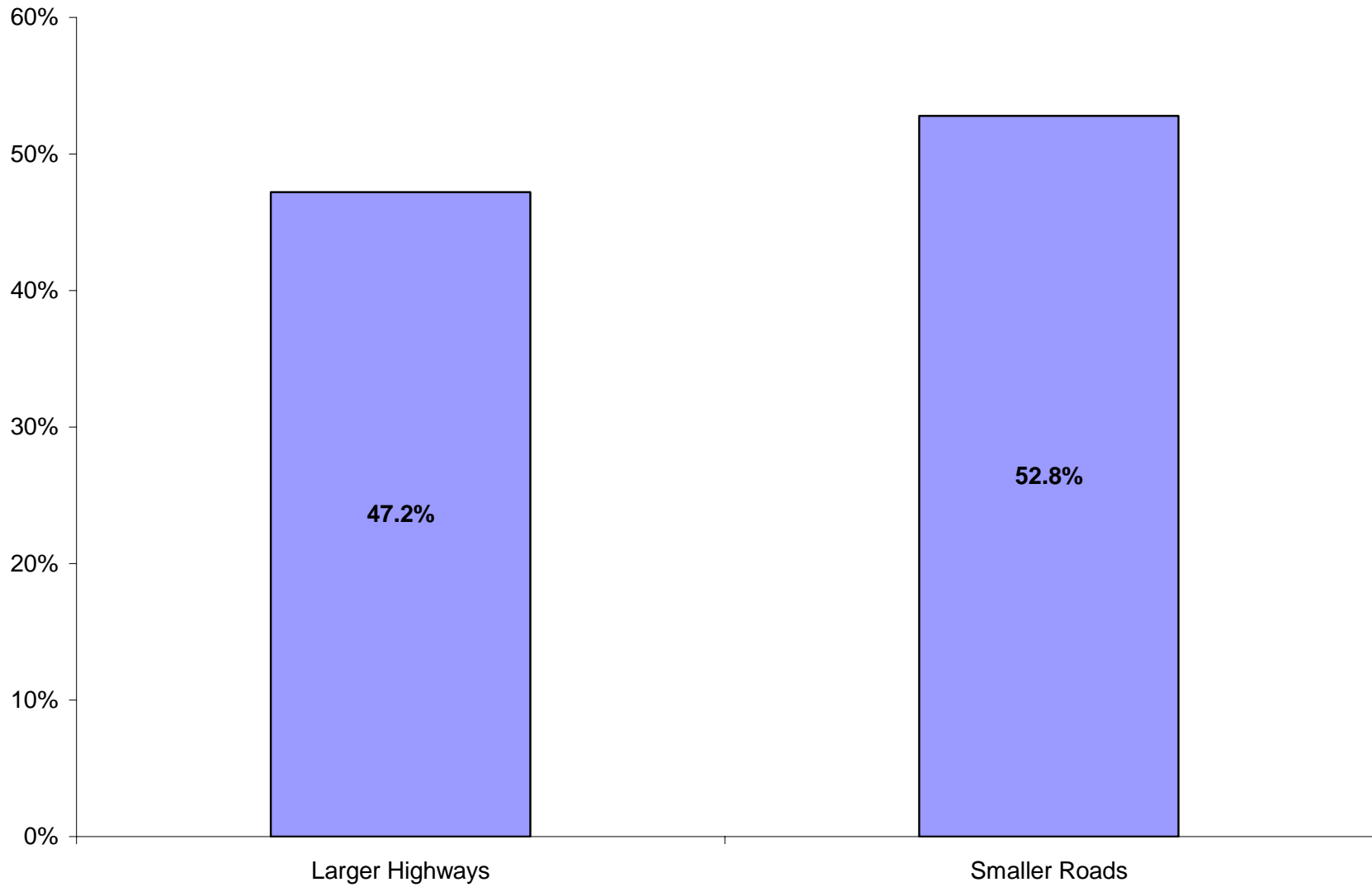


Figure 43: Transportation Priorities – Intersection Photography

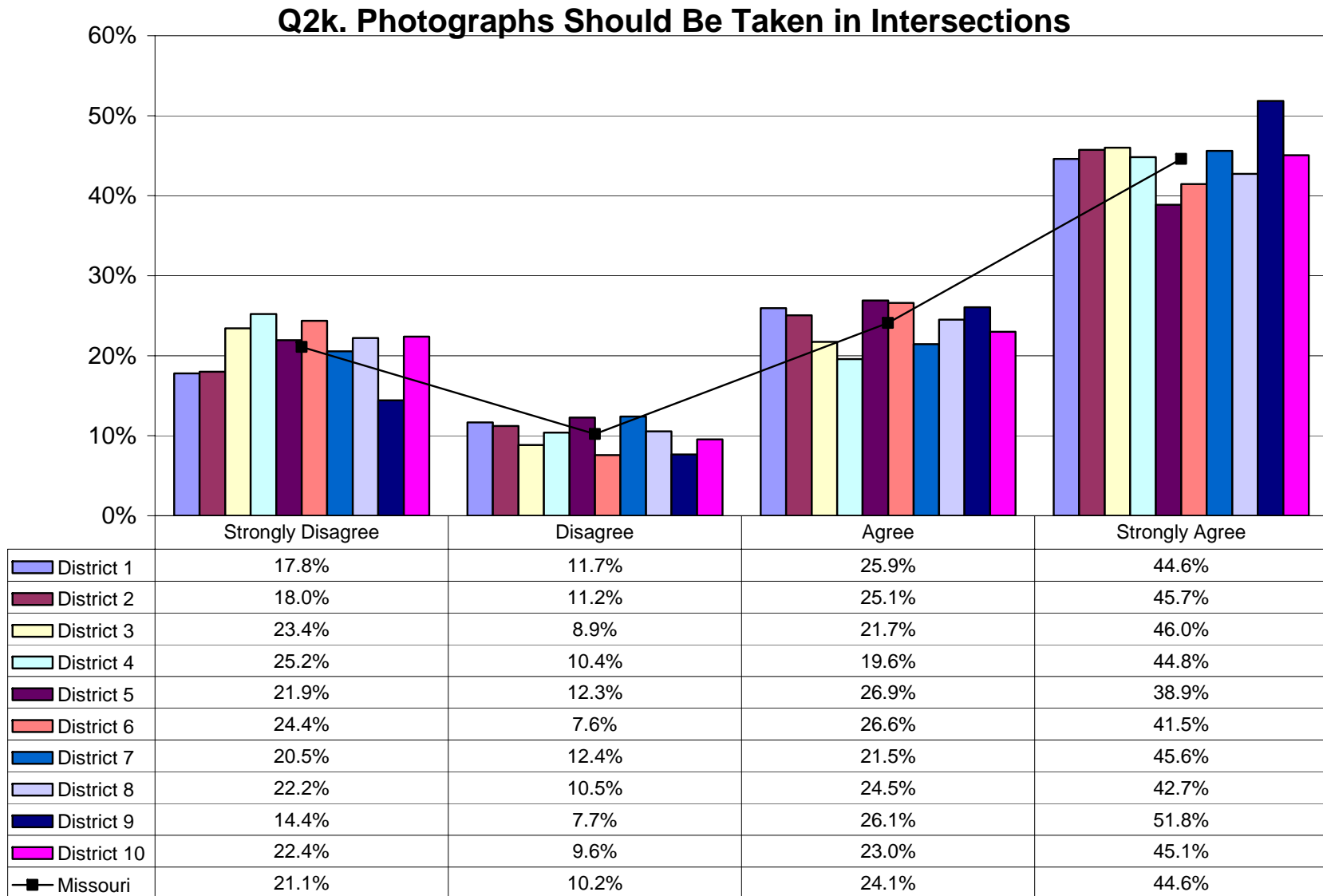


Figure 44: Public Funding Perspective – Tolls

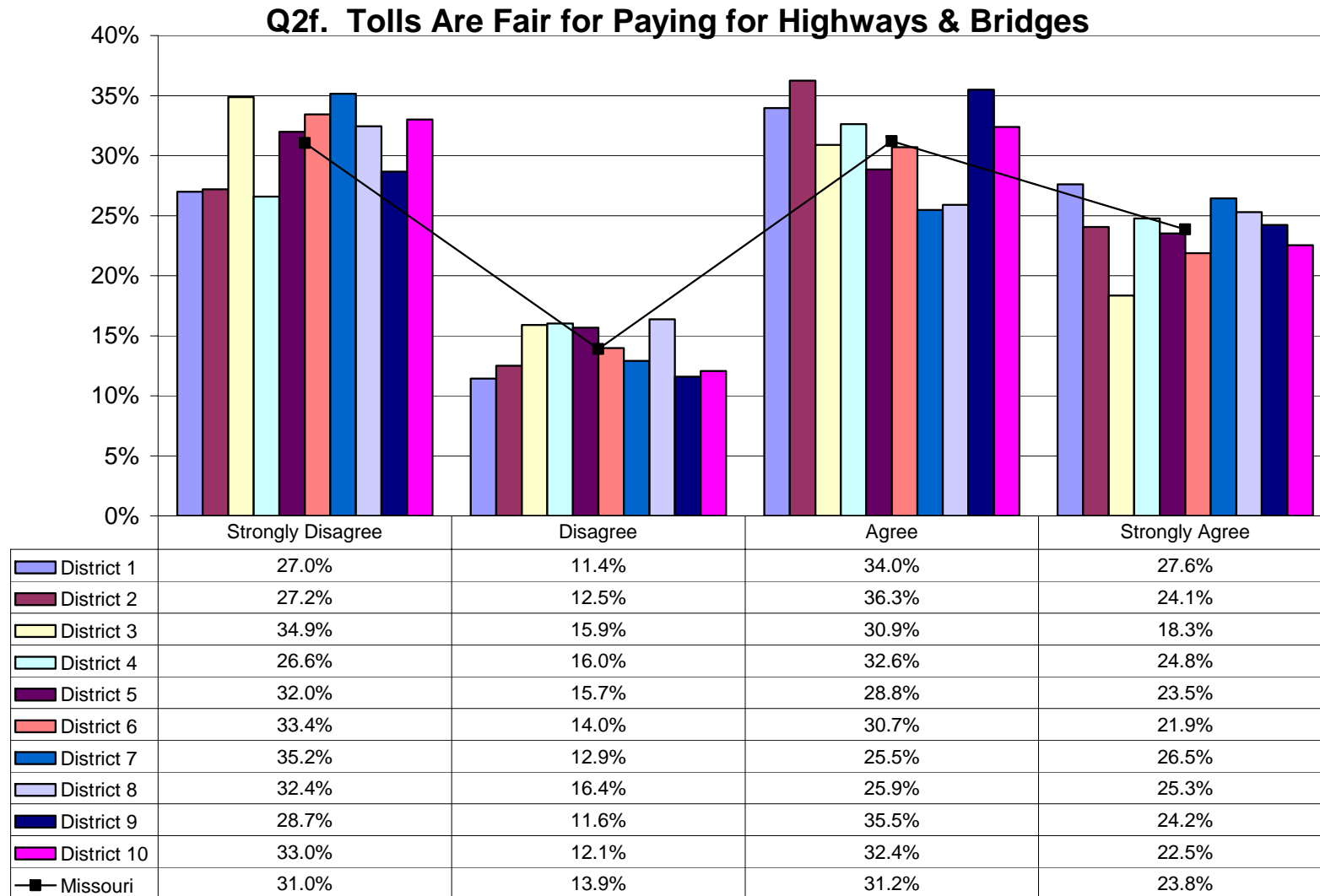


Figure 45: Public Funding Perspective – Local Contribution vs. State Only Funding

Q3. Funding Sources for State Highway Projects

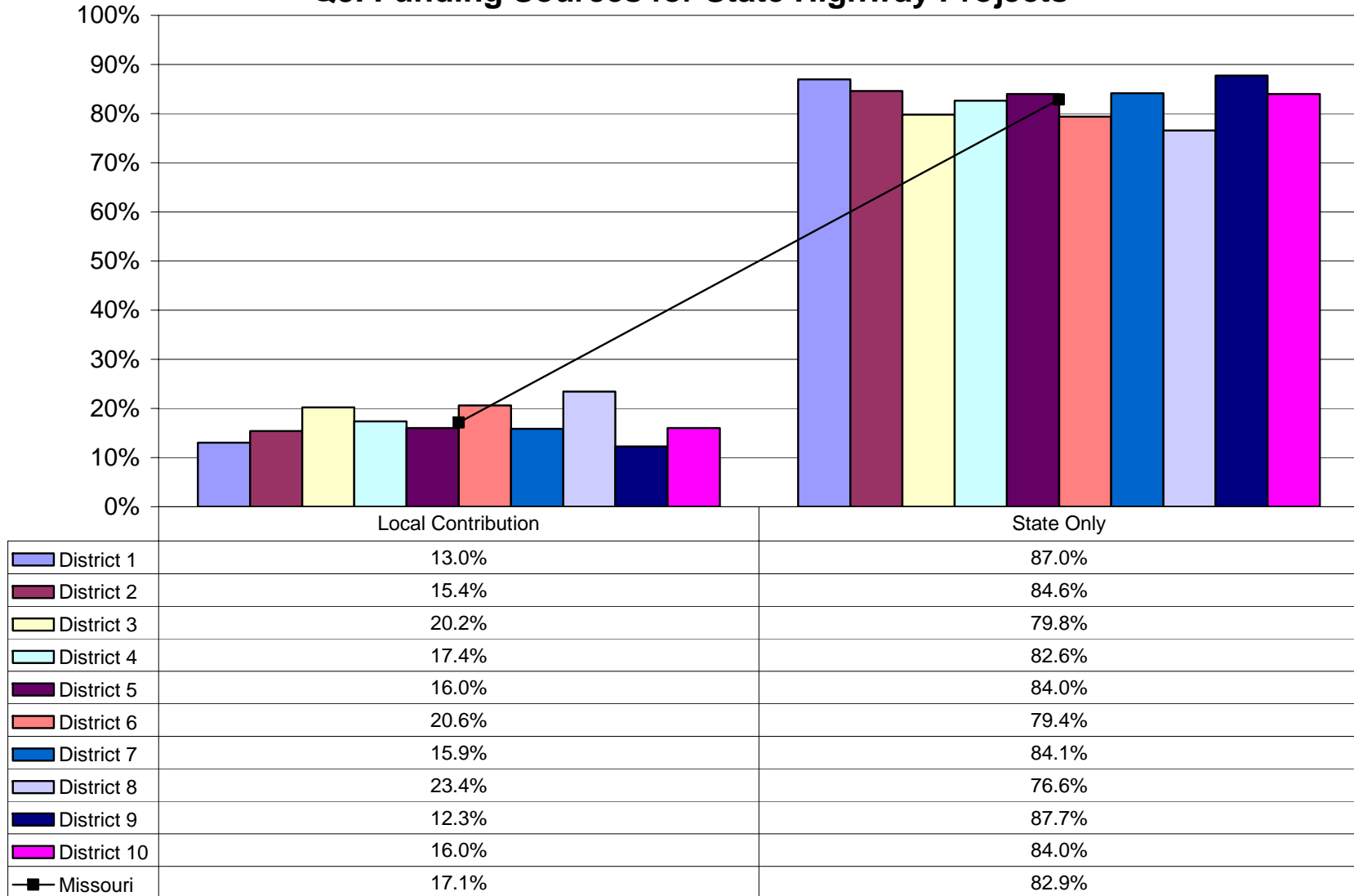


Figure 46: Public Funding Perspective – Perceived Adequacy of MoDOT Revenue

Q8. Does MoDOT Receive Enough Money for Responsibilities?

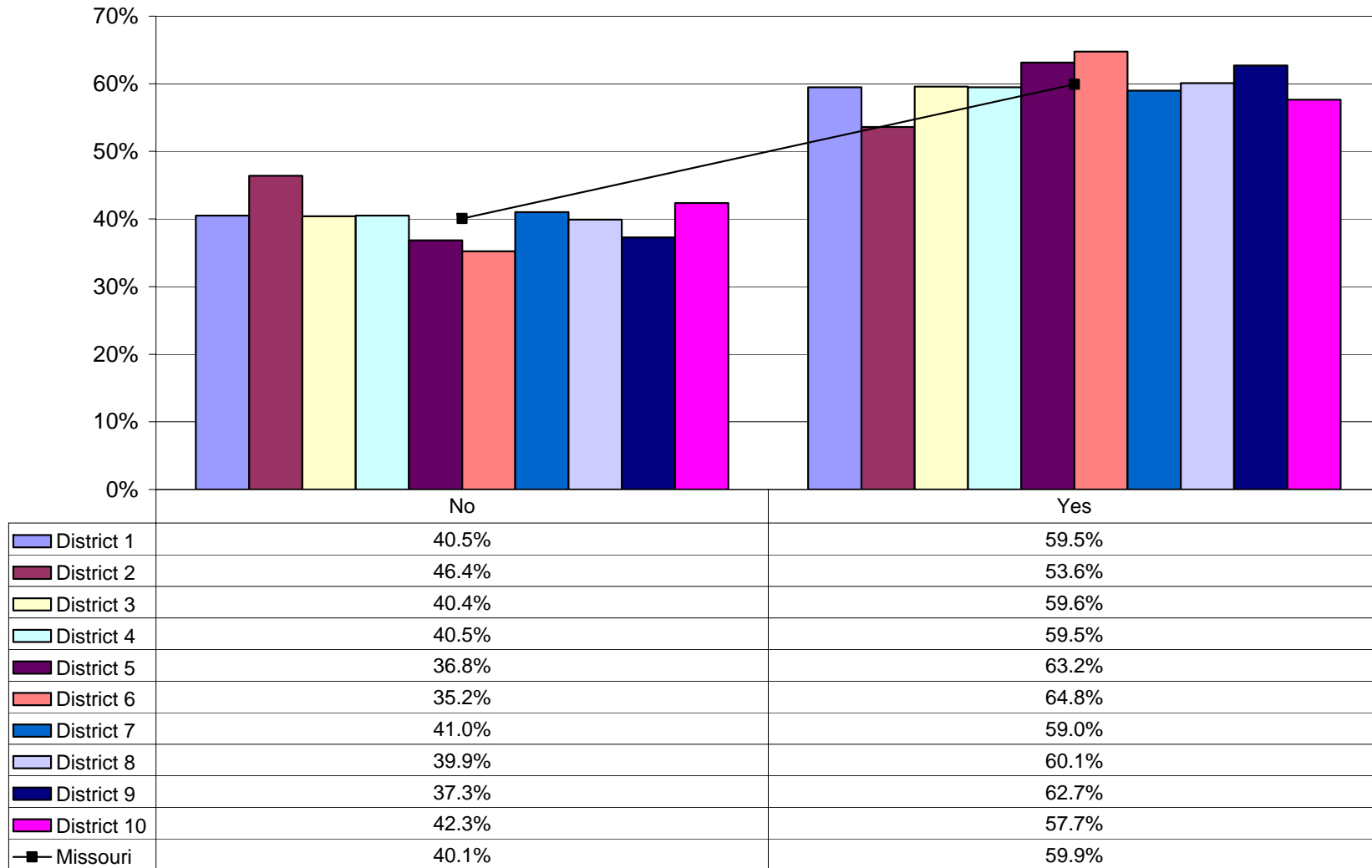


Figure 47: Public Funding Perspective – Percentage Supporting Additional Taxation/Fees (support shown in green)

Q8a-d: Support for Measures to Increase MoDOT Funding

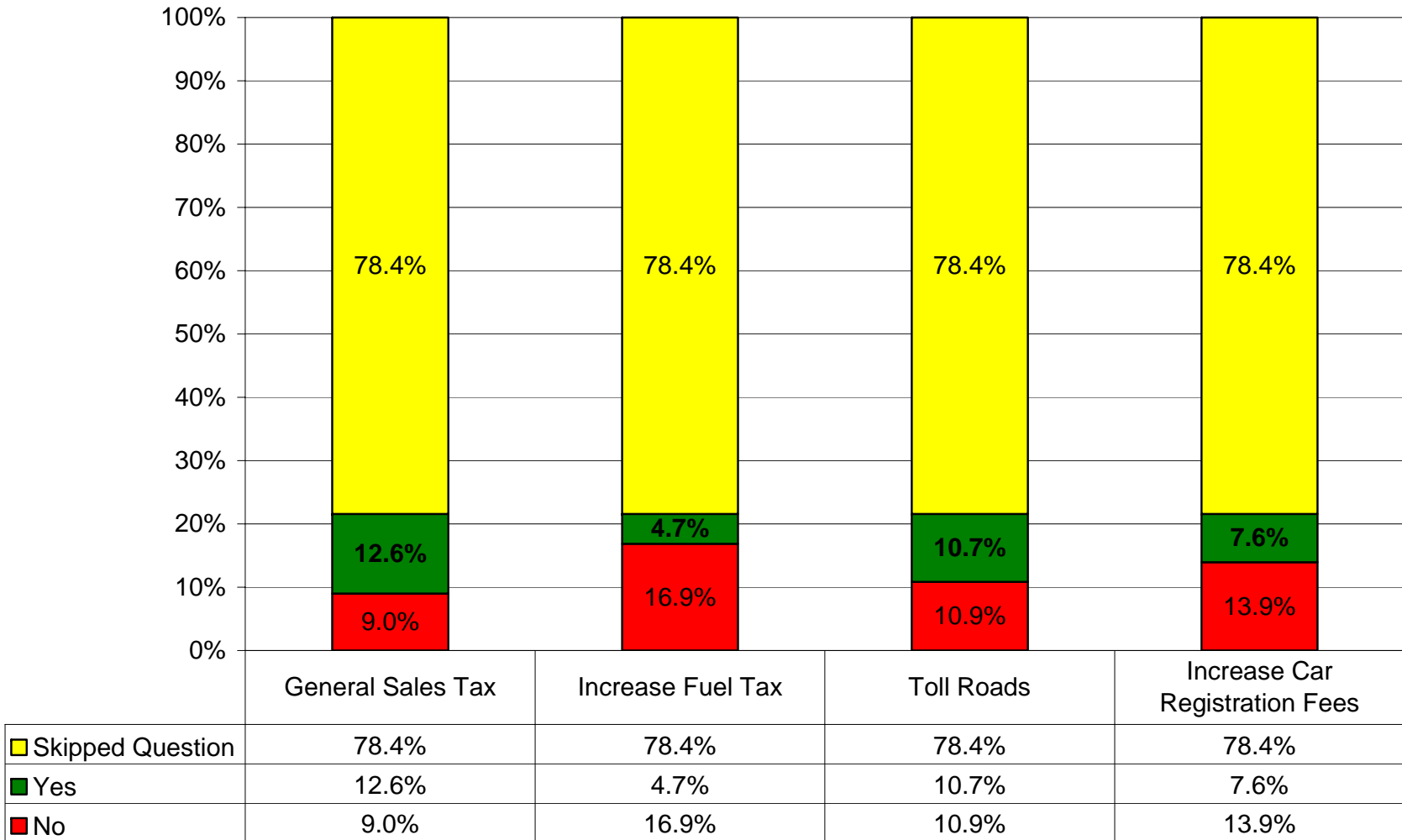
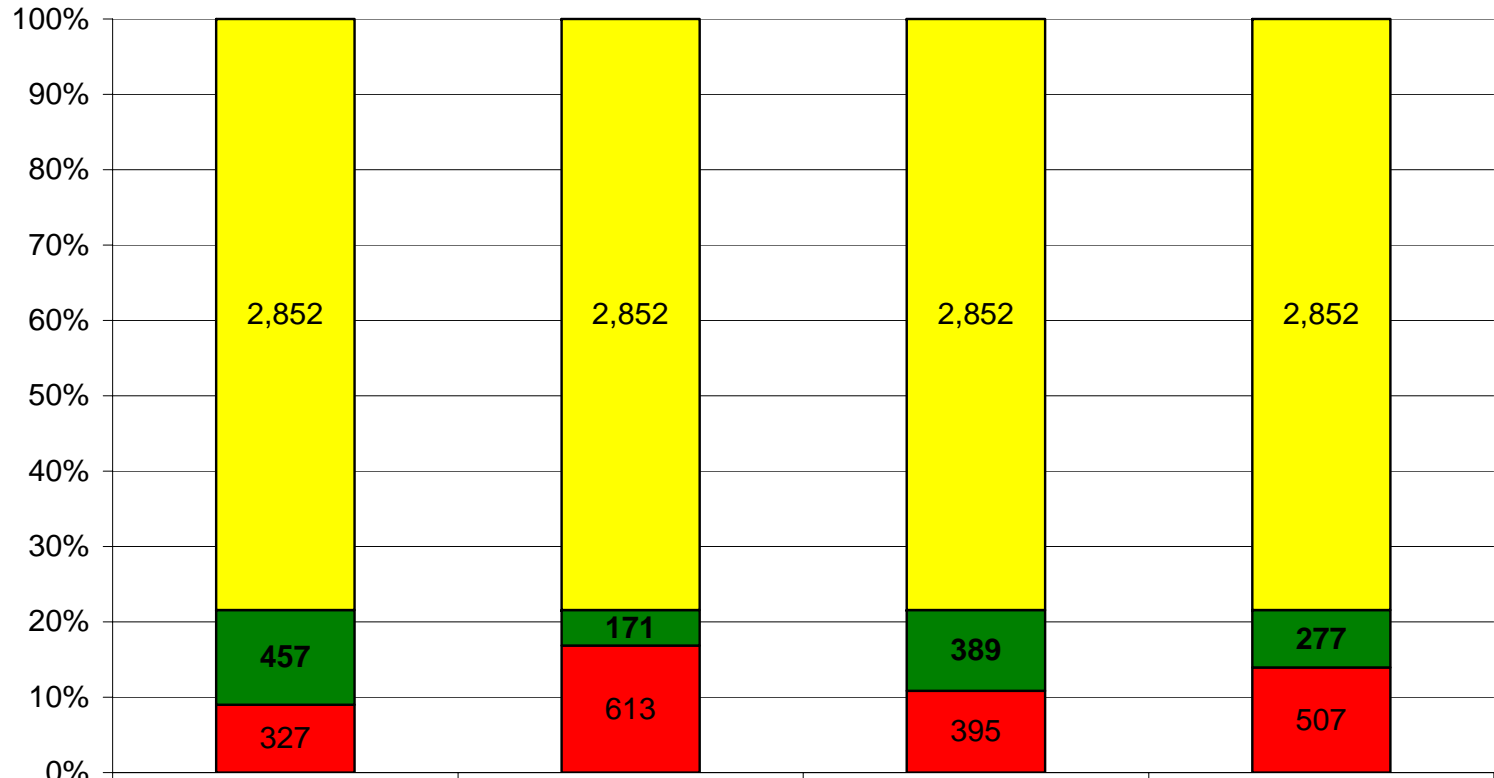


Figure 48: Public Funding Perspective – Numbers Supporting Additional Taxation/Fees (support shown in green)

Q8a-d: Support for Measures to Increase MoDOT Funding



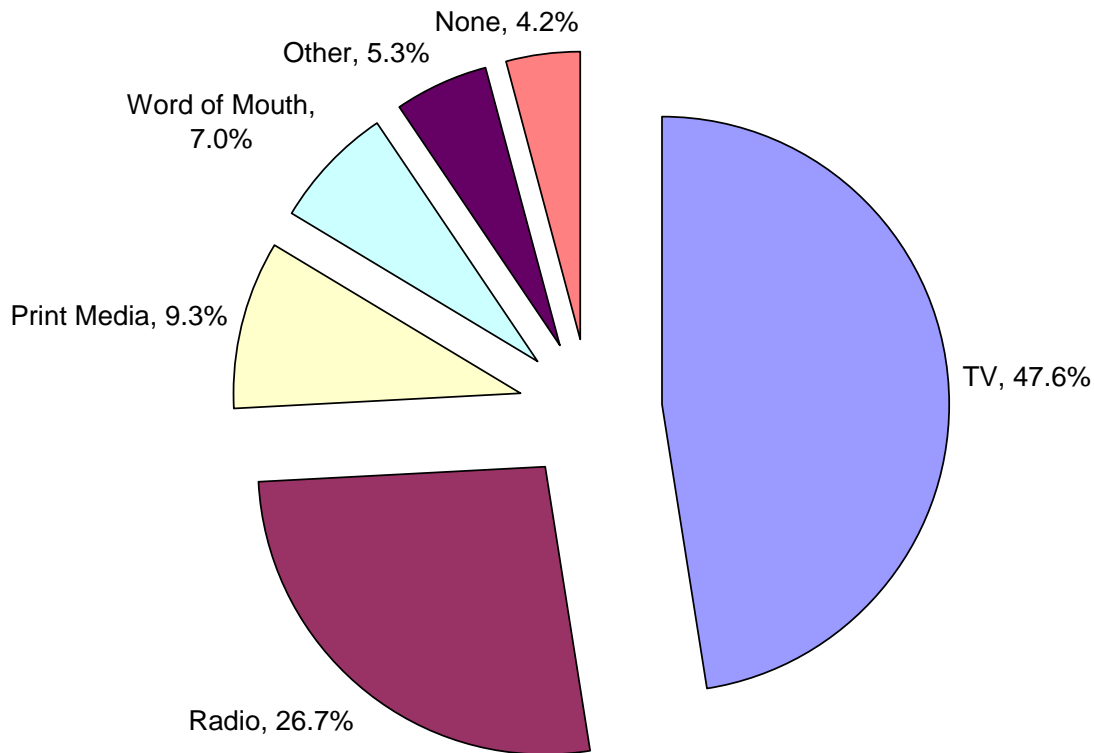
	General Sales Tax	Increase Fuel Tax	Toll Roads	Increase Car Registration Fees
Skipped Question	2,852	2,852	2,852	2,852
Yes	457	171	389	277
No	327	613	395	507

How Missourians Obtain Their Transportation Related News

Television is the dominant means by which Missourians receive transportation related news. However, While TV is the single largest medium for reaching Missourians, it is used by less than 50% of respondents for obtaining transportation related news.

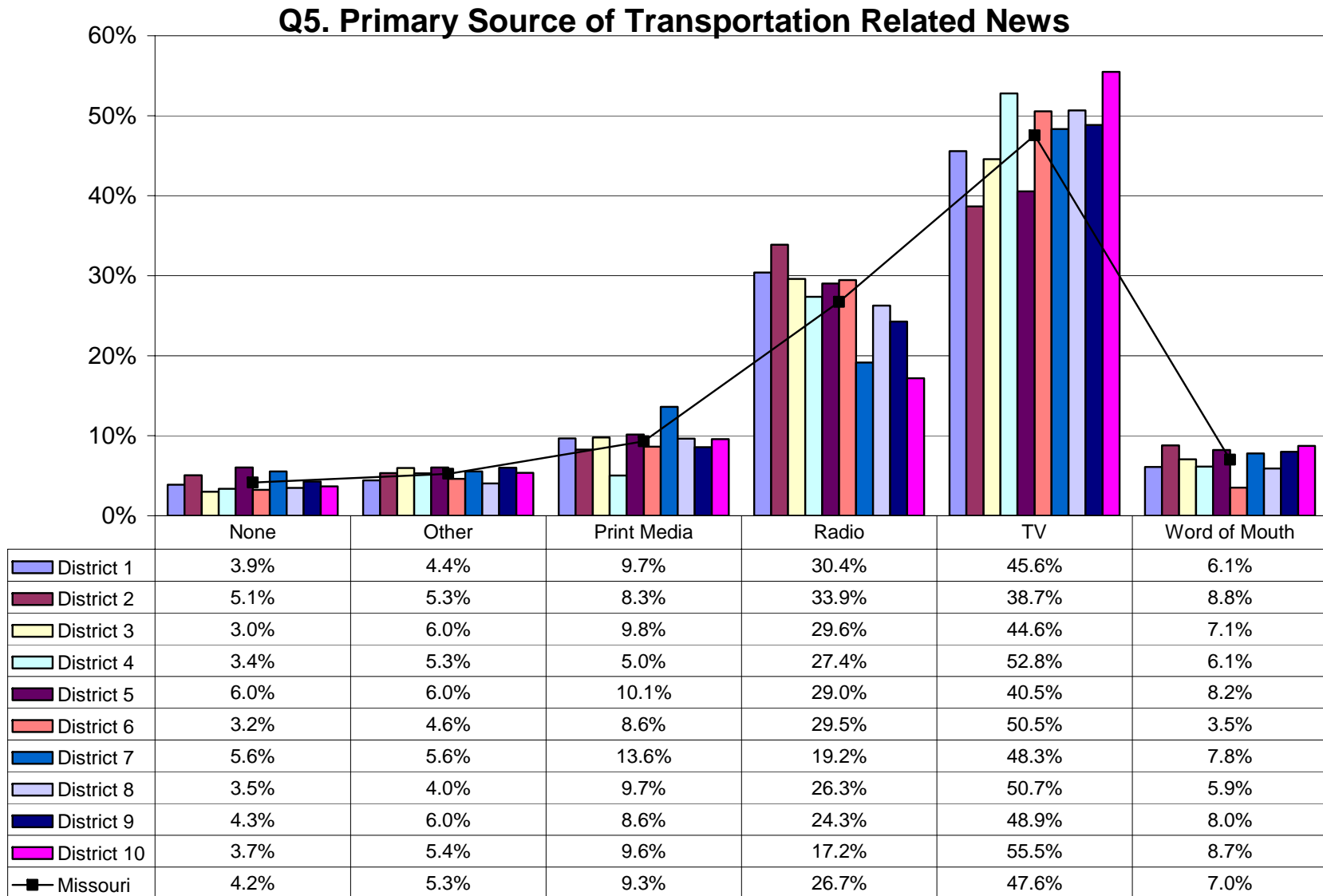
Figure 49: Primary Source of Transportation Related News

Q5. Primary Source of Transportation Related News



Respondents were also asked to provide additional detail about how they received transportation related news. This information, along with information by District, is available in *Appendix B: Additional Details on Transportation Related News*, starting on page 65. Based on these responses, the television viewing audience is quite segmented with Missourians using a large number of different channels for their transportation news.

Figure 50: Primary Source of Transportation Related News by District



Appendix A: Survey Questions

The results from this survey were compared with the results from the previous two years when the same question was asked. The percentages may vary slightly from previous years report because Abacus Associates include “not sure” results as part of their calculations. We believe that a more accurate satisfaction measure only includes the respondents who actually have an opinion, so we recalculated the previous years’ results to be consistent with this year’s study. However, there are times where people may want to know what percentage of people did not have an opinion.

Therefore we have listed the survey questions twice. The first time that the survey questions are listed, the percentages are calculated as we recommend – that is, without counting the “not sure” respondents. The second time that the survey questions are listed we also show the percentages for the “not sure respondents”.

Questions and Results – Ignoring “Not Sure” Respondents

Since we believe that a more accurate satisfaction measure only includes the respondents who actually have an opinion, we recommend that these numbers are the ones to be used in MoDOT documents.

Gender:

Male: 48.5%

Female: 51.5%

Q1. To start, how satisfied are you 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?

Very satisfied 24.8%

Somewhat satisfied 54.3%

Somewhat dissatisfied 13.2%

Very dissatisfied 7.8%

Q2. I am going to read you a series of short statements about transportation in Missouri and about the Missouri Department of Transportation, that is MoDOT. Please tell me whether you agree or disagree with the statement I have just read. If you don't know how you feel about a particular statement, just say so and we'll go on.

	Strongly Agree	Smwht Agree	Smwht Disagree	Strongly Disagree
a) MoDOT provides <u>timely</u> information to citizens about road projects, highway conditions, and work zones.....	34.2%	52.3%	8.7%	4.8%
b) MoDOT provides <u>accurate</u> information to citizens about road projects, highway conditions, and work zones.....	37.0%	47.6%	10.0%	5.5%
c) MoDOT provides <u>understandable</u> information to citizens about road projects, highway conditions, and work zones....	36.5%	49.2%	9.0%	5.4%
d) MoDOT takes into consideration your needs and views in its transportation decision-making	20.5%	42.4%	18.7%	18.4%
e) MoDOT is <u>the</u> primary transportation expert in Missouri	43.7%	43.0%	7.9%	5.3%
f) Tolls are a fair way to pay for interstate highway and major bridge improvements	23.8%	31.2%	13.9%	31.0%
g) You are satisfied with the transportation options available to you besides your own personal vehicle.....	29.0%	38.2%	11.2%	21.6%
h) MoDOT roadsides meet my expectations for mowing	36.7%	42.8%	10.1%	10.3%
i) MoDOT roadsides meet my expectations for snow removal	39.7%	42.5%	8.1%	9.7%
j) MoDOT roadsides meet my expectations for litter control...	34.1%	45.9%	11.0%	9.0%
k) I believe there should be cameras at intersections that photograph people who run red lights	44.6%	24.1%	10.2%	21.1%
l) MoDOT needs to spend less money on roadsides and use the savings to build and maintain the roadways.....	35.0%	37.2%	17.2%	10.7%
m) MoDOT provides enough signs and directions in work zones	55.3%	37.0%	4.6%	3.1%
n) Travel delays through MoDOT work zones are reasonable	39.0%	48.1%	7.4%	5.5%
o) MoDOT signs are big enough and bright enough for me.....	63.5%	31.7%	2.9%	2.0%
p) MoDOT stripes are bright enough for me	51.0%	36.8%	7.5%	4.7%
q) After a traffic incident, traffic returns to normal in a reasonable amount of time.....	36.3%	50.8%	7.1%	5.8%

Q3. When it comes to state highway projects in Missouri, which of these following statements comes closer to your opinion? [ROTATE]

a. Local communities should tax themselves to pay for a portion of the state highway projects that happen in their area..... 17.1%

or

b. All state highway projects should be paid for completely from statewide revenue sources 82.9%

Q4. If more money were available for highways, would you rather [ROTATE] build more lanes and highways or do a better job of maintaining existing highways?

a. Build more lanes and highways 23.9%

or

b. Do a better job of maintaining existing highways76.1%

Q5. What is your primary source of transportation related news?

- None 4.2%
- Other 5.3%
- Print Media 9.3%
- Radio 26.7%
- TV 47.6%
- Word of Mouth 7.0%

5a. _____

Q6. I am going to read you a list of ways to improve transportation in Missouri. In thinking about Missouri's priorities for the future, I would like you to tell me how important it is that Missouri do more in each area that I list. Please keep in mind that we are not asking about the overall importance of the topic, but the importance that Missouri do more or better than it presently does in each area. Also keep in mind that asking for any increase in resources in one area requires either a decrease in resources another area or the need for the state to raise taxes to pay for it. [RANDOM START OVER TWO PAGES] [READ ITEM, THEN ASK] Would you say it is essential, very important, somewhat important, a little important, or not important that Missouri do more in this area?

	Essential	Very Imp	Smwht Imp	A Little Imp	Not Imp
a. Do more to maintain and improve the quality of transportation system in Missouri	19.3%	40.8%	28.8%	5.2%	6.0%
b. Offer more or better bus services?	15.2%	30.8%	27.0%	8.8%	18.2%
c. Provide more or better van services for senior citizens?	20.8%	40.3%	25.0%	6.2%	7.8%
d. Provide more or better train or light-rail services?	13.6%	26.2%	27.4%	9.8%	23.0%
e. Offer more alternative transportation options such as developing routes/trails for bicycles?	8.5%	19.5%	26.5%	14.1%	31.3%
f. Pave more road shoulders on state roads	16.5%	33.5%	29.7%	8.2%	12.1%
g. Reduce time spent in traffic jams	15.4%	35.2%	29.0%	6.9%	13.5%

Q7. Please rank the following from the highest to lowest priority. [ROTATE]

	Highest	Middle	Lowest
a) Taking care of the existing highways and bridges	56.9%	31.6%	11.5%
b) Expanding and building new highways	9.1%	25.0%	65.9%
c) Improving highway safety	34.1%	43.4%	22.4%

Q8. Do you think MoDOT receives enough money at the present to take care of existing roads and transportation facilities and build new facilities? YES (skip to Q9) NO (Continue with Q8a)

YES 59.9%
NO 40.1%

Q8a. Which of the following measures would you vote to support to increase funding to MoDOT?
[EXPECTING YES OR NO ANSWERS TO THE FOLLOWING]

	Yes	No	Skipped Question ⁶
a) General sales tax	12.6%	9.0%	78.4%
b) Increased fuel tax (user tax)	4.7%	16.9%	78.4%
c) Toll roads (requiring a constitutional amendment)	10.7%	10.9%	78.4%
d) Increase car registration and license fees	7.6%	13.9%	78.4%

Q9. Would you prefer Missouri give greater emphasis to constructing and maintaining the larger highways in the state system such as interstates and four lane divided highways or to the smaller mostly two lane roads that have official state highway numbers or letters but primarily carry local traffic (If Both PROBE: If you had to choose between these two choices which would you prefer?)

a. Constructing and maintaining the larger highways..... 47.2%

or

b. Constructing and maintaining the smaller mostly two lane roads 52.8%

⁶ 781 people answered “No” on Q8 and were asked Questions 8a to 8d. Per MoDOT instructions, those who answered “Yes” on Q8 (1,168 people) were not asked Questions 8a to 8d. On their own judgment, the calling center also skipped questions Q8a to 8d for those who answered “Not Sure” on Question 8 (1,687 respondents). So the “Yes” and “No” calculations for the Q8a to 8d summary are calculated from the total pool of 3,636 respondents, of which 781 of whom answered these four questions.

[Questions 1-9 were those of direct interest to MoDOT. A few other questions were also necessary in order for us to ensure that the survey was indeed representative. These questions follow:]

My last questions are so that we can group your answers with those in similar groups.

Q10. What is your age? AGE: ____ ____ ____

Q11. What is your zip code? _____

Q12. Which of the following best describes your ethnic background?

- American Indian and Alaskan Native 1.4%
- Asian 0.4%
- Black or African American 5.2%
- Hispanic or Latino 0.9%
- Other 1.2%
- White 88.9%
- Native Hawaiian and Other Pacific Islander 0.1%
- [Refused] 2.0%

Q13. Finally, if you combined the income for everyone living in your household last year, was it:

- Less than \$30,000; 36.5%
- \$30,000 to less than \$50,000; 23.9%
- \$50,000 to less than \$75,000; 15.2%
- or \$75,000 or greater? 11.6%
- Refused 12.7%

[PROBE: DO NOT TAKE REFUSALS EASILY]

Questions and Results – Including “Not Sure” Respondents

This section is included to allow MoDOT researcher to see how many people did not feel comfortable answering each question. We do not recommend the use of these numbers without first discussing it with Organizational Results. Instead we recommend using the numbers provided in the previous section.

Gender:

Male: 48.5%
 Female: 51.5%

Q1. To start, how satisfied are you 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?

Very satisfied 22.0%
 Somewhat satisfied 48.3%
 Somewhat dissatisfied..... 11.7%
 Very dissatisfied..... 6.9%
 [NOT SURE] 11.0%

Q2. I am going to read you a series of short statements about transportation in Missouri and about the Missouri Department of Transportation, that is MoDOT. Please tell me whether you agree or disagree with the statement I have just read. If you don't know how you feel about a particular statement, just say so and we'll go on.

	Strongly Agree	Smwht Agree	Smwht Disagree	Strongly Disagree	[NOT SURE]
a) MoDOT provides timely information to citizens about road projects, highway conditions, and work zones.....	30.0%	45.9%	7.6%	4.2%	12.2%
b) MoDOT provides accurate information to citizens about road projects, highway conditions, and work zones.....	32.0%	41.2%	8.6%	4.8%	13.4%
c) MoDOT provides understandable information to citizens about road projects, highway conditions, and work zones....	32.8%	44.1%	8.0%	4.8%	10.3%
d) MoDOT takes into consideration your needs and views in its transportation decision-making	16.0%	33.2%	14.6%	14.4%	21.8%
e) MoDOT is the primary transportation expert in Missouri	34.2%	33.6%	6.2%	4.2%	21.8%
f) Tolls are a fair way to pay for interstate highway and major bridge improvements	21.0%	27.4%	12.2%	27.3%	12.1%
g) You are satisfied with the transportation options available to you besides your own personal vehicle.....	24.4%	32.2%	9.4%	18.2%	15.7%
h) MoDOT roadsides meet my expectations for mowing	34.6%	40.4%	9.5%	9.7%	5.7%
i) MoDOT roads meet my expectations for snow removal	38.1%	40.8%	7.8%	9.3%	4.1%
j) MoDOT roadsides meet my expectations for litter control...	32.5%	43.7%	10.5%	8.5%	4.8%
k) I believe there should be cameras at intersections that photograph people who run red lights	41.9%	22.6%	9.6%	19.8%	6.2%
l) MoDOT needs to spend less money on roadsides and use the savings to build and maintain the roadways.....	29.6%	31.4%	14.5%	9.0%	15.4%
m) MoDOT provides enough signs and directions in work zones	53.6%	35.9%	4.4%	3.1%	3.1%
n) Travel delays through MoDOT work zones are reasonable..	36.8%	45.4%	7.0%	5.2%	5.6%
o) MoDOT signs are big enough and bright enough for me.....	62.4%	31.1%	2.8%	1.9%	1.7%
p) MoDOT stripes are bright enough for me	49.9%	36.0%	7.3%	4.6%	2.1%
q) After a traffic incident, traffic returns to normal in a reasonable amount of time.....	32.5%	45.4%	6.3%	5.2%	10.6%

Q3. When it comes to state highway projects in Missouri, which of these following statements comes closer to your opinion? [ROTATE]

- a. Local communities should tax themselves to pay for a portion of the state highway projects that happen in their area..... 13.1%
- or**
- b. All state highway projects should be paid for completely from statewide revenue sources 63.3%
- [NOT SURE]..... 23.7%

Q4. If more money were available for highways, would you rather [ROTATE] build more lanes and highways or do a better job of maintaining existing highways?

- a. Build more lanes and highway19.0%
- or**
- b. Do a better job of maintaining existing highways 60.6%

- [NOT SURE] 20.5%

Q5. What is your primary source of transportation related news?

- None 4.2%
- Other 5.3%
- Print Media 9.3%
- Radio 26.7%
- TV 47.6%
- Word of Mouth 7.0%

5a. _____

Q6. I am going to read you a list of ways to improve transportation in Missouri. In thinking about Missouri's priorities for the future, I would like you to tell me how important it is that Missouri do more in each area that I list. Please keep in mind that we are not asking about the overall importance of the topic, but the importance that Missouri do more or better than it presently does in each area. Also keep in mind that asking for any increase in resources in one area requires either a decrease in resources another area or the need for the state to raise taxes to pay for it. [RANDOM START OVER TWO PAGES] [READ ITEM, THEN ASK] Would you say it is essential, very important, somewhat important, a little important, or not important that Missouri do more in this area?

	Essential	Very Imp	Smwht Imp	A Little Imp	Not Imp	[NOT SURE]
a. Do more to maintain and improve the quality of transportation system in Missouri	17.6%	37.2%	26.3%	4.8%	5.5%	8.7%
b. Offer more or better bus services?	13.0%	26.5%	23.3%	7.6%	15.6%	14.0%
c. Provide more or better van services for senior citizens?	19.1%	37.0%	23.0%	5.7%	7.2%	8.1%
d. Provide more or better train or light-rail services?	11.6%	22.4%	23.5%	8.4%	19.7%	14.4%
e. Offer more alternative transportation options such as developing routes/trails for bicycles?	7.8%	18.0%	24.4%	13.0%	28.9%	7.8%
f. Pave more road shoulders on state roads	15.5%	31.6%	28.0%	7.8%	11.4%	5.8%
g. Reduce time spent in traffic jams	13.6%	31.3%	25.7%	6.2%	12.0%	11.2%

Q7. Please rank the following from the highest to lowest priority. [ROTATE]

	Highest	Middle	Lowest
a) Taking care of the existing highways and bridges	56.9%	31.6%	11.5%
b) Expanding and building new highways	9.1%	25.0%	65.9%
c) Improving highway safety	34.1%	43.4%	22.4%

Q8. Do you think MoDOT receives enough money at the present to take care of existing roads and transportation facilities and build new facilities? YES (skip to Q9) NO (Continue with Q8a)

YES	32.1%
NO	21.5%
Not Sure	46.3%

Q8a. Which of the following measures would you vote to support to increase funding to MoDOT? [EXPECTING YES OR NO ANSWERS TO THE FOLLOWING]

	Yes	No	Skipped Question ⁷
e) General sales tax	12.6%	9.0%	78.4%
f) Increased fuel tax (user tax)	4.7%	16.9%	78.4%
g) Toll roads (requiring a constitutional amendment)	10.7%	10.9%	78.4%
h) Increase car registration and license fees	7.6%	13.9%	78.4%

Q9. Would you prefer Missouri give greater emphasis to constructing and maintaining the larger highways in the state system such as interstates and four lane divided highways or to the smaller mostly two lane roads that have official state highway numbers or letters but primarily carry local traffic (If Both PROBE: If you had to choose between these two choices which would you prefer?

a. Constructing and maintaining the larger highways.....	36.5%
or	
b. Constructing and maintaining the smaller mostly two lane roads	40.8%
[NOT SURE]	22.7%

⁷ 781 people answered “No” on Q8 and were asked Questions 8a to 8d. Per MoDOT instructions, those who answered “Yes” on Q8 (1,168 people) were not asked Questions 8a to 8d. On their own judgment, the calling center also skipped questions Q8a to 8d for those who answered “Not Sure” on Question 8 (1,687 respondents). So the “Yes” and “No” calculations for the Q8a to 8d summary are calculated from the total pool of 3,636 respondents, of which 781 of whom answered these four questions.

[Questions 1-9 were those of direct interest to MoDOT. A few other questions were also necessary in order for us to ensure that the survey was indeed representative. These questions follow:]

My last questions are so that we can group your answers with those in similar groups.

Q10. What is your age? AGE: ____ ____ ____

Q11. What is your zip code? _____

Q12. Which of the following best describes your ethnic background?

- American Indian and Alaskan Native 1.4%
- Asian 0.4%
- Black or African American 5.2%
- Hispanic or Latino 0.9%
- Other 1.2%
- White 88.9%
- Native Hawaiian and Other Pacific Islander 0.1%
- [Refused] 2.0%

Q13. Finally, if you combined the income for everyone living in your household last year, was it:

- Less than \$30,000 34.6%
- \$30,000 to less than \$50,000 22.7%
- \$50,000 to less than \$75,000 14.4%
- \$75,000 or greater 11.0%
- [Refused] 12.2%
- Not Sure 5.1%

[PROBE: DO NOT TAKE REFUSALS EASILY]

Appendix B: Additional Details on Transportation Related News

Survey Question 5 asked respondents “What is your primary source of transportation related news?” In addition to asking respondents to select from one of the following options (Print Media, Radio, TV, Word of Mouth, Other, and None), respondents were then asked to provide additional detail. The results of those who did so appear in this section, segmented by District.

Table 7: Primary Source of Transportation News

	D1	D2	D3	D4	D5	D6	D7	D8	D9	D10	Total
Print Media	35	31	36	18	37	32	49	36	30	34	338
Radio	110	127	109	98	106	109	69	98	85	61	972
TV	165	145	164	189	148	187	174	189	171	197	1,729
Word of Mouth	22	33	26	22	30	13	28	22	28	31	255
Other	16	20	22	19	22	17	20	15	21	19	191
None	14	19	11	12	22	12	20	13	15	13	151
Total	362	375	368	358	365	370	360	373	350	355	3,636

The total responses within the individual tables for each District may exceed the actual number of responses shown above. This is because we separated answers when possible. For example “Weather Channel and Channel 5” counted as two answers in our District tables. We did this to make the tables more useful.

Other than tallying individual totals (that is, we show seventeen people said Channel 2 instead of listing Channel 2 seventeen times), we have kept the original responses as much as possible. Readers will note that some TV channels are listed under Radio and some radio stations are listed under TV as well as a few other oddities. This is correct; this is what the respondents said. Respondents sometimes have trouble with individual details over the phone, but their responses are all related to how they receive their transportation news.

District 1**Table 8: Print Media Options for District 1**

Response	Number
NEWSPAPER - NO OTHER DETAILS	10
KANSAS CITY	1
MARYVILLE DAILY FORM	2
NEWS AND PRESS	1
REPUBLICAN TIMES AND SAINT JOSEPH NEWS PRESS	1
SAINT JOSEPH NEWS PRESS	16
ST JOSEPH	3
ST JOSEPH GAZETTE	1
TOTAL	35

Table 9: Radio Media Options for District 1

Response	Number
61	3
68	1
88.5	1
91.4	1
92.6	1
92.7	9
93.3	1
93.7	1
94.9	2
95.5	5
95.7	3
98.1	1
98.9	2
100.7	1
101.7	2
105	1
106.5	1
680	2
105.5 KJO	2
106.5 THE WOLF	1
1270 AM	2
610 AM	1
710 KCMO AM	1
92.7 KQ COUNTRY	4
95.5 FM KAAK	1
960 AM	2

97 DIVILL	1
99 ROCK	1
AFEQ/ST JOSEPHS	1
ALL OF THE ABOVE	1
CARLTONKMZU	1
CB	1
CHANNEL 680	1
CHRISTIAN STATIONS	1
KAAM	7
KANSAS CITY	7
KATHY Q	1
KCXL/KCMO	1
KDUL K102	1
KFAQ	5
KKJO	1
KMA	4
KPRS	1
KPTN	1
KQED	1
KTTN	3
KXCV	2
LOCAL	6
MISC	1
OMAHA 999	1
PUBLIC	1
Q COUNTRY	1
RADIO AND TV	1
SAINT JOE CHANNEL	4
UNKNOWN	6
VARIOUS	1
TOTAL	117

Table 10: TV Media Options for District 1

Response	Number
10KK	1
ABC	5
ALL CHANNELS	1
ALL OF THE ABOVE	1
AQTV	1
CBS	2
CHANNEL CNN	13

CHANNEL 10	7
CHANNEL 12	1
CHANNEL 2	30
CHANNEL 3	2
CHANNEL 4	27
CHANNEL 41	3
CHANNEL 5	18
CHANNEL 52	1
CHANNEL 8	3
CHANNEL 9	14
CHANNEL LOCAL	2
FOX	5
K22	2
KANSAS CITY	1
KCMO	1
KFEQ	2
KMBC	2
KQ	10
KT2	1
KTMO	1
KTTWO	1
KTU	1
KVSB	1
LOCAL	8
MSNBC	3
NEWS	3
NO CHOICE	1
TV	1
UNKNOWN	1
UNSURE	1
WDAF	1
WEATHER CHANNEL	1
WORLD NEWS	1
TOTAL	181

Table 11: Other Media Options for District 1

Response	Number
INTERNET	4
ALL OF THE ABOVE (PRINT MEDIA, RADIO, TV, WORD OF MOUTH)	4
DIFFERENT ORGANIZATION	1
ON THE ROAD	3
TELEPHONE HOTLINE	1
RADIO AND TV	2
WORK	1
TOTAL	16

District 2**Table 12: Print Media Options for District 2**

Response	Number
CHILLICOTHE	1
COLUMBIA TRIBUNE	1
DES MOINES REGISTER	1
KANSAS CITY	2
KC STAR	1
KIRKSVILLE DAILY	1
LINN COUNTY LEADER	1
MACON HAROLD	1
MAKEN	1
MARSHALL DEMOCRAT NEWS	1
MILAN STANDARD	1
MOBBILY INDEX	6
MONITOR INDEX	2
NEWSPAPER - NO OTHER DETAILS	6
SAINT JOSEPH NEWS PRESS	1
ST LOUIS PAPER	1
ST LOUIS POST	2
WALL STREET JOURNAL	1
TOTAL	31

Table 13: Radio Media Options for District 2

Response	Number
23	1
90.7	1
92.3	7
93.7	2
93.9	3
95.7	2
96.9	2
97.3	1
98.9	1
102.9	1
104.7	8
106.1	1
107	1
107.3	1
1230	1
1450	1

1470	1
1703	1
2222	1
1580 AM OUT OF COLUMBIA	1
92 FM	1
94.9 KCMO	1
96.7 KCMQ	2
99.3	1
A LOT	2
ATF KIRKSVILLE	1
BXR	1
CARLTON	2
CHANNEL 3 - KTVO	1
CHANNEL 8	1
CLEAR 99	2
CRESS	1
EAGLE	1
K TUFF	1
KAMZU	1
KCHI	1
KIRX	3
KMCU	1
KMEM IN MEMPHIS	1
KMMO	11
KMO	1
KMOX	1
KMZ	1
KMZU	7
KN RADIO	1
KNMO	2
KRES	6
KRX	1
KTTN	7
KTUF	2
KUDL	1
KWWR/KWIX	1
KZBK RADIO	1
LOCAL	5
MEXICO	1
MISC	2
MOBLIE	1
MOVERLY	1

QUICKS AND PRESS OUT OF MOBLEY	1
SATELLITE RADIO	1
SLOCAL	1
STATION PUBLIC RADIO	1
THE FARM	1
TRINTON	1
TV AND NEWSPAPER	1
UNKNOWN	6
TOTAL	129

Table 14: TV Media Options for District 2

Response	Number
ABC	6
ALL LOCAL	7
ALL OF THE ABOVE	3
CABLE TV	1
CBS	3
CH 03 KTVO	15
CHANNEL 7	3
CHANNEL CNN	4
CHANNEL 10	2
CHANNEL 13	7
CHANNEL 17	5
CHANNEL 38	1
CHANNEL 4	9
CHANNEL 41	4
CHANNEL 5	5
CHANNEL 6	3
CHANNEL 8	20
CHANNEL 9	11
CHANNEL KAAK	4
CHANNEL KTVO	1
COLUMBIA	2
FARM STATION	1
FOX NEWS	5
JEFFERSON CITY	1
KCHI 98.5	1
KCMO	1
KLMU	1
KMBC	1
KMOU	3
KTTB	1
KTVO	8
NBC	3
NEWS	1
TV	2
UNSURE	5
WEATHER CHANNEL	1
TOTAL	151

Table 15: Other Media Options for District 2

Response	Number
ALL OF THE ABOVE	2
INTERNET	7
NEWSPAPER	1
ON THE ROAD	6
RADIO	3
SCANNER	1
SIGNS	1
TV	2
TOTAL	23

District 3**Table 16: Print Media Options for District 3**

Response	Number
COURIER POST	1
HANNIBAL	12
JOURNAL	1
KANSAS CITY POST DISPATCH	3
LINCOLN COUNTY JOURNAL	1
MEDIA	2
MEXICO LEDGER	2
MONROE COUNTY APPEAL	1
NEWSPAPER - NO OTHER DETAILS	8
QUINCY HERALD WHIG	2
SALEMS POST	2
SENTINEL	1
ST LOUIS POST	1
VANDAILA READER	1
TOTAL	38

Table 17: Radio Media Options for District 3

Response	Number
92.3	3
93.7	2
94.1	2
94.5	1
94.7	2
95.3	1
95.6	1
95.7	1
96.3	1
96.7	1
97.1	1
97.9	3
100.5	1
102.1	1
102.5	3
104.7	1
105.7	2
105.9	2
106.7	2

106.9	2
107.3	2
730 AM	1
ALL OF THE ABOVE	1
ALL OVER	1
CB RADIO	1
CHANNEL 94 1	1
CHANNEL FOX	1
COUNTRY 96	1
CRAFT	1
FM 901	1
FOX SPORTS	1
HANNIBAL QUINCY	1
KC	5
KEN	1
KFAV	2
KFAZ	1
KFCK	1
KGRC	1
KHMO	2
KHQA	1
KIOX	1
KIRXL	1
KJFM	1
KMAMEM	1
KMEM	6
KMOX	5
KRES	2
KRIS	1
KRXO	1
KSIV	1
KTUF KUSTVILLIE	1
KWRE	2
KWWR	3
KXEO	1
KXZO	1
LOCAL	2
MISC	2
NATIONAL WEATHER STATION	1
QUINCY	1
RADIO	1
SAINT LOIUS	1

SATILITE	1
THE BULL	1
TV	2
UNKNOWN	6
VARIOUS	1
WCOY	1
WEATHER CHANNEL	1
WGEM	3
WIL	1
TOTAL	113

Table 18: TV Media Options for District 3

Response	Number
1660	1
ABC	2
ALL OF THE ABOVE	1
BEWS	1
CHANNEL 10	16
CHANNEL 11	2
CHANNEL 13	6
CHANNEL 17	2
CHANNEL 19	1
CHANNEL 2	27
CHANNEL 3	2
CHANNEL 4	12
CHANNEL 5	13
CHANNEL 7	19
CHANNEL 8	10
CHANNEL 9	1
CHANNEL ANY	1
CHANNEL ATVO	1
CHNL MISC	1
CNN	2
COLUMBIA STATION	1
HISTORY	1
KFSK	1
KHQA	10
KSB	2
LOCAL	5
MSNBC	6
NA	1

NEWS	2
QUINCIE	2
TV	1
UNKNOWN	4
WGEM	4
WGN	1
TOTAL	162

Table 19: Other Media Options for District 3

Response	Number
ALL OF THE ABOVE	5
INTERNET	4
KHUA:TV, 97.9 KISS RADIO	1
ON THE ROAD	4
RADIO AND TV	1
SCANNER	3
SIGNS	2
TELEPHONE HOTLINE	2
TOTAL	22

District 4**Table 20: Print Media Options for District 4**

Response	Number
INDEPENDENCE	1
KANSAS CITY STAR	12
NEWSPAPER - NO OTHER DETAILS	5
TOTAL	18

Table 21: Radio Media Options for District 4

Response	Number
10.33	1
88.5	3
89.3	3
94.1	2
94.9	7
99.3	1
99.9	1
101	3
105.1	1
106.5	2
107	2
107.3	3
710	2
810	2
980	3
ABC	2
ALL OF THE ABOVE	6
CBS	2
CHANNEL 12	1
CHANNEL 4	22
CHANNEL 5	9
CHANNEL 9	15
KCCB	1
KCCV 98	1
KCMO	4
KCR	1
KCUR	4
KDKD	1
KFKF	6
KLJC	1
KLOVE	1

KMBZ 9.80	1
KMZU	1
KPRS	1
KPRT	1
KTGB	1
KUDL	3
LOCAL	6
NBR	1
SEVERAL STATIONS	1
THE FOX	3
UNSURE	9
TOTAL	141

Table 22: TV Media Options for District 4

Response	Number
ABC	3
CBS	3
CHANNEL 10	1
CHANNEL 12 ABC	1
CHANNEL 13	4
CHANNEL 3	1
CHANNEL 3	1
CHANNEL 4	60
CHANNEL 41	3
CHANNEL 459	1
CHANNEL 5	22
CHANNEL 6	1
CHANNEL 9	13
CHANNEL NBC	1
CHANNELS FROM SPRINGFIELD, AND KANSAS CITY	1
CNN	1
CSPAN	1
KC5	1
KCMO	1
KNBC	1
LOCAL	10
NBC	5
NEW	1
PRT	1
TMBZ	1
TV	91
UNKNOWN	5
WDAS	1
TOTAL	236

Table 23: Other Media Options for District 4

Response	Number
ALL OF THE ABOVE	3
BIBLE	1
INTERNET	7
ON THE ROAD	6
SIGNS	2
TOTAL	19

District 5

Table 24: Print Media Options for District 5

Response	Number
AAA MAGAZINE	1
CITY PAPER	1
COUMBIA DIALY TRIB	4
ELDEN ADVERTISING	1
ENTERPRISE	1
JEFFERSON CITY	3
KANSAS CITY STAR	1
LAKESUN LEADER	2
NEWSPAPER - NO OTHER DETAILS	14
SAINT LOUIS POST	1
SEDALA DEMOCRAT	1
BELL BANNER	1
THE BOONEVILLE DAILY	1
THE GAZETTE	1
TIMES HERALD	1
TODAY DEM	1
TOTAL	35

Table 25: Radio Media Options for District 5

Response	Number
13	1
90.7	1
92.3	1
92.7	2
93.5	1
93.9	3
94.3	4
95.1	5
96.1	1
96.7	4
97.1	2
99.3	1
99.3	8
100.1	2
105.7	3
106.1	1
106.1	3
107	1

107.1	1
107.7	1
107.9	1
AM RADIO	1
ARLL	1
CHANNEL 17	1
CHANNEL 8	1
CLEAR 99	5
EAGEL TALK	3
FOLTON STATION KKCA	1
H950	1
KBIA	2
KDO	1
KDRO	4
KFRU	9
KJEL	1
KLIK	1
KMMO	1
KOPM	1
KPLA	1
KPTK	1
KRLL	1
KS 95	3
KSFM	1
KSIS	1
KWF	1
KWOS	1
KWRT	3
LOCAL STATIONS	2
MEXICAN FM	2
MPR 102.3	1
PMR	1
RADIO	2
UNKNOWN	8
WKDRO	1
TOTAL	111

Table 26: TV Media Options for District 5

Response	Number
ABC	3
ALL OF THE ABOVE	3
ANY TV	2
CBS	5
CHANNEL 10	3
CHANNEL 13	24
CHANNEL 17	8
CHANNEL 18	1
CHANNEL 2	1
Channel 205	1
CHANNEL 3	9
CHANNEL 38	2
CHANNEL 4	2
Channel 47	1
CHANNEL 5	4
CHANNEL 56	1
CHANNEL 7	1
CHANNEL 8	15
CHANNEL 9	3
CHANNEL KOMU	1
CHANNEL LOCAL	8
CHANNEL MISC	3
CHANNEL PBS	1
CHANNEL15 KRCG	1
CNN	4
FOX	6
KAOU	1
KCMO	1
KMBC	1
KMO	1
KOMU	4
KRCG	8
KWRT	1
KY3	1
NBC	8
NEWS	3
SPRINGFIELD DAILY	1
WEATHER CHANNEL	1
TOTAL	144

Table 27: Other Media Options for District 5

Response	Number
ALL OF THE ABOVE	3
CB Radio	1
INTERNET	9
NEWSPAPER	2
ON THE ROAD	2
SCANNER	1
SIGNS	3
TELEPHONE HOTLINE	2
TOTAL	23

District 6**Table 28: Print Media Options for District 6**

Response	Number
INDEPENDENT NEWS	1
JEFFERSON COUNTY JOURNAL	1
LOCAL PAPER EUREKA	1
MELLEVILLE COUNTY JOURNAL	1
NEWSPAPER - NO OTHER DETAILS	4
POST	23
STL TODAY NEWSPAPER	1
TOTAL	32

Table 29: Radio Media Options for District 6

Response	Number
90.7	2
92.3	3
93.7	3
95.5	2
96.3	3
97.1	4
97.7	1
98.2	1
98.5	1
98.7	1
100.7	1
102.5	1
103.3	4
104.1	1
104.9	4
105.7	2
106.05	1
106.5	3
107.7	2
183	1
515	1
590	1
1120	2
103 KLOU	1
550 AM	2
ALL CHANNELS	1
AMOX	1

BULL	1
CLEAR 94	1
KAMEL 7	1
KC	2
KMARTR	1
KMJN	1
KMOX	17
KSD	1
KTRS	2
KTU	1
KWMB	1
KWMU	2
KYOS	1
LOCAL	2
MJ107	1
PUBLIC BROADCAST	1
RADIO	2
SAM WORKS	1
SIRIUS	1
TALK RADIO FTRS	1
THE B	1
VARIOUS RADIO STATIONS	8
WIL	9
XM	1
Y98.1	1
TOTAL	111

Table 30: TV Media Options for District 6

Response	Number
590	1
ABC	5
ALL OF THE ABOVE	1
CABLE CHANNEL 99	1
CBS	2
CHANNEL 11	1
CHANNEL 3	1
CHANNEL 4	34
CHANNEL 5	58
CNN	2
Fox 2	54
KFCK	1
KMOV	2
KSCK	2
KSDK	1
LOCAL	4
NBC	9
NEWS	5
VARIOUS TV CHANNELS	9
TOTAL	193

Table 31: Other Media Options for District 6

Response	Number
ALL OF THE ABOVE	3
CALL MODOT	1
CB RADIO	1
INTERNET	9
SIGNS	2
WORK	1
TOTAL	17

District 7

Table 32: Print Media Options for District 7

Response	Number
COUNTY PAPER	1
HUMAN EVENTS	1
JOPLIN GLOBE	26
KANSAS CITY STAR	2
MCDONALD COUNTY	1
MOONETTE TIME	1
NEWSPAPER - NO OTHER DETAILS	12
NONETT TIMES	1
SPRINGFIELD LEADER	2
TOTAL	47

Table 33: Radio Media Options for District 7

Response	Number
10.4	1
14.15	1
92.5	1
93.1	1
93.5	1
94.7	3
95.1	2
95.1	1
95.3	1
95.5	1
96.5	1
96.9	1
97.9	1
99.7	1
102	1
102.5	7
103.5	1
103.9	1
104.1	1
104.3	1
105.1	1
105.2	1
107.7	1
710	1
990	1

1310	1
560 AM	1
ALL OF THE ABOVE	1
BUTLER	1
COUNTRY	1
COW	1
KBTN	1
KDDS	1
KDKD	1
KICKS 104	1
KIX	3
KKOW	1
KMBZ	2
KNEN	1
KOAM	1
KOBC	2
KSN	1
KTTS	2
KWSC	2
KWTO	2
KWTO	1
KY3	1
LOCAL	2
Q104	1
TALK RADIO	1
THE ROCK	1
TV	1
US97	1
VARIOUS RADIO STATIONS	5
TOTAL	75

Table 34: TV Media Options for District 7

Response	Number
ABC	7
ALL OF THE ABOVE	1
AND RADIO(KDKD)	1
CABLE	1
CCN	1
CHANNEL 10	13
CHANNEL 12	14
CHANNEL 14	1
CHANNEL 16	17
CHANNEL 2	1
CHANNEL 3	18
CHANNEL 33	1
CHANNEL 4	7
CHANNEL 5	4
CHANNEL 6 CBS	8
CHANNEL 7	17
CHANNEL 9	2
DEPENDS	1
FOX	7
JOB	1
JOPLIN CHANNELS	1
KCMO	1
KOAM	6
KODE	8
KOLR	8
KOM	1
KSN	3
KTTS	1
KY3	8
LOCAL	8
NBC	6
NEWS	2
PITTSBURG	1
PUBLIC TELEVISION	1
SPRINGFIELD CHANNELS	4
VARIOUS TV CHANNELS	9
TOTAL	191

Table 35: Other Media Options for District 7

Response	Number
ALL OF THE ABOVE	1
BARS	1
CB RADIO	1
HAM RADIO	1
INTERNET	4
ON THE ROAD	4
RADIO AND TV	1
SCANNER	1
SIGNS	5
TELEPHONE HOTLINE	1
TOTAL	20

District 8**Table 36: Print Media Options for District 8**

Response	Number
BUFFALO REFLEX	1
CITY NEWSPAPER	1
DAILY RECORD	1
LEADER	4
LOCAL LEBINON	1
NEWSPAPER - NO OTHER DETAILS	9
SPRINGFIELD	18
THE MOUNTAIN GROVE JOURNAL	1
TOTAL	36

Table 37: Radio Media Options for District 8

Response	Number
56	1
88.3	1
92	1
92.9	4
93.1	1
93.7	1
94.7	6
95.5	2
96.5	3
97.3	2
98.7	1
100.5	2
101.3	1
103.7	1
103.9	1
104.1	2
104.1	4
104.7	3
106	1
106.7	1
107.3	1
107.9	1
1260	1
83.3 WIND	1
92.9 KTTS	1
ALL OF THE ABOVE	1
ATTS	1

CB RADIO	1
CLASIC COUNTRY	1
KGBX	1
KJEL 103.7	3
KJR	1
KSGF 104.1	1
KSGS	1
KSMU	2
KTGF	1
KTLO	1
KTPS	2
KTT	2
KTTF	1
KTTN	1
KTTS	20
KTXR	1
KWSC	1
KWTO	2
LOCAL	3
Q102	1
SIRIUS SATELLITE	1
SKTTS	1
SPORTS	1
T V NEWS	1
UNKNOWN	3
US 97	1
TOTAL	101

Table 38: TV Media Options for District 8

Response	Number
ABC	5
CBC	6
CHANNEL 63	1
CHANNEL MISC	1
CHANNEL 10	28
CHANNEL 12	3
CHANNEL 27	3
CHANNEL 2KY3	1
CHANNEL 3	57
CHANNEL 33	6
CHANNEL 4	3
CHANNEL 5	3
CHANNEL KY3	32
CHANNEL KYD	1
LOCAL CHANNELS	8
CHANNEL NBC	1
CNBC	2
CNN	2
FOX	6
KN3	1
KSGS	1
KT3	1
KTTS	1
KYTV	1
NBC	9
NEWS	4
NONE	5
PBS	1
VARIOUS TV CHANNELS	2
WEATHER CHANNEL	1
TOTAL	196

Table 39: Other Media Options for District 8

Response	Number
ALL OF THE ABOVE	3
CB RADIO	1
INTERNET	7
ON THE ROAD	1
SIGNS	3
TOTAL	15

District 9**Table 40: Print Media Options for District 9**

Response	Number
CNN	1
CURRENT WAVE	2
DAILY GUIDE	2
NEWSPAPER - NO OTHER DETAILS	6
NOT SURE	1
POST DISPATCH	1
PROSPECT NEWS	1
SAINT LOUIS POST DISPATCH	2
SPRINGFIELD	4
STEELVILLE STAR	1
SUMMERSVILLE BEACON	1
THE DAILY JOURNAL	1
THE SALEM NEWS	1
TRENT	1
WEST PLAINS DAILY QUILL	1
TOTAL	26

Table 41: Radio Media Options for District 9

Response	Number
5	1
89.1	1
94.7	1
95.1	6
97.4	1
98.5	1
99.3	2
99.7	1
101	1
102.5	2
104.9	1
105.3	5
106.9	1
107.1	1
107.5	1
107.7	3
100.9 SULLIVAN	1
102.5 (KDY)	1
92.1 SPIRIT FM	1

BASIC	1
BOTH TV AND RADIO	1
BULL	1
CB	2
CLEAR94	1
COUNTRY 99.9	1
FROGGY 98 RADIO	1
J98	3
K COUNTRY 95 FHAYER	3
KALM	1
KFVD	2
KJPW	4
KJTW	2
KKDY	2
KKTW	1
KMOS	1
KMOX	1
KTTR	3
KTTS	1
KTUI	1
KUMR	1
KWBM	1
KZNN	2
LOCAL	5
OUT OF MOUNTAIN VIEW MO	1
Q94 FM	1
SIRUS	1
SPIRITFM	1
ST ROBERTS	1
STATION 98.9	1
THE SOURCE 97.9	1
VARIOUS STATIONS	4
WIL 92 FM	1
TOTAL	86

Table 42: TV Media Options for District 9

Response	Number
ABC	5
ALL OF THE ABOVE	1
ALL OVER	1
CBS	4
CHANNEL 10	15
CHANNEL 11	2
CHANNEL 12	5
CHANNEL 13	3
CHANNEL 15	1
CHANNEL 16	2
CHANNEL 17	1
CHANNEL 2	14
CHANNEL 3	49
CHANNEL 33	1
CHANNEL 4	16
CHANNEL 5	7
CHANNEL 8	2
CHANNEL KSVS	1
CNN	2
ESPN	1
FOX	6
KFVS	3
KMOB	1
KRCG	1
KSBK	1
KSES	1
KW3	1
LOCAL	5
MSNBC	6
NA	1
SPRINGFIELD NEWS	1
SPRINGFIELD 3, NBC	1
ST LOUIS	1
ST LOUIS CHANNEL 4	1
VARIOUS TV CHANNELS	4
TOTAL	167

Table 43: Other Media Options for District 9

Response	Number
ALL OF THE ABOVE	1
INTERNET	8
ON THE ROAD	5
RADIO AND TV	2
SCANNER	1
SIGNS	3
THROUGH THE MAIL	1
TOTAL	21

District 10**Table 44: Print Media Options for District 10**

Response	Number
COUNTY COMISSIONER AND MODOT MAILS THEM INFORMATION	1
DAILY AMERICAN REPUBLIC	5
DAILY DUMPLIN DEMOCRAT	1
DAILY STANDARD	1
FOX DAILY	1
NEWSPAPER - NO OTHER DETAILS	8
POST DISPATCH	1
READERS DIGEST	1
SOUTHEAST MISSOURIAN	10
ST FRANCES COUNTY DAILY JOURNAL	1
ST GENEVIVE HEROLD	1
STANDARD DEMOCRAT	1
SYKSTO	1
TOTAL	33

Table 45: Radio Media Options for District 10

Response	Number
90.3	1
93.9	1
94.5	1
94.7	1
95.5	4
102.9	1
103	1
104.9	1
105	1
106	1
106.1	1
107.5	1
550	1
100.7,98.1,97.1	1
102.5 J98	1
93.7 THE BULL	1
930 AM	1
960 OR K103	2
CHANNEL 2	1
CHANNEL 4	1
CLEAR 94	1

J98	1
K103	2
KARI	1
KBBC 93.1	1
KBOA	1
KCRV	1
KKLR	1
KLOU	1
KMOX	3
KRCU	2
KSJM	2
KTJJ	2
KYLS	2
KZIM	4
LOCAL	2
NONE	1
STORM 97.5	1
THE BULL	1
TV AND RADIO	1
VARIOUS RADIO STATIONS	11
WIL	1
TOTAL	67

Table 46: TV Media Options for District 10

Response	Number
BBS	1
CBS	18
CHANNEL 12	59
CHANNEL 120	1
CHANNEL 13	1
CHANNEL 15	2
CHANNEL 17	1
CHANNEL 2	6
CHANNEL 23	1
CHANNEL 4	17
CHANNEL 44	2
CHANNEL 5	11
CHANNEL 7	5
CHANNEL 8	2
CHANNEL CNN	1
CHANNEL KFES	1

CHANNEL KFS 12	1
CHANNEL KFVS	1
CHANNEL KFZS	1
CHANNEL KSD 4	1
CHANNEL LOCAL NEWS	1
CMT	1
CNN	3
COURT	1
FOX	4
KBS	1
KEFSTV	1
KFBS	5
KFDS	6
KFES	1
KFVF	1
KFVS	9
KFZS	1
KSBS 12	2
KSCS	1
KSDS 12	2
KSF12	1
KSVS	3
KSZ12	1
KXOP	1
LOCAL	7
NBC	4
NONE	2
REPUBLIC MONITOR	1
VARIOUS TV CHANNELS	3
WEATHER CHANNEL	1
TOTAL	197

Table 47: Other Media Options for District 10

Response	Number
AAA	1
ALL ABOVE AND THE INTERNET	1
INTERNET	8
NEWSPAPER	1
ON THE ROAD	2
SIGNS	4
TV AND NEWSPAPER	1
WORK	1
TOTAL	19



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