



**Your Safety • Your Mobility
Your Economic Opportunity**

RP 260

Idaho Transportation Department 2016 Customer Communication Survey

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<u>LENGTH</u>					<u>LENGTH</u>				
in	inches	25.4		mm	mm	millimeters	0.039	inches	in
ft	feet	0.3048		m	m	meters	3.28	feet	ft
yd	yards	0.914		m	m	meters	1.09	yards	yd
mi	Miles (statute)	1.61		km	km	kilometers	0.621	Miles (statute)	mi
<u>AREA</u>					<u>AREA</u>				
in ²	square inches	645.2	millimeters squared	cm ²	mm ²	millimeters squared	0.0016	square inches	in ²
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mi ²	square miles	2.59	kilometers squared	km ²	ha	hectares (10,000 m ²)	2.471	acres	ac
ac	acres	0.4046	hectares	ha					
<u>MASS (weight)</u>					<u>MASS (weight)</u>				
oz	Ounces (avdp)	28.35	grams	g	g	grams	0.0353	Ounces (avdp)	oz
lb	Pounds (avdp)	0.454	kilograms	kg	kg	kilograms	2.205	Pounds (avdp)	lb
T	Short tons (2000 lb)	0.907	megagrams	mg	mg	megagrams (1000 kg)	1.103	short tons	T
<u>VOLUME</u>					<u>VOLUME</u>				
fl oz	fluid ounces (US)	29.57	milliliters	mL	mL	milliliters	0.034	fluid ounces (US)	fl oz
gal	Gallons (liq)	3.785	liters	liters	liters	liters	0.264	Gallons (liq)	gal
ft ³	cubic feet	0.0283	meters cubed	m ³	m ³	meters cubed	35.315	cubic feet	ft ³
yd ³	cubic yards	0.765	meters cubed	m ³	m ³	meters cubed	1.308	cubic yards	yd ³
Note: Volumes greater than 1000 L shall be shown in m ³									
<u>TEMPERATURE (exact)</u>					<u>TEMPERATURE (exact)</u>				
°F	Fahrenheit temperature	5/9 (°F-32)	Celsius temperature	°C	°C	Celsius temperature	9/5 °C+32	Fahrenheit temperature	°F
<u>ILLUMINATION</u>					<u>ILLUMINATION</u>				
fc	Foot-candles	10.76	lux	lx	lx	lux	0.0929	foot-candles	fc
fl	foot-lamberts	3.426	candela/m ²	cd/cm ²	lx	cd/cm ²	0.2919	foot-lamberts	fl
<u>FORCE and PRESSURE or STRESS</u>					<u>FORCE and PRESSURE or STRESS</u>				
lbf	pound-force	4.45	newtons	N	N	newtons	0.225	pound-force	lbf
psi	pound-force per square inch	6.89	kilopascals	kPa	kPa	kilopascals	0.145	pound-force per square inch	psi

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Each research project is overseen by a technical advisory committee (TAC), which is led by an ITD project sponsor and project manager. The Technical Advisory Committee (TAC) is responsible for monitoring project progress, reviewing deliverables, ensuring that study objectives are met, and facilitating implementation of research recommendations, as appropriate. ITD’s Research Program Manager appreciates the work of the following TAC members in guiding this research study.

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Executive Summary

Statewide Results

Communication plays a critical role in achieving Idaho Transportation Department's (ITD) strategic goals of safety, mobility and economic opportunity and determining the effectiveness of ITD services. Collecting customer feedback can help to and identify areas where communication efforts are either meeting or falling below expectations. As a part of this effort to strengthen communication, ITD contracted with the University of Idaho's Social Science Research Unit (SSRU) for a telephone survey of a representative sample of 1,149 Idaho residents. Whereas the 2009 and 2011 surveys addressed general customer satisfaction with ITD services, the 2016 study focuses exclusively on Idahoans' expectations regarding communication and what messages, modes of communication, and strategies meet or exceed these expectations. In addition, this study also identifies areas for improvement and tracks changes over time.

Public Involvement and Planning

Several questions on the survey focused on Idahoans' engagement in the planning process for state highway projects. Generally, public awareness of opportunities to provide input appears low and a small percentage participated in providing input. Preferences for receiving information about highway projects and for providing input in the planning stages of projects are quite varied. Several key findings include:

- About one out of five respondents reported they had seen or heard messages about opportunities to provide input on state highway projects in Idaho in the last year. However, only 5 percent (a decrease from 17 percent in 2011) of respondents actually provided input, mostly through commenting at a public meeting.
- Idahoans' preferences for receiving updates during the planning process are quite varied. Notably, over 40 percent of respondents identified newsletters or brochures as one of their top three preferences, with 20 percent identifying it as their first preference.
- Idahoans' preferences of modes to provide input in project planning are also diverse. Over 40 percent of respondents preferred submitting comments to a website or smart phone app, email, direct mail/return reply card, telephone call/survey, and participating as part of a local advocacy group within their top three preferences.

511 Traveler Information Services

The survey also included questions about Idahoans' experiences with ITD's 511 Traveler Information Services. Respondents' preferences for receiving 511 information in the future was quite diverse. As in

previous years, there was moderate awareness of 511 services among Idahoans. In the same way, use of 511 services has stayed relatively constant and most respondents continue to report that services are easy to use. Several key findings include:

- About half (48 percent) of respondents were aware of 511 Traveler Information Services prior to the survey. Of those who were unaware of the service, 70 percent are “likely” or “very likely” to use the service in the future.
- Approximately one third (32 percent) of respondents have used the 511 Traveler Information Services in the last year.
- The most common way respondents used the service was the 511 full website (64 percent).
- The majority (93 percent) of 511 service users find the service “very” or “somewhat” easy.
- 77 percent of those who accessed the service in the last year said they changed their travel plans because of information received from 511. The most common change made was altering departure time (53 percent).
- Respondents’ preferences for receiving 511 information were quite varied. Over 40 percent of respondents identified the 511 telephone service in their top three preferences and 23 percent selected this mode as their first preference.

Communication

Several questions on the survey focused on general communications that the public receives from ITD. Idaho residents have received communication from the department through a variety of channels, including television, newspapers, electronic signs and reader boards, the department’s website, and social media. Likewise, respondents’ preferred methods of receiving information about ITD’s activities and services varied. Several key findings include:

- 67 percent of respondents currently receive information about ITD’s activities and services through electronic signs and reader boards along the highway. Almost all (92 percent) of respondents prefer to receive information about ITD’s activities and services through this mode.
- Generally, older respondents preferred communication through television, newspaper, and electronic signs/reader boards while younger populations leaned towards internet, social media websites, and radio.
- One third of those surveyed have used the ITD website in the past year, and almost all reported that the website was “very” or “somewhat” easy to use.
- The most common reasons Idahoans access the ITD website are to check driving or road conditions (66 percent), and driver licensing and vehicle titling and registration (46%).
- Though 90 percent of Idahoans do not currently receive information via social media, all survey respondents identified Facebook as one of their top three platforms and 79 percent selected it as their top method.
- Other social media platforms most commonly preferred included YouTube, Instagram, and Twitter.

Performance Goals and Strategies

The final section of the survey focused on Idahoans' perceptions of ITD's overall performance and priorities. Key findings include:

- Only 10 percent of Idahoans have seen or heard ITD's mission statement in the past two years.
- 20 percent of respondents have heard or seen ITD's message about improving efficiency by being innovative and using continuous improvement strategies.
- Of those who have seen or heard ITD's message about improving efficiency, 38 percent encountered the message on television.
- Almost all Idahoans (92 percent) identified driving as their preferred mode of travel.
- 89 percent of respondents feel that the Idaho Transportation Department supports their preferred way to travel.
- About one-quarter (28 percent) of Idahoans have received information about ITD projects and issues in the last year.
- Of those who received information about projects and issues in the last year, the majority (66 percent) are "very" or "somewhat" satisfied with the information they received.

Recommendations

Awareness of opportunities to provide input and participation during the transportation planning process is low. Increased messaging regarding where and how to provide input would benefit the department. Of those who have provided input, yearly trends indicate a shift from traditional modes of input (e.g. public meetings, telephone survey, and mail) to web. Considering the variety of ways Idahoans prefer for sending and receiving information during the planning process, a multi-platform approach may be best. Such an approach can allow the department to use modes that are preferred by residents of each district and take into account community characteristics that influence how customers engage with the department.

511 services are easy to use and have an impact on Idaho drivers. Therefore, ITD should work to increase awareness of these services, especially 511 telephone services. Increased awareness is likely to increase usage. In order to better understand what features and factors impact Idahoans' use of the various modes to receive 511 updates, focus groups are highly recommended.

Idaho residents receive communication through a variety of methods. ITD should continue to bolster usage of electronic signs or reader boards, as well as other methods. Communication via social media was low, therefore it would be beneficial to increase ITD's presence on social media, especially via Facebook, but also other platforms. By conducting focus groups in each district, ITD can get input on what information residents think should be communicated via different modes. The resulting data can also provide valuable insight into how to tailor communications to Idahoans' diversity.

Awareness of ITD's mission statement and priorities is also low. Efforts to increase awareness of ITD's mission statement and priorities are needed. The most common mode for communication of this

information is through television. The modes through which this message is being distributed could be diversified. Though Idahoans are not aware of ITDs messages related to their mission and priorities, Idahoans generally feel positively about mobility, specifically that ITD supports their preferred ways of travel (mostly driving).

To reiterate, we recommend the following courses of action:

- Conduct focus groups in key regions to understand how district characteristics impact customer preferences for communication.
- Create a variety of modes of communication and allow districts to identify what modes function best for their region.
- Create an online community board to publicize department initiatives, receive public input, and engage with the public.
- Publicize opportunities to engage with the department via social media platforms such as Facebook and Twitter.

District 1

Among respondents from District 1, only 13 percent have seen or heard messages about providing input in the last year (the lowest among all districts). The most preferred methods for receiving information during the planning process are public meetings and/or open houses, and newsletters and brochures (both 21 percent). Over half of respondents selected public meetings and/or open houses, newsletters and brochures, and emails within their top three preferences. The most preferred way for providing input during the planning process is a telephone call or survey (21 percent). Half or more of respondents selected smart phone apps and a local advocacy group within their top three preferences.

Only twenty-nine percent were aware of the 511 traveler information services prior to the survey (lowest by a sizeable margin). The method of accessing 511 services and ease of use are similar to state results. However, only 21 percent of respondents have used the 511 traveler information services in the past year (the lowest of all districts). More respondents in District 1 (85 percent) than the state overall have changed their travel plans based on the information received from the 511 traveler information services (among the highest districts). The most preferred methods for receiving information from the 511 are through the 511 telephone service (24 percent) and television or public access station (22 percent). Over half of respondents selected 511 telephone service (65 percent), mobile phone app (55 percent) and social networking sites (55 percent) within their top three preferences.

Respondents currently receive communication about ITD activities and services through a variety of methods. Similarly to statewide results, electronic signs and reader boards are the most common source of communication (75 percent) in District 1. The most commonly preferred methods for receiving information are television (78 percent), the 511 traveler information system, (71 percent), internet (68 percent), and radio (67 percent). Use of ITD's website is slightly lower in District 1 (26 percent) than it was for the state as a whole. Respondents' experiences and preferences for communication via social media is similar to that of Idaho overall, with more respondents (39 percent) selecting Snapchat in their top three platform preferences.

District 1 results related to ITD's overall performance and priorities are similar to those for the state. Generally, respondents were unaware of ITD's mission statement and priorities. Respondents prefer driving as a mode of transportation. Almost all respondents feel ITD supports their preferred way of travel. Most respondents have not received information from ITD about transportation projects and issues.

Recommendations for communication modes and strategies in District 1 are similar to those of the state. However, based on the results in the district analyses, a few recommendations can be modified for this region. Public meetings and/or open houses and newsletters or brochures should be utilized as a way to provide updates during the planning process of projects. When seeking input on planning, ITD should consider utilizing telephone surveys, smart phone apps, and partnering with local advocacy groups. Although awareness and use of 511 traveler information services was lower for District 1 than for the state as a whole, a larger share of respondents changed their plans based on the information

they received. It is recommended that ITD provide 511 information to residents in District 1 through the 511 telephone service, television or public access station, mobile phone apps, and social networking sites. When communicating information about ITD activities and services, ITD should utilize electronic signs and reader boards as well as television, 511 services, internet, and radio.

District 2

District 2 results for awareness and participation in providing input to ITD are similar to the statewide results. The most preferred methods for receiving information during the planning process are email (23 percent), newsletters or brochures (22 percent), and public meetings and/or open houses. Half or more of respondents selected public meetings and/or open houses (55 percent), smart phone apps (54 percent), and newsletters brochures (50 percent) within their top three preferences. The most preferred way for providing input during the planning process are direct mail/return reply card (24 percent), email (21 percent), and public meetings (17 percent). Almost half (48 percent) of respondents identified submitting comments to a website or smart phone apps within their top three preferences.

Awareness and usage of 511 traveler information services in District 2 was similar to the statewide results, with a slightly higher proportion using the 511 full website (74 percent). This proportion is among the highest for districts. Similarly, a higher proportion (83 percent) of District 2 respondents have changed their plans based on information they received from 511 services. The most preferred methods for receiving information from the 511 traveler information services are social networking sites (23 percent) and the 511 telephone service (20 percent). Over half of respondents selected television or public access station (59 percent), social networking sites (56 percent), 511 telephone service (55 percent), and mobile phone app (55 percent) within their top three preferences.

District 2 residents currently receive communication about ITD activities and services through a variety of methods. However, consistent with state results, electronic signs and reader boards are the most common source (61 percent). Aside from electronic signs or reader boards (93 percent), the most commonly preferred methods for receiving information are radio (76 percent), 511 traveler information system (68 percent), newspaper (68 percent), and television (66 percent). Slightly more respondents in District 2 have used the ITD website (38 percent) compared to the state. Similarly, a larger proportion of respondents reported accessing the site for driving or road conditions (74 percent). District 2 respondents' experiences and preferences for communication via social media are similar to that of Idaho overall, though more respondents (36 percent) in District 2 selected Snapchat in their top three platform preferences.

District 2 results related to ITD's overall performance and priorities are similar to statewide results. Generally, respondents were unaware of ITD's mission statement and priorities. Respondents preferred driving as a mode of transportation. Almost all respondents felt ITD supports their preferred way of travel. Most respondents had not received information from ITD about transportation projects and issues.

Based on the district analyses, several state recommendations should be modified for District 2. When providing District 2 residents with updates regarding the planning process, ITD should utilize email, newsletters or brochures, public meetings and/or open houses, as well as smart phone apps. Direct mail/return reply card, email, public meetings, comments to a website or smart phone apps should be used when seeking input from the public during the planning process. ITD should provide District 2 drivers with 511 information through social networking sites, television or public access station, and mobile phone app. With regard to ITD activities and services in District 2, radio, 511 traveler information system, newspaper, and television may be the most effective methods of communications. Additionally, the department should pursue Snapchat in addition to other social media platforms as a method of communication.

District 3

Compared to the statewide results, a slightly higher proportion (26 percent) of respondents from District 3 have seen or heard messages about providing input during the planning process of a project. However, as in other areas of the state, a small proportion have provided input (7 percent). The most preferred method for receiving information during the planning process is maps, pictures or graphics (22 percent). Half or more of respondents selected websites (56 percent), maps, pictures, or graphics (53 percent), smart phone apps (52 percent), and newsletters or brochures (51 percent) within their top three preferences. The most preferred methods for providing input during the planning process are direct mail/return reply card (18 percent), email (17 percent), and as a part of a local advocacy group (17 percent).

In District 3, 58 percent of respondents (second highest proportion) were aware of 511 traveler information services prior to the survey. District 3's results related to use of 511 services are similar to that of the state. However, a smaller proportion of respondents in this district (70 percent) reported changing plans based on the information received from 511 services. The most preferred methods for receiving information from the 511 traveler information services are the 511 telephone service (27 percent) and social networking sites (23 percent). Over half of respondents identified the 511 telephone service (58 percent), social networking sites (55 percent), television or public access station (51 percent) and the 511 website (50 percent) within their top three preferences.

Idahoans in District 3 currently receive communication about ITD activities and services through a variety of methods. However, consistent with state results, electronic signs and reader boards are the most common method of communication (65 percent). Aside from electronic signs or reader boards (91 percent), the most commonly preferred methods for receiving information are internet (75 percent), radio (72 percent), the 511 traveler information system (67 percent), and television (64 percent). Compared to the state overall, more respondents in District 3 have used the ITD website (40 percent). However, reasons for accessing the website and perceptions of ease of use are similar to the statewide results. District 3 respondents' experiences and preferences for communication via social media are similar to that of Idaho overall.

District 3 results related to ITD's overall performance and priorities are similar to those for the state. Generally, respondents were unaware of ITD's mission statement and priorities. Respondents prefer driving as a mode of transportation. Almost all respondents feel ITD supports their preferred way of travel. One notable difference for District 3 results compared to those of the state is that more respondents (36 percent) have received information from ITD about transportation projects and issues.

Based on the district analyses, several recommendations provided for the state should be modified for this region. When providing planning updates in District 3, ITD should use maps, pictures or graphics, websites, smart phone apps, and newsletters or brochures. Direct mail/return reply card and emails should be used, as well as partnering with local advocacy groups when soliciting input during the planning process. Although awareness of the 511 traveler information system was high in District 3, higher levels of use and impact were not reported. It may be useful to streamline messaging in District 3 to clarify the services provided and the impact they may have on potential users. ITD should provide 511 information through the 511 telephone service, social networking sites, television or public access station and the 511 website. When providing information related to ITD activities and services ITD should utilize the internet, radio, the 511 traveler information system, and television.

District 4

Compared to the overall survey results, a higher proportion (31 percent) of respondents in District 4 had seen or heard messages about providing input to ITD during the planning stages of a project. Similarly to statewide results, only 4 percent said they provided input in the past year. The most preferred methods for receiving information during the planning process are email (22 percent), newsletter or brochures (21 percent), and public meetings and/or open houses (21 percent). A majority (66 percent) of respondents selected newsletters or brochures in their top three preferences. The most preferred method for providing input during planning is a direct mail/return reply card (20 percent).

Awareness and usage of 511 traveler information services in District 4 are similar to that of the rest of the state, with a slightly higher proportion using the service in the past year (39 percent). District 4 results related to mode, ease, and impact of use of the 511 traveler information system are consistent with statewide results. A slightly higher proportion (66 percent) reported altering their travel route based on information from the 511 service. The most preferred methods for receiving information from the 511 traveler information services are the 511 website (21 percent), mobile phone app (19 percent), 511 telephone service (18 percent), and social networking sites (18 percent). Over half of respondents identified television or public access station (59 percent) and mobile phone app (57 percent) within their top three preferences.

District 4 residents currently receive communication about ITD activities and services through a variety of methods. Consistent with statewide results, electronic signs and reader boards are the most common method of communication (70 percent). Ninety-one percent selected electronic signs and reader boards as the most preferred method for receiving information ITD activities and services. Other preferred modes include television (78 percent), radio (70 percent), and the 511 traveler information system (68

percent). ITD website use and preferences for communication via social media in District 4 are similar to statewide results.

District 4 results related to ITD's overall performance and priorities are similar to those for the state. Generally, respondents were unaware of ITD's mission statement and priorities. Respondents prefer driving as a mode of transportation. Almost all respondents feel ITD supports their preferred way of travel. Most respondents have not received information from ITD about transportation projects and issues.

Based on the district analysis, several recommendations provided for the state should be modified for this district. When providing planning updates in District 4, ITD should utilize email, newsletter or brochures, public meetings and/or open houses. The best method to seek input from residents in this district is through a direct mail/return reply card. With regards to 511 services, ITD should provide 511 information through the 511 website, mobile phone app, 511 telephone service, social networking sites, as well as television or public access station. When communicating about ITD activities and services in District 4, ITD should utilize television, radio and the 511 traveler information system in addition to electronic signs and reader boards.

District 5

Compared to statewide results, a smaller proportion of residents (15 percent) had seen or heard messages about providing input during the planning process. However, a similar proportion have actually provided input. The most preferred method for receiving information during the planning process is through newsletters and brochures (28 percent). Over half of respondents selected newsletters and brochures (67 percent), email (58 percent), and public meetings and/or open houses (51 percent) in their top three preferences. The most preferred methods for providing input during the planning process are telephone call/survey (19 percent) and submitting comments to a website or smart phone apps (17 percent).

District 5 had the highest proportion (59 percent) of respondents aware of 511 traveler information services prior to the survey. Overall usage and impact of the service are similar to that of the state. However, a slightly higher proportion reported using the 511 full website (75 percent). This proportion is the highest among districts. The most preferred methods for receiving information from the 511 traveler information services in district 5 are social network sites (21 percent), and email/text alerts (20 percent). Over half of respondents identified television or public access station (67 percent), the 511 telephone service (58 percent), and social networking sites (51 percent) within their top three preferences.

Respondents currently receive communication about ITD activities and services through a variety of methods. Similar to state results, electronic signs and reader boards are the most common method of communication (63 percent). In addition to electronic signs or reader boards (94 percent), the most commonly preferred methods for receiving information ITD activities and services are radio (74

percent), television (73 percent), internet (70 percent), and the 511 traveler information system (69 percent). ITD website usage and experiences and preferences for communication via social media in District 5 are similar to those of Idaho overall.

District 5 results related to ITD's overall performance and priorities are similar to those for the state. Generally, respondents were unaware of ITD's mission statement and priorities. Respondents prefer driving as a mode of transportation. However, compared to the state, a slightly higher proportion of respondents (16 percent) in District 5 are aware of ITD's mission statement. Almost all respondents feel ITD supports their preferred way of travel. Most respondents have not received information from ITD about transportation projects and issues.

Based on district analyses several statewide recommendations should be modified for District 5. Newsletters and brochures, email, and public meetings and/or open houses should be utilized as a way to provide updates during the planning process of projects. When seeking input on planning from the district ITD should consider utilizing telephone call/survey, and submitting comments to a website or smart phone apps. It is recommended that ITD increase provide 511 information through social networking sites, email/text alerts, television or public access station, and the 511 telephone service. When communicating information about ITD activities and services, ITD should utilize radio, television, internet, and the 511 traveler information system.

District 6

District 6 results for awareness and participation during the planning process are similar to Idaho overall. The most preferred methods for receiving information during the planning process are newsletters/brochures and smart phone apps (both 20 percent). Over half of respondents selected public meetings and/or open houses (59 percent), email (56 percent), and newsletters or brochures (52 percent) within their top three preferences. While there was no clear first preference for providing input during the planning process, one third of respondents selected public meetings (36 percent) within their top two preferences, and over half of respondents selected participating through a local advocacy group (55 percent) in their top three preferences.

Awareness and usage of 511 traveler information services in District 6 are similar to that of the state, with a slightly higher proportion using the service in the past year (39 percent). District 6 results related to mode, ease, and impact of use of the 511 traveler information system are consistent with state results with a slightly higher proportion of respondents using the 511 phone line (50 percent) and altering their travel route based on information from the service (53 percent). The most preferred methods for receiving information from the 511 traveler information services are email/text alerts (23 percent) and the 511 telephone service (21 percent). Over half of respondents identified television or public access station (57 percent), the 511 telephone service (54 percent), and email/text alerts (54 percent) within their top three preferences.

District 6 residents currently receive communication about ITD activities and services through a variety of methods. Similar to state results, electronic signs and reader boards are the most common method of communication (55 percent). Additionally, the most commonly preferred methods for receiving information are the internet (82 percent), 511 traveler information system (72 percent), radio (68 percent), and television (62 percent). District 6 results related to ITD website usage, and experiences/preferences for communication via social media are similar to results for the state.

District 6 results related to ITD's overall performance and priorities are similar to those for the state. Generally, respondents were unaware of ITD's mission statement and priorities. Respondents prefer driving as a mode of transportation. Almost all respondents feel ITD supports their preferred way of travel. Most respondents have not received information from ITD about transportation projects and issues.

Based on the district analyses, several recommendations provided for the state should be modified for District 6. When providing district residents with updates regarding the planning process, ITD should utilize newsletters/brochures, smart phone apps, public meetings and/or open houses, and email. Public meetings and a local advocacy group should be used when seeking input from the public during the planning process. In District 6, ITD should provide 511 information through email/text alerts, the 511 telephone service and television or public access stations. In addition to electronic signs and reader boards, the internet, 511 traveler information system, radio, and television should be used to communicate ITD activities and services in District 6.

Chapter 1

Introduction to Study

The Social Science Research Unit (SSRU) at the University of Idaho was contracted by the Idaho Transportation Department (ITD) to conduct the annual public awareness survey. This study was requested by ITD's Office of Communications and serves as a follow up to similar studies conducted in 2009 and 2011. This research interest grew out of the ITD's strategic planning efforts which identified communication as a critical tool for achieving strategic goals. The purpose of this survey was to assess the public's engagement with the ITD and how they interact with the department for their needs.

The survey instrument was modified from prior surveys to focus exclusively on how ITD communicates with Idahoans and the ways in which the general public engages with the department. The survey was divided into several sections each of which focused on public involvement in project planning, use of 511 Traveler Information Services, preferences for receiving communications from ITD, use of social media, and awareness of ITD's larger mission and priorities.

Methodology

Data Collection

This study used a statewide telephone survey methodology. Two frames of telephone numbers were used: a random sample of household landlines (n = 2,850) and a random-digit dial sample of wireless telephone numbers with an Idaho area code (n = 5,150). Both samples were stratified by ITD district to achieve roughly equal numbers of respondents in the six districts for comparative purposes, with the exception of District 3, which contains most of the population. The sample size was slightly larger for District 3 than other districts. On average, the survey took 17 minutes to complete. The study was reviewed by the University of Idaho's Institutional Review Board and verified as meeting human subjects' research criteria under federal regulations and university policy.

All SSRU telephone interviewers received training in proper telephone interviewing, phone etiquette, and the use of Computer Assisted Telephone Interviewing (CATI) software. In addition, interviewers received training specific to the survey, including the kinds of questions respondents may have regarding the study and how to code specific types of responses. Each interviewer was required to complete an online National Institutes of Health training course in human subject research, including confidentiality rules and regulations. Interviewers were monitored during each calling session by trained supervisors. Data was collected on WinCati¹, a computer assisted telephone interviewing system, and analyzed using SAS².

¹ WinCati, Version 6.0. 2015. Sawtooth Technologies, Inc. Northbrook, IL.

² SAS, Version 9.4. 2012. SAS Institute, Cary, NC.

To increase the telephone survey response rate, a pre-calling postcard was sent to all landline respondents prior to the telephone calls (9 August 2016). The postcard stated the purpose of the survey, that the SSRU would be contacting the household within the next week, and provided a toll-free number to call the SSRU if they had any questions or concerns regarding the study. Calls began August 16, 2016 and continued until November 11, 2016. Each number in the sample was called at least eight times and up to eleven times in attempt to complete an interview. Interviewers made calls during the work week in the mornings, afternoons, evenings, as well as on Saturdays 10:00 a.m. – 2:00 p.m. PST in an attempt to reach as many potential respondents for this project as possible. The SSRU employed one Spanish-language speaking interviewer. Spanish calls began on September 14, 2016 through the end of the survey, November 11, 2016. Sixteen surveys were conducted in Spanish.

The final sample included 510 completed interviews from the wireless frame and 639 interviews from the landline frame. The final response rate for the two frames combined is 26.5 percent.

Data Analysis

Weighted frequencies, percentages, standard errors, and regression models are provided using the SAS statistical software package. The margin of sampling error varies slightly by the number of respondents for an individual question, but is at or below 3.0 percent for questions asked of all respondents at the statewide level. It is important to note again that two weights were created: 1) statewide weights, 2) district weights. Statewide weights utilized state auxiliary variables to ensure representativeness of the sample to the state. This weight was applied for all statewide estimates. District weights used auxiliary variables at each district level to ensure representativeness of each district sample to the district population. These weights are used in district level estimates only.

Chapter 2

Public Involvement and Planning

This section of the survey focused on Idahoans’ engagement in the planning process of state highway projects. Survey respondents were asked about their awareness of messages, about providing their input to the ITD, whether or not they have provided input to ITD in the last year, how they provided input, preferences for receiving information about highway projects, and preferences for providing input in the planning stages of projects. ITD projects require public input for three specific areas: for environmental documents such as Environmental Assessments, Environmental Impact Surveys, and corridor studies. Since 2007, ITD has completed 14 assessments and eight impact surveys statewide. General construction information is only circulated within a project area in order to target the most users.

Statewide Results

Awareness of Messages about Providing Input

Nearly 21 percent of survey respondents said they had seen or heard messages about providing input to the ITD on state highway projects in the past year. Approximately 77 percent of respondents, however, had not seen or heard messages from the ITD about providing input. Only a small portion (2 percent) said that they didn’t know (Figure 1).

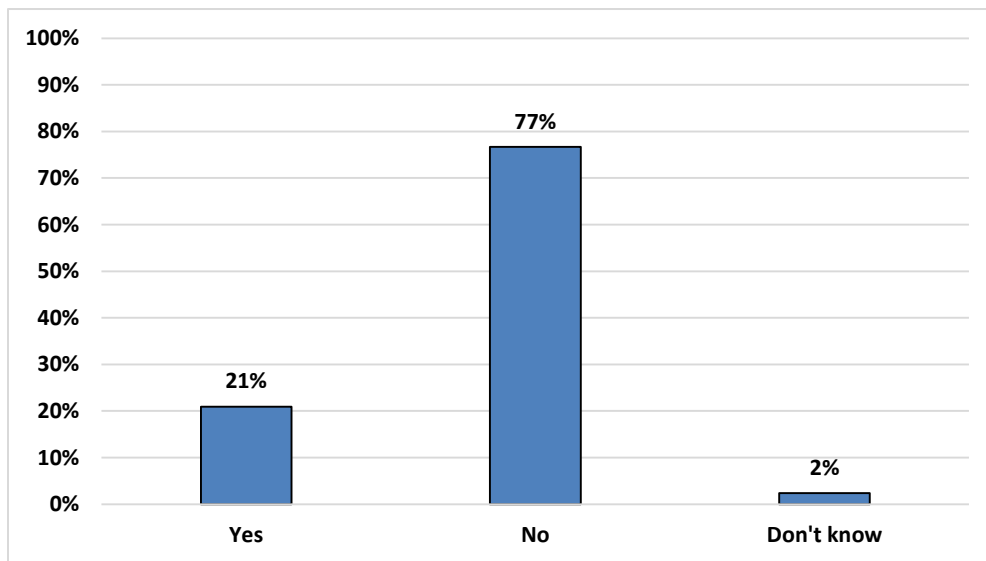


Figure 1. Awareness of Messages about Providing Input on State Highway Projects

Providing Input during Planning Process

Overall, about 5 percent of respondents said that they had provided input to ITD in the last year (Figure 2). Comparatively, 17 percent of surveyed respondents in 2011 said that they had provided input to ITD during the planning process. However, it is important to note that in 2011 respondents were asked if they had *ever* provided input as opposed to just in the last year.

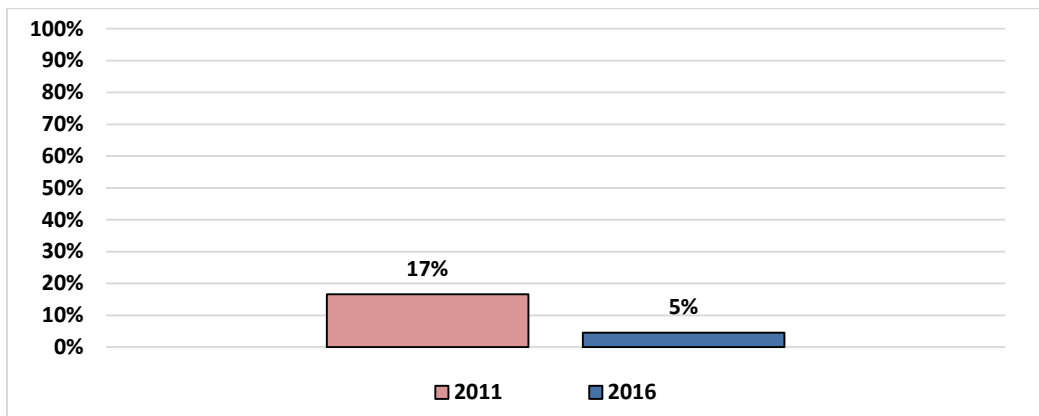


Figure 2. Percentage of Respondents Who Provided Planning Input in 2011 and 2016

Respondents that provided input in the past year (n=52) were asked about the different ways in which they provided their comments. Similar to previous years, public meetings are the primary way Idahoans provide input during the planning process. In 2016, 55 percent reported that they provided comments in person at a public meeting. Comparatively, 25 percent of respondents said they submitted comments to a website using a computer, and 23 percent provided input through a local advocacy group. Notably, zero respondents submitted comments using their smart phone or an app on their smart phone (Figure 3).

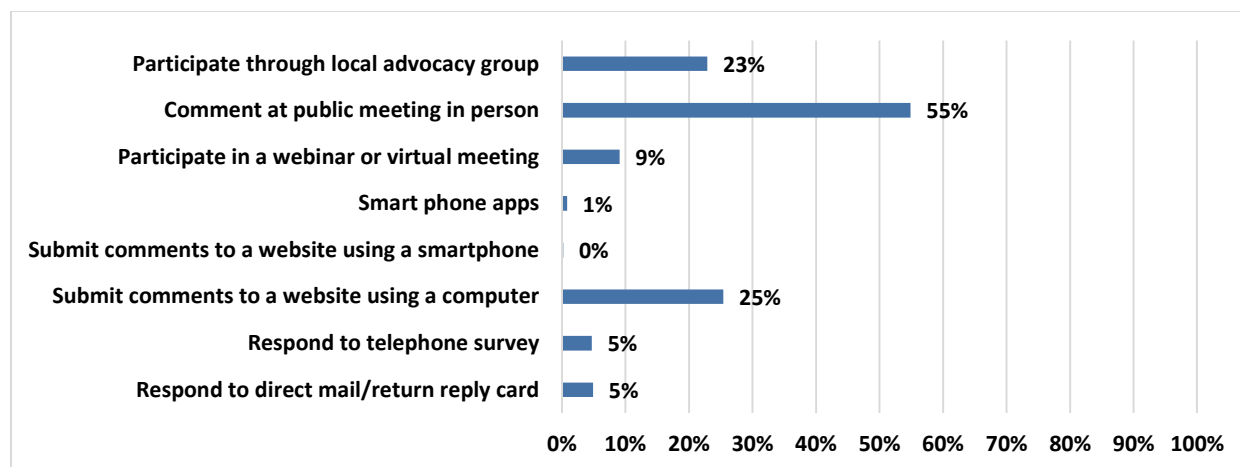


Figure 3. Modes Used by Public to Provide Input during Planning Process

Compared to 2011, a greater percentage of respondents in 2016 provided input through local advocacy groups (23 percent and 6 percent, respectively), webinar or virtual meeting (9 percent and 2 percent, respectively), and submitting comments to a website (26 percent and 11 percent, respectively) (Figure 4).

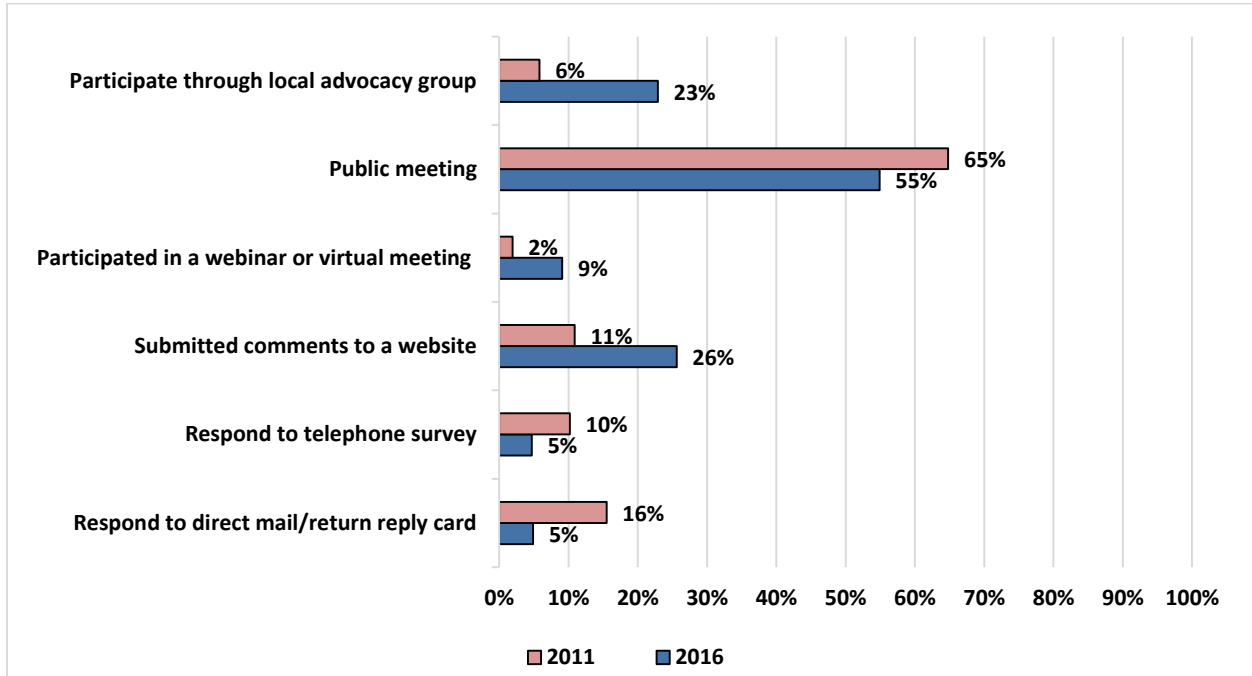


Figure 4. Modes Used by Public to Provide Input during Planning Process in 2011 And 2016

Preferences for Receiving Updates during Planning Process

All respondents were asked to select their top three preferred ways to learn about project status during the planning status. Overall, respondents' preferences were varied but newsletters/brochures were preferred more than others (Figure 5). Approximately 20 percent of respondents selected newsletters or brochures as their first preferred method. Similar percentages of respondents (16 percent) selected email, map, pictures or graphics, public meetings and/or open houses, and smart phone apps as their first preferred method for receiving project planning updates. Similar percentages of respondents (14 and 13 percent) favored email and newsletters/brochures as their second preferred mode for receiving planning updates. Lastly, 11 percent of respondents selected websites as their third preference for communications.

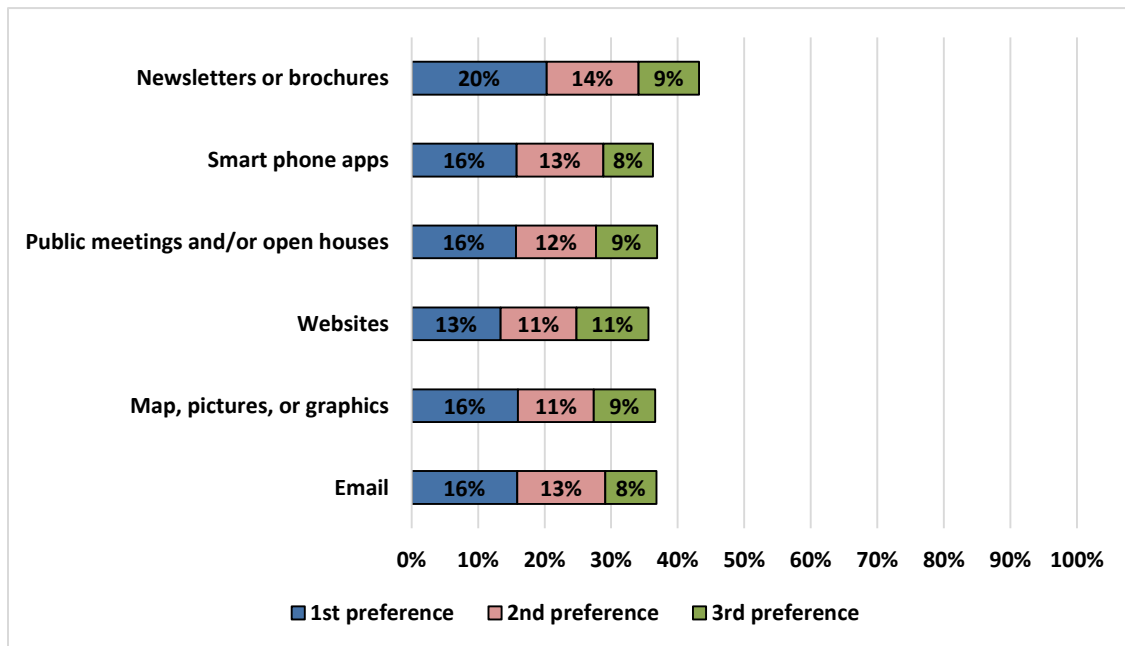


Figure 5. Preferences for Receiving Updates during Planning Process

Preferences for Providing Input during Planning Process

When respondents were asked about preferred ways for providing input on state highway projects, 18 percent selected direct mail/return reply cards, 16 percent selected email, and 16 percent selected telephone call/survey as their first preference. When it came to secondary preferences, 16 percent preferred submitting comments to a website or smartphone app and 15 percent of respondents preferred telephone call/survey. Equal percent of respondents (16 percent) favored submitting comments to a website or smart phone app and as part of a local advocacy group as their third preferred mode for providing input in the planning process (Figure 6).

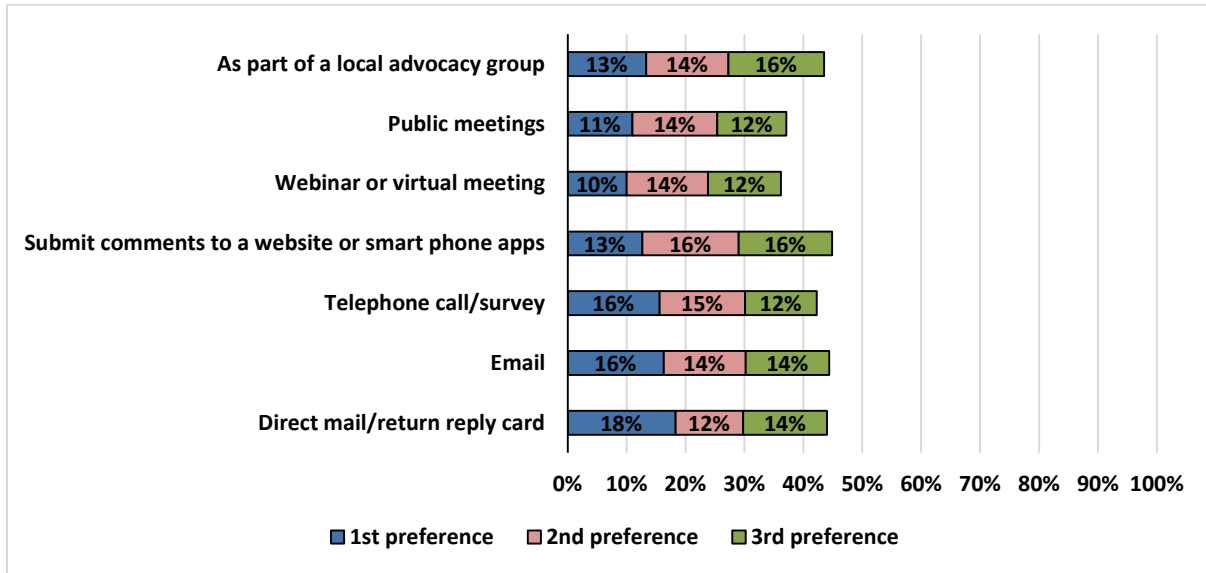


Figure 6. Preferences for Providing Input during Planning Process

Recommendations

Overall, public involvement in the planning process of ITD’s projects is low. One reason for this could be a general lack of awareness about opportunities and modes for providing input. Another factor to consider is that public meetings are the most common way that respondents provide input and this mode may not be easy or feasibly for specific types of respondents. Public involvement in 2016 was low especially when compared to 2011 when 17 percent of respondents said that they had provided input. However, this could be because in 2011 respondents were asked if they *ever* provided input as opposed to in 2016 when they were asked if they had done so in the past year.

Though more respondents provided input via public meetings, there is interest in submitting comments via mail, email, or a telephone call/survey. It is clear that in order to increase public participation and input during the planning process the department should pursue multiple modes. Prior to opening the comment period on any project, marketing through various media channels and reader boards may also increase public awareness about the opportunities.

District Results

Awareness of Messages about Providing Input

Awareness of messages about providing input on ITD projects was highest among respondents from District 4 (31 percent) and District 3 (26 percent). Conversely, awareness was lowest among respondents from District 5 (15 percent) and District 1 (13 percent) (Figure 7).

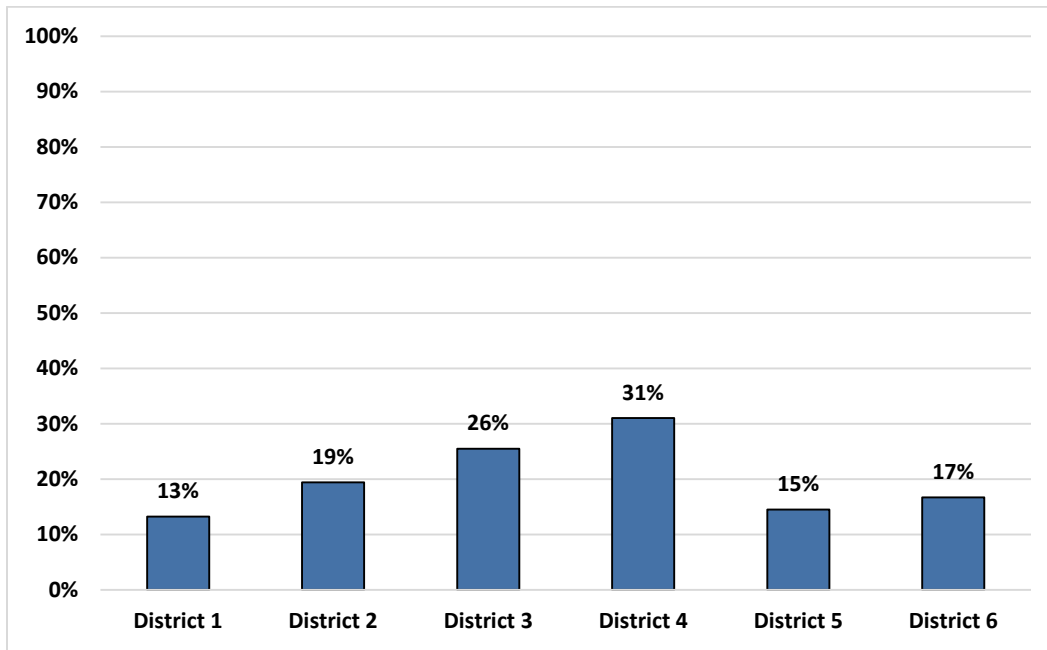


Figure 7. Percentage of Respondents Who Saw or Heard Messages about Providing Input by District

Providing Input during Planning Process

When asked about whether or not they have provided input on ITD projects in the past year, seven percent of respondents from District 3 and six percent from District 2 said that they had provided input. Public input was lowest in District 1 (two percent) and District 6 (one percent). Notably, though a greater percentage of respondents from District 4 were aware of opportunities to provide input, just four percent of respondents said they had provided input (Figure 8).

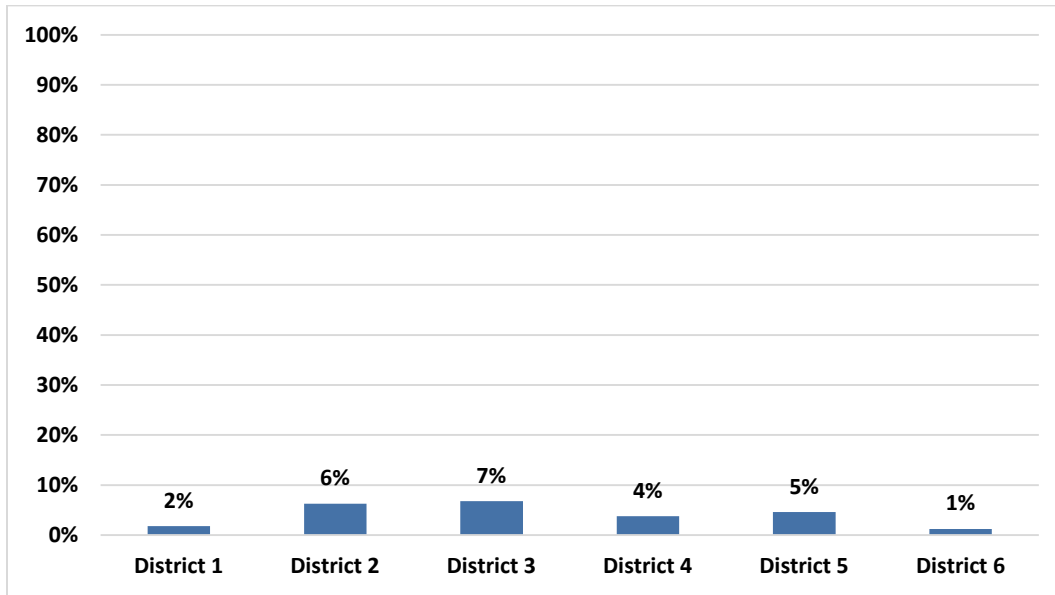


Figure 8. Percentage of Respondents Who Provided Input in the Planning by District

Across all districts except for District 4, the most common way that respondents provided input was via public meetings. A greater percentage of respondents from District 6 (77 percent) and District 1 (74 percent) provided input by commenting at a public meeting in person compared to other districts. Notably, only 13 percent of respondents from District 4 provided input at public meetings. Furthermore, across all districts, smart phone apps were the least common mode used by respondents. Additionally, use of smartphones to submit comments to a website was also uncommon across all districts except for District 6 (5 percent). Response to direct mail/return reply cards was highest in District 4 (36 percent) and lowest in Districts 3 and 6 where no respondents used that mode to provide input. Districts 3 and 6 also had zero respondents that provided input by responding to a telephone survey. In comparison, 23 percent of respondents from District 2 and District 5 provided input through a telephone survey. Use of computers to submit comments to a website was highest in District 4 (36 percent) and District 2 (26) but lowest in District 1 (14 percent) and District 6 (15 percent). Lastly, District 4 and District 3 had the highest percentage of respondents, 36 percent and 32 percent respectively, who provided input through participation at a local advocacy group. Zero percent of respondents from District 1 and District 6 provided input through a local advocacy group (Table 1).

Table 1. Modes Used to Provide Input in the Planning Process by District

	District 1	District 2	District 3	District 4	District 5	District 6
Respond to direct mail/return reply card	10%	4%	0%	36%	5%	0%
Respond to telephone survey	12%	23%	0%	16%	23%	0%
Submit comments to a website using a computer	14%	26%	19%	36%	23%	15%
Submit comments to a website using a smartphone	0%	0%	0%	0%	0%	5%
Smart phone apps	0%	0%	1%	0%	0%	0%
Participate in a webinar or virtual meeting	0%	0%	9%	0%	12%	0%
Comment at public meeting in person	74%	55%	58%	13%	27%	77%
Participate through local advocacy group	0%	12%	32%	36%	23%	0%

It is important to note that percentages in the above table may add up to more than 100 percent. This is because respondents could select more than one answer for this question.

Preferences for Receiving Updates during Planning Process

In District 1, respondents' most preferred ways to receive project updates were public meetings and/or open houses (21 percent) and newsletters or brochures (21 percent). Respondents' most common second preference for receiving updates are email (23 percent), newsletters or brochures (22 percent), and public meetings/open houses (19 percent). Lastly, nearly a quarter of respondents (24 percent) listed map, pictures, or graphics as their third preferred mode while 22 percent listed websites and 21 percent cited public meetings/open houses (Figure 9).

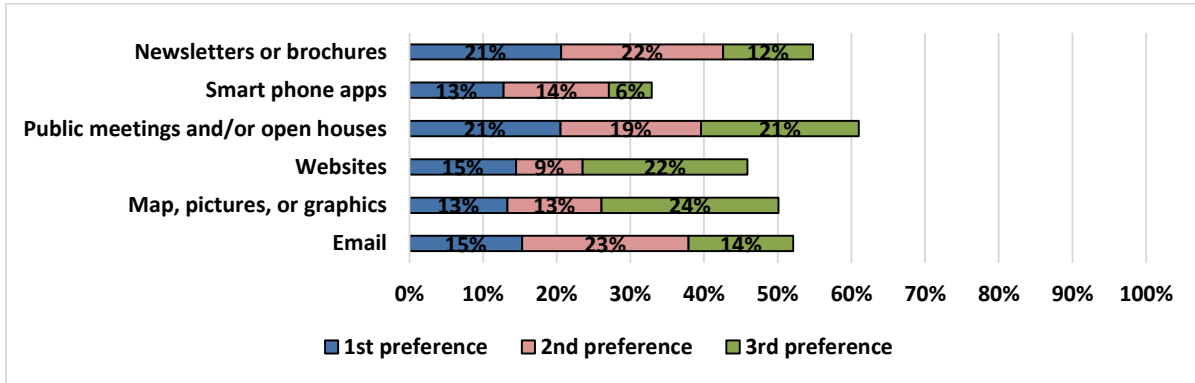


Figure 9. Preferences for Receiving Updates during Planning Process, District 1

In District 2, 23 percent of respondents selected email and 22 percent selected newsletters/brochures as their first preferred modes for receiving updates while 19 percent selected public meetings/open houses. When it came to their second preference, 19 percent of respondents chose maps, pictures, or graphics, 18 percent chose email, and 15 percent chose smart phone apps. Lastly, 25 percent chose smart phone apps and 24 percent chose public meetings/open houses as their third preferred mode of receiving updates during the planning process (Figure 10).

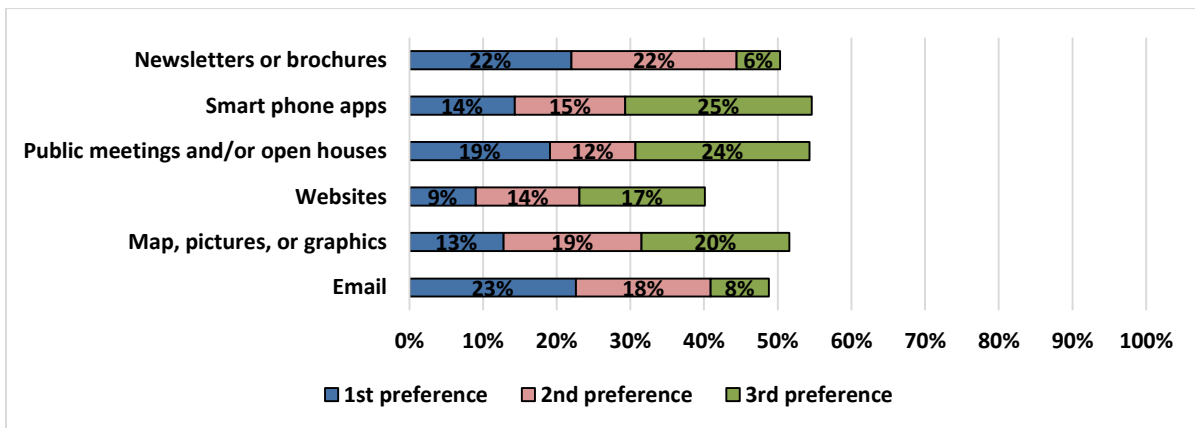


Figure 10. Preferences for Receiving Updates during Planning Process, District 2

In District 3, 22 percent of respondents selected map, pictures, or graphics, and 17 percent selected smart phone apps as their first preferred modes for receiving updates while 16 percent selected newsletters/brochures. When it came to their second preference, 25 percent of respondents chose websites, 21 percent chose smart phone apps, and 18 percent chose newsletters/brochures. Lastly, 19 percent chose email, 17 percent chose newsletters/brochures, and 17 percent chose maps, pictures, or graphics their third preferred mode of receiving updates during the planning process (Figure 11).

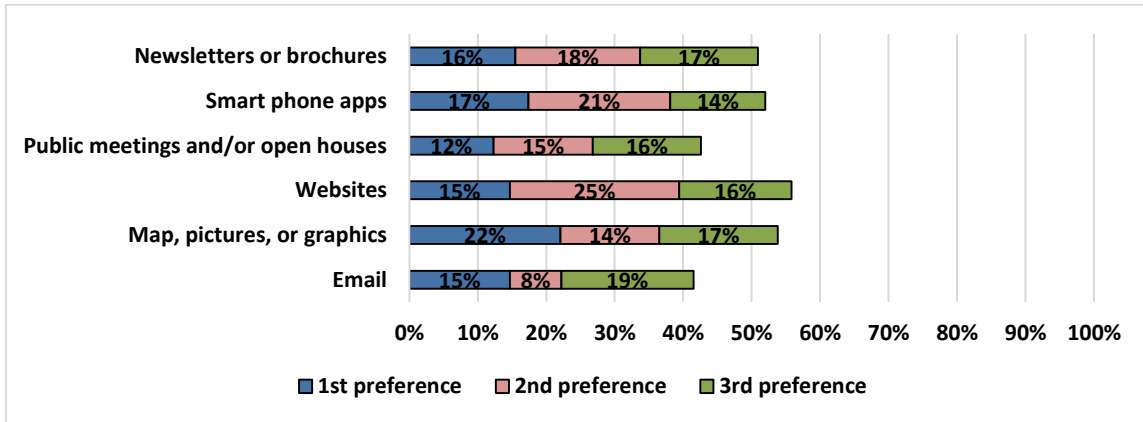


Figure 11. Preferences for Receiving Updates during Planning Process, District 3

In District 4, 22 percent of respondents selected email, 21 percent selected newsletters/brochures and 21 percent selected public meetings/open houses as their first preference for receiving updates. When it came to their second preference, 23 percent of respondents chose email, 22 percent chose smart phone apps, and 16 percent chose maps, pictures or graphics. Lastly, 32 percent chose newsletters/brochures, 22 percent chose maps, pictures, or graphics their third preferred mode of receiving updates during the planning process (Figure 12).

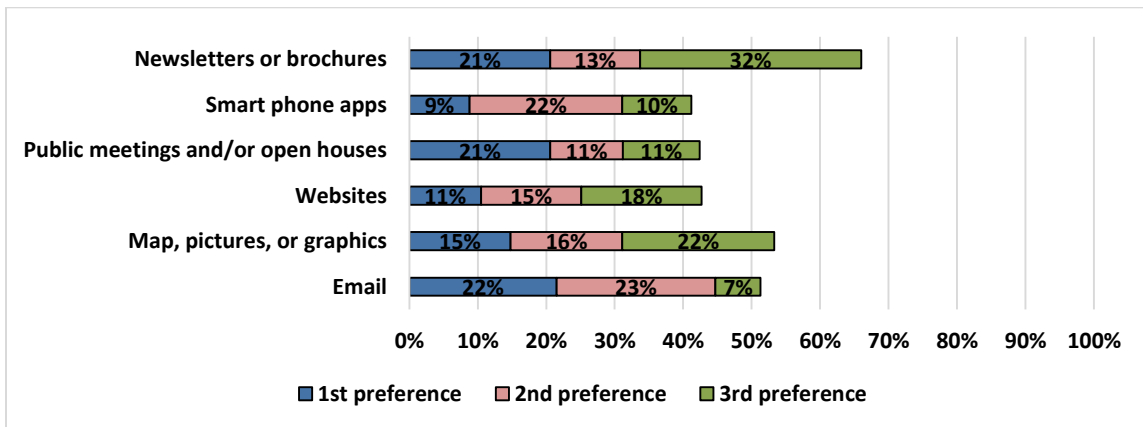


Figure 12. Preferences for Receiving Updates during Planning Process, District 4

In District 5, 28 percent of respondents selected newsletters/brochures, 16 percent selected public meetings/open houses, and 15 percent selected email as their first preference for receiving planning updates. When it came to their second preference, 30 percent of respondents chose email, 19 percent chose public meetings/open houses, and 17 percent chose newsletters or brochures. Lastly, 26 percent chose websites, 22 percent chose newsletters/brochures, and 16 percent chose public meetings/open houses as their third preferred mode of receiving updates during the planning process (Figure 13).

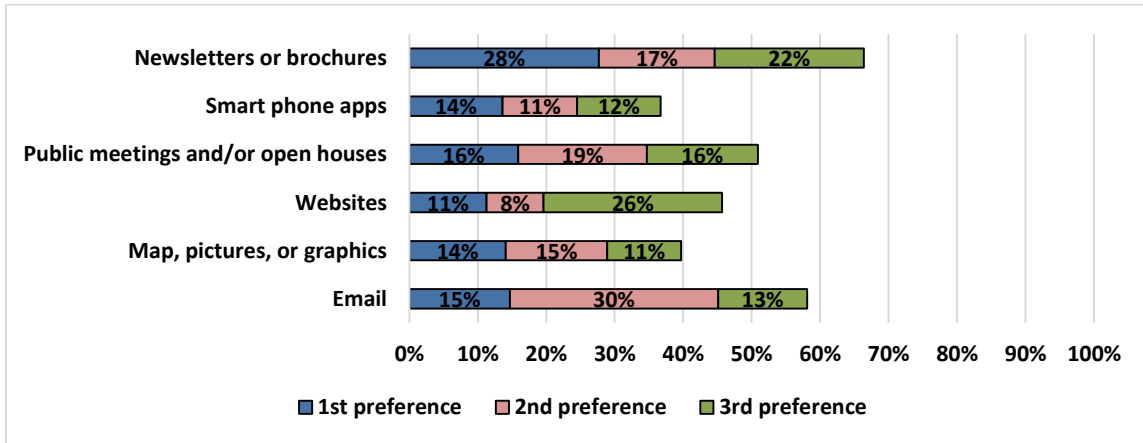


Figure 13. Preferences for Receiving Updates during Planning Process, District 5

In District 6, 20 percent of respondents selected newsletters/brochures, 20 percent selected smartphone apps, and 16 percent selected email and public meetings/open houses as their first preference for receiving planning updates. When it came to their second preference, 22 percent of respondents chose email and newsletters/brochures and 18 percent chose maps, pictures, or graphics. Lastly, 26 percent chose public meetings/open houses, 22 percent chose websites, and 18 percent chose email as their third preferred mode of receiving updates during the planning process (Figure 14).

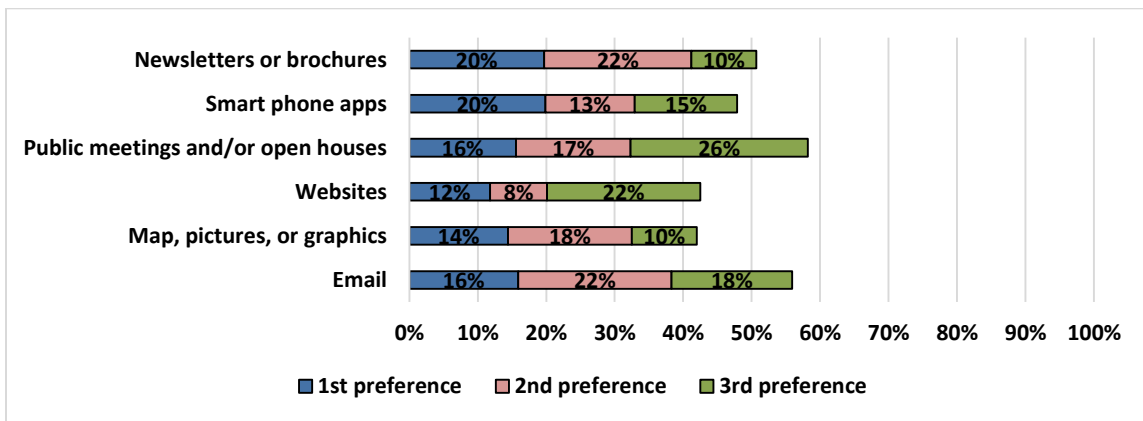


Figure 14. Preferences for Receiving Updates during Planning Process, District 6

Preferences for Providing Input during Planning Process

In District 1, 21 percent of respondents said that their first preference for providing input is to do so via a telephone survey. 17 percent selected email and direct mail/return reply card and 16 percent chose local advocacy group as their first preference for providing input during the planning updates. When it came to their second preference, 22 percent of respondents chose local advocacy group, 17 percent chose telephone call/survey, and 16 percent selected submitting comments to a website or smartphone apps. Lastly, 21 percent chose submitting comments to a website or smartphone apps, 18 percent chose local advocacy group and email as their third preferred mode for providing input during the planning process (Figure 15).

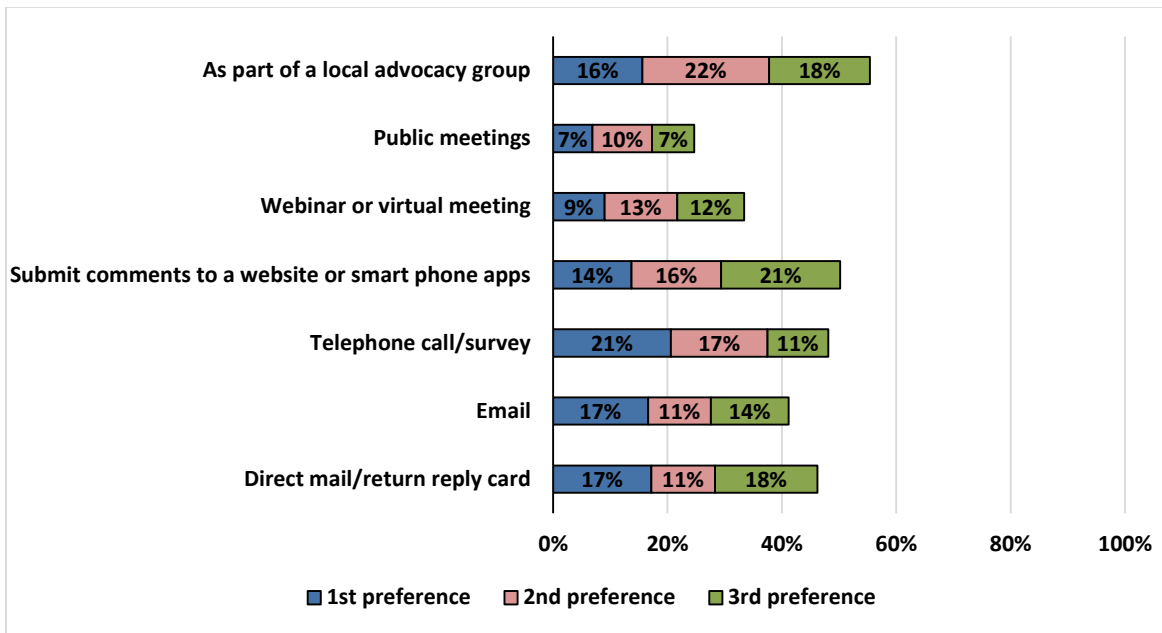


Figure 15. Preferences for Providing Input during Planning Process, District 1

In District 2, 24 percent of respondents said that their first preference for providing input is to do so via direct mail/return reply card. 21 percent selected email and 17 percent chose public meetings as their first preference for providing input during the planning process. When it came to their second preference, 22 percent of respondents chose submitting comments to a website or smartphone apps, 19 percent chose webinar or virtual meeting, and 14 percent selected email. Lastly, 23 percent chose telephone call or survey, 19 percent chose webinar or virtual meeting, and 14 percent chose submitting a comments to a website or smart phone app for providing input during the planning process (Figure 16).

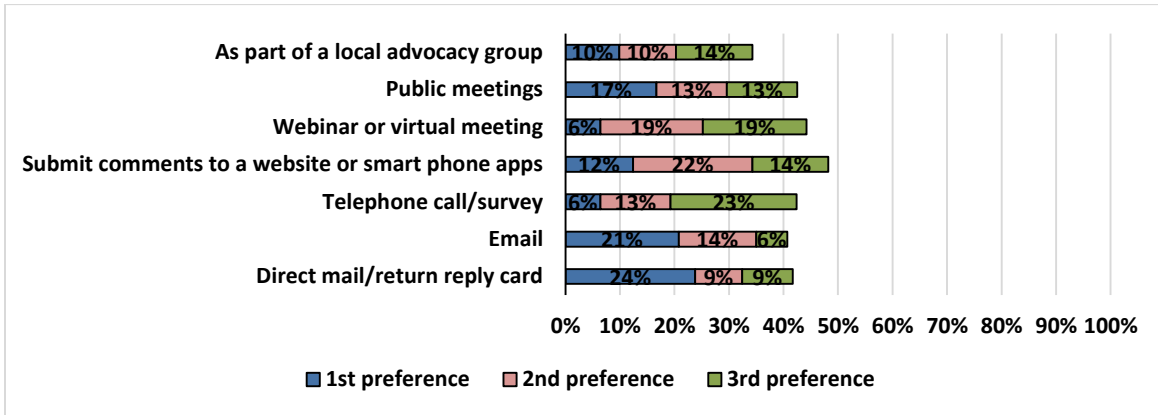


Figure 16. Preferences for Providing Input during Planning Process, District 2

Eighteen percent of District 3 respondents said that their first preference for providing input is to do so via direct mail/return reply card. 17 percent selected email and 17 percent chose local advocacy groups as their first preference for providing input during the planning process. When it came to their second preference, 16 percent of respondents chose email, submitting comments to a website or smart phone apps, and webinar or virtual meeting. Lastly, 19 percent chose public meetings, 16 percent chose submitting comments to a website or smartphone app, and 15 percent chose direct mail/return reply card as their third preferred mode for providing input during the planning process (Figure 17).

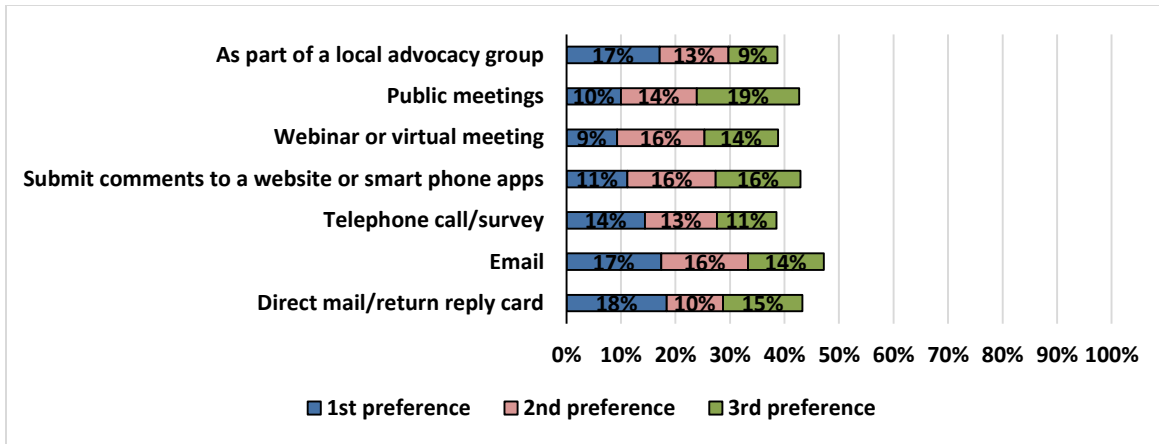


Figure 17. Preferences for Providing Input during Planning Process, District 3

Twenty percent of District 4 respondents said that their first preference for providing input is to do so via direct mail/return reply card. 16 percent selected telephone call/survey and 15 percent chose email as their first preference for providing input during the planning process. When it came to their second preference, 18 percent of respondents chose email, 17 percent chose submitting comments to a website or smart phone apps, and webinar or virtual meeting. Lastly, 28 percent chose as part of a local advocacy group, 16 percent chose webinar or virtual meeting, and 14 percent chose submitting comments to a website or smartphone apps as their third preferred mode for providing input during the planning process (Figure 18).

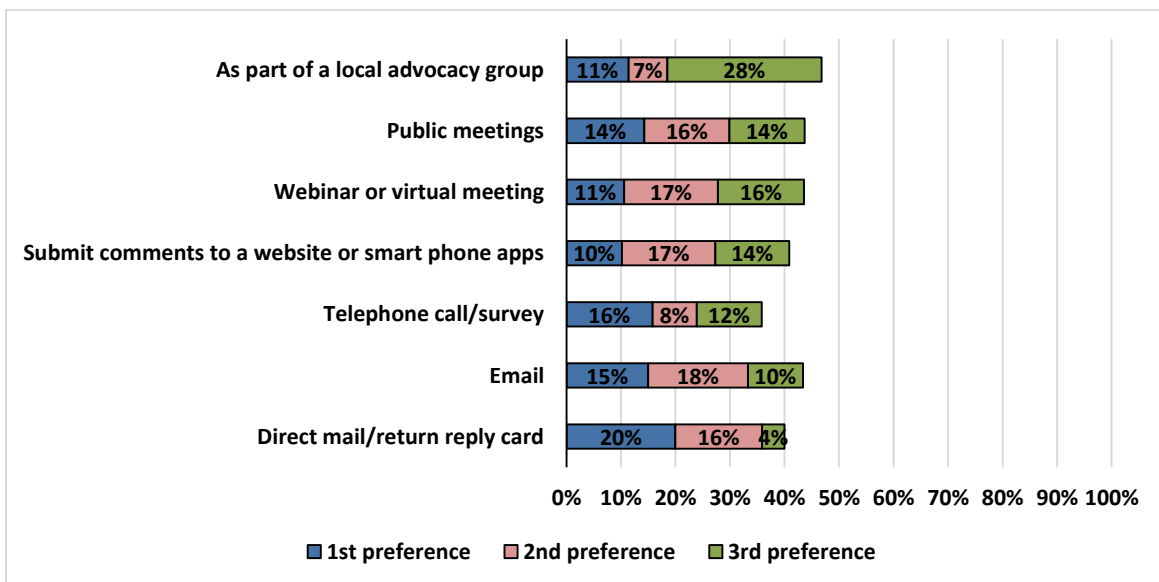


Figure 18. Preferences for Providing Input during the Planning Process, District 4

Among respondents from District 5, 19 percent said that their first preference for providing input is to do so via telephone call/survey. Seventeen percent selected submitting comments to a website or smartphone apps and 16 percent chose direct mail/return reply card as their first preference for providing input during the planning process. When it came to their second preference, 21 percent of respondents chose telephone call/survey and 17 percent chose submitting comments to a website or smart phone apps. Lastly, 18 percent chose email, 17 percent chose direct mail/return reply card, and 15 percent chose webinar or virtual meeting as their third preferred mode for providing input during the planning process (Figure 19).

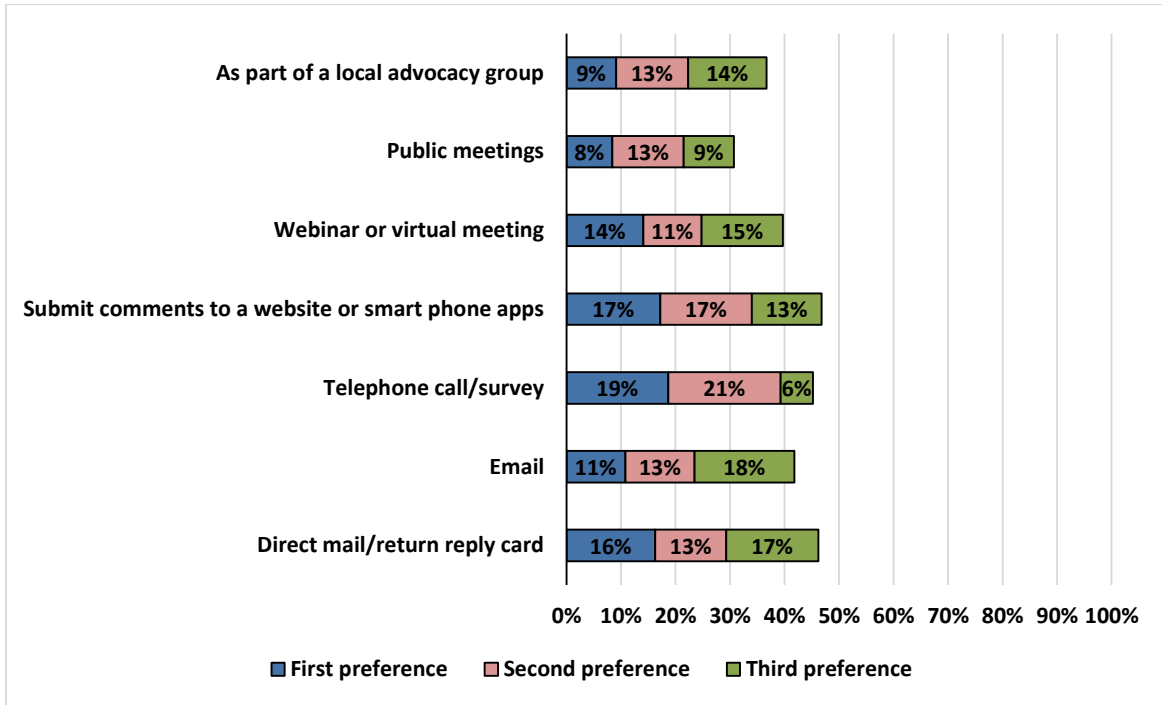


Figure 19. Preferences for Providing Input during Planning Process, District 5

An equal percentage of District 6 respondents (15 percent each) said that their first preference for providing input is to do so via public meetings, telephone call/survey, email, and direct mail/return reply card. When it came to their second preference, 21 percent of respondents chose public meetings, 18 percent chose local advocacy group, and 14 percent selected submitting comments to a website or smartphone apps. Lastly, 26 percent chose local advocacy group, 18 percent webinar or virtual meeting, and 14 percent chose email as their third preferred mode for providing input during the planning process (Figure 20).

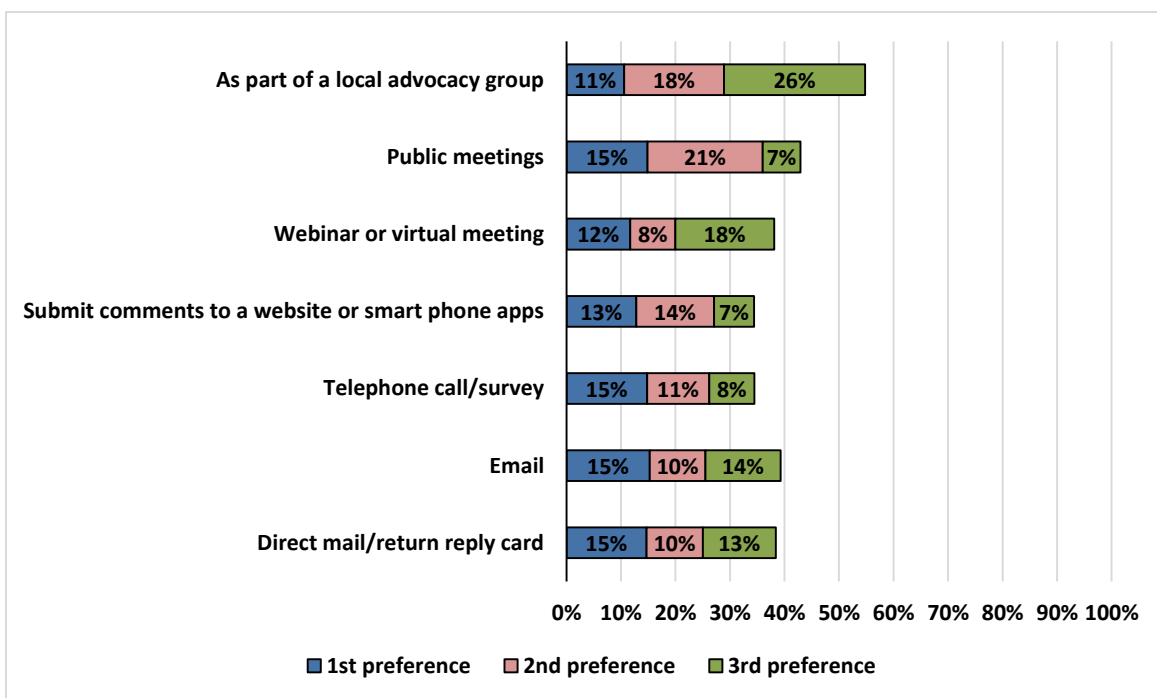


Figure 20. Preferences for Providing Input during Planning Process, District 6.

Recommendations

Overall, District 4 had the highest percentage of respondents (31 percent) who reported having heard or seen messages about providing public input on ITD projects. Participation in the process was highest (7 percent) among respondents from District 3, though by only a small margin compared to District 2 (6 percent). Furthermore, preferences and modes used for receiving updates and providing input are markedly different across each district. This is not unexpected given the uniqueness of communities situated within each of the six highway districts. As such, each district’s characteristics and trends must be taken into account when making decisions about how to improve public participation in ITD’s project planning. Additionally, to address the issue of low public participation, we further recommend conducting district-level focus groups to understand barriers to participation. This particular method is useful for identifying solutions as well as addressing the issue of low “n” that is encountered in larger surveys.

Chapter 3

511 Traveler Information Services

This section of the survey focused on Idahoans' experiences with ITD's 511 Traveler Information Services. Survey respondents were asked about their awareness and use of 511 services, impact of 511 information on winter travel plans, and preferences for receiving 511 information in the future.

Statewide Results

Awareness and Use of 511 Traveler Information Services

Compared to 2011, a smaller percentage of respondents in 2016 (48 percent) were aware of 511 Traveler Information Services prior to the survey (Figure 21).

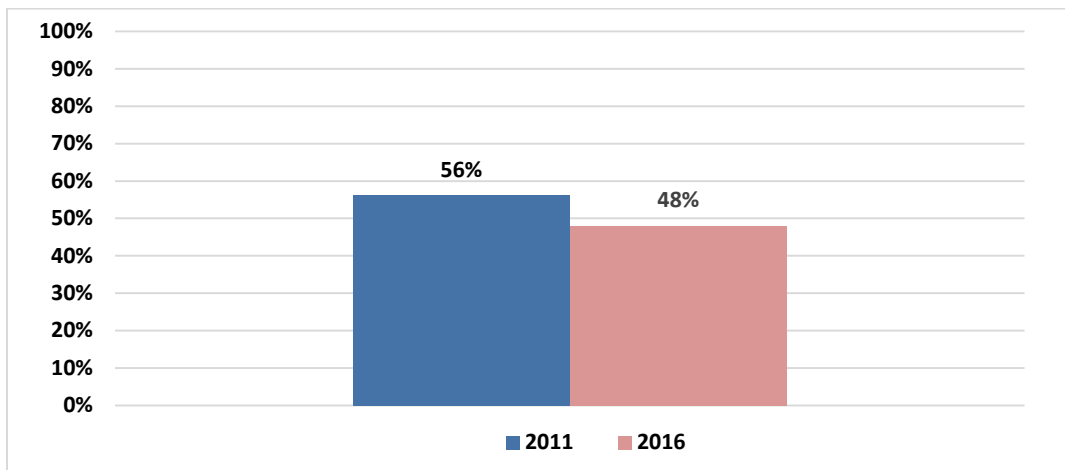


Figure 21. Percent Aware of 511 Traveler Information Services Prior to Survey. 2011, 2016

In 2016, only 23 percent of those who were unaware of 511 services before the survey said that they are very likely to use the services in the next year. This is much lower than in 2011 when 32 percent said the same. Conversely, a greater percentage of respondents in 2016 said that they are unlikely (16 percent) or very unlikely (13 percent) to use 511 services than in 2011 (Figure 22).

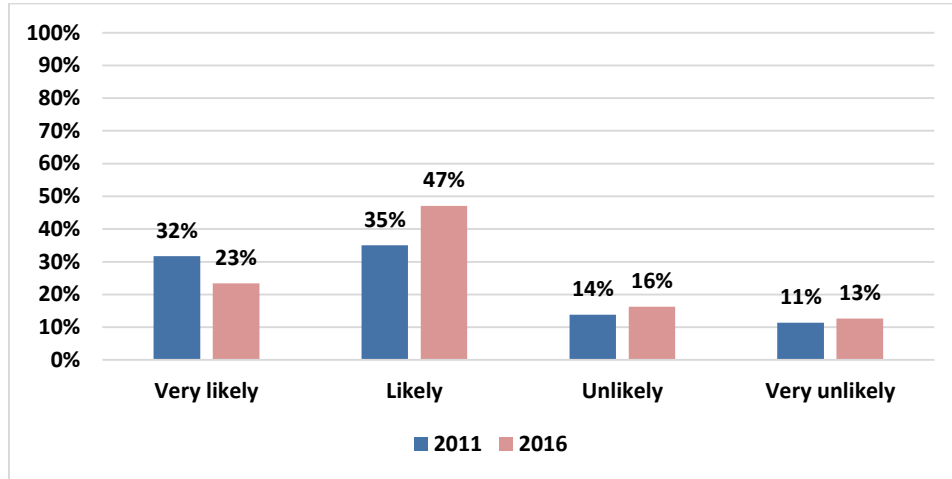


Figure 22. Likelihood of Future Use of 511 Traveler Information Services. 2011, 2016

Overall, 32 percent of respondents said that they had used ITD’s 511 services in the past year to obtain information about road conditions in Idaho. In 2009 and 2011, approximately 29 percent and 32 percent of respondents had reported using 511 services. Overall, there has not been a significant change in Idahoans’ use of traveler information services since 2009 (Figure 23).

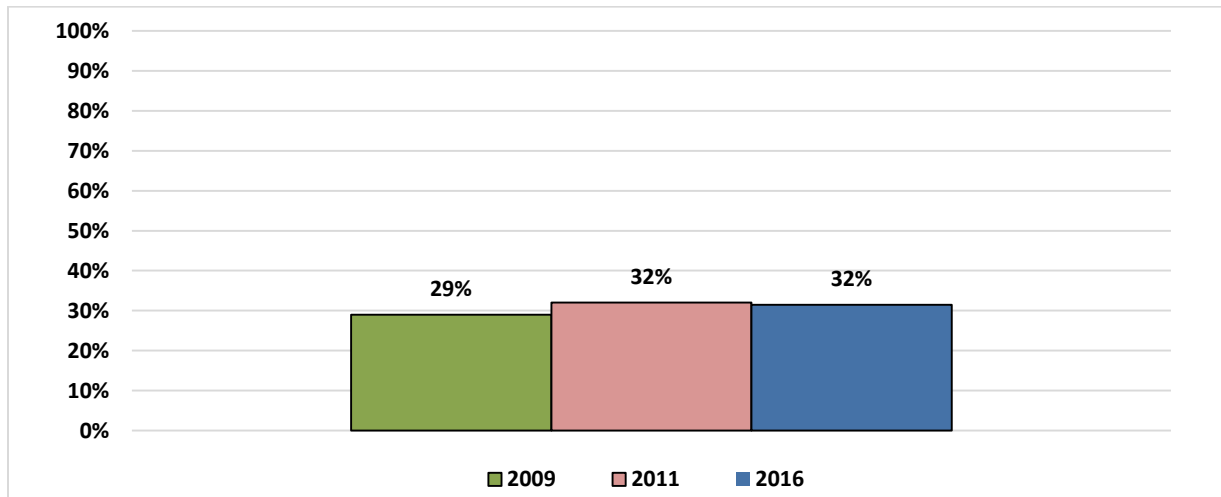


Figure 23. Percent of Respondents Who Used 511 Traveler Information Services in the Past Year. 2009, 2011, 2016

Of the respondents that reported using 511 services (n=368), 64 percent said they used the full website, 37 percent said they used the phone line, and less than a quarter (24 percent) said they used the smartphone or mobile device app (Figure 24).

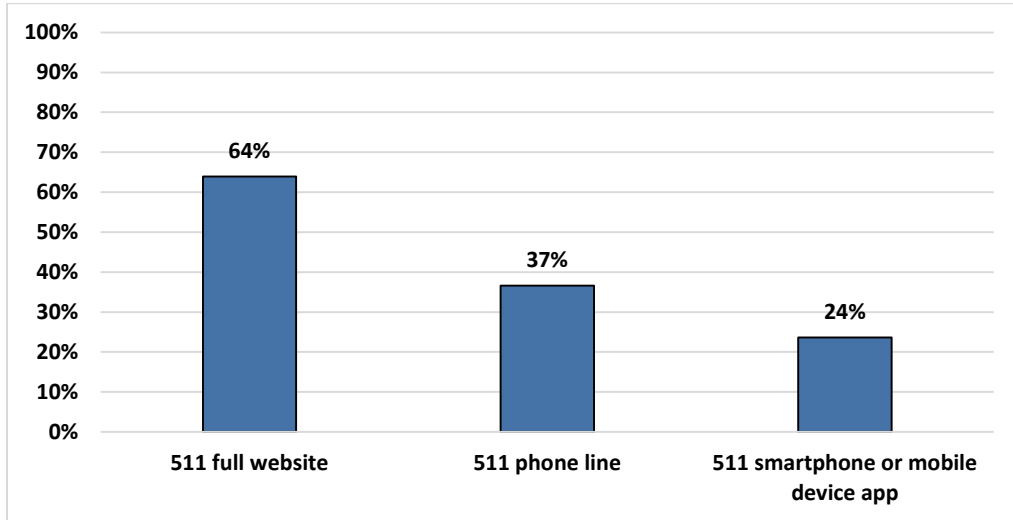


Figure 24. 511 Traveler Information Services Used

Level of Ease with Using 511 Traveler Information Services

Overall, the majority of respondents (93 percent) felt that using 511 Traveler Information Services was very or somewhat easy. Compared to 2011 when 61 percent of respondents said that using the 511 services was very easy, only 47 percent said the same in 2016. However, in 2016, only 7 percent of respondents thought it was somewhat difficult to use the 511 services and zero percent said it was very difficult (Figure 25).

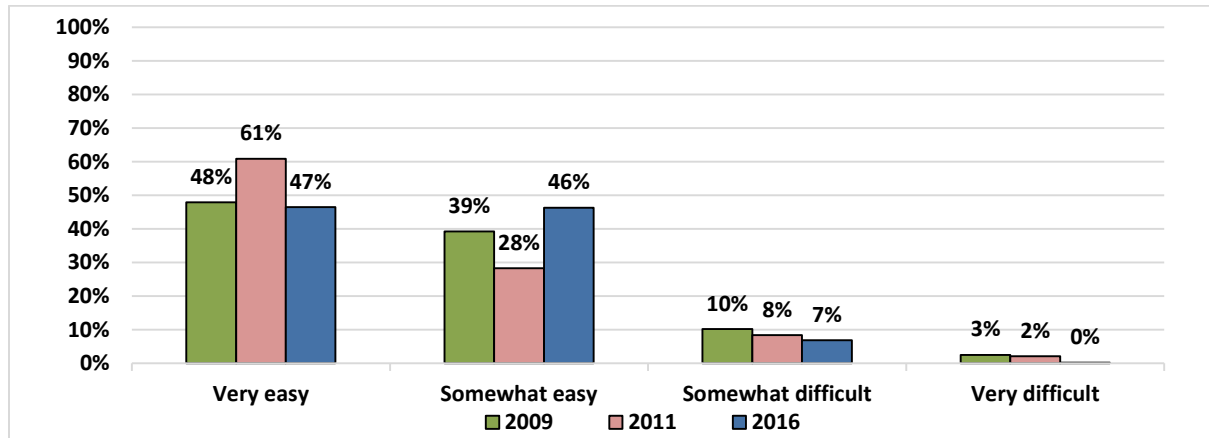


Figure 25. Level of Ease with Using 511 Traveler Information Services Comparison. 2009, 2011, 2016

Ninety-five percent of respondents who used 511 services through the full website reported the experience as being very or somewhat easy, though this relationship is not statistically significant (pvalue = .1660). Similarly, 94 percent of respondents who used the services via smartphone or a mobile device app also thought it was very or somewhat easy. However, this relationship is also not statistically significant (pvalue = .7649). Lastly, 89 percent of respondents who used the phone line services reported the experience as very or somewhat easy and this trend is statistically significant (pvalue=.0117) (Figure 26).

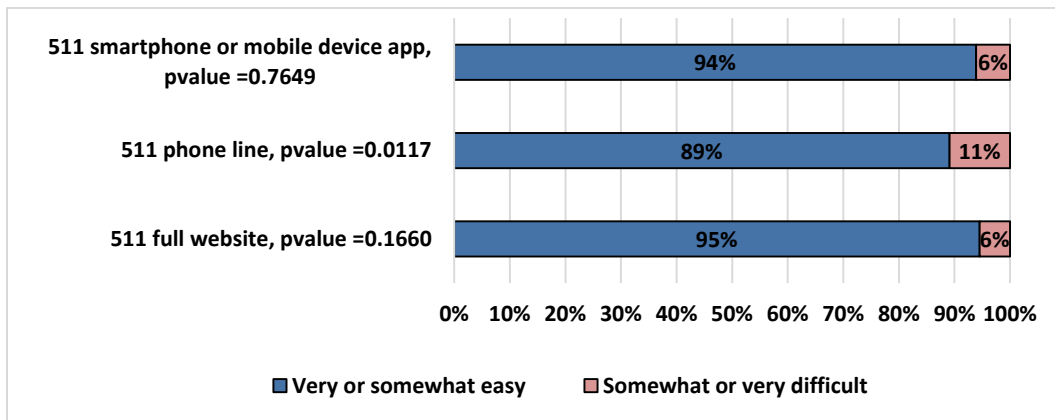


Figure 26. Level of Ease with Using 511 Services across Mode of Service

Change in Travel Plans Based On Information Received Via 511 Services

Compared to 2009 and 2011, a greater percentage of respondents in 2016 said that they altered their departure time (53 percent), altered their travel route (45 percent), and/or cancelled a trip (36%) based on the information they received through 511 services. Overall, less than a quarter of respondents in 2016 said that they never changed plans based on 511 information (Table 2).

Table 2. Change in Travel Plans Based on Information Received via 511 Services. 2009, 2011, 2016

	2009	2011	2016
Altered departure time	41%	41%	53%
Altered travel route	33%	35%	45%
Cancelled trip	35%	23%	36%
Have never changed plans	27%	28%	23%

It is important to note that column percentages in the above table may add up to more than 100 percent. This is because respondents could choose more than one response for this question.

Preferences for Receiving Communications from 511 Traveler Information Services

Overall, the greatest percentage of respondents (23 percent) ranked 511 telephone service as their first preference for receiving traveler information from 511. A slightly smaller percentage of respondents (20 percent) prefer to receive information via social networking websites such as Twitter and Facebook. When it came to respondents' second preference, similar percentage preferred email and/or text alerts (14 percent), 511 website (15 percent), and mobile phone app (14 percent). Lastly, 11 percent of respondents selected television or public access station as their third preference for receiving 511 information and 10 percent selected telephone service as their third preferred mode (Figure 27).

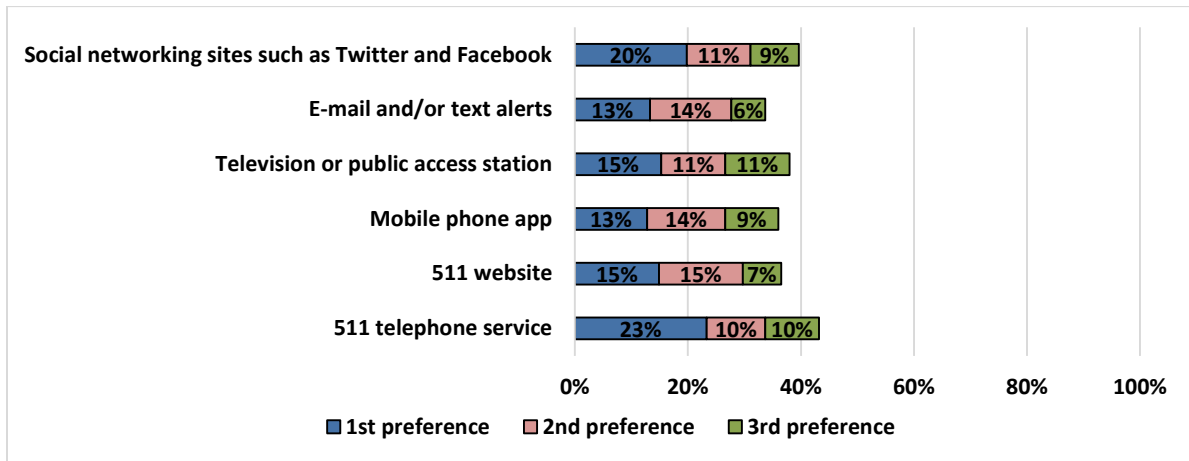


Figure 27. Preferences for Receiving Updates from 511 Traveler Information Services

Recommendations

Overall, Idahoans are responsive to information received from 511 services and often alter their travel plans based on the travel updates. For this reason, ITD should continue investing time and resources in increasing Idahoans' awareness about the various ways to receive 511 Traveler Information Services. Furthermore, it appears that Idahoans are more comfortable and at ease with using the 511 website and telephone service. Therefore, having a user friendly website and quality automated telephone service are critical to improving Idahoans' perceptions. In order to better understand what features and factors impact Idahoans' use of the various modes to receive 511 updates, focus groups are highly recommended.

District Results

Awareness and Use of 511 Traveler Information Services

Districts 5 and 3 had the highest percentage of respondents who were aware of 511 services prior to the 2016 survey (59 percent and 58 percent, respectively). Less than half of the respondents from Districts 6, 2, and 4 were aware of the services (47 percent, 46 percent, and 45 percent, respectively). Most notably, awareness of 511's traveler services was lowest among respondents from District 1 (29 percent) (Figure 28).

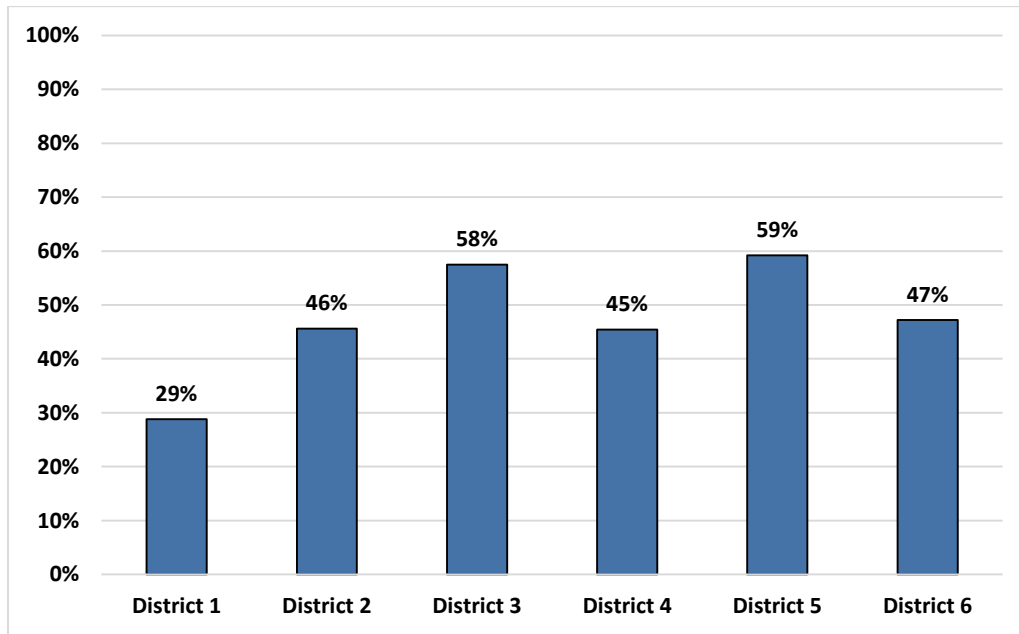


Figure 28. Percent Aware of 511 Traveler Information Services Prior to Survey by District

Likelihood of Future Use of 511 Traveler Information Services

A greater percentage of respondents from Districts 2 and 3 said that they are very likely to use 511 services in the next year now that they are aware of them (31 percent and 30 percent, respectively). Comparatively, District 1 had the smallest percentage of respondents who said they are very likely to use 511 services in the next year (12 percent). Furthermore, 57 percent of respondents from District 5 and 54 percent from District 1 also reported that they are likely to use 511 services. 25 percent of respondents from District 6 and 21 percent from District 1 said that they are unlikely to use the 511 services in the next year. Lastly, 18 percent from District 4 and 14 percent from Districts 2 and 6 said that they are very unlikely these services in the next year even though they are now aware of their availability (Figure 29).

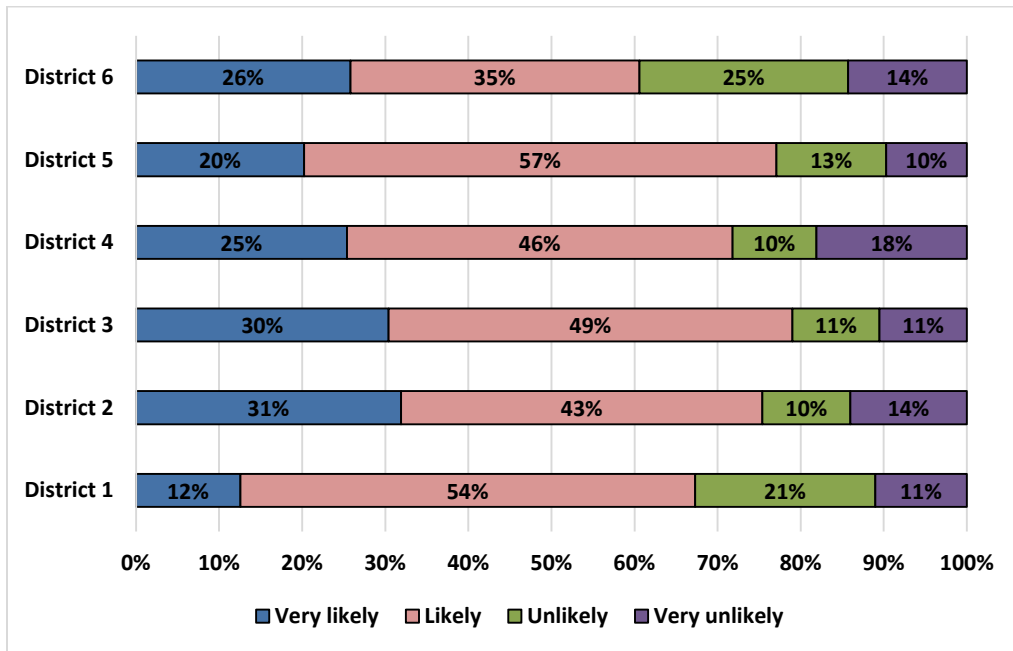


Figure 29. Likelihood of Future Use of 511 Traveler Information Services by District

Use of 511 Traveler Information Services in the Past Year

Overall, of those who said they had used the service in the past year, use of 511 Traveler Information Services was highest among respondents from Districts 4 and 6 where 39 percent of respondents said they had used 511 services in the past year. Conversely, use of these services was lowest among respondents from District 1 where only 21 percent had used them in the past year (Figure 30).

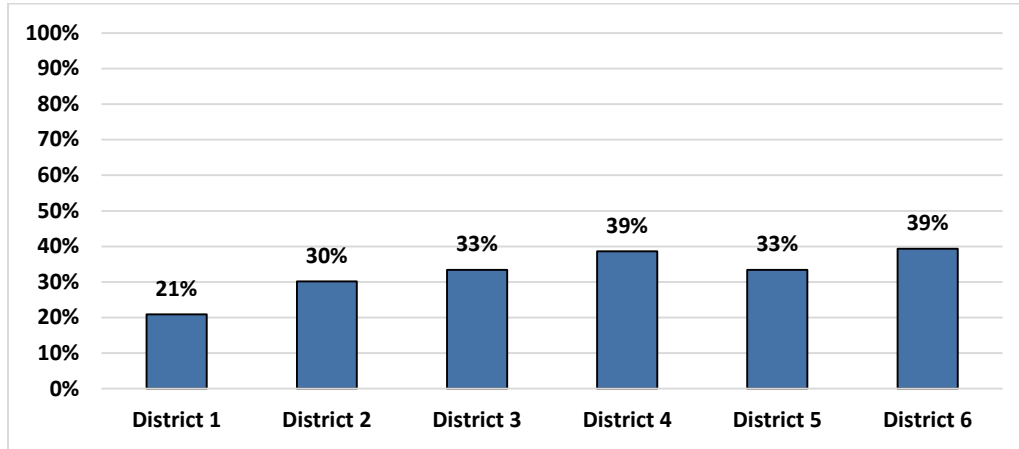


Figure 30. Use of 511 Traveler Information Services in the Past Year by District

Use of the full 511 website was highest among respondents from Districts 5 and 2 (75 percent and 74 percent, respectively). Across all districts, a majority of respondents that used 511 services in the past year said that they used the full website. Additionally, use of the 511 phone line was highest among respondents from District 6 (50 percent) and lowest among residents of District 2 (30 percent). Lastly, use of the 511 smartphone or mobile app was low among all districts except for District 4 where 42 percent of respondents that used the services said they had used the mobile app. Notably, use of the smartphone app was lowest among respondents from Districts 5, 1, and 2 (15 percent, 14 percent, and 14 percent, respectively) (Table 3).

Table 3. 511 Traveler Information Services Used by District

	District 1	District 2	District 3	District 4	District 5	District 6
511 full website	61%	74%	60%	62%	75%	59%
511 phone line	36%	30%	35%	41%	38%	50%
511 smartphone or mobile app	14%	14%	20%	42%	15%	25%

It is important to note that column totals in the above table may add up to more than 100 percent. This is because respondents could choose more than one response for this question.

Ease of Use of 511 Traveler Information Services

Overall, none of the districts had any respondents who perceived use of 511 services as very difficult and a relatively small percentage of respondents from each district thought using 511 services was somewhat difficult. District 2 had the greatest percentage of respondents who thought the process was very easy (58 percent) and Districts 1 and 5 had the lowest percentage of respondents who thought it was very easy (43 percent each). Lastly, a majority of respondents from Districts 1 and 4 felt that the experience of using 511 services was somewhat easy (56 percent and 51 percent, respectively) (Figure 31).

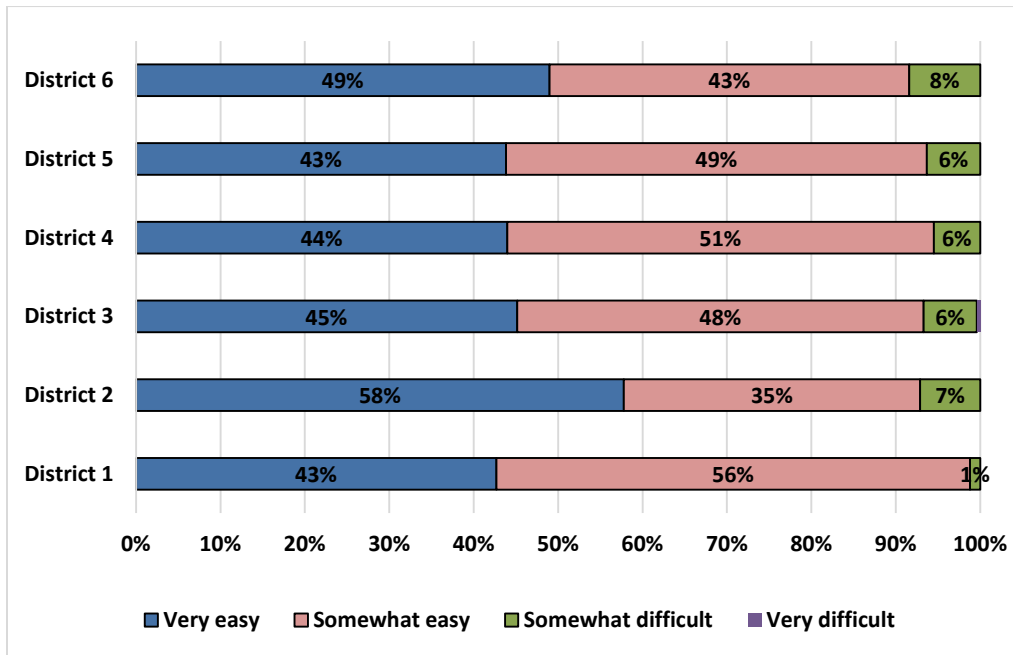


Figure 31. Ease of Use of 511 Traveler Information Services by District

Change in Plans Based On Information Received From 511 Traveler Information Services

Overall, of those that used the service, a majority of respondents from each district said that they had changed their winter travel plans based on the information they received from 511 services. District 4 had the highest percentage of respondents that changed their plans (89 percent) while District 3 had the lowest (70 percent) (Figure 32).

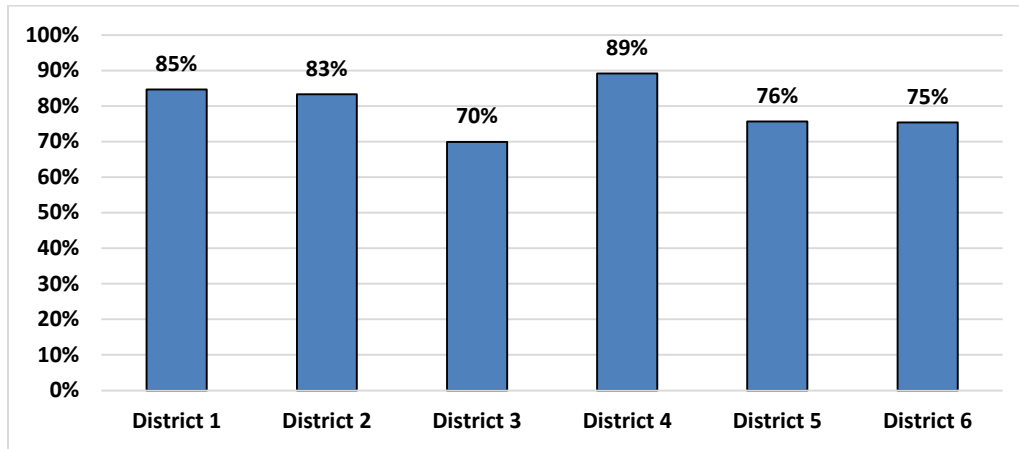


Figure 32. Percentage of Respondents Who Changed Plans Based On Information Received From 511 Traveler Information Services by District

The greatest percentage of respondents from District 2 altered their departure time based on the information they received from 511 services (66 percent). However, change in departure time was lowest among respondents from District 3 where only 41 percent reported changing their departure time based on 511 information. Among the other districts, a majority of respondents also reported that they changed their departure times because of the information they received from 511 services (Figure 33).

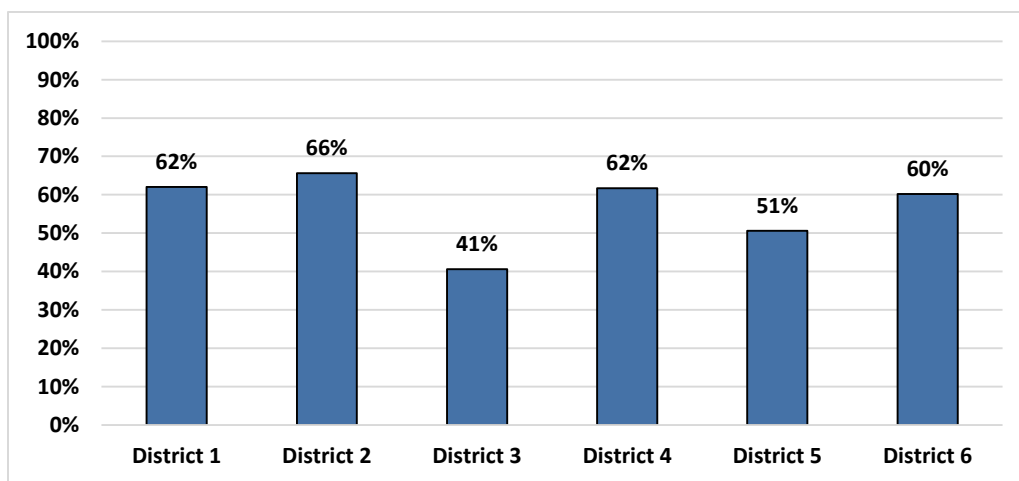


Figure 33. Percentage of Respondents Who Altered Departure Time by District

Majority of respondents from District 4 (66 percent) and District 6 (53 percent) reported that they altered their travel route because of the information they received from 511 services. Comparatively, only 29 percent of respondents from District 5 and 30 percent from District 2 said that they did the same (Figure 34).

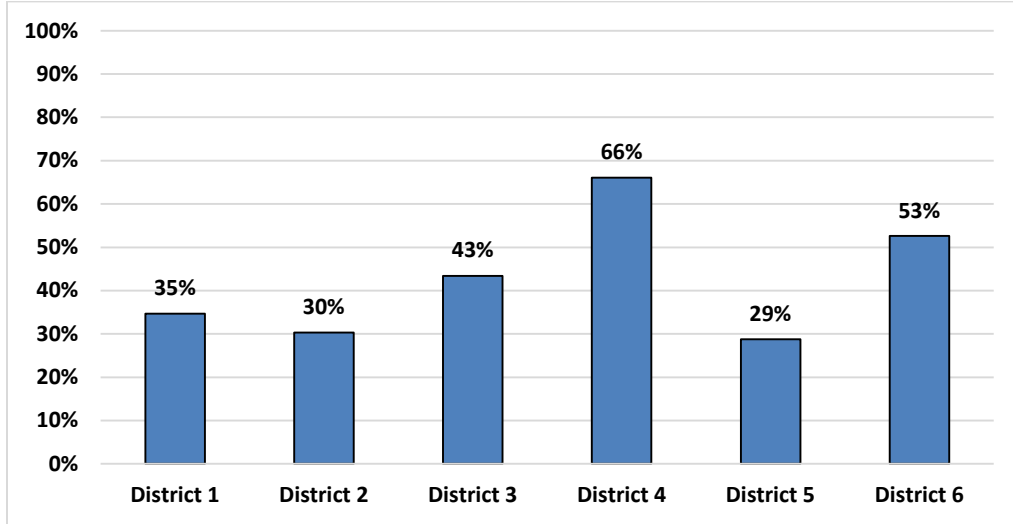


Figure 34. Percentage of Respondents Who Altered Travel Route by District

District 1 had the highest percentage of respondents that cancelled a trip because of the information they received from 511 services and District 6 had the lowest (28 percent). Among the other districts similar proportions of respondents (roughly a third) said that they had cancelled a trip because of information they received from 511 services (Figure 35).

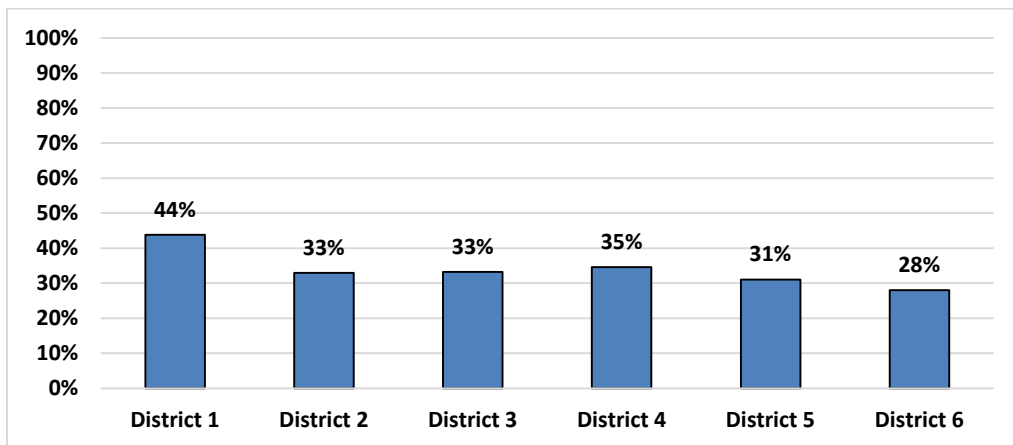


Figure 35. Percentage of Respondents Who Cancelled Trip by District

Preferences for Receiving Information from 511 Traveler Information Services

In District 1, the highest percentage of respondents selected 511 telephone service (24 percent) and television or public access station (22 percent) as their first preferred way to receive 511 information. Email and/or text alerts received the lowest percentage of respondents (7 percent) who ranked it as their first preferred mode for receiving 511 information. Twenty-seven percent of respondents in this district ranked social networking sites such as Twitter and Facebook as their second preference. Lastly, 31 percent ranked 511 telephone service as their third preferred mode for receiving 511 information (Figure 36).

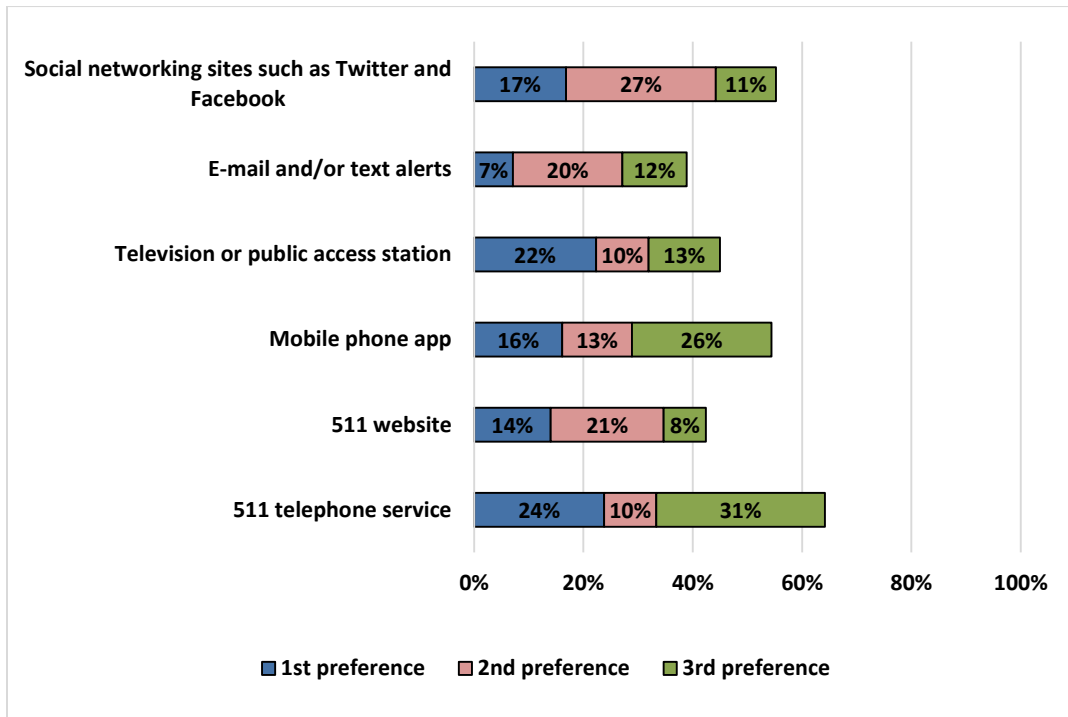


Figure 36. Preferences for Receiving Information from 511 Traveler Information Services, District 1

In District 2, the highest percentage of respondents preferred to receive 511 information via social networking sites such as Twitter and Facebook (23 percent) and 511 telephone service (20 percent). Similar percentages of respondents ranked television or public access station (22 percent) and mobile phone app (20 percent) as their second preferred way to receive 511 information. Lastly, similar percentages of respondents ranked television or public access station (23 percent) and 511 telephone service (22 percent) as their third preferred mode for receiving 511 information (Figure 37).

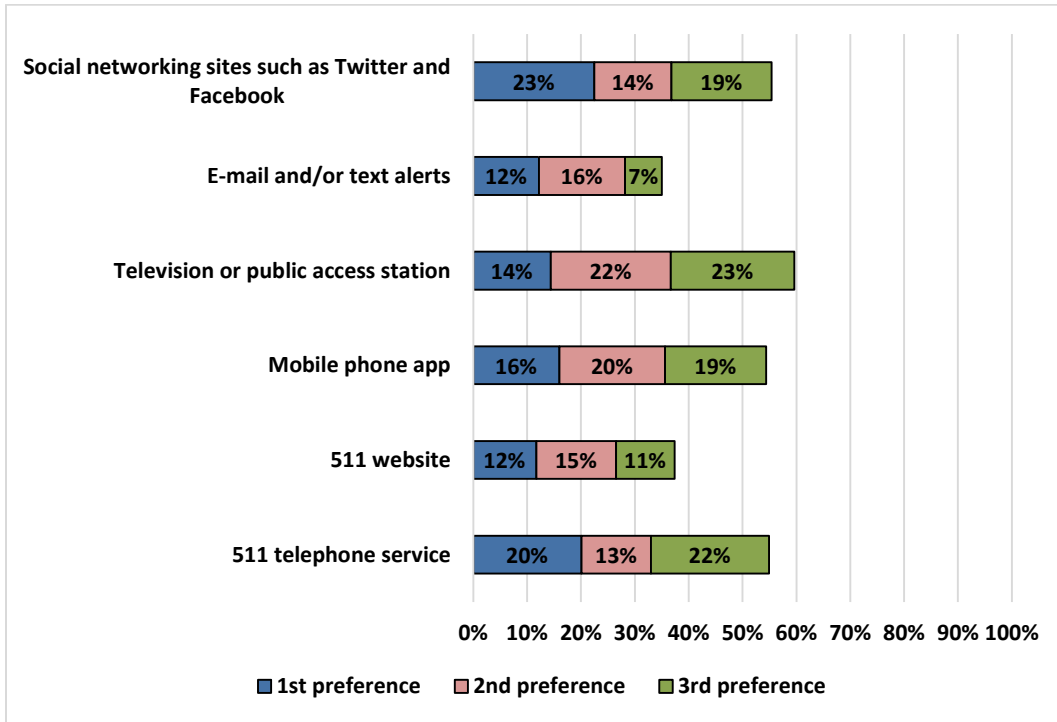


Figure 37. Preferences for Receiving Information from 511 Traveling Services, District 2

Among respondents from District 3, the greatest percentage (27 percent) selected 511 telephone service and social networking sites (23 percent) as their first preference for receiving 511 information. A similar percentage of respondents ranked email and/or text alerts (25 percent) and 511 website (23 percent) as their second preference for modes to receive 511 information. Lastly, 23 percent selected television or public access station and 22 percent selected 511 telephone service as their third preferred way to receive information from 511 (Figure 38).

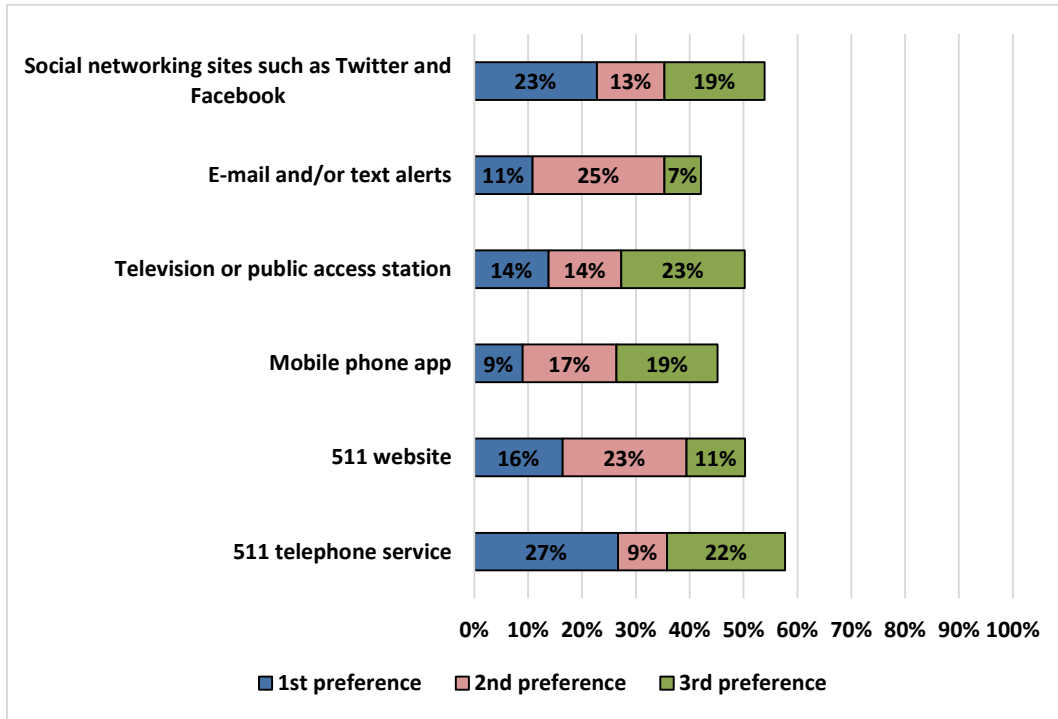


Figure 38. Preferences for Receiving Information from 511 Traveler Information Services, District 3

Among respondents from District 4, 21 percent ranked 511 website as their first preferred mode for receiving information from 511 services. Similar percentages of respondents ranked mobile phone app (19 percent), 511 telephone service (18 percent), and social networking sites (18 percent) as their first preference for ways to receive 511 information. The greatest percentage of respondents ranked mobile phone apps (21 percent) as their second preferred way for receiving information. Lastly, 32 percent ranked television or public access station as their third preferred mode for receiving 511 information (Figure 39).

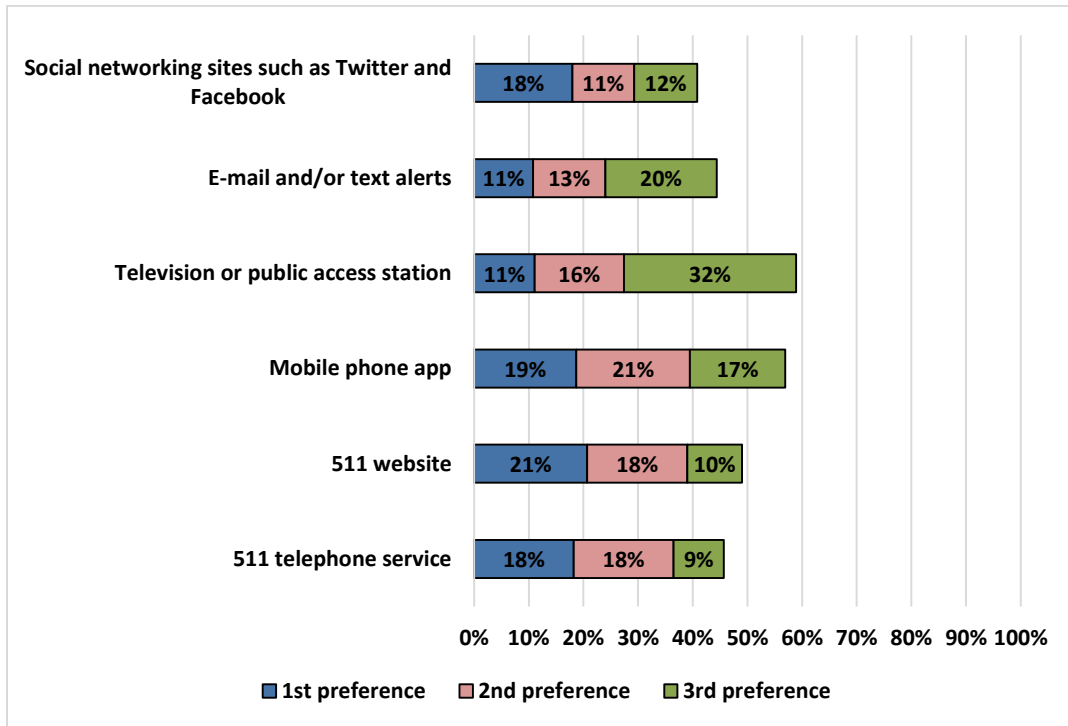


Figure 39. Preferences for Receiving Information from 511 Traveler Information Services, District 4

Among respondents from District 5, 21 percent ranked social networking sites and 20 percent ranked email and/or text alerts as their first preferred way for receiving 511 information. Twenty-nine percent of respondents ranked television or public access station as their second preference while 20 percent ranked 511 telephone service as their second preferred way to receive 511 information. Lastly, less than a quarter of respondents selected the 511 website as their third preferred way for receiving 511 information and 22 percent selected television or public access station (Figure 40).

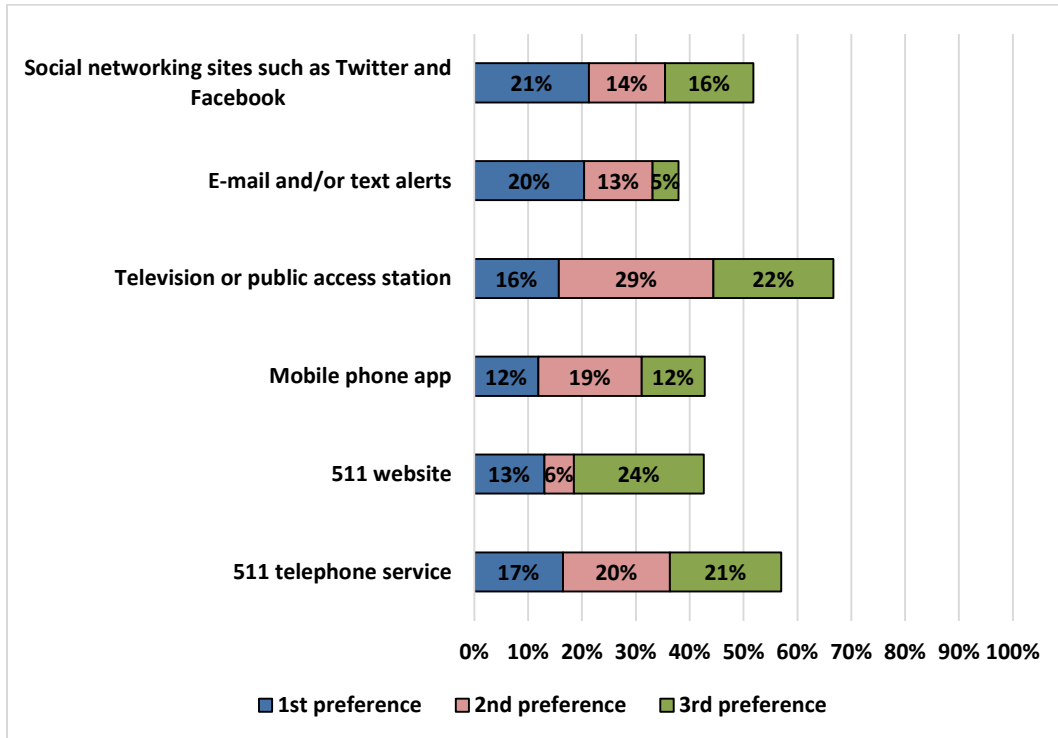


Figure 40. Preferences for Receiving Information from 511 Traveler Information Services, District 5

Finally, among respondents in District 6, 23 percent selected email and/or text alerts and 21 percent selected 511 telephone service as their first preferred method for receiving 511 information. Similar percentages of respondents also selected 511 telephone service (23 percent) and mobile phone app (21 percent) as their second preferred ways for receiving 511 information. Lastly, the greatest percentage of respondents selected television or public access station (29 percent) as their third preference for receiving 511 information (Figure 41).

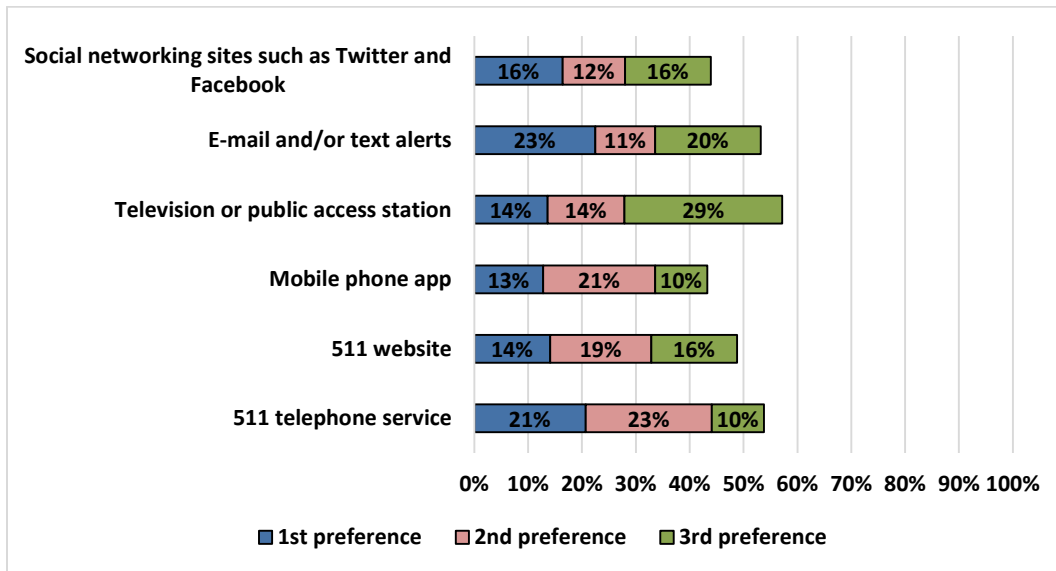


Figure 41. Preferences for Receiving Information from 511 Traveler Information Services, District 6

Recommendations

Most notably, awareness and use of 511 Traveler Information Services was lowest among respondents from District 1. Across all districts, the 511 full website was the most common way that respondents accessed 511 services though a substantial percentage of respondents from District 4 also reported using the smartphone app for 511 services. When it came to alteration of winter travel plans, District 3 had the lowest percentage of respondents who said that they changed their travel plans in response to 511 information. In order to better understand how residents of each highway district respond to 511 information, some geographical factors may need to be considered, e.g. proximity to workplace, availability of “better” routes, etc. Lastly, respondents’ preferences for receiving 511 information across districts vary and factors such as quality of internet or mobile service may be worth considering. In order to better capture what factors impact respondents’ preferences for modes, information from focus groups and district-level information regarding cellphone usage, internet speeds, etc. should be considered.

Chapter 4

Communication

This section of the survey focused on Idahoans' current communications from ITD, preferences for receiving information about ITD's activities and services, experience with ITD's website, and their communication from ITD via social media.

Statewide Results

Current Communication about ITD's Activities and Services

When asked about how respondents currently learn about ITD's activities and services, 67 percent indicated that they do so through electronic signs or reader boards along the highway. A substantially smaller portion of respondents also indicated that they receive information through radio (32 percent), newspaper (29 percent), and internet/ITD website (28 percent). It is worth noting, however, that 21 percent of respondents also indicated that they do not currently receive information about ITD's activities and services (Figure 42).

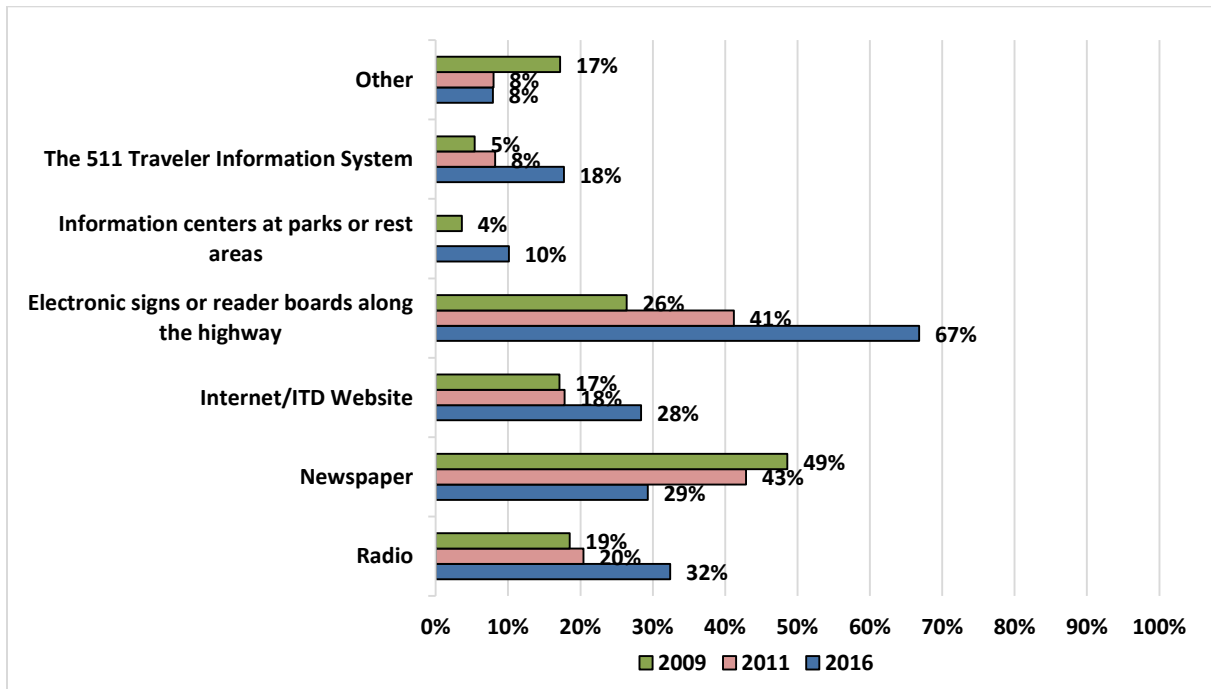


Figure 42. Current Communication about ITD's Activities and Services. 2009, 2011, 2016

Preferences for Receiving Information about ITD’s Activities and Services

The most commonly selected option for receiving information ITD’s activities and services was through electronic signs or reader boards along the highway (92 percent). The most common responses also included internet (73 percent), radio (70 percent), television (69 percent), and 511 Traveler Information System (68 percent) (Figure 43).

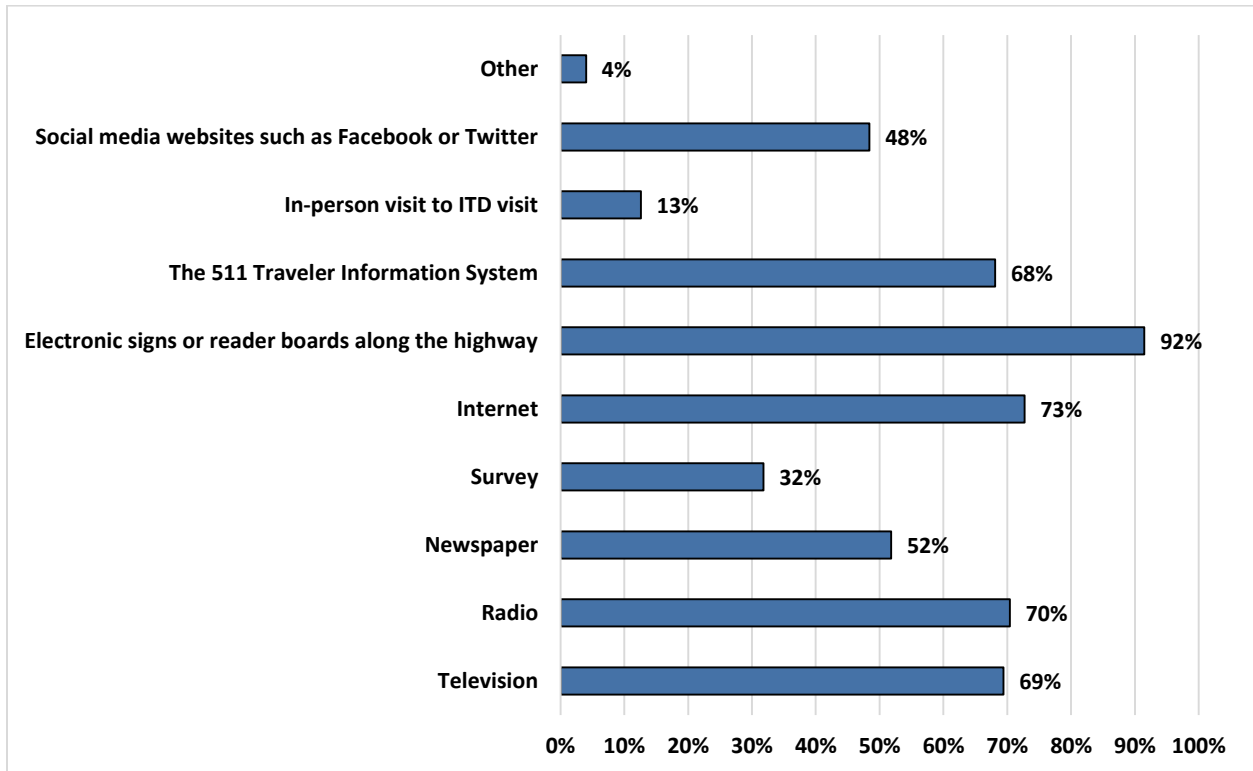


Figure 43. Preferences for Receiving Information about ITD’s Activities and Services

Overall, the relationship between age and preferences for receiving information about ITD’s activities and services is significant for all modes of communication except for surveys. Generally, older respondents preferred television, newspaper, and electronic signs/reader boards while younger populations leaned towards internet, social media websites, and radio. Preference for television was lowest among respondents aged 25-44 years (60 percent). One explanation for this could be that this age group is foregoing TV in favor of web-based communications. Radio and internet were also most popular among the younger age groups while newspaper was less preferred by these respondents. Electronic signs and reader boards along the highway were fairly popular among all age groups, likely due to their convenience and availability in Idaho. 511 Traveler Information System is most preferred by respondents aged 25-44 (66 percent) and 45-64 years (72 percent). In-person visits to ITD were generally unpopular across all age groups, while social media websites were most popular among the youngest respondents aged 18-24 years (82 percent) (Table 4).

Table 4. Preferences for Receiving Information about ITD’s Activities and Services by Age

	Television	Radio	Newspaper	Survey	Internet	Electronic signs or reader boards	511 Traveler Information System	In-person visit to ITD	Social media websites such as Facebook or Twitter
18-24 years old	78%	86%	50%	40%	90%	98%	66%	26%	82%
25-44 years old	60%	72%	45%	32%	86%	94%	72%	15%	62%
45-64 years old	71%	69%	63%	33%	67%	94%	76%	7%	36%
65-74 years old	83%	64%	73%	30%	43%	88%	67%	7%	17%
75 years or older	84%	54%	81%	31%	27%	85%	52%	5%	12%
pvalue	<.0001	<.0001	<.0001	0.7104	<.0001	<.0001	<.0001	<.0001	<.0001

It is important to note that row totals in the above table may add up to more than 100 percent. This is because respondents could choose more than one response for this question.

Use of Idaho Transportation Department’s Website

Compared to 2009 and 2011, a greater percentage of respondents (33 percent) in 2016 reported that they had accessed the ITD’s website in the past year (Figure 44).

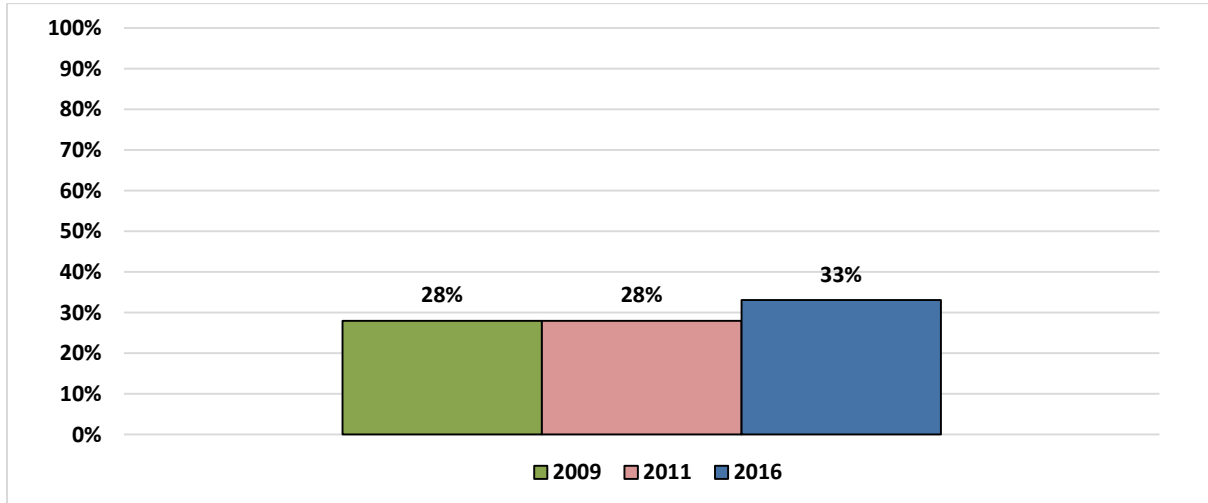


Figure 44. Use of Idaho Transportation Department’s Website. 2009, 2011, 2016

Of those that accessed the ITD’s website in 2016 (n= 1149), a majority of the respondents (66 percent) said that they accessed the website to figure out driving or road conditions. Less than half (46 percent) accessed the site to get information about driver licensing, vehicle titling or registration. Only a small portion of respondents (6 percent) said that they used the website to learn about general ITD news (Figure 45).

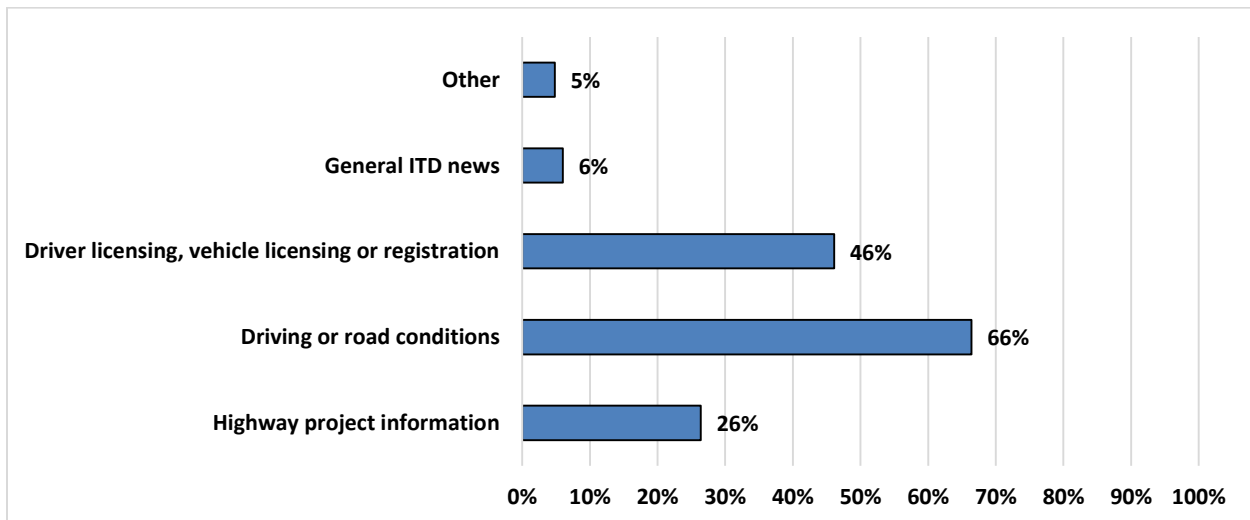


Figure 45. Information Sought When Visiting Idaho Transportation Department’s Website

When asked about how easy it was to use the ITD’s website to find the information they were looking for, a smaller percentage of respondents in 2016 (45 percent) said that the experience was very easy than in 2009 (65 percent) and 2011 (47 percent). A greater percentage of respondents in 2016 (48 percent) felt that the experience of using ITD’s website was somewhat easy than in 2009 (27 percent) and 2011 (39 percent). Notably, very few respondents in 2016 felt that using ITD’s website was somewhat difficult (6 percent) or very difficult (2 percent) (Figure 46).

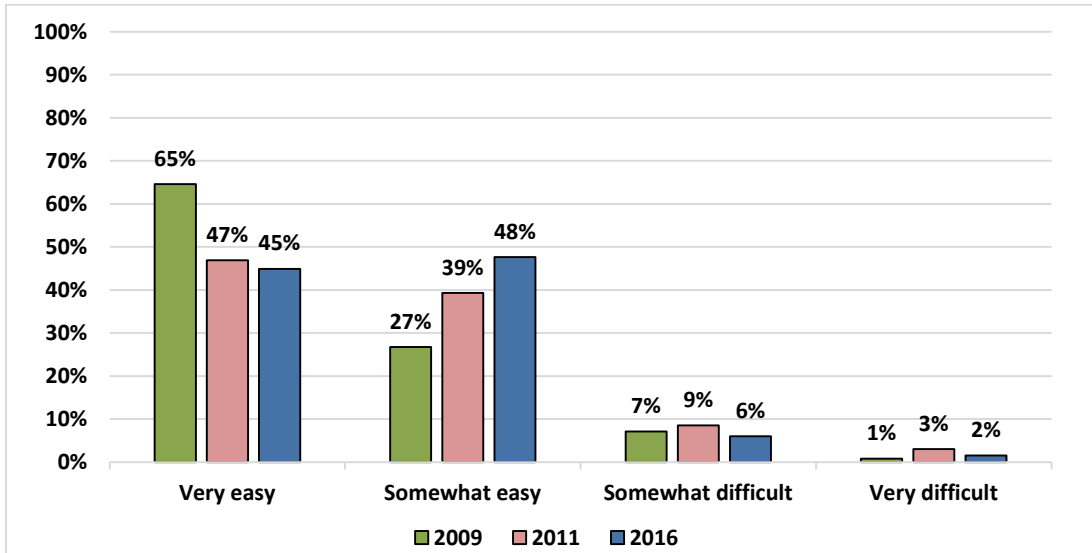


Figure 46. Ease of Use of Idaho Transportation Department’s Website. 2009, 2011, 2016

Communication from Idaho Transportation Department on Social Media

Overall, a majority of survey respondents in 2016 (66 percent) reported that they use social media platforms (Figure 47).

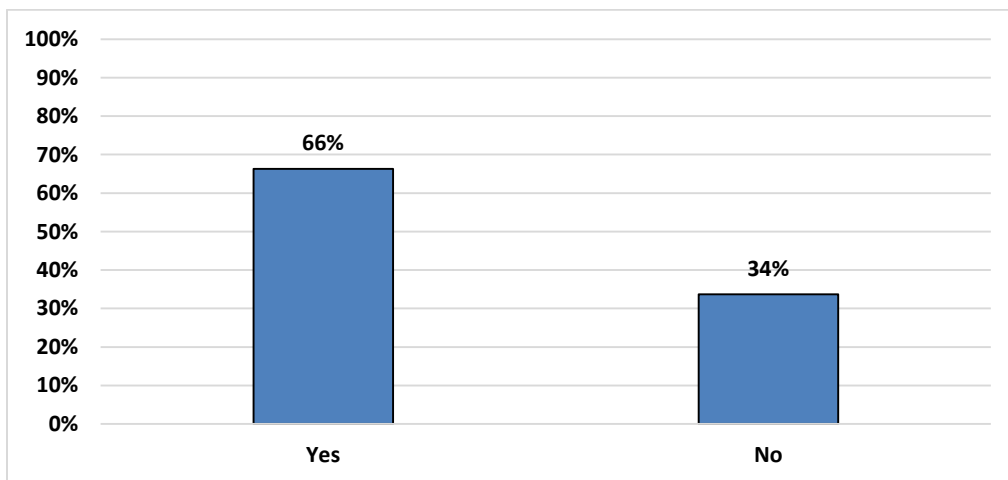


Figure 47. Use of Social Media Platforms

When asked about their preferences for learning about ITD activities via social media platforms, a vast majority (79 percent) ranked Facebook as their first preference. The most common second preference was YouTube (36 percent), while Twitter was ranked as a second preference by 21 percent of respondents. Lastly, 22 percent of respondents ranked Instagram and 20 percent ranked Twitter as their third preference for receiving ITD information via social media platforms (Figure 48).

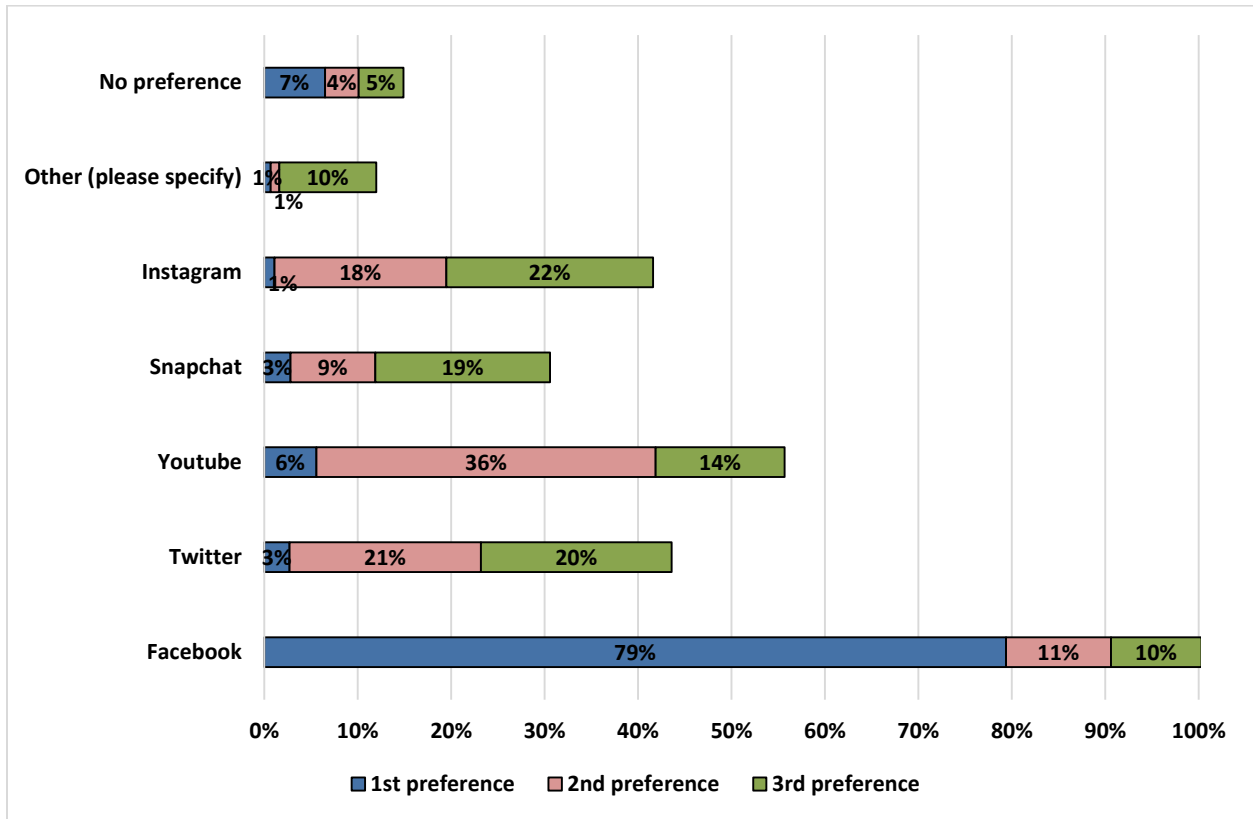


Figure 48. Preferences for Receiving Communications via Social Media Platforms

Overall, the relationship between age and type of social media platform that respondents preferred for receiving ITD information was significant in all instances except for Snapchat. In the case of Snapchat, the significance of the relationship could not be calculated due to nonresponse from some respondents (likely due to unawareness of the platform). Preference for each of the different types of social media platforms was highest among the youngest respondent group, aged 18-24 years old. Most notably, this age group had a much stronger preference for Twitter, YouTube, and Snapchat than the other age groups. When it came to Instagram, similar percentages of 18-24 year olds (25 percent) and 25-44 year olds (24 percent) preferred this mode for receiving ITD communications (Table 5).

Table 5. Preferences for Receiving Idaho Transportation Department Communications via Social Media Platforms by Age

	Facebook	Twitter	YouTube	Snapchat	Instagram
18-24 years old	96%	33%	42%	44%	25%
25-44 years old	93%	19%	29%	12%	24%
45-64 years old	86%	13%	24%	2%	9%
65-74 years old	83%	10%	17%	1%	9%
75 years or older	85%	5%	18%	0%	5%
pvalue	0.0495	0.0006	0.0076	N/A	<.0001

It is important to note that row totals in the above table may add up to more than 100 percent. This is because respondents could choose more than one response for this question.

A vast majority of respondents (90 percent) said that they had not received ITD information via social media platforms in the past year (Figure 49).

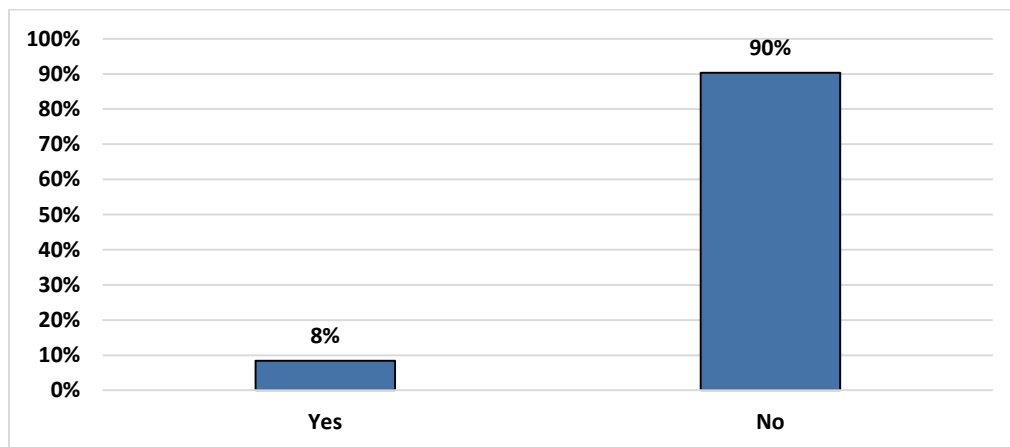


Figure 49. Information Received from Idaho Transportation Department via Social Media Platforms

Of those that did receive information from ITD via social media (n=54), the greatest percentage (92 percent) had received it through Facebook and a significantly smaller portion (8 percent) had received the information via Twitter (Figure 50).

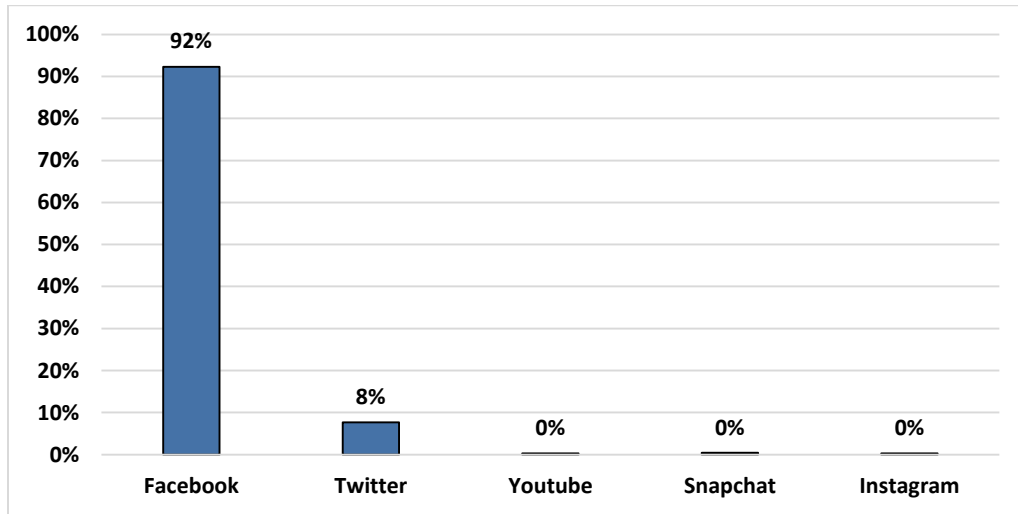


Figure 50. Social Media Platforms through Which Information from Idaho Transportation Department Was Received

When asked about the social media platforms through which respondents most often receive news, a significant majority (74 percent) said that they receive news through Facebook and just four percent said they get news through Twitter (Figure 51).

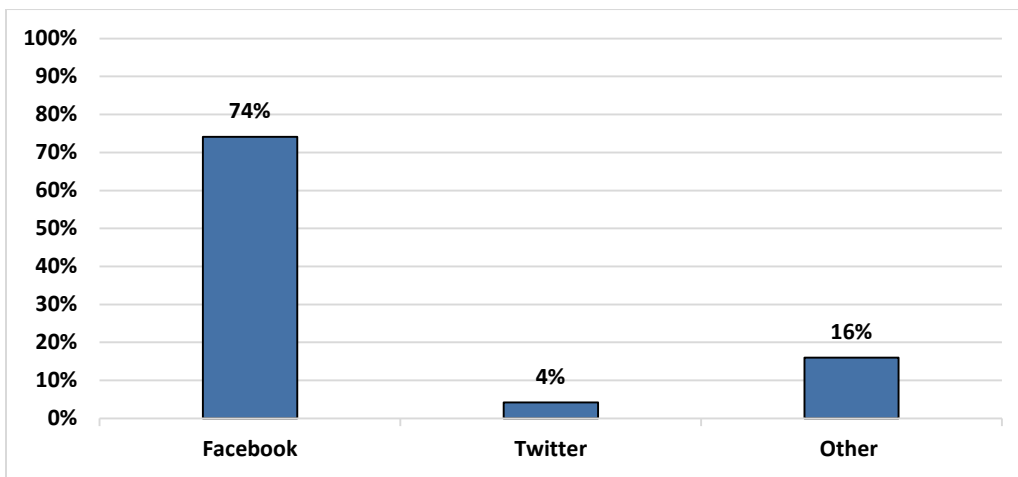


Figure 51. Social Media Platforms through Which Respondents Receive News

Recommendations

Overall, Facebook is the most commonly used social media platform among Idahoans. In order to increase engagement with customers, Idaho Transportation Department should focus on a marketing campaign, primarily through Facebook, that increases public awareness about ITD's internet and social media presence. Though Facebook is most widely used among Idahoans, we recommend that ITD also maintain a vibrant presence via Twitter since younger populations often use that platform as well. Furthermore, it seems to be the case that Idahoans have a strong preference for electronic reader boards/signs along the highway. Because of their convenience and obvious presence, these signs continue to be the easiest way to communicate important information to Idahoans. Given the widespread reach of this particular mode, any campaign to expand ITD's social media reach should utilize electronic signs and reader boards along highways.

District Results

Current Communication about ITD’s Activities and Services

When looking at the district breakdown of how respondents receive communications about ITD’s activities and services, it is worth noting that a third of respondents from District 6 (33 percent) said that they do not currently receive information. Conversely, lowest percentage of respondents from District 4 (15 percent) and District 2 (16 percent) said that they do not currently receive information about ITD activities and services. Among all districts, electronic signs and reader boards along the highway were a common source of information while information centers at parks or rest areas were far less common.

Radio was most commonly cited as a source of information among respondents from District 5 (38 percent) and least common among respondents from District 1 (25 percent). District 2 had the greatest percentage of respondents who said they receive information from a newspaper (38 percent) whereas District 6 had the lowest percentage of respondents who said the same (21 percent). Internet or ITD website was used most by respondents from District 5 (34 percent) while only 23 percent from District 4 said that they get their information about ITD from these sources. Electronic signs/reader boards along the highway were most commonly cited as a source of information among respondents from District 1 (75 percent) while only 55 percent from District 6 said the same. The 511 Traveler Information System was most commonly reported as a source of information among respondents from District 6 (28 percent) and it was least common in District 1 (15 percent) and District 4 (15 percent) (Table 6).

Table 6. Current Communication about Idaho Transportation Department’s Activities and Services by District

	Radio	Newspaper	Internet or ITD Website	Electronic signs or reader boards	Information centers at parks or rest areas	511 Traveler Information System	Do not currently receive information
District 1	25%	31%	25%	75%	9%	15%	21%
District 2	30%	38%	33%	61%	15%	20%	16%
District 3	34%	30%	31%	65%	10%	16%	20%
District 4	33%	35%	23%	70%	13%	15%	15%
District 5	38%	31%	34%	63%	10%	24%	18%
District 6	29%	21%	29%	55%	9%	28%	33%

It is important to note that row totals in the above table may add up to more than 100 percent. This is because respondents could choose more than one response for this question.

Preferences for Receiving Information about Idaho Transportation Department's Activities and Services

Overall, a majority of respondents in each of the six highway districts preferred receiving information about ITD via television, radio, internet, electronic signs or reader boards, and 511 Traveler Information System. Notably, while majority of respondents from District 1 (60 percent), District 2 (68 percent), District 4 (61 percent) and District 5 (58 percent) preferred newspapers, only 36 percent from District 6 and 46 percent from District 3 preferred to receive information via newspaper. The greatest percentage of respondents from District 5 (39 percent) said that they would want to learn about ITD's activities and services via a survey while only 26 percent from District 6 said the same. The highest percentage of respondents from District 6 (82 percent) said that they would want to learn about ITD via the internet and only 62 percent from District 2 selected internet as a preference (Table 7).

Table 7. Preferences for Receiving Information about Idaho Transportation Department's Activities and Services by District

	Television	Radio	Newspaper	Survey	Internet	Electronic signs or reader boards	511 Traveler Information System	In-person visit to ITD	Social media websites such as Facebook or Twitter
District 1	78%	67%	60%	31%	68%	91%	71%	16%	48%
District 2	66%	76%	68%	32%	62%	93%	68%	13%	48%
District 3	64%	72%	46%	32%	75%	91%	67%	14%	49%
District 4	78%	70%	61%	32%	63%	91%	68%	9%	50%
District 5	73%	74%	58%	39%	70%	94%	69%	10%	46%
District 6	62%	68%	36%	26%	82%	93%	72%	11%	54%

It is important to note that row totals in the above table may add up to more than 100 percent. This is because respondents could choose more than one response for this question.

Use of Idaho Transportation Department's Website

The greatest percentage of respondents from District 3 (40 percent) said that they accessed the ITD's website in the past year while a similar percentage of respondents from District 2 (38 percent) also indicated the same. Comparatively, only 26 percent of respondents from District 1 said that they had accessed the ITD's website in the last year. Among districts 4, 5, and 6 roughly a third of respondents said they had used the ITD website in the past year (Figure 52).

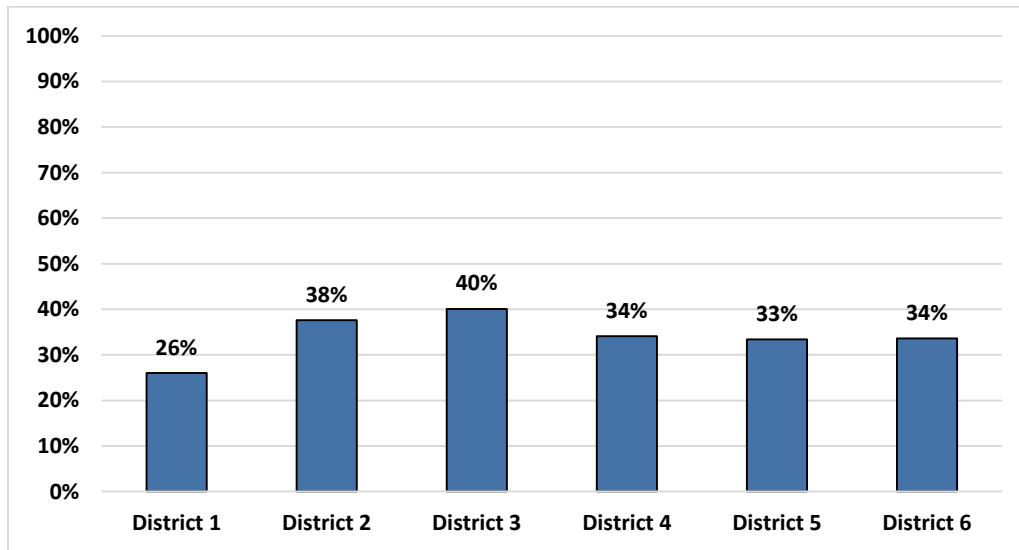


Figure 52. Use of Idaho Transportation Department's Website in the Past Year by District

Across all districts, the most commonly cited reason for accessing the ITD’s website was to find information on driving or road conditions. The percentage of respondents that gave this reason was highest for District 6 (75 percent), District 2 (74 percent), and lowest for Districts 3 and 1 (67 percent, each). The second most frequently cited reason for accessing the ITD website was driver licensing, vehicle titling, or registration. Notably, 55 percent of respondents from District 1 said they accessed the website for this reason while only 35 percent from District 2 said the same. Less than a third of respondents from each of the districts said that they accessed ITD’s website to learn about highway project information. Lastly, while very few respondents accessed the ITD website for general news, 22 percent from District 5 said that they used the website to learn about general ITD news (Table 8).

Table 8. Reasons for Accessing Idaho Transportation Department’s Website by District

	Highway project information	Driving or road conditions	Driver licensing, vehicle titling or registration	General ITD news
District 1	26%	67%	55%	1%
District 2	30%	74%	35%	6%
District 3	31%	67%	41%	4%
District 4	30%	68%	40%	9%
District 5	27%	71%	45%	22%
District 6	29%	75%	46%	6%

It is important to note that row totals in the above table may add up to more than 100 percent. This is because respondents could choose more than one response for this question.

When asked about ease of using the ITD website, the greatest percentage of respondents from District 6 (53 percent) said that it was very easy while the lowest percentage from District 1 (21 percent) said the same. Conversely, 72 percent of respondents from District 1 thought that using the website was somewhat easy. Lastly, 7 percent of respondents from District 4 thought it was very difficult to use the website and 8 percent from District 2 thought it was somewhat difficult (Figure 53).

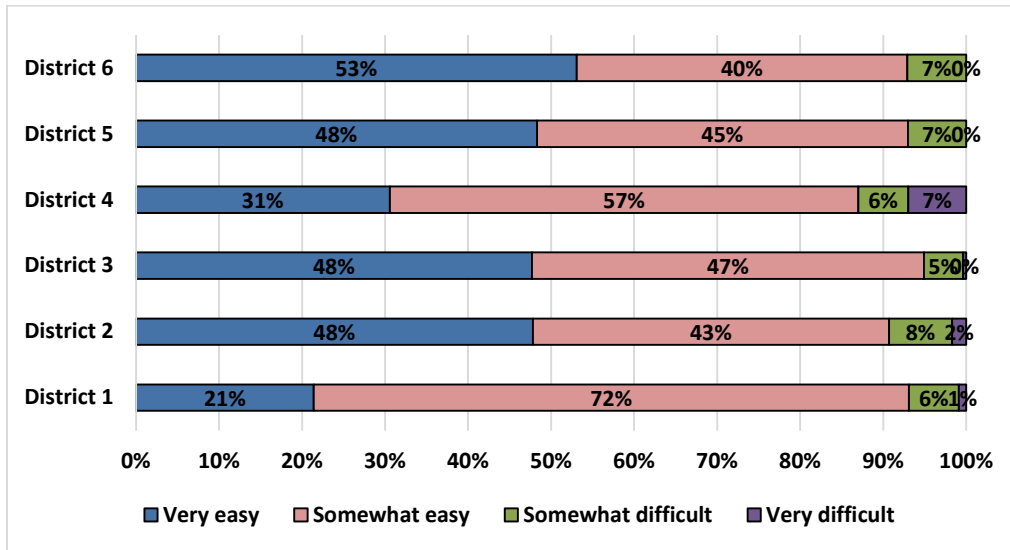


Figure 53. Difficulty of Using Idaho Transportation Department’s Website by District

Use of Social Media

Overall, a majority of respondents from each district reported that they use social media platforms such as Facebook, Twitter, etc. However, use of these platforms was highest among respondents from District 6 (74 percent) and District 4 (71 percent) and lowest among respondents from District 5 (60 percent) (Figure 54).

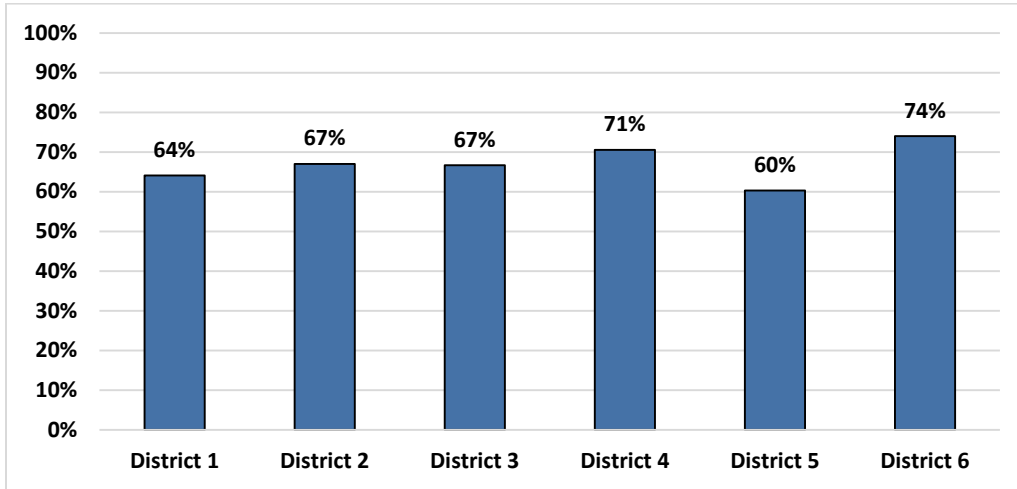


Figure 54. Use of Social Media Platforms by District

When asked about preferences for receiving ITD information via social media platforms, majority of respondents in District 1 (83 percent) ranked Facebook as their first preference. Comparatively, 36 percent of respondents from District 1 ranked Snapchat as their second preference while 62 percent ranked Instagram as their third preference (Figure 55).

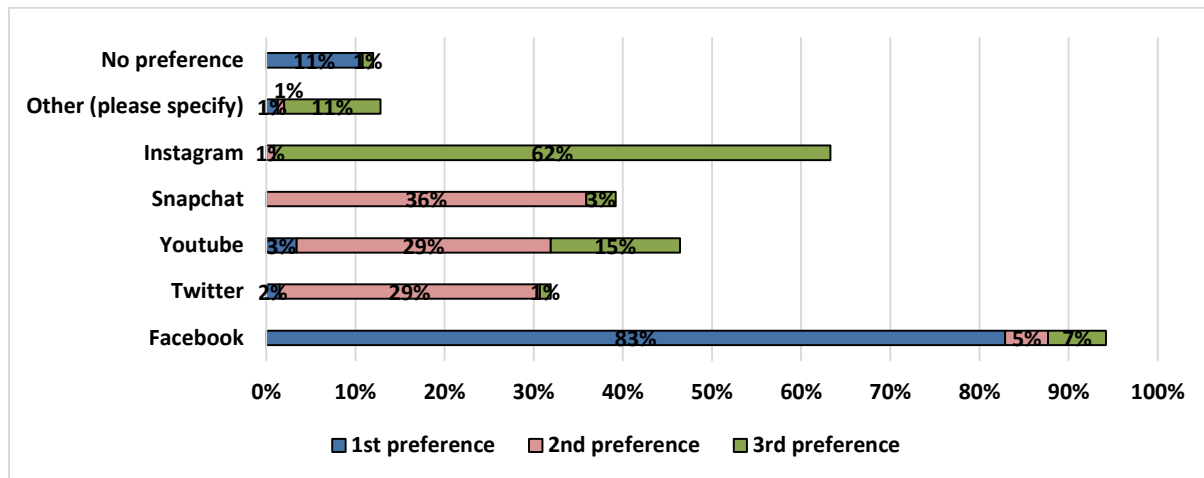


Figure 55. Preferences for Receiving Idaho Transportation Department Information via Social Media Platforms, District 1

Among respondents from District 2, 77 percent ranked Facebook as their first preference for receiving ITD information via a social media platform. Comparatively, 32 percent ranked YouTube and 26 percent ranked Twitter as their second preferred mode for receiving ITD information. Lastly, less than a third of respondents (30 percent) ranked Snapchat and less than a quarter (24 percent) ranked Instagram as their third preferred mode for receiving ITD information via social media (Figure 56).

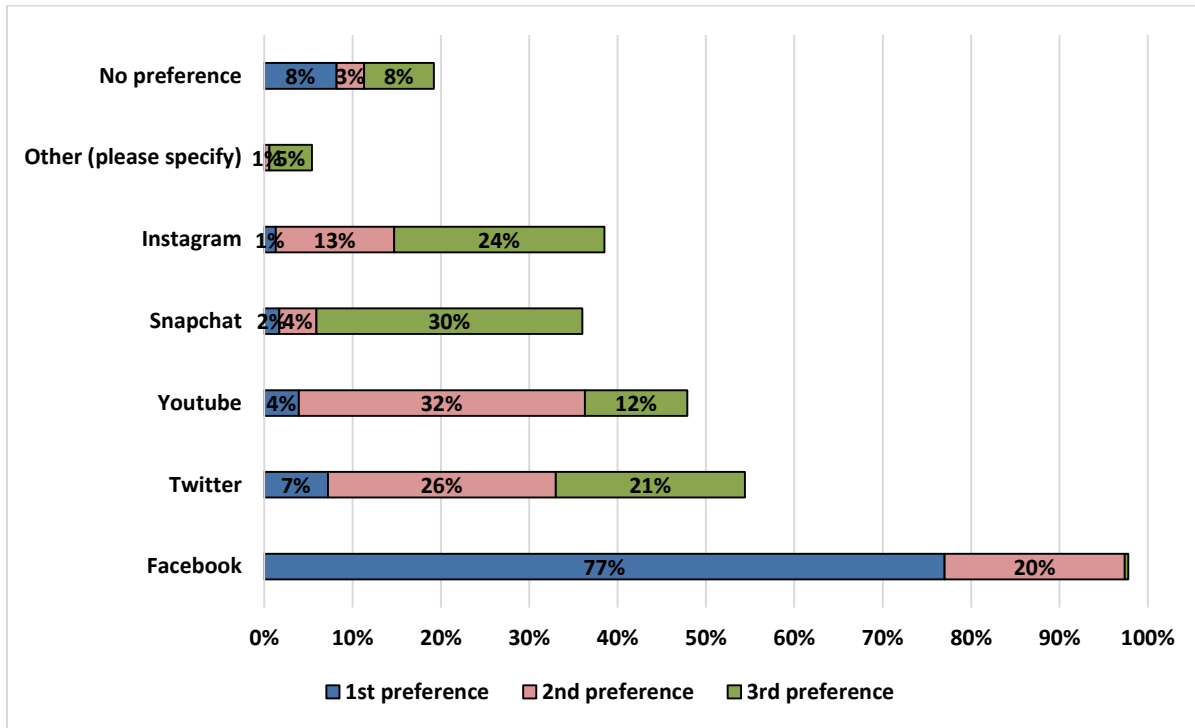


Figure 56. Preferences for Receiving Idaho Transportation Department Information via Social Media Platforms, District 2

In District 3, 80 percent of respondents indicated that their first preferred social platform for receiving ITD information is Facebook. Comparatively, 41 percent ranked YouTube and 24 percent ranked Instagram as their second preferred modes for receiving ITD information. Lastly, 31 percent of respondents from this district ranked Twitter as their third preferred social media platform for receiving ITD information (Figure 57).

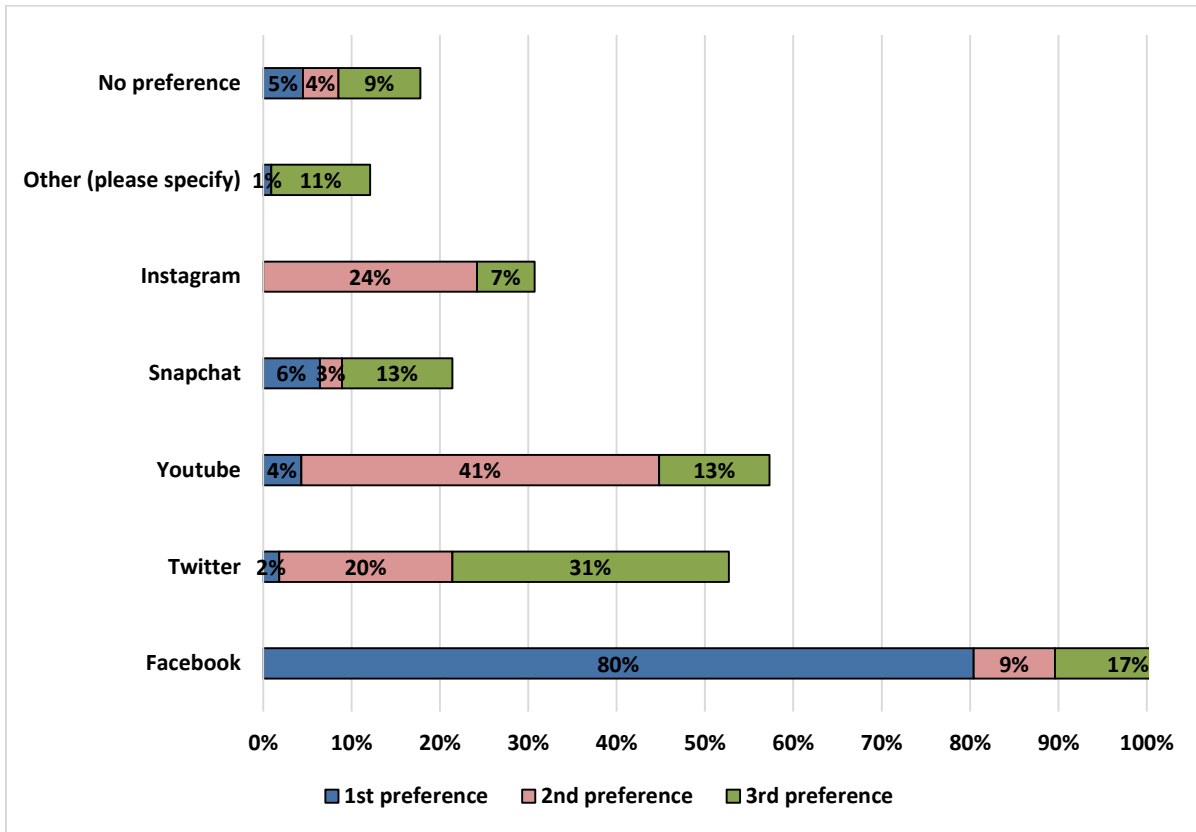


Figure 57. Preferences for Receiving Idaho Transportation Department Information via Social Media Platforms, District 3

Among respondents from District 4, 80 percent indicated Facebook as their first preferred social media platform for receiving information about ITD. Forty-four percent indicated YouTube as their second preferred social media platform. Finally, more than a quarter of respondents from this district selected Snapchat (28 percent) and Instagram (26 percent) as their third preferred social media platform for receiving information from ITD (Figure 58).

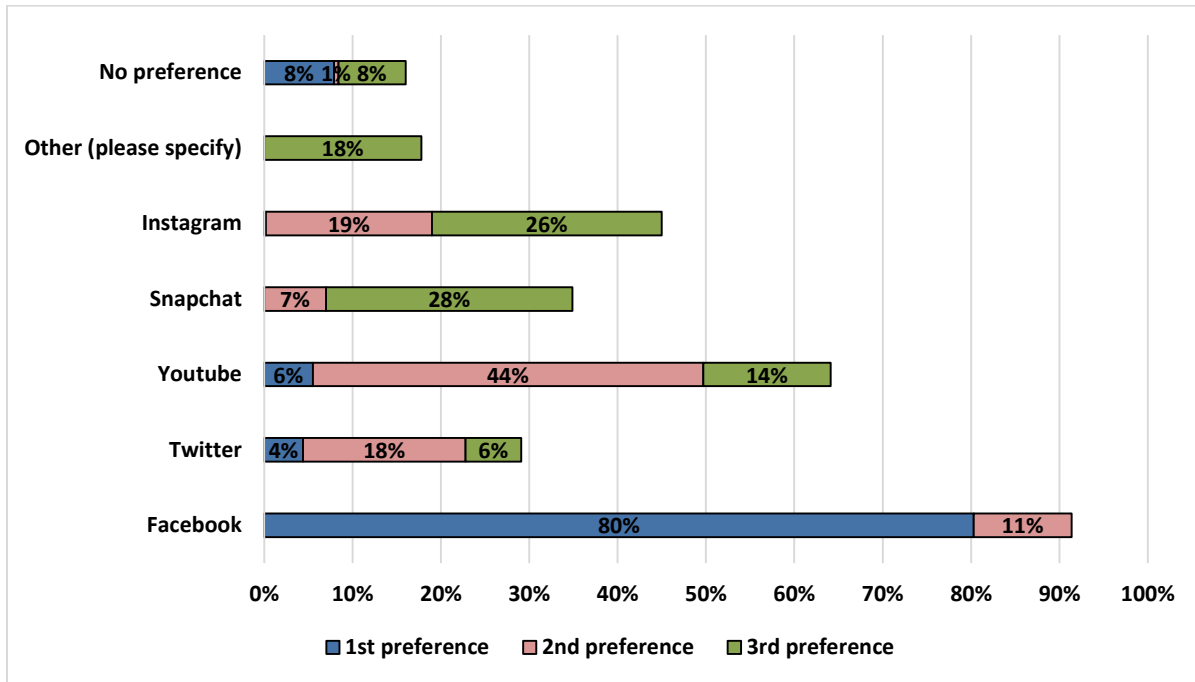


Figure 58. Preferences for Receiving Idaho Transportation Department Information via Social Media Platforms, District 4

Among respondents from District 5, 85 percent ranked Facebook and 11 percent ranked YouTube as their first preference of social media platforms for receiving ITD information. Just under half of the respondents ranked YouTube (49 percent) and 17 percent ranked Facebook as their second preferred platforms. Lastly, more than a third ranked Twitter (35 percent) as the third preferred platform for receiving ITD information via social media (Figure 59).

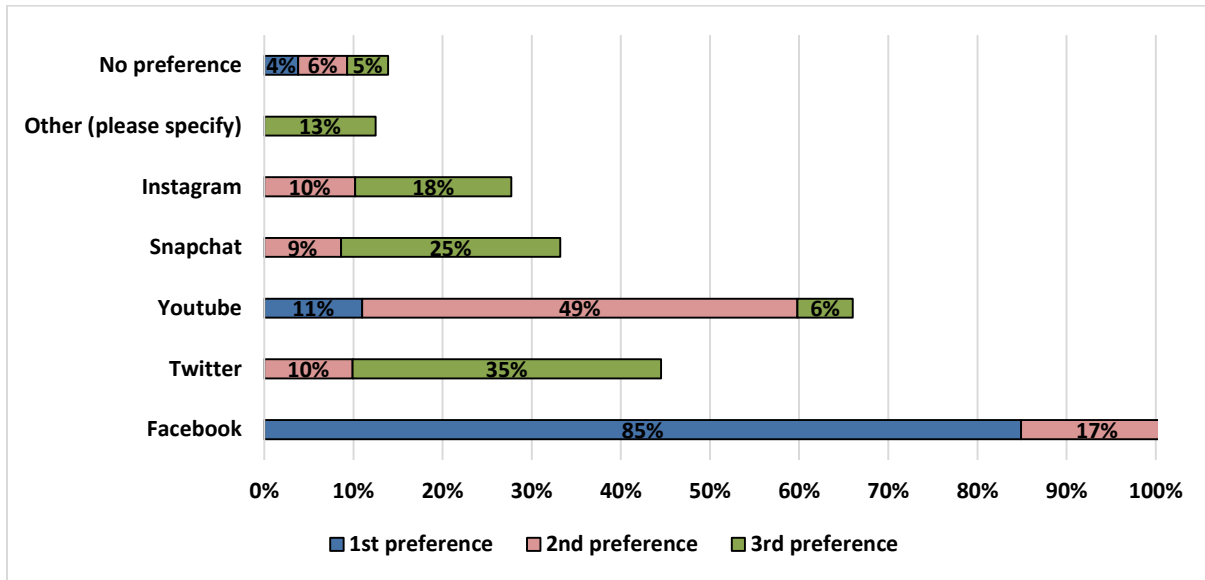


Figure 59. Preferences for Receiving Idaho Transportation Department Information via Social Media Platforms, District 5

Lastly, among respondents from District 6, 71 percent ranked Facebook as their first preferred social media platform for receiving ITD information. Roughly a quarter of the respondents ranked Instagram (26 percent), YouTube (25 percent), and Twitter (23 percent) as their second preferred options while 27 percent ranked Facebook as their third preferred platform for receiving ITD information (Figure 60).

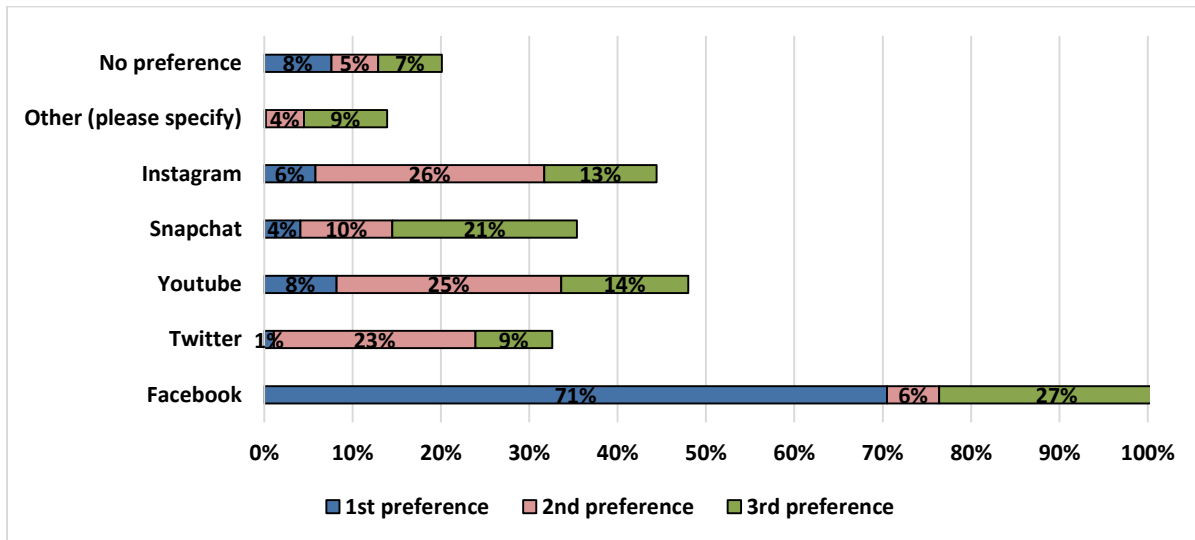


Figure 60. Preferences for Receiving Idaho Transportation Department Information via Social Media Platforms, District 6

Ten percent of respondents from District 1 and 10 percent from District 3 said that they had received ITD information via social media platforms in the past year. Comparatively, only 7 percent from District 2 said they had received information via social media platforms (Figure 61).

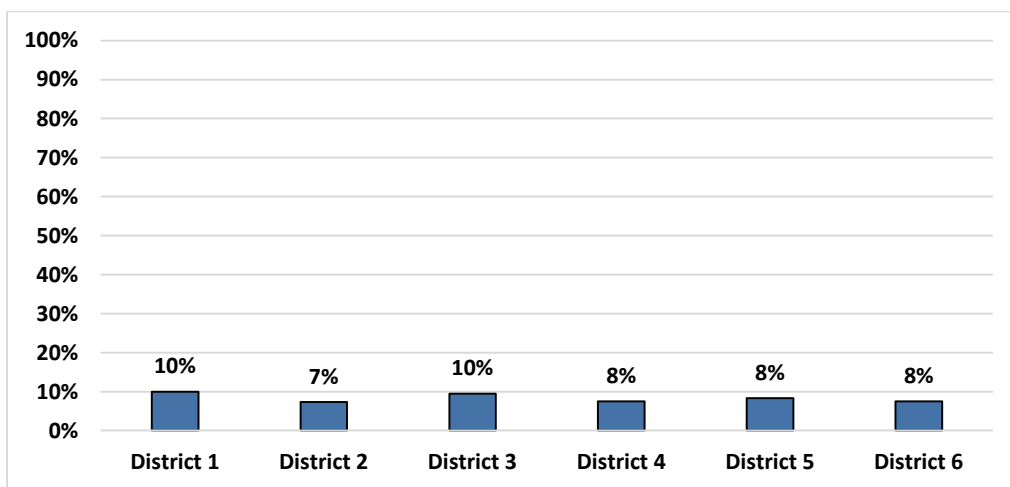


Figure 61. Information Received from Idaho Transportation Department via Social Media in the Past Year by District

Of those that received information via social media platforms (n=54), a vast majority from each district did so via Facebook. Notably, only 86 percent of respondents from District 3 received their information from Facebook and 13 percent in that district said they had gotten information via Twitter (Table 9).

Table 9. Social Media Platforms through Which Information from Idaho Transportation Department Was Received by District

	Facebook	Twitter	YouTube	Snapchat	Instagram
District 1	100%	1%	0%	0%	0%
District 2	100%	7%	0%	0%	3%
District 3	86%	13%	0%	0%	0%
District 4	100%	0%	0%	3%	0%
District 5	98%	0%	0%	0%	0%
District 6	99%	4%	2%	0%	0%

It is important to note that row totals in the above table may add up to more than 100 percent. This is because respondents could choose more than one response for this question.

Across each of the six districts, most respondents said that they most often turn to Facebook for news. Notably, 81 percent of respondents from District 5 and 78 percent from District 4 said they receive news on Facebook. Twitter was most common among respondents from District 2 where 8 percent said that they received news through that platform (Figure 62).

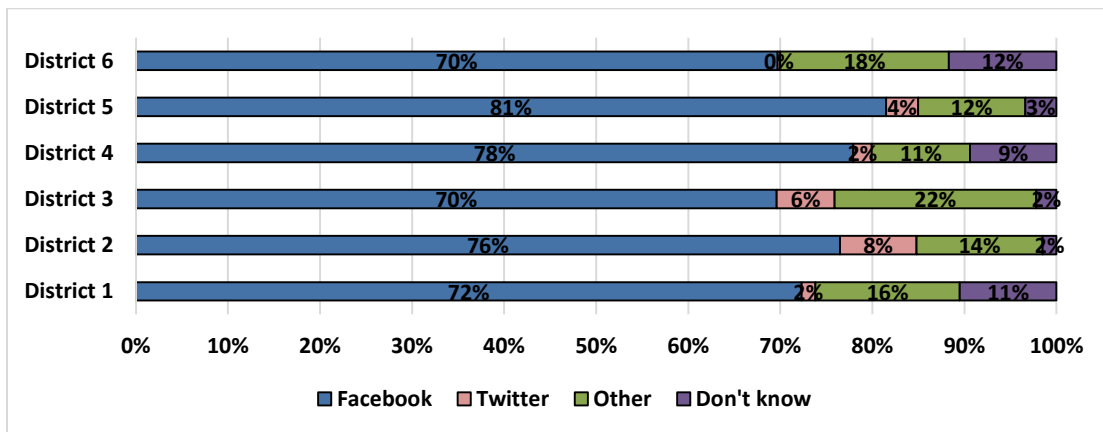


Figure 62. Social Media Platforms That Respondents Turn to for News by District

Recommendations

The district level results for ITD communications reveal that a majority of respondents from each district rely heavily on electronic sign and reader boards along the highway to learn about ITD’s activities and services. However, nearly a third of respondents from District 6 do not currently receive information

about ITD's activities and services. This finding is worth exploring in greater detail to understand why such a large proportion of this district's residents are uninformed about ITD's activities and services.

Chapter 5

Performance Goals and Strategies

This section of the survey focused on Idahoans' perceptions of ITD's overall performance and priorities. Respondents were asked about whether they had seen or heard messages about the department's mission statement, commitment to innovation and improvement strategies as well as where they came across these messages. Furthermore, respondents were also asked about their preferred ways to travel and receive information about projects and issues by the department.

Statewide Results

Awareness of Mission Statement

Roughly 10 percent of Idahoans reported that they had seen or heard ITD's mission statement in the past two years (Figure 63).

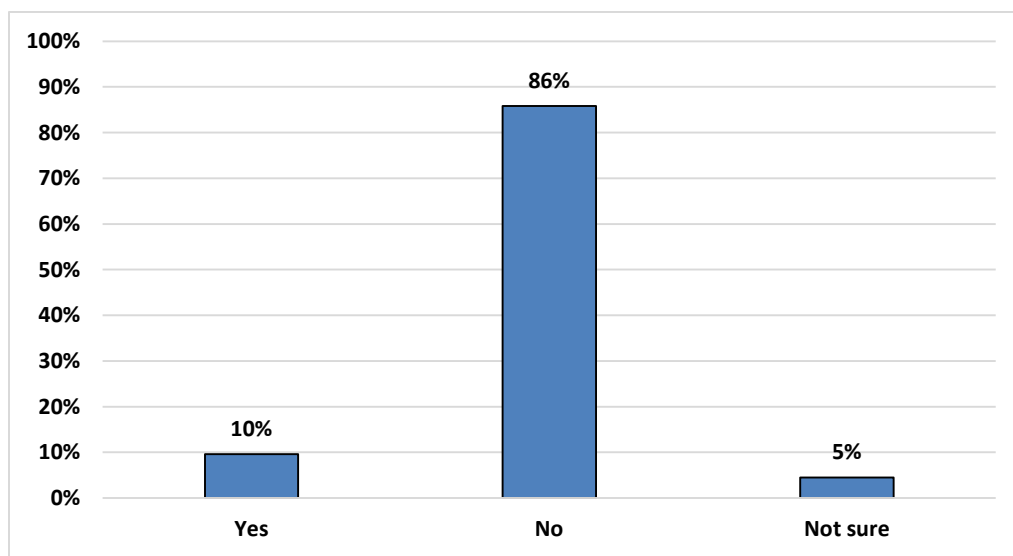


Figure 63. Awareness of Idaho Transportation Department's Mission Statement

Of the respondents that were aware of ITD’s mission statement (n=132), 24 percent said that they had come across the mission statement on ITD’s website. Comparatively, 16 percent said they had come across the message on television while 7 percent cited social media and newspaper (Figure 64). Of the 39 percent of respondents that cited “Other,” 28 percent said they heard the message on the radio and 14 percent said they had seen it on billboards and reader boards.

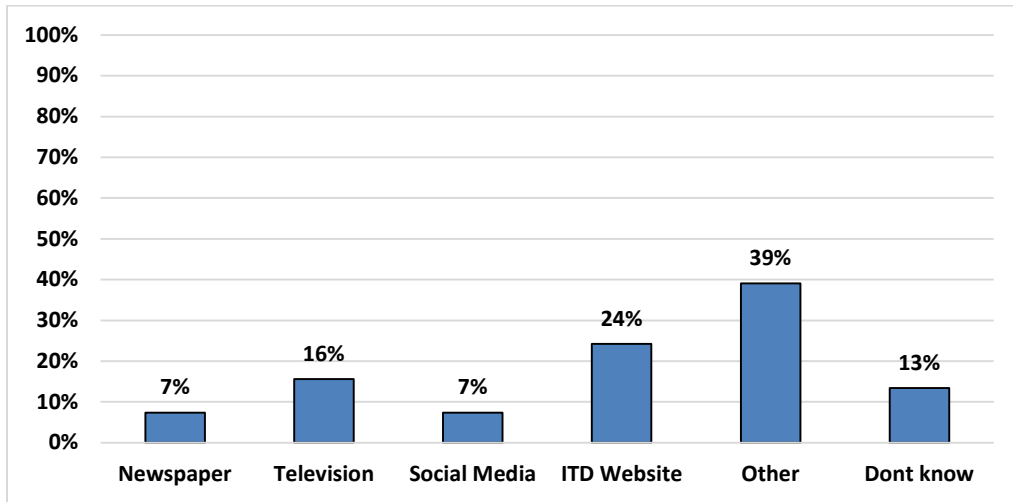


Figure 64. Source of Awareness of Idaho Transportation Department’s Mission Statement

Public Awareness of Department’s Priorities

Twenty percent of survey respondents said that they had come across ITD’s message about improving efficiency by being innovative and using continuous improvement strategies (Figure 65).

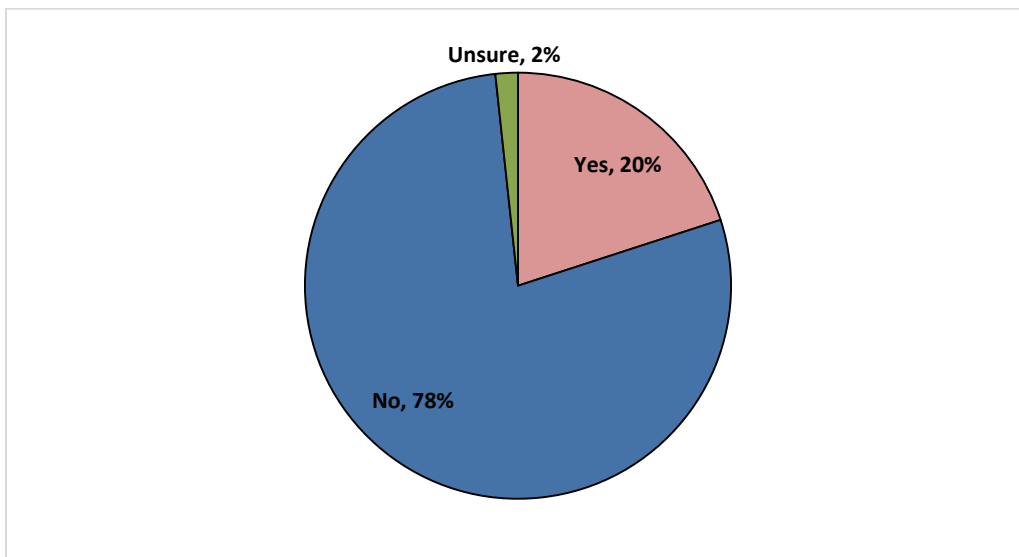


Figure 65. Awareness of Idaho Transportation Department’s Message about Improving Efficiency

Of those that are reported seeing or hearing ITD’s message about efficiency and improvement priorities (n=207), 38 percent said they had come across it on television, and 10 percent cited social media (Figure 66). Of the 38 percent of respondents who cited “other” sources, 22 percent cited the radio and 18 percent said they had seen it on ITD’s website.

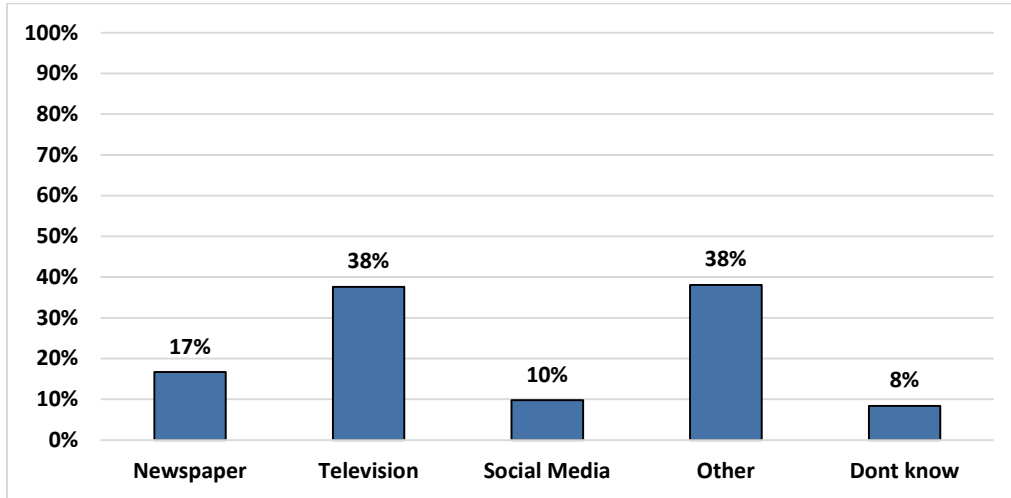


Figure 66. Source of Awareness of Idaho Transportation Department’s Message about Improving Efficiency

Travel Preferences of Idahoans

A vast majority of Idahoans prefer to travel by driving (92 percent) while two percent of respondents said they prefer to travel by biking, walking, or public transportation (Figure 67).

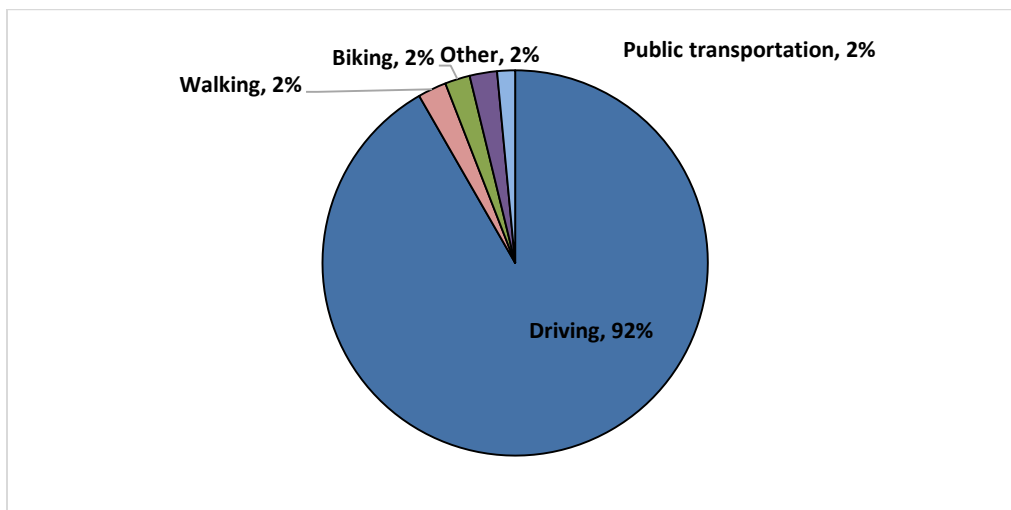


Figure 67. Travel Preferences of Idahoans.

Subsequently, the vast majority of Idahoans (89 percent) feel that their preferred way of traveling, in this case driving, is well supported by the transportation department (Figure 68).

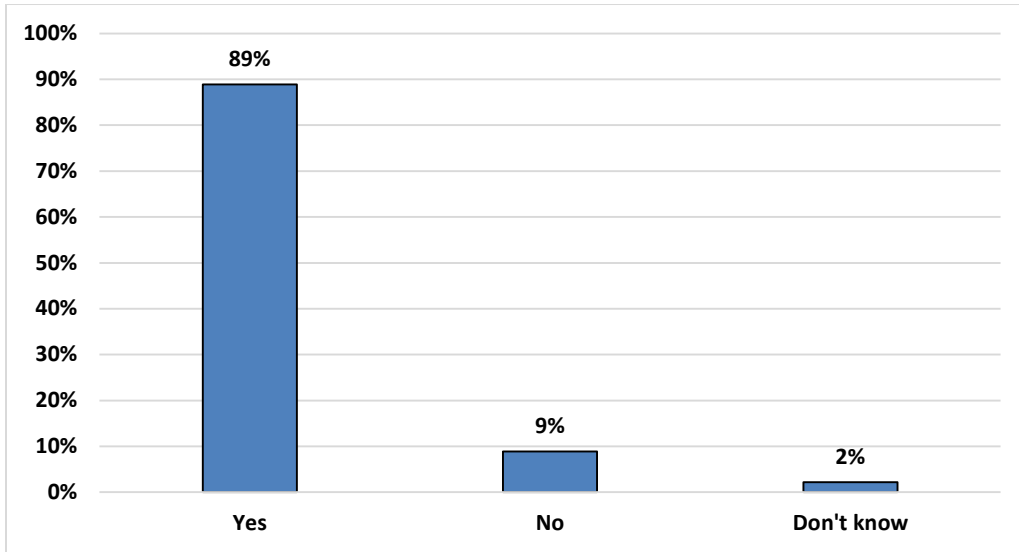


Figure 68. Support for Preferred Way to Travel

Information about transportation projects and issues

Overall, less than a third of survey respondents (28 percent) said that they have received information about transportation projects and issues in the past year (Figure 69).

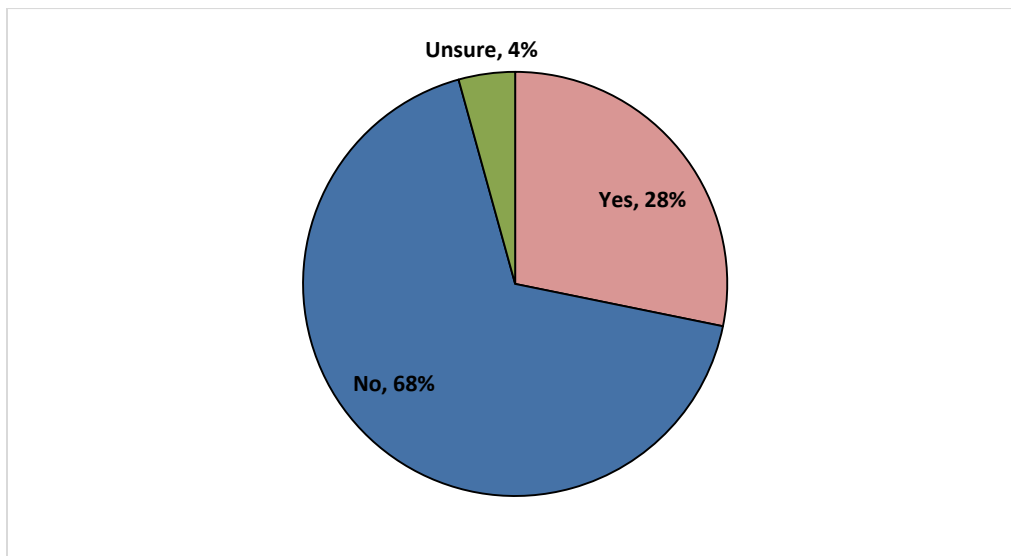


Figure 69. Information about Transportation Projects and Issues

Of those that received information about ITD projects and issues in the past year (n=305), 47 percent said that they were somewhat satisfied and 24 percent said that they were neither satisfied nor dissatisfied (Figure 70).

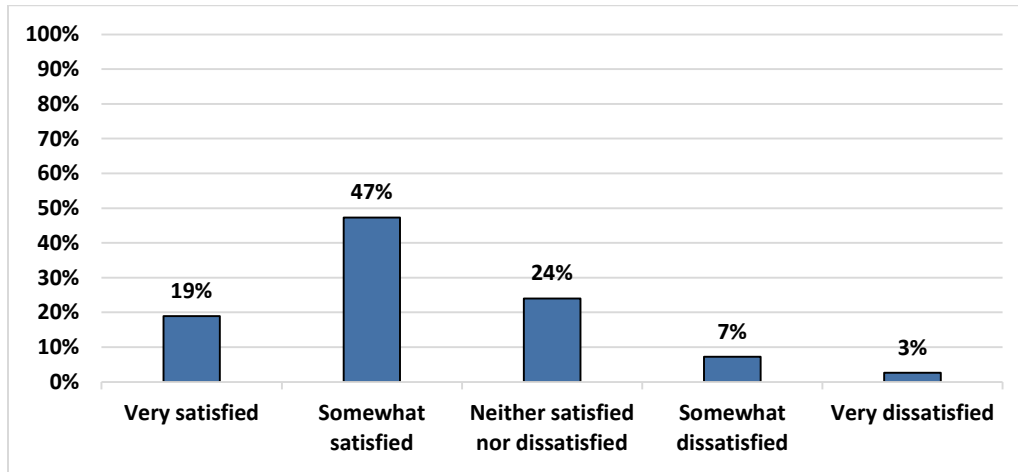


Figure 70. Satisfaction with Information Received On Transportation Projects and Issues

Recommendations

Overall, television and radio are the predominant sources of information for many Idahoans. The relatively wide reach of these modes presents opportunity to efficiently expand local and regional reach of the department's communications with the public. A focus group or more detailed interviews of respondents who have heard messages about ITD's priorities can help to reveal specific areas of improvement and clarity about the public's expectations of the department and its services.

District Results

Awareness of Mission Statement

The greatest percentage of respondents who reported being aware of ITD’s mission statement came from District 5 (16 percent) while awareness was lowest among respondents from District 6 (7 percent) (Figure 71).

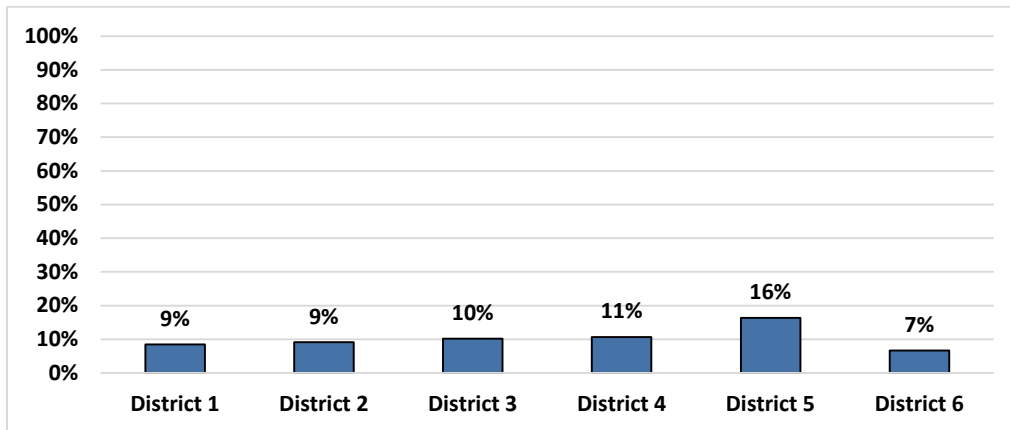


Figure 71. Awareness of Idaho Transportation Department’s Mission Statement by District

Among the 9 percent of respondents from District 1 that reported having seen or heard ITD’s mission statement, 15 percent said they had come across the message on social media while 11 percent cited ITD’s website. Comparatively, of the 9 percent of respondents from District 2, 36 percent said they came across the message on television while similar proportions of respondents cited ITD website (26 percent) and television (25 percent). In District 3, 36 percent of respondents came across ITD’s mission on the department’s website while only 10 percent reported seeing it on social media or television. Among respondents of District 4, similar proportions reported seeing or hearing the message on television (35 percent) and the ITD website (34 percent). A majority of respondents from District 5 reported encountering ITD’s mission statement on other sources while 21 percent said they had seen or heard it on television. Lastly, 35 percent of District 6 respondents said they saw the message on ITD’s website and 27 percent cited television (Table 10).

Table 10. Social Media Platforms through Which Information from Idaho Transportation Department Was Received by District

	Newspaper	Television	Social Media	ITD Website	Other
District 1	5%	2%	15%	11%	29%
District 2	36%	25%	0%	26%	37%
District 3	2%	10%	10%	36%	33%
District 4	18%	35%	0%	34%	31%
District 5	7%	21%	1%	14%	56%
District 6	3%	27%	15%	35%	17%

Public Awareness of Department’s Priorities

The greatest percentage of respondents from District 3 (24 percent) and District 5 (22 percent) said that they had seen or heard the department’s messages about improving efficiency by being innovative and using continuous improvement strategies. Comparatively, only 13 percent from District 4 and 12 percent from District 6 reported being aware of the message (Figure 72).

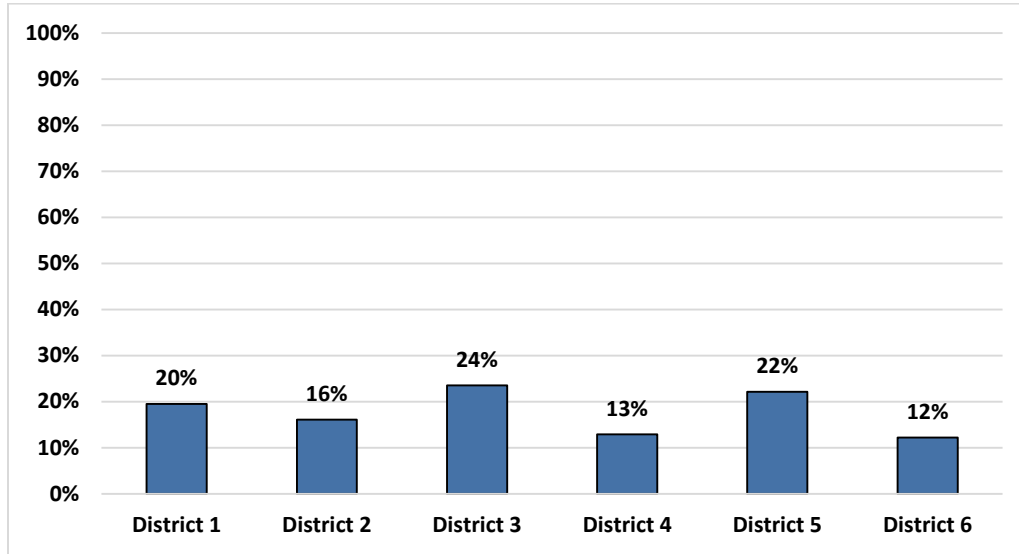


Figure 72. Awareness of Idaho Transportation Department’s Message about Improving Efficiency by District

Among respondents from District 1 that reported being aware about the message regarding efficiency and improvement strategies, 21 percent said they had come across it in the newspaper. In District 2, a third of respondents said they had also seen it in the newspaper. Among respondents from District 3, 39 percent saw the message on television while 60 percent of respondents from District 4 said the same. Similarly, television was the most common way that respondents from District 5 (29 percent) and District 6 (47 percent) had become familiar with ITD’s particular message (Table 11).

Table 11. Source of Awareness of Idaho Transportation Department’s Message about Improving Efficiency by District

	Newspaper	Television	Social Media	Other
District 1	21%	15%	10%	40%
District 2	33%	14%	1%	53%
District 3	20%	39%	13%	37%
District 4	2%	60%	19%	15%
District 5	5%	29%	7%	64%
District 6	10%	47%	1%	42%

Travel Preferences of Idahoans

Across all districts, driving is the most preferred way to travel for respondents. In District 4, seven percent of respondents also cited walking while five percent of respondents in District 3 said they preferred biking and five percent of respondents in District 6 chose public transportation (Figure 73).

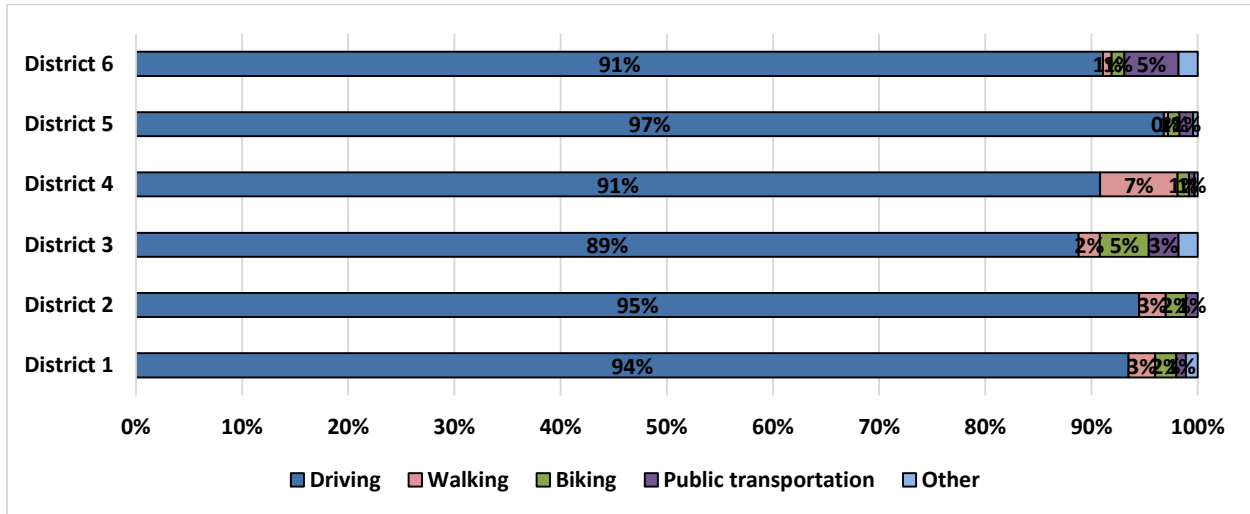


Figure 73. Preferred Ways to Travel by District

The greatest percentage of respondents from District 3 (12 percent) and District 2 (8 percent) indicated that their preferred ways for travel are well supported by the state’s transportation department (Figure 74).

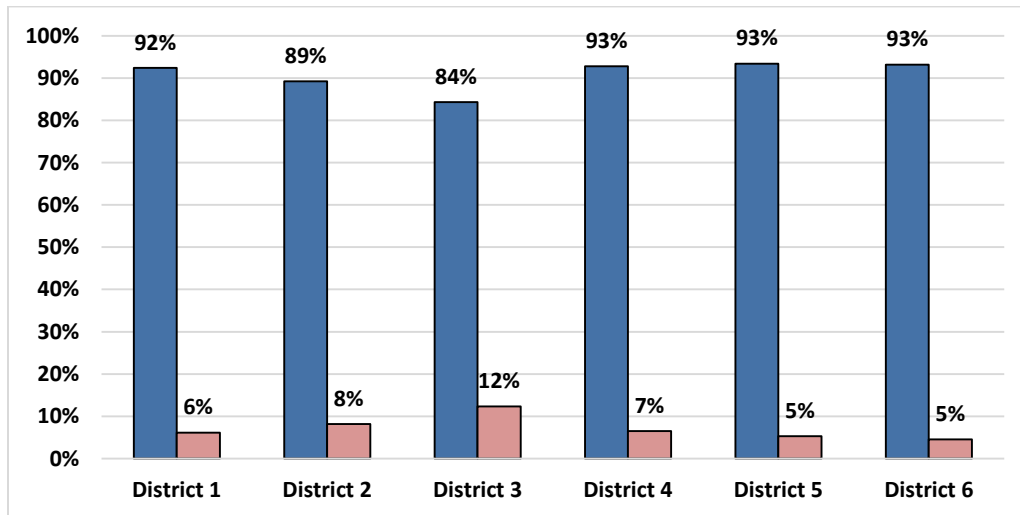


Figure 74. Support for Preferred Ways to Travel by District

Information about Transportation Projects and Issues

The greatest percentage of respondents from District 3 (36 percent) said that they had received information about transportation projects and issues in the past year. This percentage was lowest among respondents from District 6 where only 17 percent recalled receiving any such information (Figure 75).

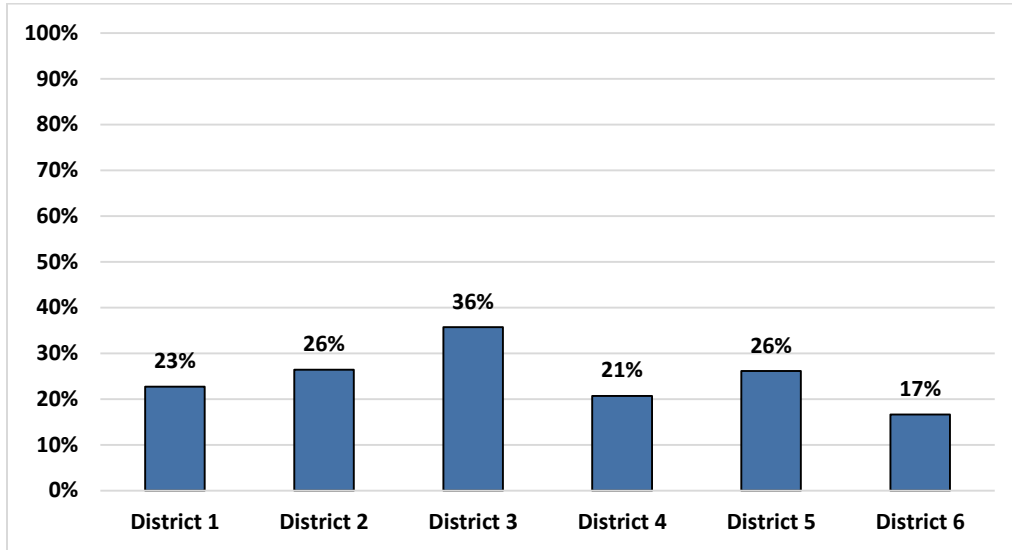


Figure 75. Percent that Received Information about Transportation Projects and Issues by District

Among those that received information on transportation projects and issues, roughly a quarter of respondents from District 4 (26 percent) and District 2 (24 percent) said that they were very satisfied. However, 13 percent of respondents from District 4 said that they were somewhat dissatisfied while 8 percent from District 1 said that they were very dissatisfied (Figure 76).

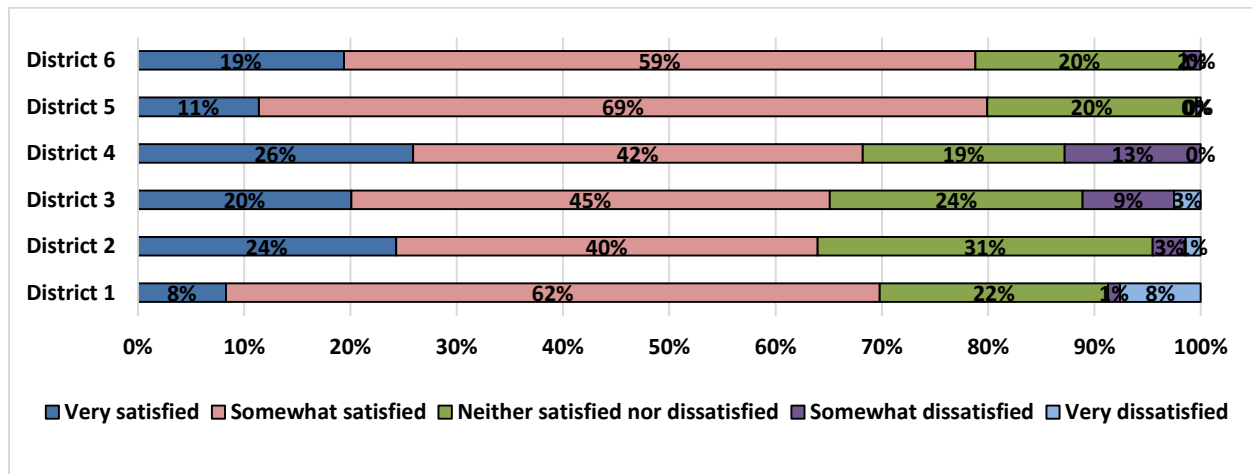


Figure 76. Satisfaction with Information Received by District

Chapter 6

Conclusions and Recommendations

Public Involvement and Planning

Overall, less than a quarter of respondents (21 percent) we surveyed said that they had seen or heard messages about providing input on ITD projects and 5 percent said that they had provided input. Of the respondents that provided input, the majority (55 percent) said they had done so by attending a public meeting. When we asked about preferred ways for receiving updates and providing input, responses were varied and there were no modes that were obviously preferred by the majority. Generally, newspapers and brochures were slightly more preferred than other modes for receiving project updates though email and smartphone apps were also indicated as preferred modes. For providing input, preferences were again varied, though direct mail/return reply card, email, and telephone call/survey were the commonly cited preferences.

In order to better understand how to improve public engagement with the department's planning process, particular attention should be paid to trends at the district level. This is especially relevant and useful for identifying respondents' preferred modes for receiving updates and providing input. For example, a greater percentage of respondents from District 2 prefer to receive updates via email than in District 5 where more than a quarter of the respondents prefer newsletters or brochures. By paying close attention to these district level trends in preferences, ITD can tailor their outreach to their constituents so as to increase public awareness and engagement.

511 Traveler Information Services

Just under half of survey respondents (48 percent) said that they were aware of 511 services and 32 percent said that they had used the services. Of those that used the services, a majority did so via the full website (64 percent) and less than a quarter used them via a smartphone app. It is worth noting that most respondents said they had changed their travel plans as a result of the information they received via 511 services. While 511 telephone service is preferred most by respondents, social networking sites such as Twitter and Facebook are also ranked highly as preferred modes for receiving updates.

Given that Idahoans are generally responsive to the updates they receive via this service, it is recommended that ITD maintain a diverse set of approaches for distributing vital and timely information to its constituents. This is especially important because respondents from the six districts have markedly different preferences for receiving travel updates. To better narrow down the modes preferred by Idahoans, it is also worth asking participants what sources, besides ITD, they check for travel and weather updates.

Communication

Among our survey respondents, the most common source of information about ITD's activities and services is electronic signs and reader boards along the highway. While other modes like radio, newspaper, and ITD website are also cited, 67 percent said they currently receive information via roadside signs. When it came to travelers' preferences for receiving updates, roadside signs are still most preferred, regardless of age. Additionally, 511 Traveler Information System, internet, radio, and television are also highly ranked. These findings suggest that certain modes, e.g. roadside signs, television, and radio, reach a broad base of travelers and may be efficient use of the department's funds. Additionally, a third of respondents reported using the ITD website and of these respondents, two thirds say they accessed it to find out about driving or road conditions.

Two thirds of respondents indicated that they use social media platforms, and a vast majority, 79 percent, ranked Facebook as their primary preferred way of learning about ITD activities on social media. Similar to roadside signs, Facebook offers an efficient way to communicate with a large proportion of travelers as opposed to other platforms like Twitter or YouTube. As it stands, very few respondents said they receive ITD information via social media. This remains an area where ITD can make significant headway. One idea is to increase public awareness of these alternative sources by marketing through more traditional modes that travelers already follow, e.g. reader boards, radio, or television.

Department Performance and Strategies

Overall, public awareness of ITD's mission statement and specific messages regarding the department's priorities is low. Furthermore, less than a third of respondents also indicated that they had received information about transportation projects and issues in the past year. It is worth noting here that this may be related to the number of projects ITD has in each district. For example, given the relative intensity of transportation projects in District 3 compared to District 6, it would make sense that more respondents from District 3 have received information. One challenge to consider is how the department can maintain relevancy and better reach out to the more rural parts of Idaho even in the absence of large scale transportation projects.

Lastly, a vast majority of Idahoans prefer to travel by driving as opposed to other modes. It is worth noting that any efforts by the department to expand alternative transportation modes should be focused at a local level.

Other Recommendations

As noted in previous sections, the main significant finding from this survey is the need for district-level data collection through surveys and/or focus groups. This and similar statewide surveys are exceptionally useful in understanding large scale trends and evaluating the department's performance in a general way. However, when it comes to more specifically understanding problems and identifying solutions, sample sizes become a limiting factor. This is especially apparent when we try to understand

trends at the district level or in subgroups. Furthermore, our survey results also suggest that when it comes to respondents' preferences for communication modes, there are obvious differences between the districts. This warrants a closer examination in the form of smaller, district-specific surveys or focus groups. The data from such studies can better guide the Idaho Transportation Department in identifying strategies that specifically cater to the unique regions of Idaho while considering the limitations and needs of these communities.

Appendix A Methodology

Overview

The Social Science Research Unit (SSRU) at the University of Idaho was contracted by the Idaho Transportation Department (ITD) to conduct the annual public awareness survey. The survey instrument was created in partnership with ITD and SSRU. The final survey instrument is shown in Appendix C. The survey took 17 minutes on average to complete. This study was reviewed by the University of Idaho's Institutional Review Board and verified as meeting human subjects research criteria under federal regulations and university policy. Two frames of telephone numbers were used: a random sample of household landlines ($n = 2,850$) and a random-digit dial sample of wireless telephone numbers with an Idaho area code ($n = 5,150$). Both samples were stratified by ITD district to achieve roughly equal numbers of respondents in the six districts for comparative purposes, with the exception of District 3, which contains most of the population. Slightly more sample was selected from District 3 than other Districts.

All SSRU telephone interviewers receive training in proper telephone interviewing, phone etiquette, and the use of Computer Assisted Telephone Interviewing (CATI) software. In addition, interviewers receive training specific to the survey, including what kinds of questions respondents may have regarding the study and how to code specific types of responses. Each interviewer is required to complete an online National Institutes of Health training course in human subject research, including confidentiality rules and regulations. Interviewers were monitored during each calling session by trained supervisors. Data was collected on WinCati⁽¹⁾, a computer assisted telephone interviewing system, and analyzed using SAS⁽²⁾.

To increase the telephone survey response rate, a pre-calling postcard was sent to all landline respondents prior to the telephone calls (9 August 2016). The postcard stated the purpose of the survey, that the SSRU would be contacting the household within the next week, and provided a toll-free number to call the SSRU if they had any questions or concerns regarding the study. Calls began 16 August 2016 and continued until 11 November 2016. Each number in the sample was called at least eight times and up to eleven times in attempt to complete an interview. Interviewers made calls during the work week in the mornings, afternoons, evenings, as well as on Saturdays 10:00 a.m. – 2:00 p.m. PST in an attempt to reach as many potential respondents for this project as possible. The SSRU employed one Spanish-language speaking interviewer. Spanish calls began on 14 September 2016 through the end of the survey, 1 November 2016. Sixteen surveys were conducted in Spanish.

The final sample included 510 completed interviews from the wireless frame and 639 interviews from the landline frame. Table 1 shows the final dispositions and outcome rates for the sample overall. The final response rate for the wireless frame (RR3) is 23.2 percent, the cooperation rate (COOP1, the proportion of interviews conducted from all eligible units actually contacted) is 36.2 percent, the final

contact rate (CON2) is 70.2% and the refusal rate (RR2) is 45.7 percent⁽³⁾. The final response rate for the landline frame (RR3) is 29.2 percent, the cooperation rate (COOP1) is 46.8 percent, the final contact rate (CON2) is 63.4 percent, and the refusal rate (RR2) is 29.9 percent. The final response rate for the two frames combined is 26.5 percent, the final cooperation rate is 41.1 percent, the final contact rate is 55.7 percent and the final refusal rate is 36.6 percent.

Table 12: Overall Final Dispositions and Outcome Rates

Summary Dispositions	Landline Sample	Cellphone Sample	Total
I=Complete Interviews (1.1)	639	510	1149
P=Partial Interviews (1.2)	2	0	2
R=Refusal and break off with eligible case (2.1)	528	925	1453
NC=Non-contact with eligible case (2.2)	730	69	799
O=Other non-interview with eligible case (2.0, 2.3)	82	26	108
UH=Unknown if residential (3.0, 3.1)	114	1398	1512
UO=Unknown other (3.2, 3.9) (residential, unknown if eligible)	118	76	194
INNR = Ineligible: Not residential (4.0,4.1,4.2,4.3,4.4,4.5,4.8,4.9)	633	2074	2707
INR=Ineligible: Residential but ineligible for survey (4.7)	4	72	76
Total	2850	5150	8000

Outcome Rates	Landline Sample	Cellphone Sample	Combined
Response Rate (RR3)	29.2%	23.2%	*26.5%
Cooperation Rate (COOP1)	46.8%	36.2%	41.1%
Refusal Rate (REF2)	29.9%	45.7%	36.6%
Contact Rate (CON2)	63.4%	70.2%	55.7%

*calculated using AAPORs formula for combining dual frame RDD response rates

Weighting Procedures Used In Dual-Frame, Stratified Random Sample Design

Nearly two thirds (61.6 percent) of Idaho households no longer have a landline telephone number. Thus, accounting for wireless-only households is important in representative survey research. Two frames were used for the sample in 2016: a landline frame (n = 2,850) and a wireless number frame (n = 5,150). Both samples were stratified by ITD district to achieve roughly equal numbers of respondents in the six districts for comparative purposes, with the exception of District 3, which contains most of the population. Slightly more sample was selected from District 3 than other Districts.

Survey weights were calculated in order to account for the complex survey design. Households had differing probabilities of inclusion in the study based on which ITD district and county they lived in and based on whether respondents live in a household with wireless and landline telephones, only landlines, or only wireless phones. The number of occupied households in Idaho is 585,259 using the most recent data available.⁽⁴⁾ In addition, recent data from the U.S. Department of Health and Human Services estimates of all Idaho households, 97 percent are estimated to have a telephone of some sort (including wireless), 61.6 percent live in wireless-only households, 4.5 percent live in landline only households, and the remainder (30.9 percent) live in households with both a landline and wireless telephones.⁽⁵⁾

Weighting Methodology

Weighting data is important because it reflects sample design decisions made at the planning stage. Additionally, in our study, weighting incorporated the use of auxiliary data to improve the efficiency of estimators to ensure that the sample more accurately reflects the characteristics of the population of interest.⁽⁶⁾ Our weighting process had 3 stages of development: design weights, raking, and trimming. Design weights aim to reflect the sample design and account for each respondent's selection procedure. Raking (i.e. sample balancing or iterative proportional fitting) is one of the most common methods to adjust for auxiliary data. This procedure adjusts the design weights so that the weighted sample aligns with the external population distribution for multiple categorical variables simultaneously.⁽⁷⁾ Lastly, trimming was used to reduce extreme weights to cutoffs, thereby improving variance properties.⁽⁸⁾ APPOR Cell Phone Survey Task Force Report states, "There is no consensus regarding how RDD cell phone samples should be weighted, especially when combining them with RDD landline samples".⁽⁹⁾ The Social Science Research Unit used Kennedy's approach for developing design weights while using guidelines from up to date methodology.⁽¹⁰⁾

Two weights were created: 1) statewide weights, 2) district weights. Statewide weights utilized state auxiliary variables to ensure representativeness of the sample to the state. Lastly, trimming was used to reduce extreme weights to cutoffs, thereby improving variance properties.⁽⁸⁾ Weights were trimmed at 95th and 5th percentiles. This weight was applied for all statewide estimates. District weights used auxiliary variables at each district level to ensure representativeness of the each district sample to the district population. These weights are used in district level estimates only.

Details of Design Weights

Our design (or base) weights were used to adjust for selection probability (p_s), eligibility of respondent ($elig$), nonresponse (nr), multiplicity due to multiple phones (num), respondent selection procedure ($NumAdult$), and frame overlap (cell and landline).

$$W_{ll\ i} = W_{ps} * W_{elig} * W_{nr} * 1/num_j * NumAdult_j * .5^{I_{Dual}}$$

$$W_{cc\ i} = W_{ps} * W_{elig} * W_{nr} * 1/num_j * NumAdult_j * .5^{I_{Dual}}$$

Equation Details:

- The subscript i on $W_{ll\ i}$ and $W_{cc\ i}$ indicates that there are 6 districts; therefore, there will be a base weight for each mode and region when calculating district weights.
- The subscript j corresponds to the individual survey response in the survey.
- $NumAdult$ and Num were set to 1 for cell phone users. The reason for this is that cell phones are typically only used by one person and most people only have 1 cell phone. $NumAdult$ and Num were capped at 3 for landline users in order to reduce the amount of variance in the weights.
- For overlapping frames, a $\frac{1}{2}$ compositing estimator is used, where I_{dual} is an indicator variable: 1 if the respondent is dual and 0 otherwise.

The adjustment of frame overlap [$5^{I_{Dual}}$] is considered the most important component of the design weight. The $\frac{1}{2}$ compositing estimator is used to average the two overlapping domain estimates by down-weighting all the dual users, those who have both a cell phone and a landline, by 0.5. In other words, the adjustment of frame overlap accounts for the fact that cell or landline only users have a lower probability of being contacted than users who have both cell phones and landlines.

At the very last step of creating the design weights, the SSRU re-scaled the design weights to reflect the appropriate sample size instead of the population size.

Details of Raking and Trimming:

To accomplish raking and trimming, the SSRU used David Izrael, David C. Hoaglin, and Michael P. Battaglia's IHB SAS Macro Rake_and_Trim method ^(7, 12, and 13). This method was first developed in the year 2000 and has been revised over the years to help improve the user's ability to find the balance between estimate bias and estimate variance.

Raking

Sample balancing (also known as iterative proportional fitting, i.e. raking) was used to develop post-stratified weights. This process is known to reduce variance and adjust for under-coverage.⁽⁸⁾ Raking is a technique used to develop survey weights that take design (base) weights from complex sample surveys and adjust them so that they add to known control totals.⁽¹³⁾

The SSRU used population percentages to calculate control totals so that the sum of the weights equals the sample size. SSRU chose to rake on the demographic characteristics of gender, age, and household telephone usage (landline-only, cell only, dual usage) for the statewide and district weights. We used the American Community Survey 2013 5-year estimates for gender and age⁽¹⁴⁾. In order to account for those respondents who did not provide their date of birth, we created a 6th category of 'missing' and rescaled the percentages. We used the 2012 Wireless Substitution: State-level estimates from the National Health Interview Survey estimates for Idaho household telephone usage⁽⁵⁾.

Trimming

After raking, trimming is needed. Trimming is a sampling procedure that reduces extreme weights to cutoffs, thereby improving variance properties while potentially introducing bias.⁽⁸⁾ There are several suggested trimming guidelines.^(8,13) We used the common method of specified weight values and cut off weights at .25 and 4.

Balance between Raking and Trimming

There needs to be a delicate balance between raking and trimming. The strategy of raking reduces estimate bias but can lead to increases in variance. The strategy of trimming lowers sampling variability but may incur some bias.⁽¹⁵⁾ Raking and trimming both have inherent weaknesses which can be mitigated by each other; however, together the iterative process can accomplish complex goals of survey weight adjustments.⁽⁸⁾

Limitations

Household telephone usage for Idaho is only available at the state level. It was carefully decided that weighting (raking) on this variable at the state level for districts would yield better estimates than not applying any adjustment for phone usage at all.

Data Analysis

Weighted frequencies, percentages, standard errors, and regression models are provided using the SAS statistical software package. The margin of sampling error varies slightly by the number of respondents for an individual question, but is at or below 2.9 percent for questions asked of all respondents at the statewide level. It is important to note again that two weights were created: 1) statewide weights, 2) district weights. Statewide weights utilized state auxiliary variables to ensure representativeness of the sample to the state. This weight was applied for all statewide estimates. District weights used auxiliary variables at each district level to ensure representativeness of the each district sample to the district population. These weights are used in district level estimates only.

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Appendix B Survey Instrument

Q: Intro1

Hello my name is ____ and I am calling from the Social Science Research Unit at the University of Idaho. We are conducting a study for the Idaho Transportation Department about communication.

Is now a convenient time to participate? (PRESS NEXT TO CONTINUE)

Hello, my name is _____. We started the Idaho Transportation Department communication study. Is this a good time to continue the interview?

(PRESS NEXT TO CONTINUE)

Q: Cell1

[Interviewer: do not ask]

1. Cell phone call
2. Landline

IF (Ans = 1) skip Cell2

If (Ans = 2) skip LLSelec

Q: Cell2

Are currently driving or doing anything that requires your full attention?

1. Yes
2. No

if (ans = 1) skip Celldriving

if (ans = 2) skip Cell3

Q: Cell3

Is this cell phone used for personal use, business use, or both.

1. Personal
2. Business
3. Both

if (ans = 1) skip Eligible

If (ans = 2) skip Cellbus

If (ans = 3) skip Eligible

Q: LLSelec

In order to obtain a truly random sample of drivers in Idaho, we would like to speak to the person who has had the most recent birthday who is now at home.

If they are not available or don't want to be interviewed, I am more than happy to continue the interview with you.

Q: Eligible

I also need to verify that you are 18 years of age or older and an Idaho resident, is that correct?

1. Yes
2. Not 18
3. Not a resident of Idaho

If (ans = 1) skip Intro

If (ans = 2) skip Age

If (ans = 3) skip Ineligible

Q: Age

Does an adult age 18 or older ever use this phone?

1. Yes
2. No

If (ans = 1) skip AskAdult

If (ans = 2) skip TooYoung

Q: AskAdult

May I speak to that adult now?

Q: Intro

This interview takes about 15 minutes on average and includes questions about communication from the Idaho Transportation Department.

This interview is voluntary and if we come to any question you would prefer not to answer, just let me know and I'll skip over it.

This study has been reviewed by the University of Idaho's Institutional Review Board and has met criteria under federal regulations and university policy. I'd like to assure you that your responses will be kept strictly confidential.

Do you have any questions before we begin?

[SELECT GENDER, DO NOT ASK]

1. Male
2. Female

Q: Adults

First, I have a few quick demographic questions used for data analysis:

Including yourself how many adults are in your household? [99 = Refused]

Q: Landlines

How many landline telephone numbers are used by members of your household? [99=Refused]

Q: Cell

How many cell phone telephone numbers are used by members of your household? [99=Refused]

Q: County

In what Idaho county do you currently live? [99-Refused]

Q: ITDintro

The Idaho Transportation Department (ITD) operates and maintains the Interstate, State, and U.S. Highways in Idaho. Examples of these highways in your area include

IF (county = 1) County_example = "INT-84, SH-21, SH-55"
if (county = 2) County_example = "INT-84, US-95, SH-55"
if (county = 3) County_example = "INT-15, US-30, US-91"
if (county = 4) County_example = "US-30, US-89, SH-36"
if (county = 5) County_example = "INT-90, US-95, SH-3"
if (county = 6) County_example = "INT-15, US-91, SH-39"
if (county = 7) County_example = "INT-84, US-20, SH-75"
if (county = 8) County_example = "INT-84, SH-21, SH-55"
if (county = 9) County_example = "INT-90, US-95, SH-55"
if (county = 10) County_example = "INT-15, US-20, US-26"
if (county = 11) County_example = "INT-90, US-95, SH-1"
if (county = 12) County_example = "US-20, US-93, SH-33"
if (county = 13) County_example = "INT-84, US-20, SH-46"
if (county = 14) County_example = "INT-84, US-95, SH-19"
if (county = 15) County_example = "INT-15, US-30, SH-34"
if (county = 16) County_example = "INT-84, US-30, SH-77"
if (county = 17) County_example = "INT-15, SH-22, SH-28"
if (county = 18) County_example = "INT-90, US-12, SH-11"
if (county = 19) County_example = "US-93, SH-21, SH-75"
if (county = 20) County_example = "INT-84, US-20, SH-67"
if (county = 21) County_example = "INT-15, US-91, SH-36"
if (county = 22) County_example = "INT-15, US-20, SH-47"
if (county = 23) County_example = "INT-84, SH-16, SH-52"
if (county = 24) County_example = "INT-84, US-26, SH-46"
if (county = 25) County_example = "US-95, SH-13, SH-14"
if (county = 26) County_example = "INT-15, US-20, SH-48"
if (county = 27) County_example = "INT-84, US-93, SH-25"
if (county = 28) County_example = "INT-90, US-95, SH-41"
if (county = 29) County_example = "US-95, SH-3, SH-8"
if (county = 30) County_example = "INT-15, US-93, SH-28"
if (county = 31) County_example = "US-12, US-95, SH-62"
if (county = 32) County_example = "US-26, US-93, SH-24"
if (county = 33) County_example = "INT-15, US-20, SH-33"
if (county = 34) County_example = "INT-84, SH-24, SH-25"
if (county = 35) County_example = "US-12, US-95, SH-3"
if (county = 36) County_example = "INT-15, SH-36, SH-38"
if (county = 37) County_example = "US-95, SH-51, SH-78"
if (county = 38) County_example = "INT-84, US-95, SH-52"


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if (county = 39) County_example = "INT-86, SH-37, SH-39"
if (county = 40) County_example = "INT-90, SH-3, SH-4"
if (county = 41) County_example = "INT-15, SH-31, SH-33"
if (county = 42) County_example = "INT-84, US-30, US-93"
if (county = 43) County_example = "INT-84, US-95, SH-55"
if (county = 44) County_example = "INT-84, US-95, SH-71"
if (county > 44) County_example = "---"

```

Your input will be used to help ITD continuously improve how it communicates with customers and stakeholders.

Q: Q1MessInp

The next few questions deal with public involvement in planning for future construction projects.

In the past year, have you seen or heard ITD messages about providing input on state highway projects?

1. Yes
2. No
8. (Don't Know)
9. (Refused)

Q: Q2ProvInp

In the last year have you provided input to ITD by attending a public meeting or using other methods?

1. Yes
2. No
3. Can't recall
9. (Refused)

if (ans > 1) skip Q4StatCon

Q: Q3WayInp

How did you provide input? Please select all that apply from the following list:

1. Respond to direct mail/return reply card
2. Respond to telephone survey
3. Submit comments to a website using a computer
4. Submit comments to a website using a smartphone
5. Smart Phone Apps
6. Participate in a webinar or virtual meeting
7. Comment at public meeting in person
8. Participate through local advocacy group
9. (Don't Know)
10. (Refused)

Q: Q4StatCon

During the planning process of a construction project how do you prefer to learn about its status?

Please rank your top three methods from the following list:

Email

Map, pictures, or graphics

Websites

Public meetings and/or open houses

Smart phone apps

Newsletters or brochures

(Dont know)

(Refused)

Q: Q5ProvCon

During the planning process of a construction project how would you prefer to provide input to ITD?

Please rank your top three methods from the following list:

Direct mail/return reply card

Email

Telephone call/survey

Submit comments to a website or Smart Phone Apps

Webinar or virtual meeting

Public meetings

As part of a local advocacy group

Other (please specify)

(Dont know)

(Refused)

Q: Intro511

The next set of questions deals directly with ITD's 511 Traveler Information system which provides the following services: the 511 telephone line, the website 511.idaho.gov, and mobile apps.

Q: Q6Use511

In the past year, have you used the department's 511 Traveler Information Services to obtain information about Idaho road conditions?

1. Yes
2. No
8. (Don't know)
9. (Refused)

if (ans > 1) skip Q10Know511

Q: Q7Mode511

Which of the following 511 Traveler Information services have you used?

1. 511 full website [511.idaho.gov]
2. 511 phone line
3. 511 smartphone or mobile device app
8. (Don't know)
9. (Refused)

Q: Q8Diff511

How easy or difficult is it to obtain information you want through the 511 Traveler Information Services?

1. Very easy
2. Somewhat easy
3. Somewhat difficult
4. Very difficult
8. (Don't know)

9. (Refused)

Q: Q9Plan511

Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply.

1. Altered departure time
2. Altered travel route
3. Cancelled trip
4. (Have never changed plans)
8. (Don't know)
9. (Refused)

if (ans >= 1) skp Q12Pref511

Q: Q10Know511

Prior to this survey, were you aware of Idaho Transportation Department's 511 Traveler Information Services which provide information about highway construction, weather conditions, road closures, amber alerts, and public transportation services in your area?

1. Yes
2. No
8. (Don't know)
9. (Refused)

if (ans = 1) skp Q12Pref511

IF (ans = 8) skp Q12Pref511

if (ans = 9) skp Q12Pref511

Q: Q11Will511

Now that you're aware of the 511 services, how likely are you to use the system in the next year?

1. Very likely
2. Likely

- 3. Unlikely
- 4. Very unlikely
- 8. (Don't know)
- 9. (Refused)

Q: Q12Pref511

How would you prefer to receive 511 information?
Please rank your top three methods from the following list:
511 telephone service
511 website
Mobile phone app
Television or public access station
E-mail and/or text alerts
Social networking sites such as Twitter and Facebook
(Don't know)
(Refused)

Q: IntroComm

The next set of questions are about general communication from the Idaho Transportation Department NOT related to public involvement in planning.

Q: Q13InfoITD

How do you currently receive information about the Idaho Transportation Department's activities and services?
Please select all that apply from the following list.

- 1. Radio
- 2. Newspaper
- 3. Internet/ITD Website
- 4. Electronic signs or reader boards along the highway
- 5. Information centers at parks or rest areas
- 6. The 511 Traveler Information System
- 7. You do not currently receive information
- 8. Other (please specify)
- 9. (Don't know)
- 10. (Refused)

Q: Q14ModelTD

What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services?
Please say yes or no after each option.

1. Television
2. Radio
3. Newspaper
4. Survey
5. Internet
6. Electronic signs or reader boards along the highway
7. The 511 Traveler Information System
8. In-person visit to ITD office
9. Social media websites such as Facebook or Twitter
10. Other (please specify)
11. (Don't know)
12. (Refused)

Q: Q15UseWeb

The next few questions address ITD's website.

In the last year, have you accessed the Idaho Transportation Department's website, itd.idaho.gov?

1. Yes
2. No
8. (Don't know)
9. (Refused)

if (ans > 1) skip Q18UseSM

Q: Q16WhyWeb

What was your purpose in accessing ITD's website?
Please select all that apply.

1. Highway project information
2. Driving or road conditions
3. Driver licensing, vehicle licensing or registration
4. General ITD news
5. Other (please specify)
8. (Don't know)
9. (Refused)

Q: Q17DiffWeb

Based on the time it took you, how easy or difficult was it to find the information you wanted on the website?

1. Very easy
2. Somewhat easy
3. Somewhat difficult
4. Very difficult
8. (Don't know)
9. (Refused)

Q: Q18UseSM

The next few questions deal with communications via social media, like Facebook and Twitter.

Do you use social media, such as Facebook, Twitter, Instagram, YouTube etc.?

1. Yes
2. No
8. (Don't know)
9. (Refused)

if (ans > 1) skip Q23ITDMiss

Q: Q19ITDSM

Which of the following social media platforms do you prefer for learning about ITD's programs or services?

Please rank your top three platforms from the following list:

1. Facebook
2. Twitter
3. YouTube
4. Snapchat
5. Instagram
6. Other (please specify)
7. (No preference)
8. (Don't know)
9. (Refused)

Q: Q20InfoSM

In the last six months, have you received information from ITD on social media?

1. Yes
2. No
8. (Don't know)
9. (Refused)

if (ans > 1) skip Q22SMNews

Q: Q21WhereSM

Through which platforms did you receive information?
[Ask as open-ended question - Mark all that apply]

1. Facebook
2. Twitter
3. YouTube
4. Snapchat
5. Instagram
6. Other (please specify)
8. (Don't know)
9. (Refused)

Q: Q22SMNews

Which social-media platform do you MOST OFTEN turn to for news?
[Ask as open-ended]

1. Facebook
2. Twitter
3. Instagram
4. Other (please specify)
8. (Don't know)
9. (Refused)

Q: Q23ITDMiss

Next, I'd like to ask a few general questions about ITD's performance and priorities.

Over the last two years, have you heard or seen ITD's mission statement: "Your safety, your mobility, your economic opportunity"?

1. Yes
2. No
8. Not sure
9. (Refused)

if (ans > 1) skip Q25PrefTrav

Q: Q24WhereMiss

Where did you see or hear this message? [Ask as open-ended]

1. Newspaper
2. Television
3. Social Media
4. ITD website
5. Other (please specify)
8. (Don't know)
9. (Refused)

Q: Q25PrefTrav

Idaho's transportation system provides many different options for traveling. What is your preferred way to travel?

1. Driving
2. Walking
3. Biking
4. Public transportation
5. Other (please specify)
8. (Don't know)
9. (Refused)

Q: Q26SupTrav

Generally, do you feel Idaho's transportation system supports your preferred way of traveling? [Ask as open-ended]

1. Yes
2. No
8. (Don't know)
9. (Refused)

Q: Q27MesStrat

The next few questions deal with ITD performance and strategy.

Over the last two years, have you seen or heard ITD's message about improving efficiency by being innovative and using continuous improvement strategies? [Ask as open-ended]

1. Yes
2. No
8. (Don't know)
9. (Refused)

if (ans > 1) skip Q29ComProj

Q: Q28WhereMes

Where did you see or hear this message? [Ask as open-ended]

1. Newspaper
2. Television
3. Social Media
4. Other (please specify)
8. (Don't know)
9. (Refused)

Q: Q29ComProj

The next set of questions deal with direct ITD communications to you.

In the last year, have you received information about transportation projects and issues in Idaho?

1. Yes
2. No
8. (Don't know)
9. (Refused)

if (ans > 1) skip Dem_Year

Q: Q30SatCom

How satisfied or dissatisfied are you with the information you receive about transportation projects and issues in Idaho?

1. Very satisfied
2. Somewhat satisfied
3. Neither satisfied nor dissatisfied
4. Somewhat dissatisfied
5. Very dissatisfied
8. (Don't know)
9. (Refused)

Q: Dem_Year

The following demographic questions are used for data analysis purposes only.

In what year were you born? [9999- Refused]

Q: Dem_Lic

Do you have an Idaho driver's license?

1. Yes
2. No
9. (Refused)

Q: Dem_Miles

Roughly how many miles do you drive annually? [999999- Refused]
[If respondent having hard time, encourage best guess]

Q: Dem_Drive

How would you describe your primary reason for driving?

1. Commuting to work or school
2. Recreation
3. For a living (trucking, delivery, sales, etc.)
4. Shopping/Running Errands
5. (I don't drive)
8. (Don't know)
9. (Refused)

Q: Q31IntInfo

Would you be interested in receiving emails and/or texts from ITD on projects, services and plans? [Ask as open-ended]

1. Yes, emails (What email address would you like provide?)
2. Yes, texts (What phone number would you like provide?)
3. No
8. (Don't know)
9. (Refused)

if (ans > 2) skip Q34IntGrou

Q: Q32TypeInf

What kind of information would you like to receive in an email or text from ITD? Please say yes or no after each item.

1. Information on construction projects in your area only
2. Information on driver licenses, vehicle licenses, or registration
3. Information on safety issues
4. Information on public transportation
5. Information on bicycles and pedestrians
6. None of the above
8. (Don't know)
9. (Refused)

Q: Q33FreqInf

If you were to receive email or text from ITD, how often would you want to receive general information about construction in your area, traffic delays, and similar information?

1. More than once a week
2. Once a week
3. Every two weeks
4. Once a month
5. Whenever conditions change
6. Only in really important or emergency instances
7. Never
8. (Don't know)
9. (Refused)

Q: Q34IntGrou

Would you like to join a group that allowed ITD to periodically ask your opinion and preferences on their communication projects and materials [e.g. videos, brochures]? [Ask as open-ended]

1. Yes, email (What email address would you like to provide?)
2. Yes, texts (What phone number would you like to provide?)
3. No
8. (Don't know)
9. (Refused)

Q: THANKS

That's all the questions I have for you. Do you have any additional comments about how ITD could improve its communication to Idaho drivers and taxpayers, or anything you'd like to share?

Q: CELLDIVING

I need to call you back at a later time. Whom should I ask for when I call back?

Q: Cellbus

Thank you, but I only need to speak to individuals on their personal lines.

Q: Ineligible

Thanks but we only need to speak to those who have a valid Idaho drivers license and have lived in Idaho for at least 6 months of 2016.

Q: Tooyoung

Thanks, but we only wish to speak to adults age 18 or older.

Q: IEDrive

I'm sorry but we only wish to speak to individuals who drive, thank you for your time!

Appendix C Pre-notification Postcard

Communications Survey–Idaho Transportation Department (ITD)

Next week the University of Idaho's Social Science Research Unit will call you to participate in a telephone survey for the Idaho Transportation Department (ITD). ITD is interested in how they can communicate with the public more clearly and efficiently.

We are writing in advance of our telephone call to let you know that this study is being done and that you have been randomly selected to be called.

The interview should take about 15 minutes. If we call when you are busy, please tell the interviewer and they will call back another time.

If you have any questions about the survey please call the Social Science Research Unit (SSRU) at our toll-free number 1-877-542-3019.

Sincerely,

Barbara E. Foltz
SSRU Survey Operations Manager

Appendix D

Statewide Tabular Results

The following section displays all results for the state level. For each question, frequencies, or counts, are given along with weighted frequencies, percentages, and the upper and lower 95% confidence limits for the weighted percentage. The frequency is the raw number of responses in each response category, the weighted frequency is the number of responses in each response category after weighting adjustments. These adjustments account for the complex survey design and help us to achieve a sample that looks like our state population in terms of key characteristics, (for this study those characteristics were gender, age, and phone usage of the household). Raw frequencies are there to serve as background knowledge but the weighted frequency is the primary statistic to focus on when understanding results.

When reviewing the 95% confidence limits, it is good to remember that all surveys come up with estimates of true values and that there is always some level of error since we cannot know the true number. The lower and upper 95% confidence limits help us to understand how stringent the estimate we calculated is, and are derived from the weighted percent. Confidence limits should be interpreted in the following way: there is a 95% chance that the range between upper and lower limit contains the true value. You will notice the estimate reported is exactly in the middle of the range.

Q1. In the past year, have you seen or heard ITD messages about providing input on state highway projects?

Q1 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	310	240	20.9%	17.2%	24.5%
No	817	882	76.7%	72.9%	80.6%
Don't know	22	28	2.4%	0.9%	3.9%
Total	1149	1149	100.0%	.	.

Q2. In the last year have you provided input to ITD by attending a public meeting or using other methods?

Q2 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	52	52	4.5%	2.5%	6.5%
No	1092	1092	95.0%	92.9%	97.1%
Can't recall	5	5	0.5%	0.0%	1.1%
Total	1149	1149	100.0%	.	.

Q3_1. How do you provide input? Please select all that apply from the following list: Respond to direct mail/return reply card

Q3_1 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	48	49	95.1%	87.7%	100.0%
Yes	4	3	4.9%	0.0%	12.3%
Total	52	52	100.0%	.	.

Q3_2. How do you provide input? Please select all that apply from the following list: Respond to telephone survey

Q3_2 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	46	49	95.3%	91.0%	99.7%
Yes	6	2	4.7%	0.3%	9.0%
Total	52	52	100.0%	.	.

Q3_3. How do you provide input? Please select all that apply from the following list: Submit comments to a website using a computer

Q3_3 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	38	38	74.6%	55.7%	93.4%
Yes	14	13	25.4%	6.6%	44.3%
Total	52	52	100.0%	.	.

**Q3_4. How do you provide input? Please select all that apply from the following list:
Submit comments to a website using a smartphone**

Q3_4 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	51	51	99.8%	99.5%	100.0%
Yes	1	0	0.2%	0.0%	0.5%
Total	52	52	100.0%	.	.

**Q3_5. How do you provide input? Please select all that apply from the following list:
Smart phone apps**

Q3_5 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	51	51	99.2%	97.5%	100.0%
Yes	1	0	0.8%	0.0%	2.5%
Total	52	52	100.0%	.	.

**Q3_6. How do you provide input? Please select all that apply from the following list:
Participate in a webinar or virtual meeting**

Q3_6 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	50	47	90.9%	74.5%	100.0%
Yes	2	5	9.1%	0.0%	25.5%
Total	52	52	100.0%	.	.

**Q3_7. How do you provide input? Please select all that apply from the following list:
Comment at public meeting in person**

Q3_7 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	26	23	45.1%	21.7%	68.6%
Yes	26	28	54.9%	31.4%	78.3%
Total	52	52	100.0%	.	.

Q3_8. How do you provide input? Please select all that apply from the following list: Participate through local advocacy group

Q3_8 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	46	40	77.1%	55.0%	99.2%
Yes	6	12	22.9%	0.8%	45.0%
Total	52	52	100.0%	.	.

Q3_9. How do you provide input? Please select all that apply from the following list: Don't Know

Q3_9 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	50	51	99.6%	99.1%	100.0%
Yes	2	0	0.4%	0.0%	0.9%
Total	52	52	100.0%	.	.

Q3_10. How do you provide input? Please select all that apply from the following list: Refused

Q3_10 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	52	52	100.0%	100.0%	100.0%
Total	52	52	100.0%	.	.

Q4_1. During the planning process of a construction project how do you prefer to learn about its status? Please rank your top three methods from the following list: Rank 1

Q4_1 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Email	192	182	15.9%	12.6%	19.3%
Map, pictures, or graphics	169	183	16.0%	12.5%	19.4%
Websites	154	153	13.4%	10.2%	16.6%
Public meetings and/or open houses	158	180	15.7%	12.3%	19.1%
Smart phone apps	182	181	15.8%	12.5%	19.2%
Newsletters or brochures	225	232	20.3%	16.5%	24.1%
Don't know	51	33	2.9%	1.4%	4.3%
Total	1131	1144	100.0%	.	.

Q4_2. During the planning process of a construction project how do you prefer to learn about its status? Please rank your top three methods from the following list: Rank 2

Q4_2 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Email	119	151	17.7%	13.7%	21.7%
Map, pictures, or graphics	132	130	15.2%	11.4%	19.0%
Websites	108	130	15.2%	11.1%	19.3%
Public meetings and/or open houses	120	137	16.0%	12.0%	20.0%
Smart phone apps	127	149	17.4%	13.2%	21.7%
Newsletters or brochures	135	157	18.4%	14.1%	22.8%
Don't know	1	0	0.0%	0.0%	0.1%
Total	742	855	100.0%	.	.

Q4_3. During the planning process of a construction project how do you prefer to learn about its status? Please rank your top three methods from the following list: Rank 3

Q4_3 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Email	76	88	14.4%	9.7%	19.1%
Map, pictures, or graphics	80	106	17.2%	12.3%	22.2%
Websites	96	124	20.2%	14.9%	25.6%
Public meetings and/or open houses	81	105	17.2%	12.2%	22.1%
Smart phone apps	70	86	14.0%	9.3%	18.7%
Newsletters or brochures	84	104	16.9%	12.1%	21.8%
Don't know	1	0	0.0%	0.0%	0.0%
Total	488	612	100.0%	.	.

Q5_1. During the planning process of a construction project how would you prefer to provide input to ITD? Please rank your top three methods from the following list: Rank 1

Q5_1 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Direct mail/return reply card	215	207	18.3%	14.7%	21.9%
Email	168	184	16.3%	12.8%	19.9%
Telephone call/survey	152	175	15.6%	12.1%	19.0%
Submit comments to a website or smart phone apps	128	144	12.7%	9.5%	15.9%
Webinar or virtual meeting	124	113	10.0%	7.3%	12.7%
Public meetings	119	125	11.0%	8.2%	13.9%
As part of a local advocacy group	152	150	13.3%	10.1%	16.5%
Other (please specify)	14	10	0.9%	0.0%	1.7%
Don't know	26	21	1.9%	0.7%	3.1%
Total	1098	1128	100.0%	.	.

Q5_2. During the planning process of a construction project how would you prefer to provide input to ITD? Please rank your top three methods from the following list: Rank 2

Q5_2 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Direct mail/return reply card	99	100	11.5%	8.1%	14.9%
Email	107	121	13.9%	10.1%	17.6%
Telephone call/survey	111	126	14.5%	10.6%	18.5%
Submit comments to a website or smart phone apps	130	142	16.3%	12.4%	20.3%
Webinar or virtual meeting	111	120	13.8%	10.2%	17.4%
Public meetings	122	125	14.4%	10.6%	18.2%
As part of a local advocacy group	99	121	14.0%	10.1%	17.9%
Other (please specify)	9	13	1.5%	0.2%	2.9%
Don't know	1	0	0.0%	0.0%	0.1%
Total	789	868	100.0%	.	.

Q5_3. During the planning process of a construction project how would you prefer to provide input to ITD? Please rank your top three methods from the following list: Rank 3

Q5_3 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Direct mail/return reply card	57	86	14.2%	9.4%	18.9%
Email	66	86	14.2%	9.5%	18.9%
Telephone call/survey	71	74	12.2%	8.0%	16.4%
Submit comments to a website or smart phone apps	76	96	15.9%	10.9%	20.8%
Webinar or virtual meeting	78	75	12.4%	8.3%	16.5%
Public meetings	66	71	11.7%	7.4%	16.0%
As part of a local advocacy group	83	98	16.2%	11.5%	20.9%
Other (please specify)	16	20	3.3%	0.8%	5.7%
Total	513	605	100.0%	.	.

Q5_Oth. During the planning process of a construction project how would you prefer to provide input to ITD? Please rank your top three methods from the following list: Other

Q5_Oth Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
By questionnaire	1	1	2.2%	0.0%	7.2%
Social media	4	9	35.7%	0.0%	76.4%
Just talking to the construction guys	1	4	16.9%	0.0%	51.3%
Online Survey	1	4	16.9%	0.0%	51.3%
Open Houses	1	2	7.9%	0.0%	25.8%
Letter	3	0	1.5%	0.0%	4.0%
Texting	3	2	9.4%	0.0%	21.1%
All of the above	1	0	0.5%	0.0%	1.5%
Face to face conversations	1	1	2.5%	0.0%	8.7%
Online survey	1	2	6.6%	0.0%	20.6%
Total	17	25	100.0%	.	.

Q6. In the past year, have you used the departments 511 Traveler Information Services to obtain information about Idaho road conditions?

Q6 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	368	362	31.5%	27.2%	35.8%
No	777	781	68.0%	63.7%	72.3%
Don't know	4	5	0.5%	0.0%	1.1%
Total	1149	1149	100.0%	.	.

**Q7_1. Which of the following 511 Traveler Information services have you used?:
511 full website**

Q7_1 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	130	131	36.1%	28.1%	44.1%
Yes	238	231	63.9%	55.9%	71.9%
Total	368	362	100.0%	.	.

**Q7_2. Which of the following 511 Traveler Information services have you used?:
511 phone line**

Q7_2 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	221	229	63.4%	55.6%	71.1%
Yes	147	133	36.6%	28.9%	44.4%
Total	368	362	100.0%	.	.

**Q7_3. Which of the following 511 Traveler Information services have you used?:
511 smartphone or mobile device app**

Q7_3 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	285	277	76.4%	69.4%	83.4%
Yes	83	86	23.6%	16.6%	30.6%
Total	368	362	100.0%	.	.

Q7_4. Which of the following 511 Traveler Information services have you used?: Don't know

Q7_4 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	366	358	98.9%	97.1%	100.0%
Yes	2	4	1.1%	0.0%	2.9%
Total	368	362	100.0%	.	.

Q7_5. Which of the following 511 Traveler Information services have you used?: Refused

Q7_5 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	368	362	100.0%	100.0%	100.0%
Total	368	362	100.0%	.	.

Q8. How easy or difficult is it to obtain information you want through the 511 Traveler Information Services?

Q8 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Very easy	171	168	46.5%	38.3%	54.8%
Somewhat easy	170	168	46.3%	38.1%	54.6%
Somewhat difficult	23	25	6.8%	2.6%	11.1%
Very difficult	2	1	0.2%	0.0%	0.6%
Don't know	2	0	0.1%	0.0%	0.2%
Total	368	362	100.0%	.	.

Q9_1. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Altered departure time

Q9_1 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	171	169	46.8%	38.5%	55.0%
Yes	197	193	53.2%	45.0%	61.5%
Total	368	362	100.0%	.	.

Q9_2. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Altered travel route

Q9_2 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	205	201	55.4%	47.3%	63.6%
Yes	163	161	44.6%	36.4%	52.7%
Total	368	362	100.0%	.	.

Q9_3. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Cancelled trip

Q9_3 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	257	233	64.4%	56.3%	72.5%
Yes	111	129	35.6%	27.5%	43.7%
Total	368	362	100.0%	.	.

Q9_4. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Have never changed plans

Q9_4 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	289	278	76.7%	69.6%	83.9%
Yes	79	84	23.3%	16.1%	30.4%
Total	368	362	100.0%	.	.

Q9_5. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Don't know

Q9_5 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	365	360	99.4%	98.4%	100.0%
Yes	3	2	0.6%	0.0%	1.6%
Total	368	362	100.0%	.	.

Q9_6. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Refused

Q9_6 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	367	362	100.0%	99.9%	100.0%
Yes	1	0	0.0%	0.0%	0.1%
Total	368	362	100.0%	.	.

Q10. Prior to this survey, were you aware of the Idaho Transportation Departments 511 Traveler Information Services which provide information about highway construction, weather conditions, road closures, amber alerts, and public transportation services in your area?

Q10 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	354	379	48.1%	42.6%	53.7%
No	417	405	51.5%	45.9%	57.0%
Don't know	10	3	0.4%	0.1%	0.8%
Total	781	787	100.0%	.	.

Q11. Now that you're aware of the 511 services, how likely are you to use the system in the next year?

Q11 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Very likely	105	95	23.4%	17.0%	29.9%
Likely	176	191	47.1%	39.3%	54.9%
Unlikely	85	66	16.3%	10.7%	22.0%
Very unlikely	48	52	12.7%	7.5%	18.0%
Don't know	3	2	0.4%	0.0%	0.9%
Total	417	405	100.0%	.	.

Q12_1. How would you prefer to receive 511 information? Please rank your top three methods from the following list: Rank 1

Q12_1 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
511 telephone service	247	265	23.3%	19.2%	27.3%
511 website	171	170	14.9%	11.6%	18.1%
Mobile phone app	167	146	12.8%	9.9%	15.8%
Television or public access station	173	175	15.3%	11.9%	18.7%
E-mail and/or text alerts	159	151	13.3%	10.2%	16.3%
Social networking sites such as Twitter and Facebook	210	226	19.8%	16.1%	23.6%
Don't know	14	7	0.6%	0.1%	1.1%
Total	1141	1141	100.0%	.	.

Q12_2. How would you prefer to receive 511 information? Please rank your top three methods from the following list: Rank 2

Q12_2 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
511 telephone service	114	119	13.7%	10.1%	17.3%
511 website	140	169	19.4%	15.0%	23.9%
Mobile phone app	145	157	18.2%	14.1%	22.2%
Television or public access station	139	129	14.9%	11.2%	18.5%
E-mail and/or text alerts	133	164	18.9%	14.6%	23.3%
Social networking sites such as Twitter and Facebook	122	129	14.9%	11.1%	18.6%
Don't know	2	0	0.0%	0.0%	0.1%
Total	795	867	100.0%	.	.

Q12_3. How would you prefer to receive 511 information? Please rank your top three methods from the following list: Rank 3

Q12_3 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
511 telephone service	72	108	18.3%	13.1%	23.6%
511 website	69	77	13.1%	8.8%	17.4%
Mobile phone app	86	108	18.3%	13.1%	23.5%
Television or public access station	96	130	22.1%	16.5%	27.7%
E-mail and/or text alerts	77	68	11.6%	7.6%	15.6%
Social networking sites such as Twitter and Facebook	84	97	16.6%	11.5%	21.6%
Total	484	588	100.0%	.	.

Q13_1. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Radio

Q13_1 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	786	777	67.6%	63.3%	72.0%
Yes	363	372	32.4%	28.0%	36.7%
Total	1149	1149	100.0%	.	.

Q13_2. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Newspaper

Q13_2 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	681	813	70.7%	66.7%	74.8%
Yes	468	336	29.3%	25.2%	33.3%
Total	1149	1149	100.0%	.	.

Q13_3. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Internet/ITD Website

Q13_3 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	877	823	71.6%	67.4%	75.9%
Yes	272	326	28.4%	24.1%	32.6%
Total	1149	1149	100.0%	.	.

Q13_4. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Electronic signs or reader boards along the highway

Q13_4 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	412	382	33.2%	28.9%	37.5%
Yes	737	767	66.8%	62.5%	71.1%
Total	1149	1149	100.0%	.	.

Q13_5. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Information centers at parks or rest areas

Q13_5 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	1014	1033	89.9%	87.2%	92.6%
Yes	135	116	10.1%	7.4%	12.8%
Total	1149	1149	100.0%	.	.

Q13_6. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: The 511 Traveler Information System

Q13_6 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	918	946	82.3%	79.0%	85.7%
Yes	231	203	17.7%	14.3%	21.0%
Total	1149	1149	100.0%	.	.

Q13_7. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: You do not currently receive information

Q13_7 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	949	907	79.0%	75.1%	82.8%
Yes	200	242	21.0%	17.2%	24.9%
Total	1149	1149	100.0%	.	.

Q13_8. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Other (please specify)

Q13_8 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	1028	1058	92.1%	89.7%	94.5%
Yes	121	91	7.9%	5.5%	10.3%
Total	1149	1149	100.0%	.	.

Q13_9. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Don't know

Q13_9 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	1144	1144	99.6%	99.1%	100.0%
Yes	5	5	0.4%	0.0%	0.9%
Total	1149	1149	100.0%	.	.

Q13_10. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Refused

Q13_10 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	1147	1148	99.9%	99.8%	100.0%
Yes	2	1	0.1%	0.0%	0.2%
Total	1149	1149	100.0%	.	.

Q13_Oth. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Other

Q13_Oth Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Television	81	48	55.4%	39.5%	71.4%
Cell phone	1	1	0.8%	0.0%	2.3%
Email	4	2	1.9%	0.0%	4.1%
Word of mouth	7	6	6.5%	0.0%	16.1%
GPS system notifications	1	0	0.1%	0.0%	0.4%
Google maps (it shows road conditions)	1	2	1.9%	0.0%	5.5%
Mail	5	5	5.6%	0.0%	11.3%
Mobile Alerts	3	7	8.3%	0.0%	18.9%
Monthly regional transportation meeting	1	2	2.2%	0.0%	6.5%
Telephone call	3	4	4.6%	0.0%	13.1%
Social media	1	4	5.0%	0.0%	14.5%
TV & in-person visit to office	1	0	0.2%	0.0%	0.6%
Television News	3	2	2.6%	0.0%	5.6%
Broadcast other than radio	1	0	0.1%	0.0%	0.3%
Emails and fliers in the mail	1	0	0.4%	0.0%	1.2%
News	1	1	0.8%	0.0%	2.3%
Social Media	1	0	0.2%	0.0%	0.5%
Television and mail	1	1	0.7%	0.0%	2.0%
Texting and email	1	1	0.7%	0.0%	2.1%
Texting	1	2	2.2%	0.0%	6.5%
Total	119	86	100.0%	.	.

Q14_1. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Television

Q14_1 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	301	351	30.6%	26.2%	34.9%
Yes	848	798	69.4%	65.1%	73.8%
Total	1149	1149	100.0%	.	.

Q14_2. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Radio

Q14_2 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	380	340	29.6%	25.4%	33.7%
Yes	769	809	70.4%	66.3%	74.6%
Total	1149	1149	100.0%	.	.

Q14_3. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Newspaper

Q14_3 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	416	554	48.2%	43.6%	52.8%
Yes	733	595	51.8%	47.2%	56.4%
Total	1149	1149	100.0%	.	.

Q14_4. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Survey

Q14_4 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	785	783	68.2%	63.8%	72.5%
Yes	364	366	31.8%	27.5%	36.2%
Total	1149	1149	100.0%	.	.

Q14_5. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Internet

Q14_5 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	461	314	27.3%	23.4%	31.2%
Yes	688	835	72.7%	68.8%	76.6%
Total	1149	1149	100.0%	.	.

Q14_6. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Electronic signs or reader boards along the highway

Q14_6 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	98	98	8.5%	5.9%	11.1%
Yes	1051	1051	91.5%	88.9%	94.1%
Total	1149	1149	100.0%	.	.

Q14_7. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: The 511 Traveler Information System

Q14_7 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	362	366	31.9%	27.5%	36.2%
Yes	787	783	68.1%	63.8%	72.5%
Total	1149	1149	100.0%	.	.

Q14_8. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: In-person visit to ITD visit

Q14_8 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	1045	1004	87.4%	84.0%	90.7%
Yes	104	145	12.6%	9.3%	16.0%
Total	1149	1149	100.0%	.	.

Q14_9. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Social media websites such as Facebook or Twitter

Q14_9 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	746	593	51.6%	47.0%	56.3%
Yes	403	556	48.4%	43.7%	53.0%
Total	1149	1149	100.0%	.	.

Q14_10. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Other

Q14_10 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	1110	1103	96.0%	94.2%	97.8%
Yes	39	46	4.0%	2.2%	5.8%
Total	1149	1149	100.0%	.	.

Q14_11. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Don't know

Q14_11 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	1147	1143	99.5%	98.7%	100.0%
Yes	2	6	0.5%	0.0%	1.3%
Total	1149	1149	100.0%	.	.

Q14_12. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Refused

Q14_12 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	1147	1149	100.0%	99.9%	100.0%
Yes	2	0	0.0%	0.0%	0.1%
Total	1149	1149	100.0%	.	.

Q14_Oth. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Other open response

Q14_Oth Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Brochures and postcards	1	1	2.4%	0.0%	7.6%
Neighborhood associations	1	0	1.1%	0.0%	3.5%
Person to person	1	0	0.2%	0.0%	0.7%
Regional transportation meetings	1	2	5.2%	0.0%	16.0%
Mailing newsletters or updates	1	0	0.5%	0.0%	1.7%
Smartphone App	2	1	2.5%	0.0%	6.6%
Word of mouth	8	10	27.1%	1.5%	52.6%
Texting	6	10	26.5%	1.4%	51.7%
Email with link to website	1	1	3.4%	0.0%	10.6%
Phone call when roads are closed	1	2	4.4%	0.0%	13.6%
Email	1	0	0.5%	0.0%	1.5%
Mail; e.g. newsletters or updates	5	6	15.7%	0.0%	33.7%
Information at rest areas	1	0	0.6%	0.0%	1.8%
Teamsnap App	1	4	9.8%	0.0%	28.8%
Total	31	36	100.0%	.	.

Q15. In the last year, have you accessed the Idaho Transportation Department's website, itd.idaho.gov?

Q15 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	349	380	33.1%	28.7%	37.5%
No	784	764	66.5%	62.1%	70.9%
Don't know	16	5	0.4%	0.1%	0.7%
Total	1149	1149	100.0%	.	.

Q16_1. What was your purpose in accessing ITDs website? Please select all that apply: Highway project information

Q16_1 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	245	280	73.6%	66.5%	80.8%
Yes	104	100	26.4%	19.2%	33.5%
Total	349	380	100.0%	.	.

**Q16_2. What was your purpose in accessing ITDs website? Please select all that apply:
Driving or road conditions**

Q16_2 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	100	128	33.6%	25.7%	41.5%
Yes	249	253	66.4%	58.5%	74.3%
Total	349	380	100.0%	.	.

**Q16_3. What was your purpose in accessing ITDs website? Please select all that apply:
Driver licensing, vehicle licensing or registration**

Q16_3 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	199	205	53.9%	45.7%	62.1%
Yes	150	175	46.1%	37.9%	54.3%
Total	349	380	100.0%	.	.

**Q16_4. What was your purpose in accessing ITDs website? Please select all that apply:
General ITD news**

Q16_4 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	320	357	94.0%	90.8%	97.2%
Yes	29	23	6.0%	2.8%	9.2%
Total	349	380	100.0%	.	.

**Q16_5. What was your purpose in accessing ITDs website? Please select all that apply:
Other (please specify)**

Q16_5 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	330	362	95.2%	92.3%	98.2%
Yes	19	18	4.8%	1.8%	7.7%
Total	349	380	100.0%	.	.

**Q16_6. What was your purpose in accessing ITDs website? Please select all that apply:
Don't know**

Q16_6 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	349	380	100.0%	100.0%	100.0%
Total	349	380	100.0%	.	.

**Q16_7. What was your purpose in accessing ITDs website? Please select all that apply:
Refused**

Q16_7 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	349	380	100.0%	100.0%	100.0%
Total	349	380	100.0%	.	.

**Q16_Oth. What was your purpose in accessing ITDs website? Please select all that apply:
Other open response**

Q16_Oth Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Bike and pedestrian information	1	3	19.1%	0.0%	53.6%
Construction	1	0	0.5%	0.0%	1.6%
Construction and permits	1	2	10.0%	4.8%	15.2%
Contact info	2	2	11.4%	0.0%	33.4%
Road improvements	1	1	4.6%	0.0%	15.1%
Traffic data	2	2	12.4%	0.0%	35.1%
Filing a complaint.	1	0	2.2%	0.0%	7.4%
Fire information	1	1	7.1%	0.0%	23.0%
Future construction projects	1	0	0.6%	0.0%	2.1%
Grant research	1	1	5.3%	0.0%	16.9%
Information about Adopt-a-Highway	1	2	10.0%	0.0%	31.5%
Webcam	1	0	1.9%	0.0%	6.1%
Driving test information	1	0	1.9%	0.0%	6.4%
Trailer regulation information	1	0	0.7%	0.0%	2.5%
For work	2	2	12.3%	0.0%	34.8%
Total	18	18	100.0%	.	.

Q17. Based on the time it took you, how easy or difficult was it to find the information you wanted on the website?

Q17 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Very easy	149	171	44.9%	36.8%	53.0%
Somewhat easy	166	181	47.6%	39.5%	55.8%
Somewhat difficult	27	23	6.0%	2.3%	9.7%
Very difficult	6	6	1.5%	0.0%	2.9%
Don't know	1	0	0.0%	0.0%	0.1%
Total	349	380	100.0%	.	.

Q18. Do you use social media, such as Facebook, Twitter, Instagram, YouTube, etc.?

Q18 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	626	762	66.3%	62.1%	70.6%
No	523	387	33.7%	29.4%	37.9%
Total	1149	1149	100.0%	.	.

Q19_1. Which of the following social media platforms do you prefer for learning about ITDs programs or services? Please rank your top three platforms from the following list: Rank 1

Q19_1 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Facebook	500	603	79.4%	74.7%	84.1%
Twitter	13	20	2.7%	0.8%	4.6%
Youtube	31	43	5.6%	2.9%	8.3%
Snapchat	8	21	2.8%	0.6%	4.9%
Instagram	6	8	1.1%	0.0%	2.2%
Other (please specify)	5	5	0.7%	0.0%	1.6%
No preference	51	49	6.5%	3.8%	9.1%
Don't know	9	10	1.3%	0.0%	2.6%
Total	623	759	100.0%	.	.

Q19_2. Which of the following social media platforms do you prefer for learning about ITDs programs or services? Please rank your top three platforms from the following list: Rank 2

Q19_2 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Facebook	28	46	11.2%	6.0%	16.4%
Twitter	58	84	20.5%	13.7%	27.3%
Youtube	101	149	36.3%	28.3%	44.3%
Snapchat	17	37	9.1%	4.1%	14.1%
Instagram	50	76	18.4%	12.1%	24.8%
Other (please specify)	4	3	0.9%	0.0%	1.9%
No preference	11	15	3.6%	0.5%	6.7%
Total	269	411	100.0%	.	.

Q19_3. Which of the following social media platforms do you prefer for learning about ITDs programs or services? Please rank your top three platforms from the following list: Rank 3

Q19_3 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Facebook	9	22	9.7%	2.9%	16.5%
Twitter	22	46	20.4%	10.9%	29.9%
Youtube	19	31	13.8%	5.8%	21.9%
Snapchat	22	42	18.7%	10.1%	27.2%
Instagram	31	50	22.1%	13.0%	31.1%
Other (please specify)	15	23	10.4%	3.8%	17.1%
No preference	9	11	4.8%	0.3%	9.4%
Total	127	225	100.0%	.	.

Q19_Oth. Which of the following social media platforms do you prefer for learning about ITDs programs or services? Please rank your top three platforms from the following list: Other

Q19_Oth Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
LinkedIn	1	2	19.3%	0.0%	99.5%
Pinterest	1	0	1.5%	0.0%	7.6%
Tumblr	1	2	20.2%	0.0%	100.0%
Whats App	1	4	45.9%	0.0%	100.0%
pinterest, Google+	1	1	13.2%	0.0%	100.0%
Total	5	9	100.0%	.	.

Q20. In the last six months, have you received information from ITD on social media?

Q20 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	54	64	8.4%	5.1%	11.7%
No	560	688	90.3%	86.9%	93.7%
Don't know	12	10	1.3%	0.4%	2.1%
Total	626	762	100.0%	.	.

Q21_1. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Facebook

Q21_1 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	5	5	7.7%	0.0%	21.0%
Yes	49	59	92.3%	79.0%	100.0%
Total	54	64	100.0%	.	.

Q21_2. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Twitter

Q21_2 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	49	59	92.3%	78.9%	100.0%
Yes	5	5	7.7%	0.0%	21.1%
Total	54	64	100.0%	.	.

Q21_3. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: YouTube

Q21_3 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	53	64	99.7%	99.1%	100.0%
Yes	1	0	0.3%	0.0%	0.9%
Total	54	64	100.0%	.	.

**Q21_4. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]:
Snapchat**

Q21_4 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	53	64	99.6%	98.8%	100.0%
Yes	1	0	0.4%	0.0%	1.2%
Total	54	64	100.0%	.	.

**Q21_5. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]:
Instagram**

Q21_5 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	53	64	99.7%	99.2%	100.0%
Yes	1	0	0.3%	0.0%	0.8%
Total	54	64	100.0%	.	.

**Q21_6. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]:
Other**

Q21_6 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	54	64	100.0%	100.0%	100.0%
Total	54	64	100.0%	.	.

**Q21_7. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]:
Don't know**

Q21_7 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	51	64	99.1%	97.6%	100.0%
Yes	3	1	0.9%	0.0%	2.4%
Total	54	64	100.0%	.	.

**Q21_8. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]:
Refused**

Q21_8 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	54	64	100.0%	100.0%	100.0%
Total	54	64	100.0%	.	.

Q22. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]

Q22 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Facebook	412	553	74.1%	69.0%	79.2%
Twitter	17	31	4.2%	1.6%	6.8%
Other (please specify)	110	119	16.0%	11.7%	20.3%
Don't know	61	43	5.7%	3.4%	8.0%
Total	600	746	100.0%	.	.

**Q22_Oth. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]:
Other**

Q22_Oth Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Do not use social media for news	88	79	68.3%	53.8%	82.8%
Google+	1	1	1.1%	0.0%	3.2%
Reddit	1	4	3.7%	0.0%	11.0%
Tumblr	1	1	0.9%	0.0%	2.6%
YouTube	14	29	25.3%	11.6%	39.0%
No preference	1	1	0.7%	0.0%	2.2%
Total	106	115	100.0%	.	.

Q23. Over the last two years, have you heard or seen ITDs mission statement: Your safety, your mobility, your economic opportunity?

Q23 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	112	110	9.6%	6.9%	12.3%
No	986	985	85.8%	82.5%	89.2%
Not sure	48	52	4.5%	2.4%	6.7%
Total	1146	1147	100.0%	.	.

Q24_1. Where did you see or hear this message? [Ask as open ended]: Newspaper

Q24_1 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	92	102	92.6%	87.2%	98.0%
Yes	20	8	7.4%	2.0%	12.8%
Total	112	110	100.0%	.	.

Q24_2. Where did you see or hear this message? [Ask as open ended]: Television

Q24_2 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	84	93	84.4%	74.6%	94.1%
Yes	28	17	15.6%	5.9%	25.4%
Total	112	110	100.0%	.	.

Q24_3. Where did you see or hear this message? [Ask as open ended]: Social Media

Q24_3 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	106	102	92.6%	83.8%	100.0%
Yes	6	8	7.4%	0.0%	16.2%
Total	112	110	100.0%	.	.

Q24_4. Where did you see or hear this message? [Ask as open ended]: ITD Website

Q24_4 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	85	84	75.8%	63.3%	88.3%
Yes	27	27	24.2%	11.7%	36.7%
Total	112	110	100.0%	.	.

Q24_5. Where did you see or hear this message? [Ask as open ended]: Other

Q24_5 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	70	67	60.9%	45.8%	75.9%
Yes	42	43	39.1%	24.1%	54.2%
Total	112	110	100.0%	.	.

Q24_6. Where did you see or hear this message? [Ask as open ended]: Don't know

Q24_6 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	103	95	86.6%	75.9%	97.2%
Yes	9	15	13.4%	2.8%	24.1%
Total	112	110	100.0%	.	.

Q24_7. Where did you see or hear this message? [Ask as open ended]: Refused

Q24_7 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	112	110	100.0%	100.0%	100.0%
Total	112	110	100.0%	.	.

Q24_Oth. Where did you see or hear this message? [Ask as open ended]: Other open response

Q24_Oth Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Billboard	6	6	14.4%	0.0%	33.8%
County commissioner's office	1	0	1.0%	0.0%	3.2%
ITD office	2	5	12.0%	0.0%	30.1%
Local advocacy group	1	0	0.5%	0.0%	1.7%
Reader boards	6	6	14.1%	0.0%	33.6%
At work	2	1	2.0%	0.0%	5.4%
One of the alerts that are sent out occasionally	1	2	4.2%	0.0%	12.5%
Public meetings/brochures	1	0	1.0%	0.0%	3.2%
Radio	5	12	27.5%	1.2%	53.8%
Rest area	2	1	2.1%	0.0%	5.9%
Road signs	3	2	5.3%	0.0%	14.3%
At a sports bar	1	0	0.3%	0.0%	0.9%
At a town hall meeting	1	0	0.4%	0.0%	1.2%
Email	1	2	4.0%	0.0%	12.3%
On the freeway	1	0	0.3%	0.0%	0.9%
In an AARP meeting	1	0	0.2%	0.0%	0.7%
At a presentation	2	1	2.1%	0.0%	5.2%
Postcard	1	1	2.0%	0.0%	6.3%
Road sign or radio	1	1	2.0%	0.0%	6.3%
State of Idaho website	1	0	0.3%	0.0%	0.8%
Mail	1	1	1.3%	0.0%	4.1%
Word of mouth	1	1	3.0%	0.0%	9.0%
Total	42	43	100.0%	.	.

Q25. Idaho's transportation system provides many different options for traveling. What is your preferred way to travel?

Q25 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Driving	1070	1052	91.7%	89.0%	94.4%
Walking	26	28	2.4%	1.1%	3.8%
Biking	17	24	2.1%	0.6%	3.5%
Public transportation	20	27	2.3%	0.8%	3.8%
Other (please specify)	11	17	1.5%	0.3%	2.6%
Total	1144	1147	100.0%	.	.

Q25_Oth. Idaho's transportation system provides many different options for traveling. What is your preferred way to travel?: Other

Q25_Oth Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Airplane	5	7	42.2%	0.0%	97.0%
Driven by another person	3	4	22.2%	0.0%	51.2%
Longboarding	1	2	9.6%	0.0%	31.9%
Private motor coach	1	0	0.5%	0.0%	1.8%
Scooter	1	4	25.5%	0.0%	82.0%
Total	11	17	100.0%	.	.

Q26. Generally, do you feel Idahos transportation system supports your preferred way of traveling? [Ask as open-ended]

Q26 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	1022	1020	88.9%	85.9%	91.9%
No	104	103	8.9%	6.2%	11.7%
Don't know	21	25	2.2%	0.7%	3.6%
Total	1147	1147	100.0%	.	.

Q27. Over the last two years, have you seen or heard ITDs message about improving efficiency by being innovative and using continuous improvement strategies? [Ask as open-ended]

Q27 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	187	230	20.0%	16.1%	23.9%
No	935	898	78.3%	74.3%	82.3%
Don't know	26	20	1.7%	0.5%	2.9%
Total	1148	1147	100.0%	.	.

Q28_1. Where did you see or hear this message? [Ask as open-ended]: Newspaper

Q28_1 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	142	191	83.3%	74.9%	91.7%
Yes	45	38	16.7%	8.3%	25.1%
Total	187	230	100.0%	.	.

Q28_2. Where did you see or hear this message? [Ask as open-ended]: Television

Q28_2 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	111	143	62.4%	51.7%	73.1%
Yes	76	86	37.6%	26.9%	48.3%
Total	187	230	100.0%	.	.

Q28_3. Where did you see or hear this message? [Ask as open-ended]: Social Media

Q28_3 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	177	207	90.2%	83.0%	97.5%
Yes	10	22	9.8%	2.5%	17.0%
Total	187	230	100.0%	.	.

Q28_4. Where did you see or hear this message? [Ask as open-ended]: Other

Q28_4 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	124	142	61.9%	51.1%	72.7%
Yes	63	88	38.1%	27.3%	48.9%
Total	187	230	100.0%	.	.

Q28_5. Where did you see or hear this message? [Ask as open-ended]: Don't know

Q28_5 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	174	210	91.6%	85.3%	97.9%
Yes	13	19	8.4%	2.1%	14.7%
Total	187	230	100.0%	.	.

Q28_6. Where did you see or hear this message? [Ask as open-ended]: Refused

Q28_6 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	187	230	100.0%	100.0%	100.0%
Total	187	230	100.0%	.	.

Q28_Oth. Where did you see or hear this message? [Ask as open-ended]: Other open response

Q28_Oth Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Billboard	8	11	13.1%	1.3%	24.9%
Bulletins near construction site	1	0	0.2%	0.0%	0.5%
County commissioner's office	1	0	0.5%	0.0%	1.6%
Email	1	0	0.3%	0.0%	0.8%
ITD website	10	16	17.8%	3.4%	32.2%
Local advocacy group	1	0	0.3%	0.0%	0.8%
Reader board	2	2	2.5%	0.0%	6.7%
Internet-generally	5	10	10.9%	0.0%	22.8%
Word of mouth	9	9	10.7%	0.0%	21.6%
Radio	12	19	21.5%	6.4%	36.6%
Radio, mailing	1	0	0.2%	0.0%	0.7%
Road sign	3	7	8.3%	0.0%	19.0%
School	1	2	2.2%	0.0%	6.6%
At work	2	1	0.9%	0.0%	2.5%
Chamber meeting	1	0	0.2%	0.0%	0.6%
Posted in/on a building	2	0	0.3%	0.0%	0.6%
Presentation	1	0	0.5%	0.0%	1.5%
Public forum	1	4	4.9%	0.0%	14.5%
Mail	1	4	4.9%	0.0%	14.5%
Total	63	88	100.0%	.	.

Q29. In the last year, have you received information about transportation projects and issues in Idaho?

Q29 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	305	324	28.2%	24.0%	32.4%
No	805	775	67.5%	63.2%	71.9%
Don't know	38	49	4.3%	2.3%	6.3%
Total	1148	1147	100.0%	.	.

Q30. How satisfied or dissatisfied are you with the information you receive about transportation projects and issues in Idaho?

Q30 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Very satisfied	61	61	18.9%	12.1%	25.7%
Somewhat satisfied	151	153	47.3%	38.4%	56.2%
Neither satisfied nor dissatisfied	64	78	24.0%	16.2%	31.8%
Somewhat dissatisfied	20	23	7.2%	2.2%	12.2%
Very dissatisfied	8	8	2.6%	0.0%	5.6%
Don't know	1	0	0.0%	0.0%	0.1%
Total	305	324	100.0%	.	.

age. Age in categories

age Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
18-24 years old	50	149	13.0%	9.5%	16.5%
25-44 years old	235	388	33.8%	29.3%	38.2%
45-64 years old	391	377	32.8%	28.5%	37.1%
65-74 years old	266	120	10.4%	8.0%	12.9%
75 years or older	177	85	7.4%	5.3%	9.5%
Missing	30	30	2.6%	1.2%	4.0%
Total	1149	1149	100.0%	.	.

lic. Do you have an Idaho drivers license?

lic Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	1084	1060	92.6%	90.1%	95.2%
No	62	85	7.4%	4.8%	9.9%
Total	1146	1144	100.0%	.	.

miles. Roughly how many miles do you drive annually? [If respondent having hard time, encourage best guess]

miles Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
0 to 10000 miles	596	528	48.1%	43.4%	52.9%
10001 miles or more	496	568	51.8%	47.0%	56.5%
Don't know	3	1	0.1%	0.0%	0.2%
Total	1095	1097	100.0%	.	.

drive. How would you describe your primary reason for driving?

drive Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Commuting to work or school	412	557	48.6%	43.9%	53.2%
Recreation	168	146	12.7%	9.6%	15.8%
For a living (trucking, delivery, sales, etc.)	95	108	9.5%	6.7%	12.2%
Shopping/running errands	429	285	24.8%	21.1%	28.5%
I don't drive	34	49	4.3%	2.2%	6.3%
Don't know	10	2	0.2%	0.0%	0.3%
Total	1148	1147	100.0%	.	.

Q31_1. Would you be interested in receiving emails and/or texts from ITD on projects, services, and plans? [Ask as open-ended]: Yes, emails

Q31_1 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	881	871	75.8%	71.8%	79.8%
Yes	268	278	24.2%	20.2%	28.2%
Total	1149	1149	100.0%	.	.

Q31_2. Would you be interested in receiving emails and/or texts from ITD on projects, services, and plans? [Ask as open-ended]: Yes, texts

Q31_2 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	1038	978	85.1%	81.5%	88.6%
Yes	111	171	14.9%	11.4%	18.5%
Total	1149	1149	100.0%	.	.

Q31_3. Would you be interested in receiving emails and/or texts from ITD on projects, services, and plans? [Ask as open-ended]: No

Q31_3 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	365	437	38.1%	33.5%	42.6%
Yes	784	712	61.9%	57.4%	66.5%
Total	1149	1149	100.0%	.	.

Q31_4. Would you be interested in receiving emails and/or texts from ITD on projects, services, and plans? [Ask as open-ended]: Don't know

Q31_4 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	1146	1148	99.9%	99.9%	100.0%
Yes	3	1	0.1%	0.0%	0.1%
Total	1149	1149	100.0%	.	.

Q31_5. Would you be interested in receiving emails and/or texts from ITD on projects, services, and plans? [Ask as open-ended]: Refused

Q31_5 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	1148	1147	99.9%	99.6%	100.0%
Yes	1	2	0.1%	0.0%	0.4%
Total	1149	1149	100.0%	.	.

Q32_1. What kind of information would you like to receive in an email or text from ITD? Please say yes or no after each item: Information on construction projects in your area only

Q32_1 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	19	29	6.7%	2.5%	10.8%
Yes	342	406	93.3%	89.2%	97.5%
Total	361	435	100.0%	.	.

Q32_2. What kind of information would you like to receive in an email or text from ITD? Please say yes or no after each item: Information on driver licenses, vehicle licenses, or registration

Q32_2 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	167	201	46.2%	38.4%	54.1%
Yes	194	234	53.8%	45.9%	61.6%
Total	361	435	100.0%	.	.

Q32_3. What kind of information would you like to receive in an email or text from ITD? Please say yes or no after each item: Information on safety issues

Q32_3 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	85	129	29.7%	22.2%	37.2%
Yes	276	306	70.3%	62.8%	77.8%
Total	361	435	100.0%	.	.

Q32_4. What kind of information would you like to receive in an email or text from ITD? Please say yes or no after each item: Information on public transportation

Q32_4 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	219	263	60.3%	52.6%	68.1%
Yes	142	173	39.7%	31.9%	47.4%
Total	361	435	100.0%	.	.

Q32_5. What kind of information would you like to receive in an email or text from ITD? Please say yes or no after each item: Information on bicycles and pedestrians

Q32_5 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	229	280	64.4%	56.9%	71.9%
Yes	132	155	35.6%	28.1%	43.1%
Total	361	435	100.0%	.	.

**Q32_6. What kind of information would you like to receive in an email or text from ITD?
Please say yes or no after each item: None of the above**

Q32_6 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	359	431	99.0%	97.1%	100.0%
Yes	2	4	1.0%	0.0%	2.9%
Total	361	435	100.0%	.	.

**Q32_7. What kind of information would you like to receive in an email or text from ITD?
Please say yes or no after each item: Don't know**

Q32_7 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	361	435	100.0%	100.0%	100.0%
Total	361	435	100.0%	.	.

**Q32_8. What kind of information would you like to receive in an email or text from ITD?
Please say yes or no after each item: Refused**

Q32_8 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	361	435	100.0%	100.0%	100.0%
Total	361	435	100.0%	.	.

Q33. If you were to receive an email or text from ITD, how often would you want to receive general information about construction in your area, traffic delays, and similar information?

Q33 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
More than once a week	13	19	4.4%	1.3%	7.5%
Once a week	52	61	14.0%	8.8%	19.2%
Every two weeks	20	17	3.9%	0.9%	6.8%
Once a month	39	53	12.1%	6.9%	17.3%
Whenever conditions change	183	209	48.1%	40.2%	55.9%
Only in really important or emergency instances	54	76	17.6%	11.5%	23.6%
Total	361	435	100.0%	.	.

Q34_1. Would you like to join a group that allows ITD to periodically ask you your opinion and preferences on their communication projects and materials [e.g. videos, brochures]?
[Ask as open-ended]: Yes, email

Q34_1 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	1003	1004	87.4%	84.3%	90.5%
Yes	146	145	12.6%	9.5%	15.7%
Total	1149	1149	100.0%	.	.

Q34_2. Would you like to join a group that allows ITD to periodically ask you your opinion and preferences on their communication projects and materials [e.g. videos, brochures]?
[Ask as open-ended]: Yes, texts

Q34_2 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	1086	1084	94.3%	92.2%	96.5%
Yes	63	65	5.7%	3.5%	7.8%
Total	1149	1149	100.0%	.	.

Q34_3. Would you like to join a group that allows ITD to periodically ask you your opinion and preferences on their communication projects and materials [e.g. videos, brochures]?
[Ask as open-ended]: No

Q34_3 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	209	211	18.4%	14.8%	22.0%
Yes	940	938	81.6%	78.0%	85.2%
Total	1149	1149	100.0%	.	.

Q34_4. Would you like to join a group that allows ITD to periodically ask you your opinion and preferences on their communication projects and materials [e.g. videos, brochures]?
[Ask as open-ended]: Don't know

Q34_4 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	1146	1148	99.9%	99.8%	100.0%
Yes	3	1	0.1%	0.0%	0.2%
Total	1149	1149	100.0%	.	.

Q34_5. Would you like to join a group that allows ITD to periodically ask you your opinion and preferences on their communication projects and materials [e.g. videos, brochures]?
[Ask as open-ended]: Refused

Q34_5 Responses	Frequency	Weighted Frequency	Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	1148	1147	99.9%	99.6%	100.0%
Yes	1	2	0.1%	0.0%	0.4%
Total	1149	1149	100.0%	.	.

Appendix E District Tabular Results

The following section displays all results for the district level. For each question, frequencies, or counts, are given along with weighted frequencies, percentages, and the upper and lower 95% confidence limits for the weighted percentage. The frequency is the raw number of responses in each response category, the weighted frequency is the number of responses in each response category after weighting adjustments. These adjustments account for the complex survey design and help us to achieve a sample that looks like each district population in terms of key characteristics, (for this study those characteristics were gender, age, and phone usage of the household). Raw frequencies are there to serve as background knowledge but the weighted frequency is the primary statistic to focus on when understanding results.

When reviewing the 95% confidence limits, it is good to remember that all surveys come up with estimates of true values and that there is always some level of error since we cannot know the true number. The lower and upper 95% confidence limits help us to understand how stringent the estimate we calculated is, and are derived from the weighted percent. Confidence limits should be interpreted in the following way: there is a 95% chance that the range between upper and lower limit contains the true value. You will notice the estimate reported is exactly in the middle of the range.

District 1 Tabular Results

Q1. In the past year, have you seen or heard ITD messages about providing input on state highway projects?

Q1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	32	20	13.2%	6.4%	20.0%
No	121	132	85.5%	78.4%	92.7%
Don't know	1	2	1.3%	0.0%	3.7%
Total	154	154	100.0%	.	.

Q2. In the last year have you provided input to ITD by attending a public meeting or using other methods?

Q2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	10	3	1.8%	0.5%	3.0%
No	142	148	96.3%	92.6%	100.0%
Can't recall	2	3	1.9%	0.0%	5.5%
Total	154	154	100.0%	.	.

Q3_1. How do you provide input? Please select all that apply from the following list: Respond to direct mail/return reply card

Q3_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	9	2	89.8%	66.7%	100.0%
Yes	1	0	10.2%	0.0%	33.3%
Total	10	3	100.0%	.	.

Q3_2. How do you provide input? Please select all that apply from the following list: Respond to telephone survey

Q3_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	9	2	87.6%	60.1%	100.0%
Yes	1	0	12.4%	0.0%	39.9%
Total	10	3	100.0%	.	.

Q3_3. How do you provide input? Please select all that apply from the following list: Submit comments to a website using a computer

Q3_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	9	2	86.0%	55.5%	100.0%
Yes	1	0	14.0%	0.0%	44.5%
Total	10	3	100.0%	.	.

Q3_4. How do you provide input? Please select all that apply from the following list: Submit comments to a website using a smartphone

Q3_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	10	3	100.0%	100.0%	100.0%
Total	10	3	100.0%	.	.

Q3_5. How do you provide input? Please select all that apply from the following list: Smart phone apps

Q3_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	10	3	100.0%	100.0%	100.0%
Total	10	3	100.0%	.	.

Q3_6. How do you provide input? Please select all that apply from the following list: Participate in a webinar or virtual meeting

Q3_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	10	3	100.0%	100.0%	100.0%
Total	10	3	100.0%	.	.

**Q3_7. How do you provide input? Please select all that apply from the following list:
Comment at public meeting in person**

Q3_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	2	1	26.4%	0.0%	63.7%
Yes	8	2	73.6%	36.3%	100.0%
Total	10	3	100.0%	.	.

**Q3_8. How do you provide input? Please select all that apply from the following list:
Participate through local advocacy group**

Q3_8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	10	3	100.0%	100.0%	100.0%
Total	10	3	100.0%	.	.

**Q3_9. How do you provide input? Please select all that apply from the following list:
Don't Know**

Q3_9 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	10	3	100.0%	100.0%	100.0%
Total	10	3	100.0%	.	.

Q3_10. How do you provide input? Please select all that apply from the following list: Refused

Q3_10 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	10	3	100.0%	100.0%	100.0%
Total	10	3	100.0%	.	.

Q4_1. During the planning process of a construction project how do you prefer to learn about its status? Please rank your top three methods from the following list: Rank 1

Q4_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Email	27	24	15.3%	7.4%	23.3%
Map, pictures, or graphics	26	20	13.3%	5.9%	20.6%
Websites	24	22	14.5%	7.0%	21.9%
Public meetings and/or open houses	22	32	20.5%	10.8%	30.2%
Smart phone apps	17	20	12.8%	5.7%	19.8%
Newsletters or brochures	30	32	20.6%	11.5%	29.7%
Don't know	8	5	3.1%	0.0%	6.2%
Total	154	154	100.0%	.	.

Q4_2. During the planning process of a construction project how do you prefer to learn about its status? Please rank your top three methods from the following list: Rank 2

Q4_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Email	19	25	22.6%	11.5%	33.7%
Map, pictures, or graphics	16	14	12.8%	4.4%	21.3%
Websites	13	10	9.0%	2.2%	15.8%
Public meetings and/or open houses	20	22	19.1%	8.1%	30.1%
Smart phone apps	13	16	14.3%	4.5%	24.1%
Newsletters or brochures	21	25	22.0%	10.3%	33.8%
Don't know	1	0	0.2%	0.0%	0.5%
Total	103	113	100.0%	.	.

Q4_3. During the planning process of a construction project how do you prefer to learn about its status? Please rank your top three methods from the following list: Rank 3

Q4_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Email	11	11	14.2%	2.0%	26.4%
Map, pictures, or graphics	12	18	24.0%	9.0%	39.0%
Websites	11	17	22.4%	6.3%	38.5%
Public meetings and/or open houses	12	16	21.4%	7.6%	35.2%
Smart phone apps	10	4	5.8%	0.7%	10.8%
Newsletters or brochures	10	9	12.2%	1.9%	22.5%
Total	66	75	100.0%	.	.

Q5_1. During the planning process of a construction project how would you prefer to provide input to ITD? Please rank your top three methods from the following list: Rank 1

Q5_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Direct mail/return reply card	26	26	17.2%	8.6%	25.8%
Email	28	25	16.6%	8.8%	24.4%
Telephone call/survey	22	31	20.6%	11.1%	30.0%
Submit comments to a website or smart phone apps	14	21	13.7%	5.2%	22.1%
Webinar or virtual meeting	16	14	9.0%	2.7%	15.3%
Public meetings	11	10	6.9%	1.5%	12.3%
As part of a local advocacy group	23	23	15.6%	7.6%	23.5%
Don't know	3	1	0.5%	0.0%	1.0%
Total	143	151	100.0%	.	.

Q5_2. During the planning process of a construction project how would you prefer to provide input to ITD? Please rank your top three methods from the following list: Rank 2

Q5_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Direct mail/return reply card	11	14	11.1%	3.0%	19.2%
Email	11	14	11.0%	2.8%	19.1%
Telephone call/survey	18	22	16.9%	7.1%	26.6%
Submit comments to a website or smart phone apps	19	20	15.7%	7.2%	24.1%
Webinar or virtual meeting	18	16	12.7%	5.1%	20.2%
Public meetings	12	13	10.4%	2.3%	18.4%
As part of a local advocacy group	18	28	22.2%	10.9%	33.5%
Other (please specify)	1	0	0.2%	0.0%	0.5%
Total	108	128	100.0%	.	.

Q5_3. During the planning process of a construction project how would you prefer to provide input to ITD? Please rank your top three methods from the following list: Rank 3

Q5_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Direct mail/return reply card	8	14	17.9%	4.6%	31.2%
Email	7	11	13.6%	1.8%	25.4%
Telephone call/survey	11	8	10.6%	0.9%	20.2%
Submit comments to a website or smart phone apps	13	16	20.8%	6.6%	35.0%
Webinar or virtual meeting	11	9	11.7%	2.7%	20.8%
Public meetings	5	6	7.4%	0.0%	16.2%
As part of a local advocacy group	10	14	17.6%	5.0%	30.3%
Other (please specify)	1	0	0.4%	0.0%	1.1%
Total	66	77	100.0%	.	.

Q6. In the past year, have you used the departments 511 Traveler Information Services to obtain information about Idaho road conditions?

Q6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	36	32	20.9%	12.2%	29.6%
No	118	122	79.1%	70.4%	87.8%
Total	154	154	100.0%	.	.

Q7_1. Which of the following 511 Traveler Information services have you used?: 511 full website

Q7_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	16	13	39.2%	15.7%	62.7%
Yes	20	20	60.8%	37.3%	84.3%
Total	36	32	100.0%	.	.

Q7_2. Which of the following 511 Traveler Information services have you used?: 511 phone line

Q7_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	18	21	63.6%	41.6%	85.7%
Yes	18	12	36.4%	14.3%	58.4%
Total	36	32	100.0%	.	.

Q7_3. Which of the following 511 Traveler Information services have you used?: 511 smartphone or mobile device app

Q7_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	33	28	85.8%	67.1%	100.0%
Yes	3	5	14.2%	0.0%	32.9%
Total	36	32	100.0%	.	.

Q7_4. Which of the following 511 Traveler Information services have you used?: Don't know

Q7_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	36	32	100.0%	100.0%	100.0%
Total	36	32	100.0%	.	.

Q7_5. Which of the following 511 Traveler Information services have you used?: Refused

Q7_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	36	32	100.0%	100.0%	100.0%
Total	36	32	100.0%	.	.

Q8. How easy or difficult is it to obtain information you want through the 511 Traveler Information Services?

Q8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Very easy	19	14	42.7%	19.1%	66.3%
Somewhat easy	16	18	56.1%	32.4%	79.7%
Somewhat difficult	1	0	1.2%	0.0%	3.8%
Total	36	32	100.0%	.	.

Q9_1. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Altered departure time

Q9_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	15	12	38.0%	14.7%	61.4%
Yes	21	20	62.0%	38.6%	85.3%
Total	36	32	100.0%	.	.

Q9_2. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Altered travel route

Q9_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	24	21	65.3%	43.2%	87.4%
Yes	12	11	34.7%	12.6%	56.8%
Total	36	32	100.0%	.	.

Q9_3. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Cancelled trip

Q9_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	25	18	56.2%	31.8%	80.5%
Yes	11	14	43.8%	19.5%	68.2%
Total	36	32	100.0%	.	.

Q9_4. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Have never changed plans

Q9_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	31	27	84.7%	66.7%	100.0%
Yes	5	5	15.3%	0.0%	33.3%
Total	36	32	100.0%	.	.

Q9_5. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Don't know

Q9_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	35	32	99.3%	97.9%	100.0%
Yes	1	0	0.7%	0.0%	2.1%
Total	36	32	100.0%	.	.

Q9_6. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Refused

Q9_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	36	32	100.0%	100.0%	100.0%
Total	36	32	100.0%	.	.

Q10. Prior to this survey, were you aware of the Idaho Transportation Department's 511 Traveler Information Services which provide information about highway construction, weather conditions, road closures, amber alerts, and public transportation services in your area?

Q10 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	37	35	28.8%	17.7%	39.9%
No	79	86	70.2%	59.1%	81.4%
Don't know	2	1	1.0%	0.0%	2.6%
Total	118	122	100.0%	.	.

Q11. Now that you're aware of the 511 services, how likely are you to use the system in the next year?

Q11 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Very likely	13	11	12.4%	3.7%	21.0%
Likely	39	46	54.1%	38.6%	69.7%
Unlikely	20	18	21.4%	8.7%	34.2%
Very unlikely	6	9	10.9%	1.0%	20.8%
Don't know	1	1	1.2%	0.0%	3.5%
Total	79	86	100.0%	.	.

Q12_1. How would you prefer to receive 511 information? Please rank your top three methods from the following list: Rank 1

Q12_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
511 telephone service	35	37	23.8%	14.2%	33.3%
511 website	22	22	14.0%	6.5%	21.5%
Mobile phone app	21	25	16.1%	7.5%	24.6%
Television or public access station	28	34	22.3%	12.6%	32.0%
E-mail and/or text alerts	19	11	7.1%	2.6%	11.5%
Social networking sites such as Twitter and Facebook	28	26	16.8%	8.8%	24.8%
Don't know	1	0	0.1%	0.0%	0.2%
Total	154	154	100.0%	.	.

Q12_2. How would you prefer to receive 511 information? Please rank your top three methods from the following list: Rank 2

Q12_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
511 telephone service	14	13	9.5%	2.0%	17.1%
511 website	23	27	20.7%	10.5%	30.8%
Mobile phone app	17	17	12.8%	5.1%	20.5%
Television or public access station	15	13	9.6%	3.0%	16.1%
E-mail and/or text alerts	19	26	20.0%	9.9%	30.1%
Social networking sites such as Twitter and Facebook	29	36	27.4%	16.0%	38.8%
Total	117	131	100.0%	.	.

Q12_3. How would you prefer to receive 511 information? Please rank your top three methods from the following list: Rank 3

Q12_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
511 telephone service	13	25	30.9%	15.3%	46.5%
511 website	8	6	7.7%	0.6%	14.9%
Mobile phone app	17	21	25.5%	11.2%	39.9%
Television or public access station	12	11	13.1%	3.3%	22.9%
E-mail and/or text alerts	11	10	11.8%	0.7%	22.8%
Social networking sites such as Twitter and Facebook	9	9	11.0%	0.5%	21.6%
Total	70	81	100.0%	.	.

Q13_1. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Radio

Q13_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	115	115	74.7%	65.3%	84.1%
Yes	39	39	25.3%	15.9%	34.7%
Total	154	154	100.0%	.	.

Q13_2. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Newspaper

Q13_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	97	106	68.9%	59.1%	78.7%
Yes	57	48	31.1%	21.3%	40.9%
Total	154	154	100.0%	.	.

Q13_3. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Internet/ITD Website

Q13_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	124	116	75.3%	65.5%	85.1%
Yes	30	38	24.7%	14.9%	34.5%
Total	154	154	100.0%	.	.

Q13_4. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Electronic signs or reader boards along the highway

Q13_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	46	38	24.7%	15.4%	34.0%
Yes	108	116	75.3%	66.0%	84.6%
Total	154	154	100.0%	.	.

Q13_5. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Information centers at parks or rest areas

Q13_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	135	140	90.9%	85.5%	96.4%
Yes	19	14	9.1%	3.6%	14.5%
Total	154	154	100.0%	.	.

Q13_6. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: The 511 Traveler Information System

Q13_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	128	131	84.8%	77.2%	92.4%
Yes	26	23	15.2%	7.6%	22.8%
Total	154	154	100.0%	.	.

Q13_7. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: You do not currently receive information

Q13_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	124	122	79.0%	69.9%	88.1%
Yes	30	32	21.0%	11.9%	30.1%
Total	154	154	100.0%	.	.

Q13_8. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Other (please specify)

Q13_8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	140	148	96.2%	93.7%	98.7%
Yes	14	6	3.8%	1.3%	6.3%
Total	154	154	100.0%	.	.

Q13_9. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Don't know

Q13_9 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	153	153	99.1%	97.3%	100.0%
Yes	1	1	0.9%	0.0%	2.7%
Total	154	154	100.0%	.	.

Q13_10. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Refused

Q13_10 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	154	154	100.0%	100.0%	100.0%
Total	154	154	100.0%	.	.

Q13_Oth. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Other

Q13_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Email	2	0	8.3%	0.0%	21.7%
TV & in-person visit to office	1	0	3.8%	0.0%	12.4%
Television	10	5	81.0%	58.9%	100.0%
Word of mouth	1	0	6.9%	0.0%	22.2%
Total	14	6	100.0%	.	.

Q14_1. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Television

Q14_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	27	33	21.6%	12.2%	30.9%
Yes	127	121	78.4%	69.1%	87.8%
Total	154	154	100.0%	.	.

Q14_2. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Radio

Q14_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	59	52	33.5%	23.2%	43.8%
Yes	95	102	66.5%	56.2%	76.8%
Total	154	154	100.0%	.	.

Q14_3. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Newspaper

Q14_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	50	61	39.8%	28.7%	50.9%
Yes	104	93	60.2%	49.1%	71.3%
Total	154	154	100.0%	.	.

Q14_4. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Survey

Q14_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	101	107	69.5%	59.0%	79.9%
Yes	53	47	30.5%	20.1%	41.0%
Total	154	154	100.0%	.	.

Q14_5. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Internet

Q14_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	68	50	32.5%	22.7%	42.3%
Yes	86	104	67.5%	57.7%	77.3%
Total	154	154	100.0%	.	.

Q14_6. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Electronic signs or reader boards along the highway

Q14_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	15	13	8.6%	3.1%	14.1%
Yes	139	141	91.4%	85.9%	96.9%
Total	154	154	100.0%	.	.

Q14_7. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: The 511 Traveler Information System

Q14_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	47	45	29.0%	19.0%	38.9%
Yes	107	109	71.0%	61.1%	81.0%
Total	154	154	100.0%	.	.

Q14_8. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: In-person visit to ITD visit

Q14_8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	140	130	84.5%	75.4%	93.6%
Yes	14	24	15.5%	6.4%	24.6%
Total	154	154	100.0%	.	.

Q14_9. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Social media websites such as Facebook or Twitter

Q14_9 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	105	81	52.5%	41.3%	63.8%
Yes	49	73	47.5%	36.2%	58.7%
Total	154	154	100.0%	.	.

Q14_10. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Other

Q14_10 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	148	145	93.9%	88.0%	99.7%
Yes	6	9	6.1%	0.3%	12.0%
Total	154	154	100.0%	.	.

Q14_11. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Don't know

Q14_11 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	154	154	100.0%	100.0%	100.0%
Total	154	154	100.0%	.	.

Q14_12. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Refused

Q14_12 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	153	154	99.9%	99.6%	100.0%
Yes	1	0	0.1%	0.0%	0.4%
Total	154	154	100.0%	.	.

Q14_Oth. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Other open response

Q14_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Information at rest areas	1	0	2.9%	0.0%	13.2%
Mail; e.g. newsletters or updates	2	2	34.5%	0.0%	100.0%
Teamsnap App	1	3	42.2%	0.0%	100.0%
Word of mouth	1	1	20.4%	0.0%	81.1%
Total	5	7	100.0%	.	.

Q15. In the last year, have you accessed the Idaho Transportation Departments website, itd.idaho.gov?

Q15 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	39	40	26.0%	16.3%	35.8%
No	114	114	73.8%	64.0%	83.6%
Don't know	1	0	0.2%	0.0%	0.5%
Total	154	154	100.0%	.	.

Q16_1. What was your purpose in accessing ITDs website? Please select all that apply: Highway project information

Q16_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	23	30	74.3%	56.5%	92.0%
Yes	16	10	25.7%	8.0%	43.5%
Total	39	40	100.0%	.	.

**Q16_2. What was your purpose in accessing ITDs website? Please select all that apply:
Driving or road conditions**

Q16_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	8	13	32.8%	9.3%	56.4%
Yes	31	27	67.2%	43.6%	90.7%
Total	39	40	100.0%	.	.

**Q16_3. What was your purpose in accessing ITDs website? Please select all that apply:
Driver licensing, vehicle licensing or registration**

Q16_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	22	18	45.5%	23.3%	67.7%
Yes	17	22	54.5%	32.3%	76.7%
Total	39	40	100.0%	.	.

**Q16_4. What was your purpose in accessing ITDs website? Please select all that apply:
General ITD news**

Q16_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	38	40	99.3%	98.0%	100.0%
Yes	1	0	0.7%	0.0%	2.0%
Total	39	40	100.0%	.	.

**Q16_5. What was your purpose in accessing ITDs website? Please select all that apply:
Other (please specify)**

Q16_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	38	40	99.3%	98.0%	100.0%
Yes	1	0	0.7%	0.0%	2.0%
Total	39	40	100.0%	.	.

**Q16_6. What was your purpose in accessing ITDs website? Please select all that apply:
Don't know**

Q16_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	39	40	100.0%	100.0%	100.0%
Total	39	40	100.0%	.	.

**Q16_7. What was your purpose in accessing ITDs website? Please select all that apply:
Refused**

Q16_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	39	40	100.0%	100.0%	100.0%
Total	39	40	100.0%	.	.

**Q16_Oth. What was your purpose in accessing ITDs website? Please select all that apply:
Other open response**

Q16_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Traffic data	1	0	100.0%	.	.
Total	1	0	100.0%	.	.

Q17. Based on the time it took you, how easy or difficult was it to find the information you wanted on the website?

Q17 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Very easy	11	9	21.4%	3.8%	39.0%
Somewhat easy	24	29	71.6%	52.3%	91.0%
Somewhat difficult	3	2	6.0%	0.0%	15.8%
Very difficult	1	0	0.9%	0.0%	2.9%
Total	39	40	100.0%	.	.

Q18. Do you use social media, such as Facebook, Twitter, Instagram, YouTube, etc.?

Q18 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	81	99	64.1%	54.0%	74.1%
No	73	55	35.9%	25.9%	46.0%
Total	154	154	100.0%	.	.

Q19_1. Which of the following social media platforms do you prefer for learning about ITDs programs or services? Please rank your top three platforms from the following list: Rank 1

Q19_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Facebook	64	80	82.9%	72.5%	93.4%
Twitter	2	1	1.5%	0.0%	4.5%
Youtube	6	3	3.4%	0.0%	7.6%
Other (please specify)	1	1	1.3%	0.0%	3.9%
No preference	7	10	10.8%	1.8%	19.9%
Total	80	97	100.0%	.	.

Q19_2. Which of the following social media platforms do you prefer for learning about ITDs programs or services? Please rank your top three platforms from the following list: Rank 2

Q19_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Facebook	2	2	4.8%	0.0%	12.8%
Twitter	8	10	29.2%	3.6%	54.9%
Youtube	13	10	28.5%	4.7%	52.2%
Snapchat	4	12	35.9%	7.6%	64.2%
Instagram	2	0	0.9%	0.0%	2.3%
Other (please specify)	1	0	0.7%	0.0%	2.1%
Total	30	34	100.0%	.	.

Q19_3. Which of the following social media platforms do you prefer for learning about ITDs programs or services? Please rank your top three platforms from the following list: Rank 3

Q19_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Facebook	1	1	6.5%	0.0%	21.1%
Twitter	1	0	1.2%	0.0%	4.1%
Youtube	2	3	14.5%	0.0%	42.1%
Snapchat	1	1	3.3%	0.0%	11.0%
Instagram	6	14	62.4%	27.2%	97.7%
Other (please specify)	2	2	10.8%	0.0%	30.6%
No preference	1	0	1.2%	0.0%	4.1%
Total	14	22	100.0%	.	.

Q20. In the last six months, have you received information from ITD on social media?

Q20 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	9	10	10.0%	1.2%	18.7%
No	71	87	88.3%	79.1%	97.6%
Don't know	1	2	1.7%	0.0%	5.1%
Total	81	99	100.0%	.	.

Q21_1. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Facebook

Q21_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	1	0	0.5%	0.0%	1.8%
Yes	8	10	99.5%	98.2%	100.0%
Total	9	10	100.0%	.	.

Q21_2. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Twitter

Q21_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	8	10	99.5%	98.2%	100.0%
Yes	1	0	0.5%	0.0%	1.8%
Total	9	10	100.0%	.	.

Q21_3. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: YouTube

Q21_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	9	10	100.0%	100.0%	100.0%
Total	9	10	100.0%	.	.

Q21_4. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Snapchat

Q21_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	9	10	100.0%	100.0%	100.0%
Total	9	10	100.0%	.	.

Q21_5. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Instagram

Q21_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	9	10	100.0%	100.0%	100.0%
Total	9	10	100.0%	.	.

Q21_6. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Other

Q21_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	9	10	100.0%	100.0%	100.0%
Total	9	10	100.0%	.	.

Q21_7. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Don't know

Q21_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	9	10	100.0%	100.0%	100.0%
Total	9	10	100.0%	.	.

Q21_8. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Refused

Q21_8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	9	10	100.0%	100.0%	100.0%
Total	9	10	100.0%	.	.

Q22. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]

Q22 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Facebook	49	71	72.3%	60.0%	84.6%
Twitter	2	1	1.5%	0.0%	4.4%
Other (please specify)	16	16	15.7%	6.0%	25.4%
Don't know	14	10	10.5%	2.3%	18.7%
Total	81	99	100.0%	.	.

Q22_Oth. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Other

Q22_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Do not use social media for news	13	13	87.2%	60.8%	100.0%
YouTube	1	2	12.8%	0.0%	39.2%
Total	14	15	100.0%	.	.

Q23. Over the last two years, have you heard or seen ITDs mission statement: Your safety, your mobility, your economic opportunity?

Q23 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	14	13	8.5%	2.4%	14.7%
No	135	135	87.8%	80.5%	95.0%
Not sure	5	6	3.7%	0.0%	7.9%
Total	154	154	100.0%	.	.

Q24_1. Where did you see or hear this message? [Ask as open ended]: Newspaper

Q24_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	12	13	95.2%	86.7%	100.0%
Yes	2	1	4.8%	0.0%	13.3%
Total	14	13	100.0%	.	.

Q24_2. Where did you see or hear this message? [Ask as open ended]: Television

Q24_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	12	13	97.9%	93.8%	100.0%
Yes	2	0	2.1%	0.0%	6.2%
Total	14	13	100.0%	.	.

Q24_3. Where did you see or hear this message? [Ask as open ended]: Social Media

Q24_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	13	11	85.3%	54.9%	100.0%
Yes	1	2	14.7%	0.0%	45.1%
Total	14	13	100.0%	.	.

Q24_4. Where did you see or hear this message? [Ask as open ended]: ITD Website

Q24_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	11	12	88.6%	70.4%	100.0%
Yes	3	1	11.4%	0.0%	29.6%
Total	14	13	100.0%	.	.

Q24_5. Where did you see or hear this message? [Ask as open ended]: Other

Q24_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	9	9	70.6%	29.9%	100.0%
Yes	5	4	29.4%	0.0%	70.1%
Total	14	13	100.0%	.	.

Q24_6. Where did you see or hear this message? [Ask as open ended]: Don't know

Q24_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	11	8	58.6%	15.9%	100.0%
Yes	3	5	41.4%	0.0%	84.1%
Total	14	13	100.0%	.	.

Q24_7. Where did you see or hear this message? [Ask as open ended]: Refused

Q24_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	14	13	100.0%	100.0%	100.0%
Total	14	13	100.0%	.	.

Q24_Oth. Where did you see or hear this message? [Ask as open ended]: Other open response

Q24_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Local advocacy group	1	0	6.9%	0.0%	32.4%
At work	1	0	6.9%	0.0%	32.4%
Reader boards	1	0	5.8%	0.0%	27.3%
At a town hall meeting	1	0	5.8%	0.0%	27.3%
Radio	1	3	74.8%	9.3%	100.0%
Total	5	4	100.0%	.	.

Q25. Idaho's transportation system provides many different options for traveling. What is your preferred way to travel?

Q25 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Driving	146	144	93.6%	88.0%	99.3%
Walking	4	4	2.5%	0.0%	6.2%
Biking	2	3	2.0%	0.0%	5.5%
Public transportation	1	1	0.9%	0.0%	2.7%
Other (please specify)	1	2	1.1%	0.0%	3.1%
Total	154	154	100.0%	.	.

Q25_Oth. Idaho's transportation system provides many different options for traveling. What is your preferred way to travel?: Other

Q25_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Driven by another person	1	2	100.0%	.	.
Total	1	2	100.0%	.	.

Q26. Generally, do you feel Idaho's transportation system supports your preferred way of traveling? [Ask as open-ended]

Q26 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	134	141	92.4%	87.0%	97.8%
No	14	9	6.1%	1.1%	11.1%
Don't know	5	2	1.5%	0.0%	3.6%
Total	153	153	100.0%	.	.

Q27. Over the last two years, have you seen or heard ITDs message about improving efficiency by being innovative and using continuous improvement strategies? [Ask as open-ended]

Q27 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	26	30	19.5%	10.6%	28.4%
No	125	122	79.0%	70.0%	88.1%
Don't know	3	2	1.5%	0.0%	4.0%
Total	154	154	100.0%	.	.

Q28_1. Where did you see or hear this message? [Ask as open-ended]: Newspaper

Q28_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	19	24	78.8%	56.9%	100.0%
Yes	7	6	21.2%	0.0%	43.1%
Total	26	30	100.0%	.	.

Q28_2. Where did you see or hear this message? [Ask as open-ended]: Television

Q28_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	21	25	84.9%	68.0%	100.0%
Yes	5	5	15.1%	0.0%	32.0%
Total	26	30	100.0%	.	.

Q28_3. Where did you see or hear this message? [Ask as open-ended]: Social Media

Q28_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	25	27	90.4%	71.5%	100.0%
Yes	1	3	9.6%	0.0%	28.5%
Total	26	30	100.0%	.	.

Q28_4. Where did you see or hear this message? [Ask as open-ended]: Other

Q28_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	13	18	59.7%	34.0%	85.4%
Yes	13	12	40.3%	14.6%	66.0%
Total	26	30	100.0%	.	.

Q28_5. Where did you see or hear this message? [Ask as open-ended]: Don't know

Q28_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	22	23	77.9%	54.2%	100.0%
Yes	4	7	22.1%	0.0%	45.8%
Total	26	30	100.0%	.	.

Q28_6. Where did you see or hear this message? [Ask as open-ended]: Refused

Q28_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	26	30	100.0%	100.0%	100.0%
Total	26	30	100.0%	.	.

Q28_Oth. Where did you see or hear this message? [Ask as open-ended]: Other open response

Q28_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Billboard	2	2	15.6%	0.0%	44.2%
Email	1	0	2.2%	0.0%	7.4%
Local advocacy group	1	0	2.2%	0.0%	7.4%
Word of mouth	1	0	3.4%	0.0%	11.2%
Radio	3	4	34.5%	0.0%	72.6%
Chamber meeting	1	0	1.8%	0.0%	6.2%
Internet-generally	2	3	27.2%	0.0%	70.4%
Road sign	1	1	12.3%	0.0%	38.5%
Posted in/on a building	1	0	0.8%	0.0%	2.7%
Total	13	12	100.0%	.	.

Q29. In the last year, have you received information about transportation projects and issues in Idaho?

Q29 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	38	35	22.7%	13.6%	31.7%
No	112	114	74.3%	64.7%	83.8%
Don't know	4	5	3.1%	0.0%	7.2%
Total	154	154	100.0%	.	.

Q30. How satisfied or dissatisfied are you with the information you receive about transportation projects and issues in Idaho?

Q30 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Very satisfied	6	3	8.3%	0.0%	18.3%
Somewhat satisfied	23	21	61.5%	38.8%	84.2%
Neither satisfied nor dissatisfied	5	8	21.5%	0.4%	42.7%
Somewhat dissatisfied	1	0	1.1%	0.0%	3.5%
Very dissatisfied	3	3	7.6%	0.0%	18.9%
Total	38	35	100.0%	.	.

age. Age in categories

age Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
18-24 years old	5	15	9.7%	1.2%	18.3%
25-44 years old	21	45	29.2%	18.1%	40.3%
45-64 years old	55	56	36.4%	26.1%	46.6%
65-74 years old	38	20	13.0%	7.0%	19.0%
75 years or older	30	13	8.4%	4.1%	12.8%
Missing	5	5	3.2%	0.2%	6.3%
Total	154	154	100.0%	.	.

lic. Do you have an Idaho driver's license?

lic Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	146	142	92.3%	85.5%	99.2%
No	8	12	7.7%	0.8%	14.5%
Total	154	154	100.0%	.	.

miles. Roughly how many miles do you drive annually? [If respondent having hard time, encourage best guess]

miles Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
0 to 10000 miles	78	63	43.7%	32.4%	54.9%
10001 miles or more	64	82	56.3%	45.0%	67.5%
Don't know	1	0	0.1%	0.0%	0.2%
Total	143	145	100.0%	.	.

drive. How would you describe your primary reason for driving?

drive Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Commuting to work or school	60	91	58.9%	48.4%	69.4%
Recreation	20	14	9.0%	3.6%	14.4%
For a living (trucking, delivery, sales, etc.)	6	10	6.5%	0.8%	12.3%
Shopping/running errands	60	32	21.1%	13.7%	28.5%
I don't drive	5	6	4.1%	0.0%	9.2%
Don't know	3	1	0.4%	0.0%	0.8%
Total	154	154	100.0%	.	.

Q31_1. Would you be interested in receiving emails and/or texts from ITD on projects, services, and plans? [Ask as open-ended]: Yes, emails

Q31_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	115	117	75.7%	66.0%	85.5%
Yes	39	37	24.3%	14.5%	34.0%
Total	154	154	100.0%	.	.

Q31_2. Would you be interested in receiving emails and/or texts from ITD on projects, services, and plans? [Ask as open-ended]: Yes, texts

Q31_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	140	131	85.2%	76.5%	93.9%
Yes	14	23	14.8%	6.1%	23.5%
Total	154	154	100.0%	.	.

Q31_3. Would you be interested in receiving emails and/or texts from ITD on projects, services, and plans? [Ask as open-ended]: No

Q31_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	49	55	35.6%	24.7%	46.6%
Yes	105	99	64.4%	53.4%	75.3%
Total	154	154	100.0%	.	.

Q31_4. Would you be interested in receiving emails and/or texts from ITD on projects, services, and plans? [Ask as open-ended]: Don't know

Q31_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	154	154	100.0%	100.0%	100.0%
Total	154	154	100.0%	.	.

Q31_5. Would you be interested in receiving emails and/or texts from ITD on projects, services and plans? [Ask as open-ended]: Refused

Q31_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	154	154	100.0%	100.0%	100.0%
Total	154	154	100.0%	.	.

Q32_1. What kind of information would you like to receive in an email or text from ITD? Please say yes or no after each item: Information on construction projects in your area only

Q32_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	49	55	100.0%	100.0%	100.0%
Total	49	55	100.0%	.	.

Q32_2. What kind of information would you like to receive in an email or text from ITD? Please say yes or no after each item: Information on driver licenses, vehicle licenses, or registration

Q32_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	23	30	53.8%	33.5%	74.0%
Yes	26	25	46.2%	26.0%	66.5%
Total	49	55	100.0%	.	.

**Q32_3. What kind of information would you like to receive in an email or text from ITD?
Please say yes or no after each item: Information on safety issues**

Q32_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	8	13	23.5%	6.1%	40.9%
Yes	41	42	76.5%	59.1%	93.9%
Total	49	55	100.0%	.	.

**Q32_4. What kind of information would you like to receive in an email or text from ITD?
Please say yes or no after each item: Information on public transportation**

Q32_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	33	41	74.2%	56.5%	91.8%
Yes	16	14	25.8%	8.2%	43.5%
Total	49	55	100.0%	.	.

**Q32_5. What kind of information would you like to receive in an email or text from ITD?
Please say yes or no after each item: Information on bicycles and pedestrians**

Q32_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	33	44	79.9%	64.9%	94.9%
Yes	16	11	20.1%	5.1%	35.1%
Total	49	55	100.0%	.	.

**Q32_6. What kind of information would you like to receive in an email or text from ITD?
Please say yes or no after each item: None of the above**

Q32_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	49	55	100.0%	100.0%	100.0%
Total	49	55	100.0%	.	.

**Q32_7. What kind of information would you like to receive in an email or text from ITD?
Please say yes or no after each item: Don't know**

Q32_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	49	55	100.0%	100.0%	100.0%
Total	49	55	100.0%	.	.

**Q32_8. What kind of information would you like to receive in an email or text from ITD?
Please say yes or no after each item: Refused**

Q32_8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	49	55	100.0%	100.0%	100.0%
Total	49	55	100.0%	.	.

Q33. If you were to receive an email or text from ITD, how often would you want to receive general information about construction in your area, traffic delays, and similar information?

Q33 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Once a week	8	8	15.0%	1.1%	28.9%
Every two weeks	3	1	1.3%	0.0%	2.9%
Once a month	4	8	13.7%	0.0%	27.5%
Whenever conditions change	25	32	58.4%	38.6%	78.1%
Only in really important or emergency instances	9	6	11.6%	0.0%	24.0%
Total	49	55	100.0%	.	.

**Q34_1. Would you like to join a group that allows ITD to periodically ask you your opinion and preferences on their communication projects and materials [e.g. videos, brochures]?
[Ask as open-ended]: Yes, email**

Q34_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	133	137	89.0%	81.7%	96.2%
Yes	21	17	11.0%	3.8%	18.3%
Total	154	154	100.0%	.	.

Q34_2. Would you like to join a group that allows ITD to periodically ask you your opinion and preferences on their communication projects and materials [e.g. videos, brochures]? [Ask as open-ended]: Yes, texts

Q34_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	147	151	98.1%	96.1%	100.0%
Yes	7	3	1.9%	0.0%	3.9%
Total	154	154	100.0%	.	.

Q34_3. Would you like to join a group that allows ITD to periodically ask you your opinion and preferences on their communication projects and materials [e.g. videos, brochures]? [Ask as open-ended]: No

Q34_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	27	20	12.8%	5.3%	20.2%
Yes	127	134	87.2%	79.8%	94.7%
Total	154	154	100.0%	.	.

Q34_4. Would you like to join a group that allows ITD to periodically ask you your opinion and preferences on their communication projects and materials [e.g. videos, brochures]? [Ask as open-ended]: Don't know

Q34_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	154	154	100.0%	100.0%	100.0%
Total	154	154	100.0%	.	.

Q34_5. Would you like to join a group that allows ITD to periodically ask you your opinion and preferences on their communication projects and materials [e.g. videos, brochures]? [Ask as open-ended]: Refused

Q34_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	154	154	100.0%	100.0%	100.0%
Total	154	154	100.0%	.	.

District 2 Tabular Results

Q1. In the past year, have you seen or heard ITD messages about providing input on state highway projects?

Q1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	56	43	19.4%	12.0%	26.7%
No	162	176	79.0%	71.5%	86.5%
Don't know	5	4	1.6%	0.0%	3.5%
Total	223	223	100.0%	.	.

Q2. In the last year have you provided input to ITD by attending a public meeting or using other methods?

Q2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	9	14	6.3%	1.3%	11.4%
No	213	209	93.6%	88.5%	98.6%
Can't recall	1	0	0.1%	0.0%	0.3%
Total	223	223	100.0%	.	.

Q3_1. How do you provide input? Please select all that apply from the following list: Respond to direct mail/return reply card

Q3_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	8	14	95.6%	84.3%	100.0%
Yes	1	1	4.4%	0.0%	15.7%
Total	9	14	100.0%	.	.

Q3_2. How do you provide input? Please select all that apply from the following list: Respond to telephone survey

Q3_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	7	11	77.2%	35.9%	100.0%
Yes	2	3	22.8%	0.0%	64.1%
Total	9	14	100.0%	.	.

**Q3_3. How do you provide input? Please select all that apply from the following list:
Submit comments to a website using a computer**

Q3_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	6	10	73.7%	35.4%	100.0%
Yes	3	4	26.3%	0.0%	64.6%
Total	9	14	100.0%	.	.

**Q3_4. How do you provide input? Please select all that apply from the following list:
Submit comments to a website using a smartphone**

Q3_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	9	14	100.0%	100.0%	100.0%
Total	9	14	100.0%	.	.

**Q3_5. How do you provide input? Please select all that apply from the following list:
Smart phone apps**

Q3_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	9	14	100.0%	100.0%	100.0%
Total	9	14	100.0%	.	.

**Q3_6. How do you provide input? Please select all that apply from the following list:
Participate in a webinar or virtual meeting**

Q3_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	9	14	100.0%	100.0%	100.0%
Total	9	14	100.0%	.	.

**Q3_7. How do you provide input? Please select all that apply from the following list:
Comment at public meeting in person**

Q3_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	4	6	44.7%	0.0%	94.3%
Yes	5	8	55.3%	5.7%	100.0%
Total	9	14	100.0%	.	.

**Q3_8. How do you provide input? Please select all that apply from the following list:
Participate through local advocacy group**

Q3_8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	8	12	88.2%	60.3%	100.0%
Yes	1	2	11.8%	0.0%	39.7%
Total	9	14	100.0%	.	.

**Q3_9. How do you provide input? Please select all that apply from the following list:
Don't Know**

Q3_9 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	9	14	100.0%	100.0%	100.0%
Total	9	14	100.0%	.	.

Q3_10. How do you provide input? Please select all that apply from the following list: Refused

Q3_10 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	9	14	100.0%	100.0%	100.0%
Total	9	14	100.0%	.	.

Q4_1. During the planning process of a construction project how do you prefer to learn about its status? Please rank your top three methods from the following list: Rank 1

Q4_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Email	42	38	17.2%	10.0%	24.4%
Map, pictures, or graphics	28	25	11.1%	5.7%	16.4%
Websites	30	31	14.1%	6.9%	21.2%
Public meetings and/or open houses	31	38	17.2%	9.4%	24.9%
Smart phone apps	32	38	17.3%	9.6%	25.0%
Newsletters or brochures	44	44	19.8%	12.5%	27.1%
Don't know	13	7	3.4%	0.8%	6.0%
Total	220	222	100.0%	.	.

Q4_2. During the planning process of a construction project how do you prefer to learn about its status? Please rank your top three methods from the following list: Rank 2

Q4_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Email	21	31	18.3%	9.2%	27.4%
Map, pictures, or graphics	25	31	18.7%	9.1%	28.3%
Websites	22	24	14.1%	6.2%	21.9%
Public meetings and/or open houses	20	19	11.6%	4.7%	18.5%
Smart phone apps	26	25	15.0%	7.6%	22.4%
Newsletters or brochures	24	38	22.4%	11.7%	33.0%
Total	138	168	100.0%	.	.

Q4_3. During the planning process of a construction project how do you prefer to learn about its status? Please rank your top three methods from the following list: Rank 3

Q4_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Email	8	10	7.9%	1.1%	14.8%
Map, pictures, or graphics	13	24	20.1%	8.0%	32.2%
Websites	19	20	17.0%	7.4%	26.5%
Public meetings and/or open houses	16	28	23.6%	10.7%	36.5%
Smart phone apps	16	31	25.3%	11.4%	39.2%
Newsletters or brochures	11	7	5.9%	0.9%	10.9%
Don't know	1	0	0.2%	0.0%	0.6%
Total	84	121	100.0%	.	.

Q5_1. During the planning process of a construction project how would you prefer to provide input to ITD? Please rank your top three methods from the following list: Rank 1

Q5_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Direct mail/return reply card	42	52	23.8%	15.0%	32.7%
Email	33	46	20.8%	12.4%	29.2%
Telephone call/survey	20	14	6.4%	2.8%	9.9%
Submit comments to a website or smart phone apps	32	27	12.4%	6.7%	18.2%
Webinar or virtual meeting	17	14	6.4%	2.0%	10.8%
Public meetings	26	37	16.7%	8.8%	24.6%
As part of a local advocacy group	32	22	9.9%	5.2%	14.6%
Other (please specify)	5	4	2.0%	0.0%	4.4%
Don't know	6	3	1.6%	0.0%	3.2%
Total	213	219	100.0%	.	.

Q5_2. During the planning process of a construction project how would you prefer to provide input to ITD? Please rank your top three methods from the following list: Rank 2

Q5_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Direct mail/return reply card	19	15	8.6%	3.4%	13.9%
Email	19	25	14.2%	6.3%	22.2%
Telephone call/survey	22	22	12.9%	5.7%	20.0%
Submit comments to a website or smart phone apps	26	38	21.9%	11.8%	32.0%
Webinar or virtual meeting	22	33	18.8%	9.4%	28.1%
Public meetings	26	23	12.9%	6.0%	19.9%
As part of a local advocacy group	16	18	10.4%	3.4%	17.3%
Other (please specify)	1	0	0.2%	0.0%	0.7%
Total	151	174	100.0%	.	.

Q5_3. During the planning process of a construction project how would you prefer to provide input to ITD? Please rank your top three methods from the following list: Rank 3

Q5_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Direct mail/return reply card	11	12	9.3%	2.1%	16.6%
Email	10	7	5.7%	1.0%	10.4%
Telephone call/survey	19	30	23.1%	10.7%	35.4%
Submit comments to a website or smart phone apps	14	18	13.9%	4.4%	23.3%
Webinar or virtual meeting	17	24	19.0%	8.5%	29.4%
Public meetings	13	17	12.9%	3.6%	22.3%
As part of a local advocacy group	14	18	14.0%	4.8%	23.1%
Other (please specify)	1	3	2.2%	0.0%	6.5%
Total	99	129	100.0%	.	.

Q5_Oth. During the planning process of a construction project how would you prefer to provide input to ITD? Please rank your top three methods from the following list: Other

Q5_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
By questionnaire	1	3	41.6%	0.0%	100.0%
Texting	1	3	45.2%	0.0%	100.0%
All of the above	1	0	7.9%	0.0%	40.1%
Letter	1	0	5.4%	0.0%	27.7%
Total	4	6	100.0%	.	.

Q6. In the past year, have you used the departments 511 Traveler Information Services to obtain information about Idaho road conditions?

Q6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	68	67	30.2%	21.4%	39.1%
No	154	155	69.5%	60.7%	78.4%
Don't know	1	0	0.2%	0.0%	0.7%
Total	223	223	100.0%	.	.

Q7_1. Which of the following 511 Traveler Information services have you used?: 511 full website

Q7_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	24	18	26.1%	12.0%	40.1%
Yes	44	50	73.9%	59.9%	88.0%
Total	68	67	100.0%	.	.

Q7_2. Which of the following 511 Traveler Information services have you used?: 511 phone line

Q7_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	42	47	69.9%	55.0%	84.8%
Yes	26	20	30.1%	15.2%	45.0%
Total	68	67	100.0%	.	.

Q7_3. Which of the following 511 Traveler Information services have you used?: 511 smartphone or mobile device app

Q7_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	56	58	86.0%	73.1%	98.9%
Yes	12	9	14.0%	1.1%	26.9%
Total	68	67	100.0%	.	.

Q7_4. Which of the following 511 Traveler Information services have you used?: Don't know

Q7_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	68	67	100.0%	100.0%	100.0%
Total	68	67	100.0%	.	.

Q7_5. Which of the following 511 Traveler Information services have you used?: Refused

Q7_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	68	67	100.0%	100.0%	100.0%
Total	68	67	100.0%	.	.

Q8. How easy or difficult is it to obtain information you want through the 511 Traveler Information Services?

Q8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Very easy	32	39	57.8%	40.9%	74.7%
Somewhat easy	30	24	35.1%	19.3%	50.9%
Somewhat difficult	6	5	7.1%	0.0%	14.5%
Total	68	67	100.0%	.	.

Q9_1. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Altered departure time

Q9_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	26	23	34.4%	17.7%	51.1%
Yes	42	44	65.6%	48.9%	82.3%
Total	68	67	100.0%	.	.

Q9_2. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Altered travel route

Q9_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	43	47	69.7%	54.7%	84.8%
Yes	25	20	30.3%	15.2%	45.3%
Total	68	67	100.0%	.	.

Q9_3. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Cancelled trip

Q9_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	47	45	67.1%	50.4%	83.8%
Yes	21	22	32.9%	16.2%	49.6%
Total	68	67	100.0%	.	.

Q9_4. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Have never changed plans

Q9_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	56	56	83.3%	69.9%	96.7%
Yes	12	11	16.7%	3.3%	30.1%
Total	68	67	100.0%	.	.

Q9_5. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Don't know

Q9_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	67	67	99.1%	97.2%	100.0%
Yes	1	1	0.9%	0.0%	2.8%
Total	68	67	100.0%	.	.

Q9_6. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Refused

Q9_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	68	67	100.0%	100.0%	100.0%
Total	68	67	100.0%	.	.

Q10. Prior to this survey, were you aware of the Idaho Transportation Departments 511 Traveler Information Services which provide information about highway construction, weather conditions, road closures, amber alerts, and public transportation services in your area?

Q10 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	69	71	45.6%	34.1%	57.1%
No	82	81	52.1%	40.5%	63.6%
Don't know	4	4	2.3%	0.0%	5.4%
Total	155	156	100.0%	.	.

Q11. Now that you're aware of the 511 services, how likely are you to use the system in the next year?

Q11 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Very likely	19	25	31.4%	16.5%	46.4%
Likely	33	35	42.8%	27.1%	58.6%
Unlikely	14	8	10.4%	2.9%	17.9%
Very unlikely	14	11	13.8%	2.1%	25.6%
Don't know	2	1	1.5%	0.0%	3.7%
Total	82	81	100.0%	.	.

Q12_1. How would you prefer to receive 511 information? Please rank your top three methods from the following list: Rank 1

Q12_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
511 telephone service	56	44	20.1%	13.1%	27.0%
511 website	27	26	11.7%	6.0%	17.4%
Mobile phone app	30	35	16.0%	8.3%	23.6%
Television or public access station	29	32	14.4%	7.5%	21.4%
E-mail and/or text alerts	32	27	12.2%	6.1%	18.4%
Social networking sites such as Twitter and Facebook	40	50	22.5%	13.8%	31.1%
Don't know	6	7	3.1%	0.0%	6.3%
Total	220	221	100.0%	.	.

Q12_2. How would you prefer to receive 511 information? Please rank your top three methods from the following list: Rank 2

Q12_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
511 telephone service	16	22	12.9%	4.3%	21.4%
511 website	24	26	14.8%	7.4%	22.2%
Mobile phone app	27	34	19.6%	10.9%	28.4%
Television or public access station	31	39	22.3%	12.9%	31.8%
E-mail and/or text alerts	30	28	16.0%	7.2%	24.9%
Social networking sites such as Twitter and Facebook	18	25	14.3%	6.0%	22.5%
Total	146	174	100.0%	.	.

Q12_3. How would you prefer to receive 511 information? Please rank your top three methods from the following list: Rank 3

Q12_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
511 telephone service	14	23	18.0%	6.0%	30.0%
511 website	16	24	19.2%	8.2%	30.2%
Mobile phone app	18	25	19.7%	8.3%	31.1%
Television or public access station	13	16	12.4%	2.9%	22.0%
E-mail and/or text alerts	9	14	10.8%	3.0%	18.6%
Social networking sites such as Twitter and Facebook	15	25	19.9%	7.8%	31.9%
Total	85	125	100.0%	.	.

Q13_1. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Radio

Q13_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	154	156	69.9%	61.2%	78.5%
Yes	69	67	30.1%	21.5%	38.8%
Total	223	223	100.0%	.	.

Q13_2. How do you currently receive information about the Idaho Transportation Departments activities and services? Please select all that apply from the following list: Newspaper

Q13_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	116	138	61.7%	52.6%	70.7%
Yes	107	85	38.3%	29.3%	47.4%
Total	223	223	100.0%	.	.

Q13_3. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Internet/ITD Website

Q13_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	168	150	67.1%	57.5%	76.6%
Yes	55	73	32.9%	23.4%	42.5%
Total	223	223	100.0%	.	.

Q13_4. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Electronic signs or reader boards along the highway

Q13_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	89	87	39.1%	29.7%	48.5%
Yes	134	136	60.9%	51.5%	70.3%
Total	223	223	100.0%	.	.

Q13_5. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Information centers at parks or rest areas

Q13_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	198	191	85.5%	78.1%	92.9%
Yes	25	32	14.5%	7.1%	21.9%
Total	223	223	100.0%	.	.

Q13_6. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: The 511 Traveler Information System

Q13_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	181	178	79.9%	72.1%	87.8%
Yes	42	45	20.1%	12.2%	27.9%
Total	223	223	100.0%	.	.

Q13_7. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: You do not currently receive information

Q13_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	189	187	84.1%	76.9%	91.2%
Yes	34	36	15.9%	8.8%	23.1%
Total	223	223	100.0%	.	.

Q13_8. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Other (please specify)

Q13_8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	207	200	89.7%	83.2%	96.1%
Yes	16	23	10.3%	3.9%	16.8%
Total	223	223	100.0%	.	.

Q13_9. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Don't know

Q13_9 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	223	223	100.0%	100.0%	100.0%
Total	223	223	100.0%	.	.

Q13_10. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Refused

Q13_10 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	223	223	100.0%	100.0%	100.0%
Total	223	223	100.0%	.	.

Q13_Oth. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Other

Q13_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Cell phone	1	3	14.3%	0.0%	42.8%
Word of mouth	3	3	12.8%	0.0%	34.0%
Television	9	11	49.3%	12.2%	86.4%
Mobile Alerts	1	4	17.8%	0.0%	52.0%
Broadcast other than radio	1	0	0.5%	0.0%	1.5%
Emails and fliers in the mail	1	1	5.3%	0.0%	17.1%
Total	16	23	100.0%	.	.

Q14_1. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Television

Q14_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	74	76	34.3%	25.4%	43.2%
Yes	149	147	65.7%	56.8%	74.6%
Total	223	223	100.0%	.	.

Q14_2. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Radio

Q14_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	73	54	24.4%	17.1%	31.6%
Yes	150	169	75.6%	68.4%	82.9%
Total	223	223	100.0%	.	.

Q14_3. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Newspaper

Q14_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	59	72	32.4%	23.3%	41.6%
Yes	164	151	67.6%	58.4%	76.7%
Total	223	223	100.0%	.	.

Q14_4. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Survey

Q14_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	150	153	68.5%	59.5%	77.6%
Yes	73	70	31.5%	22.4%	40.5%
Total	223	223	100.0%	.	.

Q14_5. What method(s) do you prefer to obtain information about the Idaho Transportation Departments activities and services? Please say yes or no after each option: Internet

Q14_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	108	84	37.7%	28.7%	46.7%
Yes	115	139	62.3%	53.3%	71.3%
Total	223	223	100.0%	.	.

Q14_6. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Electronic signs or reader boards along the highway

Q14_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	20	17	7.5%	3.4%	11.7%
Yes	203	206	92.5%	88.3%	96.6%
Total	223	223	100.0%	.	.

Q14_7. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: The 511 Traveler Information System

Q14_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	79	71	31.7%	22.7%	40.6%
Yes	144	152	68.3%	59.4%	77.3%
Total	223	223	100.0%	.	.

Q14_8. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: In-person visit to ITD visit

Q14_8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	199	194	87.1%	79.9%	94.3%
Yes	24	29	12.9%	5.7%	20.1%
Total	223	223	100.0%	.	.

Q14_9. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Social media websites such as Facebook or Twitter

Q14_9 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	150	117	52.3%	42.7%	62.0%
Yes	73	106	47.7%	38.0%	57.3%
Total	223	223	100.0%	.	.

Q14_10. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Other

Q14_10 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	215	210	94.2%	89.6%	98.9%
Yes	8	13	5.8%	1.1%	10.4%
Total	223	223	100.0%	.	.

Q14_11. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Don't know

Q14_11 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	223	223	100.0%	100.0%	100.0%
Total	223	223	100.0%	.	.

Q14_12. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Refused

Q14_12 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	223	223	100.0%	100.0%	100.0%
Total	223	223	100.0%	.	.

Q14_Oth. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Other open response

Q14_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Person to person	1	0	2.6%	0.0%	10.0%
Word of mouth	3	3	35.6%	0.0%	91.0%
Smartphone App	1	1	14.9%	0.0%	52.2%
Mail; e.g. newsletters or updates	1	3	27.0%	0.0%	85.0%
Texting	1	2	19.9%	0.0%	67.0%
Total	7	10	100.0%	.	.

Q15. In the last year, have you accessed the Idaho Transportation Department's website, itd.idaho.gov?

Q15 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	65	84	37.6%	28.1%	47.1%
No	152	137	61.3%	51.8%	70.8%
Don't know	6	2	1.1%	0.1%	2.1%
Total	223	223	100.0%	.	.

Q16_1. What was your purpose in accessing ITDs website? Please select all that apply: Highway project information

Q16_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	46	59	70.2%	54.8%	85.5%
Yes	19	25	29.8%	14.5%	45.2%
Total	65	84	100.0%	.	.

Q16_2. What was your purpose in accessing ITDs website? Please select all that apply: Driving or road conditions

Q16_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	13	22	26.0%	11.1%	40.9%
Yes	52	62	74.0%	59.1%	88.9%
Total	65	84	100.0%	.	.

Q16_3. What was your purpose in accessing ITDs website? Please select all that apply: Driver licensing, vehicle licensing or registration

Q16_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	48	54	64.9%	48.5%	81.3%
Yes	17	29	35.1%	18.7%	51.5%
Total	65	84	100.0%	.	.

Q16_4. What was your purpose in accessing ITDs website? Please select all that apply: General ITD news

Q16_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	60	79	94.0%	87.3%	100.0%
Yes	5	5	6.0%	0.0%	12.7%
Total	65	84	100.0%	.	.

Q16_5. What was your purpose in accessing ITDs website? Please select all that apply: Other (please specify)

Q16_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	60	75	89.4%	78.3%	100.0%
Yes	5	9	10.6%	0.0%	21.7%
Total	65	84	100.0%	.	.

Q16_6. What was your purpose in accessing ITDs website? Please select all that apply: Don't know

Q16_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	65	84	100.0%	100.0%	100.0%
Total	65	84	100.0%	.	.

Q16_7. What was your purpose in accessing ITDs website? Please select all that apply: Refused

Q16_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	65	84	100.0%	100.0%	100.0%
Total	65	84	100.0%	.	.

Q16_Oth. What was your purpose in accessing ITDs website? Please select all that apply: Other open response

Q16_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Construction	1	0	2.8%	0.0%	12.5%
Grant research	1	2	21.4%	0.0%	83.6%
Webcam	1	1	13.8%	0.0%	57.0%
Driving test information	1	1	16.0%	0.0%	65.2%
For work	1	4	46.0%	0.0%	100.0%
Total	5	9	100.0%	.	.

Q17. Based on the time it took you, how easy or difficult was it to find the information you wanted on the website?

Q17 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Very easy	26	40	47.8%	30.9%	64.7%
Somewhat easy	31	36	42.9%	26.8%	59.1%
Somewhat difficult	7	6	7.6%	0.8%	14.3%
Very difficult	1	1	1.7%	0.0%	5.1%
Total	65	84	100.0%	.	.

Q18. Do you use social media, such as Facebook, Twitter, Instagram, YouTube, etc.?

Q18 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	106	149	67.0%	58.9%	75.1%
No	117	74	33.0%	24.9%	41.1%
Total	223	223	100.0%	.	.

Q19_1. Which of the following social media platforms do you prefer for learning about ITDs programs or services? Please rank your top three platforms from the following list: Rank 1

Q19_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Facebook	84	115	77.0%	66.1%	87.9%
Twitter	4	11	7.2%	0.0%	14.5%
Youtube	3	6	3.9%	0.0%	9.6%
Snapchat	2	2	1.7%	0.0%	4.6%
Instagram	1	2	1.3%	0.0%	3.8%
No preference	8	12	8.2%	1.8%	14.7%
Don't know	3	1	0.8%	0.0%	1.7%
Total	105	149	100.0%	.	.

Q19_2. Which of the following social media platforms do you prefer for learning about ITDs programs or services? Please rank your top three platforms from the following list: Rank 2

Q19_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Facebook	6	16	20.4%	4.3%	36.5%
Twitter	10	20	25.8%	7.6%	44.0%
Youtube	17	26	32.4%	14.8%	50.0%
Snapchat	4	3	4.2%	0.0%	10.2%
Instagram	5	11	13.4%	0.0%	27.8%
Other (please specify)	1	0	0.6%	0.0%	1.9%
No preference	2	2	3.1%	0.0%	8.8%
Total	45	79	100.0%	.	.

Q19_3. Which of the following social media platforms do you prefer for learning about ITDs programs or services? Please rank your top three platforms from the following list: Rank 3

Q19_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Facebook	1	0	0.4%	0.0%	1.3%
Twitter	4	13	21.4%	0.5%	42.2%
Youtube	4	7	11.6%	0.0%	25.7%
Snapchat	5	18	30.1%	5.5%	54.6%
Instagram	9	14	23.8%	4.6%	43.0%
Other (please specify)	1	3	4.8%	0.0%	14.7%
No preference	2	5	7.9%	0.0%	22.0%
Total	26	59	100.0%	.	.

Q20. In the last six months, have you received information from ITD on social media?

Q20 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	11	11	7.3%	1.8%	12.8%
No	91	133	89.3%	82.6%	95.9%
Don't know	4	5	3.4%	0.0%	7.3%
Total	106	149	100.0%	.	.

Q21_1. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Facebook

Q21_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	11	11	100.0%	100.0%	100.0%
Total	11	11	100.0%	.	.

Q21_2. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Twitter

Q21_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	10	10	93.3%	77.7%	100.0%
Yes	1	1	6.7%	0.0%	22.3%
Total	11	11	100.0%	.	.

Q21_3. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: YouTube

Q21_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	11	11	100.0%	100.0%	100.0%
Total	11	11	100.0%	.	.

Q21_4. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Snapchat

Q21_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	11	11	100.0%	100.0%	100.0%
Total	11	11	100.0%	.	.

Q21_5. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Instagram

Q21_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	10	11	96.9%	89.4%	100.0%
Yes	1	0	3.1%	0.0%	10.6%
Total	11	11	100.0%	.	.

Q21_6. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Other

Q21_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	11	11	100.0%	100.0%	100.0%
Total	11	11	100.0%	.	.

Q21_7. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Don't know

Q21_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	11	11	100.0%	100.0%	100.0%
Total	11	11	100.0%	.	.

Q21_8. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Refused

Q21_8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	11	11	100.0%	100.0%	100.0%
Total	11	11	100.0%	.	.

Q22. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]

Q22 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Facebook	73	111	76.4%	65.1%	87.7%
Twitter	4	12	8.3%	0.0%	16.7%
Other (please specify)	20	20	13.7%	5.0%	22.5%
Don't know	5	2	1.5%	0.0%	3.2%
Total	102	145	100.0%	.	.

Q22_Oth. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Other

Q22_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Do not use social media for news	16	9	46.8%	11.0%	82.6%
Tumblr	1	2	11.2%	0.0%	33.9%
YouTube	3	8	42.0%	4.0%	80.1%
Total	20	20	100.0%	.	.

Q23. Over the last two years, have you heard or seen ITDs mission statement: Your safety, your mobility, your economic opportunity?

Q23 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	17	20	9.1%	3.0%	15.3%
No	197	196	88.3%	81.7%	94.9%
Not sure	8	6	2.6%	0.0%	5.4%
Total	222	222	100.0%	.	.

Q24_1. Where did you see or hear this message? [Ask as open ended]: Newspaper

Q24_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	14	13	63.9%	23.1%	100.0%
Yes	3	7	36.1%	0.0%	76.9%
Total	17	20	100.0%	.	.

Q24_2. Where did you see or hear this message? [Ask as open ended]: Television

Q24_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	14	15	74.7%	44.1%	100.0%
Yes	3	5	25.3%	0.0%	55.9%
Total	17	20	100.0%	.	.

Q24_3. Where did you see or hear this message? [Ask as open ended]: Social Media

Q24_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	17	20	100.0%	100.0%	100.0%
Total	17	20	100.0%	.	.

Q24_4. Where did you see or hear this message? [Ask as open ended]: ITD Website

Q24_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	12	15	74.1%	45.0%	100.0%
Yes	5	5	25.9%	0.0%	55.0%
Total	17	20	100.0%	.	.

Q24_5. Where did you see or hear this message? [Ask as open ended]: Other

Q24_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	9	13	63.0%	24.9%	100.0%
Yes	8	7	37.0%	0.0%	75.1%
Total	17	20	100.0%	.	.

Q24_6. Where did you see or hear this message? [Ask as open ended]: Don't know

Q24_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	16	20	98.9%	96.5%	100.0%
Yes	1	0	1.1%	0.0%	3.5%
Total	17	20	100.0%	.	.

Q24_7. Where did you see or hear this message? [Ask as open ended]: Refused

Q24_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	17	20	100.0%	100.0%	100.0%
Total	17	20	100.0%	.	.

Q24_Oth. Where did you see or hear this message? [Ask as open ended]: Other open response

Q24_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Billboard	1	0	4.5%	0.0%	17.2%
Reader boards	2	0	4.9%	0.0%	15.9%
Public meetings/brochures	1	1	19.1%	0.0%	66.8%
At a sports bar	1	0	4.3%	0.0%	16.6%
Rest area	1	0	6.6%	0.0%	25.0%
Road signs	1	4	54.9%	0.0%	100.0%
State of Idaho website	1	0	5.7%	0.0%	21.6%
Total	8	7	100.0%	.	.

Q25. Idaho's transportation system provides many different options for traveling. What is your preferred way to travel?

Q25 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Driving	210	210	94.5%	90.6%	98.3%
Walking	5	6	2.5%	0.0%	5.1%
Biking	4	4	1.9%	0.0%	4.1%
Public transportation	2	2	1.1%	0.0%	3.0%
Total	221	223	100.0%	.	.

Q26. Generally, do you feel Idaho's transportation system supports your preferred way of traveling? [Ask as open-ended]

Q26 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	196	199	89.2%	83.8%	94.6%
No	23	18	8.2%	3.7%	12.6%
Don't know	4	6	2.6%	0.0%	5.8%
Total	223	223	100.0%	.	.

Q27. Over the last two years, have you seen or heard ITDs message about improving efficiency by being innovative and using continuous improvement strategies? [Ask as open-ended]

Q27 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	32	36	16.1%	8.0%	24.1%
No	187	182	81.7%	73.4%	89.9%
Don't know	4	5	2.2%	0.0%	4.9%
Total	223	223	100.0%	.	.

Q28_1. Where did you see or hear this message? [Ask as open-ended]: Newspaper

Q28_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	15	24	67.2%	40.7%	93.6%
Yes	17	12	32.8%	6.4%	59.3%
Total	32	36	100.0%	.	.

Q28_2. Where did you see or hear this message? [Ask as open-ended]: Television

Q28_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	27	31	86.5%	64.7%	100.0%
Yes	5	5	13.5%	0.0%	35.3%
Total	32	36	100.0%	.	.

Q28_3. Where did you see or hear this message? [Ask as open-ended]: Social Media

Q28_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	31	36	99.2%	97.5%	100.0%
Yes	1	0	0.8%	0.0%	2.5%
Total	32	36	100.0%	.	.

Q28_4. Where did you see or hear this message? [Ask as open-ended]: Other

Q28_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	22	17	47.1%	17.9%	76.3%
Yes	10	19	52.9%	23.7%	82.1%
Total	32	36	100.0%	.	.

Q28_5. Where did you see or hear this message? [Ask as open-ended]: Don't know

Q28_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	31	35	98.8%	96.3%	100.0%
Yes	1	0	1.2%	0.0%	3.7%
Total	32	36	100.0%	.	.

Q28_6. Where did you see or hear this message? [Ask as open-ended]: Refused

Q28_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	32	36	100.0%	100.0%	100.0%
Total	32	36	100.0%	.	.

Q28_Oth. Where did you see or hear this message? [Ask as open-ended]: Other open response

Q28_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Billboard	2	6	29.8%	0.0%	72.5%
Radio	1	2	11.8%	0.0%	38.7%
School	1	4	21.7%	0.0%	65.7%
Word of mouth	2	4	22.4%	0.0%	66.4%
ITD website	2	2	8.7%	0.0%	25.7%
Posted in/on a building	1	0	1.7%	0.0%	6.0%
At work	1	1	3.9%	0.0%	13.6%
Total	10	19	100.0%	.	.

Q29. In the last year, have you received information about transportation projects and issues in Idaho?

Q29 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	55	59	26.4%	17.6%	35.2%
No	163	159	71.5%	62.6%	80.4%
Don't know	5	5	2.1%	0.0%	4.3%
Total	223	223	100.0%	.	.

Q30. How satisfied or dissatisfied are you with the information you receive about transportation projects and issues in Idaho?

Q30 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Very satisfied	11	14	24.2%	6.7%	41.8%
Somewhat satisfied	23	23	39.5%	18.6%	60.4%
Neither satisfied nor dissatisfied	13	18	31.4%	13.8%	49.0%
Somewhat dissatisfied	5	2	3.1%	0.0%	6.3%
Very dissatisfied	2	1	1.4%	0.0%	3.7%
Don't know	1	0	0.4%	0.0%	1.3%
Total	55	59	100.0%	.	.

age. Age in categories

age Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
18-24 years old	9	39	17.5%	7.6%	27.4%
25-44 years old	43	61	27.4%	19.1%	35.6%
45-64 years old	67	72	32.3%	23.5%	41.0%
65-74 years old	63	26	11.7%	7.5%	15.8%
75 years or older	37	21	9.4%	5.0%	13.8%
Missing	4	4	1.8%	0.0%	3.8%
Total	223	223	100.0%	.	.

lic. Do you have an Idaho drivers license?

lic Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	211	204	91.3%	85.3%	97.2%
No	12	19	8.7%	2.8%	14.7%
Total	223	223	100.0%	.	.

miles. Roughly how many miles do you drive annually? [If respondent having hard time, encourage best guess]

miles Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
0 to 10000 miles	133	132	59.8%	50.4%	69.1%
10001 miles or more	83	88	39.7%	30.4%	49.1%
Don't know	2	1	0.5%	0.0%	1.4%
Total	218	221	100.0%	.	.

drive. How would you describe your primary reason for driving?

drive Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Commuting to work or school	76	106	47.3%	37.6%	57.1%
Recreation	44	36	16.2%	9.6%	22.8%
For a living (trucking, delivery, sales, etc.)	14	12	5.3%	1.5%	9.0%
Shopping/running errands	83	65	29.0%	21.0%	37.0%
I don't drive	4	4	1.7%	0.0%	4.3%
Don't know	2	1	0.4%	0.0%	1.0%
Total	223	223	100.0%	.	.

Q31_1. Would you be interested in receiving emails and/or texts from ITD on projects, services and plans? [Ask as open-ended]: Yes, emails

Q31_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	163	155	69.5%	60.7%	78.3%
Yes	60	68	30.5%	21.7%	39.3%
Total	223	223	100.0%	.	.

Q31_2. Would you be interested in receiving emails and/or texts from ITD on projects, services and plans? [Ask as open-ended]: Yes, texts

Q31_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	199	185	83.0%	75.1%	91.0%
Yes	24	38	17.0%	9.0%	24.9%
Total	223	223	100.0%	.	.

Q31_3. Would you be interested in receiving emails and/or texts from ITD on projects, services and plans? [Ask as open-ended]: No

Q31_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	80	101	45.1%	35.5%	54.8%
Yes	143	122	54.9%	45.2%	64.5%
Total	223	223	100.0%	.	.

Q31_4. Would you be interested in receiving emails and/or texts from ITD on projects, services, and plans? [Ask as open-ended]: Don't know

Q31_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	223	223	100.0%	100.0%	100.0%
Total	223	223	100.0%	.	.

Q31_5. Would you be interested in receiving emails and/or texts from ITD on projects, services, and plans? [Ask as open-ended]: Refused

Q31_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	223	223	100.0%	100.0%	100.0%
Total	223	223	100.0%	.	.

Q32_1. What kind of information would you like to receive in an email or text from ITD? Please say yes or no after each item: Information on construction projects in your area only

Q32_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	3	3	2.6%	0.0%	6.5%
Yes	77	98	97.4%	93.5%	100.0%
Total	80	101	100.0%	.	.

Q32_2. What kind of information would you like to receive in an email or text from ITD? Please say yes or no after each item: Information on driver licenses, vehicle licenses, or registration

Q32_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	36	44	44.2%	29.1%	59.2%
Yes	44	56	55.8%	40.8%	70.9%
Total	80	101	100.0%	.	.

Q32_3. What kind of information would you like to receive in an email or text from ITD? Please say yes or no after each item: Information on safety issues

Q32_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	21	27	26.4%	13.5%	39.4%
Yes	59	74	73.6%	60.6%	86.5%
Total	80	101	100.0%	.	.

Q32_4. What kind of information would you like to receive in an email or text from ITD? Please say yes or no after each item: Information on public transportation

Q32_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	50	64	63.7%	49.4%	78.1%
Yes	30	36	36.3%	21.9%	50.6%
Total	80	101	100.0%	.	.

**Q32_5. What kind of information would you like to receive in an email or text from ITD?
Please say yes or no after each item: Information on bicycles and pedestrians**

Q32_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	56	70	69.1%	55.0%	83.2%
Yes	24	31	30.9%	16.8%	45.0%
Total	80	101	100.0%	.	.

**Q32_6. What kind of information would you like to receive in an email or text from ITD?
Please say yes or no after each item: None of the above**

Q32_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	79	100	99.8%	99.4%	100.0%
Yes	1	0	0.2%	0.0%	0.6%
Total	80	101	100.0%	.	.

**Q32_7. What kind of information would you like to receive in an email or text from ITD?
Please say yes or no after each item: Don't know**

Q32_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	80	101	100.0%	100.0%	100.0%
Total	80	101	100.0%	.	.

**Q32_8. What kind of information would you like to receive in an email or text from ITD?
Please say yes or no after each item: Refused**

Q32_8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	80	101	100.0%	100.0%	100.0%
Total	80	101	100.0%	.	.

Q33. If you were to receive an email or text from ITD, how often would you want to receive general information about construction in your area, traffic delays, and similar information?

Q33 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
More than once a week	2	3	2.5%	0.0%	6.5%
Once a week	14	12	11.6%	4.0%	19.2%
Every two weeks	2	0	0.5%	0.0%	1.1%
Once a month	8	10	10.1%	2.2%	17.9%
Whenever conditions change	47	67	66.5%	53.4%	79.7%
Only in really important or emergency instances	7	9	8.8%	0.7%	16.9%
Total	80	101	100.0%	.	.

Q34_1. Would you like to join a group that allows ITD to periodically ask you your opinion and preferences on their communication projects and materials [e.g. videos, brochures]? [Ask as open-ended]: Yes, email

Q34_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	194	185	83.1%	75.5%	90.8%
Yes	29	38	16.9%	9.2%	24.5%
Total	223	223	100.0%	.	.

Q34_2. Would you like to join a group that allows ITD to periodically ask you your opinion and preferences on their communication projects and materials [e.g. videos, brochures]? [Ask as open-ended]: Yes, texts

Q34_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	214	215	96.5%	93.3%	99.8%
Yes	9	8	3.5%	0.2%	6.7%
Total	223	223	100.0%	.	.

Q34_3. Would you like to join a group that allows ITD to periodically ask you your opinion and preferences on their communication projects and materials [e.g. videos, brochures]? [Ask as open-ended]: No

Q34_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	37	45	20.2%	12.2%	28.3%
Yes	186	178	79.8%	71.7%	87.8%
Total	223	223	100.0%	.	.

Q34_4. Would you like to join a group that allows ITD to periodically ask you your opinion and preferences on their communication projects and materials [e.g. videos, brochures]? [Ask as open-ended]: Don't know

Q34_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	223	223	100.0%	100.0%	100.0%
Total	223	223	100.0%	.	.

Q34_5. Would you like to join a group that allows ITD to periodically ask you your opinion and preferences on their communication projects and materials [e.g. videos, brochures]? [Ask as open-ended]: Refused

Q34_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	223	223	100.0%	100.0%	100.0%
Total	223	223	100.0%	.	.

District 3 Tabular Results

Q1. In the past year, have you seen or heard ITD messages about providing input on state highway projects?

Q1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	82	61	25.5%	17.4%	33.6%
No	151	171	71.4%	63.1%	79.7%
Don't know	7	7	3.1%	0.2%	5.9%
Total	240	240	100.0%	.	.

Q2. In the last year have you provided input to ITD by attending a public meeting or using other methods?

Q2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	13	16	6.8%	2.2%	11.4%
No	226	224	93.2%	88.6%	97.8%
Can't recall	1	0	0.0%	0.0%	0.1%
Total	240	240	100.0%	.	.

Q3_1. How do you provide input? Please select all that apply from the following list: Respond to direct mail/return reply card

Q3_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	13	16	100.0%	100.0%	100.0%
Total	13	16	100.0%	.	.

Q3_2. How do you provide input? Please select all that apply from the following list: Respond to telephone survey

Q3_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	13	16	100.0%	100.0%	100.0%
Total	13	16	100.0%	.	.

**Q3_3. How do you provide input? Please select all that apply from the following list:
Submit comments to a website using a computer**

Q3_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	7	13	81.0%	57.2%	100.0%
Yes	6	3	19.0%	0.0%	42.8%
Total	13	16	100.0%	.	.

**Q3_4. How do you provide input? Please select all that apply from the following list:
Submit comments to a website using a smartphone**

Q3_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	13	16	100.0%	100.0%	100.0%
Total	13	16	100.0%	.	.

Q3_5. How do you provide input? Please select all that apply from the following list: Smart phone apps

Q3_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	12	16	99.1%	96.9%	100.0%
Yes	1	0	0.9%	0.0%	3.1%
Total	13	16	100.0%	.	.

**Q3_6. How do you provide input? Please select all that apply from the following list:
Participate in a webinar or virtual meeting**

Q3_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	12	15	91.3%	71.9%	100.0%
Yes	1	1	8.7%	0.0%	28.1%
Total	13	16	100.0%	.	.

**Q3_7. How do you provide input? Please select all that apply from the following list:
Comment at public meeting in person**

Q3_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	7	7	42.3%	2.6%	82.1%
Yes	6	9	57.7%	17.9%	97.4%
Total	13	16	100.0%	.	.

**Q3_8. How do you provide input? Please select all that apply from the following list:
Participate through local advocacy group**

Q3_8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	11	11	67.7%	27.4%	100.0%
Yes	2	5	32.3%	0.0%	72.6%
Total	13	16	100.0%	.	.

Q3_9. How do you provide input? Please select all that apply from the following list: Don't Know

Q3_9 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	13	16	100.0%	100.0%	100.0%
Total	13	16	100.0%	.	.

Q3_10. How do you provide input? Please select all that apply from the following list: Refused

Q3_10 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	13	16	100.0%	100.0%	100.0%
Total	13	16	100.0%	.	.

**Q4_1. During the planning process of a construction project how do you prefer to learn about its status?
Please rank your top three methods from the following list: Rank 1**

Q4_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Email	39	35	14.7%	8.4%	21.0%
Map, pictures, or graphics	44	53	22.1%	13.4%	30.7%
Websites	35	35	14.7%	8.0%	21.4%
Public meetings and/or open houses	27	29	12.3%	6.5%	18.1%
Smart phone apps	42	42	17.4%	10.2%	24.6%
Newsletters or brochures	43	37	15.5%	9.3%	21.7%
Don't know	9	8	3.3%	0.2%	6.4%
Total	239	240	100.0%	.	.

**Q4_2. During the planning process of a construction project how do you prefer to learn about its status?
Please rank your top three methods from the following list: Rank 2**

Q4_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Email	14	13	7.5%	2.3%	12.6%
Map, pictures, or graphics	26	26	14.4%	7.2%	21.6%
Websites	33	44	24.7%	14.4%	35.1%
Public meetings and/or open houses	32	26	14.5%	6.8%	22.2%
Smart phone apps	30	37	20.7%	12.0%	29.3%
Newsletters or brochures	26	33	18.2%	9.7%	26.8%
Total	161	180	100.0%	.	.

**Q4_3. During the planning process of a construction project how do you prefer to learn about its status?
Please rank your top three methods from the following list: Rank 3**

Q4_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Email	21	26	19.3%	8.3%	30.4%
Map, pictures, or graphics	16	23	17.3%	5.9%	28.8%
Websites	20	22	16.4%	7.4%	25.5%
Public meetings and/or open houses	13	21	15.8%	5.4%	26.2%
Smart phone apps	17	18	13.9%	5.5%	22.3%
Newsletters or brochures	19	23	17.2%	7.8%	26.7%
Total	106	133	100.0%	.	.

Q5_1. During the planning process of a construction project how would you prefer to provide input to ITD? Please rank your top three methods from the following list: Rank 1

Q5_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Direct mail/return reply card	50	44	18.4%	11.0%	25.7%
Email	35	41	17.4%	10.4%	24.4%
Telephone call/survey	30	34	14.4%	8.0%	20.7%
Submit comments to a website or smart phone apps	29	27	11.2%	5.7%	16.7%
Webinar or virtual meeting	21	22	9.3%	4.2%	14.4%
Public meetings	25	24	10.0%	3.8%	16.2%
As part of a local advocacy group	39	41	17.1%	9.3%	24.9%
Other (please specify)	2	2	0.8%	0.0%	2.2%
Don't know	2	4	1.5%	0.0%	3.7%
Total	233	238	100.0%	.	.

Q5_2. During the planning process of a construction project how would you prefer to provide input to ITD? Please rank your top three methods from the following list: Rank 2

Q5_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Direct mail/return reply card	19	19	10.3%	3.6%	17.0%
Email	29	29	15.9%	7.6%	24.2%
Telephone call/survey	21	24	13.2%	6.1%	20.3%
Submit comments to a website or smart phone apps	24	30	16.2%	7.6%	24.8%
Webinar or virtual meeting	26	29	16.0%	7.7%	24.2%
Public meetings	28	26	13.9%	7.0%	20.8%
As part of a local advocacy group	18	23	12.6%	4.7%	20.6%
Other (please specify)	2	3	1.8%	0.0%	4.8%
Don't know	1	0	0.0%	0.0%	0.1%
Total	168	184	100.0%	.	.

Q5_3. During the planning process of a construction project how would you prefer to provide input to ITD? Please rank your top three methods from the following list: Rank 3

Q5_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Direct mail/return reply card	15	21	14.6%	5.9%	23.3%
Email	14	20	13.9%	5.4%	22.3%
Telephone call/survey	19	15	10.9%	3.7%	18.1%
Submit comments to a website or smart phone apps	17	22	15.5%	6.8%	24.1%
Webinar or virtual meeting	13	19	13.5%	2.6%	24.4%
Public meetings	18	26	18.8%	6.7%	30.9%
As part of a local advocacy group	13	13	9.0%	2.3%	15.7%
Other (please specify)	3	6	3.9%	0.0%	9.1%
Total	112	141	100.0%	.	.

Q5_Oth. During the planning process of a construction project how would you prefer to provide input to ITD? Please rank your top three methods from the following list: Other

Q5_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Just talking to the construction guys	1	3	27.9%	0.0%	94.2%
Online Survey	1	3	30.4%	0.0%	100.0%
Open Houses	1	1	7.1%	0.0%	28.4%
Letter	1	0	0.8%	0.0%	3.2%
Social media	2	3	33.7%	0.0%	100.0%
Total	6	9	100.0%	.	.

Q6. In the past year, have you used the departments 511 Traveler Information Services to obtain information about Idaho road conditions?

Q6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	66	80	33.4%	24.4%	42.4%
No	174	160	66.6%	57.6%	75.6%
Total	240	240	100.0%	.	.

Q7_1. Which of the following 511 Traveler Information services have you used?: 511 full website

Q7_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	23	32	40.0%	22.9%	57.1%
Yes	43	48	60.0%	42.9%	77.1%
Total	66	80	100.0%	.	.

Q7_2. Which of the following 511 Traveler Information services have you used?: 511 phone line

Q7_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	43	52	64.8%	48.0%	81.6%
Yes	23	28	35.2%	18.4%	52.0%
Total	66	80	100.0%	.	.

Q7_3. Which of the following 511 Traveler Information services have you used?: 511 smartphone or mobile device app

Q7_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	54	64	79.6%	66.6%	92.5%
Yes	12	16	20.4%	7.5%	33.4%
Total	66	80	100.0%	.	.

Q7_4. Which of the following 511 Traveler Information services have you used?: Don't know

Q7_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	66	80	100.0%	100.0%	100.0%
Total	66	80	100.0%	.	.

Q7_5. Which of the following 511 Traveler Information services have you used?: Refused

Q7_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	66	80	100.0%	100.0%	100.0%
Total	66	80	100.0%	.	.

Q8. How easy or difficult is it to obtain information you want through the 511 Traveler Information Services?

Q8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Very easy	35	36	45.2%	28.5%	61.8%
Somewhat easy	25	39	48.2%	31.0%	65.3%
Somewhat difficult	4	5	6.3%	0.0%	13.3%
Very difficult	2	0	0.4%	0.0%	0.9%
Total	66	80	100.0%	.	.

Q9_1. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Altered departure time

Q9_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	39	48	59.4%	43.2%	75.5%
Yes	27	33	40.6%	24.5%	56.8%
Total	66	80	100.0%	.	.

Q9_2. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Altered travel route

Q9_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	39	45	56.6%	39.6%	73.5%
Yes	27	35	43.4%	26.5%	60.4%
Total	66	80	100.0%	.	.

Q9_3. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Cancelled trip

Q9_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	46	54	66.8%	51.7%	81.9%
Yes	20	27	33.2%	18.1%	48.3%
Total	66	80	100.0%	.	.

Q9_4. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Have never changed plans

Q9_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	45	56	69.9%	54.1%	85.7%
Yes	21	24	30.1%	14.3%	45.9%
Total	66	80	100.0%	.	.

Q9_5. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Don't know

Q9_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	66	80	100.0%	100.0%	100.0%
Total	66	80	100.0%	.	.

Q9_6. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Refused

Q9_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	66	80	100.0%	100.0%	100.0%
Total	66	80	100.0%	.	.

Q10. Prior to this survey, were you aware of the Idaho Transportation Department's 511 Traveler Information Services which provide information about highway construction, weather conditions, road closures, amber alerts, and public transportation services in your area?

Q10 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	96	92	57.5%	46.2%	68.7%
No	76	67	42.2%	30.9%	53.4%
Don't know	2	1	0.4%	0.0%	0.9%
Total	174	160	100.0%	.	.

Q11. Now that you're aware of the 511 services, how likely are you to use the system in the next year?

Q11 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Very likely	24	20	30.4%	14.9%	45.8%
Likely	28	33	48.6%	31.0%	66.2%
Unlikely	16	7	10.5%	2.5%	18.5%
Very unlikely	8	7	10.5%	1.1%	20.0%
Total	76	67	100.0%	.	.

Q12_1. How would you prefer to receive 511 information? Please rank your top three methods from the following list: Rank 1

Q12_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
511 telephone service	58	63	26.7%	18.1%	35.3%
511 website	40	39	16.4%	8.9%	24.0%
Mobile phone app	32	21	9.0%	4.3%	13.6%
Television or public access station	33	33	13.8%	7.7%	20.0%
E-mail and/or text alerts	31	26	10.8%	5.4%	16.2%
Social networking sites such as Twitter and Facebook	41	54	22.8%	14.7%	30.9%
Don't know	2	1	0.4%	0.0%	1.0%
Total	237	238	100.0%	.	.

Q12_2. How would you prefer to receive 511 information? Please rank your top three methods from the following list: Rank 2

Q12_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
511 telephone service	15	16	9.1%	3.1%	15.1%
511 website	31	41	23.0%	13.5%	32.6%
Mobile phone app	31	31	17.4%	9.2%	25.5%
Television or public access station	26	24	13.5%	5.3%	21.8%
E-mail and/or text alerts	34	44	24.5%	14.5%	34.4%
Social networking sites such as Twitter and Facebook	25	22	12.5%	4.5%	20.5%
Total	162	179	100.0%	.	.

Q12_3. How would you prefer to receive 511 information? Please rank your top three methods from the following list: Rank 3

Q12_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
511 telephone service	15	29	21.9%	8.9%	35.0%
511 website	12	14	10.9%	3.4%	18.4%
Mobile phone app	23	24	18.8%	8.0%	29.7%
Television or public access station	23	30	22.9%	10.8%	34.9%
E-mail and/or text alerts	14	9	6.8%	0.7%	12.9%
Social networking sites such as Twitter and Facebook	21	24	18.6%	8.2%	29.1%
Total	108	130	100.0%	.	.

Q13_1. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Radio

Q13_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	158	159	66.4%	57.6%	75.1%
Yes	82	81	33.6%	24.9%	42.4%
Total	240	240	100.0%	.	.

Q13_2. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Newspaper

Q13_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	145	169	70.4%	62.0%	78.9%
Yes	95	71	29.6%	21.1%	38.0%
Total	240	240	100.0%	.	.

Q13_3. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Internet/ITD Website

Q13_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	182	165	68.8%	59.7%	78.0%
Yes	58	75	31.2%	22.0%	40.3%
Total	240	240	100.0%	.	.

Q13_4. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Electronic signs or reader boards along the highway

Q13_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	80	84	34.8%	25.5%	44.2%
Yes	160	156	65.2%	55.8%	74.5%
Total	240	240	100.0%	.	.

Q13_5. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Information centers at parks or rest areas

Q13_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	214	216	89.8%	84.3%	95.4%
Yes	26	24	10.2%	4.6%	15.7%
Total	240	240	100.0%	.	.

Q13_6. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: The 511 Traveler Information System

Q13_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	203	201	83.8%	76.6%	91.1%
Yes	37	39	16.2%	8.9%	23.4%
Total	240	240	100.0%	.	.

Q13_7. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: You do not currently receive information

Q13_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	202	193	80.3%	72.6%	88.0%
Yes	38	47	19.7%	12.0%	27.4%
Total	240	240	100.0%	.	.

Q13_8. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Other (please specify)

Q13_8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	210	221	91.9%	87.3%	96.4%
Yes	30	19	8.1%	3.6%	12.7%
Total	240	240	100.0%	.	.

Q13_9. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Don't know

Q13_9 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	240	240	100.0%	100.0%	100.0%
Total	240	240	100.0%	.	.

Q13_10. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Refused

Q13_10 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	240	240	100.0%	100.0%	100.0%
Total	240	240	100.0%	.	.

Q13_Oth. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Other

Q13_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Mail	2	0	2.4%	0.0%	6.3%
Mobile Alerts	1	2	13.1%	0.0%	38.0%
Social media	1	3	16.3%	0.0%	45.9%
Television	19	7	44.5%	14.6%	74.4%
Television News	1	0	1.6%	0.0%	5.1%
Email	1	0	1.1%	0.0%	3.4%
Word of mouth	1	2	11.5%	0.0%	33.7%
Telephone call	1	1	7.3%	0.0%	22.0%
Television and mail	1	0	1.1%	0.0%	3.4%
Texting and email	1	0	1.2%	0.0%	3.7%
Total	29	17	100.0%	.	.

Q14_1. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Television

Q14_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	59	87	36.4%	27.1%	45.8%
Yes	181	153	63.6%	54.2%	72.9%
Total	240	240	100.0%	.	.

Q14_2. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Radio

Q14_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	82	68	28.4%	20.2%	36.7%
Yes	158	172	71.6%	63.3%	79.8%
Total	240	240	100.0%	.	.

Q14_3. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Newspaper

Q14_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	100	130	54.0%	44.7%	63.3%
Yes	140	110	46.0%	36.7%	55.3%
Total	240	240	100.0%	.	.

Q14_4. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Survey

Q14_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	163	163	67.8%	59.0%	76.7%
Yes	77	77	32.2%	23.3%	41.0%
Total	240	240	100.0%	.	.

Q14_5. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Internet

Q14_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	91	60	24.9%	17.2%	32.6%
Yes	149	180	75.1%	67.4%	82.8%
Total	240	240	100.0%	.	.

Q14_6. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Electronic signs or reader boards along the highway

Q14_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	23	23	9.4%	4.4%	14.4%
Yes	217	217	90.6%	85.6%	95.6%
Total	240	240	100.0%	.	.

Q14_7. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: The 511 Traveler Information System

Q14_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	90	80	33.2%	24.4%	42.1%
Yes	150	160	66.8%	57.9%	75.6%
Total	240	240	100.0%	.	.

Q14_8. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: In-person visit to ITD visit

Q14_8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	220	207	86.2%	79.1%	93.3%
Yes	20	33	13.8%	6.7%	20.9%
Total	240	240	100.0%	.	.

Q14_9. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Social media websites such as Facebook or Twitter

Q14_9 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	157	122	51.0%	41.6%	60.5%
Yes	83	118	49.0%	39.5%	58.4%
Total	240	240	100.0%	.	.

Q14_10. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Other

Q14_10 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	230	235	98.0%	96.3%	99.7%
Yes	10	5	2.0%	0.3%	3.7%
Total	240	240	100.0%	.	.

Q14_11. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Don't know

Q14_11 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	238	238	99.0%	97.5%	100.0%
Yes	2	2	1.0%	0.0%	2.5%
Total	240	240	100.0%	.	.

Q14_12. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Refused

Q14_12 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	240	240	100.0%	100.0%	100.0%
Total	240	240	100.0%	.	.

Q14_Oth. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Other open response

Q14_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Brochures and postcards	1	0	5.9%	0.0%	20.2%
Neighborhood associations	1	0	2.9%	0.0%	10.1%
Smartphone App	1	0	3.8%	0.0%	13.3%
Texting	2	2	36.6%	0.0%	91.5%
Email with link to website	1	0	8.5%	0.0%	29.0%
Mail; e.g. newsletters or updates	2	1	21.2%	0.0%	59.6%
Word of mouth	2	1	21.2%	0.0%	59.6%
Total	10	5	100.0%	.	.

Q15. In the last year, have you accessed the Idaho Transportation Department's website, itd.idaho.gov?

Q15 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	74	96	40.1%	30.6%	49.7%
No	165	143	59.8%	50.2%	69.4%
Don't know	1	0	0.1%	0.0%	0.2%
Total	240	240	100.0%	.	.

**Q16_1. What was your purpose in accessing ITDs website? Please select all that apply:
Highway project information**

Q16_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	55	67	69.2%	53.1%	85.4%
Yes	19	30	30.8%	14.6%	46.9%
Total	74	96	100.0%	.	.

**Q16_2. What was your purpose in accessing ITDs website? Please select all that apply:
Driving or road conditions**

Q16_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	31	32	33.1%	17.5%	48.7%
Yes	43	64	66.9%	51.3%	82.5%
Total	74	96	100.0%	.	.

Q16_3. What was your purpose in accessing ITDs website? Please select all that apply: Driver licensing, vehicle licensing or registration

Q16_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	37	57	59.2%	43.3%	75.0%
Yes	37	39	40.8%	25.0%	56.7%
Total	74	96	100.0%	.	.

Q16_4. What was your purpose in accessing ITDs website? Please select all that apply: General ITD news

Q16_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	71	93	96.2%	90.4%	100.0%
Yes	3	4	3.8%	0.0%	9.6%
Total	74	96	100.0%	.	.

Q16_5. What was your purpose in accessing ITDs website? Please select all that apply: Other (please specify)

Q16_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	70	95	98.8%	97.3%	100.0%
Yes	4	1	1.2%	0.0%	2.7%
Total	74	96	100.0%	.	.

Q16_6. What was your purpose in accessing ITDs website? Please select all that apply: Don't know

Q16_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	74	96	100.0%	100.0%	100.0%
Total	74	96	100.0%	.	.

Q16_7. What was your purpose in accessing ITDs website? Please select all that apply: Refused

Q16_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	74	96	100.0%	100.0%	100.0%
Total	74	96	100.0%	.	.

Q16_Oth. What was your purpose in accessing ITDs website? Please select all that apply: Other open response

Q16_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Road improvements	1	0	22.8%	0.0%	100.0%
Traffic data	1	1	56.9%	0.0%	100.0%
Filing a complaint.	1	0	12.2%	0.0%	60.3%
For work	1	0	8.1%	0.0%	40.9%
Total	4	1	100.0%	.	.

Q17. Based on the time it took you, how easy or difficult was it to find the information you wanted on the website?

Q17 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Very easy	40	46	47.7%	31.0%	64.4%
Somewhat easy	29	45	47.2%	30.3%	64.1%
Somewhat difficult	3	4	4.7%	0.0%	11.0%
Very difficult	2	0	0.4%	0.0%	1.1%
Total	74	96	100.0%	.	.

Q18. Do you use social media, such as Facebook, Twitter, Instagram, Youtube, etc.?

Q18 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	130	160	66.7%	58.5%	74.9%
No	110	80	33.3%	25.1%	41.5%
Total	240	240	100.0%	.	.

Q19_1. Which of the following social media platforms do you prefer for learning about ITDs programs or services? Please rank your top three platforms from the following list: Rank 1

Q19_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Facebook	103	129	80.4%	70.6%	90.2%
Twitter	3	3	1.8%	0.0%	4.9%
Youtube	5	7	4.3%	0.0%	9.0%
Snapchat	4	10	6.4%	0.0%	13.8%
Other (please specify)	3	1	0.9%	0.0%	2.4%
No preference	11	7	4.5%	0.6%	8.4%
Don't know	1	3	1.7%	0.0%	5.1%
Total	130	160	100.0%	.	.

Q19_2. Which of the following social media platforms do you prefer for learning about ITDs programs or services? Please rank your top three platforms from the following list: Rank 2

Q19_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Facebook	7	9	9.2%	0.5%	17.9%
Twitter	12	20	19.6%	6.8%	32.5%
Youtube	27	41	40.5%	24.1%	57.0%
Snapchat	1	3	2.5%	0.0%	7.4%
Instagram	17	24	24.2%	9.8%	38.6%
No preference	3	4	4.0%	0.0%	9.4%
Total	67	101	100.0%	.	.

Q19_3. Which of the following social media platforms do you prefer for learning about ITDs programs or services? Please rank your top three platforms from the following list: Rank 3

Q19_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Facebook	3	8	16.6%	0.0%	39.4%
Twitter	8	14	31.3%	7.8%	54.9%
Youtube	5	6	12.5%	0.0%	28.2%
Snapchat	2	6	12.5%	0.0%	34.8%
Instagram	3	3	6.5%	0.0%	18.0%
Other (please specify)	3	5	11.2%	0.0%	26.2%
No preference	1	4	9.3%	0.0%	27.8%
Total	25	46	100.0%	.	.

Q19_Oth. Which of the following social media platforms do you prefer for learning about ITDs programs or services? Please rank your top three platforms from the following list: Other

Q19_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Whats App	1	2	84.4%	0.0%	100.0%
pinterest, Google+	1	0	15.6%	0.0%	100.0%
Total	2	3	100.0%	.	.

Q20. In the last six months, have you received information from ITD on social media?

Q20 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	7	15	9.5%	2.2%	16.9%
No	122	145	90.4%	83.1%	97.7%
Don't know	1	0	0.0%	0.0%	0.1%
Total	130	160	100.0%	.	.

Q21_1. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Facebook

Q21_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	2	2	13.6%	0.0%	45.6%
Yes	5	13	86.4%	54.4%	100.0%
Total	7	15	100.0%	.	.

Q21_2. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Twitter

Q21_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	6	13	87.4%	55.5%	100.0%
Yes	1	2	12.6%	0.0%	44.5%
Total	7	15	100.0%	.	.

Q21_3. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: YouTube

Q21_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	7	15	100.0%	100.0%	100.0%
Total	7	15	100.0%	.	.

Q21_4. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Snapchat

Q21_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	7	15	100.0%	100.0%	100.0%
Total	7	15	100.0%	.	.

Q21_5. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Instagram

Q21_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	7	15	100.0%	100.0%	100.0%
Total	7	15	100.0%	.	.

Q21_6. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Other

Q21_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	7	15	100.0%	100.0%	100.0%
Total	7	15	100.0%	.	.

Q21_7. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Don't know

Q21_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	6	15	99.0%	96.3%	100.0%
Yes	1	0	1.0%	0.0%	3.7%
Total	7	15	100.0%	.	.

Q21_8. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Refused

Q21_8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	7	15	100.0%	100.0%	100.0%
Total	7	15	100.0%	.	.

Q22. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]

Q22 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Facebook	85	110	69.6%	57.8%	81.3%
Twitter	6	10	6.3%	0.4%	12.3%
Other (please specify)	26	35	21.9%	10.9%	33.0%
Don't know	9	3	2.2%	0.1%	4.3%
Total	126	158	100.0%	.	.

Q22_Oth. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Other

Q22_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Do not use social media for news	18	17	50.8%	18.8%	82.7%
Google+	1	0	1.2%	0.0%	3.9%
Reddit	1	3	8.2%	0.0%	24.8%
YouTube	4	13	39.0%	4.8%	73.2%
No preference	1	0	0.8%	0.0%	2.6%
Total	25	33	100.0%	.	.

Q23. Over the last two years, have you heard or seen ITDs mission statement: Your safety, your mobility, your economic opportunity?

Q23 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	24	24	10.2%	3.9%	16.5%
No	203	199	82.8%	75.5%	90.2%
Not sure	13	17	7.0%	2.3%	11.6%
Total	240	240	100.0%	.	.

Q24_1. Where did you see or hear this message? [Ask as open ended]: Newspaper

Q24_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	20	24	98.1%	95.7%	100.0%
Yes	4	0	1.9%	0.0%	4.3%
Total	24	24	100.0%	.	.

Q24_2. Where did you see or hear this message? [Ask as open ended]: Television

Q24_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	19	22	90.5%	75.1%	100.0%
Yes	5	2	9.5%	0.0%	24.9%
Total	24	24	100.0%	.	.

Q24_3. Where did you see or hear this message? [Ask as open ended]: Social Media

Q24_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	23	22	89.8%	69.2%	100.0%
Yes	1	3	10.2%	0.0%	30.8%
Total	24	24	100.0%	.	.

Q24_4. Where did you see or hear this message? [Ask as open ended]: ITD Website

Q24_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	19	16	63.6%	26.1%	100.0%
Yes	5	9	36.4%	0.0%	73.9%
Total	24	24	100.0%	.	.

Q24_5. Where did you see or hear this message? [Ask as open ended]: Other

Q24_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	13	16	67.0%	38.3%	95.7%
Yes	11	8	33.0%	4.3%	61.7%
Total	24	24	100.0%	.	.

Q24_6. Where did you see or hear this message? [Ask as open ended]: Don't know

Q24_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	23	22	88.9%	66.7%	100.0%
Yes	1	3	11.1%	0.0%	33.3%
Total	24	24	100.0%	.	.

Q24_7. Where did you see or hear this message? [Ask as open ended]: Refused

Q24_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	24	24	100.0%	100.0%	100.0%
Total	24	24	100.0%	.	.

Q24_Oth. Where did you see or hear this message? [Ask as open ended]: Other open response

Q24_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
ITD office	1	0	5.2%	0.0%	17.8%
Radio	1	2	23.8%	0.0%	70.4%
Billboard	2	2	25.0%	0.0%	68.9%
Email	1	1	7.6%	0.0%	25.7%
Postcard	1	0	3.5%	0.0%	12.0%
At a presentation	1	0	1.8%	0.0%	6.5%
Reader boards	2	2	27.3%	0.0%	73.7%
Road sign or radio	1	0	3.5%	0.0%	12.0%
Mail	1	0	2.2%	0.0%	7.8%
Total	11	8	100.0%	.	.

Q25. Idaho's transportation system provides many different options for traveling. What is your preferred way to travel?

Q25 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Driving	217	213	88.8%	82.4%	95.1%
Walking	7	5	2.0%	0.0%	4.3%
Biking	6	11	4.6%	0.0%	9.8%
Public transportation	6	7	2.8%	0.0%	5.7%
Other (please specify)	4	4	1.8%	0.0%	3.8%
Total	240	240	100.0%	.	.

Q25_Oth. Idaho's transportation system provides many different options for traveling. What is your preferred way to travel?: Other

Q25_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Airplane	2	2	49.4%	0.0%	100.0%
Scooter	1	2	41.1%	0.0%	100.0%
Driven by another person	1	0	9.5%	0.0%	46.8%
Total	4	4	100.0%	.	.

Q26. Generally, do you feel Idaho's transportation system supports your preferred way of traveling? [Ask as open-ended]

Q26 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	200	202	84.3%	77.9%	90.8%
No	35	29	12.3%	6.6%	18.0%
Don't know	5	8	3.4%	0.0%	6.8%
Total	240	240	100.0%	.	.

Q27. Over the last two years, have you seen or heard ITDs message about improving efficiency by being innovative and using continuous improvement strategies? [Ask as open-ended]

Q27 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	53	56	23.5%	15.9%	31.1%
No	182	179	74.5%	66.6%	82.3%
Don't know	5	5	2.1%	0.0%	4.7%
Total	240	240	100.0%	.	.

Q28_1. Where did you see or hear this message? [Ask as open-ended]: Newspaper

Q28_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	41	45	80.3%	65.0%	95.6%
Yes	12	11	19.7%	4.4%	35.0%
Total	53	56	100.0%	.	.

Q28_2. Where did you see or hear this message? [Ask as open-ended]: Television

Q28_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	27	35	61.3%	43.9%	78.7%
Yes	26	22	38.7%	21.3%	56.1%
Total	53	56	100.0%	.	.

Q28_3. Where did you see or hear this message? [Ask as open-ended]: Social Media

Q28_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	50	49	87.2%	73.5%	100.0%
Yes	3	7	12.8%	0.0%	26.5%
Total	53	56	100.0%	.	.

Q28_4. Where did you see or hear this message? [Ask as open-ended]: Other

Q28_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	37	36	63.5%	45.4%	81.6%
Yes	16	21	36.5%	18.4%	54.6%
Total	53	56	100.0%	.	.

Q28_5. Where did you see or hear this message? [Ask as open-ended]: Don't know

Q28_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	49	52	93.1%	84.4%	100.0%
Yes	4	4	6.9%	0.0%	15.6%
Total	53	56	100.0%	.	.

Q28_6. Where did you see or hear this message? [Ask as open-ended]: Refused

Q28_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	53	56	100.0%	100.0%	100.0%
Total	53	56	100.0%	.	.

Q28_Oth. Where did you see or hear this message? [Ask as open-ended]: Other open response

Q28_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Billboard	2	2	10.6%	0.0%	29.3%
Internet-generally	2	2	10.1%	0.0%	26.7%
Radio	3	3	15.0%	0.0%	41.6%
Radio, mailing	1	0	0.4%	0.0%	1.2%
Road sign	1	2	9.4%	0.0%	29.0%
Word of mouth	1	2	8.6%	0.0%	26.7%
Presentation	1	0	0.7%	0.0%	2.4%
Public forum	1	2	8.6%	0.0%	26.7%
Reader board	1	0	0.7%	0.0%	2.2%
Mail	1	3	12.2%	0.0%	36.9%
ITD website	2	5	23.9%	0.0%	55.5%
Total	16	21	100.0%	.	.

Q29. In the last year, have you received information about transportation projects and issues in Idaho?

Q29 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	95	86	35.7%	26.7%	44.6%
No	136	143	59.6%	50.4%	68.8%
Don't know	9	11	4.7%	1.1%	8.4%
Total	240	240	100.0%	.	.

Q30. How satisfied or dissatisfied are you with the information you receive about transportation projects and issues in Idaho?

Q30 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Very satisfied	22	17	20.1%	8.5%	31.7%
Somewhat satisfied	40	39	45.0%	29.1%	60.9%
Neither satisfied nor dissatisfied	23	20	23.8%	11.1%	36.5%
Somewhat dissatisfied	8	7	8.6%	0.9%	16.3%
Very dissatisfied	2	2	2.5%	0.0%	6.9%
Total	95	86	100.0%	.	.

age. Age in categories

age Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
18-24 years old	7	28	11.7%	2.8%	20.5%
25-44 years old	47	86	35.8%	26.6%	45.1%
45-64 years old	92	78	32.5%	24.4%	40.6%
65-74 years old	48	23	9.6%	5.6%	13.6%
75 years or older	37	16	6.7%	3.4%	9.9%
Missing	9	9	3.8%	0.2%	7.3%
Total	240	240	100.0%	.	.

lic. Do you have an Idaho drivers license?

lic Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	221	221	92.1%	86.6%	97.6%
No	19	19	7.9%	2.4%	13.4%
Total	240	240	100.0%	.	.

miles. Roughly how many miles do you drive annually? [If respondent having hard time, encourage best guess]

miles Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
0 to 10000 miles	143	116	49.6%	40.0%	59.2%
10001 miles or more	90	118	50.4%	40.8%	60.0%
Total	233	234	100.0%	.	.

drive. How would you describe your primary reason for driving?

drive Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Commuting to work or school	87	117	48.9%	39.5%	58.4%
Recreation	37	34	14.3%	8.0%	20.6%
For a living (trucking, delivery, sales, etc.)	14	18	7.4%	2.8%	12.1%
Shopping/running errands	89	58	24.0%	16.6%	31.5%
I don't drive	12	13	5.3%	1.5%	9.1%
Don't know	1	0	0.0%	0.0%	0.1%
Total	240	240	100.0%	.	.

Q31_1. Would you be interested in receiving emails and/or texts from ITD on projects, services and plans? [Ask as open-ended]: Yes, emails

Q31_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	185	181	75.5%	67.8%	83.3%
Yes	55	59	24.5%	16.7%	32.2%
Total	240	240	100.0%	.	.

Q31_2. Would you be interested in receiving emails and/or texts from ITD on projects, services and plans? [Ask as open-ended]: Yes, texts

Q31_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	216	203	84.5%	77.9%	91.2%
Yes	24	37	15.5%	8.8%	22.1%
Total	240	240	100.0%	.	.

Q31_3. Would you be interested in receiving emails and/or texts from ITD on projects, services and plans? [Ask as open-ended]: No

Q31_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	78	96	39.8%	30.7%	48.9%
Yes	162	144	60.2%	51.1%	69.3%
Total	240	240	100.0%	.	.

Q31_4. Would you be interested in receiving emails and/or texts from ITD on projects, services, and plans? [Ask as open-ended]: Don't know

Q31_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	240	240	100.0%	100.0%	100.0%
Total	240	240	100.0%	.	.

Q31_5. Would you be interested in receiving emails and/or texts from ITD on projects, services, and plans? [Ask as open-ended]: Refused

Q31_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	240	240	100.0%	100.0%	100.0%
Total	240	240	100.0%	.	.

Q32_1. What kind of information would you like to receive in an email or text from ITD? Please say yes or no after each item: Information on construction projects in your area only

Q32_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	7	7	7.6%	0.3%	15.0%
Yes	71	88	92.4%	85.0%	99.7%
Total	78	96	100.0%	.	.

Q32_2. What kind of information would you like to receive in an email or text from ITD? Please say yes or no after each item: Information on driver licenses, vehicle licenses, or registration

Q32_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	40	50	52.8%	38.5%	67.2%
Yes	38	45	47.2%	32.8%	61.5%
Total	78	96	100.0%	.	.

**Q32_3. What kind of information would you like to receive in an email or text from ITD?
Please say yes or no after each item: Information on safety issues**

Q32_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	24	38	40.3%	26.0%	54.6%
Yes	54	57	59.7%	45.4%	74.0%
Total	78	96	100.0%	.	.

**Q32_4. What kind of information would you like to receive in an email or text from ITD?
Please say yes or no after each item: Information on public transportation**

Q32_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	46	58	60.4%	46.5%	74.3%
Yes	32	38	39.6%	25.7%	53.5%
Total	78	96	100.0%	.	.

**Q32_5. What kind of information would you like to receive in an email or text from ITD?
Please say yes or no after each item: Information on bicycles and pedestrians**

Q32_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	49	58	60.3%	46.2%	74.5%
Yes	29	38	39.7%	25.5%	53.8%
Total	78	96	100.0%	.	.

**Q32_6. What kind of information would you like to receive in an email or text from ITD?
Please say yes or no after each item: None of the above**

Q32_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	77	94	98.0%	94.0%	100.0%
Yes	1	2	2.0%	0.0%	6.0%
Total	78	96	100.0%	.	.

**Q32_7. What kind of information would you like to receive in an email or text from ITD?
Please say yes or no after each item: Don't know**

Q32_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	78	96	100.0%	100.0%	100.0%
Total	78	96	100.0%	.	.

**Q32_8. What kind of information would you like to receive in an email or text from ITD?
Please say yes or no after each item: Refused**

Q32_8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	78	96	100.0%	100.0%	100.0%
Total	78	96	100.0%	.	.

Q33. If you were to receive an email or text from ITD, how often would you want to receive general information about construction in your area, traffic delays, and similar information?

Q33 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
More than once a week	4	4	3.8%	0.0%	8.2%
Once a week	8	6	5.9%	0.1%	11.8%
Every two weeks	4	4	4.3%	0.0%	10.0%
Once a month	8	12	12.5%	2.6%	22.4%
Whenever conditions change	41	52	54.3%	40.0%	68.7%
Only in really important or emergency instances	13	18	19.2%	7.7%	30.7%
Total	78	96	100.0%	.	.

Q34_1. Would you like to join a group that allows ITD to periodically ask you your opinion and preferences on their communication projects and materials [e.g. videos, brochures]? [Ask as open-ended]: Yes, email

Q34_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	201	205	85.4%	79.2%	91.6%
Yes	39	35	14.6%	8.4%	20.8%
Total	240	240	100.0%	.	.

Q34_2. Would you like to join a group that allows ITD to periodically ask you your opinion and preferences on their communication projects and materials [e.g. videos, brochures]? [Ask as open-ended]: Yes, texts

Q34_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	228	224	93.3%	87.7%	99.0%
Yes	12	16	6.7%	1.0%	12.3%
Total	240	240	100.0%	.	.

Q34_3. Would you like to join a group that allows ITD to periodically ask you your opinion and preferences on their communication projects and materials [e.g. videos, brochures]? [Ask as open-ended]: No

Q34_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	50	51	21.1%	13.3%	28.9%
Yes	190	189	78.9%	71.1%	86.7%
Total	240	240	100.0%	.	.

Q34_4. Would you like to join a group that allows ITD to periodically ask you your opinion and preferences on their communication projects and materials [e.g. videos, brochures]? [Ask as open-ended]: Don't know

Q34_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	240	240	100.0%	100.0%	100.0%
Total	240	240	100.0%	.	.

Q34_5. Would you like to join a group that allows ITD to periodically ask you your opinion and preferences on their communication projects and materials [e.g. videos, brochures]? [Ask as open-ended]: Refused

Q34_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	240	240	100.0%	100.0%	100.0%
Total	240	240	100.0%	.	.

District 4 Tabular Results

Q1. In the past year, have you seen or heard ITD messages about providing input on state highway projects?

Q1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	56	52	31.0%	21.6%	40.4%
No	108	113	67.9%	58.4%	77.3%
Don't know	3	2	1.1%	0.0%	2.6%
Total	167	167	100.0%	.	.

Q2. In the last year have you provided input to ITD by attending a public meeting or using other methods?

Q2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	6	6	3.8%	0.0%	7.6%
No	160	158	94.7%	89.9%	99.6%
Can't recall	1	3	1.5%	0.0%	4.5%
Total	167	167	100.0%	.	.

Q3_1. How do you provide input? Please select all that apply from the following list: Respond to direct mail/return reply card

Q3_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	5	4	64.4%	0.0%	100.0%
Yes	1	2	35.6%	0.0%	100.0%
Total	6	6	100.0%	.	.

Q3_2. How do you provide input? Please select all that apply from the following list: Respond to telephone survey

Q3_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	5	5	83.6%	38.4%	100.0%
Yes	1	1	16.4%	0.0%	61.6%
Total	6	6	100.0%	.	.

Q3_3. How do you provide input? Please select all that apply from the following list: Submit comments to a website using a computer

Q3_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	5	4	64.4%	0.0%	100.0%
Yes	1	2	35.6%	0.0%	100.0%
Total	6	6	100.0%	.	.

Q3_4. How do you provide input? Please select all that apply from the following list: Submit comments to a website using a smartphone

Q3_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	6	6	100.0%	100.0%	100.0%
Total	6	6	100.0%	.	.

Q3_5. How do you provide input? Please select all that apply from the following list: Smart phone apps

Q3_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	6	6	100.0%	100.0%	100.0%
Total	6	6	100.0%	.	.

Q3_6. How do you provide input? Please select all that apply from the following list: Participate in a webinar or virtual meeting

Q3_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	6	6	100.0%	100.0%	100.0%
Total	6	6	100.0%	.	.

**Q3_7. How do you provide input? Please select all that apply from the following list:
Comment at public meeting in person**

Q3_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	3	5	87.5%	61.4%	100.0%
Yes	3	1	12.5%	0.0%	38.6%
Total	6	6	100.0%	.	.

**Q3_8. How do you provide input? Please select all that apply from the following list:
Participate through local advocacy group**

Q3_8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	5	4	64.4%	0.0%	100.0%
Yes	1	2	35.6%	0.0%	100.0%
Total	6	6	100.0%	.	.

Q3_9. How do you provide input? Please select all that apply from the following list: Don't Know

Q3_9 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	6	6	100.0%	100.0%	100.0%
Total	6	6	100.0%	.	.

Q3_10. How do you provide input? Please select all that apply from the following list: Refused

Q3_10 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	6	6	100.0%	100.0%	100.0%
Total	6	6	100.0%	.	.

Q4_1. During the planning process of a construction project how do you prefer to learn about its status? Please rank your top three methods from the following list: Rank 1

Q4_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Email	34	35	21.5%	13.3%	29.7%
Map, pictures, or graphics	22	24	14.8%	7.4%	22.2%
Websites	18	17	10.5%	4.4%	16.5%
Public meetings and/or open houses	23	34	20.6%	11.8%	29.4%
Smart phone apps	22	14	8.8%	3.5%	14.2%
Newsletters or brochures	35	34	20.6%	12.5%	28.8%
Don't know	9	5	3.2%	0.1%	6.3%
Total	163	163	100.0%	.	.

Q4_2. During the planning process of a construction project how do you prefer to learn about its status? Please rank your top three methods from the following list: Rank 2

Q4_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Email	20	28	23.2%	12.6%	33.7%
Map, pictures, or graphics	17	20	16.3%	7.5%	25.1%
Websites	15	18	14.6%	6.4%	22.7%
Public meetings and/or open houses	19	13	10.6%	3.8%	17.3%
Smart phone apps	21	27	22.3%	11.9%	32.7%
Newsletters or brochures	15	16	13.1%	5.1%	21.1%
Total	107	121	100.0%	.	.

Q4_3. During the planning process of a construction project how do you prefer to learn about its status? Please rank your top three methods from the following list: Rank 3

Q4_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Email	9	6	6.6%	0.2%	12.9%
Map, pictures, or graphics	20	20	22.2%	10.7%	33.7%
Websites	13	16	17.6%	6.8%	28.4%
Public meetings and/or open houses	8	10	11.2%	2.2%	20.2%
Smart phone apps	8	9	10.1%	1.8%	18.3%
Newsletters or brochures	19	29	32.3%	18.6%	46.1%
Total	77	89	100.0%	.	.

Q5_1. During the planning process of a construction project how would you prefer to provide input to ITD? Please rank your top three methods from the following list: Rank 1

Q5_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Direct mail/return reply card	27	32	20.0%	11.4%	28.5%
Email	29	24	15.0%	7.7%	22.3%
Telephone call/survey	25	25	15.8%	8.5%	23.1%
Submit comments to a website or smart phone apps	16	16	10.2%	3.8%	16.5%
Webinar or virtual meeting	20	17	10.6%	4.7%	16.5%
Public meetings	18	23	14.3%	7.1%	21.5%
As part of a local advocacy group	18	18	11.4%	4.9%	18.0%
Other (please specify)	2	0	0.2%	0.0%	0.4%
Don't know	5	4	2.5%	0.0%	5.6%
Total	160	161	100.0%	.	.

Q5_2. During the planning process of a construction project how would you prefer to provide input to ITD? Please rank your top three methods from the following list: Rank 2

Q5_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Direct mail/return reply card	16	20	15.9%	7.1%	24.7%
Email	18	23	18.3%	9.1%	27.4%
Telephone call/survey	14	10	8.1%	2.3%	13.9%
Submit comments to a website or smart phone apps	21	22	17.1%	8.5%	25.7%
Webinar or virtual meeting	21	22	17.2%	8.5%	25.9%
Public meetings	19	20	15.6%	6.9%	24.3%
As part of a local advocacy group	10	9	7.1%	1.5%	12.7%
Other (please specify)	1	1	0.8%	0.0%	2.4%
Total	120	128	100.0%	.	.

Q5_3. During the planning process of a construction project how would you prefer to provide input to ITD? Please rank your top three methods from the following list: Rank 3

Q5_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Direct mail/return reply card	4	3	4.1%	0.0%	8.7%
Email	8	8	10.1%	1.3%	18.9%
Telephone call/survey	10	9	11.9%	3.0%	20.7%
Submit comments to a website or smart phone apps	8	11	13.6%	2.6%	24.7%
Webinar or virtual meeting	11	12	15.8%	4.4%	27.2%
Public meetings	12	11	13.8%	3.3%	24.2%
As part of a local advocacy group	18	22	28.3%	14.4%	42.2%
Other (please specify)	2	2	2.4%	0.0%	6.7%
Total	73	77	100.0%	.	.

Q6. In the past year, have you used the department's 511 Traveler Information Services to obtain information about Idaho road conditions?

Q6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	63	65	38.6%	28.9%	48.4%
No	104	102	61.4%	51.6%	71.1%
Total	167	167	100.0%	.	.

Q7_1. Which of the following 511 Traveler Information services have you used?: 511 full website

Q7_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	21	25	38.3%	22.2%	54.5%
Yes	42	40	61.7%	45.5%	77.8%
Total	63	65	100.0%	.	.

Q7_2. Which of the following 511 Traveler Information services have you used?: 511 phone line

Q7_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	40	38	58.8%	42.6%	75.0%
Yes	23	27	41.2%	25.0%	57.4%
Total	63	65	100.0%	.	.

Q7_3. Which of the following 511 Traveler Information services have you used?: 511 smartphone or mobile device app

Q7_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	39	38	58.3%	42.2%	74.5%
Yes	24	27	41.7%	25.5%	57.8%
Total	63	65	100.0%	.	.

Q7_4. Which of the following 511 Traveler Information services have you used?: Don't know

Q7_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	62	64	98.8%	96.2%	100.0%
Yes	1	1	1.2%	0.0%	3.8%
Total	63	65	100.0%	.	.

Q7_5. Which of the following 511 Traveler Information services have you used?: Refused

Q7_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	63	65	100.0%	100.0%	100.0%
Total	63	65	100.0%	.	.

Q8. How easy or difficult is it to obtain information you want through the 511 Traveler Information Services?

Q8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Very easy	26	28	44.0%	27.7%	60.3%
Somewhat easy	34	33	50.5%	34.2%	66.9%
Somewhat difficult	3	4	5.5%	0.0%	13.1%
Total	63	65	100.0%	.	.

Q9_1. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Altered departure time

Q9_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	29	25	38.3%	22.9%	53.6%
Yes	34	40	61.7%	46.4%	77.1%
Total	63	65	100.0%	.	.

Q9_2. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Altered travel route

Q9_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	25	22	33.9%	18.8%	49.1%
Yes	38	43	66.1%	50.9%	81.2%
Total	63	65	100.0%	.	.

Q9_3. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Cancelled trip

Q9_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	43	42	65.4%	49.7%	81.1%
Yes	20	22	34.6%	18.9%	50.3%
Total	63	65	100.0%	.	.

Q9_4. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Have never changed plans

Q9_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	54	58	89.2%	79.8%	98.7%
Yes	9	7	10.8%	1.3%	20.2%
Total	63	65	100.0%	.	.

Q9_5. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Don't know

Q9_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	63	65	100.0%	100.0%	100.0%
Total	63	65	100.0%	.	.

Q9_6. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Refused

Q9_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	63	65	100.0%	100.0%	100.0%
Total	63	65	100.0%	.	.

Q10. Prior to this survey, were you aware of the Idaho Transportation Department's 511 Traveler Information Services which provide information about highway construction, weather conditions, road closures, amber alerts, and public transportation services in your area?

Q10 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	52	46	45.4%	32.5%	58.2%
No	51	56	54.4%	41.5%	67.3%
Don't know	1	0	0.3%	0.0%	0.8%
Total	104	102	100.0%	.	.

Q11. Now that you're aware of the 511 services, how likely are you to use the system in the next year?

Q11 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Very likely	14	14	25.4%	9.6%	41.1%
Likely	22	26	46.4%	28.2%	64.7%
Unlikely	8	6	10.1%	0.0%	20.8%
Very unlikely	7	10	18.1%	3.7%	32.4%
Total	51	56	100.0%	.	.

Q12_1. How would you prefer to receive 511 information? Please rank your top three methods from the following list: Rank 1

Q12_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
511 telephone service	29	30	18.2%	10.6%	25.9%
511 website	32	34	20.7%	12.5%	29.0%
Mobile phone app	33	31	18.7%	10.7%	26.7%
Television or public access station	19	18	11.1%	4.7%	17.4%
E-mail and/or text alerts	20	18	10.8%	4.6%	17.0%
Social networking sites such as Twitter and Facebook	30	30	18.0%	10.3%	25.6%
Don't know	2	4	2.4%	0.0%	6.1%
Total	165	165	100.0%	.	.

Q12_2. How would you prefer to receive 511 information? Please rank your top three methods from the following list: Rank 2

Q12_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
511 telephone service	22	23	18.3%	9.4%	27.1%
511 website	21	23	18.3%	9.1%	27.6%
Mobile phone app	24	27	20.8%	11.3%	30.2%
Television or public access station	22	21	16.3%	7.9%	24.6%
E-mail and/or text alerts	14	17	13.2%	5.5%	21.0%
Social networking sites such as Twitter and Facebook	16	14	11.3%	3.9%	18.7%
Don't know	2	2	1.7%	0.0%	4.8%
Total	121	128	100.0%	.	.

Q12_3. How would you prefer to receive 511 information? Please rank your top three methods from the following list: Rank 3

Q12_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
511 telephone service	8	7	9.2%	1.2%	17.3%
511 website	5	8	10.0%	0.5%	19.5%
Mobile phone app	10	13	17.4%	5.2%	29.6%
Television or public access station	18	24	31.5%	17.1%	45.8%
E-mail and/or text alerts	19	16	20.4%	8.6%	32.3%
Social networking sites such as Twitter and Facebook	10	9	11.5%	1.5%	21.4%
Total	70	77	100.0%	.	.

Q13_1. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Radio

Q13_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	109	112	66.9%	57.4%	76.4%
Yes	58	55	33.1%	23.6%	42.6%
Total	167	167	100.0%	.	.

Q13_2. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Newspaper

Q13_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	97	109	65.3%	55.9%	74.8%
Yes	70	58	34.7%	25.2%	44.1%
Total	167	167	100.0%	.	.

Q13_3. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Internet/ITD Website

Q13_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	133	129	77.2%	68.7%	85.6%
Yes	34	38	22.8%	14.4%	31.3%
Total	167	167	100.0%	.	.

Q13_4. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Electronic signs or reader boards along the highway

Q13_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	53	50	29.8%	20.6%	39.0%
Yes	114	117	70.2%	61.0%	79.4%
Total	167	167	100.0%	.	.

Q13_5. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Information centers at parks or rest areas

Q13_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	145	146	87.4%	80.9%	93.9%
Yes	22	21	12.6%	6.1%	19.1%
Total	167	167	100.0%	.	.

Q13_6. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: The 511 Traveler Information System

Q13_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	137	141	84.7%	77.8%	91.5%
Yes	30	26	15.3%	8.5%	22.2%
Total	167	167	100.0%	.	.

Q13_7. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: You do not currently receive information

Q13_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	143	142	84.8%	77.5%	92.0%
Yes	24	25	15.2%	8.0%	22.5%
Total	167	167	100.0%	.	.

Q13_8. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Other (please specify)

Q13_8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	143	148	88.8%	82.7%	94.8%
Yes	24	19	11.2%	5.2%	17.3%
Total	167	167	100.0%	.	.

Q13_9. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Don't know

Q13_9 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	163	163	97.4%	94.3%	100.0%
Yes	4	4	2.6%	0.0%	5.7%
Total	167	167	100.0%	.	.

Q13_10. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Refused

Q13_10 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	166	167	100.0%	99.9%	100.0%
Yes	1	0	0.0%	0.0%	0.1%
Total	167	167	100.0%	.	.

Q13_Oth. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Other

Q13_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Television	19	14	74.2%	47.8%	100.0%
GPS system notifications	1	0	1.6%	0.0%	5.1%
Monthly regional transportation meeting	1	2	11.9%	0.0%	34.9%
Telephone call	1	0	0.7%	0.0%	2.1%
Mobile Alerts	1	1	5.5%	0.0%	16.9%
Email	1	1	6.2%	0.0%	18.9%
Total	24	19	100.0%	.	.

Q14_1. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Television

Q14_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	32	36	21.8%	13.4%	30.3%
Yes	135	131	78.2%	69.7%	86.6%
Total	167	167	100.0%	.	.

Q14_2. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Radio

Q14_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	47	49	29.6%	20.2%	39.0%
Yes	120	118	70.4%	61.0%	79.8%
Total	167	167	100.0%	.	.

Q14_3. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Newspaper

Q14_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	56	66	39.3%	29.4%	49.1%
Yes	111	101	60.7%	50.9%	70.6%
Total	167	167	100.0%	.	.

Q14_4. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Survey

Q14_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	112	114	68.4%	59.1%	77.6%
Yes	55	53	31.6%	22.4%	40.9%
Total	167	167	100.0%	.	.

Q14_5. What method(s) do you prefer to obtain information about the Idaho Transportation Departments activities and services? Please say yes or no after each option: Internet

Q14_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	71	61	36.8%	27.1%	46.5%
Yes	96	106	63.2%	53.5%	72.9%
Total	167	167	100.0%	.	.

Q14_6. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Electronic signs or reader boards along the highway

Q14_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	13	14	8.6%	2.7%	14.5%
Yes	154	153	91.4%	85.5%	97.3%
Total	167	167	100.0%	.	.

Q14_7. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: The 511 Traveler Information System

Q14_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	47	54	32.4%	22.7%	42.1%
Yes	120	113	67.6%	57.9%	77.3%
Total	167	167	100.0%	.	.

Q14_8. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: In-person visit to ITD visit

Q14_8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	153	151	90.6%	84.8%	96.4%
Yes	14	16	9.4%	3.6%	15.2%
Total	167	167	100.0%	.	.

Q14_9. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Social media websites such as Facebook or Twitter

Q14_9 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	103	83	49.9%	39.9%	60.0%
Yes	64	84	50.1%	40.0%	60.1%
Total	167	167	100.0%	.	.

Q14_10. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Other

Q14_10 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	158	156	93.1%	87.8%	98.4%
Yes	9	11	6.9%	1.6%	12.2%
Total	167	167	100.0%	.	.

Q14_11. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Don't know

Q14_11 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	167	167	100.0%	100.0%	100.0%
Total	167	167	100.0%	.	.

Q14_12. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Refused

Q14_12 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	166	167	100.0%	99.9%	100.0%
Yes	1	0	0.0%	0.0%	0.1%
Total	167	167	100.0%	.	.

Q14_Oth. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Other open response

Q14_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Regional transportation meetings	1	2	20.1%	0.0%	66.9%
Mailing newsletters or updates	1	1	4.6%	0.0%	17.2%
Texting	2	4	38.0%	0.0%	92.7%
Phone call when roads are closed	1	2	17.7%	0.0%	60.2%
Email	1	0	2.5%	0.0%	9.6%
Word of mouth	1	2	17.1%	0.0%	58.3%
Total	7	11	100.0%	.	.

Q15. In the last year, have you accessed the Idaho Transportation Department's website, itd.idaho.gov?

Q15 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	55	57	34.1%	24.5%	43.6%
No	110	110	65.7%	56.1%	75.2%
Don't know	2	0	0.3%	0.0%	0.7%
Total	167	167	100.0%	.	.

Q16_1. What was your purpose in accessing ITDs website? Please select all that apply: Highway project information

Q16_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	41	40	69.9%	53.6%	86.2%
Yes	14	17	30.1%	13.8%	46.4%
Total	55	57	100.0%	.	.

Q16_2. What was your purpose in accessing ITDs website? Please select all that apply: Driving or road conditions

Q16_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	14	18	31.6%	14.9%	48.4%
Yes	41	39	68.4%	51.6%	85.1%
Total	55	57	100.0%	.	.

Q16_3. What was your purpose in accessing ITDs website? Please select all that apply: Driver licensing, vehicle licensing or registration

Q16_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	30	34	60.0%	43.0%	76.9%
Yes	25	23	40.0%	23.1%	57.0%
Total	55	57	100.0%	.	.

Q16_4. What was your purpose in accessing ITDs website? Please select all that apply: General ITD news

Q16_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	49	52	91.3%	82.5%	100.0%
Yes	6	5	8.7%	0.0%	17.5%
Total	55	57	100.0%	.	.

Q16_5. What was your purpose in accessing ITDs website? Please select all that apply: Other (please specify)

Q16_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	51	50	87.6%	74.8%	100.0%
Yes	4	7	12.4%	0.0%	25.2%
Total	55	57	100.0%	.	.

Q16_6. What was your purpose in accessing ITDs website? Please select all that apply: Don't know

Q16_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	55	57	100.0%	100.0%	100.0%
Total	55	57	100.0%	.	.

Q16_7. What was your purpose in accessing ITDs website? Please select all that apply: Refused

Q16_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	55	57	100.0%	100.0%	100.0%
Total	55	57	100.0%	.	.

**Q16_Oth. What was your purpose in accessing ITDs website? Please select all that apply:
Other open response**

Q16_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Contact info	2	3	36.1%	0.0%	100.0%
Fire information	1	3	35.7%	0.0%	100.0%
Information about Adopt-a-Highway	1	2	28.1%	0.0%	100.0%
Total	4	7	100.0%	.	.

Q17. Based on the time it took you, how easy or difficult was it to find the information you wanted on the website?

Q17 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Very easy	19	17	30.6%	14.6%	46.5%
Somewhat easy	31	32	56.5%	39.1%	73.9%
Somewhat difficult	3	3	6.0%	0.0%	13.9%
Very difficult	2	4	7.0%	0.0%	16.5%
Total	55	57	100.0%	.	.

Q18. Do you use social media, such as Facebook, Twitter, Instagram, YouTube, etc.?

Q18 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	97	118	70.5%	61.8%	79.1%
No	70	49	29.5%	20.9%	38.2%
Total	167	167	100.0%	.	.

Q19_1. Which of the following social media platforms do you prefer for learning about ITDs programs or services? Please rank your top three platforms from the following list: Rank 1

Q19_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Facebook	79	95	80.3%	70.4%	90.2%
Twitter	3	5	4.4%	0.0%	9.6%
Youtube	4	6	5.5%	0.0%	11.4%
Instagram	1	0	0.2%	0.0%	0.7%
No preference	9	9	7.9%	1.5%	14.3%
Don't know	1	2	1.7%	0.0%	5.0%
Total	97	118	100.0%	.	.

Q19_2. Which of the following social media platforms do you prefer for learning about ITDs programs or services? Please rank your top three platforms from the following list: Rank 2

Q19_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Facebook	4	6	11.1%	0.0%	23.0%
Twitter	10	11	18.4%	4.3%	32.4%
Youtube	16	26	44.2%	25.5%	62.8%
Snapchat	2	4	7.0%	0.0%	16.8%
Instagram	6	11	18.8%	4.1%	33.6%
No preference	1	0	0.5%	0.0%	1.6%
Total	39	58	100.0%	.	.

Q19_3. Which of the following social media platforms do you prefer for learning about ITDs programs or services? Please rank your top three platforms from the following list: Rank 3

Q19_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Twitter	1	2	6.3%	0.0%	19.3%
Youtube	3	5	14.4%	0.0%	33.4%
Snapchat	6	9	27.9%	3.9%	51.9%
Instagram	5	8	26.0%	2.5%	49.4%
Other (please specify)	3	6	17.8%	0.0%	38.4%
No preference	2	2	7.6%	0.0%	22.2%
Total	20	32	100.0%	.	.

Q19_Oth. Which of the following social media platforms do you prefer for learning about ITDs programs or services? Please rank your top three platforms from the following list: Other

Q19_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Tumblr	1	2	100.0%	.	.
Total	1	2	100.0%	.	.

Q20. In the last six months, have you received information from ITD on social media?

Q20 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	7	9	7.5%	1.1%	13.9%
No	89	107	90.8%	83.7%	97.9%
Don't know	1	2	1.7%	0.0%	5.0%
Total	97	118	100.0%	.	.

Q21_1. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Facebook

Q21_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	7	9	100.0%	100.0%	100.0%
Total	7	9	100.0%	.	.

Q21_2. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Twitter

Q21_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	7	9	100.0%	100.0%	100.0%
Total	7	9	100.0%	.	.

Q21_3. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: YouTube

Q21_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	7	9	100.0%	100.0%	100.0%
Total	7	9	100.0%	.	.

Q21_4. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Snapchat

Q21_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	6	9	97.2%	89.4%	100.0%
Yes	1	0	2.8%	0.0%	10.6%
Total	7	9	100.0%	.	.

Q21_5. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Instagram

Q21_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	7	9	100.0%	100.0%	100.0%
Total	7	9	100.0%	.	.

Q21_6. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Other

Q21_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	7	9	100.0%	100.0%	100.0%
Total	7	9	100.0%	.	.

Q21_7. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Don't know

Q21_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	7	9	100.0%	100.0%	100.0%
Total	7	9	100.0%	.	.

Q21_8. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Refused

Q21_8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	7	9	100.0%	100.0%	100.0%
Total	7	9	100.0%	.	.

Q22. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]

Q22 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Facebook	64	85	78.0%	67.4%	88.5%
Twitter	1	2	2.0%	0.0%	5.8%
Other (please specify)	15	12	10.7%	3.4%	18.0%
Don't know	8	10	9.4%	1.7%	17.2%
Total	88	109	100.0%	.	.

Q22_Oth. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Other

Q22_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Do not use social media for news	14	11	98.0%	93.3%	100.0%
YouTube	1	0	2.0%	0.0%	6.7%
Total	15	12	100.0%	.	.

Q23. Over the last two years, have you heard or seen ITDs mission statement: Your safety, your mobility, your economic opportunity?

Q23 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	17	18	10.7%	4.2%	17.2%
No	143	146	88.2%	81.7%	94.7%
Not sure	6	2	1.1%	0.1%	2.1%
Total	166	165	100.0%	.	.

Q24_1. Where did you see or hear this message? [Ask as open ended]: Newspaper

Q24_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	14	14	81.8%	55.9%	100.0%
Yes	3	3	18.2%	0.0%	44.1%
Total	17	18	100.0%	.	.

Q24_2. Where did you see or hear this message? [Ask as open ended]: Television

Q24_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	10	11	65.1%	29.7%	100.0%
Yes	7	6	34.9%	0.0%	70.3%
Total	17	18	100.0%	.	.

Q24_3. Where did you see or hear this message? [Ask as open ended]: Social Media

Q24_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	17	18	100.0%	100.0%	100.0%
Total	17	18	100.0%	.	.

Q24_4. Where did you see or hear this message? [Ask as open ended]: ITD Website

Q24_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	11	12	65.9%	32.9%	98.8%
Yes	6	6	34.1%	1.2%	67.1%
Total	17	18	100.0%	.	.

Q24_5. Where did you see or hear this message? [Ask as open ended]: Other

Q24_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	13	12	68.8%	33.9%	100.0%
Yes	4	6	31.2%	0.0%	66.1%
Total	17	18	100.0%	.	.

Q24_6. Where did you see or hear this message? [Ask as open ended]: Don't know

Q24_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	16	17	99.0%	96.9%	100.0%
Yes	1	0	1.0%	0.0%	3.1%
Total	17	18	100.0%	.	.

Q24_7. Where did you see or hear this message? [Ask as open ended]: Refused

Q24_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	17	18	100.0%	100.0%	100.0%
Total	17	18	100.0%	.	.

Q24_Oth. Where did you see or hear this message? [Ask as open ended]: Other open response

Q24_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
One of the alerts that are sent out occasionally	1	2	36.0%	0.0%	100.0%
Radio	1	0	4.5%	0.0%	23.7%
Rest area	1	0	6.4%	0.0%	33.2%
Reader boards	1	3	53.1%	0.0%	100.0%
Total	4	6	100.0%	.	.

Q25. Idaho's transportation system provides many different options for traveling. What is your preferred way to travel?

Q25 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Driving	150	150	90.9%	84.8%	96.9%
Walking	8	12	7.3%	1.5%	13.1%
Biking	2	2	1.1%	0.0%	2.9%
Public transportation	3	1	0.5%	0.0%	1.1%
Other (please specify)	2	0	0.3%	0.0%	0.6%
Total	165	165	100.0%	.	.

Q25_Oth. Idaho's transportation system provides many different options for traveling. What is your preferred way to travel?: Other

Q25_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Airplane	1	0	66.5%	0.0%	100.0%
Private motor coach	1	0	33.5%	0.0%	100.0%
Total	2	0	100.0%	.	.

Q26. Generally, do you feel Idaho's transportation system supports your preferred way of traveling? [Ask as open-ended]

Q26 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	152	153	92.8%	87.6%	98.0%
No	11	11	6.5%	1.3%	11.6%
Don't know	3	1	0.7%	0.0%	1.5%
Total	166	165	100.0%	.	.

Q27. Over the last two years, have you seen or heard ITDs message about improving efficiency by being innovative and using continuous improvement strategies? [Ask as open-ended]

Q27 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	23	21	12.9%	6.1%	19.8%
No	138	141	85.1%	77.8%	92.4%
Don't know	5	3	2.0%	0.0%	4.7%
Total	166	165	100.0%	.	.

Q28_1. Where did you see or hear this message? [Ask as open-ended]: Newspaper

Q28_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	21	21	97.7%	94.0%	100.0%
Yes	2	0	2.3%	0.0%	6.0%
Total	23	21	100.0%	.	.

Q28_2. Where did you see or hear this message? [Ask as open-ended]: Television

Q28_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	7	9	40.1%	10.5%	69.7%
Yes	16	13	59.9%	30.3%	89.5%
Total	23	21	100.0%	.	.

Q28_3. Where did you see or hear this message? [Ask as open-ended]: Social Media

Q28_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	21	17	81.5%	56.7%	100.0%
Yes	2	4	18.5%	0.0%	43.3%
Total	23	21	100.0%	.	.

Q28_4. Where did you see or hear this message? [Ask as open-ended]: Other

Q28_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	20	18	85.0%	64.4%	100.0%
Yes	3	3	15.0%	0.0%	35.6%
Total	23	21	100.0%	.	.

Q28_5. Where did you see or hear this message? [Ask as open-ended]: Don't know

Q28_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	22	20	94.6%	83.2%	100.0%
Yes	1	1	5.4%	0.0%	16.8%
Total	23	21	100.0%	.	.

Q28_6. Where did you see or hear this message? [Ask as open-ended]: Refused

Q28_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	23	21	100.0%	100.0%	100.0%
Total	23	21	100.0%	.	.

Q28_Oth. Where did you see or hear this message? [Ask as open-ended]: Other open response

Q28_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
ITD website	1	1	30.5%	0.0%	100.0%
Reader board	1	2	61.7%	0.0%	100.0%
Radio	1	0	7.8%	0.0%	54.8%
Total	3	3	100.0%	.	.

Q29. In the last year, have you received information about transportation projects and issues in Idaho?

Q29 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	37	34	20.7%	12.4%	29.0%
No	120	124	74.8%	66.1%	83.6%
Don't know	9	7	4.5%	0.7%	8.3%
Total	166	165	100.0%	.	.

Q30. How satisfied or dissatisfied are you with the information you receive about transportation projects and issues in Idaho?

Q30 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Very satisfied	7	9	25.9%	4.5%	47.2%
Somewhat satisfied	19	14	42.3%	19.4%	65.2%
Neither satisfied nor dissatisfied	8	6	19.0%	1.3%	36.7%
Somewhat dissatisfied	3	4	12.8%	0.0%	29.5%
Total	37	34	100.0%	.	.

age. Age in categories

age Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
18-24 years old	12	20	12.0%	5.1%	18.9%
25-44 years old	40	55	32.9%	23.3%	42.5%
45-64 years old	51	55	32.9%	23.4%	42.5%
65-74 years old	30	18	10.8%	5.2%	16.4%
75 years or older	29	14	8.4%	3.3%	13.5%
Missing	5	5	3.0%	0.0%	6.2%
Total	167	167	100.0%	.	.

lic. Do you have an Idaho drivers license?

lic Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	156	149	91.0%	84.7%	97.4%
No	9	15	9.0%	2.6%	15.3%
Total	165	163	100.0%	.	.

miles. Roughly how many miles do you drive annually? [If respondent having hard time, encourage best guess]

miles Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
0 to 10000 miles	73	70	47.9%	37.2%	58.6%
10001 miles or more	80	76	52.1%	41.4%	62.8%
Total	153	145	100.0%	.	.

drive. How would you describe your primary reason for driving?

drive Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Commuting to work or school	64	73	44.1%	34.1%	54.2%
Recreation	22	19	11.7%	5.2%	18.1%
For a living (trucking, delivery, sales, etc.)	19	18	11.1%	5.1%	17.1%
Shopping/running errands	56	47	28.5%	19.4%	37.7%
I don't drive	4	7	4.4%	0.0%	9.2%
Don't know	1	0	0.2%	0.0%	0.6%
Total	166	165	100.0%	.	.

Q31_1. Would you be interested in receiving emails and/or texts from ITD on projects, services, and plans? [Ask as open-ended]: Yes, emails

Q31_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	133	126	75.7%	67.2%	84.3%
Yes	34	41	24.3%	15.7%	32.8%
Total	167	167	100.0%	.	.

Q31_2. Would you be interested in receiving emails and/or texts from ITD on projects, services, and plans? [Ask as open-ended]: Yes, texts

Q31_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	151	144	86.0%	78.6%	93.4%
Yes	16	23	14.0%	6.6%	21.4%
Total	167	167	100.0%	.	.

Q31_3. Would you be interested in receiving emails and/or texts from ITD on projects, services, and plans? [Ask as open-ended]: No

Q31_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	49	62	37.0%	27.2%	46.8%
Yes	118	105	63.0%	53.2%	72.8%
Total	167	167	100.0%	.	.

Q31_4. Would you be interested in receiving emails and/or texts from ITD on projects, services, and plans? [Ask as open-ended]: Don't know

Q31_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	166	167	99.8%	99.4%	100.0%
Yes	1	0	0.2%	0.0%	0.6%
Total	167	167	100.0%	.	.

Q31_5. Would you be interested in receiving emails and/or texts from ITD on projects, services, and plans? [Ask as open-ended]: Refused

Q31_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	166	165	99.0%	96.9%	100.0%
Yes	1	2	1.0%	0.0%	3.1%
Total	167	167	100.0%	.	.

Q32_1. What kind of information would you like to receive in an email or text from ITD? Please say yes or no after each item: Information on construction projects in your area only

Q32_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	1	2	3.6%	0.0%	10.7%
Yes	46	58	96.4%	89.3%	100.0%
Total	47	60	100.0%	.	.

Q32_2. What kind of information would you like to receive in an email or text from ITD? Please say yes or no after each item: Information on driver licenses, vehicle licenses, or registration

Q32_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	18	20	32.8%	16.6%	49.1%
Yes	29	40	67.2%	50.9%	83.4%
Total	47	60	100.0%	.	.

Q32_3. What kind of information would you like to receive in an email or text from ITD? Please say yes or no after each item: Information on safety issues

Q32_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	9	11	18.3%	5.3%	31.4%
Yes	38	49	81.7%	68.6%	94.7%
Total	47	60	100.0%	.	.

Q32_4. What kind of information would you like to receive in an email or text from ITD? Please say yes or no after each item: Information on public transportation

Q32_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	23	29	49.2%	31.6%	66.7%
Yes	24	30	50.8%	33.3%	68.4%
Total	47	60	100.0%	.	.

**Q32_5. What kind of information would you like to receive in an email or text from ITD?
Please say yes or no after each item: Information on bicycles and pedestrians**

Q32_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	28	36	60.5%	43.4%	77.5%
Yes	19	24	39.5%	22.5%	56.6%
Total	47	60	100.0%	.	.

**Q32_6. What kind of information would you like to receive in an email or text from ITD?
Please say yes or no after each item: None of the above**

Q32_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	47	60	100.0%	100.0%	100.0%
Total	47	60	100.0%	.	.

**Q32_7. What kind of information would you like to receive in an email or text from ITD?
Please say yes or no after each item: Don't know**

Q32_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	47	60	100.0%	100.0%	100.0%
Total	47	60	100.0%	.	.

**Q32_8. What kind of information would you like to receive in an email or text from ITD?
Please say yes or no after each item: Refused**

Q32_8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	47	60	100.0%	100.0%	100.0%
Total	47	60	100.0%	.	.

Q33. If you were to receive an email or text from ITD, how often would you want to receive general information about construction in your area, traffic delays, and similar information?

Q33 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
More than once a week	2	2	4.2%	0.0%	11.0%
Once a week	8	14	22.7%	6.9%	38.5%
Every two weeks	3	5	7.8%	0.0%	17.7%
Once a month	4	5	8.8%	0.0%	18.9%
Whenever conditions change	20	20	33.3%	17.4%	49.1%
Only in really important or emergency instances	10	14	23.2%	8.4%	38.0%
Total	47	60	100.0%	.	.

Q34_1. Would you like to join a group that allows ITD to periodically ask you your opinion and preferences on their communication projects and materials [e.g. videos, brochures]? [Ask as open-ended]: Yes, email

Q34_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	152	154	92.2%	87.4%	97.0%
Yes	15	13	7.8%	3.0%	12.6%
Total	167	167	100.0%	.	.

Q34_2. Would you like to join a group that allows ITD to periodically ask you your opinion and preferences on their communication projects and materials [e.g. videos, brochures]? [Ask as open-ended]: Yes, texts

Q34_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	155	150	90.1%	83.8%	96.4%
Yes	12	17	9.9%	3.6%	16.2%
Total	167	167	100.0%	.	.

Q34_3. Would you like to join a group that allows ITD to periodically ask you your opinion and preferences on their communication projects and materials [e.g. videos, brochures]? [Ask as open-ended]: No

Q34_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	31	35	20.9%	12.7%	29.1%
Yes	136	132	79.1%	70.9%	87.3%
Total	167	167	100.0%	.	.

Q34_4. Would you like to join a group that allows ITD to periodically ask you your opinion and preferences on their communication projects and materials [e.g. videos, brochures]? [Ask as open-ended]: Don't know

Q34_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	164	163	97.9%	94.4%	100.0%
Yes	3	4	2.1%	0.0%	5.6%
Total	167	167	100.0%	.	.

Q34_5. Would you like to join a group that allows ITD to periodically ask you your opinion and preferences on their communication projects and materials [e.g. videos, brochures]? [Ask as open-ended]: Refused

Q34_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	166	165	99.0%	96.9%	100.0%
Yes	1	2	1.0%	0.0%	3.1%
Total	167	167	100.0%	.	.

District 5 Tabular Results

Q1. In the past year, have you seen or heard ITD messages about providing input on state highway projects?

Q1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	35	23	14.5%	7.7%	21.3%
No	124	137	84.6%	77.7%	91.5%
Don't know	3	1	0.9%	0.0%	2.0%
Total	162	162	100.0%	.	.

Q2. In the last year have you provided input to ITD by attending a public meeting or using other methods?

Q2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	8	7	4.6%	0.9%	8.4%
No	154	155	95.4%	91.6%	99.1%
Total	162	162	100.0%	.	.

Q3_1. How do you provide input? Please select all that apply from the following list: Respond to direct mail/return reply card

Q3_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	7	7	95.1%	82.4%	100.0%
Yes	1	0	4.9%	0.0%	17.6%
Total	8	7	100.0%	.	.

Q3_2. How do you provide input? Please select all that apply from the following list: Respond to telephone survey

Q3_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	6	6	77.4%	35.8%	100.0%
Yes	2	2	22.6%	0.0%	64.2%
Total	8	7	100.0%	.	.

Q3_3. How do you provide input? Please select all that apply from the following list: Submit comments to a website using a computer

Q3_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	6	6	76.6%	33.8%	100.0%
Yes	2	2	23.4%	0.0%	66.2%
Total	8	7	100.0%	.	.

Q3_4. How do you provide input? Please select all that apply from the following list: Submit comments to a website using a smartphone

Q3_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	8	7	100.0%	100.0%	100.0%
Total	8	7	100.0%	.	.

Q3_5. How do you provide input? Please select all that apply from the following list: Smart phone apps

Q3_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	8	7	100.0%	100.0%	100.0%
Total	8	7	100.0%	.	.

Q3_6. How do you provide input? Please select all that apply from the following list: Participate in a webinar or virtual meeting

Q3_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	7	7	88.4%	60.1%	100.0%
Yes	1	1	11.6%	0.0%	39.9%
Total	8	7	100.0%	.	.

**Q3_7. How do you provide input? Please select all that apply from the following list:
Comment at public meeting in person**

Q3_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	7	5	73.4%	19.8%	100.0%
Yes	1	2	26.6%	0.0%	80.2%
Total	8	7	100.0%	.	.

**Q3_8. How do you provide input? Please select all that apply from the following list:
Participate through local advocacy group**

Q3_8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	6	6	76.6%	37.4%	100.0%
Yes	2	2	23.4%	0.0%	62.6%
Total	8	7	100.0%	.	.

Q3_9. How do you provide input? Please select all that apply from the following list: Don't Know

Q3_9 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	7	7	95.9%	85.2%	100.0%
Yes	1	0	4.1%	0.0%	14.8%
Total	8	7	100.0%	.	.

Q3_10. How do you provide input? Please select all that apply from the following list: Refused

Q3_10 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	8	7	100.0%	100.0%	100.0%
Total	8	7	100.0%	.	.

Q4_1. During the planning process of a construction project how do you prefer to learn about its status? Please rank your top three methods from the following list: Rank 1

Q4_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Email	25	24	14.7%	7.8%	21.7%
Map, pictures, or graphics	20	23	14.1%	6.1%	22.1%
Websites	20	18	11.3%	4.3%	18.3%
Public meetings and/or open houses	25	26	15.9%	8.5%	23.3%
Smart phone apps	26	22	13.6%	6.7%	20.5%
Newsletters or brochures	37	44	27.7%	17.2%	38.2%
Don't know	6	4	2.6%	0.0%	5.6%
Total	159	161	100.0%	.	.

Q4_2. During the planning process of a construction project how do you prefer to learn about its status? Please rank your top three methods from the following list: Rank 2

Q4_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Email	20	35	30.4%	16.9%	43.8%
Map, pictures, or graphics	17	17	14.8%	4.9%	24.6%
Websites	12	10	8.3%	2.3%	14.3%
Public meetings and/or open houses	15	22	18.8%	8.1%	29.6%
Smart phone apps	15	12	10.9%	3.5%	18.2%
Newsletters or brochures	24	19	16.9%	8.0%	25.8%
Total	103	115	100.0%	.	.

Q4_3. During the planning process of a construction project how do you prefer to learn about its status? Please rank your top three methods from the following list: Rank 3

Q4_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Email	12	10	13.0%	3.0%	23.0%
Map, pictures, or graphics	8	9	10.8%	1.8%	19.7%
Websites	13	21	26.1%	10.0%	42.2%
Public meetings and/or open houses	9	13	16.2%	1.5%	30.8%
Smart phone apps	8	10	12.2%	0.4%	24.1%
Newsletters or brochures	12	17	21.8%	8.6%	35.0%
Total	62	80	100.0%	.	.

Q5_1. During the planning process of a construction project how would you prefer to provide input to ITD? Please rank your top three methods from the following list: Rank 1

Q5_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Direct mail/return reply card	35	26	16.3%	9.3%	23.3%
Email	17	17	10.8%	3.3%	18.4%
Telephone call/survey	29	30	18.7%	10.3%	27.1%
Submit comments to a website or smart phone apps	16	27	17.2%	7.8%	26.6%
Webinar or virtual meeting	21	22	14.1%	6.9%	21.3%
Public meetings	14	13	8.4%	1.6%	15.3%
As part of a local advocacy group	16	14	9.1%	3.5%	14.6%
Other (please specify)	3	3	1.8%	0.0%	4.6%
Don't know	4	6	3.6%	0.0%	7.6%
Total	155	158	100.0%	.	.

Q5_2. During the planning process of a construction project how would you prefer to provide input to ITD? Please rank your top three methods from the following list: Rank 2

Q5_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Direct mail/return reply card	16	15	13.0%	3.6%	22.4%
Email	16	15	12.7%	5.3%	20.0%
Telephone call/survey	18	24	20.6%	8.0%	33.2%
Submit comments to a website or smart phone apps	20	19	16.8%	7.8%	25.7%
Webinar or virtual meeting	10	12	10.7%	2.9%	18.5%
Public meetings	14	15	13.1%	3.4%	22.9%
As part of a local advocacy group	15	15	13.2%	5.1%	21.2%
Total	109	115	100.0%	.	.

Q5_3. During the planning process of a construction project how would you prefer to provide input to ITD? Please rank your top three methods from the following list: Rank 3

Q5_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Direct mail/return reply card	10	14	16.9%	3.9%	29.9%
Email	13	15	18.3%	5.3%	31.3%
Telephone call/survey	6	5	5.9%	0.0%	12.3%
Submit comments to a website or smart phone apps	12	11	12.8%	3.5%	22.2%
Webinar or virtual meeting	10	12	14.9%	2.5%	27.2%
Public meetings	9	8	9.2%	1.2%	17.3%
As part of a local advocacy group	9	12	14.4%	2.1%	26.6%
Other (please specify)	2	6	7.6%	0.0%	18.5%
Total	71	84	100.0%	.	.

Q5_Oth. During the planning process of a construction project how would you prefer to provide input to ITD? Please rank your top three methods from the following list: Other

Q5_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Social media	1	4	68.7%	0.0%	100.0%
Face to face conversations	1	2	31.3%	0.0%	100.0%
Total	2	6	100.0%	.	.

Q6. In the past year, have you used the department's 511 Traveler Information Services to obtain information about Idaho road conditions?

Q6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	54	54	33.4%	23.4%	43.5%
No	106	105	65.1%	54.9%	75.3%
Don't know	2	2	1.5%	0.0%	4.1%
Total	162	162	100.0%	.	.

Q7_1. Which of the following 511 Traveler Information services have you used?: 511 full website

Q7_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	22	14	25.3%	11.8%	38.8%
Yes	32	40	74.7%	61.2%	88.2%
Total	54	54	100.0%	.	.

Q7_2. Which of the following 511 Traveler Information services have you used?: 511 phone line

Q7_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	30	34	62.5%	45.4%	79.7%
Yes	24	20	37.5%	20.3%	54.6%
Total	54	54	100.0%	.	.

Q7_3. Which of the following 511 Traveler Information services have you used?: 511 smartphone or mobile device app

Q7_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	43	46	85.2%	74.1%	96.3%
Yes	11	8	14.8%	3.7%	25.9%
Total	54	54	100.0%	.	.

Q7_4. Which of the following 511 Traveler Information services have you used?: Don't know

Q7_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	54	54	100.0%	100.0%	100.0%
Total	54	54	100.0%	.	.

Q7_5. Which of the following 511 Traveler Information services have you used?: Refused

Q7_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	54	54	100.0%	100.0%	100.0%
Total	54	54	100.0%	.	.

Q8. How easy or difficult is it to obtain information you want through the 511 Traveler Information Services?

Q8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Very easy	19	23	43.1%	24.2%	62.1%
Somewhat easy	30	27	49.0%	30.5%	67.5%
Somewhat difficult	3	3	6.2%	0.0%	14.7%
Don't know	2	1	1.6%	0.0%	4.2%
Total	54	54	100.0%	.	.

Q9_1. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Altered departure time

Q9_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	30	27	49.4%	30.8%	67.9%
Yes	24	27	50.6%	32.1%	69.2%
Total	54	54	100.0%	.	.

Q9_2. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Altered travel route

Q9_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	35	39	71.2%	54.9%	87.6%
Yes	19	16	28.8%	12.4%	45.1%
Total	54	54	100.0%	.	.

Q9_3. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Cancelled trip

Q9_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	39	37	69.0%	51.1%	87.0%
Yes	15	17	31.0%	13.0%	48.9%
Total	54	54	100.0%	.	.

Q9_4. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Have never changed plans

Q9_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	40	41	75.7%	60.6%	90.9%
Yes	14	13	24.3%	9.1%	39.4%
Total	54	54	100.0%	.	.

Q9_5. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Don't know

Q9_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	53	52	96.1%	88.3%	100.0%
Yes	1	2	3.9%	0.0%	11.7%
Total	54	54	100.0%	.	.

Q9_6. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Refused

Q9_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	53	54	99.5%	98.3%	100.0%
Yes	1	0	0.5%	0.0%	1.7%
Total	54	54	100.0%	.	.

Q10. Prior to this survey, were you aware of the Idaho Transportation Department's 511 Traveler Information Services which provide information about highway construction, weather conditions, road closures, amber alerts, and public transportation services in your area?

Q10 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	43	64	59.2%	46.5%	71.9%
No	64	44	40.7%	28.1%	53.4%
Don't know	1	0	0.1%	0.0%	0.2%
Total	108	108	100.0%	.	.

Q11. Now that you're aware of the 511 services, how likely are you to use the system in the next year?

Q11 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Very likely	19	9	20.2%	7.7%	32.7%
Likely	28	25	56.8%	39.6%	74.1%
Unlikely	11	6	13.2%	1.7%	24.8%
Very unlikely	6	4	9.7%	0.3%	19.2%
Total	64	44	100.0%	.	.

Q12_1. How would you prefer to receive 511 information? Please rank your top three methods from the following list: Rank 1

Q12_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
511 telephone service	27	27	16.5%	8.2%	24.8%
511 website	21	21	13.0%	5.8%	20.2%
Mobile phone app	23	19	11.9%	5.2%	18.6%
Television or public access station	32	25	15.7%	8.9%	22.4%
E-mail and/or text alerts	24	33	20.4%	11.3%	29.5%
Social networking sites such as Twitter and Facebook	32	34	21.3%	11.9%	30.6%
Don't know	3	2	1.3%	0.0%	3.3%
Total	162	162	100.0%	.	.

Q12_2. How would you prefer to receive 511 information? Please rank your top three methods from the following list: Rank 2

Q12_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
511 telephone service	20	23	19.8%	8.8%	30.8%
511 website	12	6	5.5%	0.7%	10.2%
Mobile phone app	19	22	19.2%	7.8%	30.6%
Television or public access station	21	33	28.7%	15.7%	41.7%
E-mail and/or text alerts	16	15	12.7%	5.1%	20.3%
Social networking sites such as Twitter and Facebook	17	16	14.1%	6.1%	22.2%
Total	105	115	100.0%	.	.

Q12_3. How would you prefer to receive 511 information? Please rank your top three methods from the following list: Rank 3

Q12_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
511 telephone service	12	16	20.7%	7.7%	33.6%
511 website	12	19	24.1%	9.0%	39.2%
Mobile phone app	6	9	11.7%	1.5%	21.9%
Television or public access station	9	17	22.3%	5.3%	39.2%
E-mail and/or text alerts	6	4	4.8%	0.0%	10.7%
Social networking sites such as Twitter and Facebook	13	13	16.4%	5.2%	27.6%
Total	58	78	100.0%	.	.

Q13_1. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Radio

Q13_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	109	100	61.8%	51.0%	72.5%
Yes	53	62	38.2%	27.5%	49.0%
Total	162	162	100.0%	.	.

Q13_2. How do you currently receive information about the Idaho Transportation Department’s activities and services? Please select all that apply from the following list: Newspaper

Q13_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	96	111	68.6%	59.3%	77.9%
Yes	66	51	31.4%	22.1%	40.7%
Total	162	162	100.0%	.	.

Q13_3. How do you currently receive information about the Idaho Transportation Department’s activities and services? Please select all that apply from the following list: Internet/ITD Website

Q13_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	117	108	66.4%	56.0%	76.8%
Yes	45	54	33.6%	23.2%	44.0%
Total	162	162	100.0%	.	.

Q13_4. How do you currently receive information about the Idaho Transportation Department’s activities and services? Please select all that apply from the following list: Electronic signs or reader boards along the highway

Q13_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	55	59	36.6%	25.8%	47.4%
Yes	107	103	63.4%	52.6%	74.2%
Total	162	162	100.0%	.	.

Q13_5. How do you currently receive information about the Idaho Transportation Department’s activities and services? Please select all that apply from the following list: Information centers at parks or rest areas

Q13_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	140	146	90.1%	84.7%	95.6%
Yes	22	16	9.9%	4.4%	15.3%
Total	162	162	100.0%	.	.

Q13_6. How do you currently receive information about the Idaho Transportation Department’s activities and services? Please select all that apply from the following list: The 511 Traveler Information System

Q13_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	120	124	76.5%	68.0%	84.9%
Yes	42	38	23.5%	15.1%	32.0%
Total	162	162	100.0%	.	.

Q13_7. How do you currently receive information about the Idaho Transportation Department’s activities and services? Please select all that apply from the following list: You do not currently receive information

Q13_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	135	133	82.2%	73.4%	91.0%
Yes	27	29	17.8%	9.0%	26.6%
Total	162	162	100.0%	.	.

Q13_8. How do you currently receive information about the Idaho Transportation Department’s activities and services? Please select all that apply from the following list: Other (please specify)

Q13_8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	144	147	90.8%	84.9%	96.6%
Yes	18	15	9.2%	3.4%	15.1%
Total	162	162	100.0%	.	.

Q13_9. How do you currently receive information about the Idaho Transportation Department’s activities and services? Please select all that apply from the following list: Don’t know

Q13_9 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	162	162	100.0%	100.0%	100.0%
Total	162	162	100.0%	.	.

Q13_10. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Refused

Q13_10 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	162	162	100.0%	100.0%	100.0%
Total	162	162	100.0%	.	.

Q13_Oth. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Other

Q13_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Television	13	8	51.9%	15.4%	88.4%
Word of mouth	1	0	2.5%	0.0%	8.1%
News	1	2	13.7%	0.0%	40.9%
Telephone call	1	0	2.5%	0.0%	8.1%
Texting	1	2	14.7%	0.0%	43.5%
Mail	1	2	14.7%	0.0%	43.5%
Total	18	15	100.0%	.	.

Q14_1. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Television

Q14_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	41	45	27.5%	17.5%	37.5%
Yes	121	117	72.5%	62.5%	82.5%
Total	162	162	100.0%	.	.

Q14_2. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Radio

Q14_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	47	42	25.8%	16.7%	34.9%
Yes	115	120	74.2%	65.1%	83.3%
Total	162	162	100.0%	.	.

Q14_3. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Newspaper

Q14_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	56	68	41.8%	30.9%	52.6%
Yes	106	94	58.2%	47.4%	69.1%
Total	162	162	100.0%	.	.

Q14_4. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Survey

Q14_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	108	98	60.7%	49.7%	71.7%
Yes	54	64	39.3%	28.3%	50.3%
Total	162	162	100.0%	.	.

Q14_5. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Internet

Q14_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	66	49	30.3%	20.9%	39.8%
Yes	96	113	69.7%	60.2%	79.1%
Total	162	162	100.0%	.	.

Q14_6. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Electronic signs or reader boards along the highway

Q14_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	8	10	6.2%	0.0%	12.4%
Yes	154	152	93.8%	87.6%	100.0%
Total	162	162	100.0%	.	.

Q14_7. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: The 511 Traveler Information System

Q14_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	47	50	30.8%	20.8%	40.9%
Yes	115	112	69.2%	59.1%	79.2%
Total	162	162	100.0%	.	.

Q14_8. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: In-person visit to ITD visit

Q14_8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	151	147	90.5%	82.7%	98.4%
Yes	11	15	9.5%	1.6%	17.3%
Total	162	162	100.0%	.	.

Q14_9. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Social media websites such as Facebook or Twitter

Q14_9 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	108	88	54.2%	43.2%	65.2%
Yes	54	74	45.8%	34.8%	56.8%
Total	162	162	100.0%	.	.

Q14_10. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Other

Q14_10 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	160	160	98.5%	95.9%	100.0%
Yes	2	2	1.5%	0.0%	4.1%
Total	162	162	100.0%	.	.

Q14_11. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Don't know

Q14_11 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	162	162	100.0%	100.0%	100.0%
Total	162	162	100.0%	.	.

Q14_12. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Refused

Q14_12 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	162	162	100.0%	100.0%	100.0%
Total	162	162	100.0%	.	.

Q14_Oth. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Other open response

Q14_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Texting	1	0	100.0%	.	.
Total	1	0	100.0%	.	.

Q15. In the last year, have you accessed the Idaho Transportation Department's website, itd.idaho.gov?

Q15 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	47	54	33.4%	23.2%	43.6%
No	114	107	66.0%	55.8%	76.2%
Don't know	1	1	0.5%	0.0%	1.6%
Total	162	162	100.0%	.	.

Q16_1. What was your purpose in accessing ITDs website? Please select all that apply: Highway project information

Q16_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	36	40	73.5%	56.7%	90.2%
Yes	11	14	26.5%	9.8%	43.3%
Total	47	54	100.0%	.	.

Q16_2. What was your purpose in accessing ITDs website? Please select all that apply: Driving or road conditions

Q16_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	16	16	28.9%	12.8%	45.1%
Yes	31	38	71.1%	54.9%	87.2%
Total	47	54	100.0%	.	.

Q16_3. What was your purpose in accessing ITDs website? Please select all that apply: Driver licensing, vehicle licensing or registration

Q16_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	24	30	55.3%	36.7%	73.9%
Yes	23	24	44.7%	26.1%	63.3%
Total	47	54	100.0%	.	.

Q16_4. What was your purpose in accessing ITDs website? Please select all that apply: General ITD news

Q16_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	39	42	77.8%	62.4%	93.2%
Yes	8	12	22.2%	6.8%	37.6%
Total	47	54	100.0%	.	.

Q16_5. What was your purpose in accessing ITDs website? Please select all that apply: Other (please specify)

Q16_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	45	52	95.5%	87.6%	100.0%
Yes	2	2	4.5%	0.0%	12.4%
Total	47	54	100.0%	.	.

Q16_6. What was your purpose in accessing ITDs website? Please select all that apply: Don't know

Q16_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	47	54	100.0%	100.0%	100.0%
Total	47	54	100.0%	.	.

Q16_7. What was your purpose in accessing ITDs website? Please select all that apply: Refused

Q16_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	47	54	100.0%	100.0%	100.0%
Total	47	54	100.0%	.	.

Q16_Oth. What was your purpose in accessing ITDs website? Please select all that apply: Other open response

Q16_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Construction and permits	1	2	100.0%	.	.
Total	1	2	100.0%	.	.

Q17. Based on the time it took you, how easy or difficult was it to find the information you wanted on the website?

Q17 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Very easy	20	26	48.2%	29.1%	67.4%
Somewhat easy	22	24	44.6%	25.8%	63.3%
Somewhat difficult	4	4	7.0%	0.0%	15.1%
Don't know	1	0	0.3%	0.0%	0.9%
Total	47	54	100.0%	.	.

Q18. Do you use social media, such as Facebook, Twitter, Instagram, YouTube, etc.?

Q18 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	84	98	60.3%	50.1%	70.4%
No	78	64	39.7%	29.6%	49.9%
Total	162	162	100.0%	.	.

Q19_1. Which of the following social media platforms do you prefer for learning about ITDs programs or services? Please rank your top three platforms from the following list: Rank 1

Q19_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Facebook	71	83	84.9%	74.0%	95.9%
Youtube	6	11	11.0%	0.6%	21.4%
No preference	6	4	3.8%	0.0%	7.9%
Don't know	1	0	0.3%	0.0%	0.9%
Total	84	98	100.0%	.	.

Q19_2. Which of the following social media platforms do you prefer for learning about ITDs programs or services? Please rank your top three platforms from the following list: Rank 2

Q19_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Facebook	5	9	17.0%	0.0%	35.5%
Twitter	5	5	9.9%	0.0%	21.7%
Youtube	14	25	48.8%	25.4%	72.1%
Snapchat	1	4	8.6%	0.0%	25.3%
Instagram	5	5	10.2%	0.0%	21.4%
No preference	3	3	5.5%	0.0%	14.1%
Total	33	51	100.0%	.	.

Q19_3. Which of the following social media platforms do you prefer for learning about ITDs programs or services? Please rank your top three platforms from the following list: Rank 3

Q19_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Twitter	5	12	34.6%	2.9%	66.3%
Youtube	1	2	6.2%	0.0%	19.4%
Snapchat	2	9	24.6%	0.0%	56.1%
Instagram	5	6	17.5%	0.0%	37.7%
Other (please specify)	3	4	12.5%	0.0%	30.6%
No preference	1	2	4.6%	0.0%	14.6%
Total	17	36	100.0%	.	.

Q19_Oth. Which of the following social media platforms do you prefer for learning about ITDs programs or services? Please rank your top three platforms from the following list: Other

Q19_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
LinkedIn	1	2	100.0%	.	.
Total	1	2	100.0%	.	.

Q20. In the last six months, have you received information from ITD on social media?

Q20 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	7	8	8.3%	0.5%	16.0%
No	75	88	90.2%	82.1%	98.4%
Don't know	2	1	1.5%	0.0%	4.3%
Total	84	98	100.0%	.	.

Q21_1. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Facebook

Q21_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	1	0	2.0%	0.0%	7.7%
Yes	6	8	98.0%	92.3%	100.0%
Total	7	8	100.0%	.	.

Q21_2. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Twitter

Q21_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	7	8	100.0%	100.0%	100.0%
Total	7	8	100.0%	.	.

Q21_3. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: YouTube

Q21_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	7	8	100.0%	100.0%	100.0%
Total	7	8	100.0%	.	.

Q21_4. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Snapchat

Q21_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	7	8	100.0%	100.0%	100.0%
Total	7	8	100.0%	.	.

Q21_5. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Instagram

Q21_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	7	8	100.0%	100.0%	100.0%
Total	7	8	100.0%	.	.

Q21_6. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Other

Q21_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	7	8	100.0%	100.0%	100.0%
Total	7	8	100.0%	.	.

Q21_7. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Don't know

Q21_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	6	8	98.0%	92.3%	100.0%
Yes	1	0	2.0%	0.0%	7.7%
Total	7	8	100.0%	.	.

Q21_8. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Refused

Q21_8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	7	8	100.0%	100.0%	100.0%
Total	7	8	100.0%	.	.

Q22. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]

Q22 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Facebook	55	78	81.4%	69.9%	93.0%
Twitter	2	3	3.5%	0.0%	8.6%
Other (please specify)	12	11	11.6%	1.1%	22.2%
Don't know	10	3	3.4%	0.6%	6.2%
Total	79	95	100.0%	.	.

Q22_Oth. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Other

Q22_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Do not use social media for news	10	5	42.1%	0.0%	92.6%
YouTube	2	6	57.9%	7.4%	100.0%
Total	12	11	100.0%	.	.

Q23. Over the last two years, have you heard or seen ITDs mission statement: Your safety, your mobility, your economic opportunity?

Q23 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	23	27	16.4%	7.6%	25.3%
No	132	130	80.3%	71.2%	89.4%
Not sure	7	5	3.3%	0.1%	6.4%
Total	162	162	100.0%	.	.

Q24_1. Where did you see or hear this message? [Ask as open ended]: Newspaper

Q24_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	18	25	92.6%	81.6%	100.0%
Yes	5	2	7.4%	0.0%	18.4%
Total	23	27	100.0%	.	.

Q24_2. Where did you see or hear this message? [Ask as open ended]: Television

Q24_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	16	21	79.5%	57.5%	100.0%
Yes	7	5	20.5%	0.0%	42.5%
Total	23	27	100.0%	.	.

Q24_3. Where did you see or hear this message? [Ask as open ended]: Social Media

Q24_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	21	26	99.1%	97.5%	100.0%
Yes	2	0	0.9%	0.0%	2.5%
Total	23	27	100.0%	.	.

Q24_4. Where did you see or hear this message? [Ask as open ended]: ITD Website

Q24_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	20	23	86.2%	69.2%	100.0%
Yes	3	4	13.8%	0.0%	30.8%
Total	23	27	100.0%	.	.

Q24_5. Where did you see or hear this message? [Ask as open ended]: Other

Q24_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	13	12	44.1%	13.4%	74.8%
Yes	10	15	55.9%	25.2%	86.6%
Total	23	27	100.0%	.	.

Q24_6. Where did you see or hear this message? [Ask as open ended]: Don't know

Q24_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	21	23	85.9%	65.7%	100.0%
Yes	2	4	14.1%	0.0%	34.3%
Total	23	27	100.0%	.	.

Q24_7. Where did you see or hear this message? [Ask as open ended]: Refused

Q24_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	23	27	100.0%	100.0%	100.0%
Total	23	27	100.0%	.	.

Q24_Oth. Where did you see or hear this message? [Ask as open ended]: Other open response

Q24_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
County commissioner's office	1	1	5.8%	0.0%	20.4%
ITD office	1	4	30.2%	0.0%	86.4%
Radio	2	4	29.7%	0.0%	85.0%
At work	1	2	13.4%	0.0%	44.4%
On the freeway	1	0	2.5%	0.0%	9.0%
In an AARP meeting	1	0	2.1%	0.0%	7.3%
At a presentation	1	1	6.0%	0.0%	20.9%
Road signs	1	0	1.0%	0.0%	3.7%
Word of mouth	1	1	9.3%	0.0%	31.8%
Total	10	15	100.0%	.	.

Q25. Idaho's transportation system provides many different options for traveling. What is your preferred way to travel?

Q25 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Driving	156	157	96.9%	94.2%	99.7%
Walking	1	1	0.4%	0.0%	1.1%
Biking	2	2	1.1%	0.0%	2.8%
Public transportation	2	2	1.3%	0.0%	3.1%
Other (please specify)	1	1	0.4%	0.0%	1.1%
Total	162	162	100.0%	.	.

Q25_Oth. Idaho's transportation system provides many different options for traveling. What is your preferred way to travel?: Other

Q25_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Airplane	1	1	100.0%	.	.
Total	1	1	100.0%	.	.

Q26. Generally, do you feel Idaho's transportation system supports your preferred way of traveling? [Ask as open-ended]

Q26 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	150	151	93.4%	88.5%	98.3%
No	11	9	5.3%	1.1%	9.5%
Don't know	1	2	1.4%	0.0%	4.0%
Total	162	162	100.0%	.	.

Q27. Over the last two years, have you seen or heard ITDs message about improving efficiency by being innovative and using continuous improvement strategies? [Ask as open-ended]

Q27 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	24	36	22.1%	12.3%	32.0%
No	135	124	76.5%	66.6%	86.4%
Don't know	3	2	1.4%	0.0%	3.2%
Total	162	162	100.0%	.	.

Q28_1. Where did you see or hear this message? [Ask as open-ended]: Newspaper

Q28_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	21	34	94.8%	87.2%	100.0%
Yes	3	2	5.2%	0.0%	12.8%
Total	24	36	100.0%	.	.

Q28_2. Where did you see or hear this message? [Ask as open-ended]: Television

Q28_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	15	25	70.8%	47.8%	93.9%
Yes	9	10	29.2%	6.1%	52.2%
Total	24	36	100.0%	.	.

Q28_3. Where did you see or hear this message? [Ask as open-ended]: Social Media

Q28_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	22	33	93.4%	80.8%	100.0%
Yes	2	2	6.6%	0.0%	19.2%
Total	24	36	100.0%	.	.

Q28_4. Where did you see or hear this message? [Ask as open-ended]: Other

Q28_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	13	13	35.7%	11.2%	60.2%
Yes	11	23	64.3%	39.8%	88.8%
Total	24	36	100.0%	.	.

Q28_5. Where did you see or hear this message? [Ask as open-ended]: Don't know

Q28_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	22	34	95.1%	85.5%	100.0%
Yes	2	2	4.9%	0.0%	14.5%
Total	24	36	100.0%	.	.

Q28_6. Where did you see or hear this message? [Ask as open-ended]: Refused

Q28_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	24	36	100.0%	100.0%	100.0%
Total	24	36	100.0%	.	.

Q28_Oth. Where did you see or hear this message? [Ask as open-ended]: Other open response

Q28_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
County commissioner's office	1	1	3.8%	0.0%	12.8%
ITD website	3	5	21.3%	0.0%	53.2%
Radio	2	9	38.5%	0.0%	82.8%
Word of mouth	3	4	18.3%	0.0%	44.1%
At work	1	2	8.6%	0.0%	28.4%
Billboard	1	2	9.5%	0.0%	31.0%
Total	11	23	100.0%	.	.

Q29. In the last year, have you received information about transportation projects and issues in Idaho?

Q29 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	38	42	26.1%	16.9%	35.3%
No	116	112	69.4%	59.8%	79.0%
Don't know	8	7	4.5%	0.6%	8.4%
Total	162	162	100.0%	.	.

Q30. How satisfied or dissatisfied are you with the information you receive about transportation projects and issues in Idaho?

Q30 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Very satisfied	5	5	11.4%	0.4%	22.4%
Somewhat satisfied	25	29	68.6%	49.9%	87.3%
Neither satisfied nor dissatisfied	7	8	19.7%	2.8%	36.5%
Very dissatisfied	1	0	0.4%	0.0%	1.1%
Total	38	42	100.0%	.	.

age. Age in categories

age Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
18-24 years old	5	22	13.6%	2.9%	24.3%
25-44 years old	30	57	35.2%	24.6%	45.7%
45-64 years old	56	53	32.7%	23.3%	42.1%
65-74 years old	45	16	9.9%	5.8%	13.9%
75 years or older	24	12	7.4%	3.3%	11.6%
Missing	2	2	1.2%	0.0%	3.0%
Total	162	162	100.0%	.	.

lic. Do you have an Idaho drivers license?

lic Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	159	160	99.4%	98.5%	100.0%
No	2	1	0.6%	0.0%	1.5%
Total	161	161	100.0%	.	.

miles. Roughly how many miles do you drive annually? [If respondent having hard time, encourage best guess]

miles Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
0 to 10000 miles	85	81	52.1%	41.0%	63.2%
10001 miles or more	70	74	47.9%	36.8%	59.0%
Total	155	155	100.0%	.	.

drive. How would you describe your primary reason for driving?

drive Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Commuting to work or school	46	67	41.2%	30.3%	52.0%
Recreation	15	5	3.3%	0.8%	5.7%
For a living (trucking, delivery, sales, etc.)	20	28	17.3%	8.2%	26.4%
Shopping/running errands	76	59	36.6%	26.6%	46.6%
I don't drive	3	2	1.5%	0.0%	3.4%
Don't know	2	0	0.2%	0.0%	0.5%
Total	162	162	100.0%	.	.

Q31_1. Would you be interested in receiving emails and/or texts from ITD on projects, services, and plans? [Ask as open-ended]: Yes, emails

Q31_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	136	139	85.9%	79.3%	92.6%
Yes	26	23	14.1%	7.4%	20.7%
Total	162	162	100.0%	.	.

Q31_2. Would you be interested in receiving emails and/or texts from ITD on projects, services, and plans? [Ask as open-ended]: Yes, texts

Q31_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	146	144	88.7%	82.1%	95.4%
Yes	16	18	11.3%	4.6%	17.9%
Total	162	162	100.0%	.	.

Q31_3. Would you be interested in receiving emails and/or texts from ITD on projects, services, and plans? [Ask as open-ended]: No

Q31_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	38	38	23.2%	14.6%	31.8%
Yes	124	124	76.8%	68.2%	85.4%
Total	162	162	100.0%	.	.

Q31_4. Would you be interested in receiving emails and/or texts from ITD on projects, services, and plans? [Ask as open-ended]: Don't know

Q31_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	161	162	99.8%	99.5%	100.0%
Yes	1	0	0.2%	0.0%	0.5%
Total	162	162	100.0%	.	.

Q31_5. Would you be interested in receiving emails and/or texts from ITD on projects, services, and plans? [Ask as open-ended]: Refused

Q31_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	162	162	100.0%	100.0%	100.0%
Total	162	162	100.0%	.	.

Q32_1. What kind of information would you like to receive in an email or text from ITD? Please say yes or no after each item: Information on construction projects in your area only

Q32_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	3	2	6.4%	0.0%	15.2%
Yes	34	35	93.6%	84.8%	100.0%
Total	37	37	100.0%	.	.

Q32_2. What kind of information would you like to receive in an email or text from ITD? Please say yes or no after each item: Information on driver licenses, vehicle licenses, or registration

Q32_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	23	23	61.0%	40.2%	81.9%
Yes	14	15	39.0%	18.1%	59.8%
Total	37	37	100.0%	.	.

Q32_3. What kind of information would you like to receive in an email or text from ITD? Please say yes or no after each item: Information on safety issues

Q32_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	9	8	21.2%	4.5%	38.0%
Yes	28	29	78.8%	62.0%	95.5%
Total	37	37	100.0%	.	.

Q32_4. What kind of information would you like to receive in an email or text from ITD? Please say yes or no after each item: Information on public transportation

Q32_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	25	26	70.5%	51.5%	89.5%
Yes	12	11	29.5%	10.5%	48.5%
Total	37	37	100.0%	.	.

**Q32_5. What kind of information would you like to receive in an email or text from ITD?
Please say yes or no after each item: Information on bicycles and pedestrians**

Q32_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	27	28	74.6%	56.3%	92.8%
Yes	10	9	25.4%	7.2%	43.7%
Total	37	37	100.0%	.	.

**Q32_6. What kind of information would you like to receive in an email or text from ITD?
Please say yes or no after each item: None of the above**

Q32_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	37	37	100.0%	100.0%	100.0%
Total	37	37	100.0%	.	.

**Q32_7. What kind of information would you like to receive in an email or text from ITD?
Please say yes or no after each item: Don't know**

Q32_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	37	37	100.0%	100.0%	100.0%
Total	37	37	100.0%	.	.

**Q32_8. What kind of information would you like to receive in an email or text from ITD?
Please say yes or no after each item: Refused**

Q32_8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	37	37	100.0%	100.0%	100.0%
Total	37	37	100.0%	.	.

Q33. If you were to receive an email or text from ITD, how often would you want to receive general information about construction in your area, traffic delays, and similar information?

Q33 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
More than once a week	2	3	7.3%	0.0%	19.0%
Once a week	5	7	18.1%	1.3%	34.9%
Every two weeks	3	2	5.6%	0.0%	13.6%
Once a month	5	5	13.0%	0.2%	25.8%
Whenever conditions change	16	15	40.2%	19.3%	61.1%
Only in really important or emergency instances	6	6	15.8%	0.0%	33.1%
Total	37	37	100.0%	.	.

Q34_1. Would you like to join a group that allows ITD to periodically ask you your opinion and preferences on their communication projects and materials [e.g. videos, brochures]? [Ask as open-ended]: Yes, email

Q34_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	145	143	88.0%	80.6%	95.5%
Yes	17	19	12.0%	4.5%	19.4%
Total	162	162	100.0%	.	.

Q34_2. Would you like to join a group that allows ITD to periodically ask you your opinion and preferences on their communication projects and materials [e.g. videos, brochures]? [Ask as open-ended]: Yes, texts

Q34_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	148	147	90.9%	85.0%	96.7%
Yes	14	15	9.1%	3.3%	15.0%
Total	162	162	100.0%	.	.

Q34_3. Would you like to join a group that allows ITD to periodically ask you your opinion and preferences on their communication projects and materials [e.g. videos, brochures]? [Ask as open-ended]: No

Q34_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	30	34	21.1%	12.1%	30.0%
Yes	132	128	78.9%	70.0%	87.9%
Total	162	162	100.0%	.	.

Q34_4. Would you like to join a group that allows ITD to periodically ask you your opinion and preferences on their communication projects and materials [e.g. videos, brochures]? [Ask as open-ended]: Don't know

Q34_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	162	162	100.0%	100.0%	100.0%
Total	162	162	100.0%	.	.

Q34_5. Would you like to join a group that allows ITD to periodically ask you your opinion and preferences on their communication projects and materials [e.g. videos, brochures]? [Ask as open-ended]: Refused

Q34_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	162	162	100.0%	100.0%	100.0%
Total	162	162	100.0%	.	.

District 6 Tabular Results

Q1. In the past year, have you seen or heard ITD messages about providing input on state highway projects?

Q1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	49	34	16.7%	10.2%	23.2%
No	151	163	80.5%	73.4%	87.6%
Don't know	3	6	2.8%	0.0%	6.1%
Total	203	203	100.0%	.	.

Q2. In the last year have you provided input to ITD by attending a public meeting or using other methods?

Q2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	6	3	1.2%	0.0%	2.9%
No	197	200	98.8%	97.1%	100.0%
Total	203	203	100.0%	.	.

Q3_1. How do you provide input? Please select all that apply from the following list: Respond to direct mail/return reply card

Q3_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	6	3	100.0%	100.0%	100.0%
Total	6	3	100.0%	.	.

Q3_2. How do you provide input? Please select all that apply from the following list: Respond to telephone survey

Q3_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	6	3	100.0%	100.0%	100.0%
Total	6	3	100.0%	.	.

Q3_3. How do you provide input? Please select all that apply from the following list: Submit comments to a website using a computer

Q3_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	5	2	84.6%	38.3%	100.0%
Yes	1	0	15.4%	0.0%	61.7%
Total	6	3	100.0%	.	.

Q3_4. How do you provide input? Please select all that apply from the following list: Submit comments to a website using a smartphone

Q3_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	5	2	95.0%	78.7%	100.0%
Yes	1	0	5.0%	0.0%	21.3%
Total	6	3	100.0%	.	.

Q3_5. How do you provide input? Please select all that apply from the following list: Smart phone apps

Q3_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	6	3	100.0%	100.0%	100.0%
Total	6	3	100.0%	.	.

Q3_6. How do you provide input? Please select all that apply from the following list: Participate in a webinar or virtual meeting

Q3_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	6	3	100.0%	100.0%	100.0%
Total	6	3	100.0%	.	.

Q3_7. How do you provide input? Please select all that apply from the following list: Comment at public meeting in person

Q3_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	3	1	23.3%	0.0%	78.6%
Yes	3	2	76.7%	21.4%	100.0%
Total	6	3	100.0%	.	.

Q3_8. How do you provide input? Please select all that apply from the following list: Participate through local advocacy group

Q3_8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	6	3	100.0%	100.0%	100.0%
Total	6	3	100.0%	.	.

Q3_9. How do you provide input? Please select all that apply from the following list: Don't Know

Q3_9 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	5	2	97.1%	87.5%	100.0%
Yes	1	0	2.9%	0.0%	12.5%
Total	6	3	100.0%	.	.

Q3_10. How do you provide input? Please select all that apply from the following list: Refused

Q3_10 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	6	3	100.0%	100.0%	100.0%
Total	6	3	100.0%	.	.

**Q4_1. During the planning process of a construction project how do you prefer to learn about its status?
Please rank your top three methods from the following list: Rank 1**

Q4_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Email	25	32	15.9%	8.3%	23.5%
Map, pictures, or graphics	29	29	14.4%	8.0%	20.8%
Websites	27	24	11.8%	5.6%	18.0%
Public meetings and/or open houses	30	31	15.6%	8.8%	22.3%
Smart phone apps	43	40	19.9%	12.2%	27.6%
Newsletters or brochures	36	39	19.7%	11.8%	27.6%
Don't know	6	5	2.7%	0.0%	5.5%
Total	196	200	100.0%	.	.

**Q4_2. During the planning process of a construction project how do you prefer to learn about its status?
Please rank your top three methods from the following list: Rank 2**

Q4_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Email	25	32	22.4%	13.1%	31.7%
Map, pictures, or graphics	31	26	18.1%	10.3%	26.0%
Websites	13	12	8.3%	1.7%	14.9%
Public meetings and/or open houses	14	24	16.7%	7.0%	26.3%
Smart phone apps	22	18	13.0%	4.9%	21.2%
Newsletters or brochures	25	30	21.5%	11.3%	31.8%
Total	130	141	100.0%	.	.

**Q4_3. During the planning process of a construction project how do you prefer to learn about its status?
Please rank your top three methods from the following list: Rank 3**

Q4_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Email	15	18	17.6%	5.8%	29.3%
Map, pictures, or graphics	11	10	9.5%	1.7%	17.4%
Websites	20	23	22.4%	11.5%	33.4%
Public meetings and/or open houses	23	27	25.9%	13.5%	38.3%
Smart phone apps	11	16	15.0%	2.9%	27.1%
Newsletters or brochures	13	10	9.5%	2.7%	16.4%
Total	93	104	100.0%	.	.

Q5_1. During the planning process of a construction project how would you prefer to provide input to ITD? Please rank your top three methods from the following list: Rank 1

Q5_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Direct mail/return reply card	35	29	14.7%	8.1%	21.4%
Email	26	30	15.3%	8.1%	22.5%
Telephone call/survey	26	29	14.8%	7.4%	22.2%
Submit comments to a website or smart phone apps	21	25	12.8%	6.2%	19.4%
Webinar or virtual meeting	29	23	11.7%	6.4%	17.1%
Public meetings	25	29	14.9%	7.6%	22.3%
As part of a local advocacy group	24	21	10.6%	4.9%	16.2%
Other (please specify)	2	2	1.0%	0.0%	2.9%
Don't know	6	8	4.1%	0.3%	7.8%
Total	194	194	100.0%	.	.

Q5_2. During the planning process of a construction project how would you prefer to provide input to ITD? Please rank your top three methods from the following list: Rank 2

Q5_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Direct mail/return reply card	18	14	10.3%	3.8%	16.7%
Email	14	13	10.2%	2.9%	17.4%
Telephone call/survey	18	15	11.4%	4.4%	18.5%
Submit comments to a website or smart phone apps	20	19	14.3%	6.5%	22.0%
Webinar or virtual meeting	14	11	8.3%	2.3%	14.2%
Public meetings	23	28	21.1%	11.0%	31.2%
As part of a local advocacy group	22	24	18.3%	8.1%	28.4%
Other (please specify)	4	8	6.2%	0.0%	13.0%
Total	133	132	100.0%	.	.

Q5_3. During the planning process of a construction project how would you prefer to provide input to ITD? Please rank your top three methods from the following list: Rank 3

Q5_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Direct mail/return reply card	9	13	13.4%	1.9%	24.8%
Email	14	13	13.8%	4.8%	22.8%
Telephone call/survey	6	8	8.3%	0.0%	18.1%
Submit comments to a website or smart phone apps	12	7	7.3%	1.2%	13.4%
Webinar or virtual meeting	16	17	18.1%	6.5%	29.8%
Public meetings	9	7	6.9%	1.3%	12.5%
As part of a local advocacy group	19	25	25.9%	13.4%	38.5%
Other (please specify)	7	6	6.3%	0.0%	12.7%
Total	92	96	100.0%	.	.

Q5_Oth. During the planning process of a construction project how would you prefer to provide input to ITD? Please rank your top three methods from the following list: Other

Q5_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Letter	1	0	1.2%	0.0%	5.4%
Online survey	1	2	38.9%	0.0%	100.0%
Social media	1	0	6.2%	0.0%	27.2%
Texting	2	3	53.7%	0.0%	100.0%
Total	5	6	100.0%	.	.

Q6. In the past year, have you used the departments 511 Traveler Information Services to obtain information about Idaho road conditions?

Q6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	81	80	39.3%	30.1%	48.5%
No	121	119	58.5%	49.1%	67.9%
Don't know	1	4	2.2%	0.0%	6.4%
Total	203	203	100.0%	.	.

Q7_1. Which of the following 511 Traveler Information services have you used?: 511 full website

Q7_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	24	33	41.3%	26.5%	56.1%
Yes	57	47	58.7%	43.9%	73.5%
Total	81	80	100.0%	.	.

Q7_2. Which of the following 511 Traveler Information services have you used?: 511 phone line

Q7_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	48	40	50.0%	35.2%	64.8%
Yes	33	40	50.0%	35.2%	64.8%
Total	81	80	100.0%	.	.

Q7_3. Which of the following 511 Traveler Information services have you used?: 511 smartphone or mobile device app

Q7_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	60	60	75.0%	62.9%	87.1%
Yes	21	20	25.0%	12.9%	37.1%
Total	81	80	100.0%	.	.

Q7_4. Which of the following 511 Traveler Information services have you used?: Don't know

Q7_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	80	76	95.6%	87.1%	100.0%
Yes	1	3	4.4%	0.0%	12.9%
Total	81	80	100.0%	.	.

Q7_5. Which of the following 511 Traveler Information services have you used?: Refused

Q7_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	81	80	100.0%	100.0%	100.0%
Total	81	80	100.0%	.	.

Q8. How easy or difficult is it to obtain information you want through the 511 Traveler Information Services?

Q8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Very easy	40	39	49.0%	34.2%	63.8%
Somewhat easy	35	34	42.6%	28.1%	57.2%
Somewhat difficult	6	7	8.4%	0.0%	16.7%
Total	81	80	100.0%	.	.

Q9_1. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Altered departure time

Q9_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	32	32	39.8%	25.1%	54.5%
Yes	49	48	60.2%	45.5%	74.9%
Total	81	80	100.0%	.	.

Q9_2. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Altered travel route

Q9_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	39	38	47.4%	32.6%	62.1%
Yes	42	42	52.6%	37.9%	67.4%
Total	81	80	100.0%	.	.

Q9_3. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Cancelled trip

Q9_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	57	57	72.0%	58.6%	85.3%
Yes	24	22	28.0%	14.7%	41.4%
Total	81	80	100.0%	.	.

Q9_4. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Have never changed plans

Q9_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	63	60	75.4%	62.2%	88.7%
Yes	18	20	24.6%	11.3%	37.8%
Total	81	80	100.0%	.	.

Q9_5. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Don't know

Q9_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	81	80	100.0%	100.0%	100.0%
Total	81	80	100.0%	.	.

Q9_6. Have you made any of the following changes to your winter travel plans based on information provided through 511 Traveler Information Services? Please select all that apply: Refused

Q9_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	81	80	100.0%	100.0%	100.0%
Total	81	80	100.0%	.	.

Q10. Prior to this survey, were you aware of the Idaho Transportation Department's 511 Traveler Information Services which provide information about highway construction, weather conditions, road closures, amber alerts, and public transportation services in your area?

Q10 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	57	58	47.2%	34.6%	59.8%
No	65	65	52.8%	40.2%	65.4%
Total	122	123	100.0%	.	.

Q11. Now that you're aware of the 511 services, how likely are you to use the system in the next year?

Q11 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Very likely	16	17	25.8%	9.2%	42.3%
Likely	26	23	34.8%	18.8%	50.8%
Unlikely	16	16	25.1%	9.0%	41.1%
Very unlikely	7	9	14.3%	0.0%	28.8%
Total	65	65	100.0%	.	.

Q12_1. How would you prefer to receive 511 information? Please rank your top three methods from the following list: Rank 1

Q12_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
511 telephone service	42	42	20.7%	12.5%	28.9%
511 website	29	29	14.1%	7.6%	20.7%
Mobile phone app	28	26	12.8%	7.0%	18.5%
Television or public access station	32	28	13.6%	7.4%	19.7%
E-mail and/or text alerts	33	46	22.5%	13.8%	31.1%
Social networking sites such as Twitter and Facebook	39	33	16.4%	10.0%	22.7%
Total	203	203	100.0%	.	.

Q12_2. How would you prefer to receive 511 information? Please rank your top three methods from the following list: Rank 2

Q12_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
511 telephone service	27	35	23.4%	13.3%	33.5%
511 website	29	28	18.8%	9.9%	27.7%
Mobile phone app	27	31	20.8%	12.1%	29.6%
Television or public access station	24	22	14.3%	6.0%	22.6%
E-mail and/or text alerts	20	17	11.1%	4.6%	17.6%
Social networking sites such as Twitter and Facebook	17	17	11.6%	4.0%	19.2%
Total	144	151	100.0%	.	.

Q12_3. How would you prefer to receive 511 information? Please rank your top three methods from the following list: Rank 3

Q12_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
511 telephone service	10	10	9.7%	2.2%	17.2%
511 website	16	16	15.9%	6.2%	25.7%
Mobile phone app	12	10	9.7%	2.6%	16.8%
Television or public access station	21	30	29.3%	15.7%	42.9%
E-mail and/or text alerts	18	20	19.6%	8.0%	31.1%
Social networking sites such as Twitter and Facebook	16	16	15.9%	5.3%	26.4%
Total	93	103	100.0%	.	.

Q13_1. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Radio

Q13_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	141	144	71.1%	62.3%	79.8%
Yes	62	59	28.9%	20.2%	37.7%
Total	203	203	100.0%	.	.

Q13_2. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Newspaper

Q13_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	130	161	79.2%	72.5%	85.9%
Yes	73	42	20.8%	14.1%	27.5%
Total	203	203	100.0%	.	.

Q13_3. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Internet/ITD Website

Q13_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	153	145	71.4%	62.6%	80.2%
Yes	50	58	28.6%	19.8%	37.4%
Total	203	203	100.0%	.	.

Q13_4. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Electronic signs or reader boards along the highway

Q13_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	89	92	45.2%	35.7%	54.8%
Yes	114	111	54.8%	45.2%	64.3%
Total	203	203	100.0%	.	.

Q13_5. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Information centers at parks or rest areas

Q13_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	182	185	91.1%	86.2%	96.1%
Yes	21	18	8.9%	3.9%	13.8%
Total	203	203	100.0%	.	.

Q13_6. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: The 511 Traveler Information System

Q13_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	149	147	72.4%	63.7%	81.0%
Yes	54	56	27.6%	19.0%	36.3%
Total	203	203	100.0%	.	.

Q13_7. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: You do not currently receive information

Q13_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	156	135	66.7%	57.3%	76.1%
Yes	47	68	33.3%	23.9%	42.7%
Total	203	203	100.0%	.	.

Q13_8. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Other (please specify)

Q13_8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	184	189	93.3%	89.1%	97.5%
Yes	19	14	6.7%	2.5%	10.9%
Total	203	203	100.0%	.	.

Q13_9. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Don't know

Q13_9 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	203	203	100.0%	100.0%	100.0%
Total	203	203	100.0%	.	.

Q13_10. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Refused

Q13_10 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	202	202	99.6%	98.7%	100.0%
Yes	1	1	0.4%	0.0%	1.3%
Total	203	203	100.0%	.	.

Q13_Oth. How do you currently receive information about the Idaho Transportation Department's activities and services? Please select all that apply from the following list: Other

Q13_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Google maps (it shows road conditions)	1	2	14.7%	0.0%	43.6%
Mail	2	3	25.6%	0.0%	60.1%
Television	11	5	38.9%	3.2%	74.5%
Television News	2	2	18.4%	0.0%	44.7%
Social Media	1	0	2.0%	0.0%	6.4%
Word of mouth	1	0	0.5%	0.0%	1.8%
Total	18	13	100.0%	.	.

Q14_1. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Television

Q14_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	68	77	37.9%	28.6%	47.2%
Yes	135	126	62.1%	52.8%	71.4%
Total	203	203	100.0%	.	.

Q14_2. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Radio

Q14_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	72	66	32.4%	23.6%	41.1%
Yes	131	137	67.6%	58.9%	76.4%
Total	203	203	100.0%	.	.

Q14_3. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Newspaper

Q14_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	95	130	63.8%	55.0%	72.6%
Yes	108	73	36.2%	27.4%	45.0%
Total	203	203	100.0%	.	.

Q14_4. What method(s) do you prefer to obtain information about the Idaho Transportation Departments activities and services? Please say yes or no after each option: Survey

Q14_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	151	151	74.3%	66.0%	82.7%
Yes	52	52	25.7%	17.3%	34.0%
Total	203	203	100.0%	.	.

Q14_5. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Internet

Q14_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	57	37	18.1%	11.7%	24.4%
Yes	146	166	81.9%	75.6%	88.3%
Total	203	203	100.0%	.	.

Q14_6. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Electronic signs or reader boards along the highway

Q14_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	19	14	6.9%	2.8%	11.0%
Yes	184	189	93.1%	89.0%	97.2%
Total	203	203	100.0%	.	.

Q14_7. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: The 511 Traveler Information System

Q14_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	52	57	28.1%	19.2%	36.9%
Yes	151	146	71.9%	63.1%	80.8%
Total	203	203	100.0%	.	.

Q14_8. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: In-person visit to ITD visit

Q14_8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	182	180	88.7%	82.3%	95.2%
Yes	21	23	11.3%	4.8%	17.7%
Total	203	203	100.0%	.	.

Q14_9. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Social media websites such as Facebook or Twitter

Q14_9 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	123	93	46.0%	36.6%	55.4%
Yes	80	110	54.0%	44.6%	63.4%
Total	203	203	100.0%	.	.

Q14_10. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Other

Q14_10 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	199	199	98.1%	94.7%	100.0%
Yes	4	4	1.9%	0.0%	5.3%
Total	203	203	100.0%	.	.

Q14_11. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Don't know

Q14_11 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	203	203	100.0%	100.0%	100.0%
Total	203	203	100.0%	.	.

Q14_12. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Refused

Q14_12 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	203	203	100.0%	100.0%	100.0%
Total	203	203	100.0%	.	.

Q14_Oth. What method(s) do you prefer to obtain information about the Idaho Transportation Department's activities and services? Please say yes or no after each option: Other open response

Q14_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Word of mouth	1	0	100.0%	.	.
Total	1	0	100.0%	.	.

Q15. In the last year, have you accessed the Idaho Transportation Department's website, itd.idaho.gov?

Q15 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	69	68	33.6%	24.5%	42.6%
No	129	131	64.7%	55.6%	73.9%
Don't know	5	3	1.7%	0.0%	4.1%
Total	203	203	100.0%	.	.

Q16_1. What was your purpose in accessing ITDs website? Please select all that apply: Highway project information

Q16_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	44	49	71.2%	56.4%	86.1%
Yes	25	20	28.8%	13.9%	43.6%
Total	69	68	100.0%	.	.

Q16_2. What was your purpose in accessing ITDs website? Please select all that apply: Driving or road conditions

Q16_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	18	17	25.5%	10.8%	40.2%
Yes	51	51	74.5%	59.8%	89.2%
Total	69	68	100.0%	.	.

Q16_3. What was your purpose in accessing ITDs website? Please select all that apply: Driver licensing, vehicle licensing or registration

Q16_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	38	37	53.8%	37.1%	70.5%
Yes	31	31	46.2%	29.5%	62.9%
Total	69	68	100.0%	.	.

Q16_4. What was your purpose in accessing ITDs website? Please select all that apply: General ITD news

Q16_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	63	64	93.9%	87.0%	100.0%
Yes	6	4	6.1%	0.0%	13.0%
Total	69	68	100.0%	.	.

Q16_5. What was your purpose in accessing ITDs website? Please select all that apply: Other (please specify)

Q16_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	66	63	92.7%	80.3%	100.0%
Yes	3	5	7.3%	0.0%	19.7%
Total	69	68	100.0%	.	.

Q16_6. What was your purpose in accessing ITDs website? Please select all that apply: Don't know

Q16_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	69	68	100.0%	100.0%	100.0%
Total	69	68	100.0%	.	.

Q16_7. What was your purpose in accessing ITDs website? Please select all that apply: Refused

Q16_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	69	68	100.0%	100.0%	100.0%
Total	69	68	100.0%	.	.

**Q16_Oth. What was your purpose in accessing ITDs website? Please select all that apply:
Other open response**

Q16_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Bike and pedestrian information	1	4	88.3%	20.4%	100.0%
Future construction projects	1	0	7.7%	0.0%	59.9%
Trailer regulation information	1	0	4.0%	0.0%	31.3%
Total	3	5	100.0%	.	.

Q17. Based on the time it took you, how easy or difficult was it to find the information you wanted on the website?

Q17 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Very easy	33	36	53.1%	36.3%	69.9%
Somewhat easy	29	27	39.8%	23.2%	56.4%
Somewhat difficult	7	5	7.1%	0.0%	14.4%
Total	69	68	100.0%	.	.

Q18. Do you use social media, such as Facebook, Twitter, Instagram, YouTube, etc.?

Q18 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	128	150	74.0%	66.2%	81.7%
No	75	53	26.0%	18.3%	33.8%
Total	203	203	100.0%	.	.

Q19_1. Which of the following social media platforms do you prefer for learning about ITDs programs or services? Please rank your top three platforms from the following list: Rank 1

Q19_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Facebook	99	105	70.5%	59.4%	81.6%
Twitter	1	2	1.1%	0.0%	3.2%
Youtube	7	12	8.2%	1.5%	15.0%
Snapchat	2	6	4.1%	0.0%	10.3%
Instagram	4	9	5.8%	0.0%	11.8%
Other (please specify)	1	0	0.2%	0.0%	0.5%
No preference	10	11	7.6%	1.4%	13.8%
Don't know	3	4	2.6%	0.0%	5.9%
Total	127	149	100.0%	.	.

Q19_2. Which of the following social media platforms do you prefer for learning about ITDs programs or services? Please rank your top three platforms from the following list: Rank 2

Q19_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Facebook	4	5	5.9%	0.0%	12.1%
Twitter	13	20	22.8%	8.3%	37.3%
Youtube	14	22	25.4%	10.1%	40.7%
Snapchat	5	9	10.4%	0.0%	22.0%
Instagram	15	22	25.9%	11.7%	40.1%
Other (please specify)	2	4	4.3%	0.0%	10.4%
No preference	2	5	5.3%	0.0%	12.6%
Total	55	86	100.0%	.	.

Q19_3. Which of the following social media platforms do you prefer for learning about ITDs programs or services? Please rank your top three platforms from the following list: Rank 3

Q19_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Facebook	4	12	26.6%	2.2%	50.9%
Twitter	3	4	8.7%	0.0%	24.1%
Youtube	4	7	14.4%	0.0%	30.7%
Snapchat	6	10	20.9%	1.0%	40.9%
Instagram	3	6	12.7%	0.0%	32.1%
Other (please specify)	3	4	9.4%	0.0%	22.3%
No preference	2	3	7.2%	0.0%	18.7%
Total	25	46	100.0%	.	.

Q19_Oth. Which of the following social media platforms do you prefer for learning about ITDs programs or services? Please rank your top three platforms from the following list: Other

Q19_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Pinterest	1	0	100.0%	.	.
Total	1	0	100.0%	.	.

Q20. In the last six months, have you received information from ITD on social media?

Q20 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	13	11	7.5%	1.7%	13.2%
No	112	135	89.9%	83.2%	96.5%
Don't know	3	4	2.7%	0.0%	6.2%
Total	128	150	100.0%	.	.

Q21_1. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Facebook

Q21_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	1	0	1.3%	0.0%	4.4%
Yes	12	11	98.7%	95.6%	100.0%
Total	13	11	100.0%	.	.

Q21_2. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Twitter

Q21_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	11	11	95.8%	88.4%	100.0%
Yes	2	0	4.2%	0.0%	11.6%
Total	13	11	100.0%	.	.

Q21_3. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Youtube

Q21_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	12	11	98.1%	93.4%	100.0%
Yes	1	0	1.9%	0.0%	6.6%
Total	13	11	100.0%	.	.

Q21_4. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Snapchat

Q21_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	13	11	100.0%	100.0%	100.0%
Total	13	11	100.0%	.	.

Q21_5. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Instagram

Q21_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	13	11	100.0%	100.0%	100.0%
Total	13	11	100.0%	.	.

**Q21_6. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]:
Other**

Q21_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	13	11	100.0%	100.0%	100.0%
Total	13	11	100.0%	.	.

**Q21_7. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]:
Don't know**

Q21_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	12	11	98.7%	95.6%	100.0%
Yes	1	0	1.3%	0.0%	4.4%
Total	13	11	100.0%	.	.

**Q21_8. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]:
Refused**

Q21_8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	13	11	100.0%	100.0%	100.0%
Total	13	11	100.0%	.	.

Q22. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]

Q22 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Facebook	86	101	69.7%	59.2%	80.2%
Twitter	2	0	0.3%	0.0%	0.7%
Other (please specify)	21	26	18.3%	9.7%	26.9%
Don't know	15	17	11.7%	4.2%	19.2%
Total	124	145	100.0%	.	.

Q22_Oth. Which social-media platform do you MOST OFTEN turn to for news? [Ask as open-ended]: Other

Q22_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Do not use social media for news	17	20	74.9%	48.9%	100.0%
YouTube	3	7	25.1%	0.0%	51.1%
Total	20	26	100.0%	.	.

Q23. Over the last two years, have you heard or seen ITDs mission statement: Your safety, your mobility, your economic opportunity?

Q23 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	17	14	6.7%	2.3%	11.1%
No	176	183	90.4%	85.2%	95.5%
Not sure	9	6	2.9%	0.1%	5.8%
Total	202	203	100.0%	.	.

Q24_1. Where did you see or hear this message? [Ask as open ended]: Newspaper

Q24_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	14	13	97.5%	93.7%	100.0%
Yes	3	0	2.5%	0.0%	6.3%
Total	17	14	100.0%	.	.

Q24_2. Where did you see or hear this message? [Ask as open ended]: Television

Q24_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	13	10	72.9%	39.4%	100.0%
Yes	4	4	27.1%	0.0%	60.6%
Total	17	14	100.0%	.	.

Q24_3. Where did you see or hear this message? [Ask as open ended]: Social Media

Q24_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	15	12	85.3%	59.3%	100.0%
Yes	2	2	14.7%	0.0%	40.7%
Total	17	14	100.0%	.	.

Q24_4. Where did you see or hear this message? [Ask as open ended]: ITD Website

Q24_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	12	9	64.6%	28.4%	100.0%
Yes	5	5	35.4%	0.0%	71.6%
Total	17	14	100.0%	.	.

Q24_5. Where did you see or hear this message? [Ask as open ended]: Other

Q24_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	13	11	83.5%	61.0%	100.0%
Yes	4	2	16.5%	0.0%	39.0%
Total	17	14	100.0%	.	.

Q24_6. Where did you see or hear this message? [Ask as open ended]: Don't know

Q24_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	16	11	82.5%	49.1%	100.0%
Yes	1	2	17.5%	0.0%	50.9%
Total	17	14	100.0%	.	.

Q24_7. Where did you see or hear this message? [Ask as open ended]: Refused

Q24_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	17	14	100.0%	100.0%	100.0%
Total	17	14	100.0%	.	.

Q24_Oth. Where did you see or hear this message? [Ask as open ended]: Other open response

Q24_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Road signs	1	1	26.1%	0.0%	100.0%
Billboard	3	2	73.9%	0.0%	100.0%
Total	4	2	100.0%	.	.

Q25. Idahos transportation system provides many different options for traveling. What is your preferred way to travel?

Q25 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Driving	191	184	91.1%	84.9%	97.3%
Walking	1	2	0.8%	0.0%	2.5%
Biking	1	2	1.2%	0.0%	3.5%
Public transportation	6	10	5.1%	0.0%	10.4%
Other (please specify)	3	4	1.8%	0.0%	4.1%
Total	202	203	100.0%	.	.

Q25_Oth. Idahos transportation system provides many different options for traveling. What is your preferred way to travel?: Other

Q25_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Airplane	1	0	2.6%	0.0%	18.8%
Driven by another person	1	2	44.8%	0.0%	100.0%
Longboarding	1	2	52.7%	0.0%	100.0%
Total	3	4	100.0%	.	.

Q26. Generally, do you feel Idaho's transportation system supports your preferred way of traveling? [Ask as open-ended]

Q26 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	190	189	93.2%	88.6%	97.9%
No	10	9	4.5%	0.9%	8.2%
Don't know	3	5	2.3%	0.0%	5.3%
Total	203	203	100.0%	.	.

Q27. Over the last two years, have you seen or heard ITDs message about improving efficiency by being innovative and using continuous improvement strategies? [Ask as open-ended]

Q27 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	29	25	12.2%	6.2%	18.1%
No	168	174	85.5%	79.0%	92.0%
Don't know	6	5	2.3%	0.0%	5.2%
Total	203	203	100.0%	.	.

Q28_1. Where did you see or hear this message? [Ask as open-ended]: Newspaper

Q28_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	25	22	89.6%	76.3%	100.0%
Yes	4	3	10.4%	0.0%	23.7%
Total	29	25	100.0%	.	.

Q28_2. Where did you see or hear this message? [Ask as open-ended]: Television

Q28_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	14	13	53.0%	25.5%	80.5%
Yes	15	12	47.0%	19.5%	74.5%
Total	29	25	100.0%	.	.

Q28_3. Where did you see or hear this message? [Ask as open-ended]: Social Media

Q28_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	28	24	98.9%	96.5%	100.0%
Yes	1	0	1.1%	0.0%	3.5%
Total	29	25	100.0%	.	.

Q28_4. Where did you see or hear this message? [Ask as open-ended]: Other

Q28_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	19	14	57.6%	30.7%	84.5%
Yes	10	10	42.4%	15.5%	69.3%
Total	29	25	100.0%	.	.

Q28_5. Where did you see or hear this message? [Ask as open-ended]: Don't know

Q28_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	28	24	99.2%	97.5%	100.0%
Yes	1	0	0.8%	0.0%	2.5%
Total	29	25	100.0%	.	.

Q28_6. Where did you see or hear this message? [Ask as open-ended]: Refused

Q28_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	29	25	100.0%	100.0%	100.0%
Total	29	25	100.0%	.	.

Q28_Oth. Where did you see or hear this message? [Ask as open-ended]: Other open response

Q28_Oth Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Bulletins near construction site	1	0	2.4%	0.0%	8.4%
ITD website	2	4	37.2%	0.0%	84.7%
Internet-generally	1	0	2.4%	0.0%	8.4%
Radio	2	0	4.6%	0.0%	13.4%
Word of mouth	2	2	18.7%	0.0%	49.3%
Billboard	1	1	12.1%	0.0%	39.5%
Road sign	1	2	22.6%	0.0%	67.9%
Total	10	10	100.0%	.	.

Q29. In the last year, have you received information about transportation projects and issues in Idaho?

Q29 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	42	34	16.6%	9.4%	23.9%
No	158	167	82.1%	74.6%	89.5%
Don't know	3	3	1.3%	0.0%	3.4%
Total	203	203	100.0%	.	.

Q30. How satisfied or dissatisfied are you with the information you receive about transportation projects and issues in Idaho?

Q30 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Very satisfied	10	7	19.4%	3.6%	35.2%
Somewhat satisfied	21	20	59.4%	35.0%	83.8%
Neither satisfied nor dissatisfied	8	7	19.6%	0.0%	43.1%
Somewhat dissatisfied	3	1	1.6%	0.0%	3.7%
Total	42	34	100.0%	.	.

age. Age in categories

age Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
18-24 years old	12	35	17.2%	8.0%	26.5%
25-44 years old	54	71	35.0%	26.0%	44.0%
45-64 years old	70	61	30.0%	21.9%	38.2%
65-74 years old	42	18	8.9%	4.8%	12.9%
75 years or older	20	13	6.4%	2.1%	10.7%
Missing	5	5	2.5%	0.0%	5.3%
Total	203	203	100.0%	.	.

lic. Do you have an Idaho drivers license?

lic Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Yes	191	186	91.5%	85.2%	97.8%
No	12	17	8.5%	2.2%	14.8%
Total	203	203	100.0%	.	.

miles. Roughly how many miles do you drive annually? [If respondent having hard time, encourage best guess]

miles Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
0 to 10000 miles	84	80	42.4%	32.6%	52.3%
10001 miles or more	109	109	57.6%	47.7%	67.4%
Total	193	189	100.0%	.	.

drive. How would you describe your primary reason for driving?

drive Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
Commuting to work or school	79	90	44.3%	34.7%	53.8%
Recreation	30	35	17.3%	9.7%	24.8%
For a living (trucking, delivery, sales, etc.)	22	21	10.4%	5.1%	15.6%
Shopping/running errands	65	48	23.5%	16.1%	31.0%
I don't drive	6	8	4.2%	0.0%	8.9%
Don't know	1	1	0.4%	0.0%	1.2%
Total	203	203	100.0%	.	.

Q31_1. Would you be interested in receiving emails and/or texts from ITD on projects, services, and plans? [Ask as open-ended]: Yes, emails

Q31_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	149	162	79.8%	72.6%	86.9%
Yes	54	41	20.2%	13.1%	27.4%
Total	203	203	100.0%	.	.

Q31_2. Would you be interested in receiving emails and/or texts from ITD on projects, services, and plans? [Ask as open-ended]: Yes, texts

Q31_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	186	174	85.9%	78.4%	93.5%
Yes	17	29	14.1%	6.5%	21.6%
Total	203	203	100.0%	.	.

Q31_3. Would you be interested in receiving emails and/or texts from ITD on projects, services, and plans? [Ask as open-ended]: No

Q31_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	71	69	33.9%	24.8%	43.0%
Yes	132	134	66.1%	57.0%	75.2%
Total	203	203	100.0%	.	.

Q31_4. Would you be interested in receiving emails and/or texts from ITD on projects, services, and plans? [Ask as open-ended]: Don't know

Q31_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	202	202	99.6%	98.8%	100.0%
Yes	1	1	0.4%	0.0%	1.2%
Total	203	203	100.0%	.	.

Q31_5. Would you be interested in receiving emails and/or texts from ITD on projects, services, and plans? [Ask as open-ended]: Refused

Q31_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	203	203	100.0%	100.0%	100.0%
Total	203	203	100.0%	.	.

Q32_1. What kind of information would you like to receive in an email or text from ITD? Please say yes or no after each item: Information on construction projects in your area only

Q32_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	5	7	11.0%	0.0%	22.8%
Yes	65	61	89.0%	77.2%	100.0%
Total	70	68	100.0%	.	.

Q32_2. What kind of information would you like to receive in an email or text from ITD? Please say yes or no after each item: Information on driver licenses, vehicle licenses, or registration

Q32_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	27	27	39.0%	22.8%	55.2%
Yes	43	41	61.0%	44.8%	77.2%
Total	70	68	100.0%	.	.

**Q32_3. What kind of information would you like to receive in an email or text from ITD?
Please say yes or no after each item: Information on safety issues**

Q32_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	14	11	15.7%	3.3%	28.1%
Yes	56	57	84.3%	71.9%	96.7%
Total	70	68	100.0%	.	.

**Q32_4. What kind of information would you like to receive in an email or text from ITD?
Please say yes or no after each item: Information on public transportation**

Q32_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	42	41	59.5%	42.6%	76.4%
Yes	28	28	40.5%	23.6%	57.4%
Total	70	68	100.0%	.	.

**Q32_5. What kind of information would you like to receive in an email or text from ITD?
Please say yes or no after each item: Information on bicycles and pedestrians**

Q32_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	36	35	51.7%	34.6%	68.8%
Yes	34	33	48.3%	31.2%	65.4%
Total	70	68	100.0%	.	.

**Q32_6. What kind of information would you like to receive in an email or text from ITD?
Please say yes or no after each item: None of the above**

Q32_6 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	70	68	100.0%	100.0%	100.0%
Total	70	68	100.0%	.	.

**Q32_7. What kind of information would you like to receive in an email or text from ITD?
Please say yes or no after each item: Don't know**

Q32_7 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	70	68	100.0%	100.0%	100.0%
Total	70	68	100.0%	.	.

**Q32_8. What kind of information would you like to receive in an email or text from ITD?
Please say yes or no after each item: Refused**

Q32_8 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	70	68	100.0%	100.0%	100.0%
Total	70	68	100.0%	.	.

Q33. If you were to receive an email or text from ITD, how often would you want to receive general information about construction in your area, traffic delays, and similar information?

Q33 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
More than once a week	3	5	7.4%	0.0%	19.7%
Once a week	9	16	23.8%	8.1%	39.6%
Every two weeks	5	2	3.4%	0.0%	8.6%
Once a month	10	7	10.5%	1.5%	19.6%
Whenever conditions change	34	24	34.8%	19.5%	50.1%
Only in really important or emergency instances	9	14	20.0%	6.1%	34.0%
Total	70	68	100.0%	.	.

Q34_1. Would you like to join a group that allows ITD to periodically ask you your opinion and preferences on their communication projects and materials [e.g. videos, brochures]? [Ask as open-ended]: Yes, email

Q34_1 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	178	183	90.2%	85.4%	95.0%
Yes	25	20	9.8%	5.0%	14.6%
Total	203	203	100.0%	.	.

Q34_2. Would you like to join a group that allows ITD to periodically ask you your opinion and preferences on their communication projects and materials [e.g. videos, brochures]? [Ask as open-ended]: Yes, texts

Q34_2 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	194	191	94.3%	88.9%	99.6%
Yes	9	12	5.7%	0.4%	11.1%
Total	203	203	100.0%	.	.

Q34_3. Would you like to join a group that allows ITD to periodically ask you your opinion and preferences on their communication projects and materials [e.g. videos, brochures]? [Ask as open-ended]: No

Q34_3 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	34	32	15.5%	8.7%	22.4%
Yes	169	171	84.5%	77.6%	91.3%
Total	203	203	100.0%	.	.

Q34_4. Would you like to join a group that allows ITD to periodically ask you your opinion and preferences on their communication projects and materials [e.g. videos, brochures]? [Ask as open-ended]: Don't know

Q34_4 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	203	203	100.0%	100.0%	100.0%
Total	203	203	100.0%	.	.

Q34_5. Would you like to join a group that allows ITD to periodically ask you your opinion and preferences on their communication projects and materials [e.g. videos, brochures]? [Ask as open-ended]: Refused

Q34_5 Responses	Frequency	Weighted Frequency	Weighted Percent	95% Lower Confidence Limit	95% Upper Confidence Limit
No	203	203	100.0%	100.0%	100.0%
Total	203	203	100.0%	.	.