Commissioned by the Missouri Department of Transportation

A Report Card From Missourians

Final Report 2017

Prepared By:

HEARTLAND
MARKET RESEARCH LLC
Helping You Better Understand Your Stakeholders℠

Report Number CMR 17-011

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Final Report

Project Number: TR201522

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October 2017

by

*Helping You Better Understand Your Stakeholders*SM

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

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The investigation was conducted in cooperation with the U. S. Department of Transportation, Federal Highway Administration. MoDOT research reports are available in the Innovation Library at http://www.modot.org/services/OR/byDate.htm. This report is available at https://library.modot.gov/RDT/reports/TR201522/.

16. Abstract

Overall statewide satisfaction with MoDOT and additional feedback about MoDOT's operations was obtained from a representative sample of the general adult public in Missouri. A professional calling center was engaged to obtain a diverse sample across Missouri. Specific minimums were given, such as 500 responses per district, with gender and age-range targets for each county in Missouri. 3,502 completed responses were obtained between June 26, 2017 and July 31, 2017. With the exception of a few questions (e.g., demographics), all statewide results presented in this document are weighted results. The data was weighted in accordance with the true distribution of the regional population in terms of geographic (county), gender, and age distributions using the most recent (2010) US government census information available. Following past practice, all district measures presented in this document are unweighted. With a minimum of 500 responses per district, the district measures have a 95% level of confidence with a precision (margin of error) of +/- 4.4%. The statewide results for the stratified-random sample of 3,502 Missourians have a 95% level of confidence with a precision of +/- 1.66%.

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HEARTLAND MARKET RESEARCH LLC

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EXECUTIVE SUMMARY

BACKGROUND

Heartland Market Research LLC completed a comprehensive statewide customer satisfaction study to evaluate MoDOT's overall performance as perceived by Missouri's general public and to identify the transportation services and improvements that are most important to Missourians. The survey asked questions to populate multiple MoDOT Tracker measures and to assess the public's support for transportation. Heartland Market Research obtained a representative sample of the state as well as each of MoDOT's seven districts, with a minimum of 500 respondents per district. A total of 3,502 Missourians participated in the study.

GENERAL SATISFACTION FINDINGS

- **The majority of Missourians were satisfied with the job MoDOT is doing. Overall satisfaction was at 83% as compared to 81% in 2015.**
- 28% of Missourians were very satisfied with the job MoDOT is doing.
- Many measures of satisfaction with individual MoDOT services have stayed the same or slightly increased from 2015. While the overall satisfaction measures remain statistically similar to 2015, the strength of most measures has grown. In other words, the percentage of people who were very satisfied with MoDOT has increased in most satisfaction measures compared to 2015. This is an important finding because those who answer on the extremes – such as very satisfied or very dissatisfied – tend to be firm in their opinions. The greater the percentage of those in the middle – such as somewhat satisfied or somewhat dissatisfied – the greater the chance of movement in the other direction. Thus, **while the 2017 measures are statistically similar to 2015, the overall picture is one of a population that is more confident that MoDOT is satisfying their transportation needs than was the case two years ago**.
- Missourians continued to agree that MoDOT provides accurate (93%), timely (92%), and understandable (91%) information about projects in their areas, similar to the statistical results since 2009.
- 93% of Missourians agreed that MoDOT was the "primary transportation expert" similar to results since 2009.
- 87% of the residents indicated they trust MoDOT to keep its commitments to the public compared to 85% in 2015. In 2017, 41% of the population strongly agreed with this measure, up from 35% in 2015.
- 75% of Missourians were satisfied with the job MoDOT has done keeping the surface of major highways in good condition, compared to 70% in 2015.

- Missourian satisfaction with MoDOT's efforts to maintain other state highways (67%) and bridges (67%) were also higher than two years ago when both were measured at 63%.
- Most (86%) residents agreed that MoDOT did a good job of minimizing travel delays caused by construction and maintenance on highways, similar to the findings from 2015. 93% agreed that MoDOT did a good job providing advanced warnings to motorists before they entered work zones.

FUNDING FINDINGS

- **Most Missourians do not know the average driver currently pays $30 per month in taxes and fees to fund Missouri state roads.**
- Out of those making an estimate, 36% of the respondent believed drivers spent less than $30 per month, 37% selected the correct answer of $30 per month, and 27% thought that Missouri drivers spent $50 or more per month in taxes and fees.
- **86% of residents were willing to pay more to adequately fund Missouri state roads.**
- **Missourians grossly underestimate the cost of congestion, poor road conditions, and safety issues.** Over half of all respondents estimated this cost at under $50 per month. 81% of the respondents thought the cost was $100 or less per month. In 2016, the actual average cost per driver was about $169 per month.
- In 2017, the option of increasing fuel taxes continued to grow in popularity, with 29% of the respondents selecting it as their preferred option for increasing funding for Missouri's state highways and roads. The option of raising fuel taxes was first selected by a plurality of residents (24%) in 2015 as the most acceptable option for increasing revenues to adequately fund Missouri state highways and roads. This was a significant increase from the 2013 score of 15%. Other listed options in 2017 included adding tolls (23%), increasing the sales tax (15%), replacing the gas tax with a mileage tax (12%), and increasing car registration and license fees (10%). **The option to increase fuel taxes was the *only* funding option to see a growth in overall support from 2015**. While *none of these* was not provided as an option, 12% of Missourians volunteered this option anyway.

Importance-Satisfaction Analysis Findings

- The essential findings of the Importance-Satisfaction analysis were similar to those measured in 2015 other than the change in the perceived importance of MoDOT's mowing and trimming the foliage along state highways. This has increased since 2015.
- In 2017, **Missourians indicated there were a number of very important services needing improvement**. Based upon the importance-satisfaction analysis, MoDOT can most improve resident satisfaction with improved offerings on three key services:
    1. Keeping bridges in good condition.
    2. Keeping the surface of *major* highways in good condition.
    3. Keeping the surface of *other* highways in good condition.

Conclusions

- The findings were clear that overall satisfaction remained high, and has increased slightly over the last two years. Moreover, the ratio between those very satisfied and satisfied – a measure of how deep or solid the underlying satisfaction is – has increased from 2015.
- While most measures of satisfaction with individual MoDOT services have stayed the same or increased slightly from 2015, they are still slightly below most of the 2013 measures. When considering this year's results along with some of the conclusions of the 2015 research – "…Missourians showing increased concern about MoDOT's ability to meet their transportation needs – can be best explained by the public's belief that MoDOT is doing well with insufficient resources" – one is left with the impression that Missourians are both satisfied with MoDOT's service in the current resource environment and are more open to the idea of increasing transportation funding through increasing the fuel tax.

METHODOLOGY

The survey was administered by a professional calling center to Missourians starting on June 26, 2017 and ending on July 31, 2017. The calling center randomly called a representative sample of people from every county considering age and gender. During this time, the calling center made 189,228 calls, spoke with 10,103 people, and completed 3,502 phone interviews. The average respondent took 14.5 minutes to complete the survey. The following tables show how many surveys were conducted in each county. Some counties had significantly more participants than others due to the research design mandating a minimum of 500 responses per district.

Northwest		Northeast		Kansas City		Central	
Andrew	25	Adair	29	Cass	53	Boone	26
Atchison	24	Audrain	32	Clay	54	Callaway	31
Buchanan	27	Clark	30	Jackson	62	Camden	28
Caldwell	26	Knox	27	Johnson	53	Cole	27
Carroll	28	Lewis	32	Lafayette	53	Cooper	28
Chariton	24	Lincoln	29	Pettis	54	Crawford	31
Clinton	24	Macon	30	Platte	64	Dent	27
Daviess	24	Marion	31	Ray	53	Gasconade	27
DeKalb	24	Monroe	31	Saline	55	Howard	29
Gentry	24	Montgomery	30			Laclede	27
Grundy	25	Pike	32			Maries	27
Harrison	25	Ralls	28			Miller	27
Holt	24	Randolph	29			Moniteau	27
Linn	28	Schuyler	27			Morgan	27
Livingston	24	Scotland	28			Osage	29
Mercer	25	Shelby	28			Phelps	27
Nodaway	25	Warren	28			Pulaski	28
Putnam	25					Washington	27
Sullivan	28						
Worth	21						
Total	500	Total	501	Total	501	Total	500

St. Louis		Southwest		Southeast	
Franklin	101	Barry	23	Bollinger	19
Jefferson	100	Barton	24	Butler	24
Saint Charles	100	Bates	23	Cape Girardeau	19
Saint Louis	100	Benton	23	Carter	19
Saint Louis City	99	Cedar	23	Douglas	19
		Christian	26	Dunklin	19
		Dade	23	Howell	19
		Dallas	25	Iron	19
		Greene	23	Madison	19
		Henry	23	Mississippi	19
		Hickory	23	New Madrid	20
		Jasper	22	Oregon	19
		Lawrence	23	Ozark	20
		McDonald	23	Pemiscot	21
		Newton	24	Perry	20
		Polk	23	Reynolds	22
		Saint Clair	24	Ripley	19
		Stone	25	Saint Francois	19
		Taney	24	Sainte Genevieve	21
		Vernon	26	Scott	22
		Webster	27	Shannon	19
				Stoddard	20
				Texas	19
				Wayne	24
				Wright	20
Total	500	Total	500	Total	500

Most statewide results presented are weighted results. The demographic responses are not and these are noted as such when presented. The data were weighted in accordance with the true distribution of the regional population in terms of geographic (county), gender, and age distributions using the most recent (2010) U.S. government census information available. Following past practice, all district measures presented are unweighted. **With a minimum of 500 responses per district, the district measures have a 95% level of confidence with a precision (margin of error) of +/- 4.4%. The statewide results for the stratified-random sample of 3,502 Missourians have a 95% level of confidence with a precision of +/- 1.66%.**

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

The survey was based on the previous (2015) statewide satisfaction study. At MoDOT's request, Question 8 was adjusted to be more current and Question 9 was added to gather citizen input on newer issues of concern. The wording of the other questions was kept the same as previous years to facilitate comparisons across surveys.

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Section 1:

Charts & Graphs

A Report Card From Missourians

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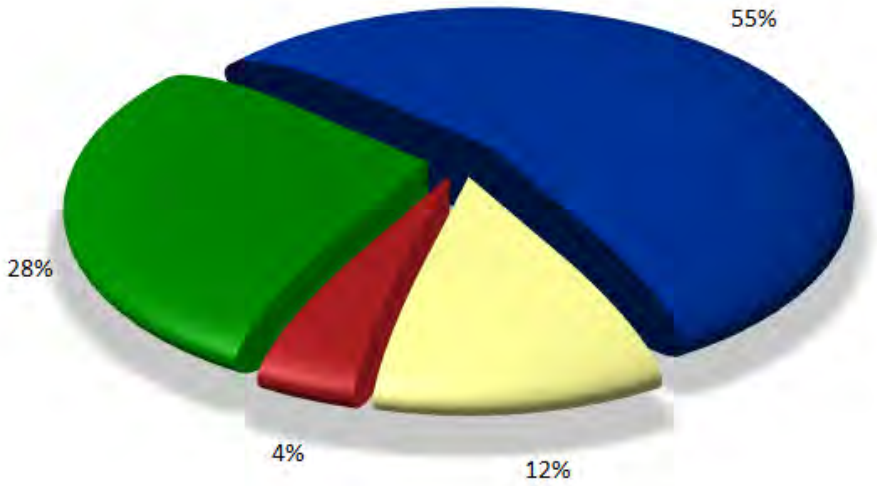
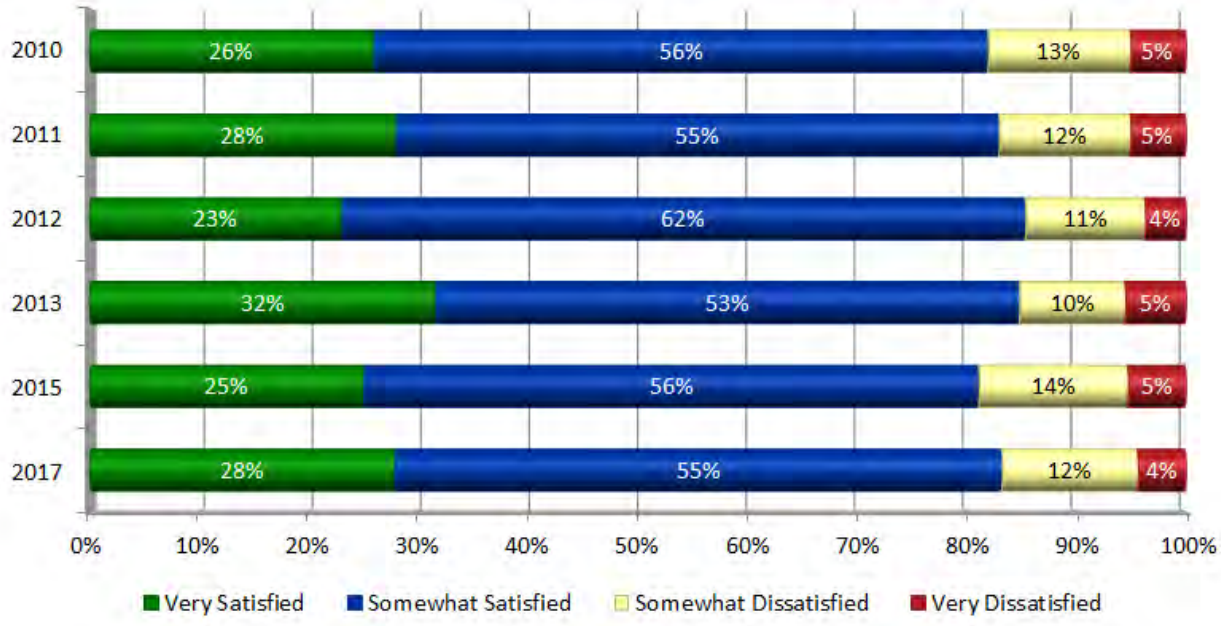
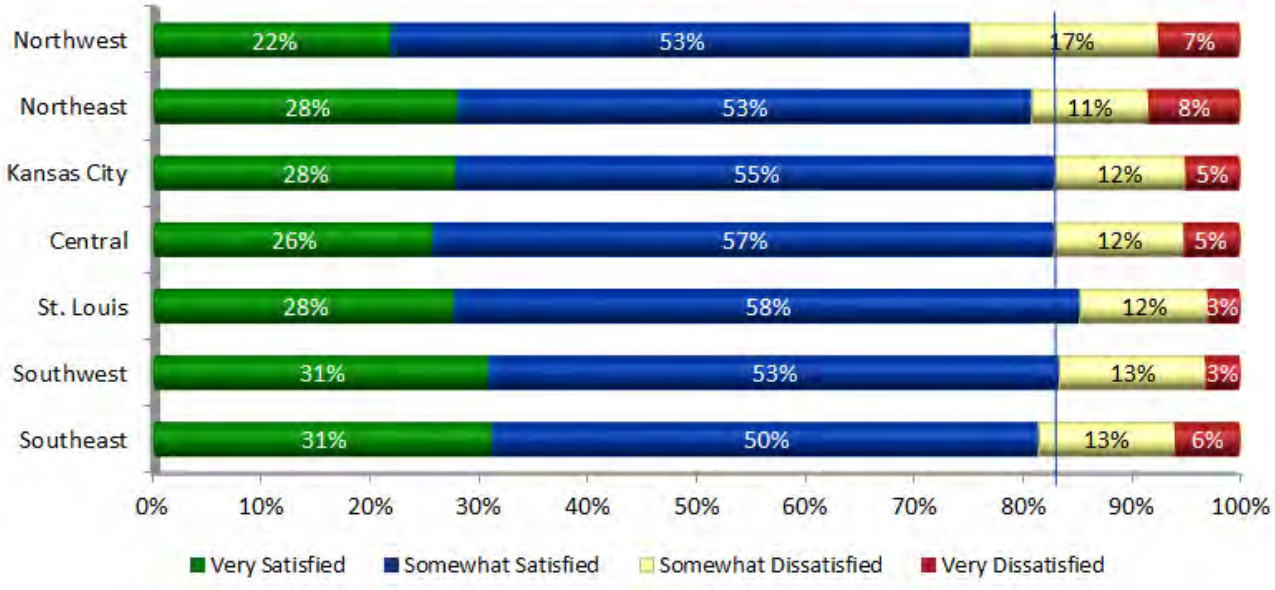
Overall Satisfaction With the Job the Missouri Department of Transportation is Doing



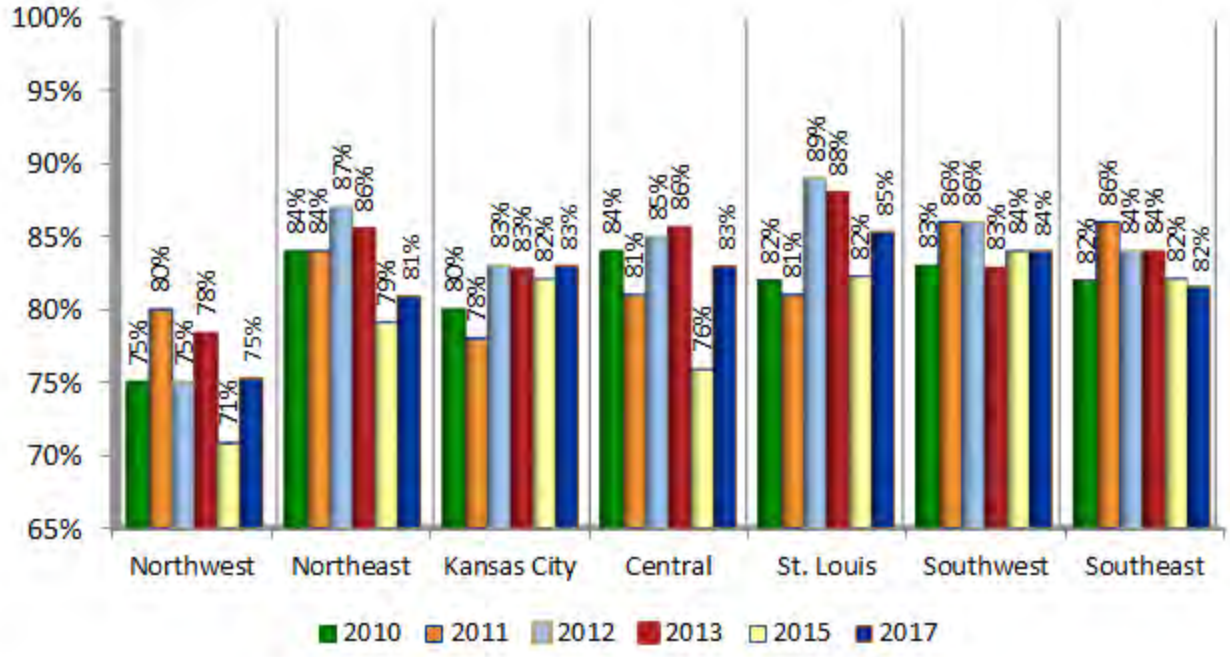
TRENDS: Level of Satisfaction With the Job the Missouri Department of Transportation is Doing



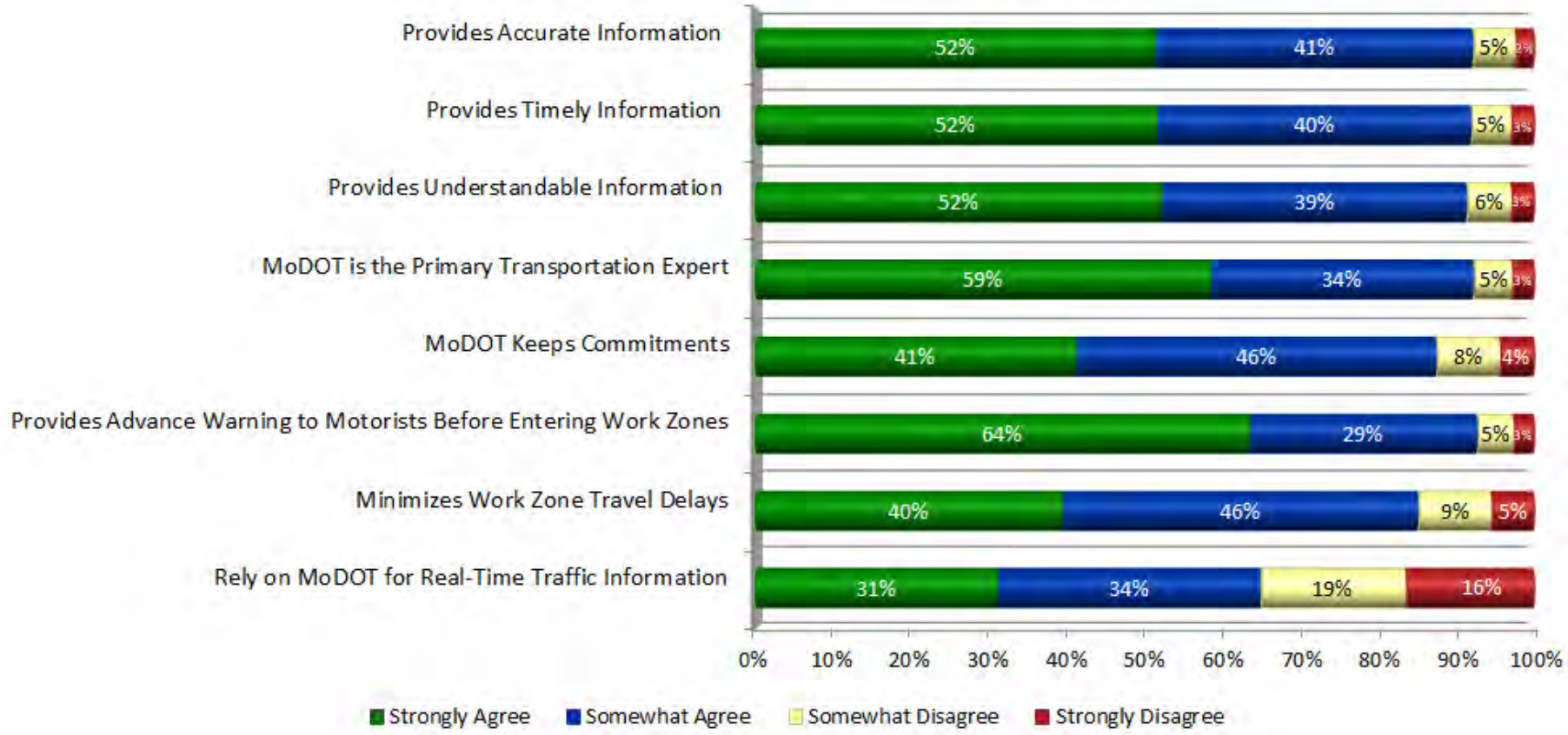
Level of Satisfaction With the Job the Missouri Department of Transportation is Doing by District



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



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



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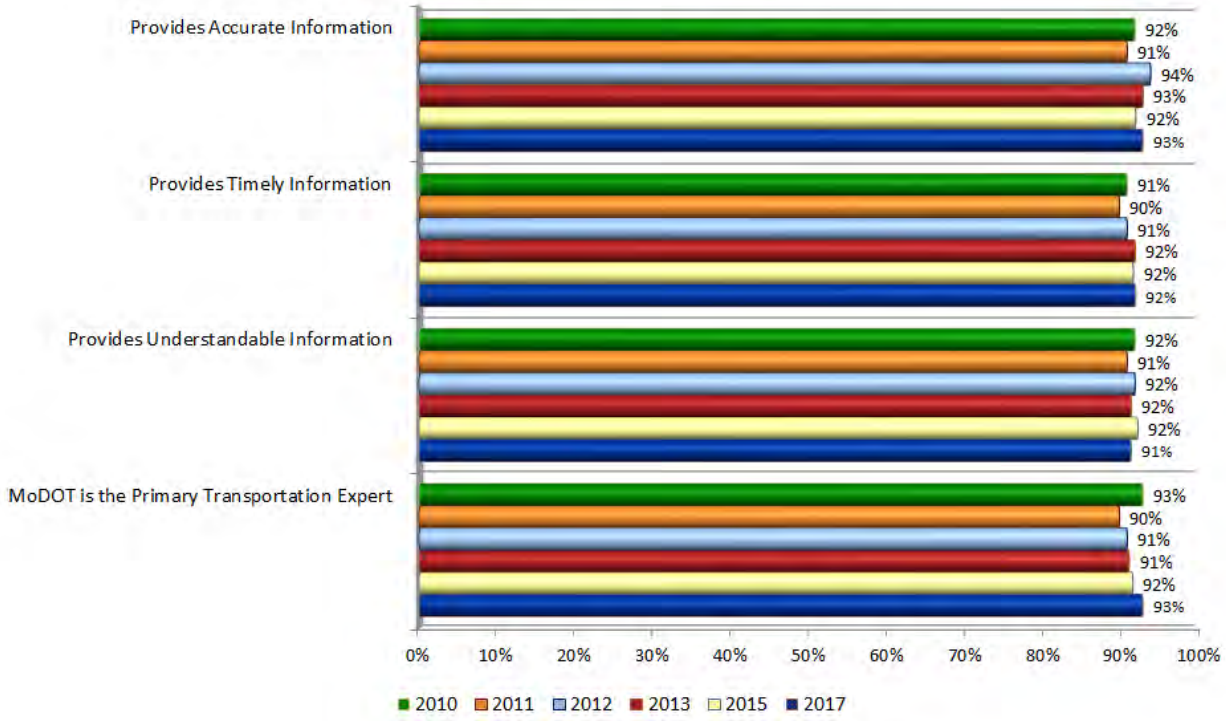

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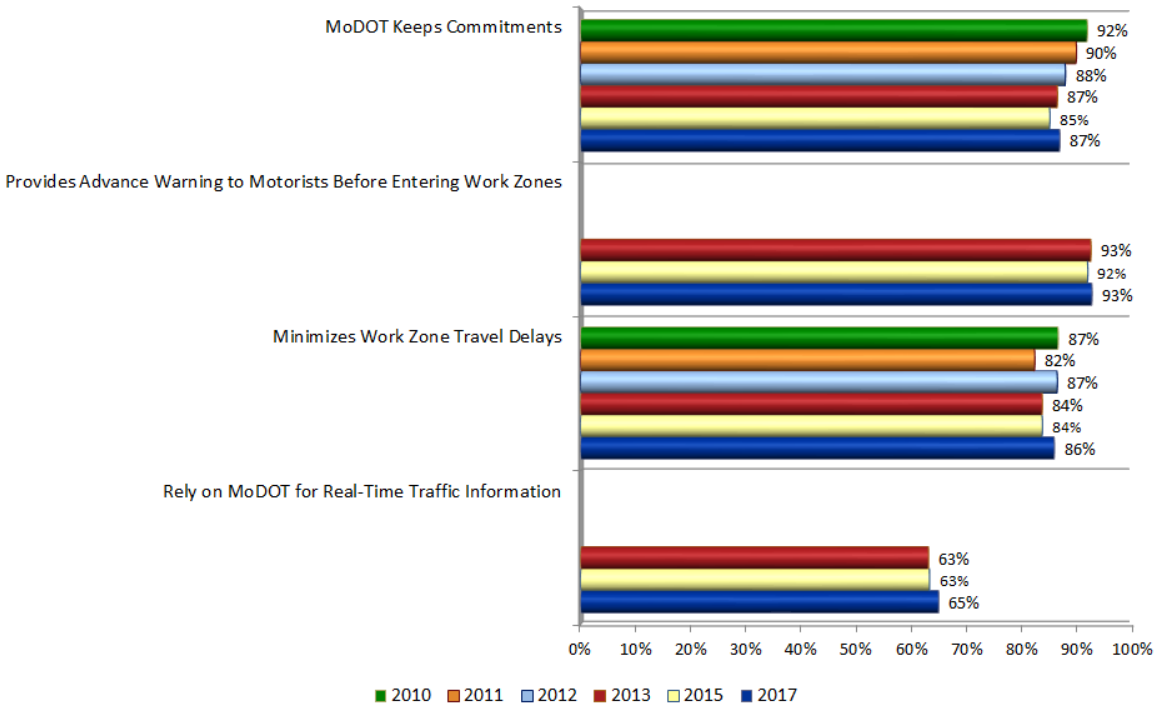
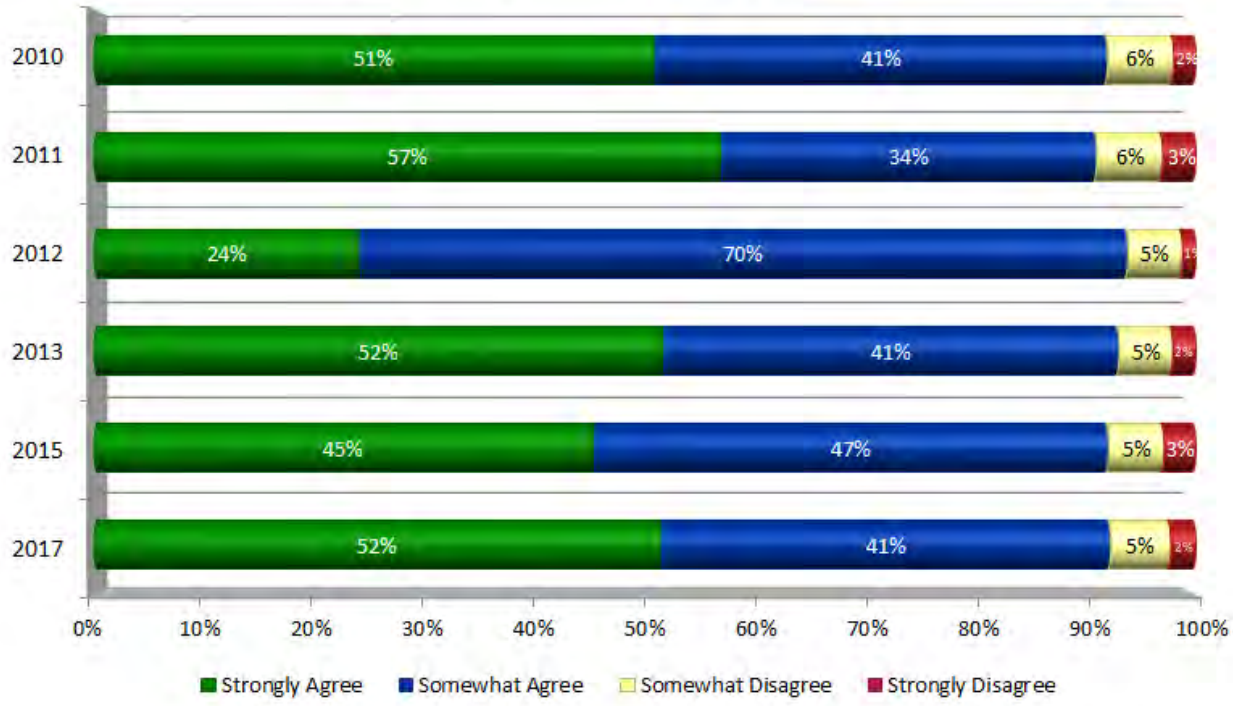
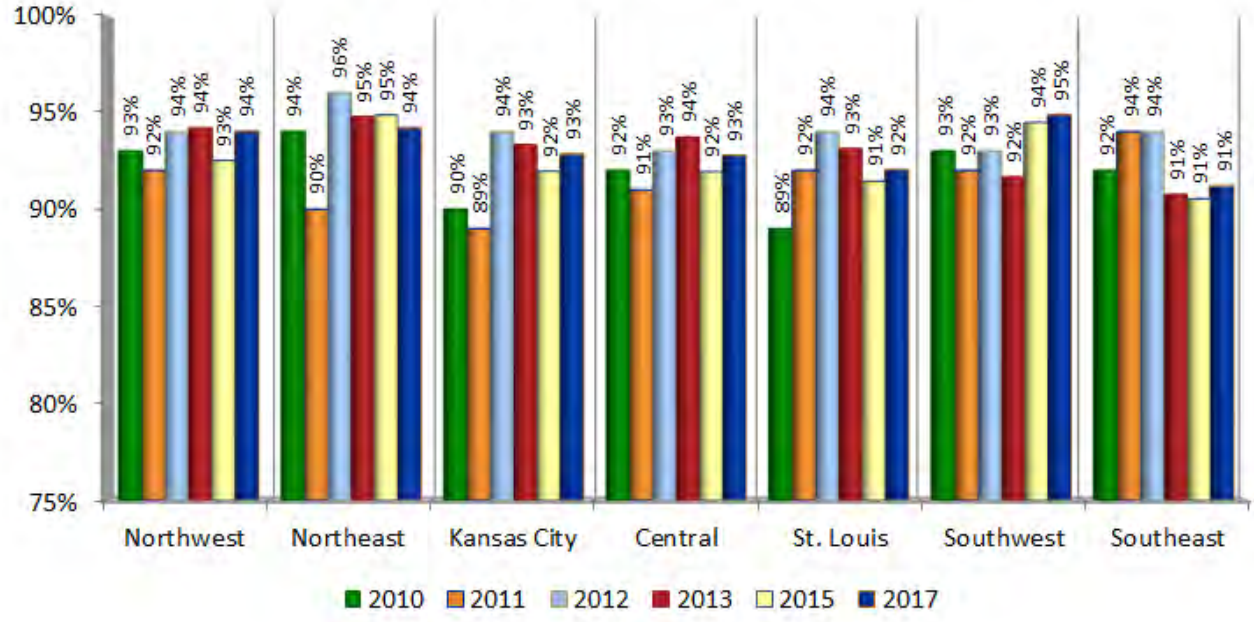


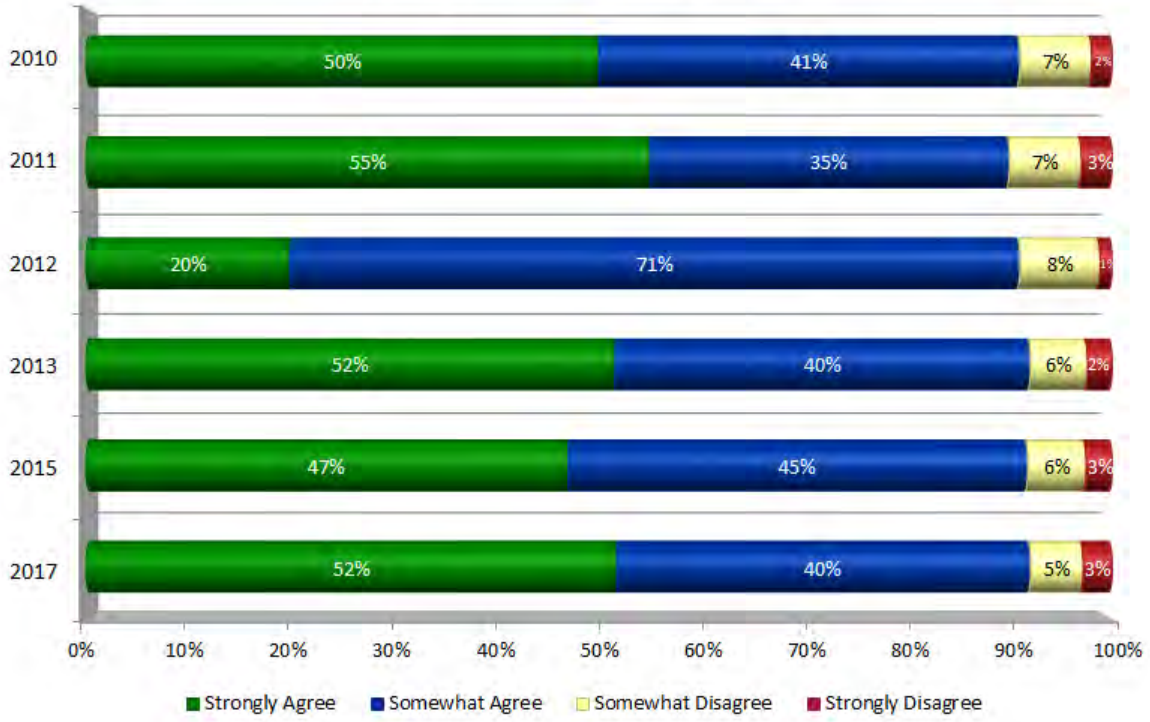
TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens



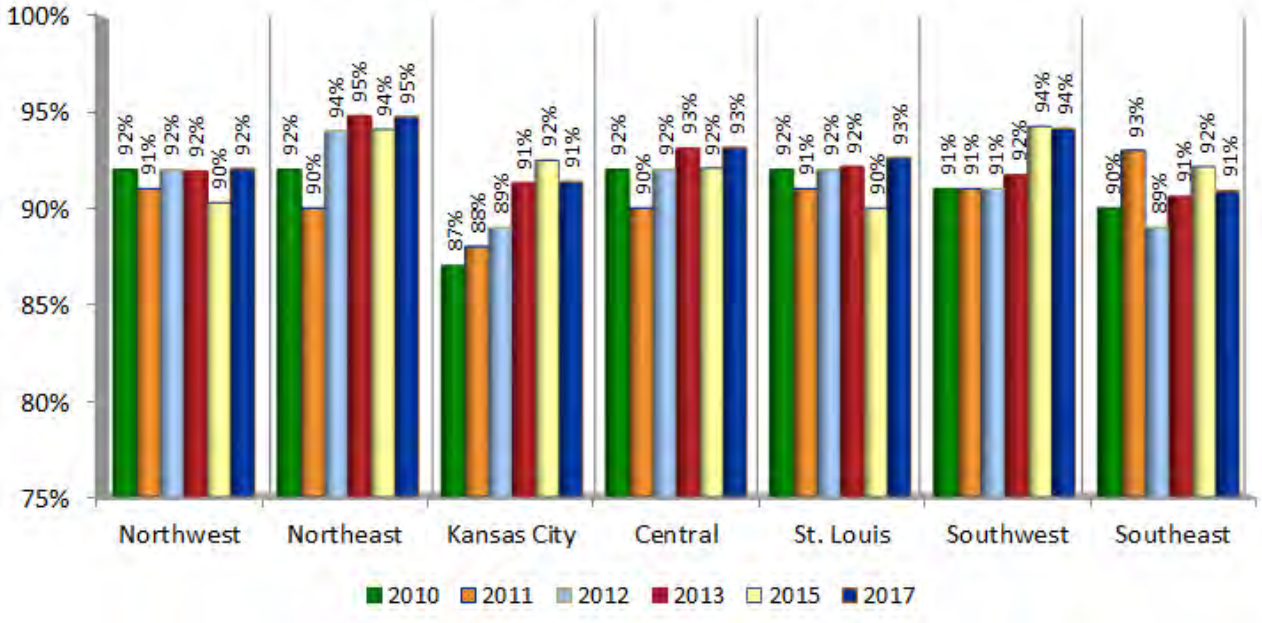
TRENDS: Overall Agreement MoDOT Provides Accurate Information to Citizens by District



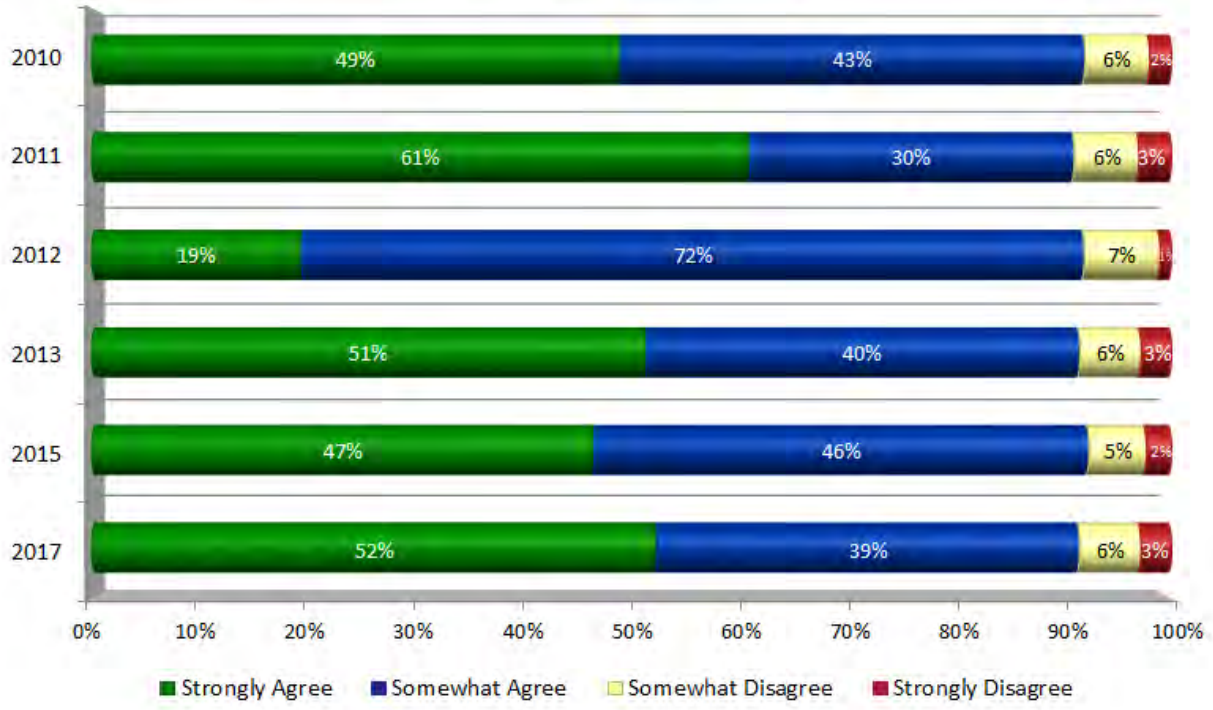
TRENDS: Level of Agreement MoDOT Provides Timely Information to Citizens



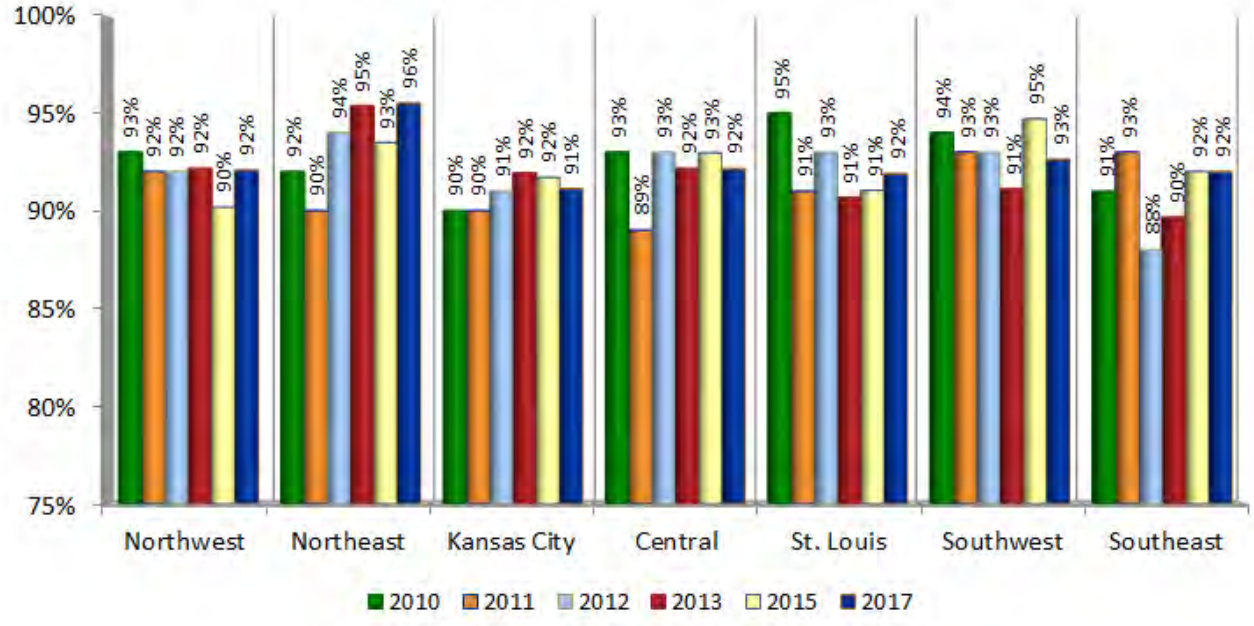
TRENDS: Overall Agreement MoDOT Provides Timely Information to Citizens by District



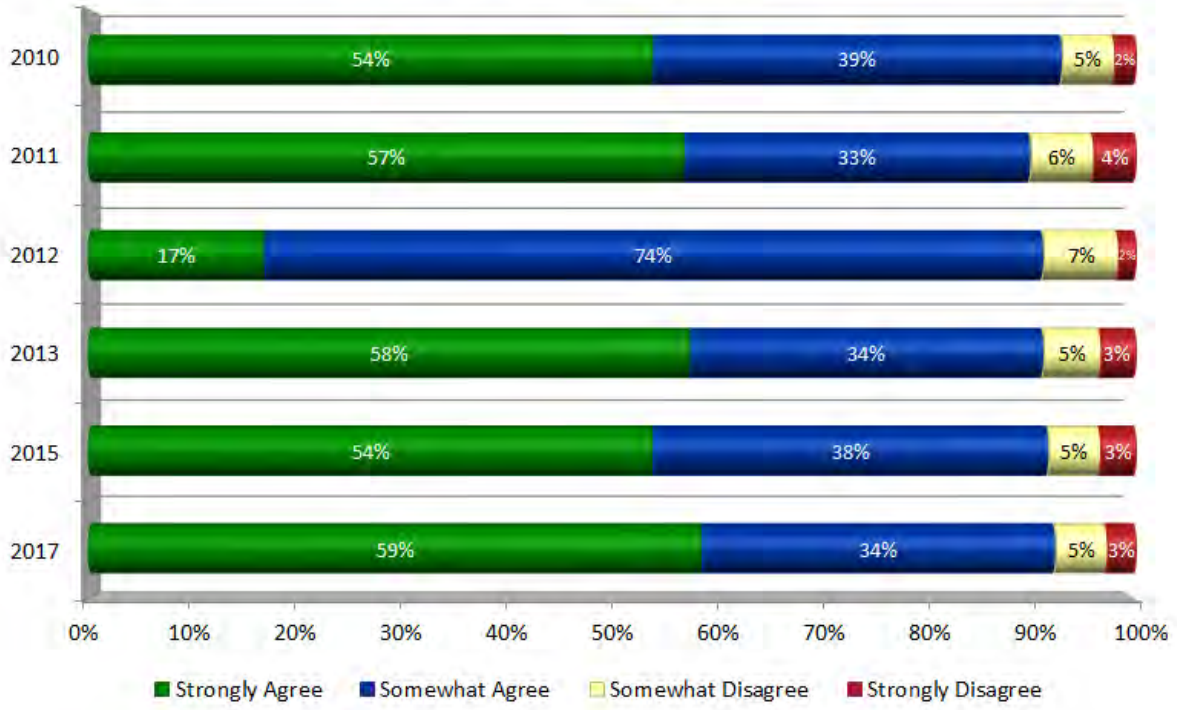
TRENDS: Level of Agreement MoDOT Provides Understandable Information to Citizens



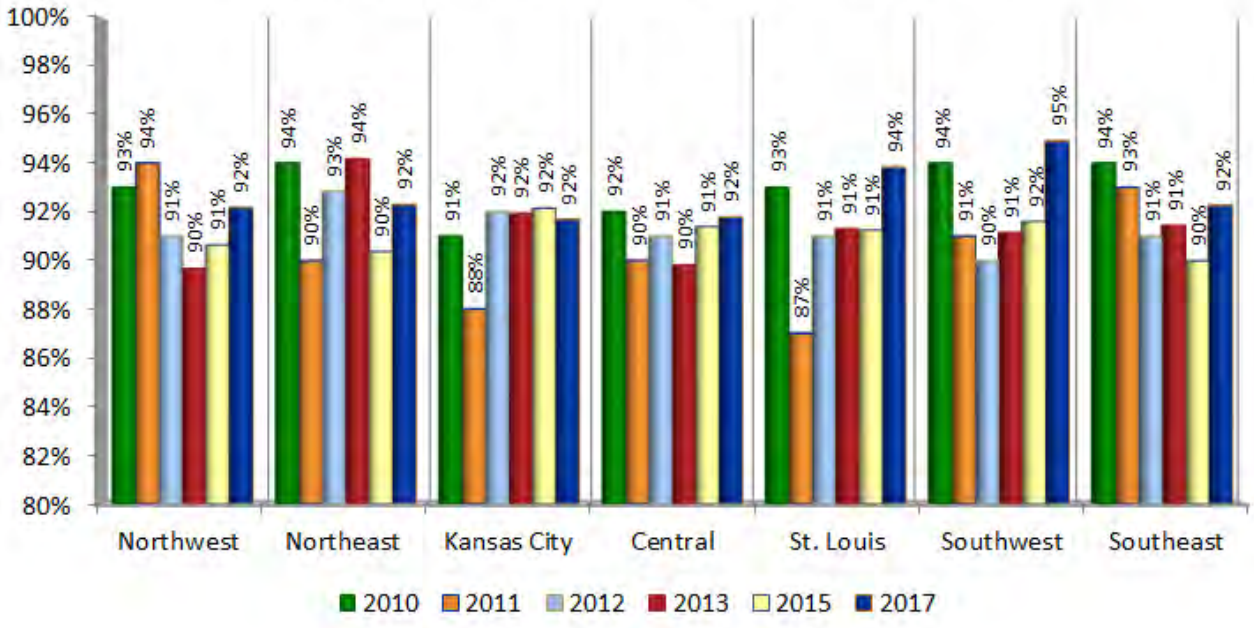
TRENDS: Overall Agreement MoDOT Provides Understandable Information to Citizens by District



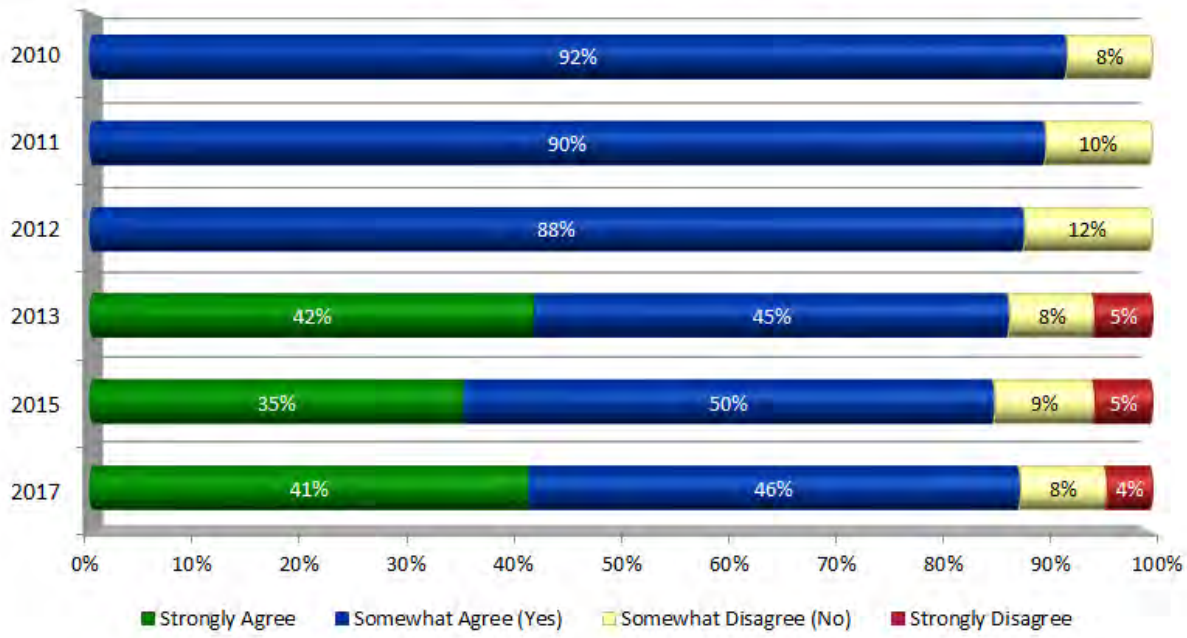
TRENDS: Level of Agreement MoDOT is the Primary Transportation Expert in Missouri



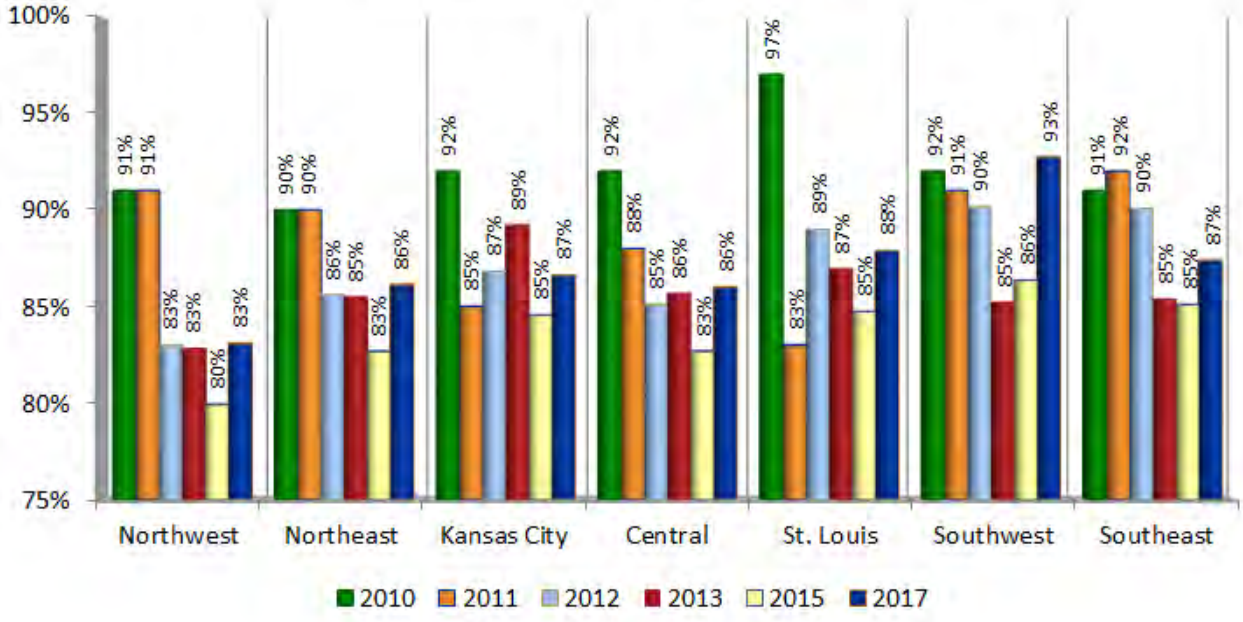
TRENDS: Overall Agreement MoDOT is the Primary Transportation Expert in Missouri by District



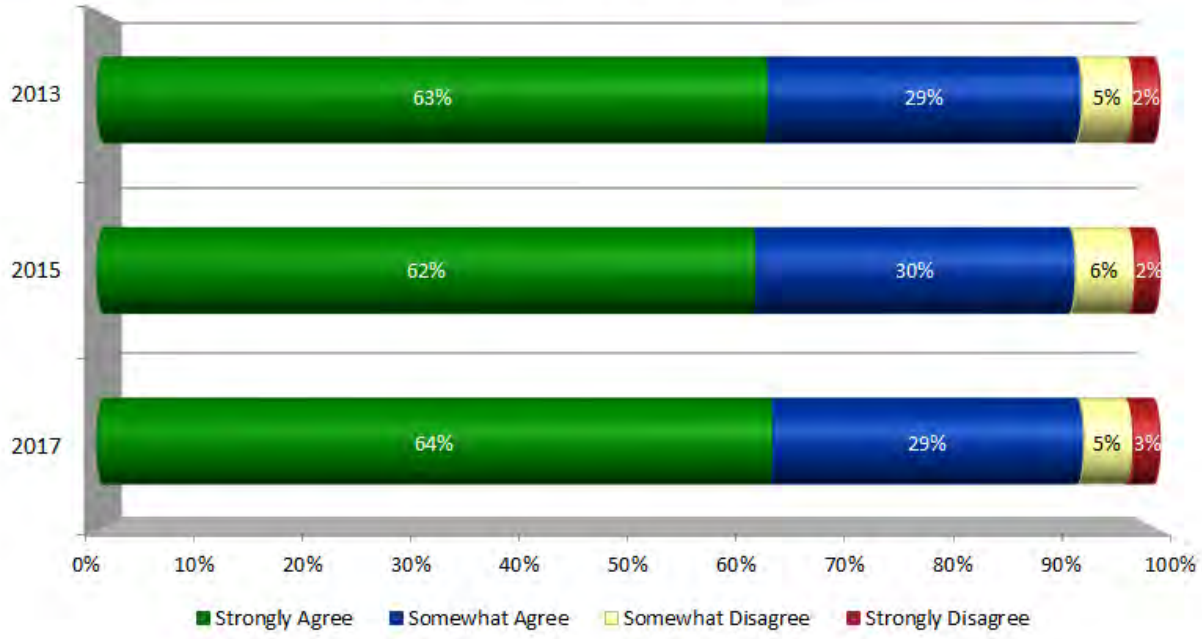
TRENDS: Level of Agreement MoDOT Keeps Its Commitments to the Public (Yes/No Question before 2013)



TRENDS: Overall Agreement MoDOT Keeps Its Commitments to the Public



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



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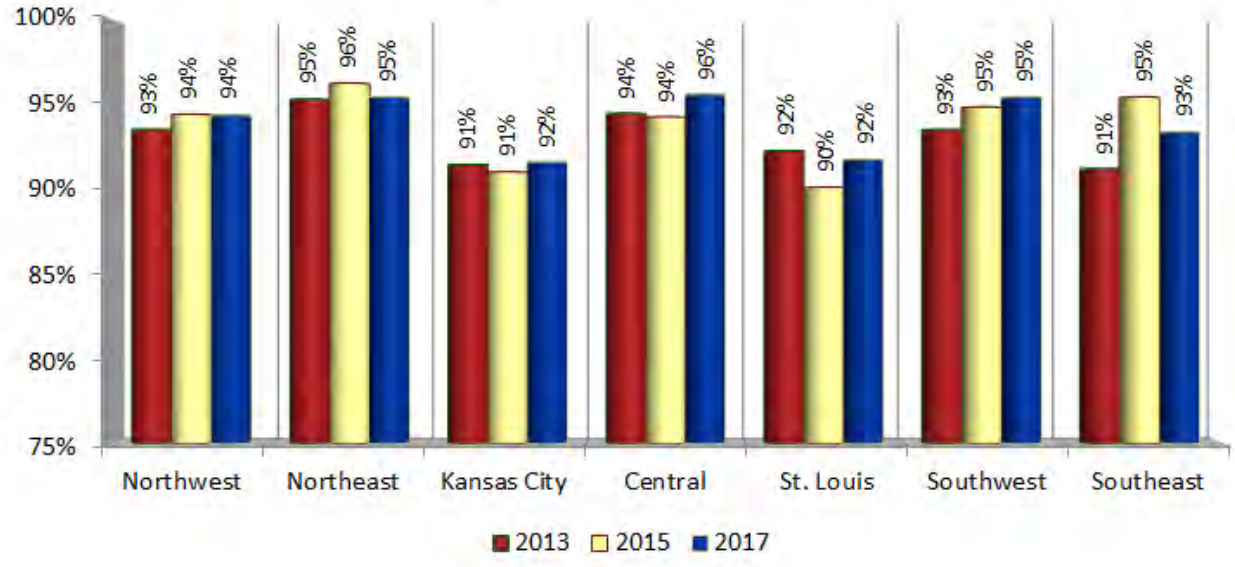
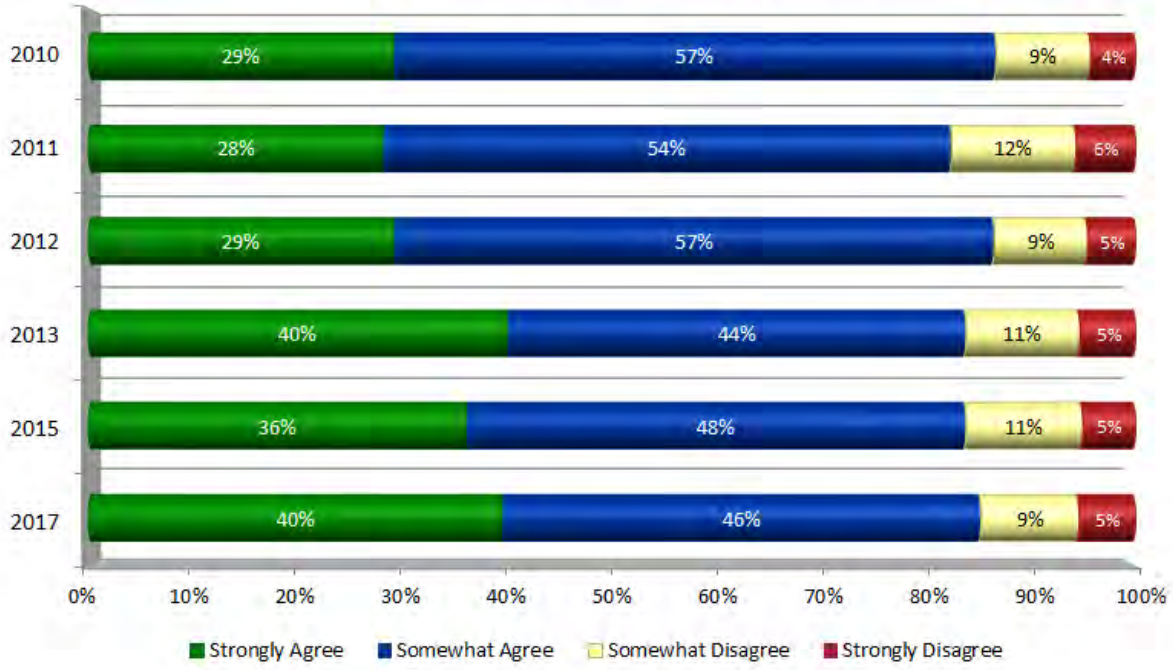


TRENDS: Level of Agreement MoDOT Does a Good Job of Minimizing Travel Delays Caused by Work Zones



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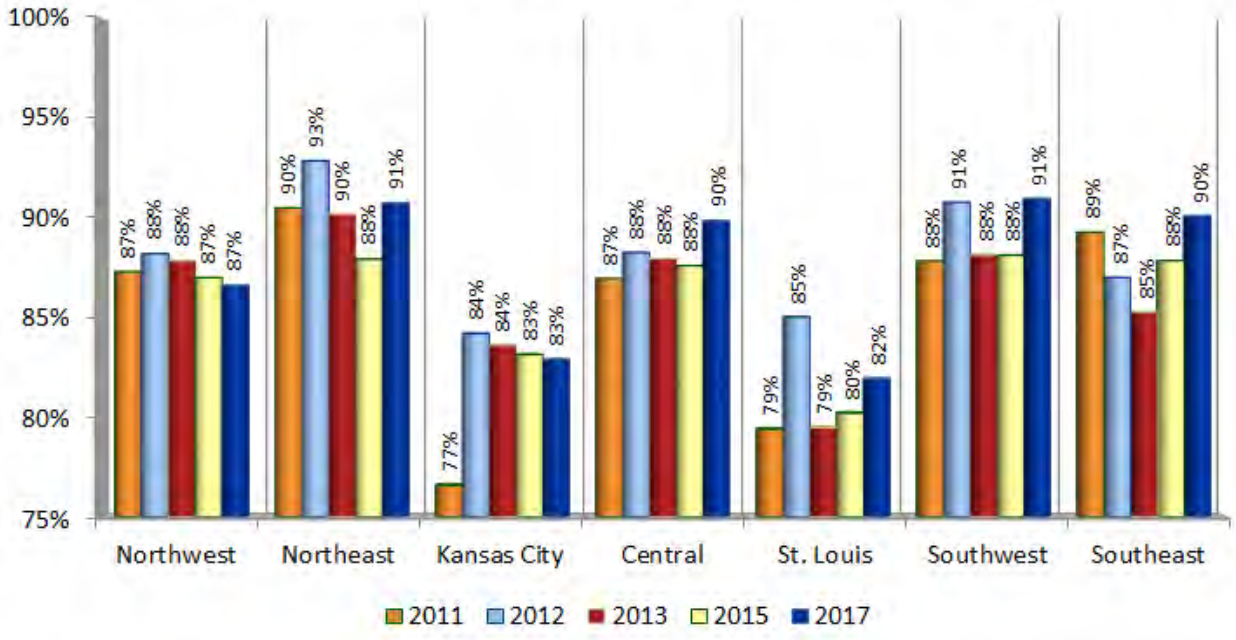
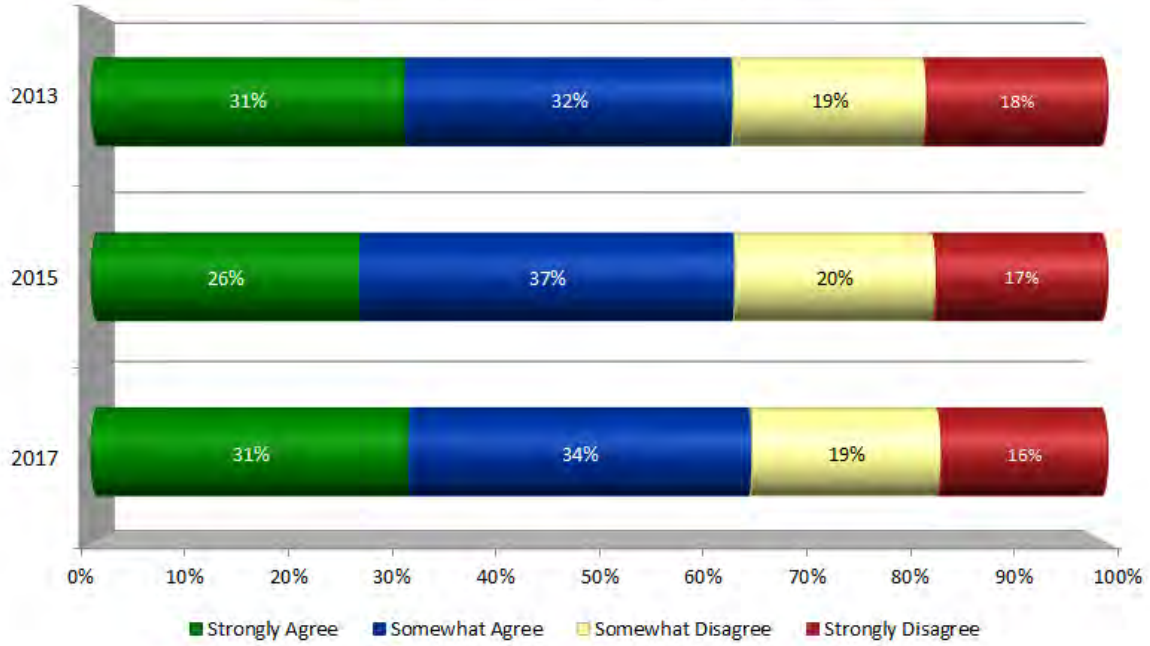


TRENDS: Level of Agreement Missouri Residents Rely on MoDOT for Real-Time Traffic Information



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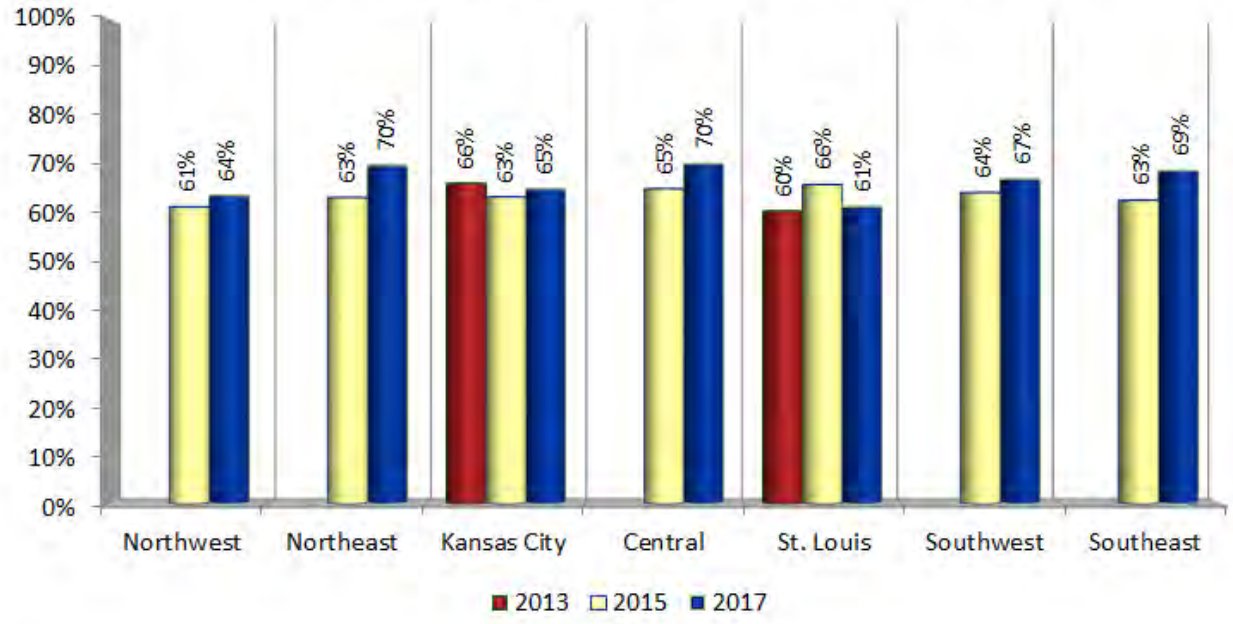
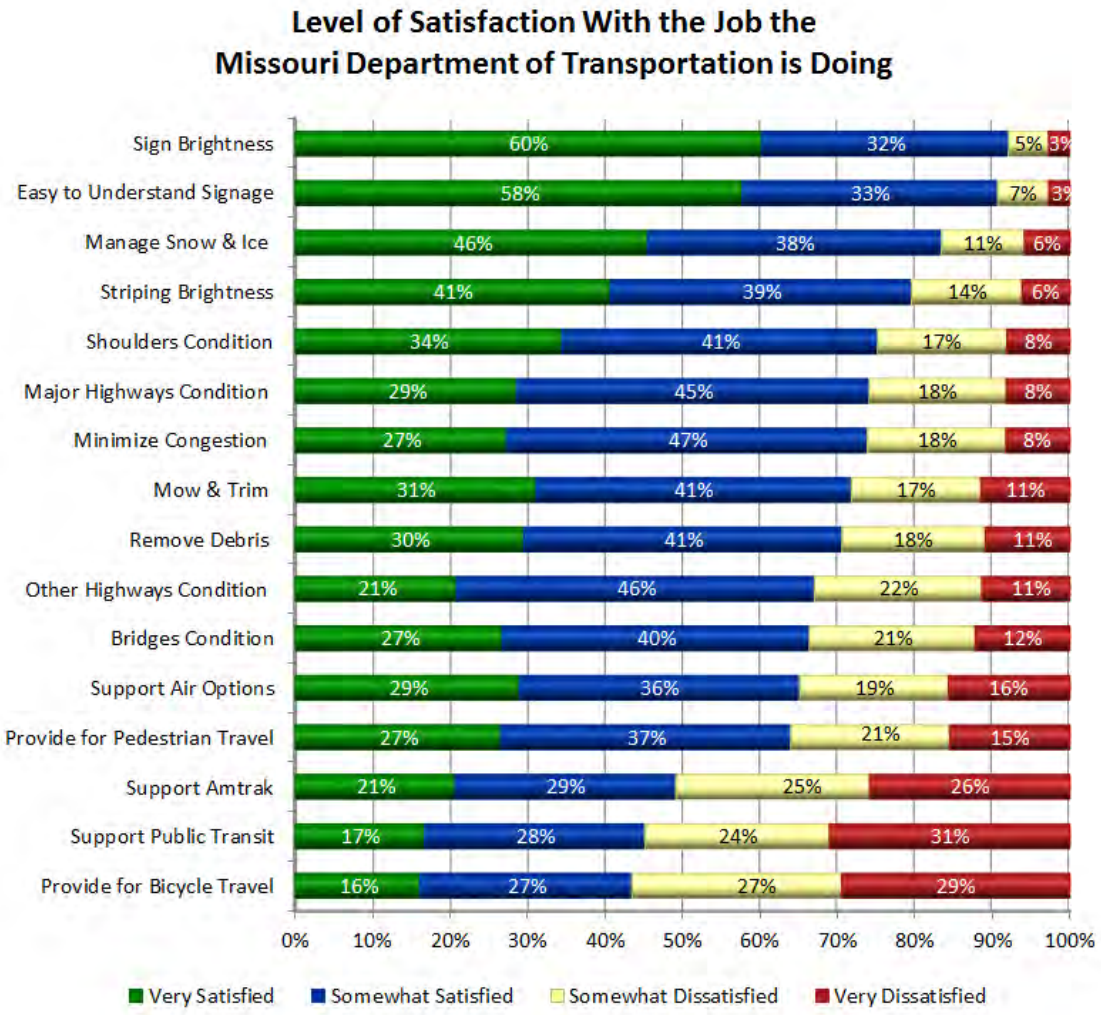
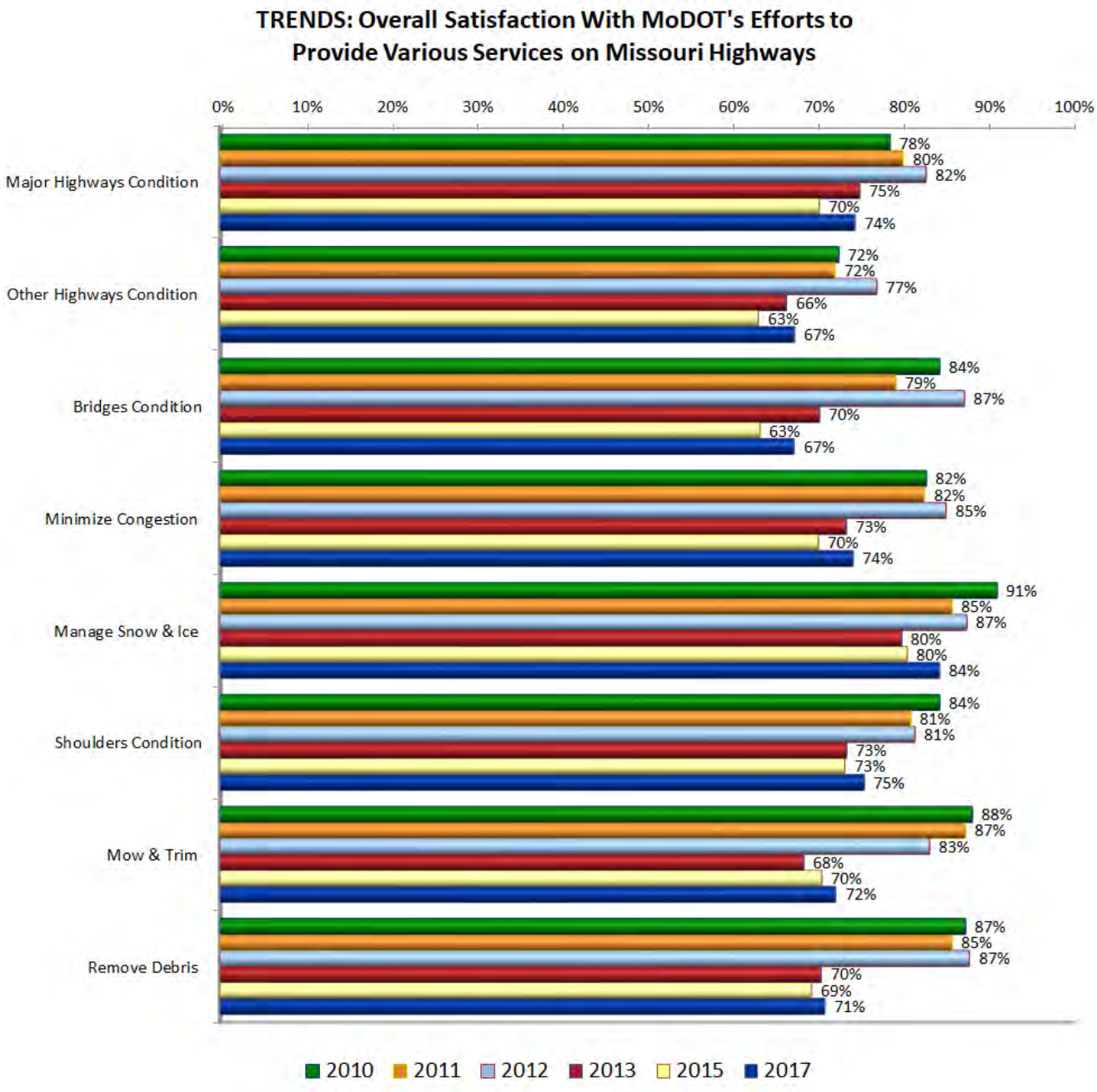


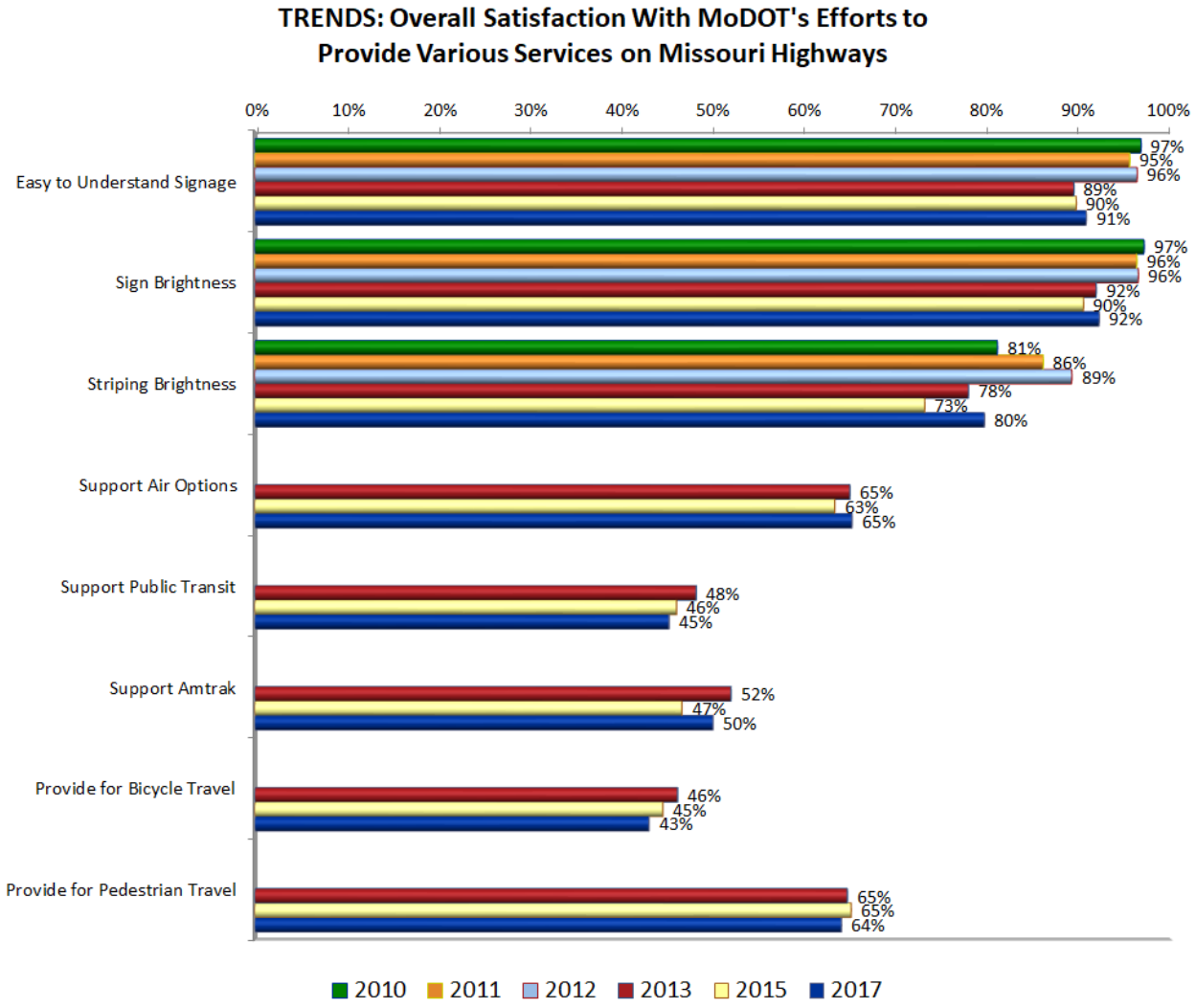
This question was first asked in 2013 only of residents of the Kansas City and St. Louis districts. In 2015, the question was expanded to all districts.



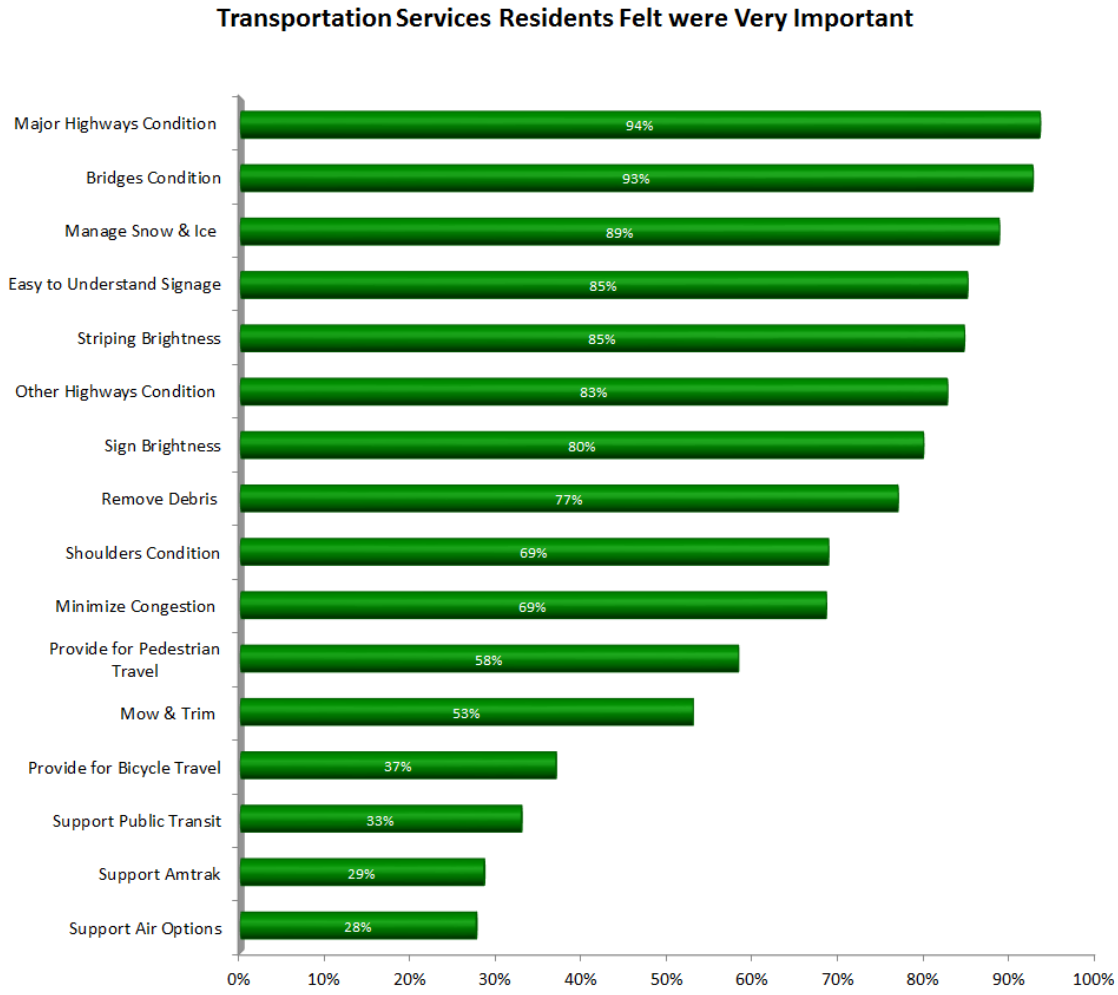
The MoDOT descriptions in the above chart are abbreviated from the more detailed descriptions provided to the survey respondents.



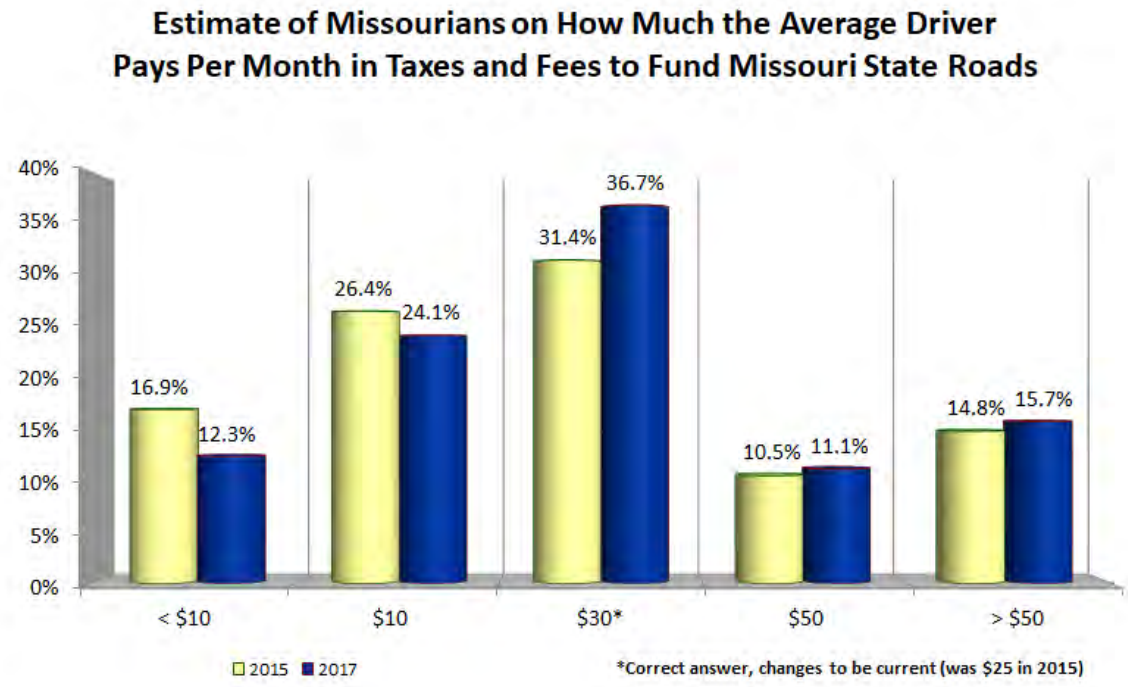
Overall satisfaction for the years above was calculated by adding the very satisfied and the satisfied responses.



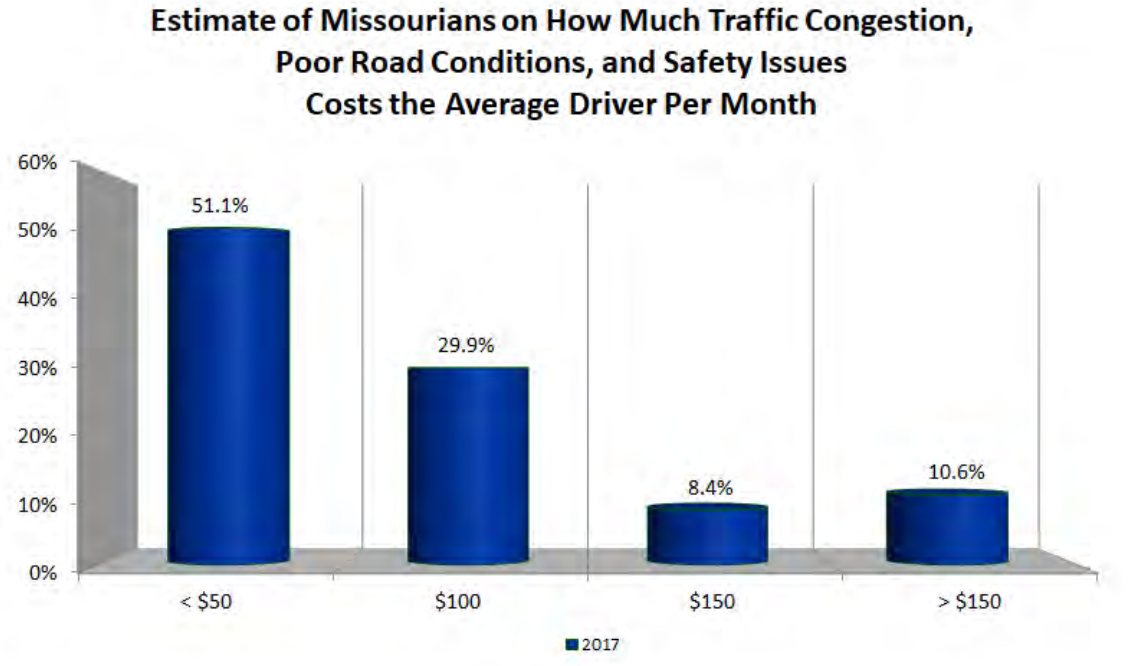
The two sign questions were asked differently from 2010 through 2012 which may have slightly impacted the results for these measures. The wording was revised in 2013 as part of an effort to facilitate consistent standards across many measures.



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



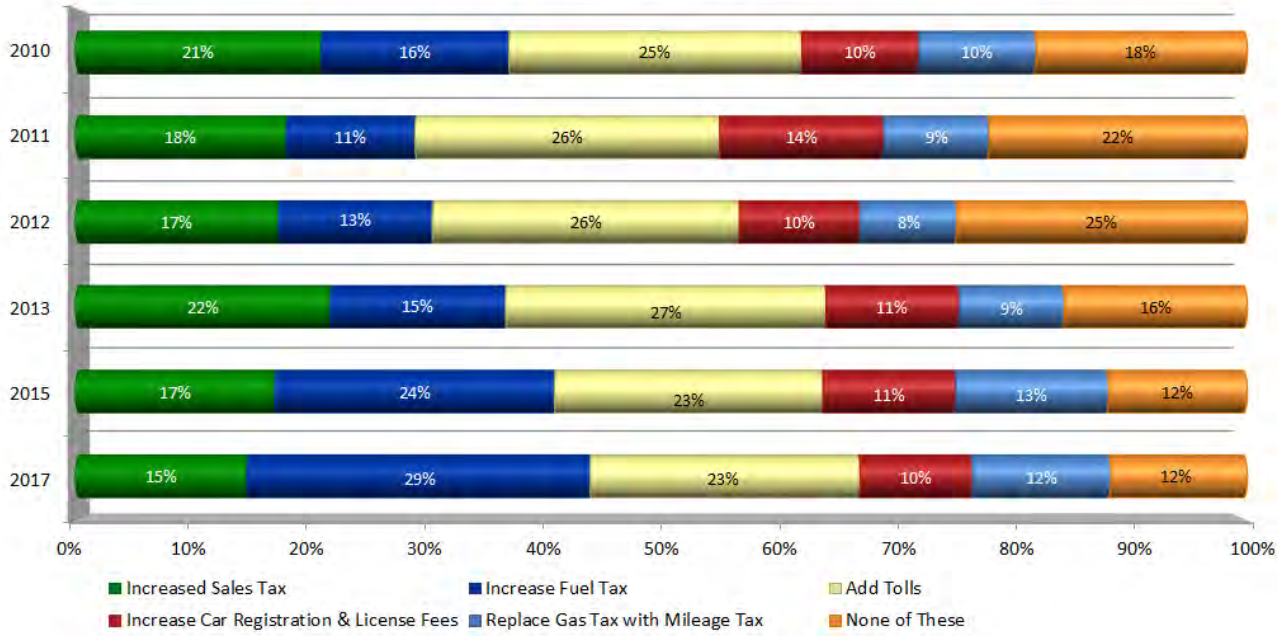
On average, Missourians actually spend $30 per month in taxes and fees to fund Missouri state roads.



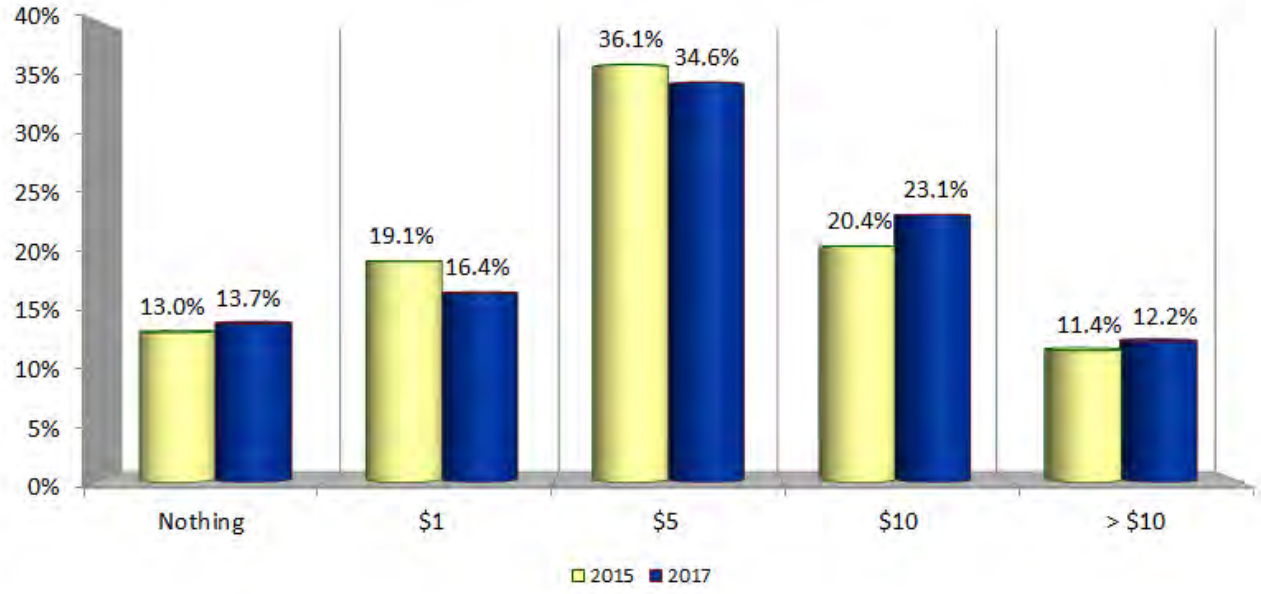
This question was added in 2017. In 2016, the most current year available, the estimated cost was about $169 per month.[1]

[1] http://www.modot.org/guidetotransportation/documents/CompleteGuide.pdf, page 33.

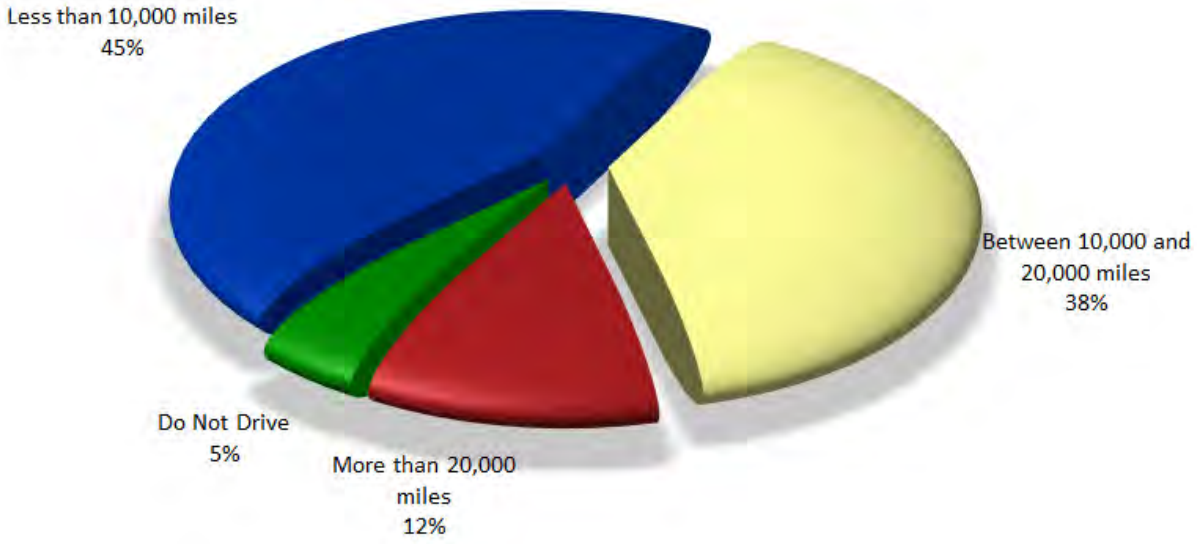
TRENDS: If it was Determined that the State Needs to Increase Revenues to Adequately Fund Missouri State Highways & Roads, Which One of the Following Methods Would be Most Acceptable to You?



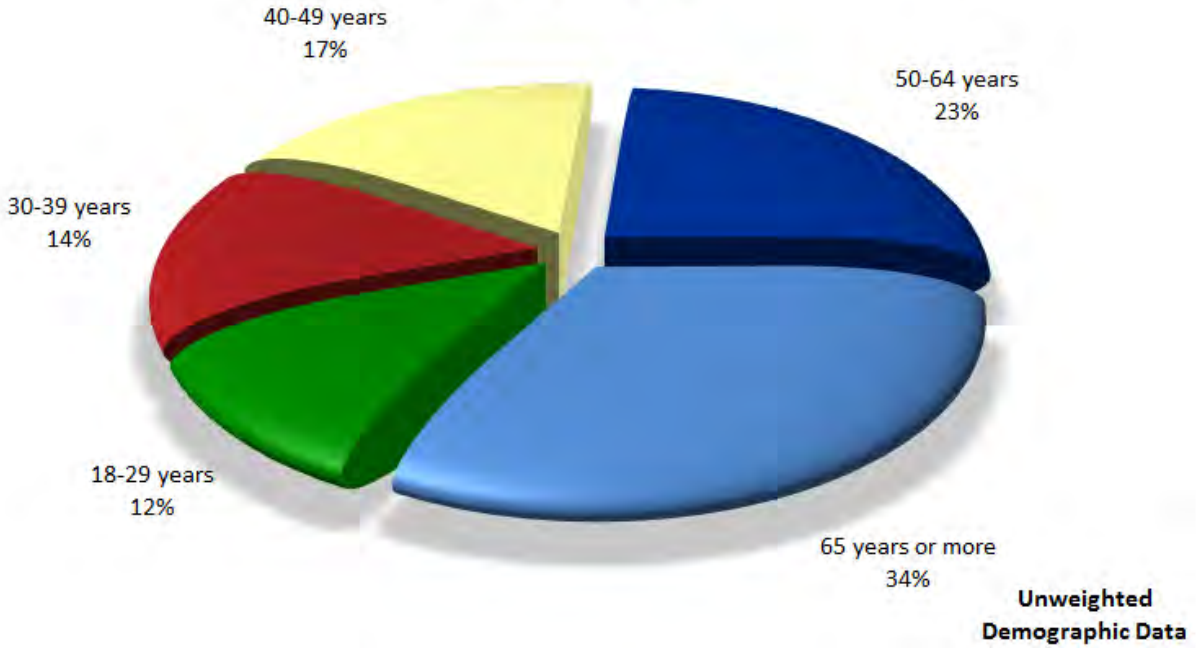
Additional Amount Missourians are Willing to Pay Each Month to Fund Missouri State Roads



Approximate Miles Per Year Driven by Respondents

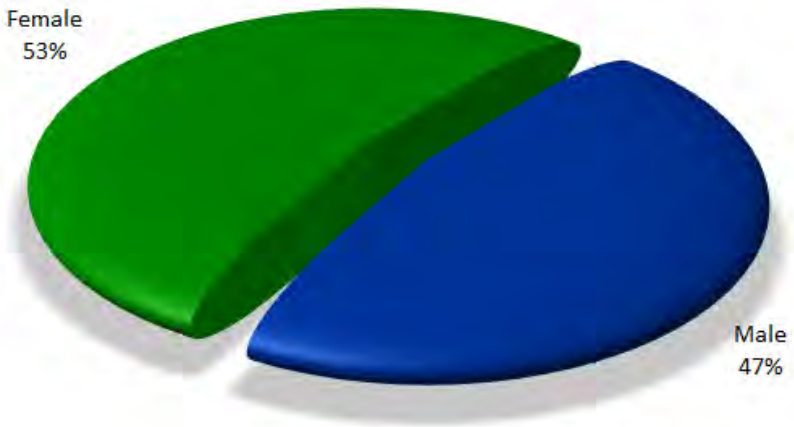


What is Your Age?



Unweighted Demographic Data

What is Your Gender?



Unweighted Demographic Data

Section 2:

Cross Tabular Data by District

A Report Card From Missourians

Prepared By:

HEARTLAND MARKET RESEARCH LLC

Helping You Better Understand Your Stakeholders℠

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

Q4. How satisfied are you with the job the Missouri Department of Transportation is doing? (Excluding don't knows and none chosen)

	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q4. How satisfied are you with MoDOT								
Very Dissatisfied	7.4%	8.3%	4.9%	5.1%	2.9%	3.1%	5.9%	4.3%
Somewhat Dissatisfied	17.3%	10.8%	12.1%	12.0%	11.8%	13.5%	12.6%	12.4%
Somewhat Satisfied	53.4%	52.8%	55.1%	57.2%	57.6%	52.6%	50.3%	55.3%
Very Satisfied	21.9%	28.0%	27.9%	25.8%	27.7%	30.9%	31.2%	27.9%

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

Q5. Please rate your level of agreement with the following statements about transportation in Missouri and about MoDOT. (Excluding don't knows and none chosen)								
	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q5a. MoDOT provides accurate information to citizens about road projects, highway conditions and work zones.								
Strongly Disagree	2.3%	1.7%	3.1%	2.1%	2.4%	0.6%	3.4%	2.3%
Somewhat Disagree	3.7%	4.1%	4.1%	5.2%	5.5%	4.5%	5.5%	5.5%
Somewhat Agree	41.0%	35.3%	46.4%	37.9%	39.8%	41.1%	38.8%	40.7%
Strongly Agree	53.0%	58.9%	46.4%	54.8%	52.2%	53.8%	52.4%	51.6%
Q5b. MoDOT provides timely information to citizens about road projects, highway conditions and work zones.								
Strongly Disagree	2.5%	1.3%	3.5%	2.3%	2.5%	1.9%	4.1%	2.8%
Somewhat Disagree	5.4%	4.0%	5.1%	4.6%	4.9%	4.0%	5.0%	5.1%
Somewhat Agree	44.4%	38.0%	46.4%	34.0%	42.0%	39.3%	36.4%	40.3%
Strongly Agree	47.7%	56.7%	45.0%	59.1%	50.6%	54.8%	54.5%	51.8%
*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.								

Q5. Please rate your level of agreement with the following statements about transportation in Missouri and about MoDOT. (Excluding don't knows and none chosen)								
	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q5c. MoDOT provides understandable information to citizens about road projects, highway conditions and work zones.								
Strongly Disagree	2.9%	1.2%	3.2%	2.7%	2.6%	1.0%	3.1%	2.8%
Somewhat Disagree	5.0%	3.3%	5.6%	5.2%	5.5%	6.4%	5.4%	5.7%
Somewhat Agree	42.3%	39.1%	44.2%	36.0%	39.4%	39.1%	34.9%	39.1%
Strongly Agree	49.8%	56.4%	47.0%	56.2%	52.5%	53.5%	56.6%	52.4%
Q5d. MoDOT is the primary transportation expert in Missouri								
Strongly Disagree	3.3%	2.8%	2.4%	2.9%	2.3%	1.1%	3.2%	2.7%
Somewhat Disagree	4.6%	4.9%	5.9%	5.3%	3.8%	4.0%	4.5%	4.9%
Somewhat Agree	37.4%	30.8%	35.0%	33.1%	33.2%	31.3%	35.3%	33.8%
Strongly Agree	54.8%	61.5%	56.7%	58.7%	60.6%	63.6%	57.0%	58.6%
*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.								

Q5. Please rate your level of agreement with the following statements about transportation in Missouri and about MoDOT. (Excluding don't knows and none chosen)								
	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q5e. MoDOT keeps its commitments to the public								
Strongly Disagree	6.6%	5.0%	3.8%	5.7%	3.2%	2.6%	4.7%	4.3%
Somewhat Disagree	10.3%	8.8%	9.6%	8.8%	8.9%	4.7%	7.9%	8.2%
Somewhat Agree	47.3%	42.4%	50.4%	41.1%	45.7%	47.0%	47.9%	46.2%
Strongly Agree	35.8%	43.7%	36.2%	44.4%	42.2%	45.7%	39.5%	41.3%
Q5f. MoDOT does a good job of providing advance warning to motorists before entering work zones								
Strongly Disagree	2.2%	1.4%	3.4%	1.6%	2.4%	1.0%	2.8%	2.5%
Somewhat Disagree	3.4%	3.2%	5.0%	2.8%	5.9%	3.6%	3.8%	4.7%
Somewhat Agree	30.1%	26.3%	31.5%	26.7%	31.9%	25.5%	24.8%	29.2%
Strongly Agree	64.2%	69.1%	60.1%	68.9%	59.8%	69.9%	68.5%	63.6%
*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.								

Q5. Please rate your level of agreement with the following statements about transportation in Missouri and about MoDOT. (Excluding don't knows and none chosen)								
	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q5g. MoDOT does a good job of minimizing travel delays caused by work zones								
Strongly Disagree	4.3%	3.1%	5.2%	3.7%	7.6%	2.7%	3.1%	5.4%
Somewhat Disagree	9.1%	6.2%	12.0%	6.5%	10.5%	6.4%	6.8%	9.4%
Somewhat Agree	42.1%	37.3%	46.0%	46.5%	48.3%	44.9%	37.8%	45.6%
Strongly Agree	44.5%	53.4%	36.9%	43.3%	33.7%	46.1%	52.3%	39.6%
Q5h. You rely on MoDOT for real-time traffic information								
Strongly Disagree	17.2%	15.2%	15.6%	14.3%	16.8%	15.7%	17.0%	16.3%
Somewhat Disagree	19.3%	15.0%	19.5%	15.6%	21.9%	17.4%	14.4%	18.6%
Somewhat Agree	35.8%	36.3%	35.5%	34.6%	29.9%	34.3%	32.6%	33.7%
Strongly Agree	27.8%	33.5%	29.4%	35.5%	31.4%	32.6%	36.1%	31.3%
*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.								

Q6. I'm now going to cover specific services of MoDOT. Please tell me whether you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. (Excluding don't knows and none chosen)								
	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q6a. How satisfied are you with MoDOT's efforts to keep the surface of *major highways* in good condition (smooth and free of potholes)?								
Very Dissatisfied	13.6%	8.5%	8.7%	7.6%	8.7%	5.9%	6.1%	8.2%
Somewhat Dissatisfied	22.8%	16.3%	19.6%	15.9%	18.8%	14.6%	14.8%	17.7%
Somewhat Satisfied	36.8%	43.8%	46.4%	46.8%	45.2%	49.1%	42.4%	45.5%
Very Satisfied	26.8%	31.5%	25.4%	29.7%	27.4%	30.4%	36.7%	28.7%
Q6b. How satisfied are you with MoDOT's efforts to keep the surface of *other state highways* in good condition (smooth and free of potholes)?								
Very Dissatisfied	18.8%	13.8%	10.6%	12.1%	9.7%	10.3%	11.9%	11.3%
Somewhat Dissatisfied	28.0%	23.0%	23.2%	19.0%	22.2%	22.5%	21.2%	21.6%
Somewhat Satisfied	35.9%	42.3%	48.2%	47.1%	46.3%	47.1%	43.2%	46.2%
Very Satisfied	17.3%	20.9%	18.0%	21.9%	21.8%	20.0%	23.7%	20.9%
*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.								

Q6. I'm now going to cover specific services of MoDOT. Please tell me whether you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. (Excluding don't knows and none chosen)								
	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q6c. How satisfied are you with MoDOT's efforts to keep bridges in good condition?								
Very Dissatisfied	12.1%	14.3%	10.5%	10.9%	13.8%	9.9%	9.9%	12.2%
Somewhat Dissatisfied	21.6%	19.3%	23.6%	20.1%	21.5%	23.7%	18.9%	21.4%
Somewhat Satisfied	39.8%	40.3%	40.4%	39.0%	40.7%	39.3%	38.7%	39.6%
Very Satisfied	26.5%	26.1%	25.6%	30.0%	24.0%	27.1%	32.5%	26.8%
Q6d. How satisfied are you with MoDOT's efforts to minimize congestion on highways?								
Very Dissatisfied	7.9%	6.1%	8.6%	6.7%	10.0%	5.8%	5.6%	8.2%
Somewhat Dissatisfied	18.6%	13.8%	19.9%	16.6%	21.4%	15.6%	9.9%	17.9%
Somewhat Satisfied	42.4%	47.8%	46.7%	46.8%	48.0%	44.7%	43.5%	46.6%
Very Satisfied	31.1%	32.3%	24.8%	29.9%	20.6%	33.9%	41.0%	27.3%
*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.								

Q6. I'm now going to cover specific services of MoDOT. Please tell me whether you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. (Excluding don't knows and none chosen)								
	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q6e. How satisfied are you with MoDOT's efforts to manage snow and ice on highways?								
Very Dissatisfied	7.4%	7.5%	6.3%	5.3%	4.1%	7.9%	4.5%	5.9%
Somewhat Dissatisfied	17.6%	13.0%	9.6%	9.3%	11.2%	11.2%	9.4%	10.7%
Somewhat Satisfied	36.4%	33.9%	38.6%	36.2%	41.5%	35.8%	32.2%	37.9%
Very Satisfied	38.7%	45.5%	45.5%	49.2%	43.3%	45.0%	54.0%	45.6%
Q6f. How satisfied are you with MoDOT's efforts to keep the shoulders on highways in good condition?								
Very Dissatisfied	15.0%	9.7%	6.7%	9.3%	6.5%	10.2%	11.1%	8.1%
Somewhat Dissatisfied	21.9%	18.1%	18.5%	16.6%	13.9%	17.0%	15.1%	16.7%
Somewhat Satisfied	39.8%	40.4%	40.9%	41.8%	44.2%	40.1%	35.1%	40.8%
Very Satisfied	23.4%	31.8%	33.9%	32.3%	35.4%	32.6%	38.7%	34.4%
*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.								

Q6. I'm now going to cover specific services of MoDOT. Please tell me whether you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. (Excluding don't knows and none chosen)								
	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q6g. How satisfied are you with MoDOT's efforts to mow and trim trees, grass and weeds along highways?								
Very Dissatisfied	18.1%	12.3%	12.5%	9.9%	8.3%	14.7%	14.5%	11.5%
Somewhat Dissatisfied	17.9%	18.2%	17.3%	18.7%	14.6%	19.6%	21.7%	16.7%
Somewhat Satisfied	35.8%	42.8%	38.5%	38.9%	45.0%	39.2%	32.7%	40.7%
Very Satisfied	28.1%	26.7%	31.7%	32.5%	32.0%	26.5%	31.1%	31.1%
Q6h. How satisfied are you with MoDOT's efforts to remove debris, such as dead animals, glass, and torn tires from the driving lanes on highways?								
Very Dissatisfied	15.8%	10.3%	9.8%	9.1%	10.7%	10.5%	12.9%	10.9%
Somewhat Dissatisfied	21.7%	18.5%	18.4%	17.8%	18.5%	19.3%	18.8%	18.5%
Somewhat Satisfied	35.4%	40.3%	40.8%	40.4%	41.4%	40.9%	37.4%	41.0%
Very Satisfied	27.1%	30.8%	31.0%	32.7%	29.4%	29.4%	30.9%	29.6%
*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.								

Q6. I'm now going to cover specific services of MoDOT. Please tell me whether you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. (Excluding don't knows and none chosen)								
	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q6i. How satisfied are you with MoDOT's efforts to provide signs along highways that are easy to understand?								
Very Dissatisfied	4.2%	3.0%	2.4%	2.2%	3.6%	2.2%	1.8%	2.7%
Somewhat Dissatisfied	6.2%	5.7%	7.6%	5.2%	6.5%	6.4%	6.0%	6.6%
Somewhat Satisfied	34.7%	34.9%	32.3%	28.6%	35.5%	32.6%	31.0%	32.9%
Very Satisfied	54.8%	56.4%	57.6%	64.0%	54.4%	58.8%	61.1%	57.8%
Q6j. How satisfied are you with the brightness of MoDOT's signs?								
Very Dissatisfied	2.6%	3.5%	2.0%	3.0%	3.3%	2.4%	2.6%	2.7%
Somewhat Dissatisfied	5.6%	4.9%	4.8%	4.0%	6.1%	5.4%	5.8%	5.2%
Somewhat Satisfied	33.3%	34.2%	32.3%	31.7%	33.7%	26.4%	27.9%	31.8%
Very Satisfied	58.5%	57.4%	60.9%	61.3%	56.9%	65.8%	63.7%	60.3%
*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.								

Q6. I'm now going to cover specific services of MoDOT. Please tell me whether you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. (Excluding don't knows and none chosen)								
	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q6k. How satisfied are you with the brightness of striping on MoDOT highways?								
Very Dissatisfied	7.2%	4.2%	5.4%	6.3%	7.3%	4.8%	3.6%	6.2%
Somewhat Dissatisfied	12.7%	14.4%	15.9%	9.9%	17.0%	12.1%	13.9%	14.2%
Somewhat Satisfied	41.4%	41.2%	40.6%	36.1%	39.2%	39.6%	34.5%	38.9%
Very Satisfied	38.6%	40.2%	38.0%	47.8%	36.6%	43.4%	48.0%	40.7%
Q6l. How satisfied are you with your options for traveling by air?								
Very Dissatisfied	17.3%	17.3%	12.4%	18.4%	14.9%	18.4%	23.6%	15.7%
Somewhat Dissatisfied	17.3%	20.4%	16.0%	22.7%	20.4%	21.3%	15.6%	19.2%
Somewhat Satisfied	36.7%	36.5%	38.0%	38.5%	35.0%	34.1%	32.7%	36.2%
Very Satisfied	28.7%	25.8%	33.6%	20.4%	29.8%	26.3%	28.0%	29.0%
*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.								

Q6. I'm now going to cover specific services of MoDOT. Please tell me whether you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. (Excluding don't knows and none chosen)								
	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q6m. How satisfied are you with your options for traveling by public transit such as buses, vans or Metro Link?								
Very Dissatisfied	28.3%	33.7%	25.7%	28.9%	32.2%	31.1%	36.8%	31.0%
Somewhat Dissatisfied	22.8%	20.3%	24.1%	27.2%	26.7%	24.6%	18.8%	23.8%
Somewhat Satisfied	29.4%	27.1%	31.2%	28.9%	29.4%	23.9%	22.2%	28.4%
Very Satisfied	19.5%	19.0%	19.0%	15.0%	11.7%	20.5%	22.2%	16.8%
Q6n. How satisfied are you with your options for traveling by Amtrak?								
Very Dissatisfied	28.4%	27.5%	21.1%	26.5%	18.8%	39.2%	34.2%	25.8%
Somewhat Dissatisfied	23.8%	22.2%	26.7%	24.5%	28.5%	22.0%	23.0%	25.0%
Somewhat Satisfied	28.7%	26.3%	28.7%	27.6%	33.2%	20.8%	22.6%	28.5%
Very Satisfied	19.2%	24.0%	23.5%	21.4%	19.4%	18.0%	20.2%	20.7%
*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.								

Q6. I'm now going to cover specific services of MoDOT. Please tell me whether you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. (Excluding don't knows and none chosen)								
	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q6o. How satisfied are you with your options for traveling by bicycle on bike lanes or paved shoulders?								
Very Dissatisfied	31.9%	32.0%	27.1%	30.9%	25.1%	33.0%	35.2%	29.4%
Somewhat Dissatisfied	25.9%	24.4%	29.2%	24.8%	27.8%	22.6%	27.5%	27.0%
Somewhat Satisfied	27.8%	24.1%	27.1%	29.4%	30.0%	28.3%	22.8%	27.3%
Very Satisfied	14.5%	19.5%	16.7%	15.0%	17.2%	16.0%	14.5%	16.2%
Q6p. How satisfied are you with your options for traveling by walking on sidewalks or intersection crossings?								
Very Dissatisfied	15.7%	15.8%	13.4%	15.9%	13.1%	18.5%	17.1%	15.5%
Somewhat Dissatisfied	19.0%	25.4%	21.4%	20.4%	18.0%	19.5%	20.5%	20.5%
Somewhat Satisfied	39.2%	32.4%	41.6%	38.7%	40.1%	36.7%	32.0%	37.4%
Very Satisfied	26.2%	26.4%	23.6%	25.0%	28.8%	25.4%	30.3%	26.6%
*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.								

Q7. I'm now going to repeat these services and ask if they are very important, somewhat important, somewhat unimportant, or very unimportant (Excluding don't knows and none chosen)								
	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q7a. How important is it for MoDOT to keep the surface of *major highways* in good condition (smooth and free of potholes)?								
Very Unimportant	0.6%	0.6%	0.6%	0.8%	0.8%	0.6%	0.8%	0.6%
Somewhat Unimportant	1.0%	0.8%	0.8%	0.4%	0.0%	0.6%	0.2%	0.4%
Somewhat Important	5.6%	6.8%	4.4%	6.2%	6.2%	3.0%	7.0%	5.1%
Very Important	92.8%	91.8%	94.2%	92.6%	93.0%	95.8%	92.0%	93.9%
Q7b. How important is it for MoDOT to keep the surface of *other state highways* in good condition (smooth and free of potholes)?								
Very Unimportant	1.4%	1.4%	1.4%	1.2%	0.8%	1.4%	1.8%	1.2%
Somewhat Unimportant	2.0%	1.0%	1.8%	1.4%	2.0%	1.6%	2.2%	1.8%
Somewhat Important	10.1%	13.3%	15.3%	12.9%	14.5%	12.7%	14.4%	14.0%
Very Important	86.5%	84.2%	81.5%	84.5%	82.7%	84.3%	81.6%	83.0%
*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.								

Q7. I'm now going to repeat these services and ask if they are very important, somewhat important, somewhat unimportant, or very unimportant (Excluding don't knows and none chosen)								
	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q7c. How important is it for MoDOT to keep bridges in good condition?								
Very Unimportant	0.8%	1.8%	0.2%	1.0%	0.2%	0.6%	0.6%	0.5%
Somewhat Unimportant	0.8%	1.0%	1.2%	0.4%	0.8%	1.0%	0.6%	0.8%
Somewhat Important	6.6%	7.8%	6.2%	5.8%	6.4%	3.4%	7.2%	5.7%
Very Important	91.8%	89.4%	92.4%	92.8%	92.6%	95.0%	91.6%	93.0%
Q7d. How important is it for MoDOT to minimize congestion on highways?								
Very Unimportant	1.6%	2.2%	0.8%	0.6%	0.6%	0.8%	1.0%	0.8%
Somewhat Unimportant	3.7%	3.4%	3.2%	2.8%	3.4%	3.2%	4.1%	3.4%
Somewhat Important	27.8%	27.4%	28.6%	27.6%	27.2%	24.7%	23.0%	27.0%
Very Important	66.9%	66.9%	67.3%	69.0%	68.8%	71.2%	71.9%	68.8%

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

Q7. I'm now going to repeat these services and ask if they are very important, somewhat important, somewhat unimportant, or very unimportant (Excluding don't knows and none chosen)								
	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q7e. How important is it for MoDOT to manage snow and ice on highways?								
Very Unimportant	1.0%	1.6%	0.4%	0.6%	0.4%	0.6%	0.8%	0.5%
Somewhat Unimportant	0.8%	0.0%	0.6%	0.8%	1.4%	1.0%	1.2%	0.9%
Somewhat Important	8.8%	10.6%	9.7%	10.2%	9.8%	7.4%	8.2%	9.4%
Very Important	89.4%	87.8%	89.3%	88.4%	88.4%	91.0%	89.8%	89.1%
Q7f. How important is it for MoDOT to keep the shoulders on highways in good condition?								
Very Unimportant	1.8%	1.8%	0.6%	0.6%	1.0%	1.4%	0.8%	1.1%
Somewhat Unimportant	3.2%	2.4%	4.2%	3.0%	4.8%	3.4%	3.8%	4.2%
Somewhat Important	21.2%	25.3%	29.5%	26.9%	27.0%	23.3%	17.8%	25.7%
Very Important	73.8%	70.5%	65.7%	69.5%	67.2%	71.9%	77.6%	69.0%
*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.								

Q7. I'm now going to repeat these services and ask if they are very important, somewhat important, somewhat unimportant, or very unimportant (Excluding don't knows and none chosen)								
	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q7g. How important is it for MoDOT to mow and trim trees, grass and weeds along highways?								
Very Unimportant	3.0%	2.6%	2.8%	2.6%	3.6%	2.2%	1.4%	3.0%
Somewhat Unimportant	7.2%	8.4%	8.4%	8.2%	10.5%	7.4%	6.4%	8.5%
Somewhat Important	33.9%	32.4%	38.5%	36.3%	38.4%	31.3%	25.9%	35.3%
Very Important	55.9%	56.6%	50.3%	52.9%	47.5%	59.1%	66.3%	53.1%
Q7h. How important is it for MoDOT to remove debris, such as dead animals, glass, and torn tires from the driving lanes on highways?								
Very Unimportant	1.8%	2.0%	1.0%	1.2%	0.6%	0.8%	1.0%	0.9%
Somewhat Unimportant	2.8%	3.2%	4.0%	4.2%	2.4%	3.2%	4.2%	3.1%
Somewhat Important	21.2%	20.2%	20.4%	18.0%	17.8%	20.1%	16.0%	18.8%
Very Important	74.1%	74.7%	74.6%	76.6%	79.2%	75.9%	78.8%	77.2%
*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.								

Q7. I'm now going to repeat these services and ask if they are very important, somewhat important, somewhat unimportant, or very unimportant (Excluding don't knows and none chosen)								
	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q7i. How important is it for MoDOT to provide signs along highways that are easy to understand?								
Very Unimportant	1.4%	1.8%	0.0%	0.4%	0.4%	0.6%	0.6%	0.5%
Somewhat Unimportant	1.0%	0.6%	1.4%	0.2%	1.0%	1.2%	0.8%	1.0%
Somewhat Important	14.0%	14.8%	14.4%	11.6%	13.4%	9.2%	11.0%	13.2%
Very Important	83.6%	82.8%	84.2%	87.8%	85.2%	89.0%	87.6%	85.4%
Q7j. How important is it for MoDOT to provide bright signs?								
Very Unimportant	2.0%	2.2%	0.4%	0.4%	0.6%	1.0%	0.8%	0.8%
Somewhat Unimportant	2.0%	0.8%	2.4%	1.6%	3.2%	1.8%	1.8%	2.4%
Somewhat Important	18.4%	20.2%	19.0%	17.4%	15.0%	15.2%	13.8%	16.7%
Very Important	77.6%	76.8%	78.2%	80.6%	81.2%	82.0%	83.6%	80.2%

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

Q7. I'm now going to repeat these services and ask if they are very important, somewhat important, somewhat unimportant, or very unimportant (Excluding don't knows and none chosen)								
	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q7k. How important is it for MoDOT to provide bright striping on MoDOT highways?								
Very Unimportant	1.2%	1.4%	0.2%	0.4%	0.0%	0.6%	0.6%	0.4%
Somewhat Unimportant	1.4%	1.2%	1.4%	1.0%	2.0%	1.6%	1.8%	1.5%
Somewhat Important	14.8%	17.0%	14.8%	13.4%	11.8%	10.2%	11.6%	13.1%
Very Important	82.6%	80.4%	83.6%	85.2%	86.2%	87.6%	86.0%	85.0%
Q7l. How important is it for MoDOT to support your options for traveling by air?								
Very Unimportant	28.9%	27.5%	22.9%	31.2%	23.0%	26.8%	30.5%	25.9%
Somewhat Unimportant	20.2%	24.6%	20.3%	16.5%	19.8%	23.8%	17.4%	20.3%
Somewhat Important	27.4%	22.8%	29.6%	26.4%	25.7%	22.6%	22.9%	26.1%
Very Important	23.4%	25.1%	27.3%	25.9%	31.6%	26.8%	29.2%	27.7%

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

Q7. I'm now going to repeat these services and ask if they are very important, somewhat important, somewhat unimportant, or very unimportant (Excluding don't knows and none chosen)								
	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q7m. How important is it for MoDOT to support options for traveling by public transit such as buses, vans or Metro Link?								
Very Unimportant	22.4%	26.1%	19.7%	25.7%	17.9%	24.7%	24.7%	21.2%
Somewhat Unimportant	21.5%	21.3%	20.6%	19.4%	15.7%	19.5%	15.9%	18.6%
Somewhat Important	29.5%	25.5%	30.0%	26.6%	26.8%	26.5%	24.0%	27.2%
Very Important	26.6%	27.1%	29.6%	28.3%	39.7%	29.3%	35.3%	33.0%
Q7n. How important is it for MoDOT to support your options for traveling by Amtrak?								
Very Unimportant	30.4%	25.3%	21.8%	28.3%	20.9%	31.9%	30.5%	25.5%
Somewhat Unimportant	23.8%	23.4%	22.0%	20.6%	21.6%	21.8%	16.0%	21.2%
Somewhat Important	23.3%	23.4%	27.6%	22.3%	26.9%	21.1%	21.7%	24.7%
Very Important	22.5%	27.8%	28.5%	28.8%	30.6%	25.2%	31.7%	28.6%
*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.								

Q7. I'm now going to repeat these services and ask if they are very important, somewhat important, somewhat unimportant, or very unimportant (Excluding don't knows and none chosen)								
	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q7o. How important is it for MoDOT to provide bike lanes or paved shoulders for traveling by bicycle?								
Very Unimportant	22.7%	23.4%	17.9%	19.6%	16.4%	14.0%	19.8%	17.2%
Somewhat Unimportant	18.8%	17.3%	17.9%	18.1%	17.6%	15.5%	14.1%	17.0%
Somewhat Important	26.5%	29.9%	29.4%	25.6%	28.3%	31.5%	24.3%	28.8%
Very Important	32.0%	29.4%	34.8%	36.6%	37.7%	39.0%	41.7%	37.0%
Q7p. How important is it for MoDOT to provide sidewalks or intersection crossings for traveling by walking?								
Very Unimportant	9.8%	12.1%	5.6%	6.6%	4.5%	7.9%	9.6%	6.8%
Somewhat Unimportant	11.9%	9.4%	8.1%	10.4%	7.0%	8.7%	6.7%	8.3%
Somewhat Important	28.2%	27.5%	28.6%	25.5%	26.0%	24.8%	22.6%	26.4%
Very Important	50.1%	51.0%	57.6%	57.5%	62.5%	58.6%	61.1%	58.5%
*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.								

Q8. How much do you think the average driver currently pays a month in taxes and fees to fund Missouri state roads? (Excluding don't knows and none chosen)								
	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q8. How much do you think the average driver currently pays a month in taxes and fees to fund Missouri state roads?								
Less than $10 per month	14.1%	11.3%	13.6%	6.7%	13.3%	13.4%	12.8%	12.3%
$10 per month	21.6%	23.3%	21.0%	24.6%	22.5%	29.0%	22.7%	24.1%
$30 per month	37.8%	37.3%	35.0%	37.3%	39.3%	34.0%	32.9%	36.7%
$50 per month	11.5%	10.5%	13.8%	10.9%	10.7%	9.2%	11.5%	11.1%
More than $50 per month	15.1%	17.6%	16.7%	20.5%	14.2%	14.4%	20.1%	15.7%
*The statewide (Total) sample was weighted based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.								

Q9. Traffic congestion, poor road conditions and safety issues cost Missouri drivers time, fuel, and car repairs. How much do you think this totals each month for an average driver?
(Excluding don't knows and none chosen)

	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q9. Traffic congestion, poor road conditions and safety issues cost Missouri drivers time, fuel, and car repairs. How much do you think this totals each month for an average driver?								
Less than $50 per month	51.8%	52.0%	46.6%	52.5%	52.9%	57.8%	51.4%	51.1%
$100 per month	30.3%	29.0%	31.8%	29.8%	28.4%	28.0%	30.0%	29.9%
$150 per month	9.5%	8.8%	9.7%	6.4%	8.7%	5.5%	8.1%	8.4%
More than $150 per month	8.5%	10.2%	11.9%	11.2%	10.0%	8.7%	10.5%	10.6%

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

Q10. If it was determined that the State of Missouri needed to increase revenues in order to adequately fund Missouri state highways and roads, which one of the following five methods would be most acceptable to you? (Excluding don't knows)

	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q10. What method would be most acceptable to you?								
Increase general sales tax	14.3%	14.9%	13.9%	15.9%	12.3%	20.4%	15.8%	14.6%
Increase state fuel tax	28.7%	34.0%	33.8%	29.6%	31.7%	23.4%	24.1%	29.3%
Add tolls to some interstate highways	21.8%	19.1%	21.6%	21.9%	25.5%	20.6%	19.1%	23.0%
Increase car registration and license fees	8.5%	8.8%	10.3%	7.5%	10.2%	9.1%	7.2%	9.6%
Replace state gas tax with vehicle mileage tax	12.5%	12.1%	10.5%	11.5%	12.3%	11.7%	15.3%	11.8%
None of these (unread)	14.3%	11.2%	9.9%	13.7%	7.9%	14.8%	18.5%	11.6%

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

Q11. If it was determined the state of Missouri needed to increase revenues in order to adequately fund Missouri state roads through some sort of tax as discussed in the previous question, how much more per month would you be willing to pay for safer roads? (Excluding don't knows and none chosen)

	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q11. How much more per month would you be willing to pay for safer roads?								
Nothing	16.1%	12.1%	10.6%	15.1%	13.3%	16.2%	16.3%	13.7%
$1 per month	18.4%	13.1%	12.0%	13.8%	17.7%	18.7%	20.9%	16.4%
$5 per month	30.6%	32.4%	33.0%	35.2%	35.1%	34.9%	31.0%	34.6%
$10 per month	23.0%	26.7%	28.6%	24.3%	22.2%	21.0%	19.0%	23.1%
More than $10 per month	11.8%	15.7%	15.8%	11.5%	11.7%	9.3%	12.8%	12.2%

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

Demographics								
	District							Total*
	NW	NE	KC	CD	SL	SW	SE	
Q1. What is your age?								
18 – 29	11.2%	15.4%	11.4%	9.0%	12.6%	9.8%	10.8%	11.5%
30 – 39	14.8%	15.0%	14.2%	15.4%	19.2%	9.8%	12.0%	14.3%
40 – 49	16.2%	15.6%	18.4%	18.2%	19.8%	14.6%	18.2%	17.3%
50 – 64	23.8%	22.6%	22.8%	25.0%	22.0%	27.0%	21.0%	23.4%
65 and up	34.0%	31.5%	33.3%	32.4%	26.4%	38.8%	38.0%	33.5%
Q2. What is your gender?								
Female	53.6%	53.1%	54.5%	48.4%	52.6%	54.2%	53.0%	52.8%
Male	46.4%	46.9%	45.5%	51.6%	47.4%	45.8%	47.0%	47.2%
Q3. Approximately how many miles per year do you personally drive? (excluding don't know)								
None – I do not drive	2.6%	2.6%	5.2%	4.2%	5.0%	2.8%	5.3%	4.6%
Less than 10,000 miles	44.4%	45.3%	41.2%	41.8%	47.9%	49.8%	48.8%	44.9%
Between 10,000 and 20,000 miles	40.0%	38.4%	39.0%	42.0%	38.0%	36.3%	34.2%	38.3%
More than 20,000 miles	13.0%	13.7%	14.5%	11.9%	9.1%	11.1%	11.7%	12.1%

* The statewide (Total) sample was weighted for Question 3 based on the relative population of each district so that the data contained in the statewide total column reflects the actual population of Missouri considering age, gender, and geographic factors.

Commissioned by the Missouri Department of Transportation

Appendix A:

Importance-Satisfaction Analysis

A Report Card From Missourians

Prepared By:

HEARTLAND
MARKET RESEARCH LLC

Helping You Better Understand Your Stakeholders℠

IMPORTANCE-SATISFACTION ANALYSIS

OVERVIEW

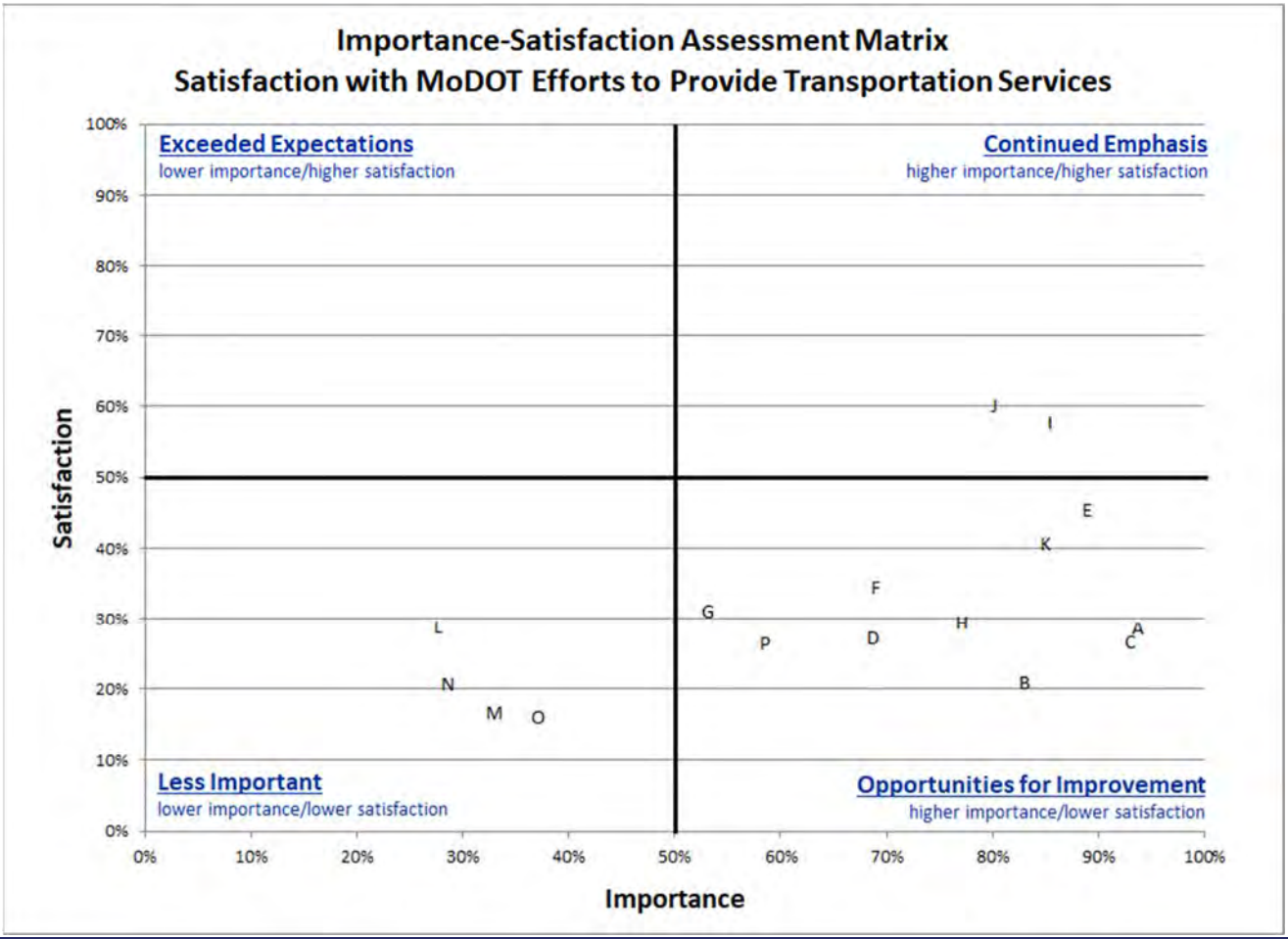
In a world with no resource limitations, public officials would devote enough resources to satisfy all citizens for all desired services. However, in the real world, community leaders must make tough decisions about which services to provide and how much funding to allocate for each offered service.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

IMPORTANCE-SATISFACTION MATRIX

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

The Importance-Satisfaction Matrix should be interpreted as follows:

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



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

While there was some movement, results were similar to the previous survey conducted in 2015. The primary trend was a slight increase in those that were very satisfied for almost all measures – while many measures still show ample room for improvement, respondents showed MoDOT as having improved since 2015. Only one item changed quadrants since the previous study. In 2015, respondents indicated that MoDOT's service of mowing and trimming highway foliage was less important. In 2017, they identified it as an opportunity for improvement. Respondents also suggested that MoDOT should continue to emphasize bright and easily understandable highway signs. According to the Importance-Satisfaction Matrix, Missourians are both very satisfied with these services and believe they are very important.

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

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

Importance-Satisfaction Rating

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

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

For example, in order to calculate the importance-satisfaction rating of keeping the surface of other highways in good condition, one would look up the very important percentage for this service (93.9%) and the very satisfied percentage with this service (28.7%). One would then plug these numbers into the equation:

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

$$IS\ rating = 93.9\%\ x\ (100\% - 28.7\ \%)$$

$$IS\ rating = 93.9\%\ x\ 71.3\%$$

$$IS\ rating = .670$$

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

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

MoDOT Service	Very Important %	Very Important Rank	Very Satisfied %	Very Satisfied Rank	Importance-Satisfaction Rating	Importance-Satisfaction Rating Rank
Highest Priority (IS > .600)						
Keep bridges in good condition	93.0%	2	26.8%	11	0.681	1
Keep the surface of **major highways** in good condition	93.9%	1	28.7%	9	0.670	2
Keep the surface of **other state highways** in good condition	82.99%	6	20.88%	13	0.657	3
Higher Priority (IS .500 to .590)						
Remove debris - such as dead animals, glass, and torn tires - from the driving lanes on highways	77.2%	8	29.6%	7	0.544	4
Provide bright striping on highways	85.0%	5	40.7%	4	0.503	5
Minimize congestion on highways	68.8%	10	27.3%	10	0.500	6

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

MoDOT Service	Very Important %	Very Important Rank	Very Satisfied %	Very Satisfied Rank	Importance-Satisfaction Rating	Importance-Satisfaction Rating Rank
Medium Priority (IS .350 to .490)						
Manage snow and ice on highways	89.1%	3	45.6%	3	0.485	7
Keep the shoulders on highways in good condition	69.0%	9	34.4%	5	0.453	8
Provide sidewalks or intersection crossings for traveling by walking	58.5%	11	26.6%	12	0.429	9
Mow and trim trees, grass, and weeds along highways	53.1%	12	31.1%	6	0.366	10
Provide signs along highway that are easy to understand	85.4%	4	57.8%	2	0.361	11
Lower Priority (IS <.350)						
Provide bright signs	80.2%	7	60.3%	1	0.319	12
Provide bike lanes or paved shoulders for traveling by bicycle	37.0%	13	16.2%	16	0.311	13
Support your options for traveling by public transit such as busses, vans, or Metro Link	33.0%	14	16.8%	15	0.275	14
Support your options for traveling by Amtrak	28.6%	15	20.7%	14	0.227	15
Support your options for traveling by air	27.7%	16	29.0%	8	0.197	16

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

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

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

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

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

Appendix B:

Maps

A Report Card From Missourians

Prepared By:

HEARTLAND MARKET RESEARCH LLC

Helping You Better Understand Your Stakeholders℠

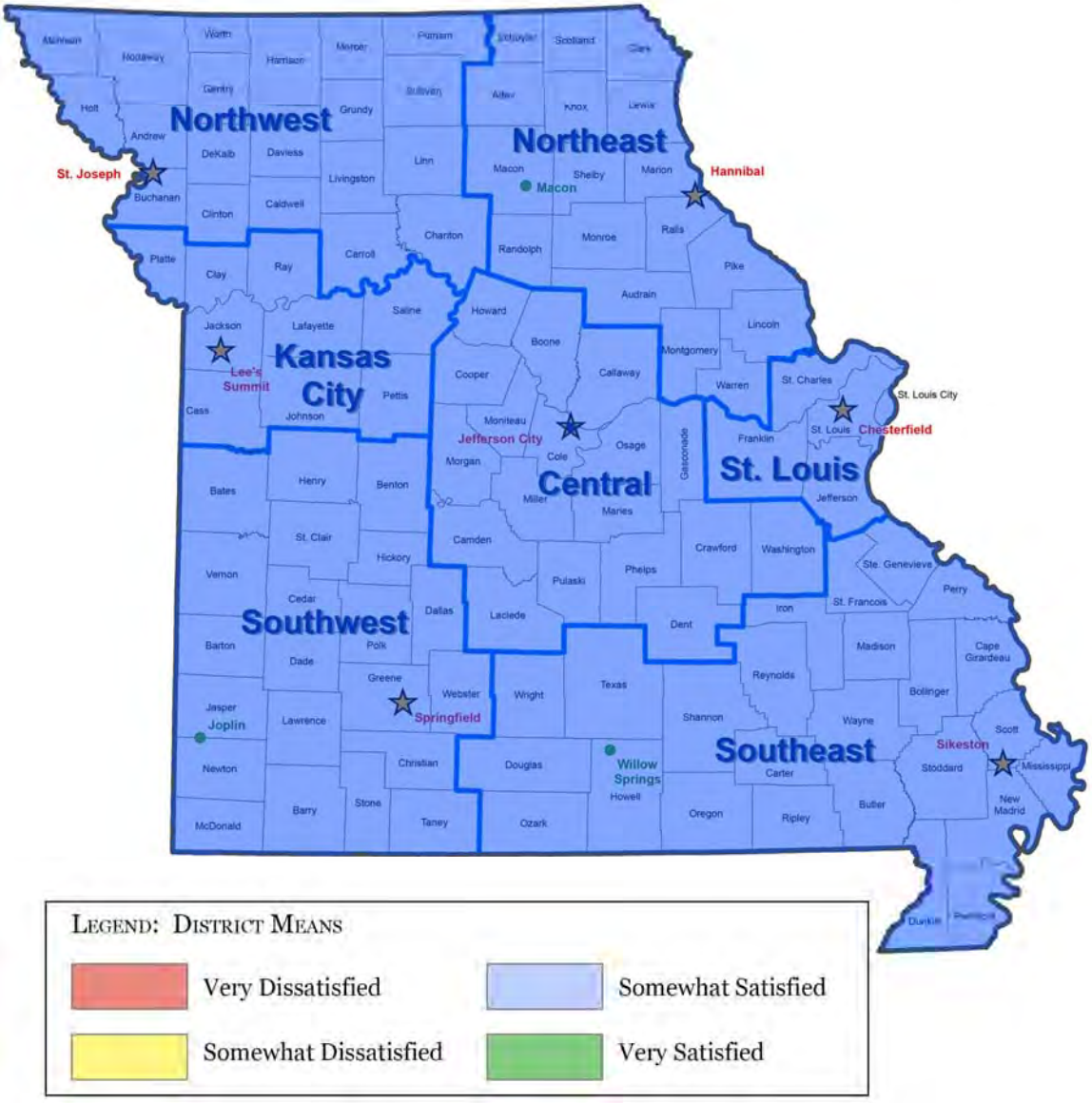
Interpreting the Maps

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

Mean weightings of 1.00 to 1.75 indicate that the overall population was very dissatisfied with the service, strongly disagreed with the question, or thought the service was very unimportant. Mean weighting of 1.75 to 2.50 indicate that the overall population was somewhat dissatisfied with the service, somewhat disagreed with the question, or thought the service was somewhat unimportant. Mean weightings of 2.50 to 3.25 indicate that the overall population was somewhat satisfied with the service, somewhat agreed with the question, or thought the service was somewhat important. Mean weightings of 3.25 to 4.00 indicate that the overall population was very satisfied with the service, strongly agreed with the question, or thought the service was very important.

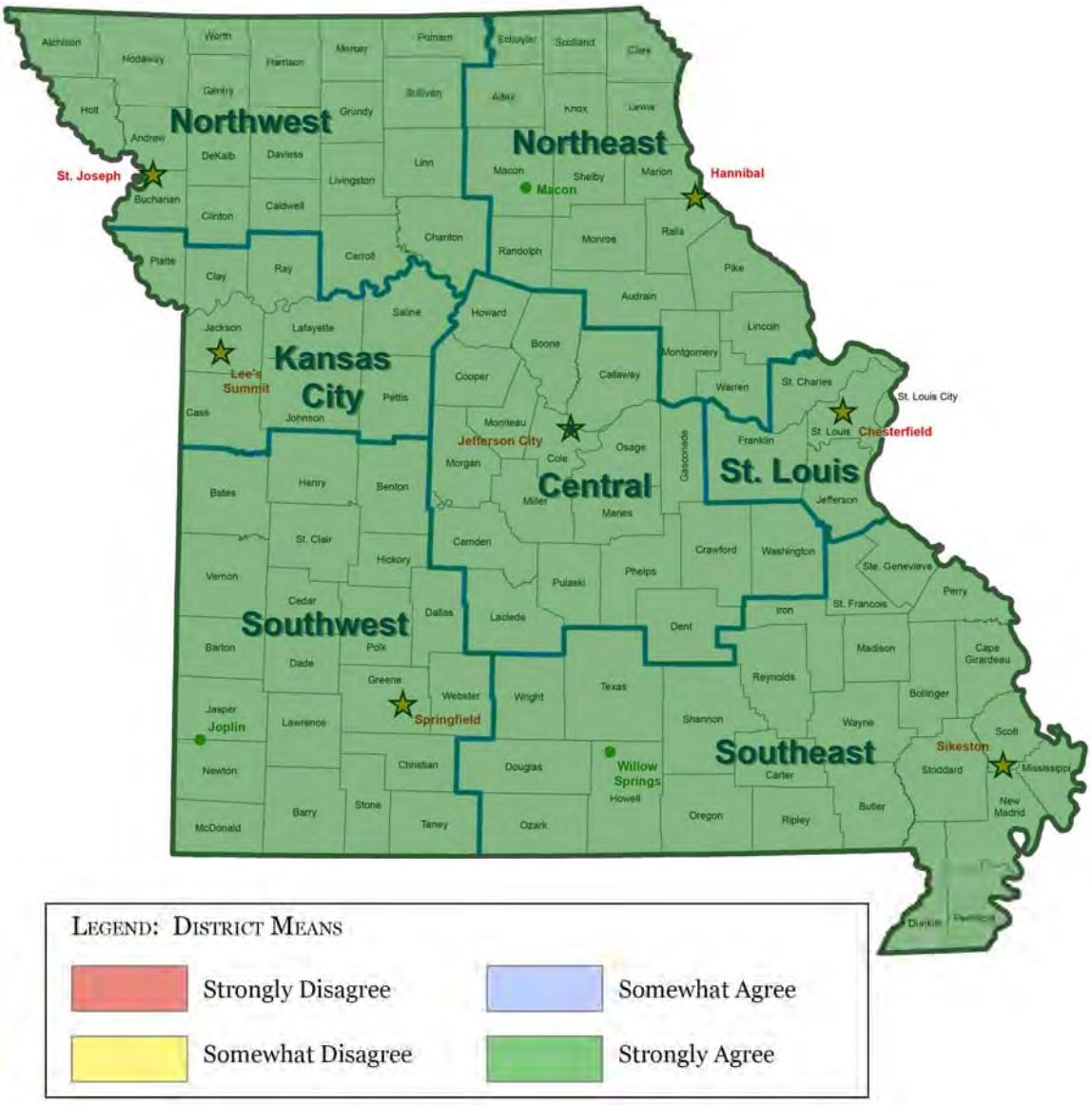
If all the areas on a map are the same color, then people generally feel the same about that issue regardless of where they reside.

Q4. I would like to ask how satisfied you are with the job the Missouri Department of Transportation, also known as MoDOT, is doing—would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with MoDOT?

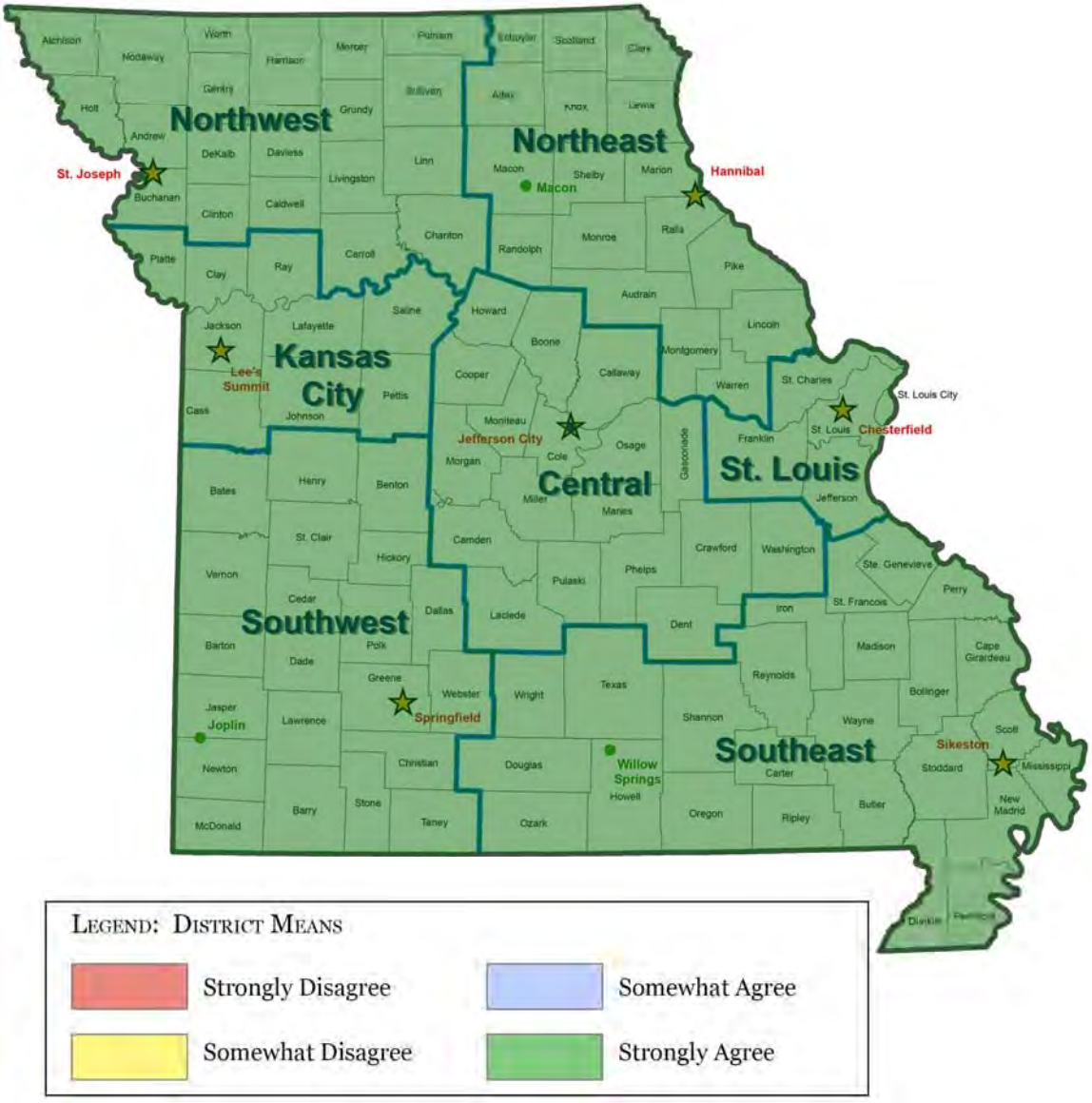


Q5a. MoDOT provides *accurate* information to citizens about road projects, highway conditions, and work zones.

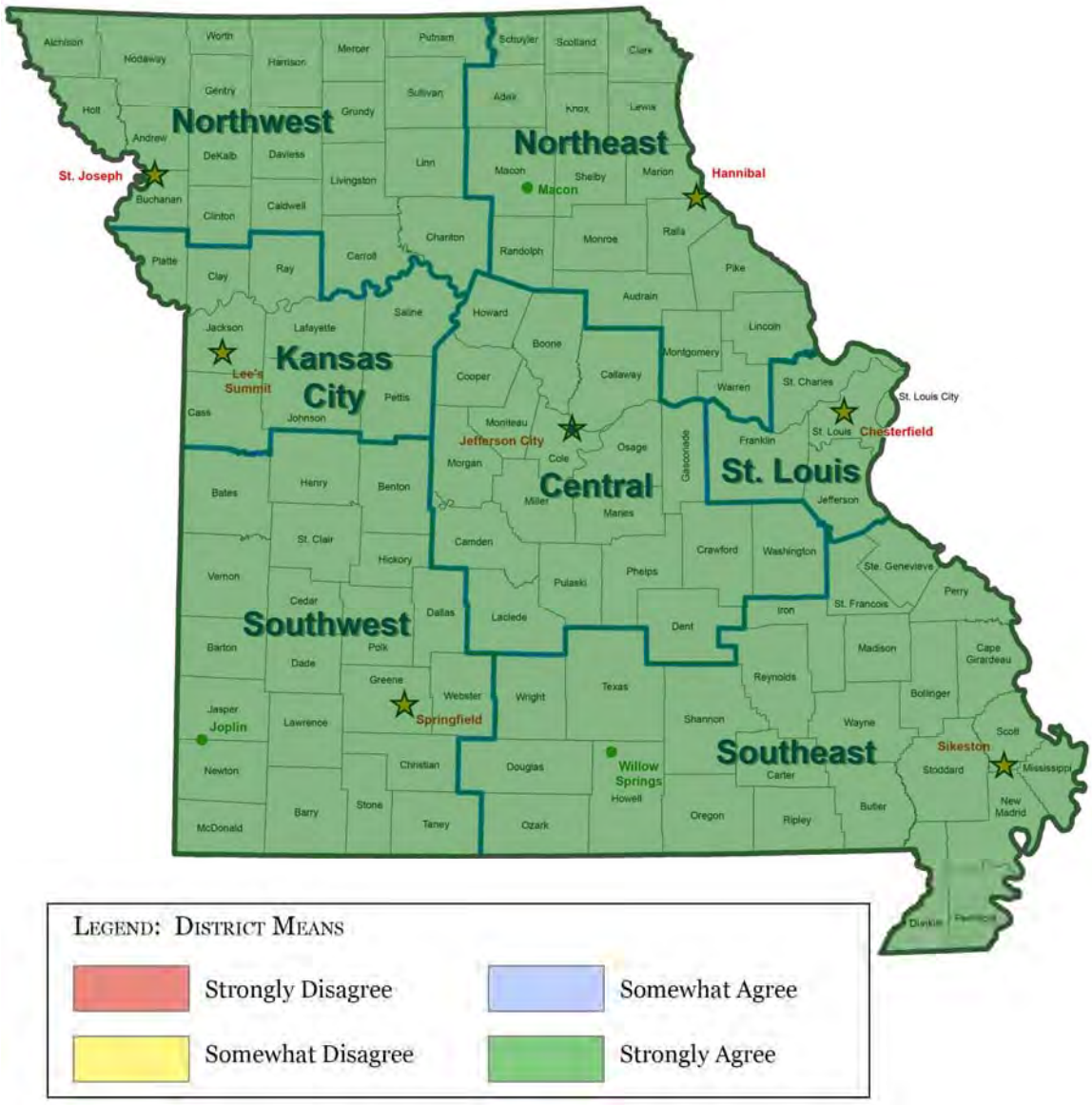
Q5b. MoDOT provides *timely* information to citizens about road projects, highway conditions, and work zones.



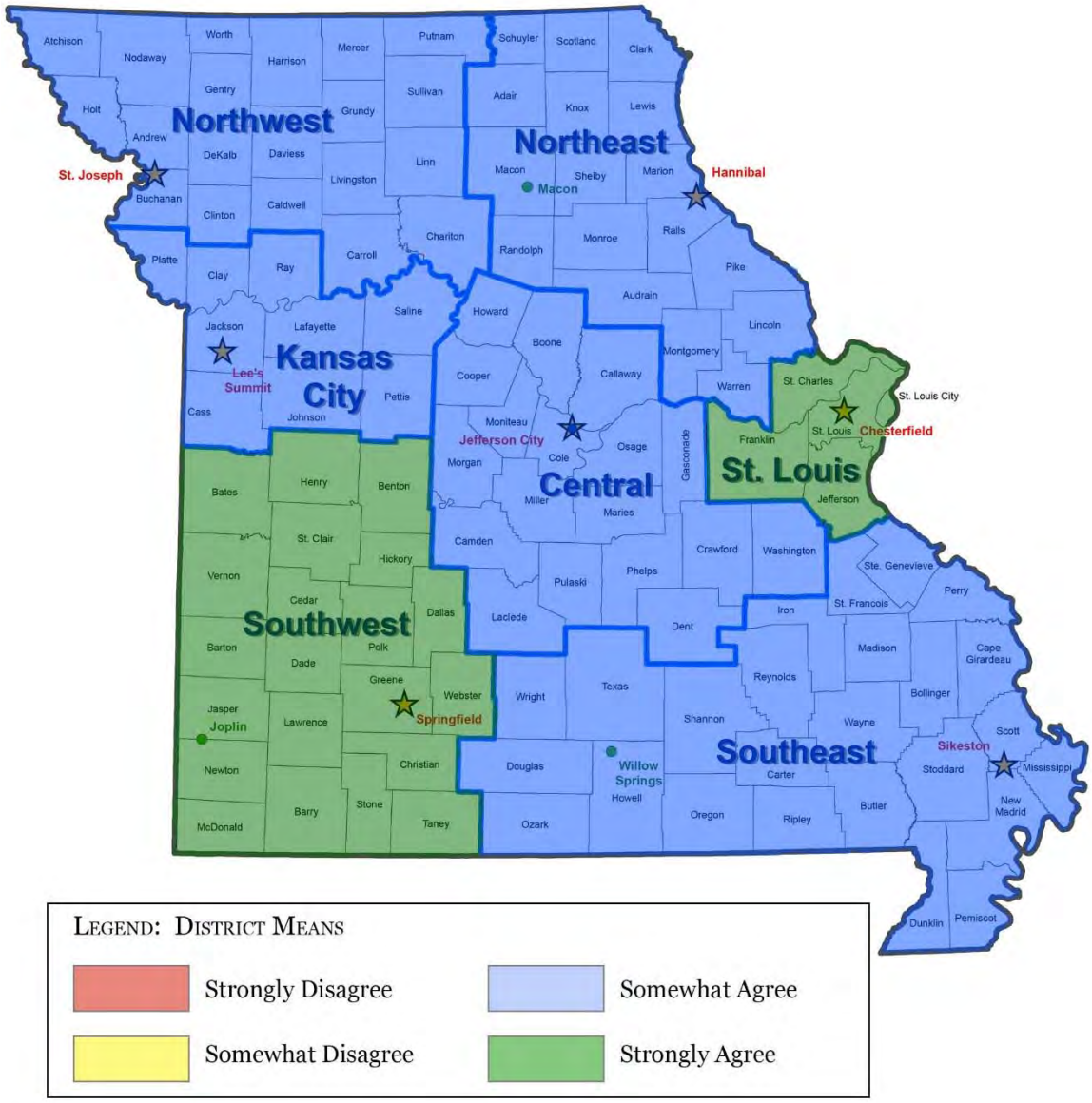
Q5c. MoDOT provides *understandable* information to citizens about road projects, highway conditions, and work zones.



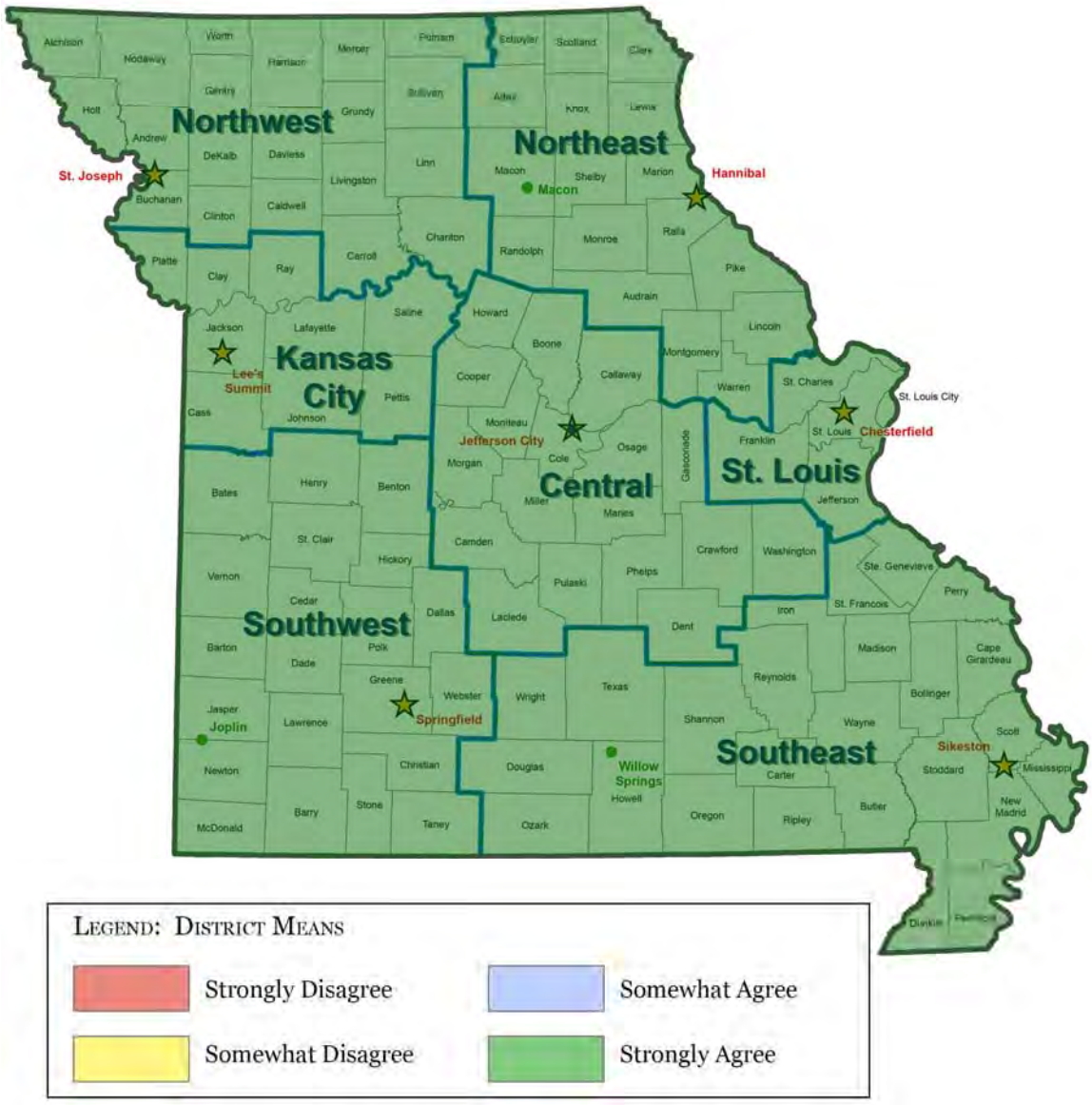
Q5d. MoDOT is the primary transportation expert in Missouri.



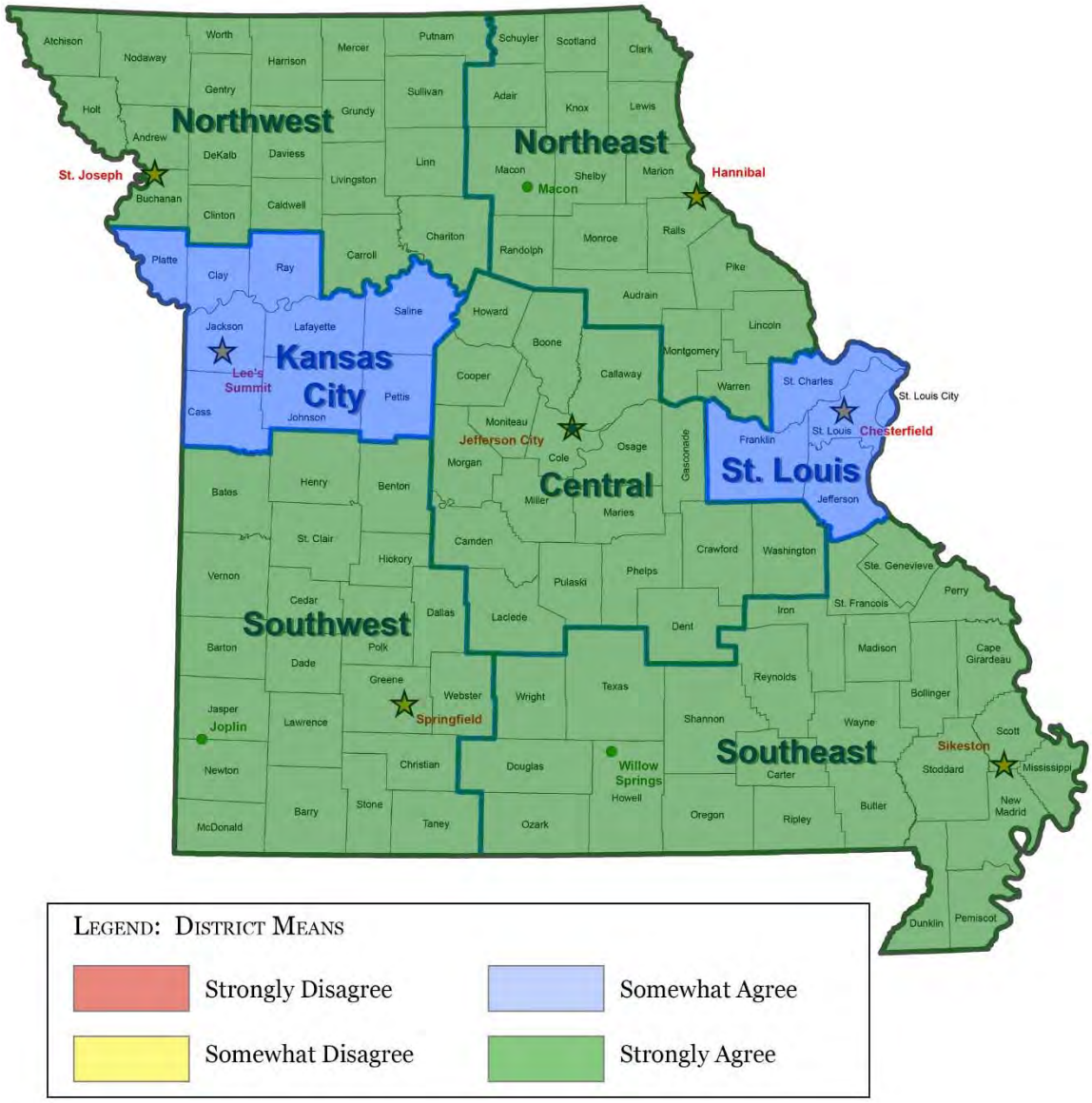
Q5e. MoDOT keeps its commitments to the public.



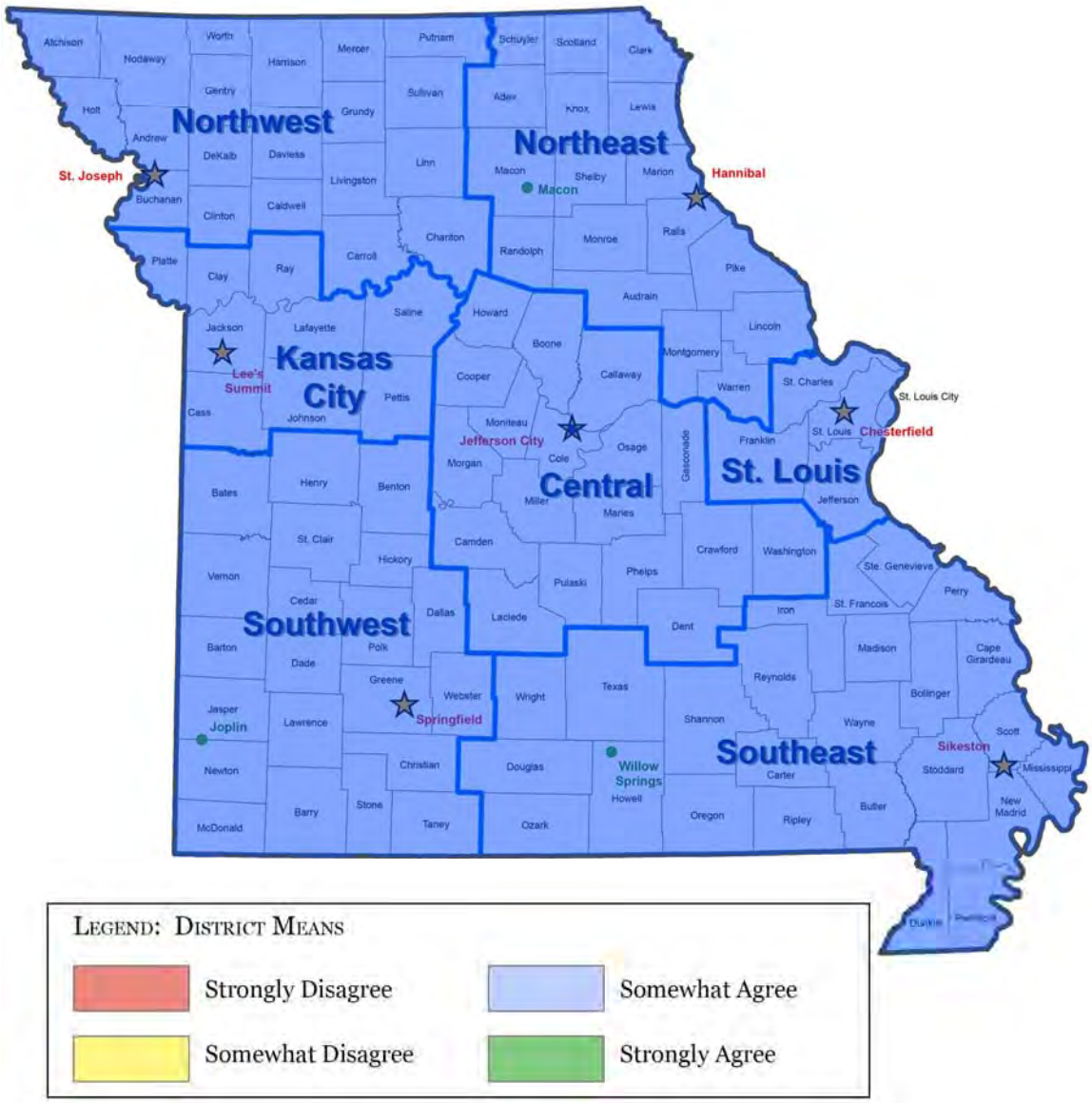
Q5f. MoDOT does a good job of providing advance warning to motorists before entering work zones.



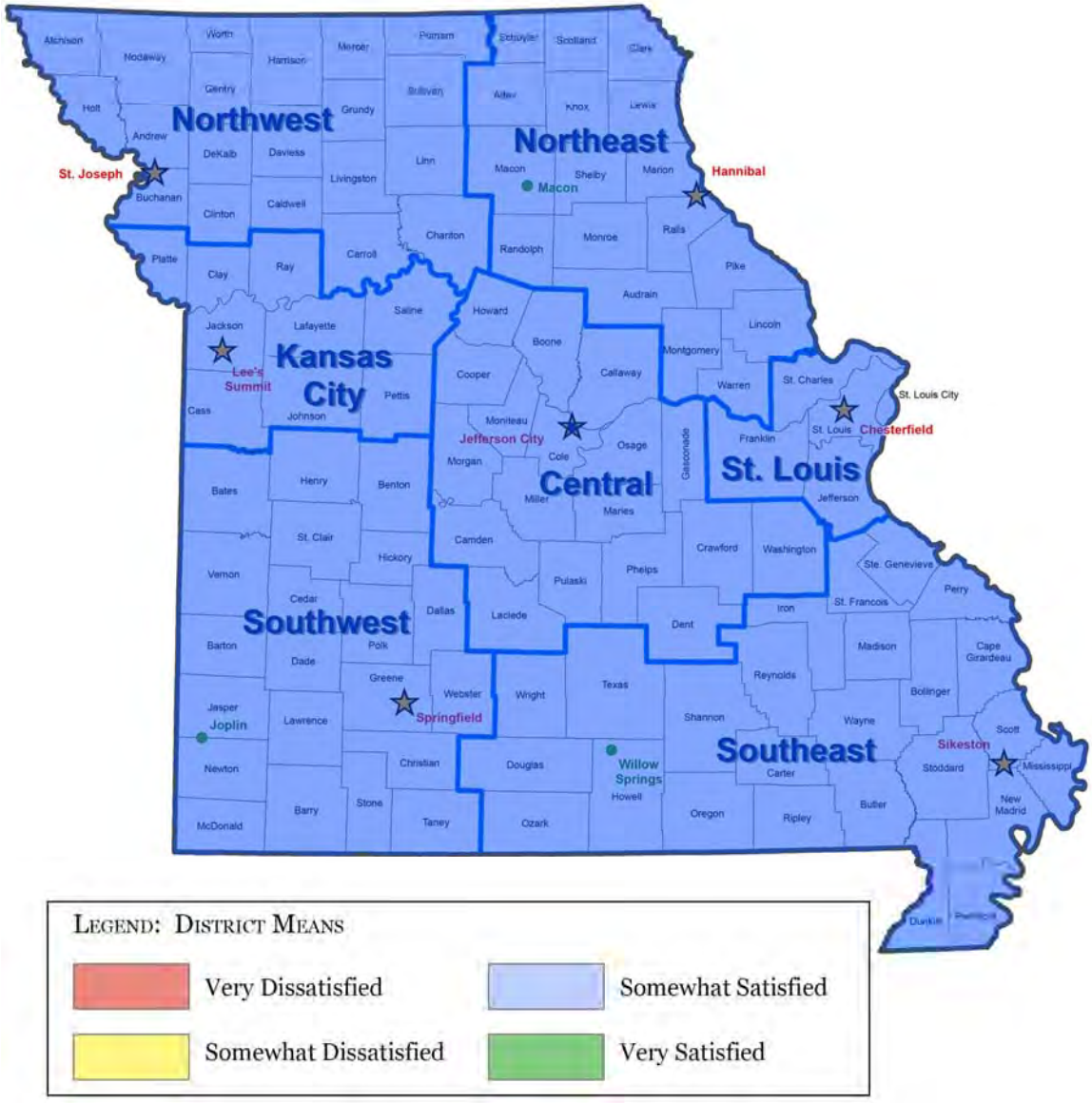
Q5g. MoDOT does a good job of minimizing travel delays caused by work zones.



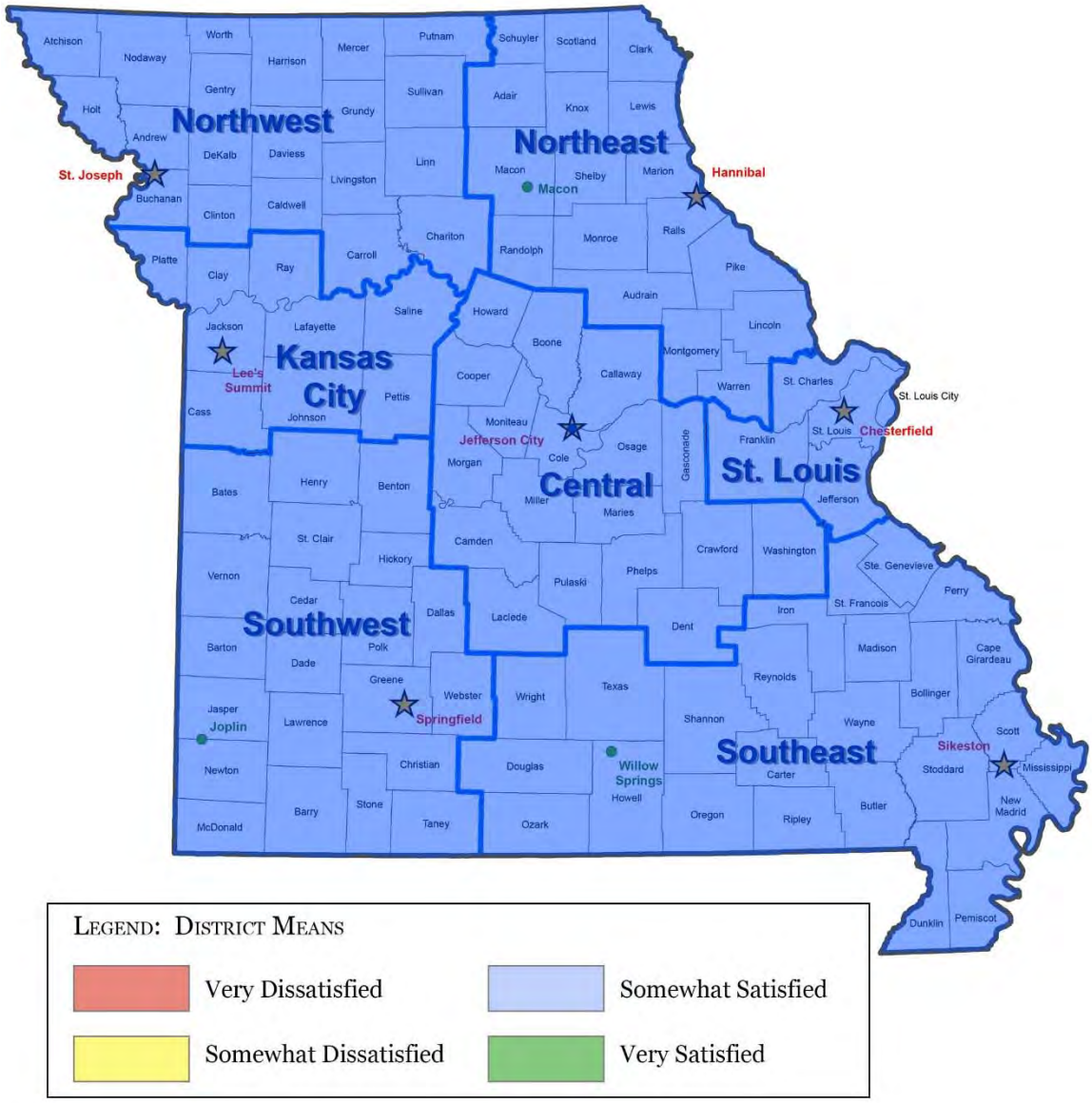
Q5h. You rely on MoDOT for real-time traffic information.



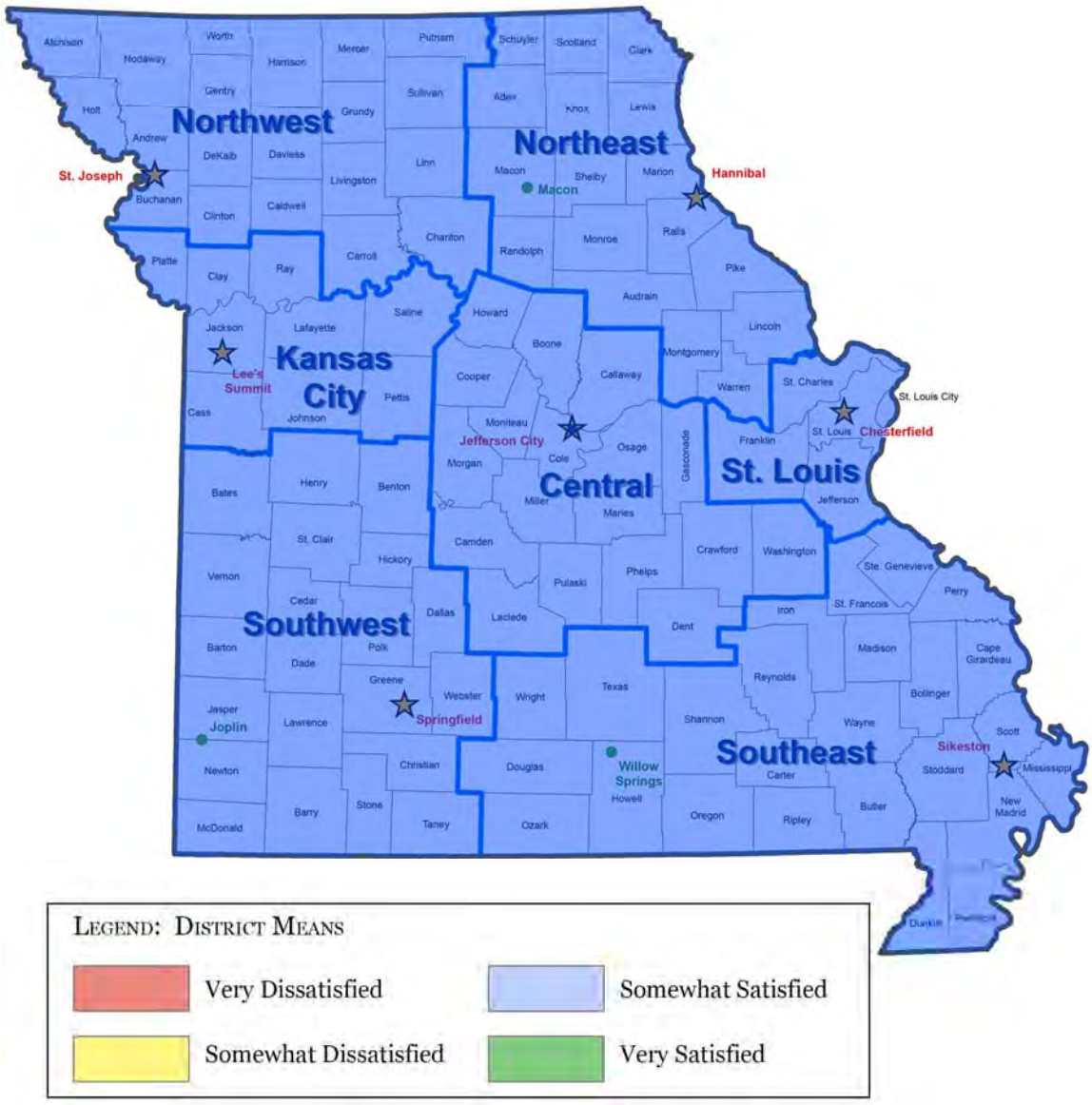
Q6a. How satisfied are you with MoDOT's efforts to keep the surface of *major highways* in good condition (smooth and free of potholes)?



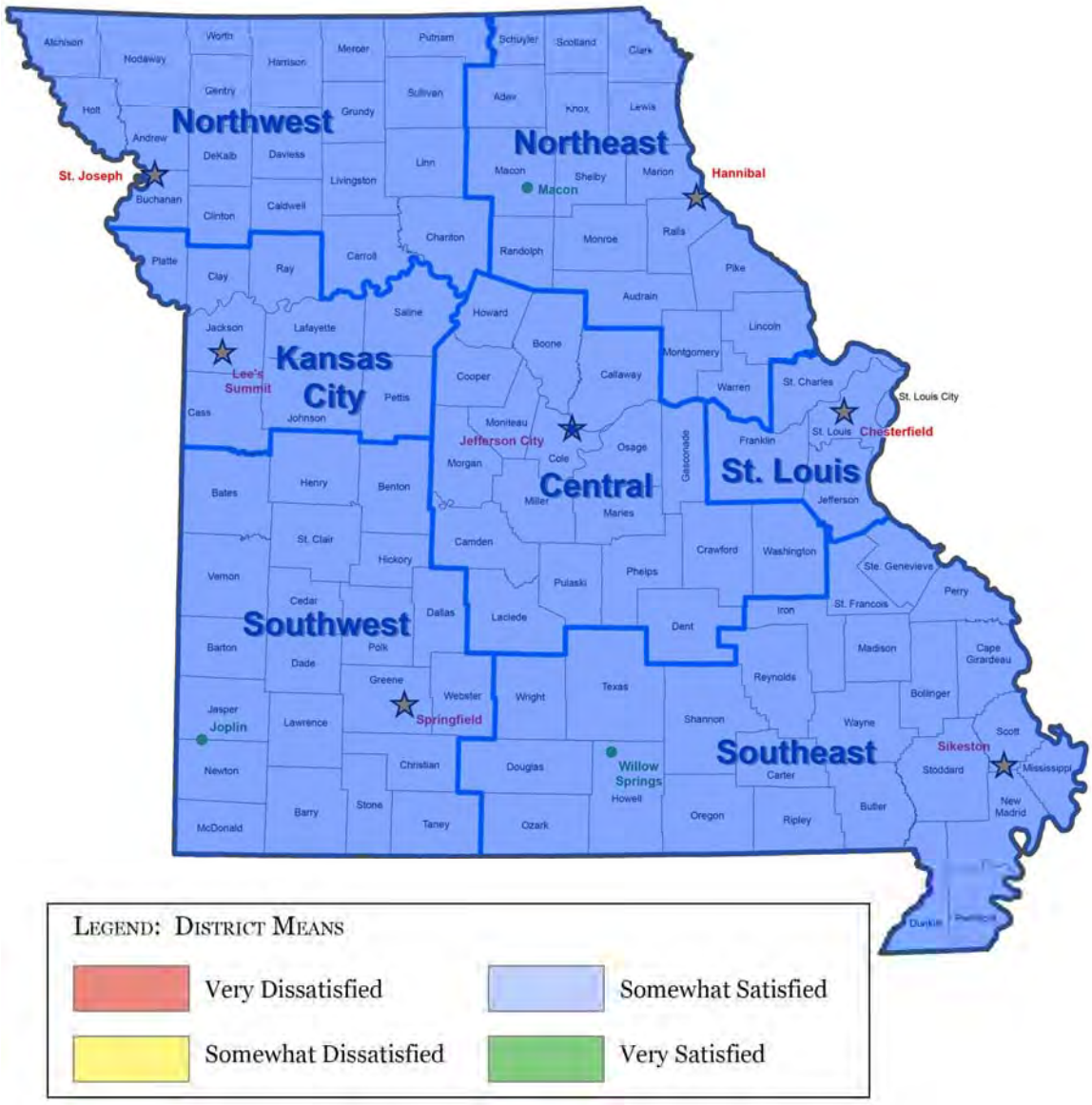
Q6b. How satisfied are you with MoDOT's efforts to keep the surface of *other state highways* in good condition (smooth and free of potholes)?



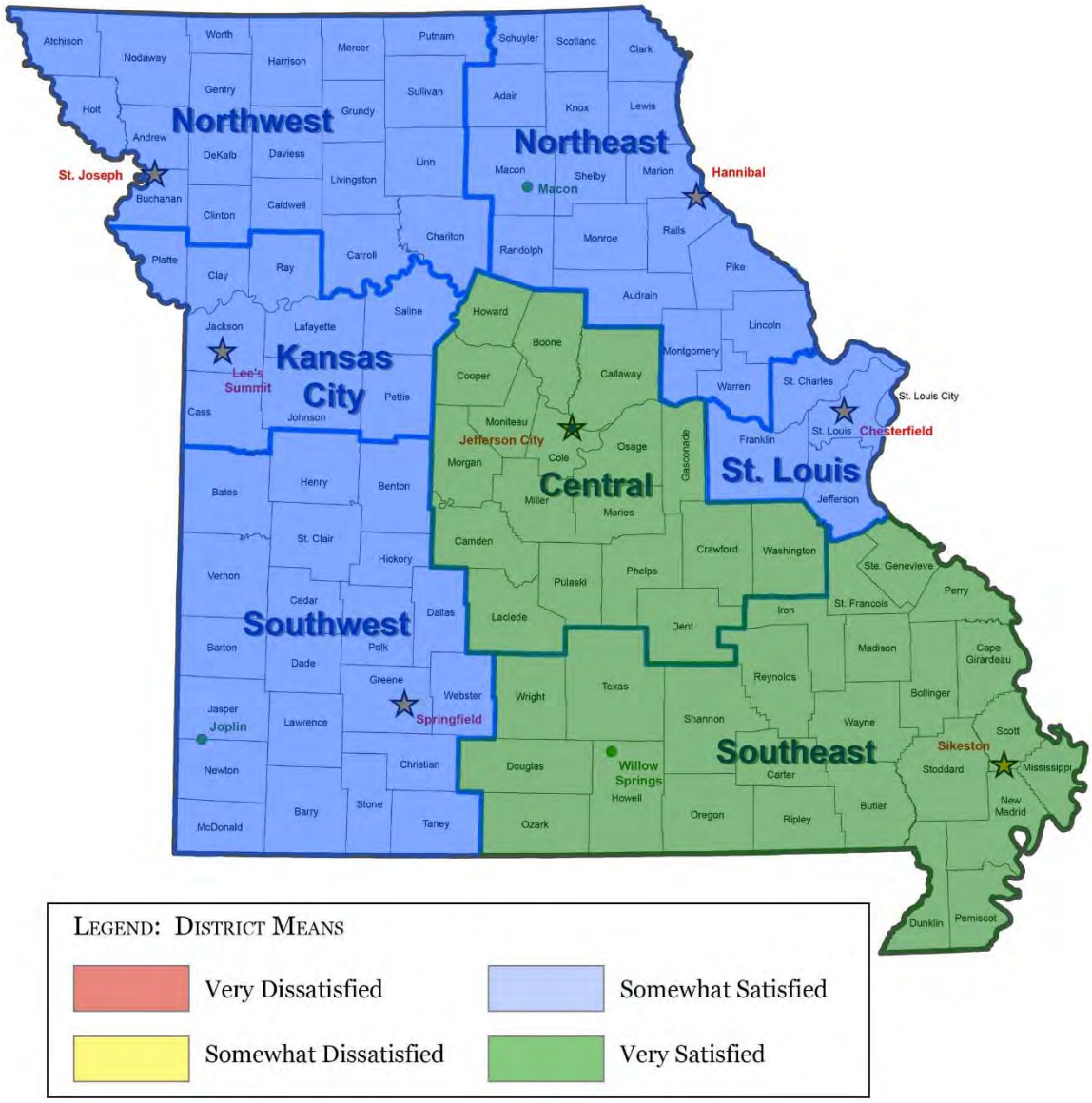
Q6c. How satisfied are you with MoDOT's efforts to keep bridges in good condition?



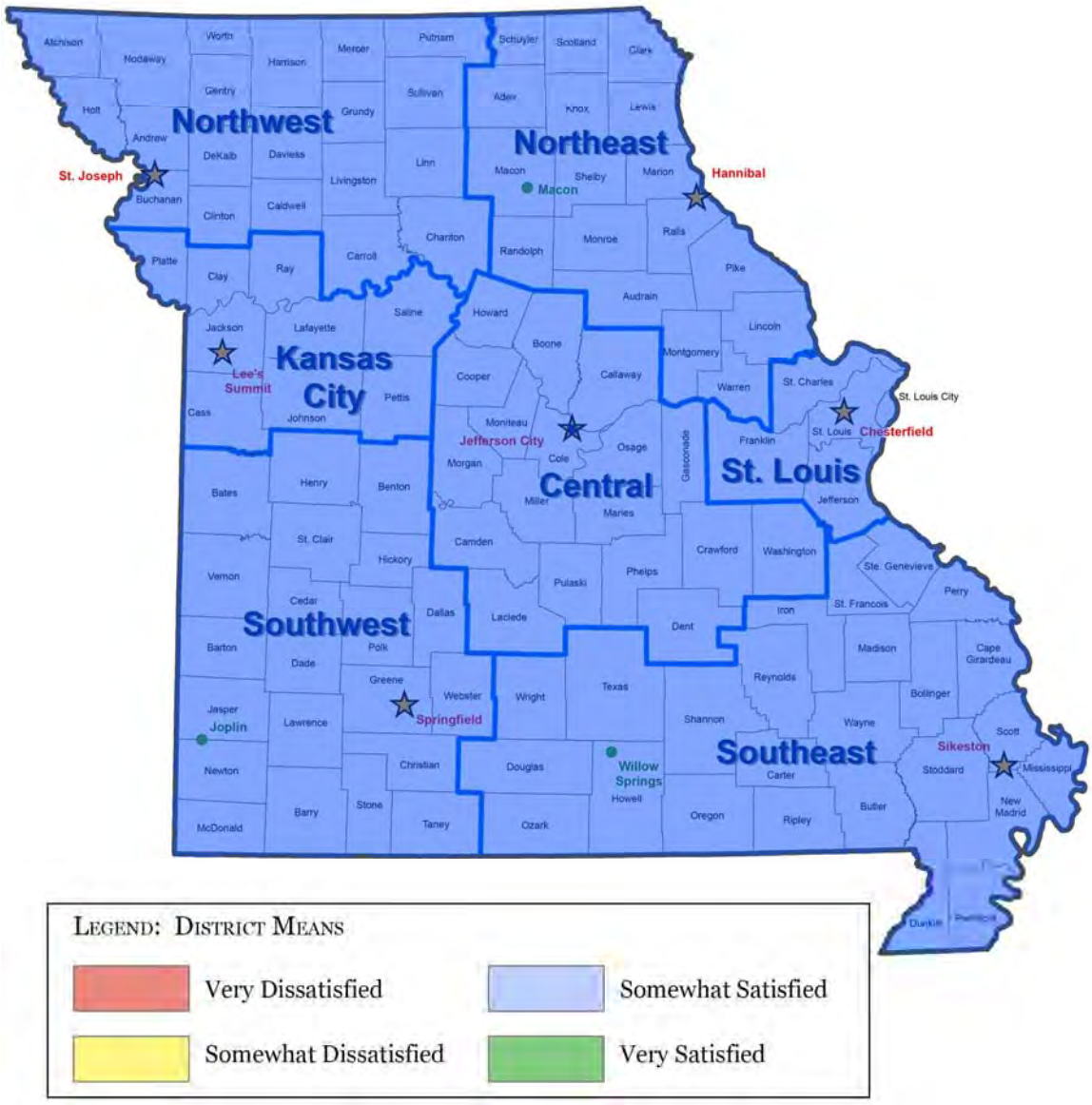
Q6d. How satisfied are you with MoDOT's efforts to minimize congestion on highways?



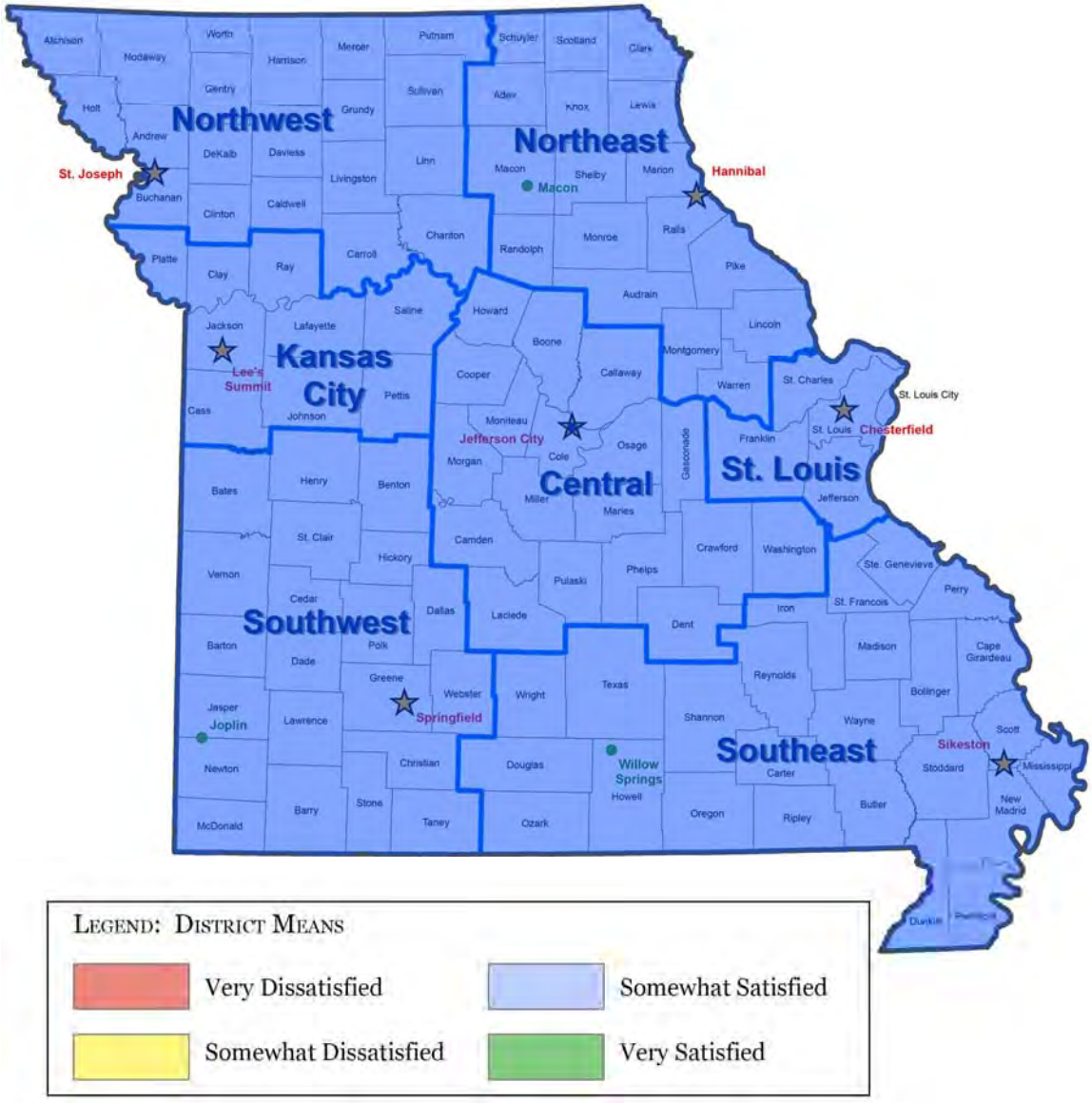
Q6e. How satisfied are you with MoDOT's efforts to manage snow and ice on highways?



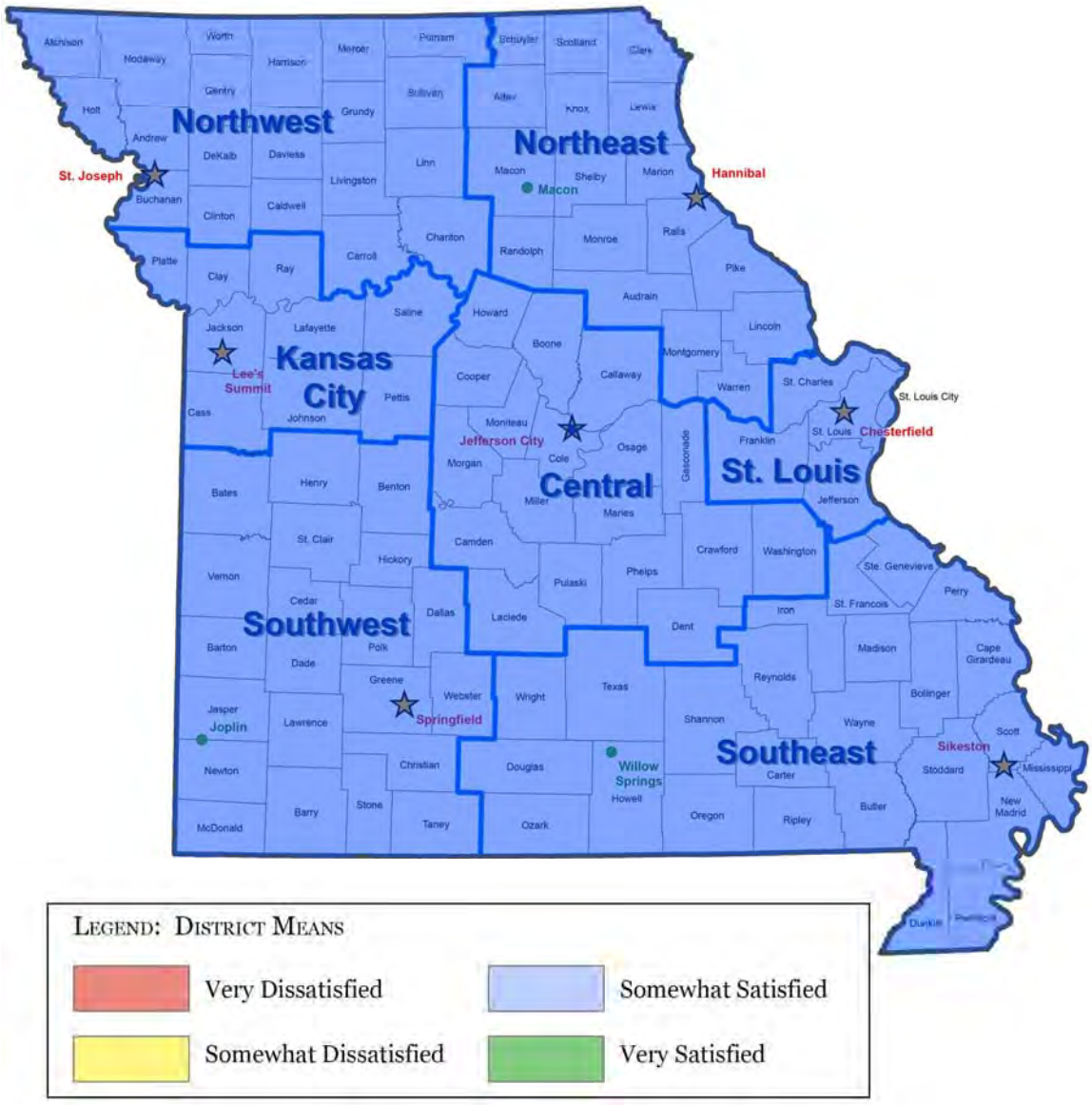
Q6f. How satisfied are you with MoDOT's efforts to keep the shoulders on highways in good condition?



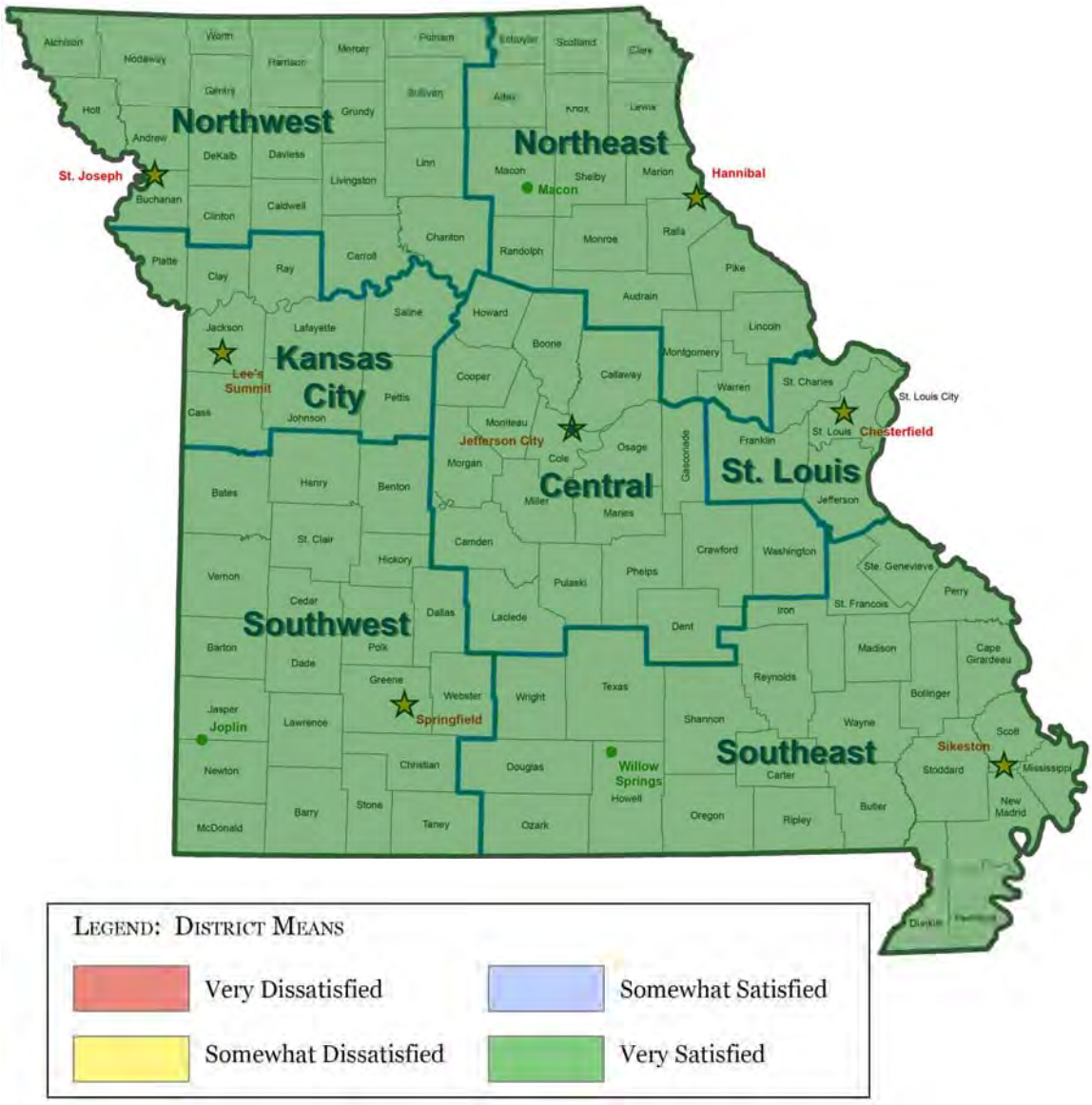
Q6g. How satisfied are you with MoDOT's efforts to mow and trim trees, grass and weeds along highways?



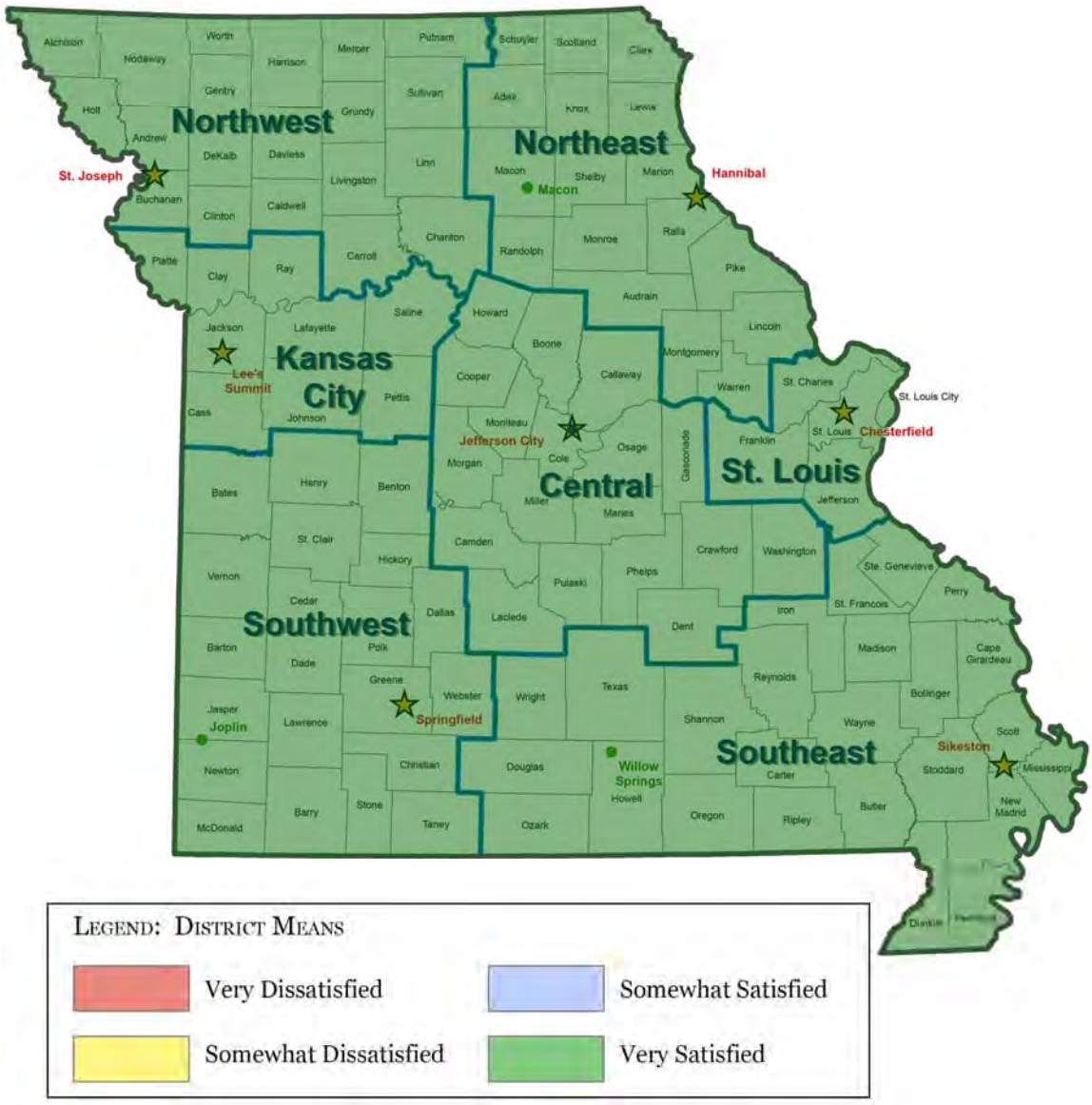
Q6h. How satisfied are you with MoDOT's efforts to remove debris, such as dead animals, glass, and torn tires from the driving lanes on highways?



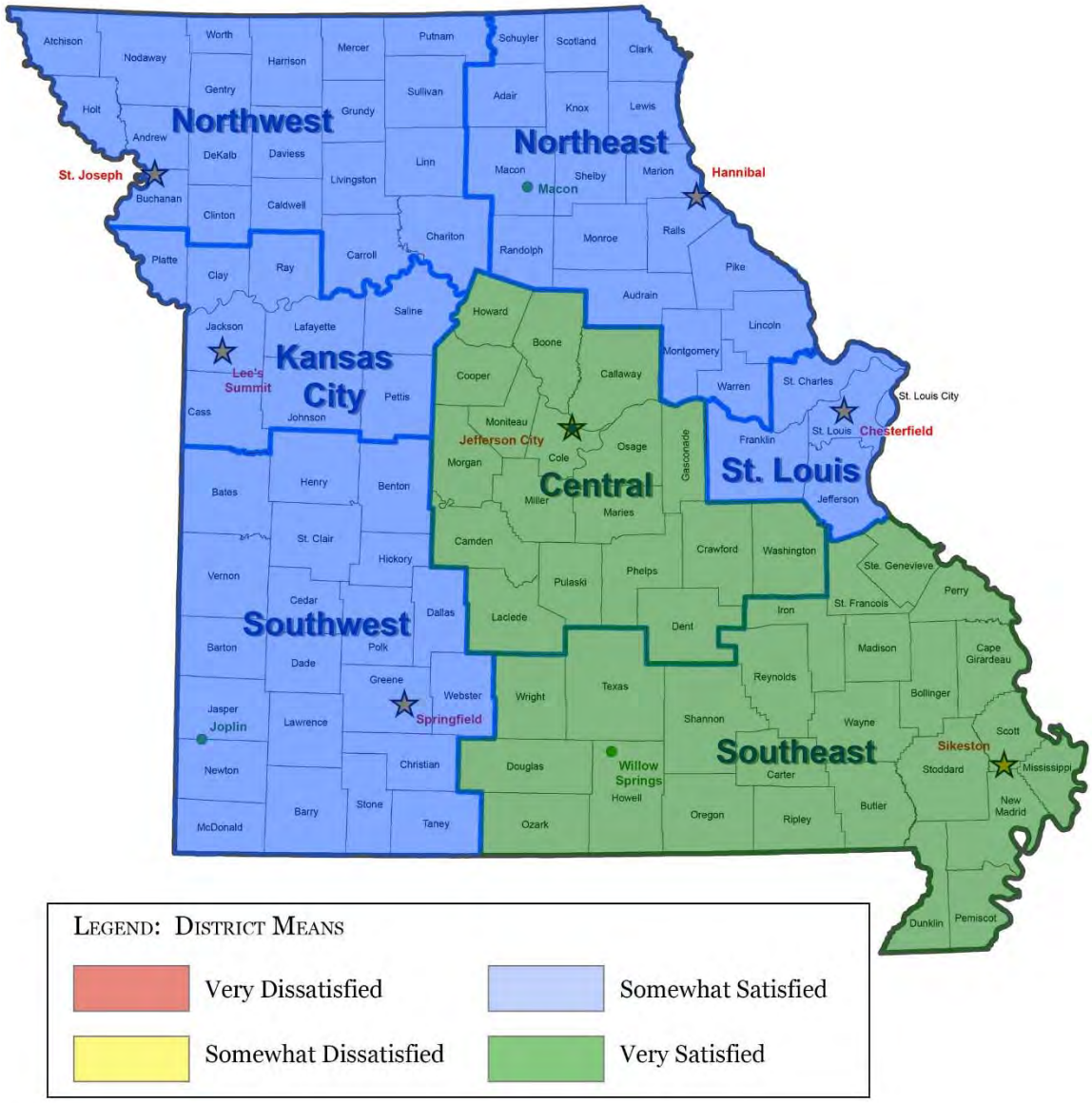
Q6i. How satisfied are you with MoDOT's efforts to provide signs along highways that are easy to understand?



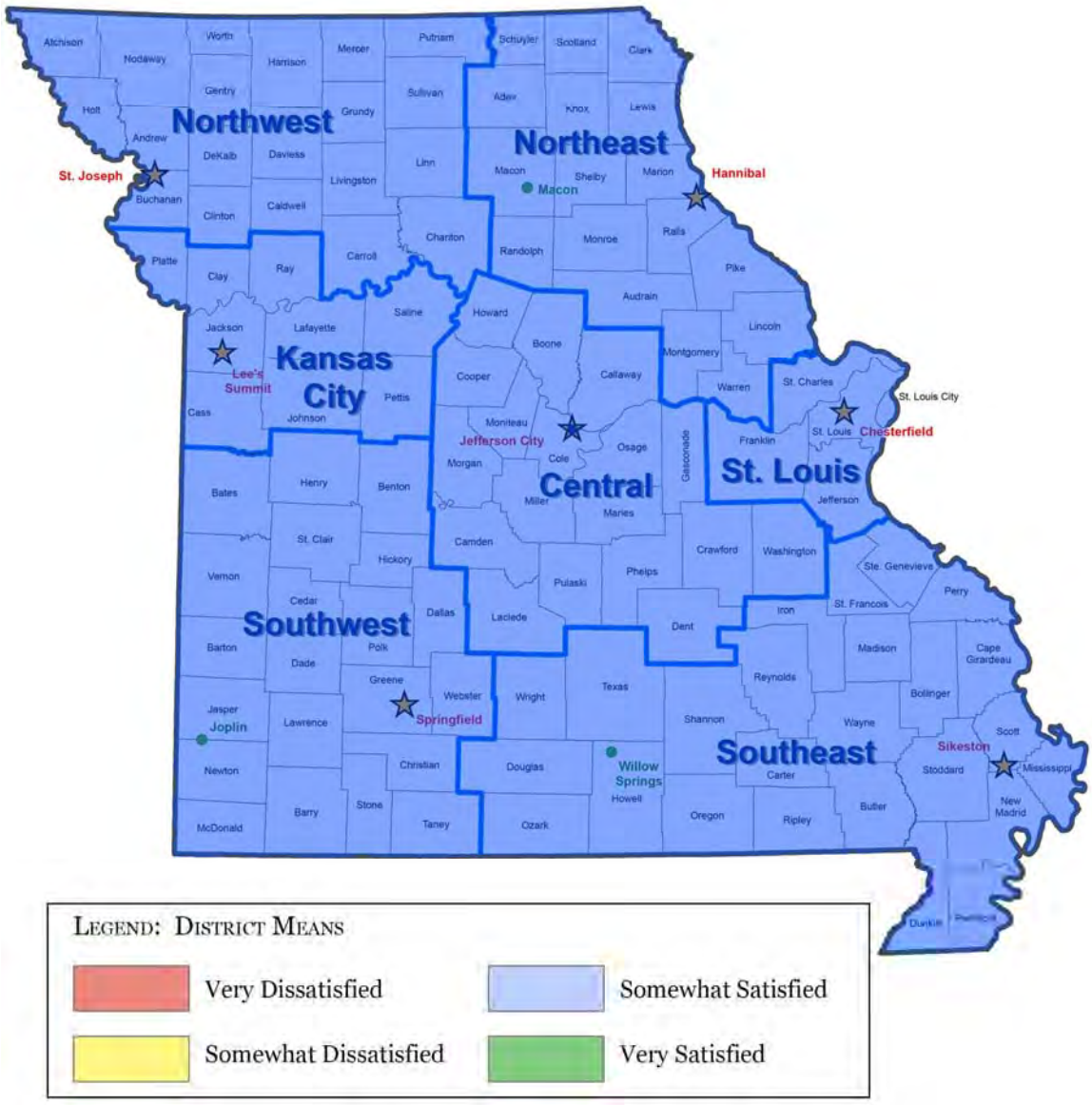
Q6j. How satisfied are you with the brightness of MoDOT's signs?



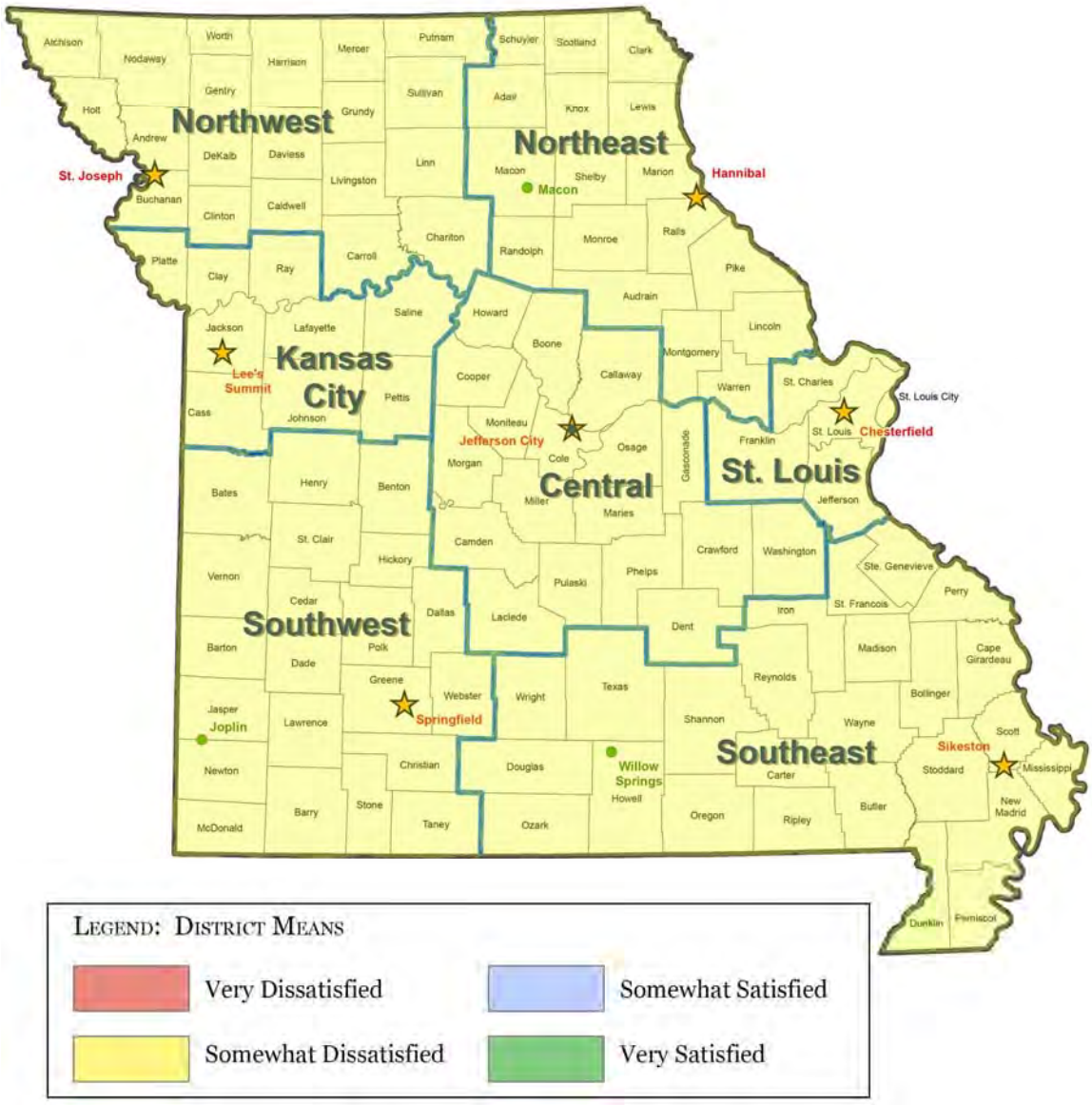
Q6k. How satisfied are you with the brightness of striping on MoDOT highways?



Q6l. How satisfied are you with your options for traveling by air?



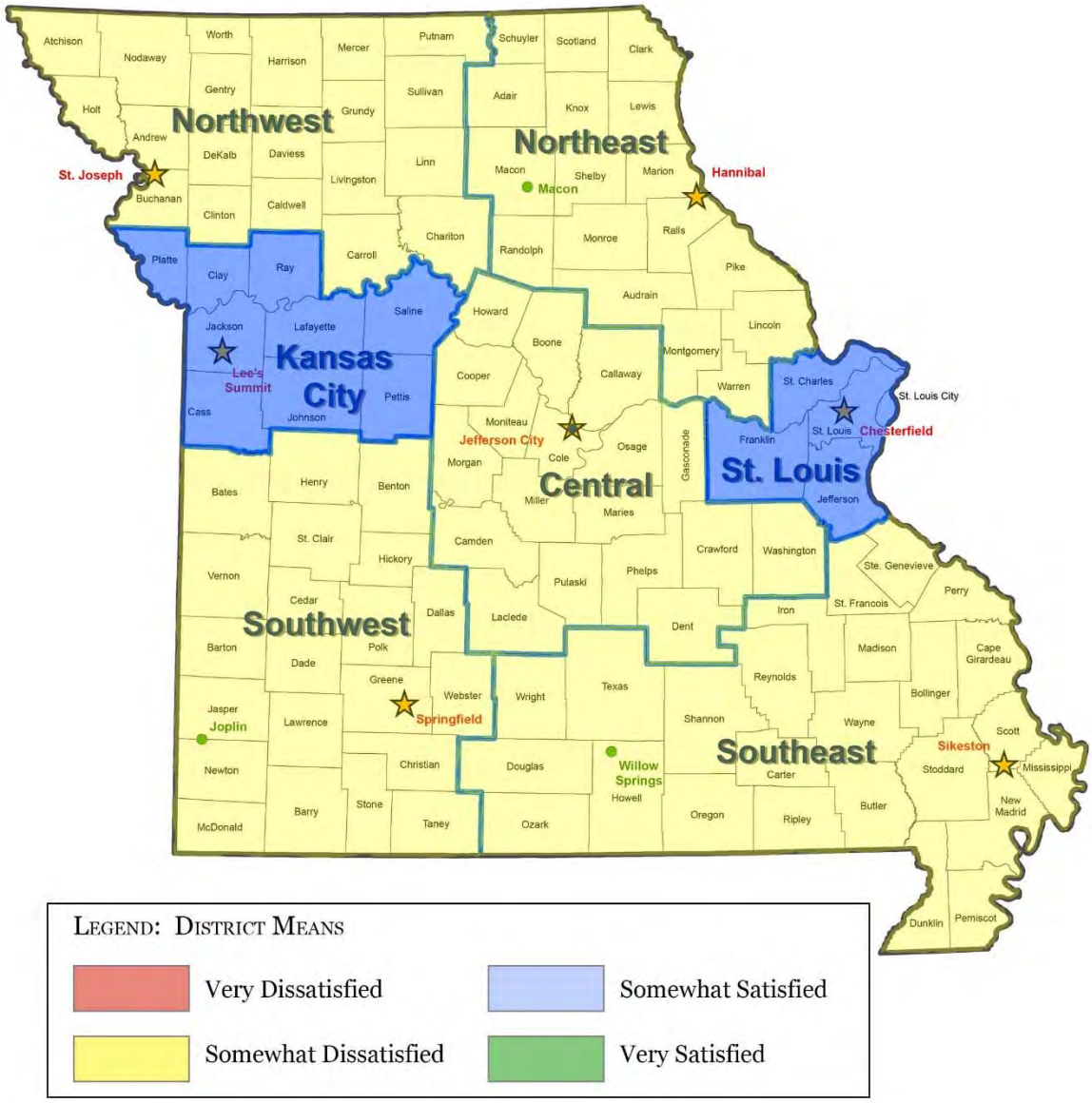
Q6m. How satisfied are you with your options for traveling by public transit such as buses, vans or Metro Link?



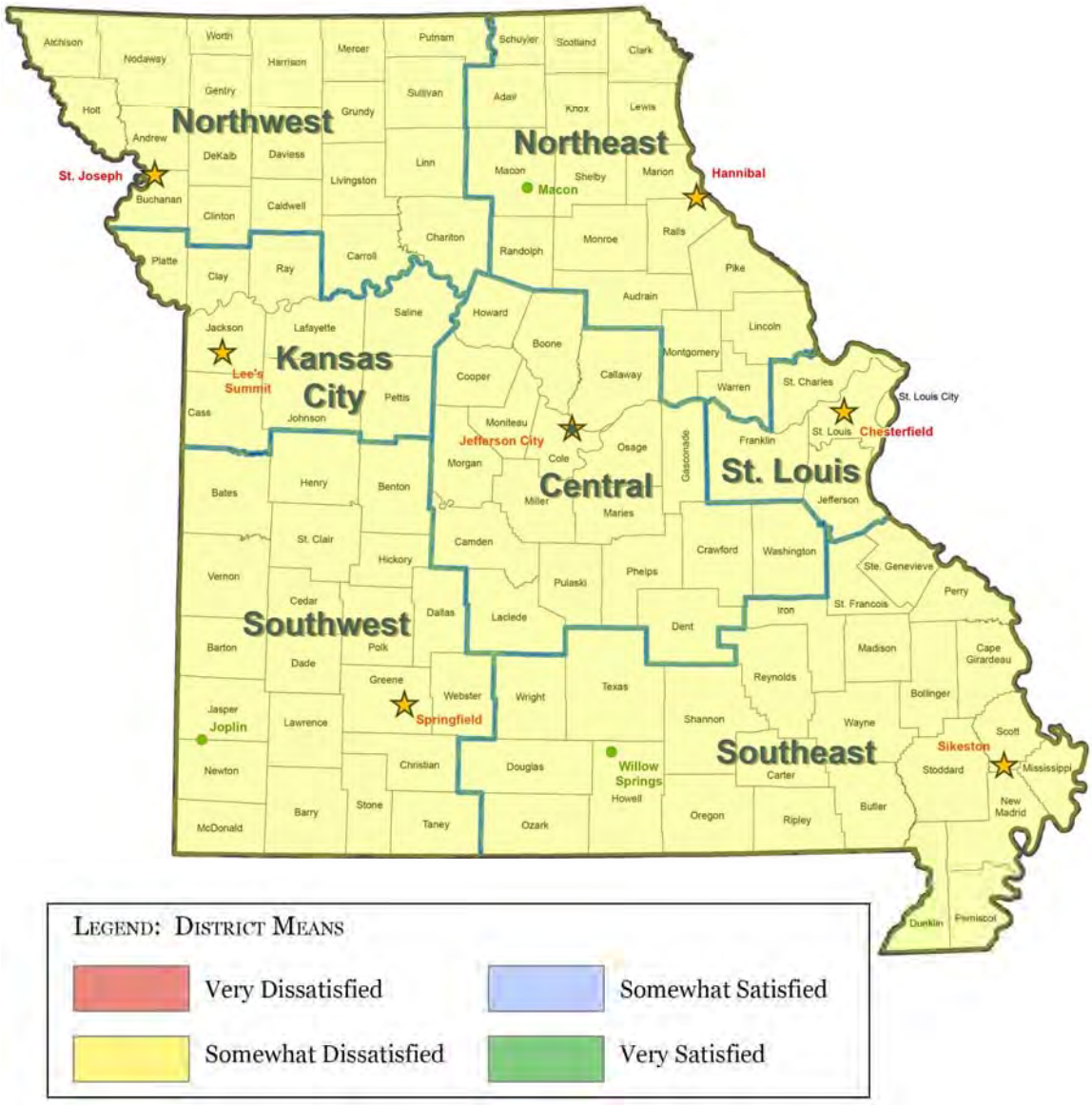
LEGEND: DISTRICT MEANS

- Very Dissatisfied
- Somewhat Satisfied
- Somewhat Dissatisfied
- Very Satisfied

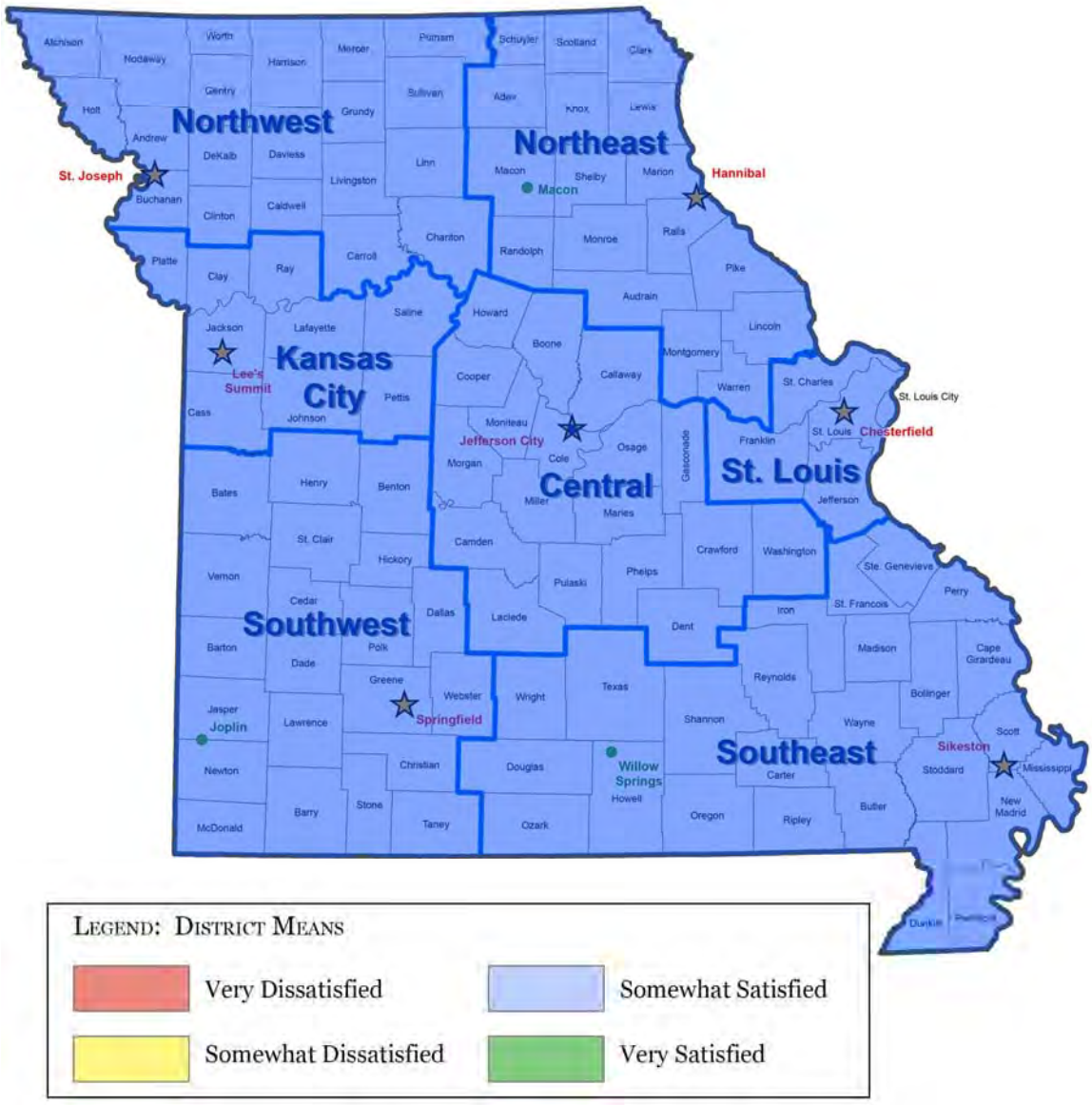
Q6n. How satisfied are you with your options for traveling by Amtrak?



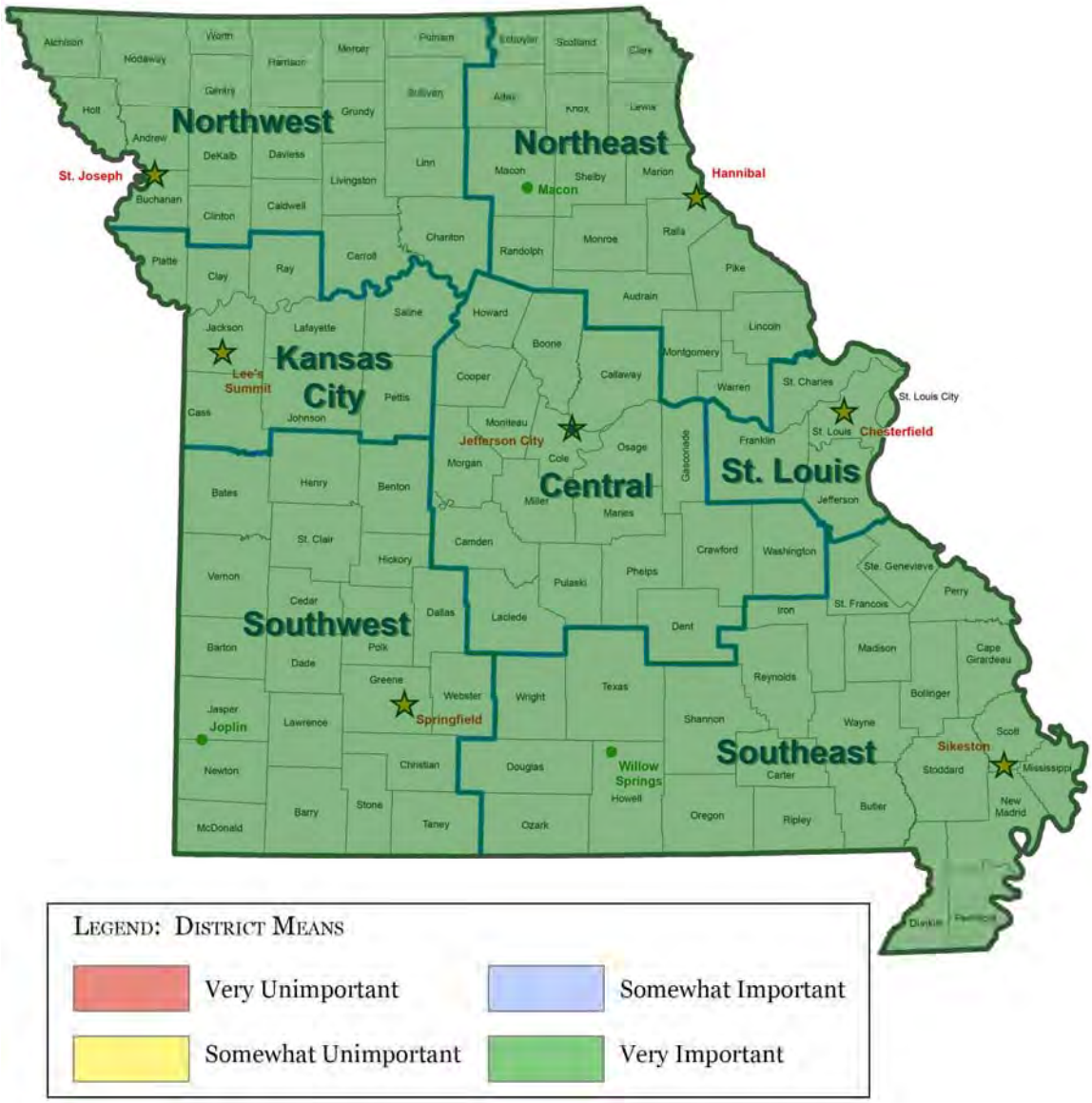
Q6o. How satisfied are you with your options for traveling by bicycle on bike lanes or paved shoulders?



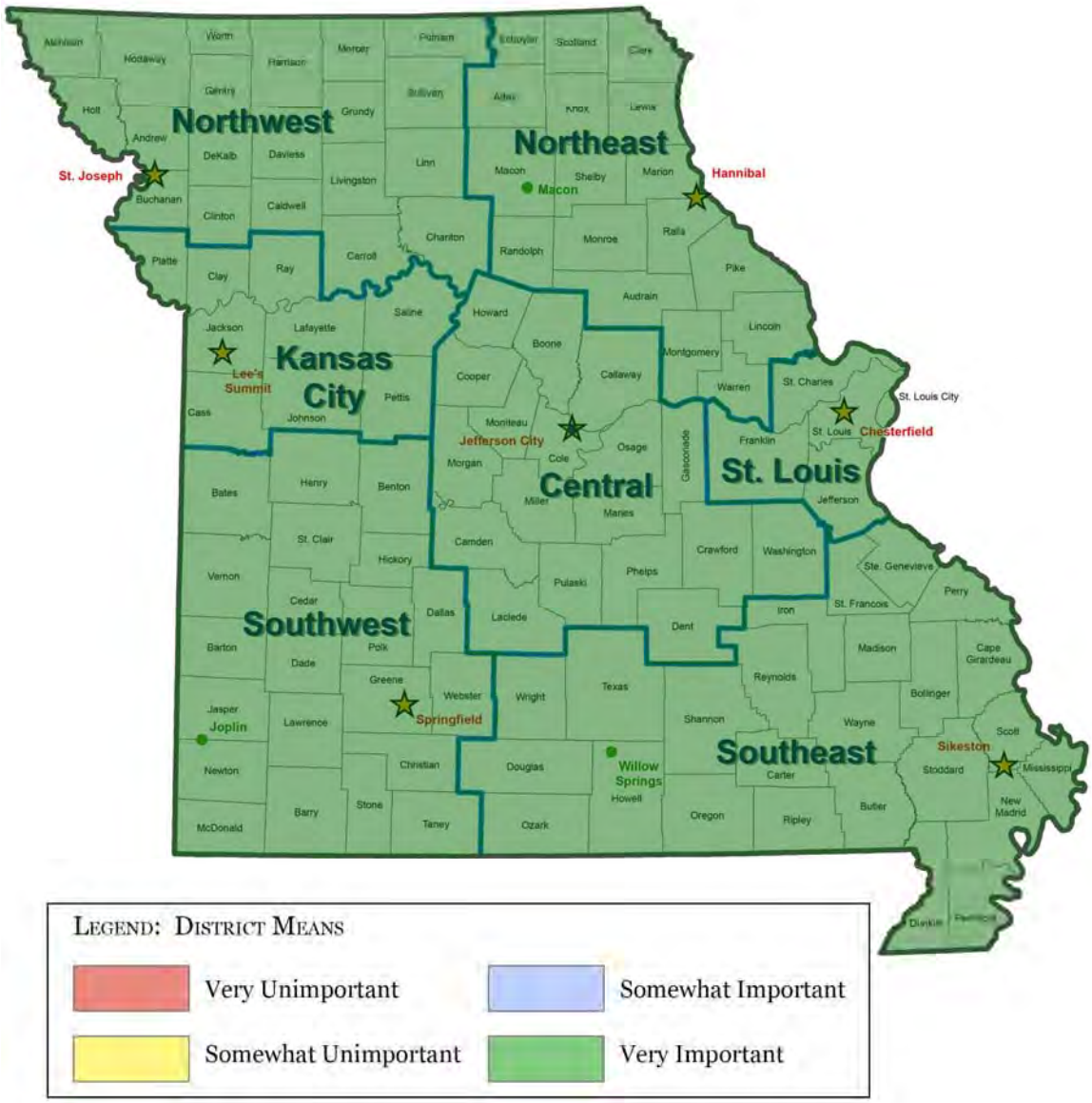
Q6p. How satisfied are you with your options for traveling by walking on sidewalks or intersection crossings?



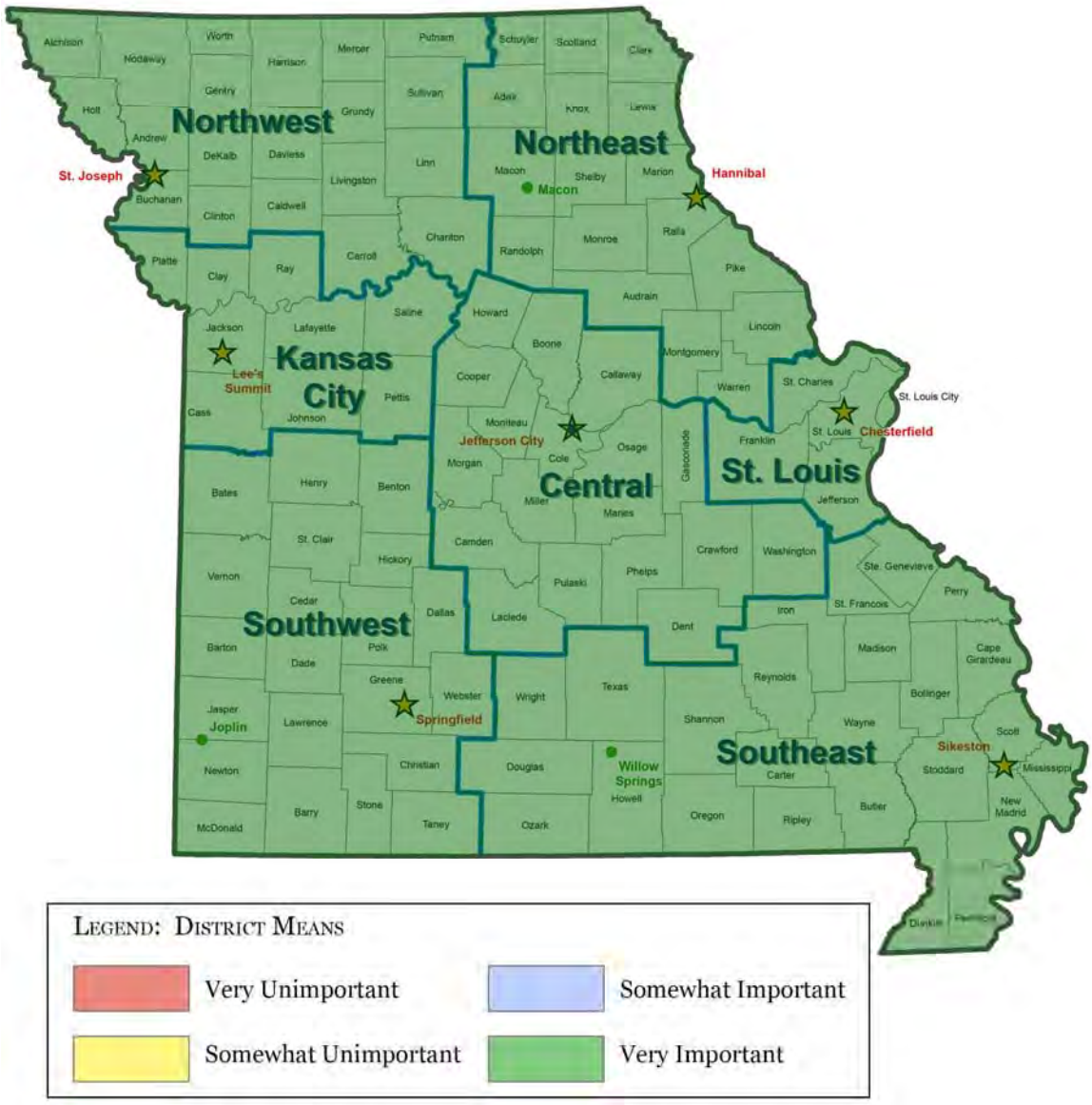
Q7a. How important is it for MoDOT to keep the surface of *major highways* in good condition (smooth and free of potholes)?



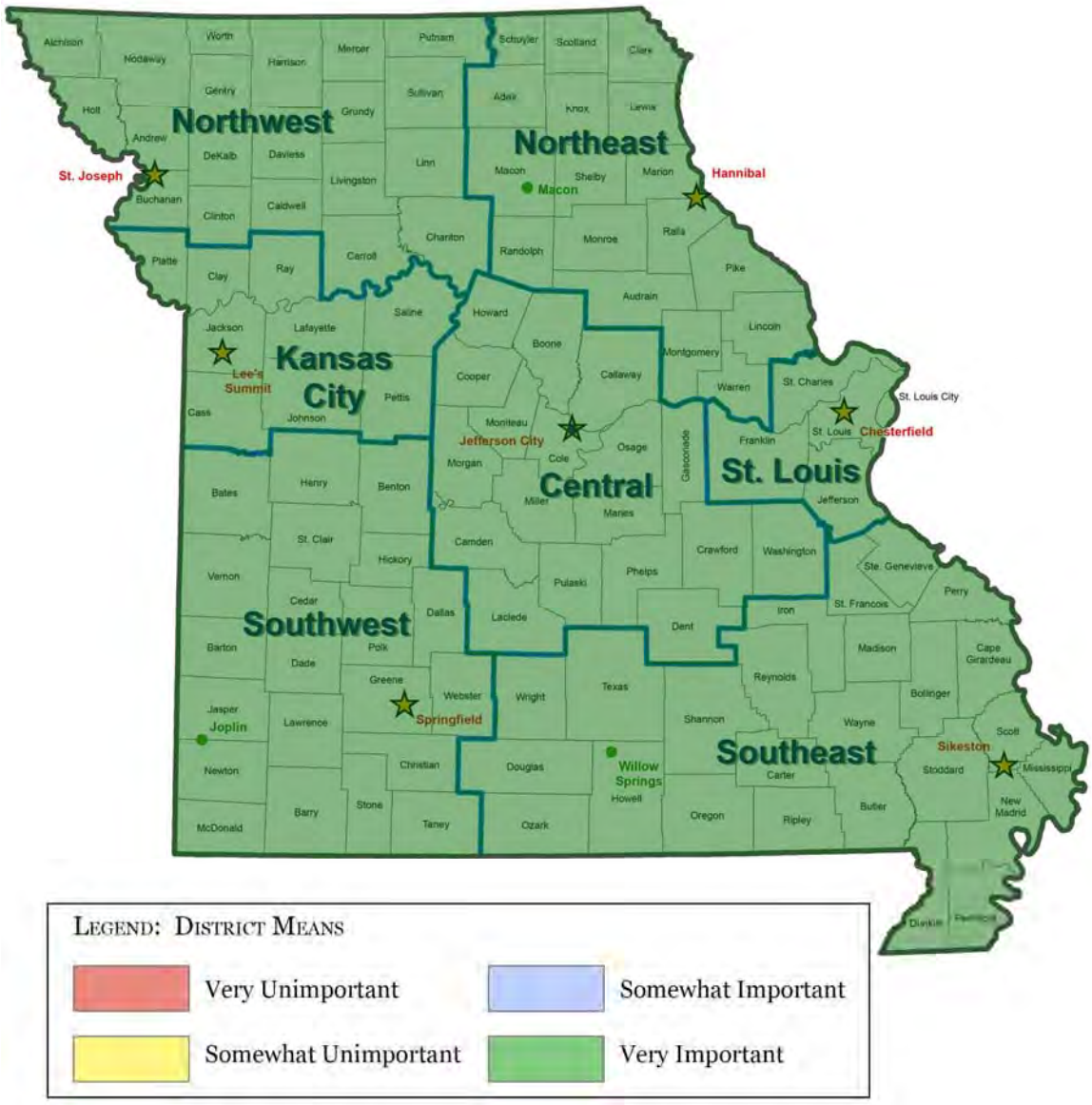
Q7b. How important is it for MoDOT to keep the surface of *other state highways* in good condition (smooth and free of potholes)?



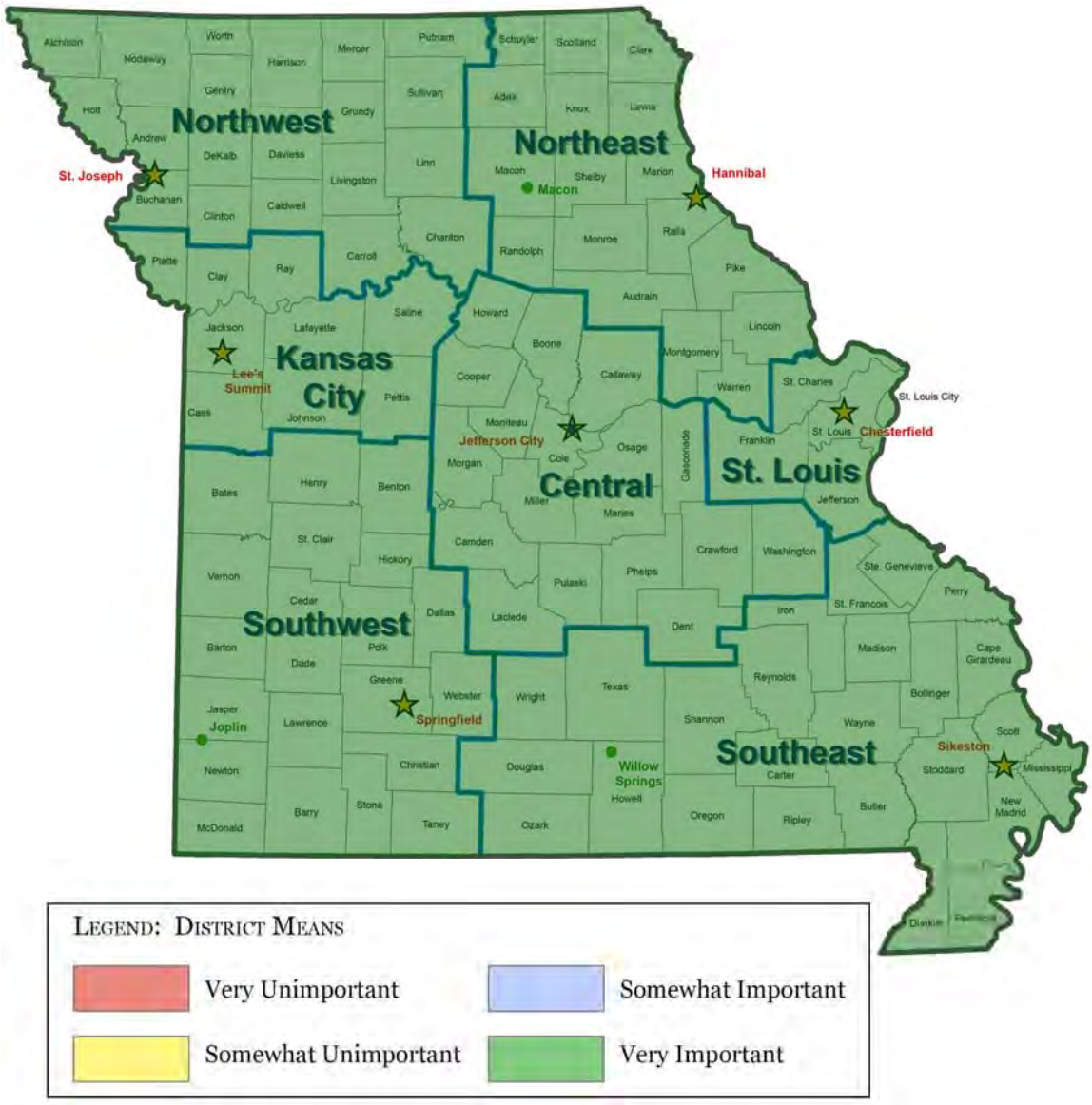
Q7c. How important is it for MoDOT to keep bridges in good condition?



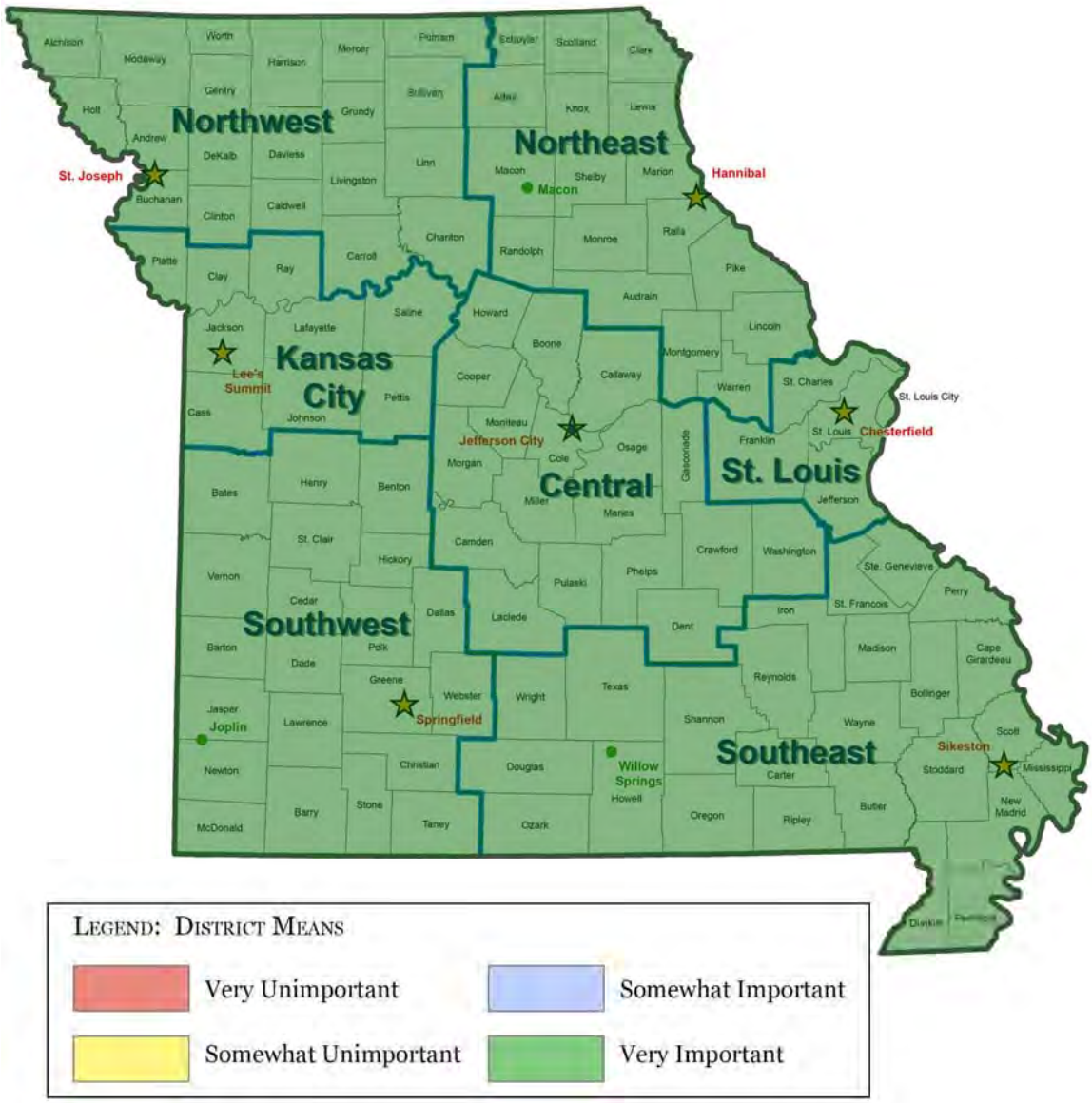
Q7d. How important is it for MoDOT to minimize congestion on highways?



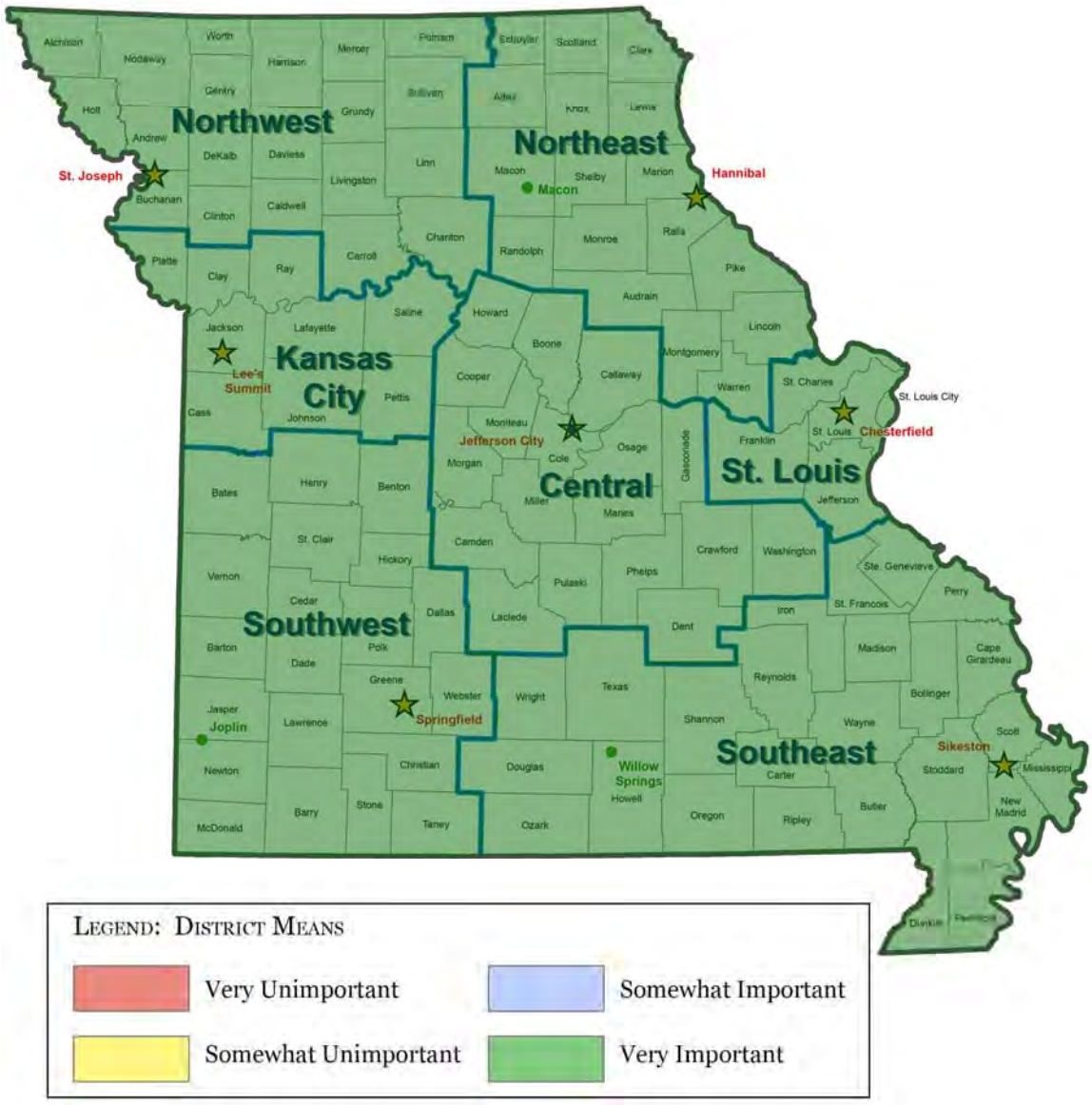
Q7e. How important is it for MoDOT to manage snow and ice on highways?



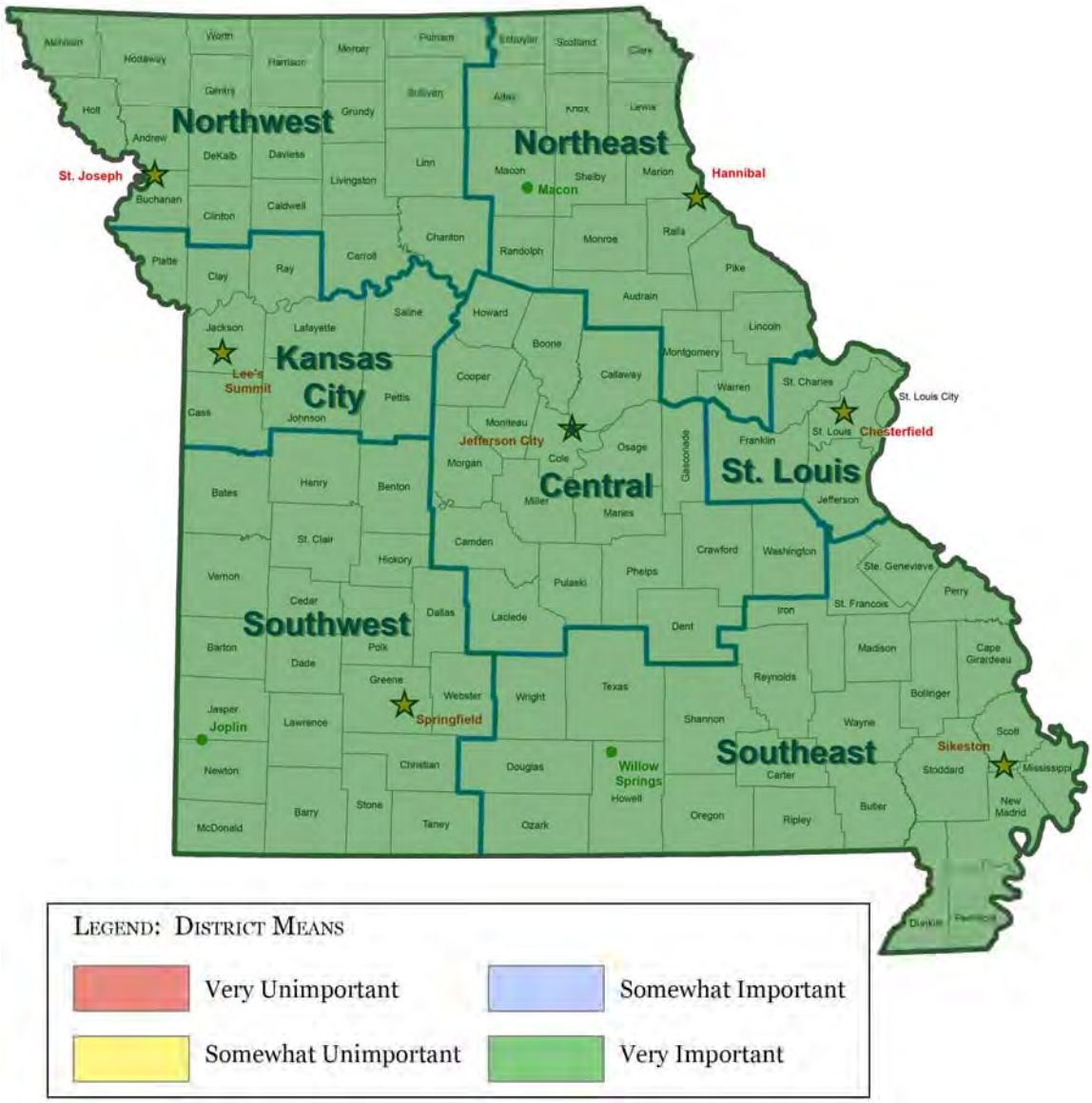
Q7f. How important is it for MoDOT to keep the shoulders on highways in good condition?



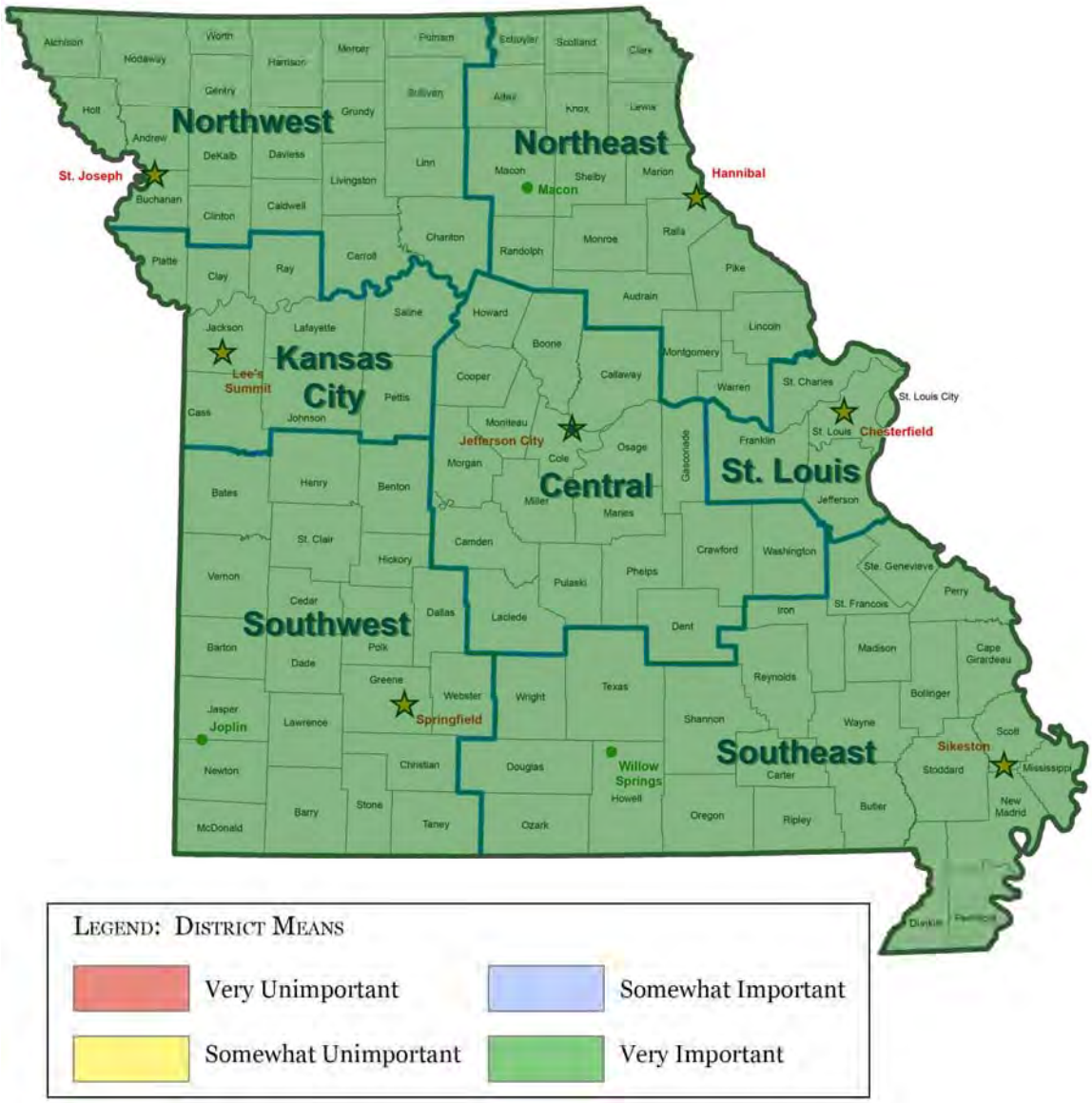
Q7g. How important is it for MoDOT to mow and trim trees, grass and weeds along highways?



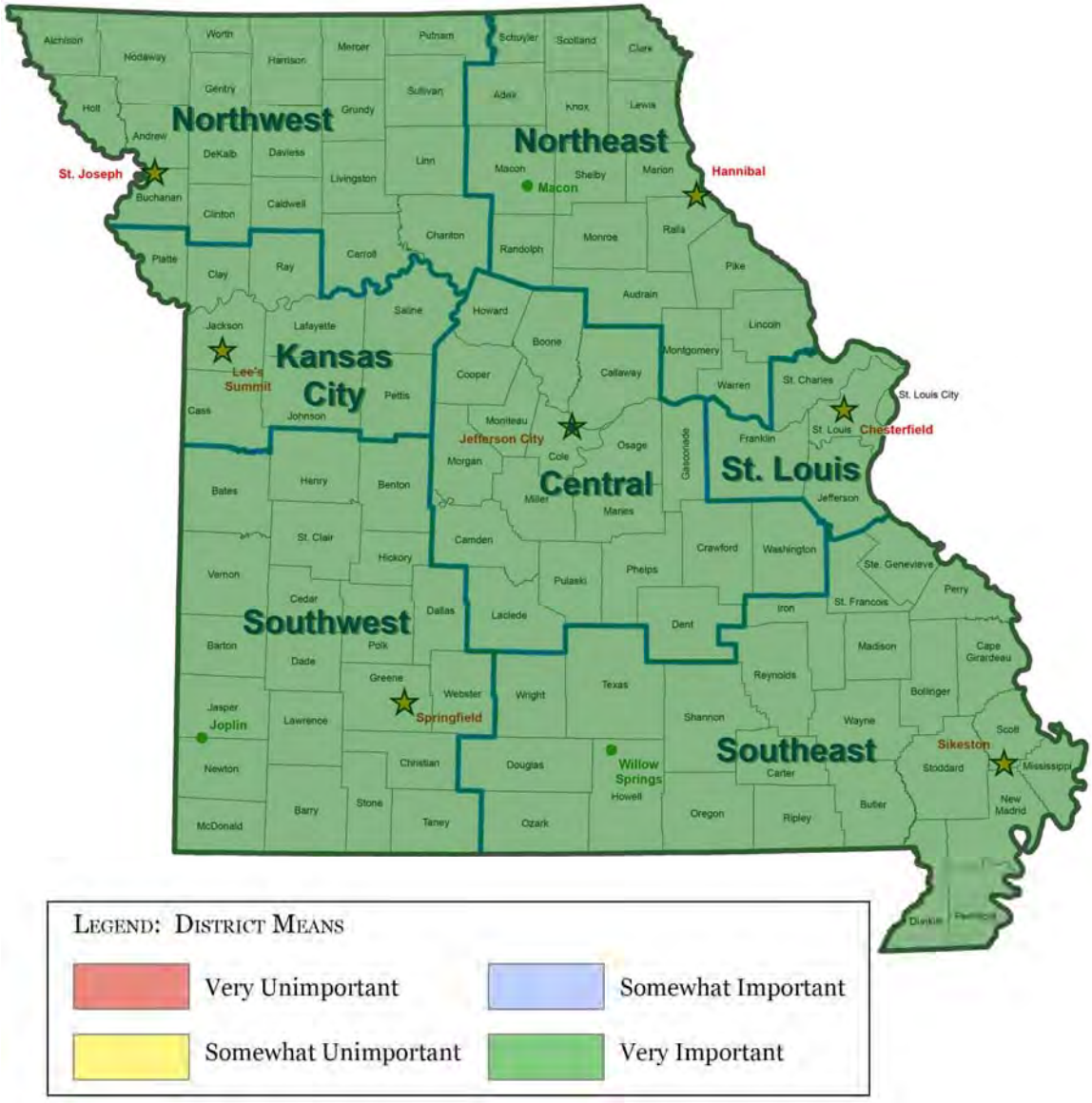
Q7h. How important is it for MoDOT to remove debris, such as dead animals, glass, and torn tires from the driving lanes on highways?



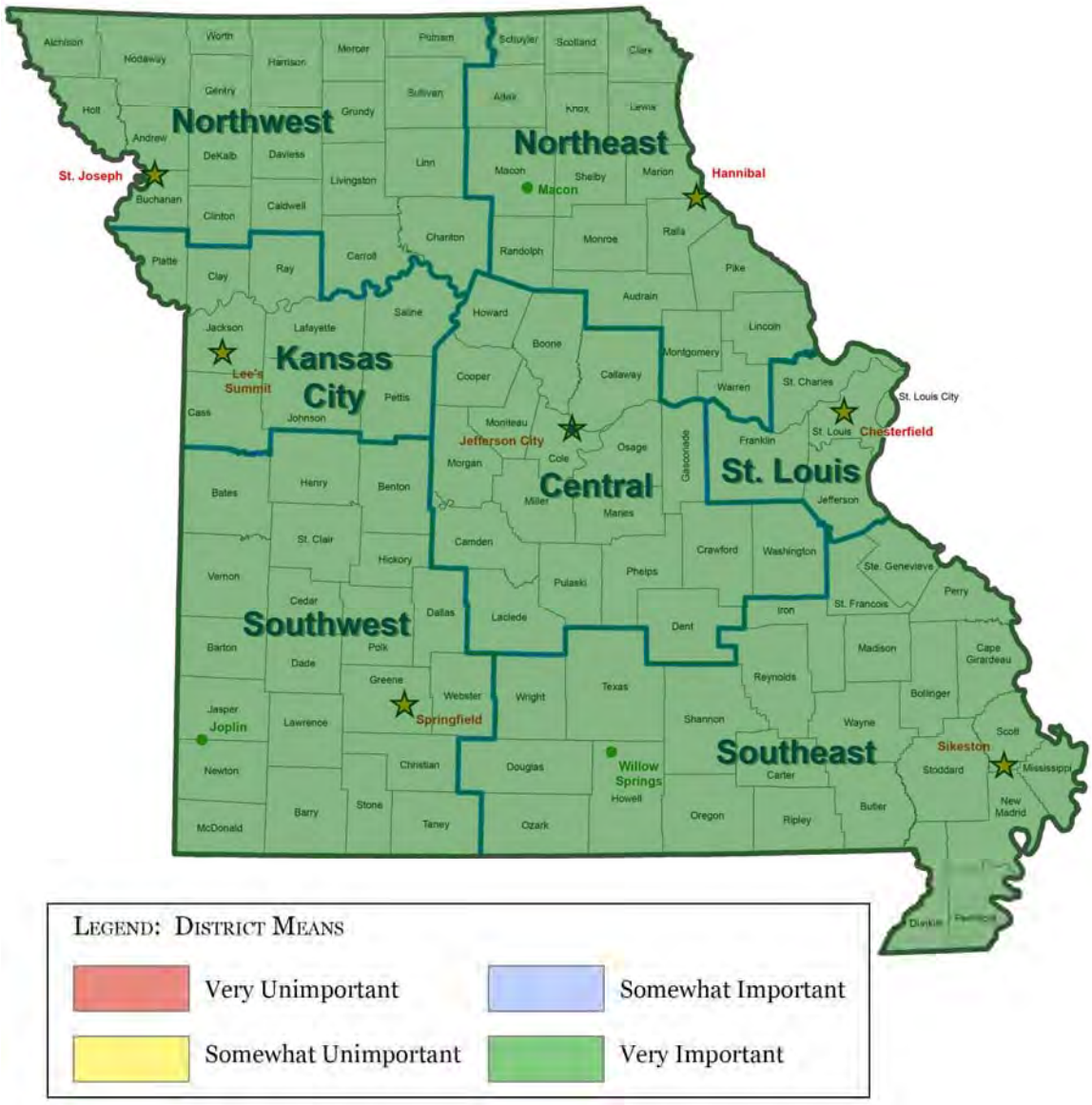
Q7i. How important is it for MoDOT to provide signs along highways that are easy to understand?



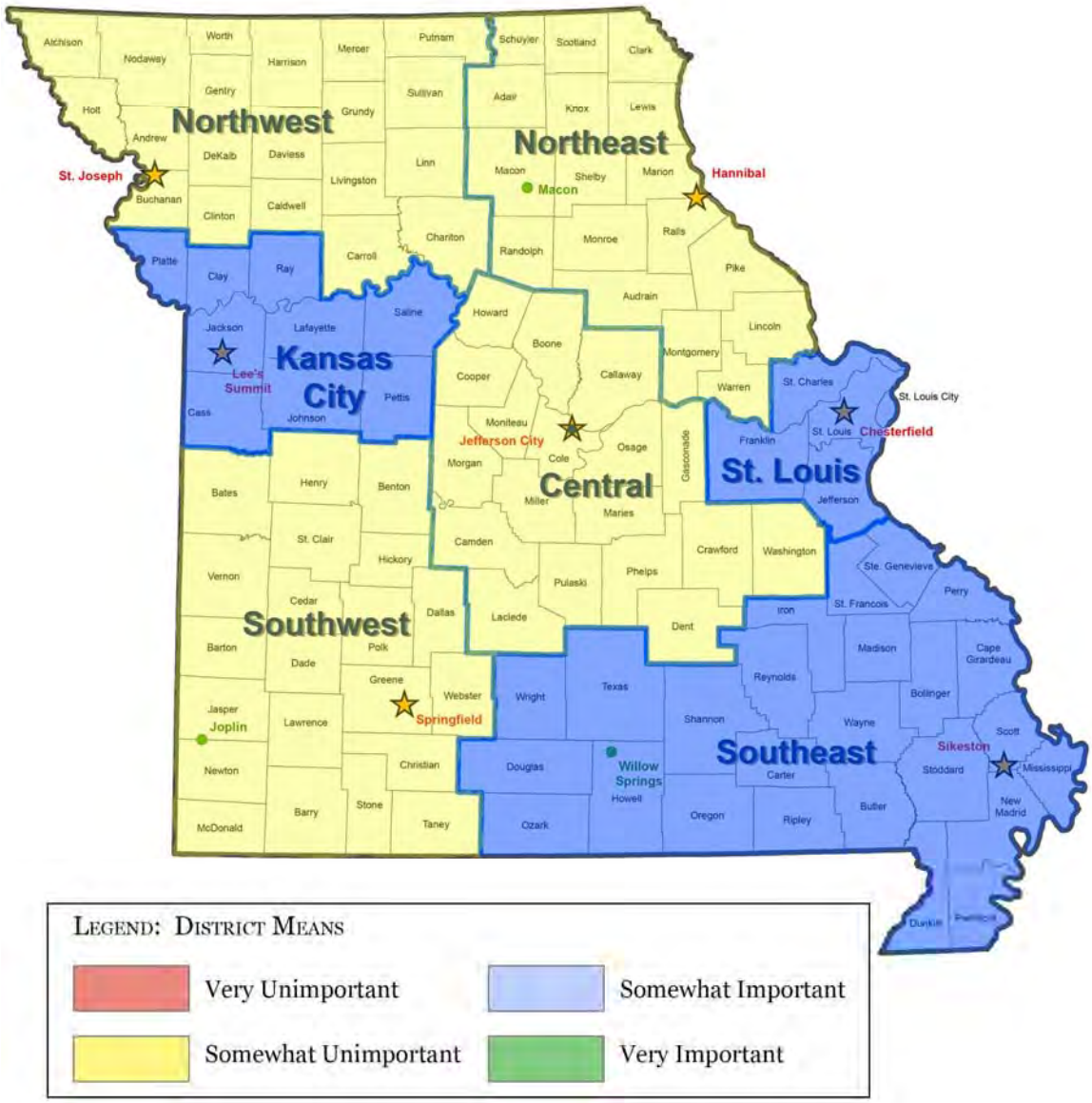
Q7j. How important is it for MoDOT to provide bright signs?



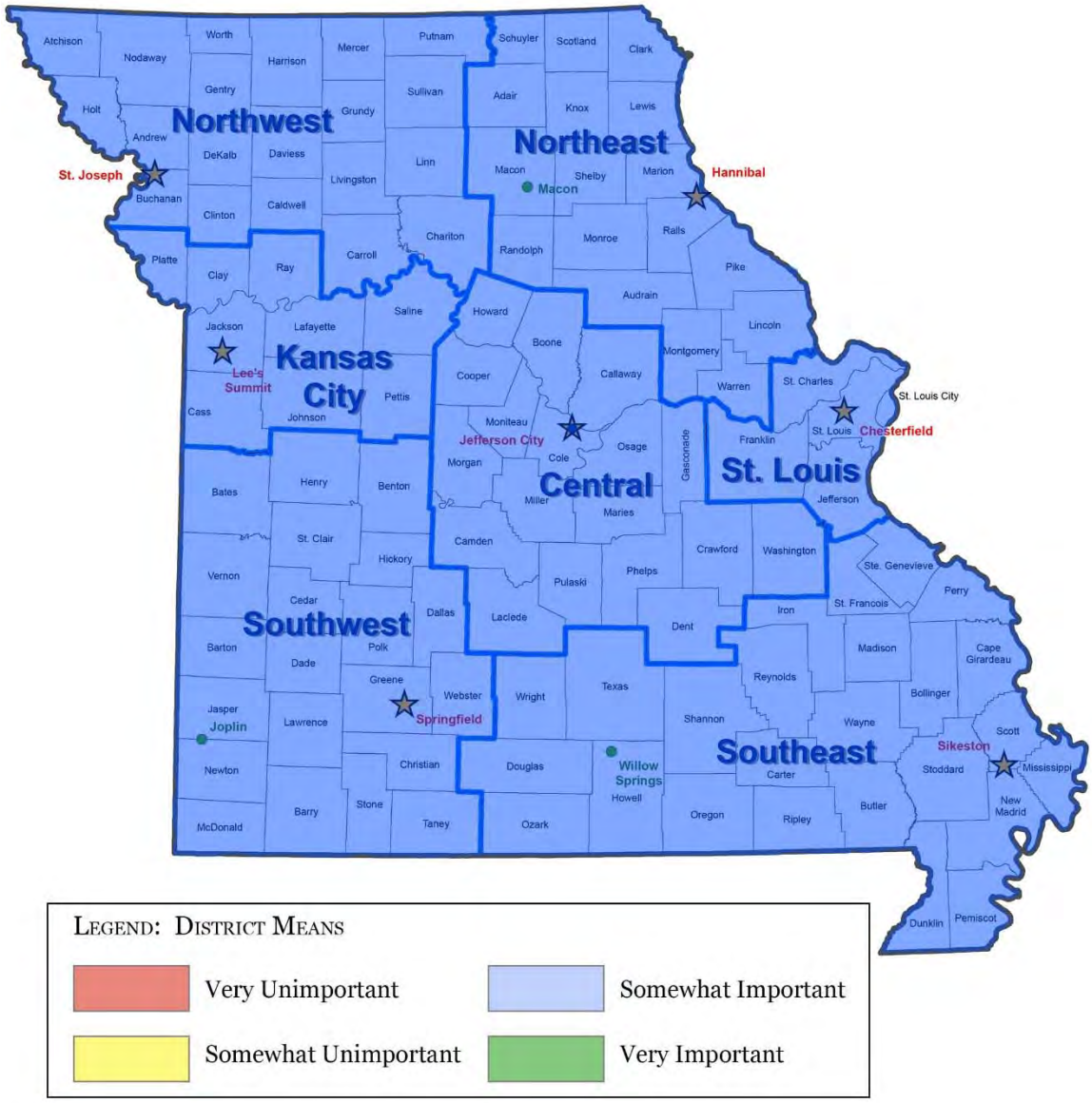
Q7k. How important is it for MoDOT to provide bright striping on highways?



Q7l. How important is it for MoDOT to support your options for traveling by air?



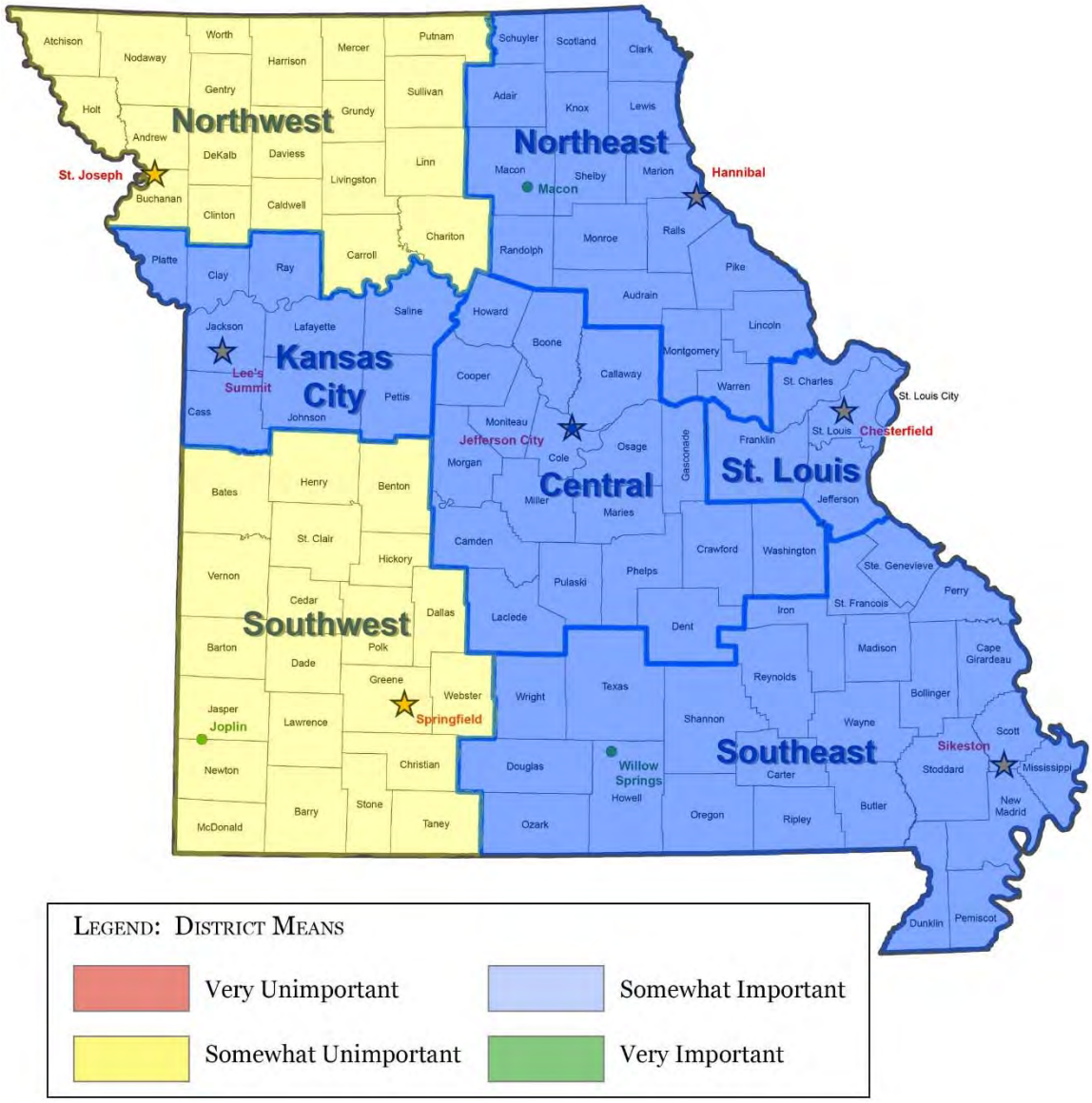
Q7m. How important is it for MoDOT to support your options for traveling by public transit such as buses, vans or Metro Link?



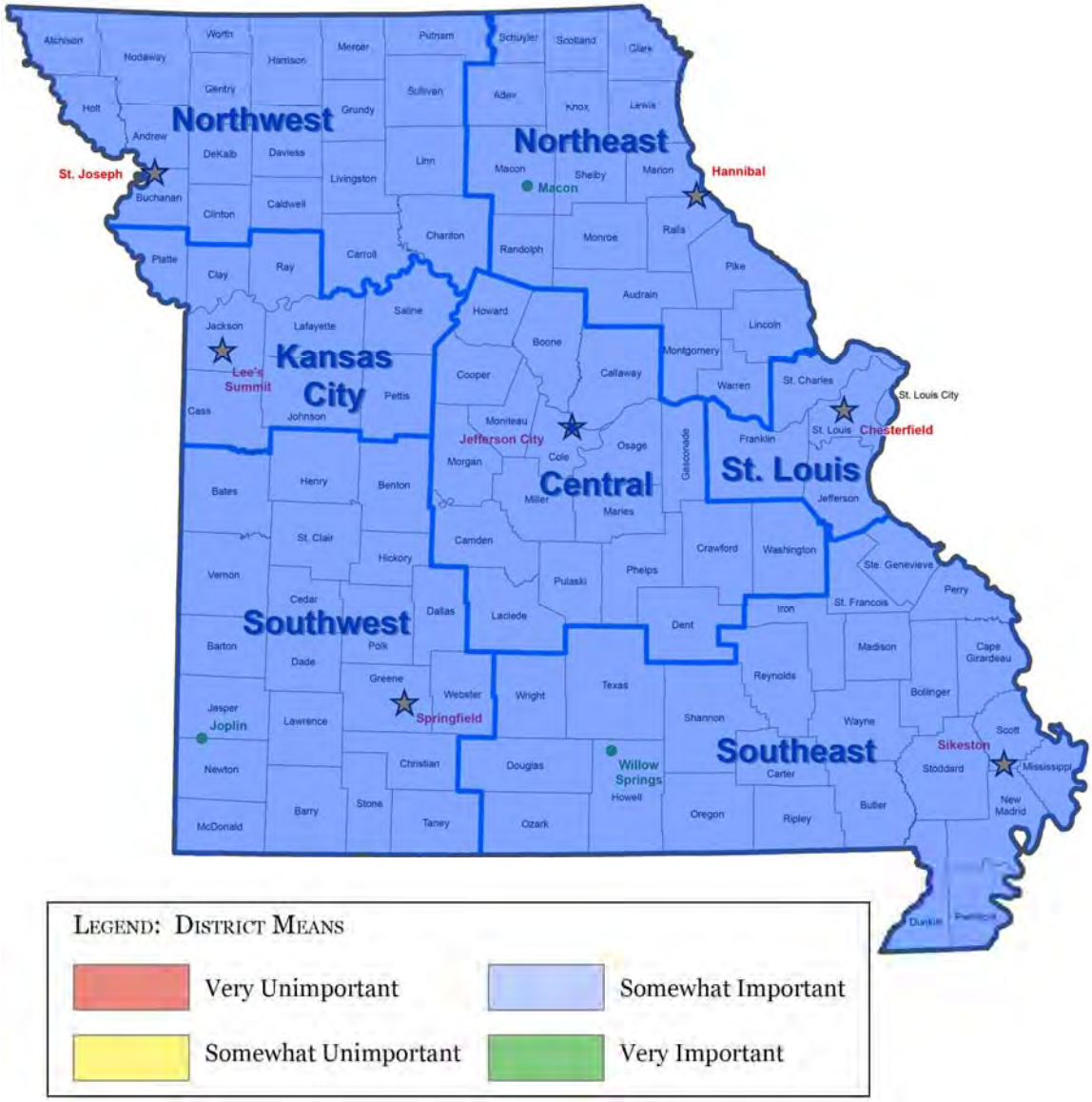
LEGEND: DISTRICT MEANS

Very Unimportant	Somewhat Important
Somewhat Unimportant	Very Important

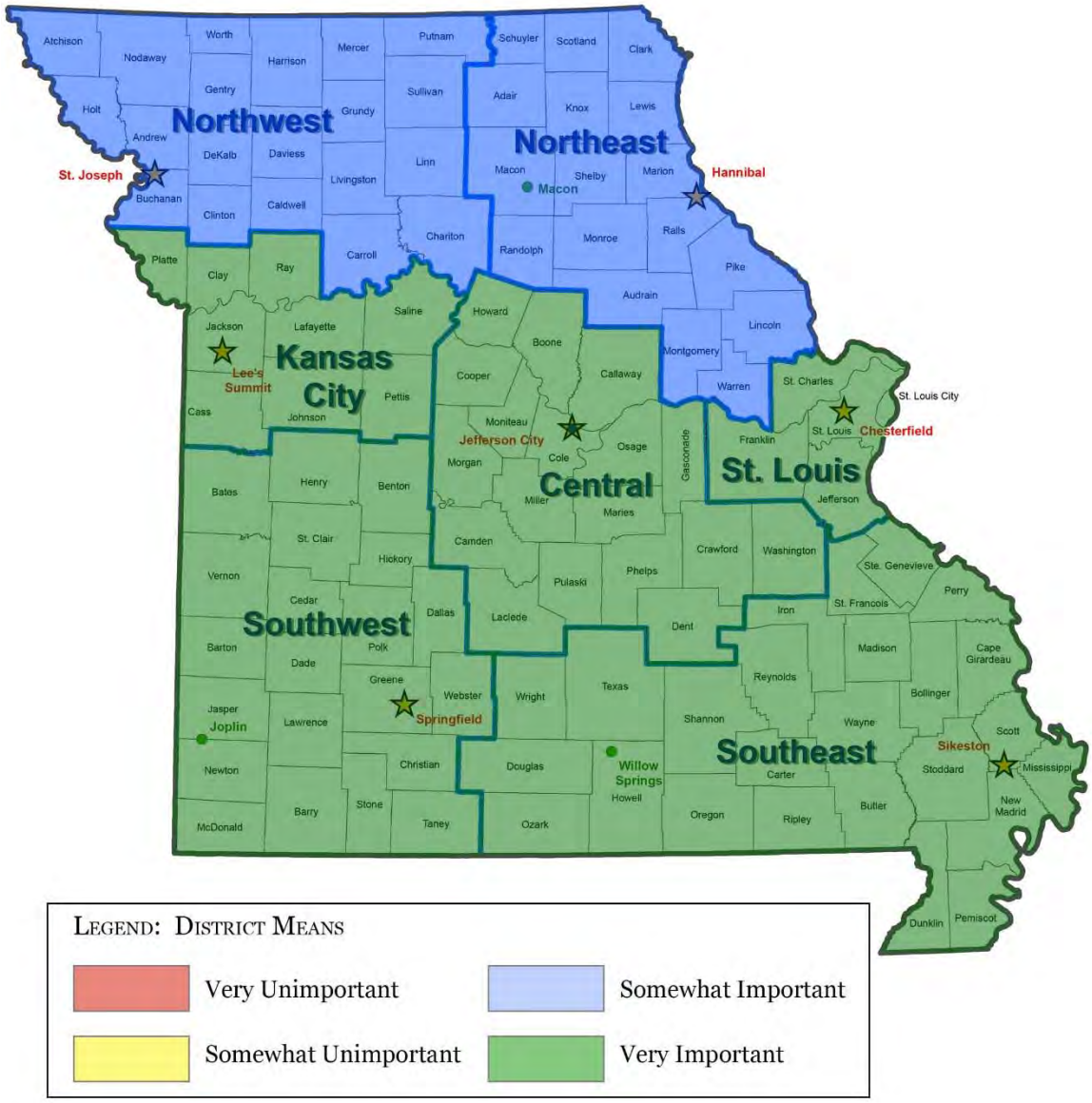
Q7n. How important is it for MoDOT to support your options for traveling by Amtrak?



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



Q7p. How important is it for MoDOT to provide sidewalks or intersection crossings for traveling by walking?



Appendix C:

Key Tracker Question Charts by District

A Report Card From Missourians

Prepared By:

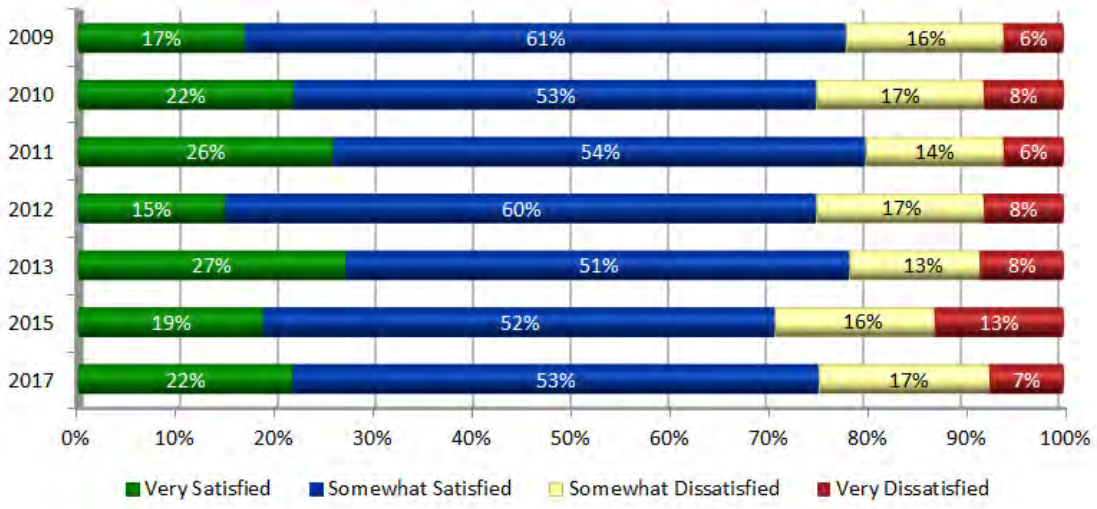
HEARTLAND MARKET RESEARCH LLC

Helping You Better Understand Your Stakeholders℠

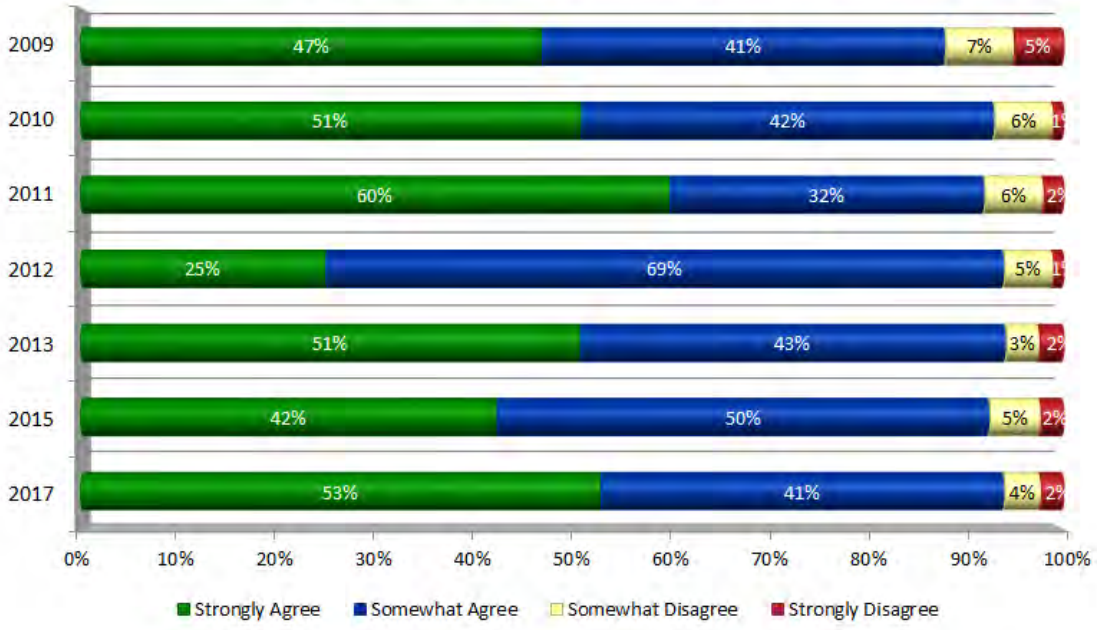
NORTHWEST DISTRICT

Northwest

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

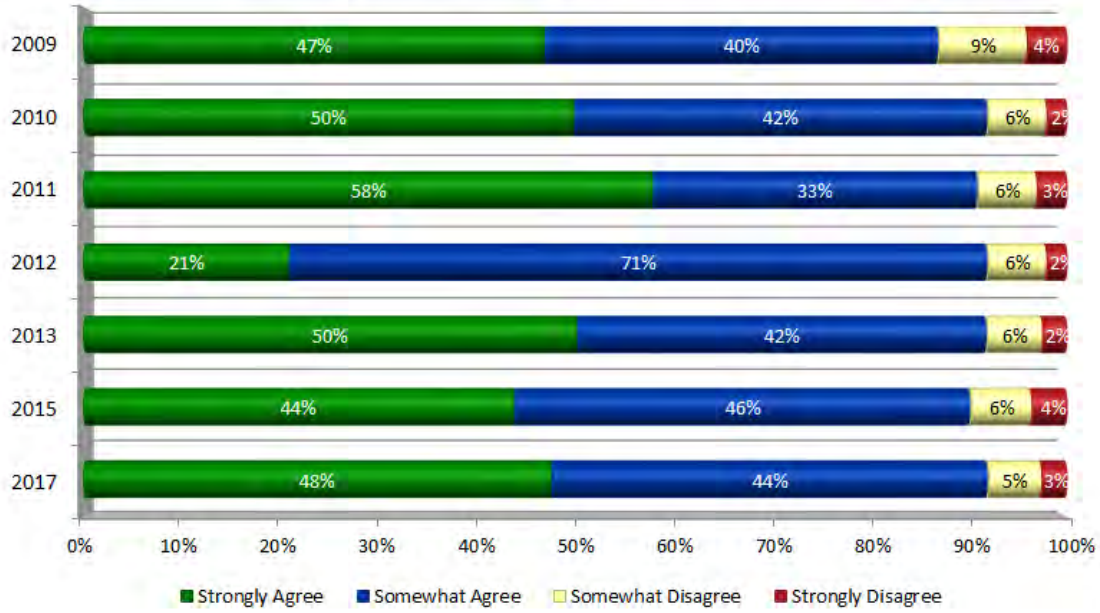


TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens: NW District

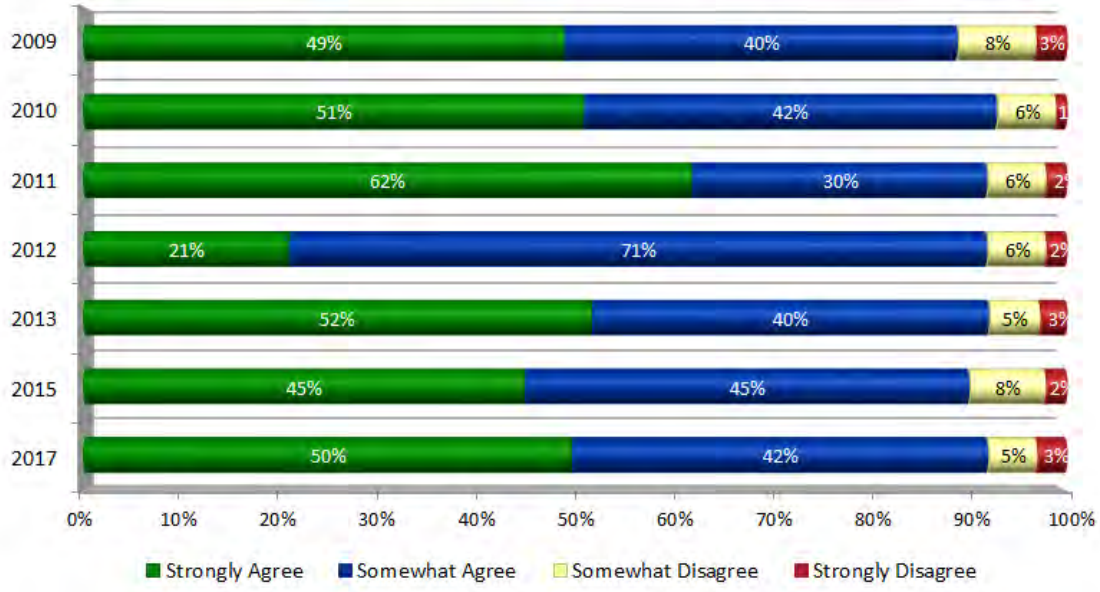


Northwest

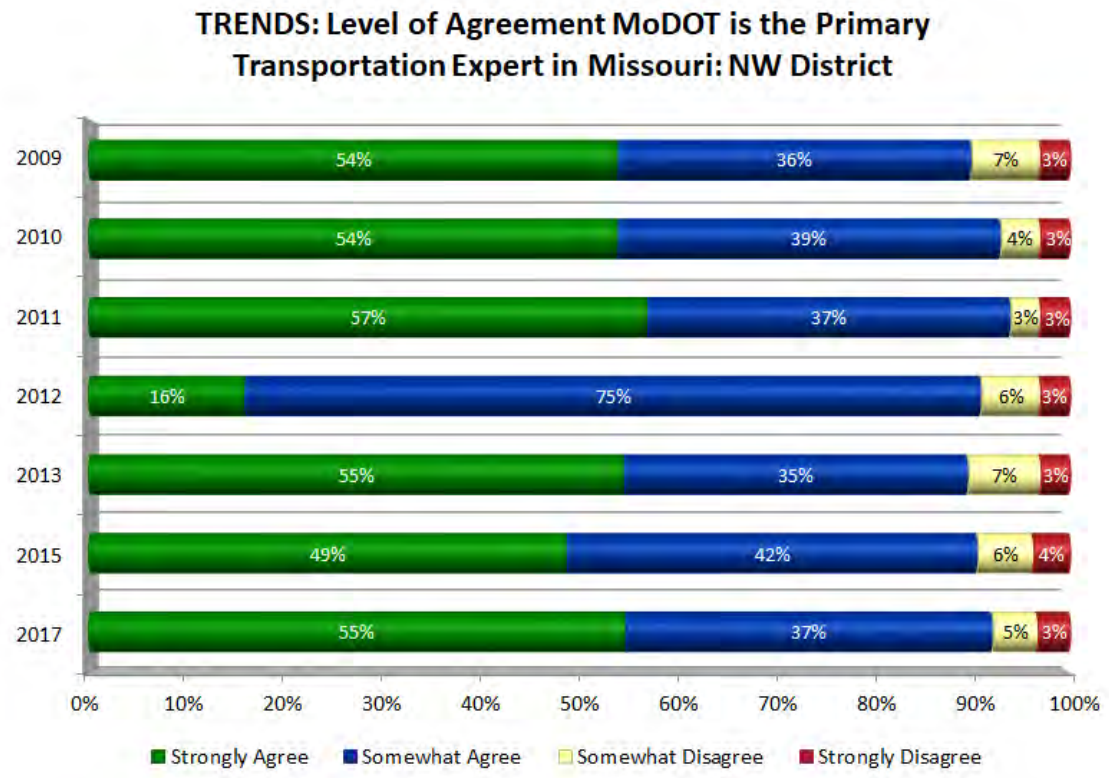
TRENDS: Level of Agreement MoDOT Provides Timely Information to Citizens: NW District



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



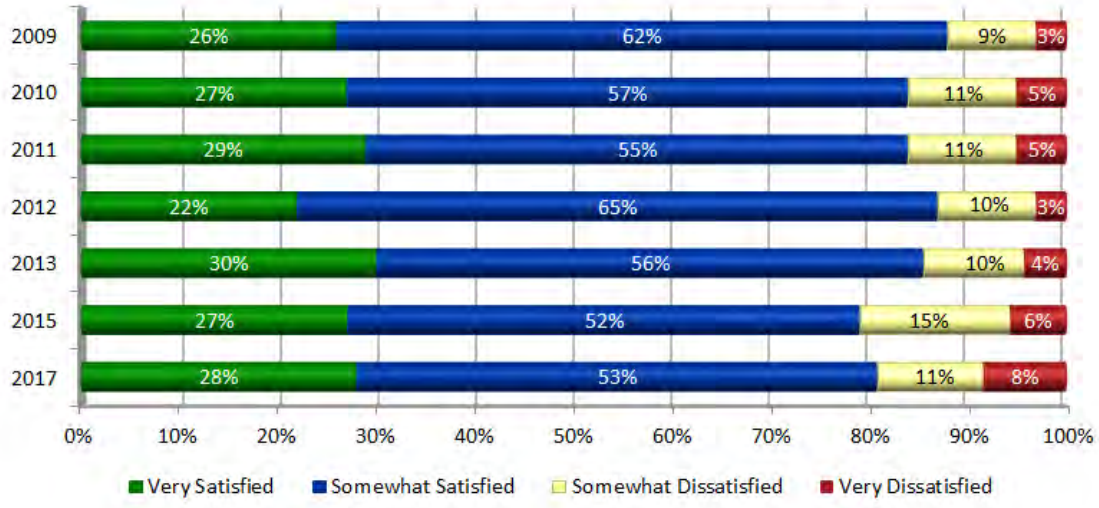
Northwest


TRENDS: Level of Agreement MoDOT is the Primary Transportation Expert in Missouri: NW District
2009
2010
2011
2012
2013
2015
2017
54%
36%
7%
3%
54%
39%
4%
3%
57%
37%
3%
3%
16%
75%
6%
3%
55%
35%
7%
3%
49%
42%
6%
4%
55%
37%
5%
3%
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%
Strongly Agree
Somewhat Agree
Somewhat Disagree
Strongly Disagree

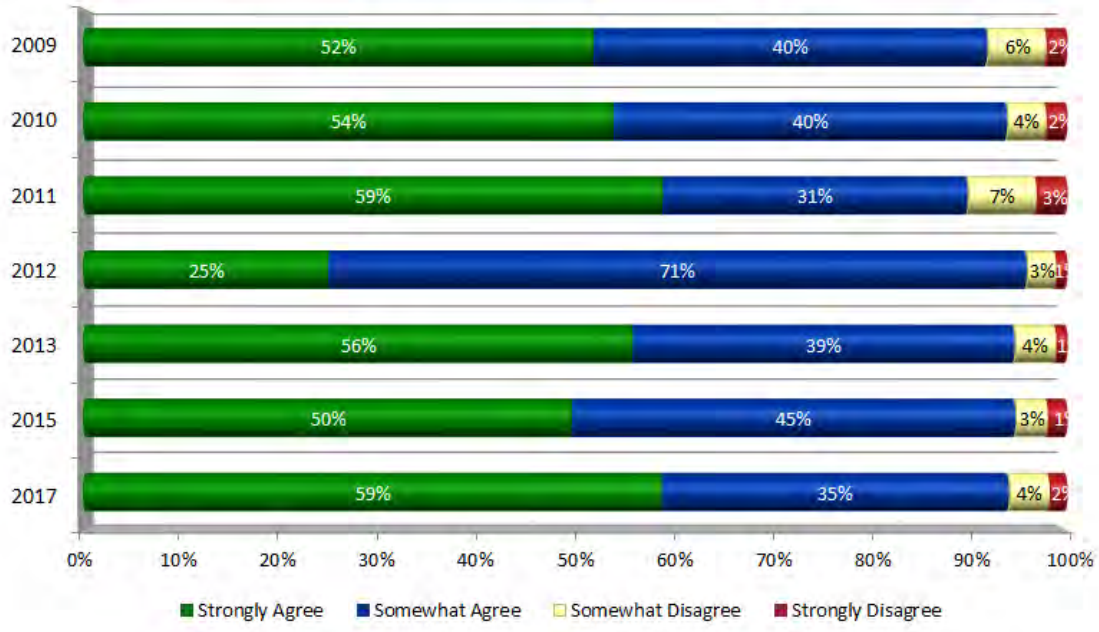
Northeast

NORTHEAST DISTRICT

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

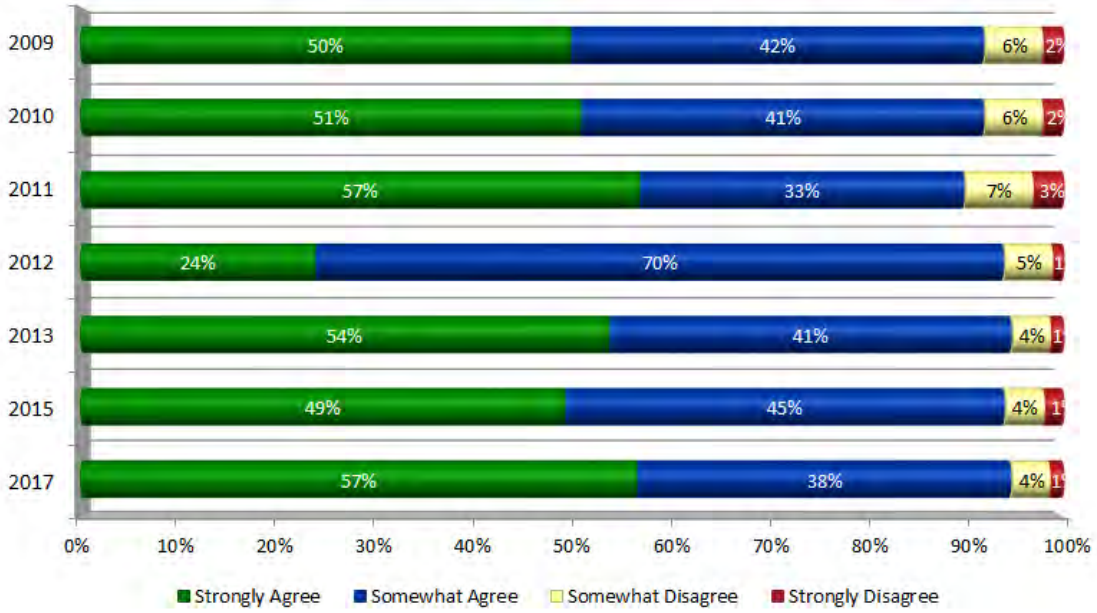


TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens: NE District

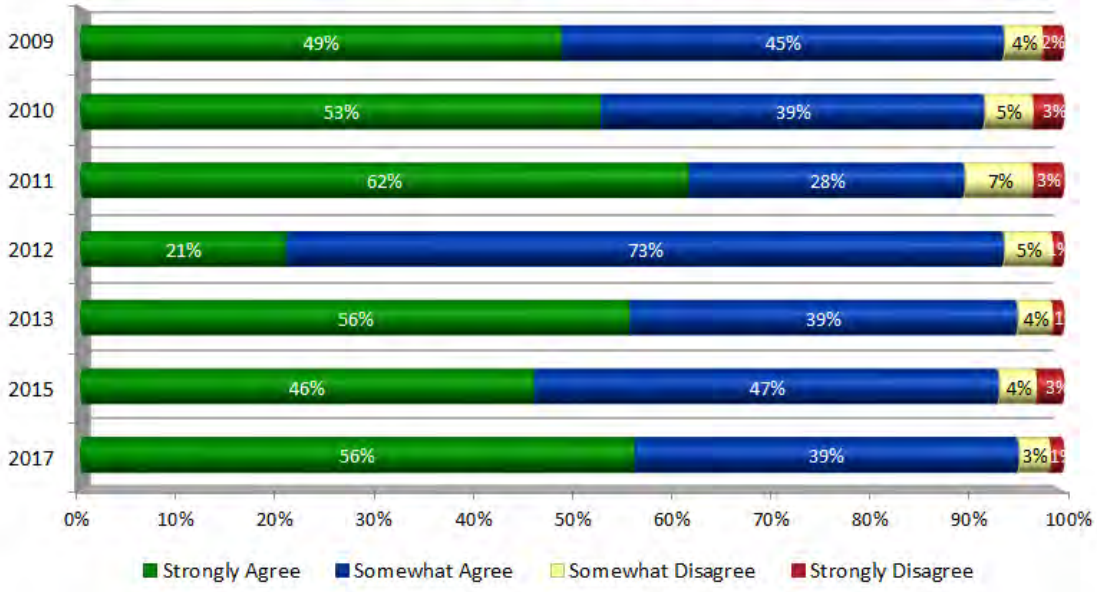


Northeast

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

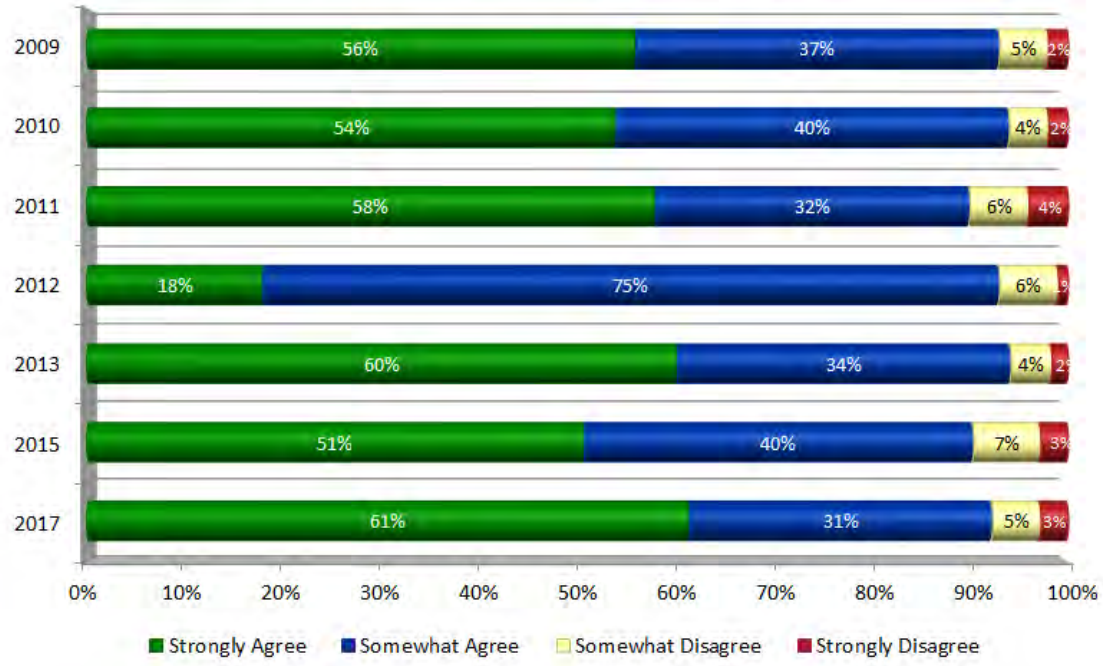


TRENDS: Level of Agreement MoDOT Provides Understandable Information to Citizens: NE District



Northeast

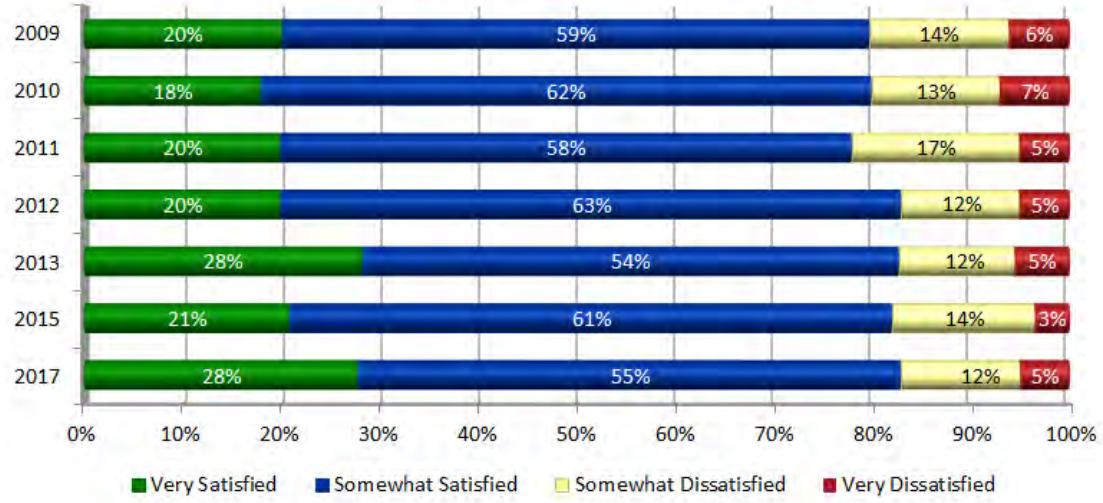
TRENDS: Level of Agreement MoDOT is the Primary Transportation Expert in Missouri: NE District



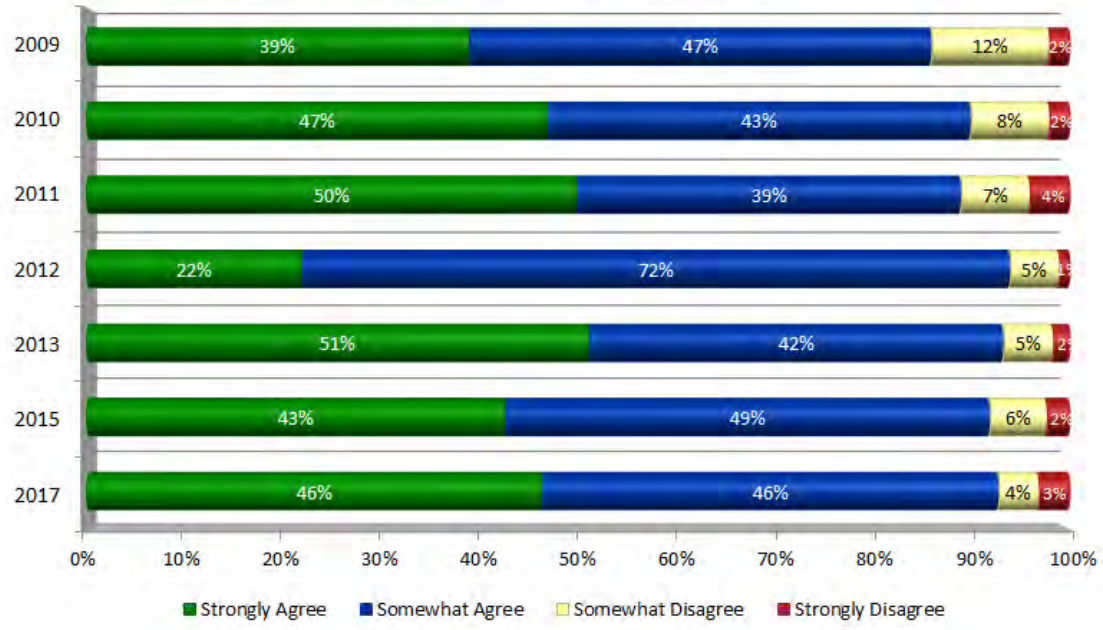
KANSAS CITY DISTRICT

Kansas City

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

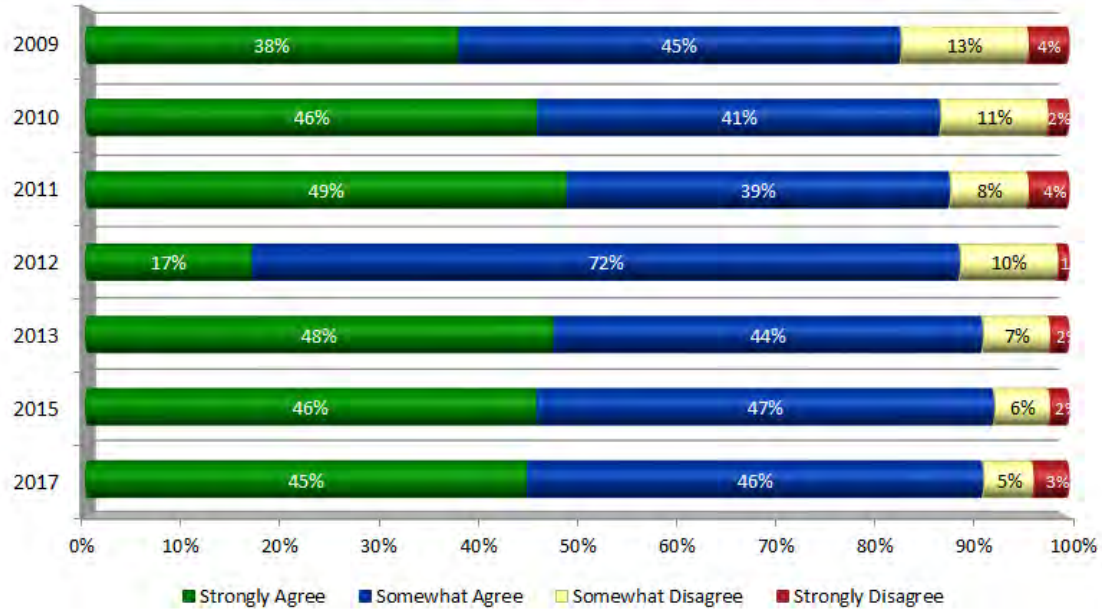


TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens: KC District

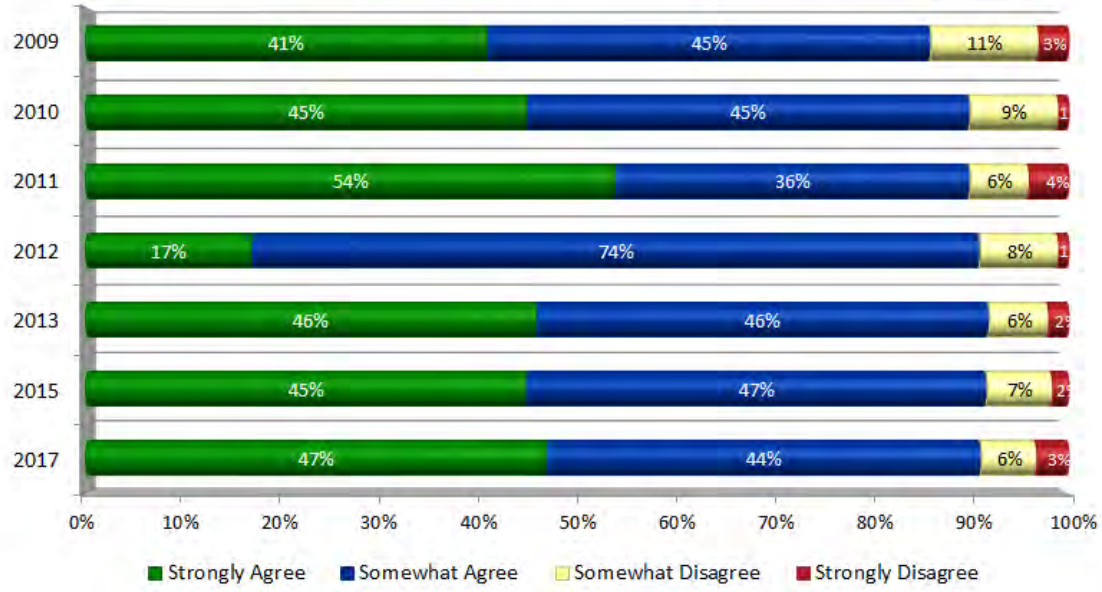


Kansas City

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

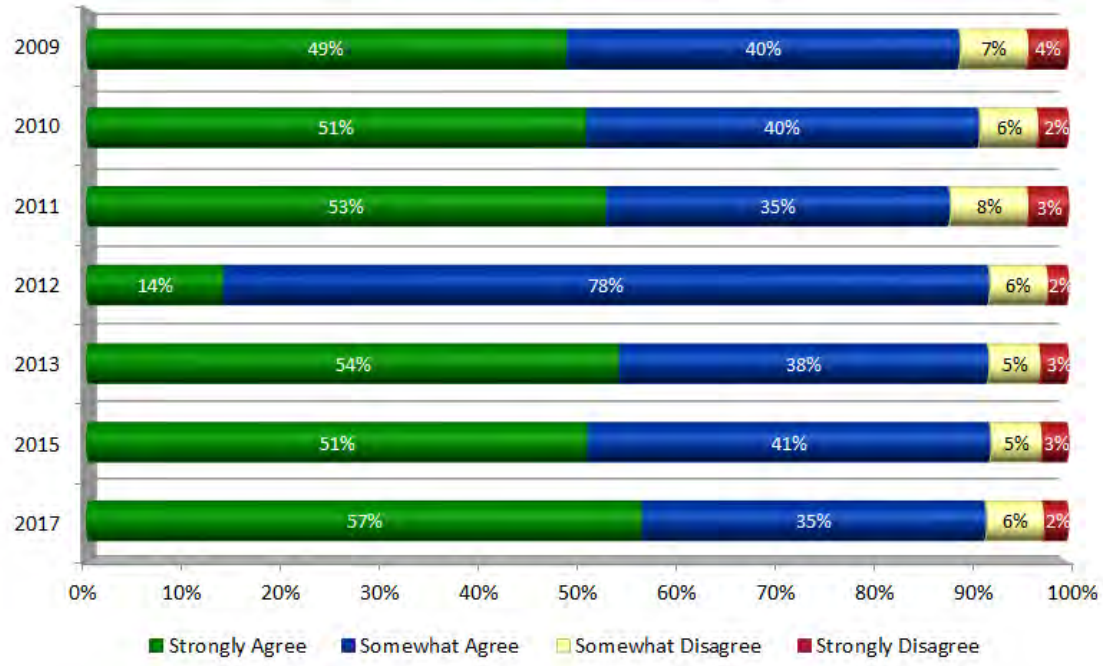


TRENDS: Level of Agreement MoDOT Provides Understandable Information to Citizens: KC District



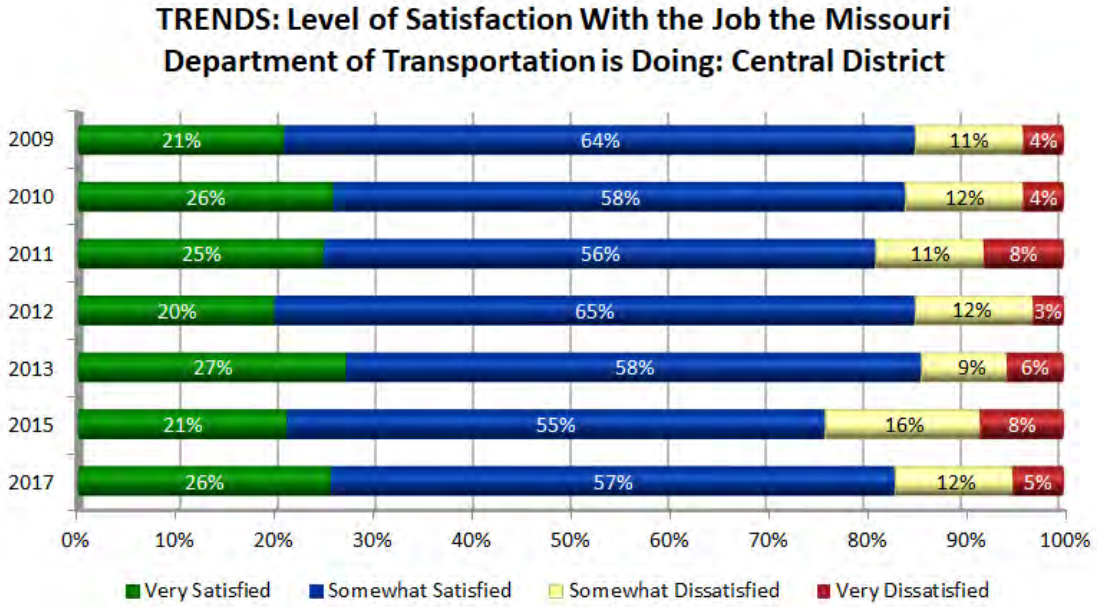
Kansas City

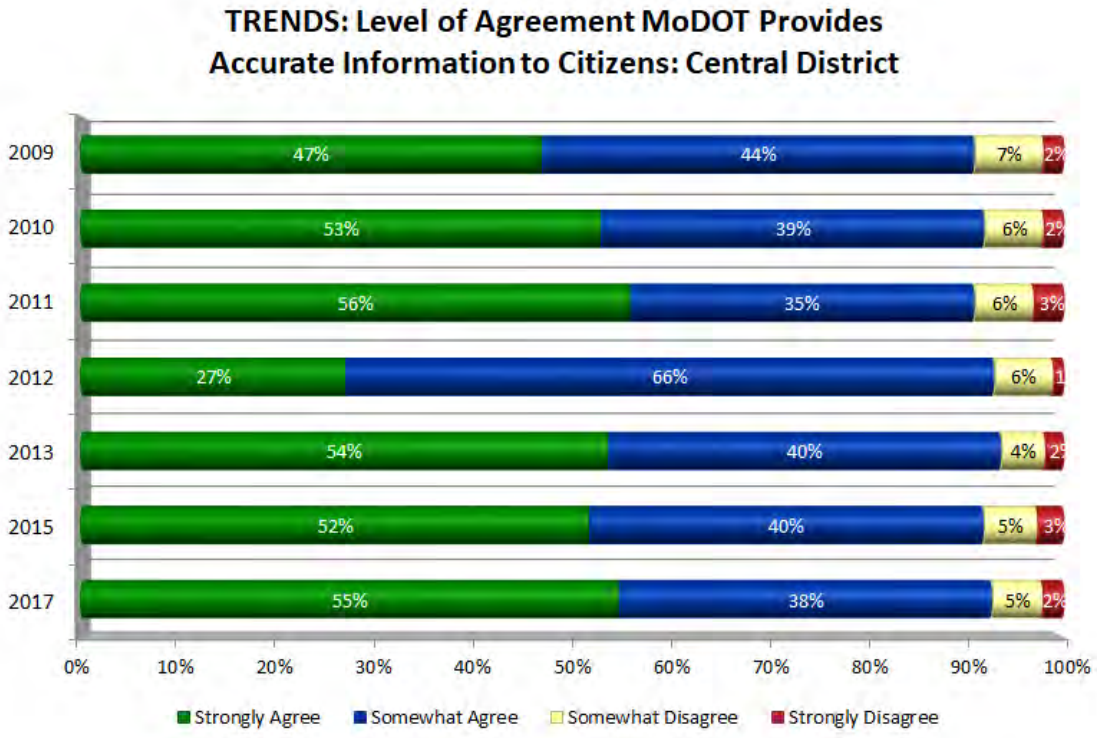
TRENDS: Level of Agreement MoDOT is the Primary Transportation Expert in Missouri: KC District



CENTRAL DISTRICT

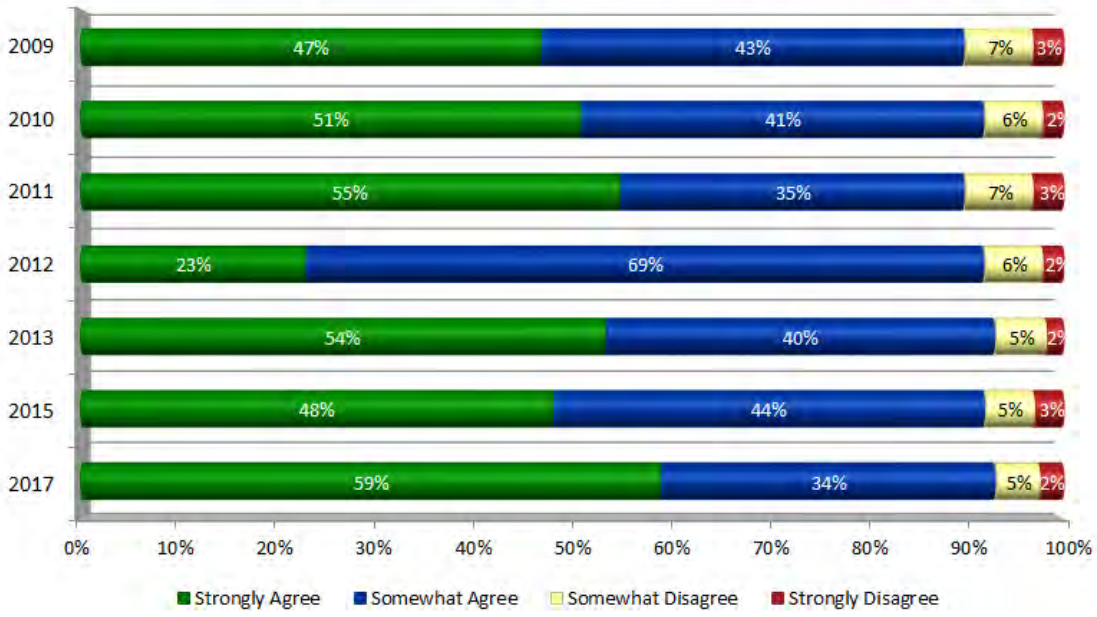
Central



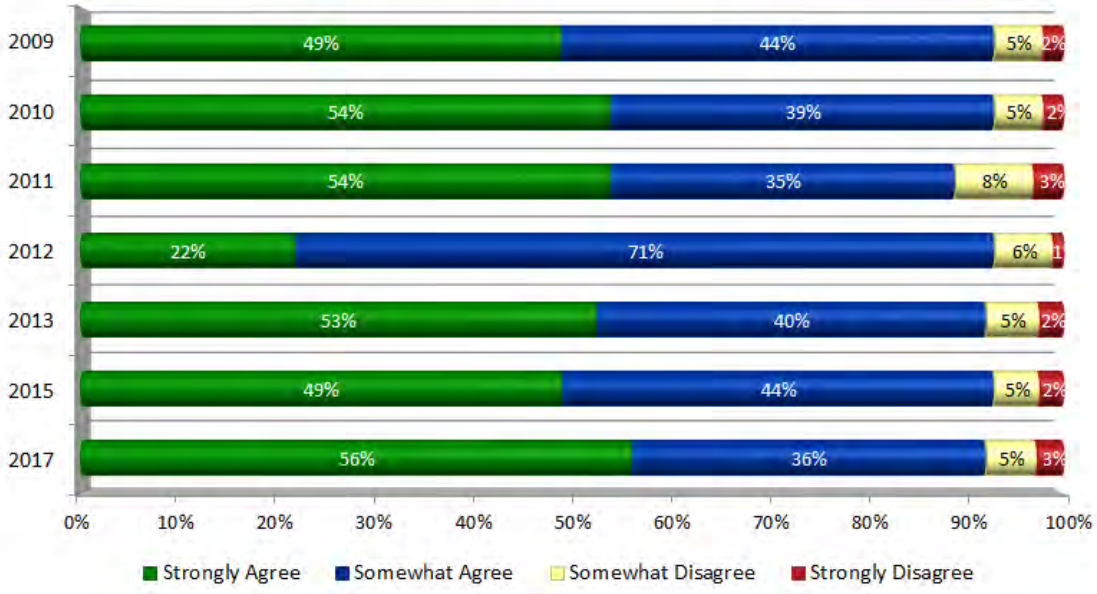


Central

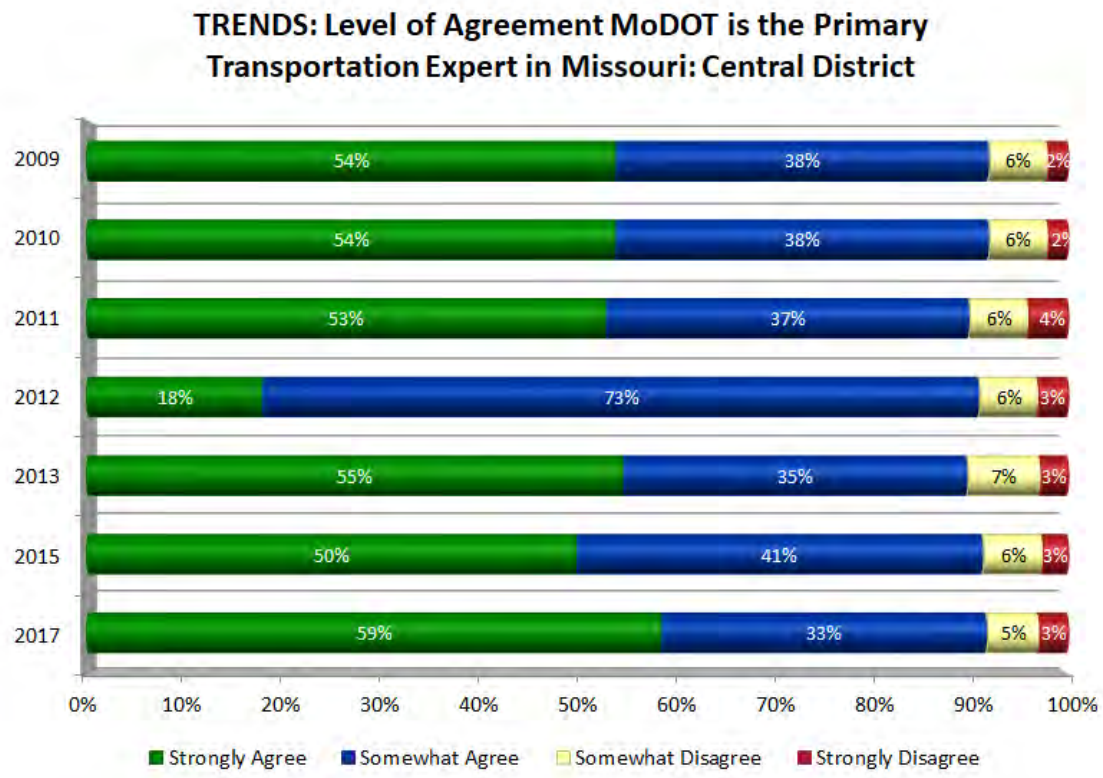
TRENDS: Level of Agreement MoDOT Provides Timely Information to Citizens: Central District



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



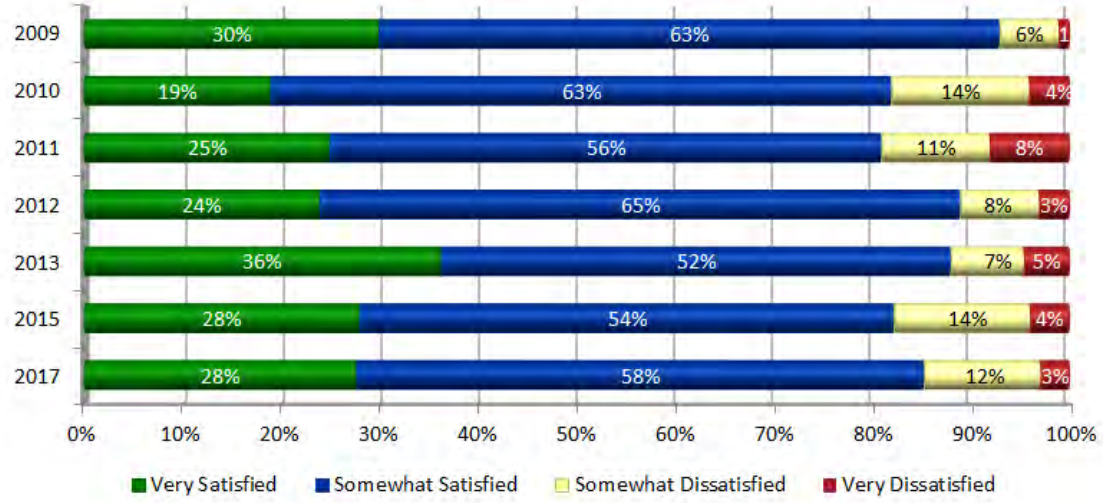
Central


TRENDS: Level of Agreement MoDOT is the Primary Transportation Expert in Missouri: Central District
2009
2010
2011
2012
2013
2015
2017
54%
38%
6%
2%
54%
38%
6%
2%
53%
37%
6%
4%
18%
73%
6%
3%
55%
35%
7%
3%
50%
41%
6%
3%
59%
33%
5%
3%
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%
Strongly Agree
Somewhat Agree
Somewhat Disagree
Strongly Disagree

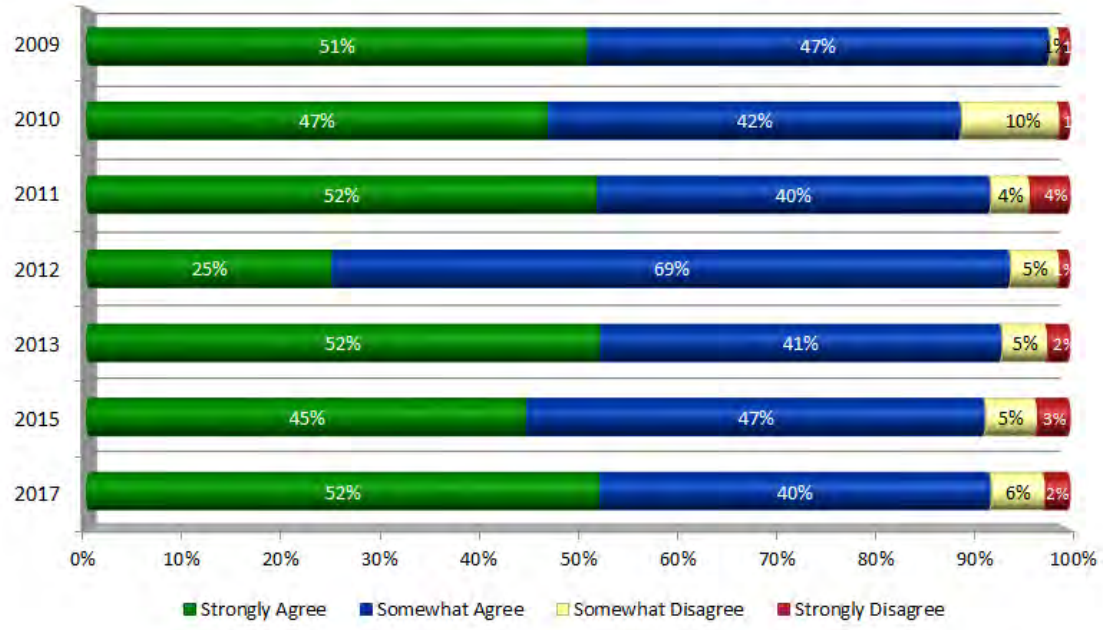
SAINT LOUIS DISTRICT

Saint Louis

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

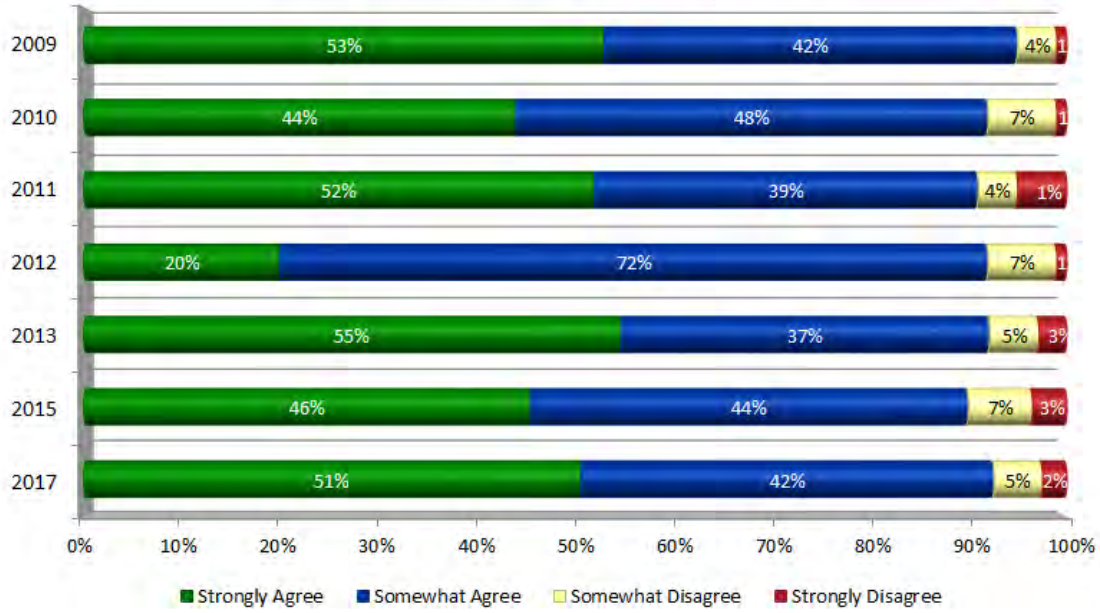


TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens: SL District

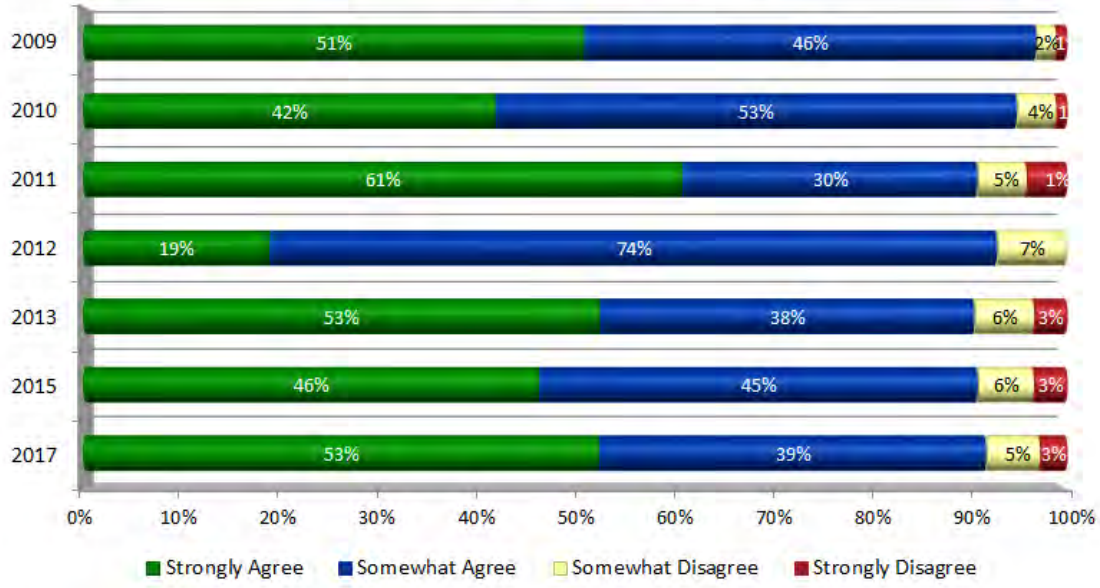


Saint Louis

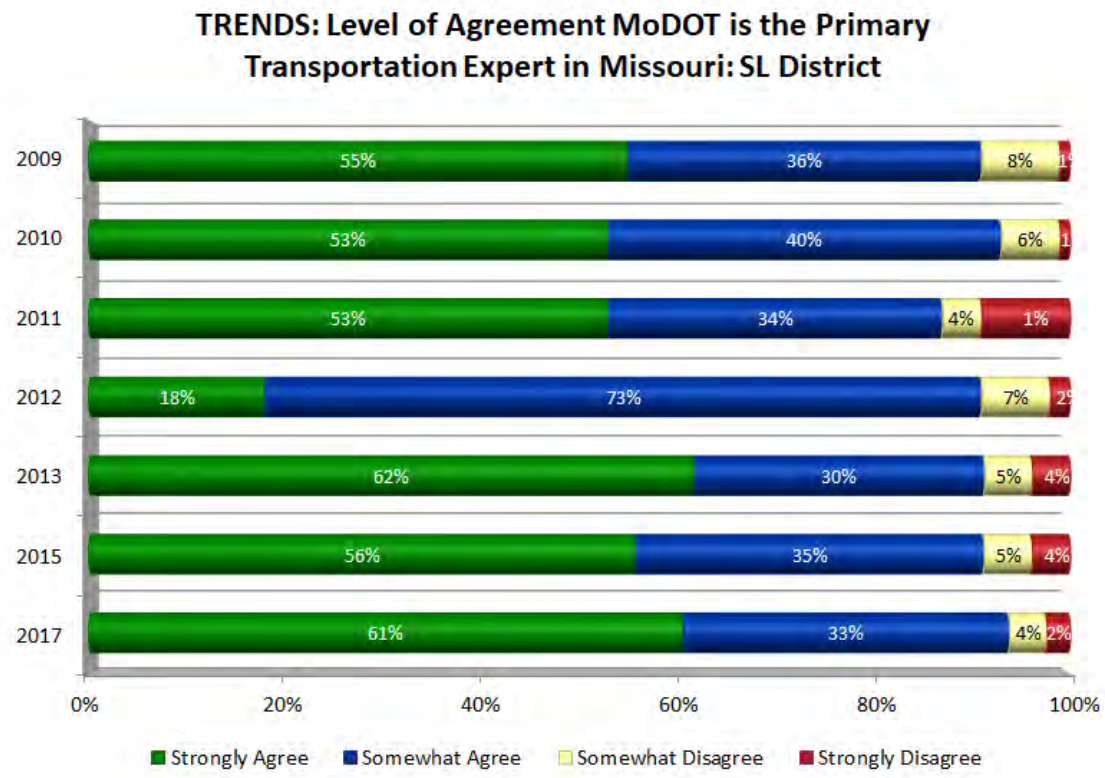
TRENDS: Level of Agreement MoDOT Provides Timely Information to Citizens: SL District



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



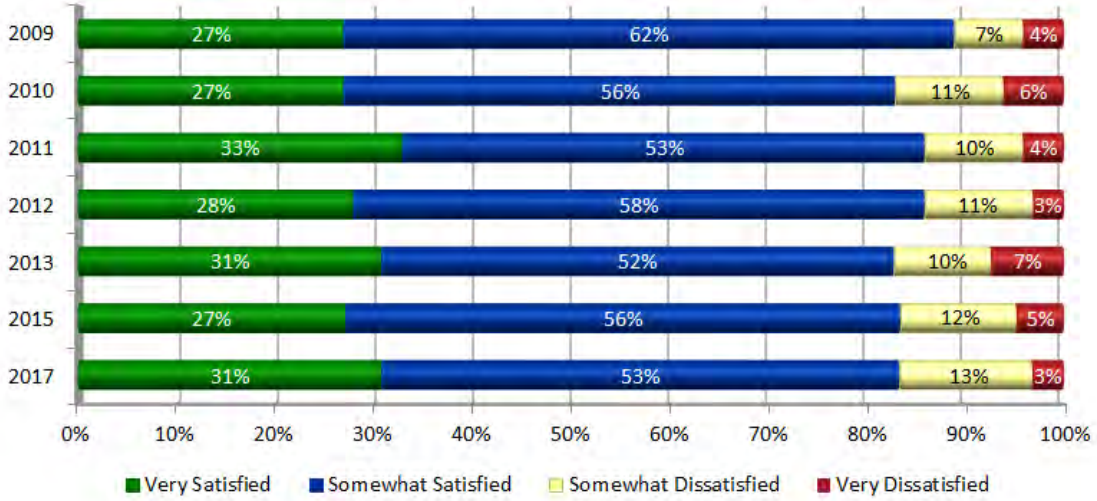
Saint Louis


TRENDS: Level of Agreement MoDOT is the Primary Transportation Expert in Missouri: SL District
2009
2010
2011
2012
2013
2015
2017
55%
36%
8%
53%
40%
6%
53%
34%
4%
1%
18%
73%
7%
62%
30%
5%
4%
56%
35%
5%
4%
61%
33%
4%
2%
0%
20%
40%
60%
80%
100%
Strongly Agree
Somewhat Agree
Somewhat Disagree
Strongly Disagree

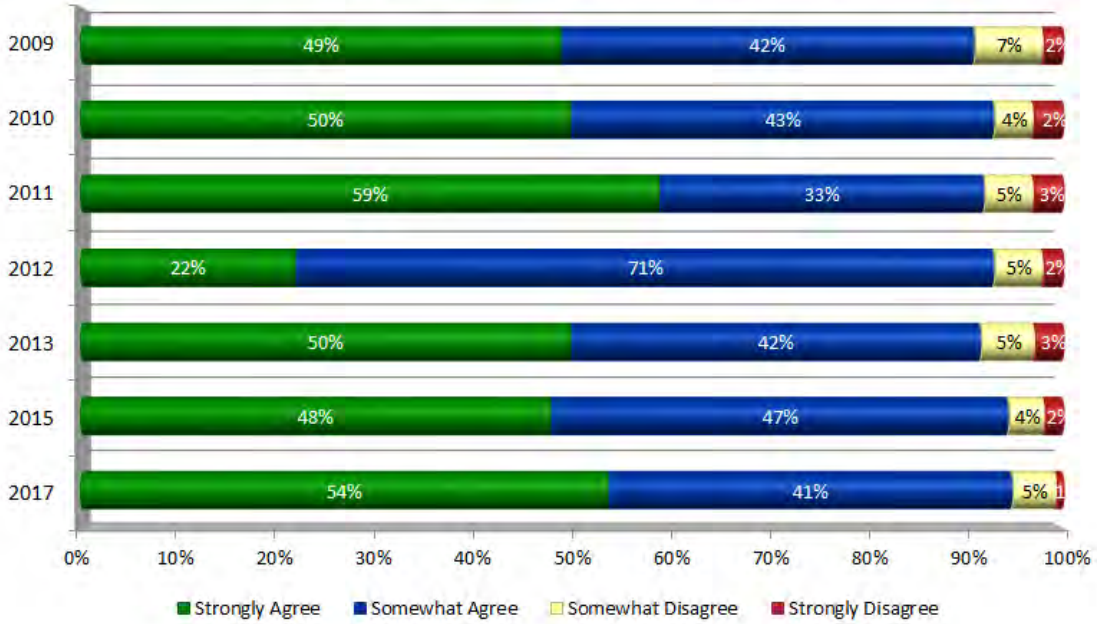
SOUTHWEST DISTRICT

Southwest

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

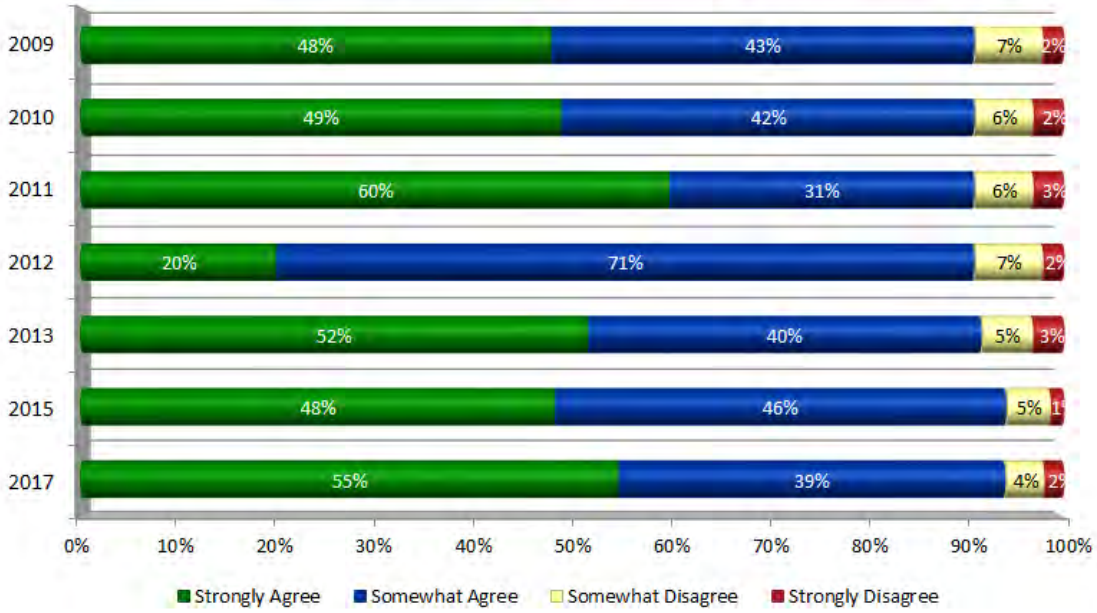


TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens: SW District

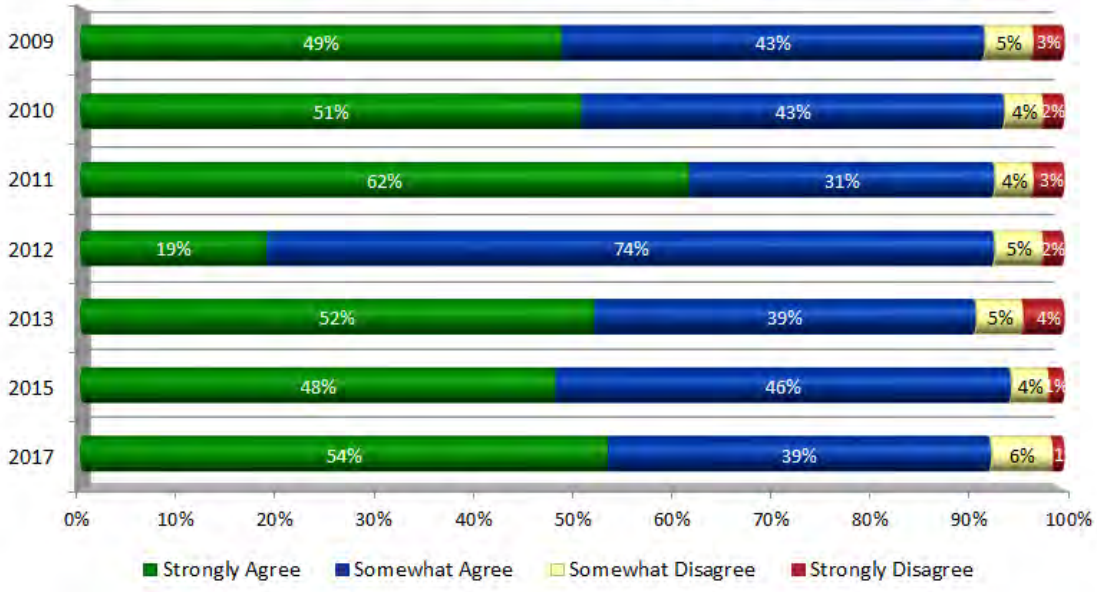


Southwest

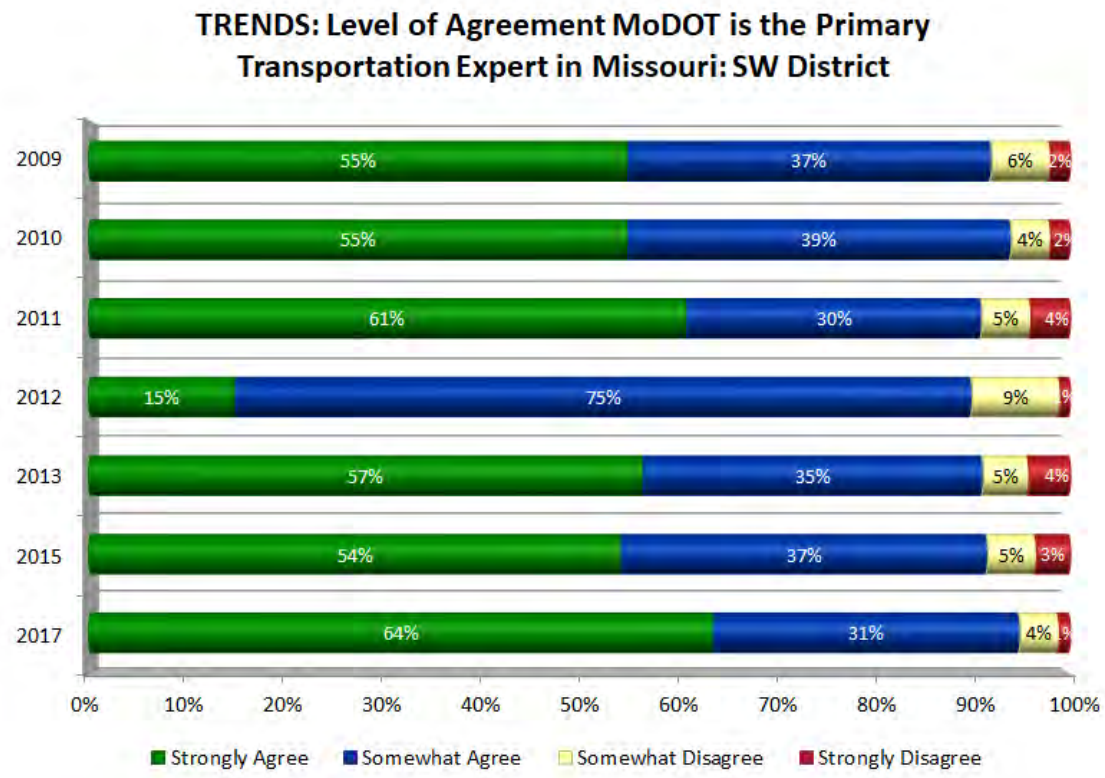
TRENDS: Level of Agreement MoDOT Provides Timely Information to Citizens: SW District



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



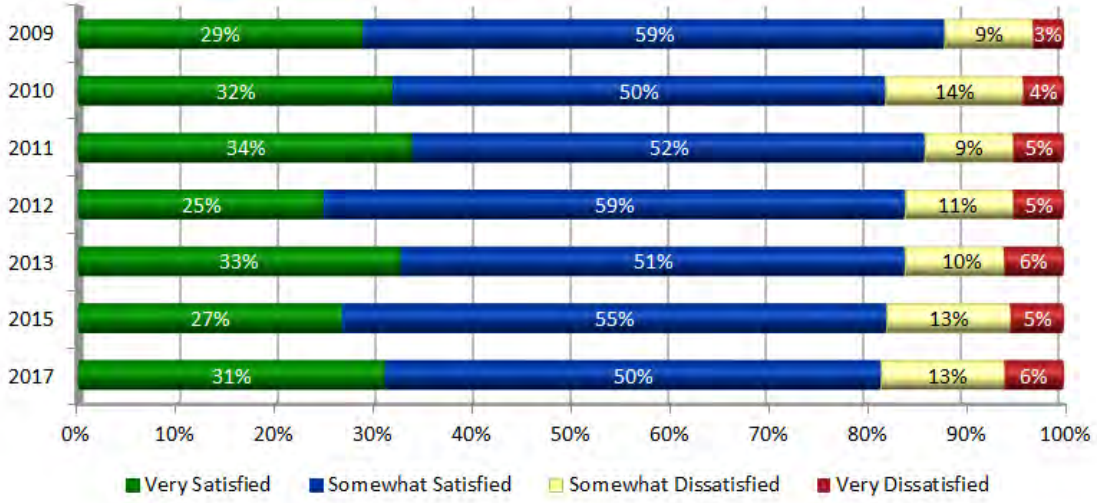
Southwest


TRENDS: Level of Agreement MoDOT is the Primary Transportation Expert in Missouri: SW District
2009
2010
2011
2012
2013
2015
2017
55%
37%
6%
2%
55%
39%
4%
2%
61%
30%
5%
4%
15%
75%
9%
1%
57%
35%
5%
4%
54%
37%
5%
3%
64%
31%
4%
1%
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%
Strongly Agree
Somewhat Agree
Somewhat Disagree
Strongly Disagree

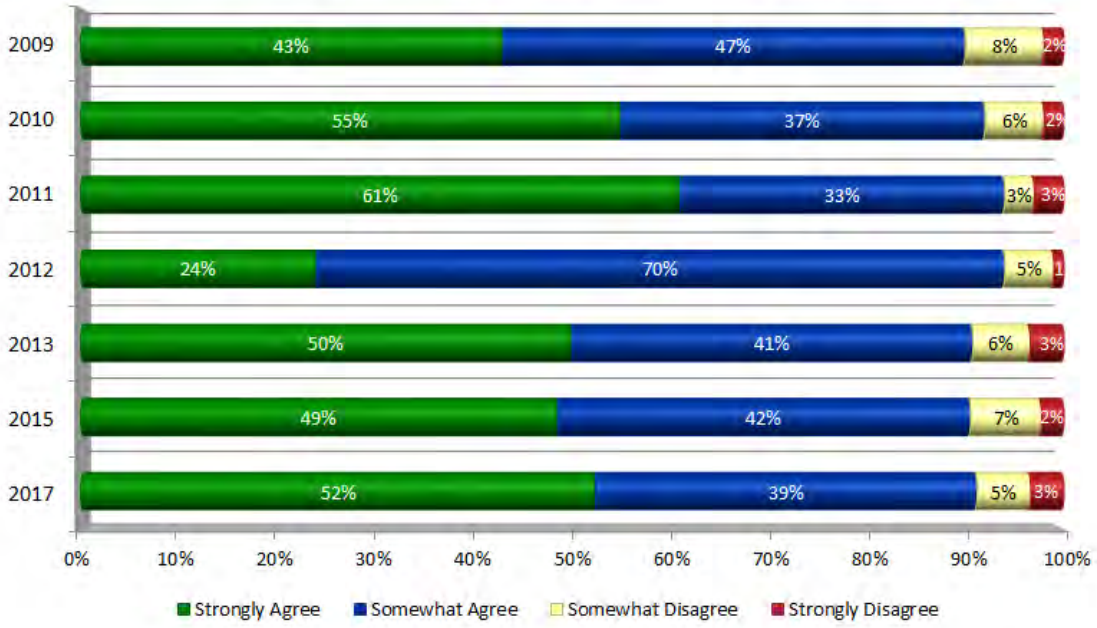
Southeast

SOUTHEAST DISTRICT

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

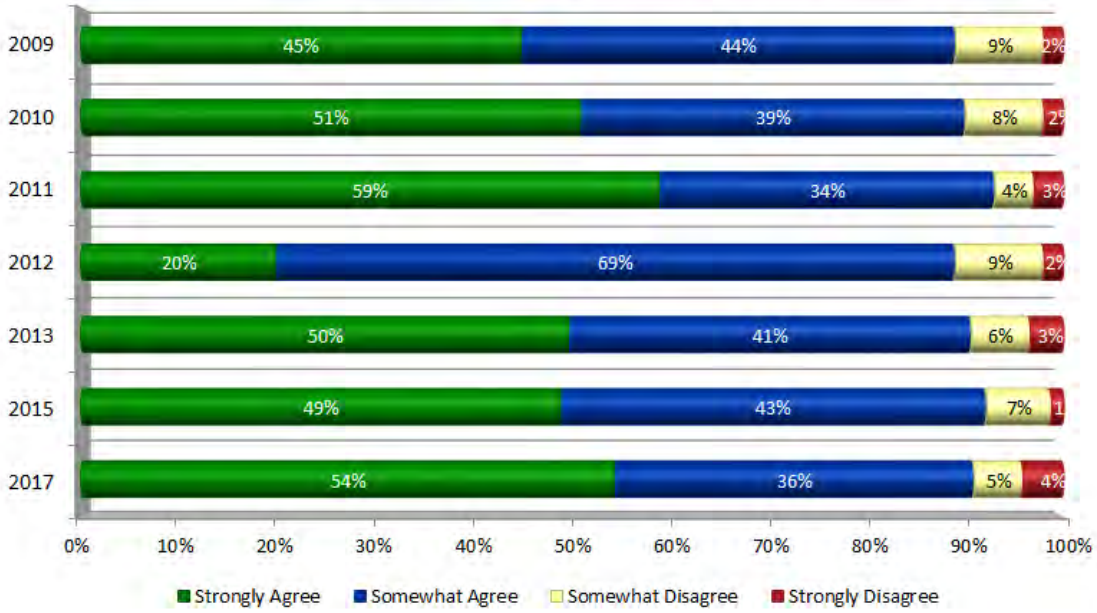


TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens: SE District

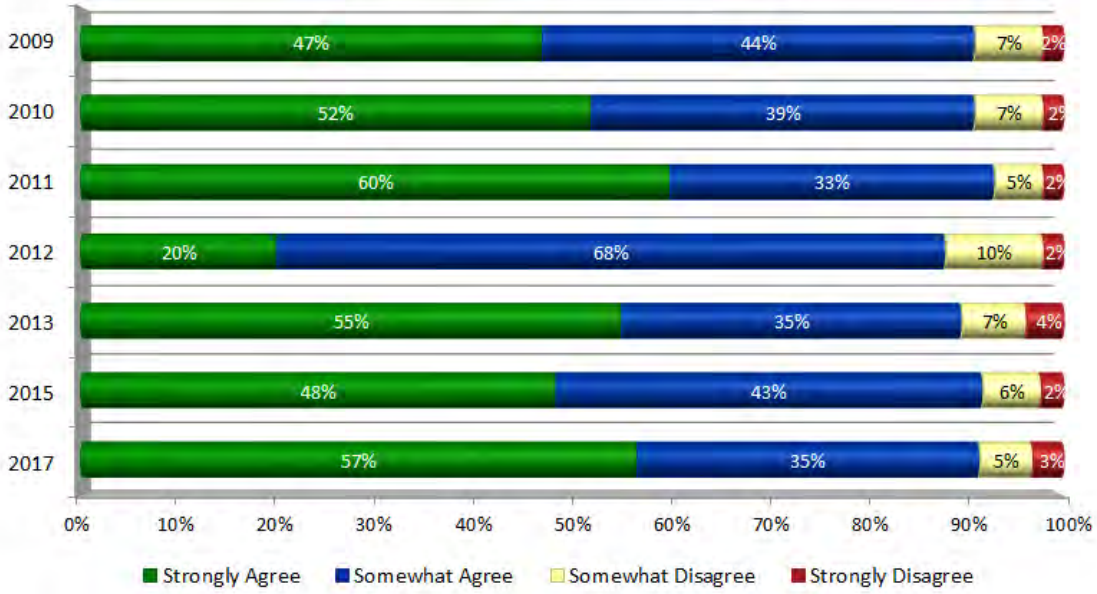


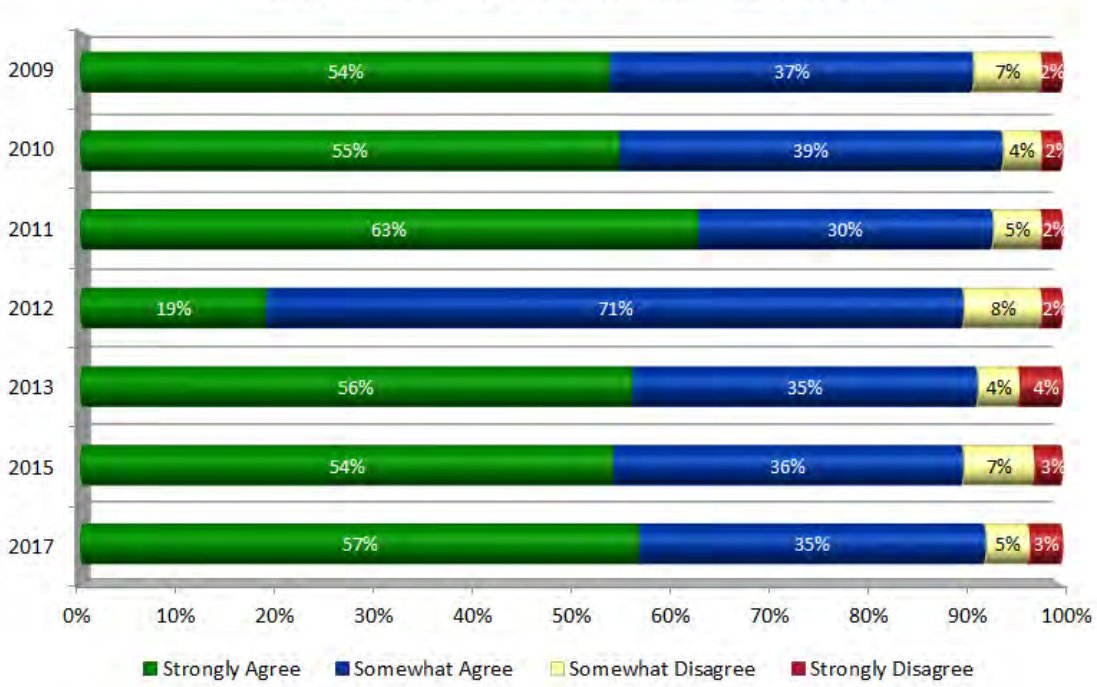
Southeast

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



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



Southeast

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