

# A Report Card from Missourians



## FINAL REPORT 2019



**Prepared By:**

REPORT NUMBER CMR-20-001

**HEARTLAND  
MARKET RESEARCH LLC**

*Helping You Better Understand  
Your Stakeholders<sup>SM</sup>*

Commissioned by the Missouri Department of Transportation



# A Report Card from Missourians



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# A Report Card from Missourians

## Final Report

Project Number: TR201522

Report Number: CMR-20-001

## *A Report Card from Missourians - 2019*

Prepared for the  
Missouri Department of Transportation

September 30, 2019

By

Lance Gentry, Ph.D.



**HEARTLAND**  
MARKET RESEARCH LLC

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

# A Report Card from Missourians



<b>1. Report No.</b> CMR 20-001		<b>2. Government Accession No.</b>		<b>3. Recipient's Catalog No.</b>	
<b>4. Title and Subtitle</b> A Report Card from Missourians - 2019				<b>5. Report Date</b> September 30, 2019 Published: January 2020	
				<b>6. Performing Organization Code</b> MoDOT	
<b>7. Author(s)</b> Lance Gentry, Ph.D. <a href="https://orcid.org/0000-0003-4115-2046">https://orcid.org/0000-0003-4115-2046</a>				<b>8. Performing Organization Report No.</b> CMR 20-001	
<b>9. Performing Organization Name and Address</b> Heartland Market Research LLC 1405 Hawkins Meadow Drive Fenton, MO 63026 <a href="http://www.HeartlandMarketResearch.com">www.HeartlandMarketResearch.com</a>				<b>10. Work Unit No.</b>	
				<b>11. Contract or Grant No.</b> MoDOT project # TR201522	
<b>12. Sponsoring Agency Name and Address</b> Missouri Department of Transportation (SPR) Transportation Planning Division P.O. Box 270 Jefferson City, MO 65102				<b>13. Type of Report and Period Covered</b> Final Report (June 2019-July 2019)	
				<b>14. Sponsoring Agency Code</b> MoDOT	
<b>15. Supplementary Notes</b> Conducted in cooperation with the U.S. Department of Transportation, Federal Highway Administration. MoDOT research reports are available in the Innovation Library at <a href="https://www.modot.org/research-publications">https://www.modot.org/research-publications</a> .					
<b>16. Abstract</b> 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. 3,508 completed responses were obtained between June 10, 2019 and July 31, 2019. 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 3,508 Missourians have a 95% level of confidence with a precision of +/- 1.65%.					
<b>17. Key Words</b> Customer survey, customer satisfaction, partners, construction projects, transportation solutions, communication preferences			<b>18. Distribution Statement</b> No restrictions. This document is available through the National Technical Information Service, Springfield, VA 22161.		
<b>19. Security Classif. (of this report)</b> Unclassified.		<b>20. Security Classif. (of this page)</b> Unclassified.		<b>21. No. of Pages</b> 123	<b>22. Price</b>

Form DOT F 1700.7 (8-72)

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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 3,508 Missourians participated in the study.

### GENERAL SATISFACTION FINDINGS

- **The majority of Missourians were satisfied with the job MoDOT is doing. Overall satisfaction was at 77%.**
- 20% of Missourians were very satisfied with the job MoDOT is doing.
- **While still high, the overall customer satisfaction rate has dropped significantly from the last survey.**
- **Most measures of satisfaction with individual MoDOT services have decreased from 2017.**
- Missourians continued to agree that MoDOT provides accurate (92%), timely (92%), and understandable (90%) information about projects in their areas, similar to the statistical results since 2009.
- 91% of Missourians agreed that MoDOT was the "primary transportation expert" similar to results since 2009.
- 82% of the residents indicated they trust MoDOT to keep its commitments to the public compared to 87% in 2017. In 2019, 32% of the population strongly agreed with this measure, down from 41% in 2017.
- 65% of Missourians were satisfied with the job MoDOT has done keeping the surface of major highways in good condition, compared to 75% in 2017.
- Missourian satisfaction with MoDOT's efforts to maintain other state highways (60%) was also lower than two years ago when it was measured at 67%.
- 63% of Missourians were satisfied with the job MoDOT has done keeping bridges in good condition, compared to 67% in 2017.
- Most (81%) residents agreed that MoDOT did a good job of minimizing travel delays caused by construction and maintenance on highways, down from 86% in

2017. 92% agreed that MoDOT did a good job providing advanced warnings to motorists before they entered work zones.

### FUNDING FINDINGS

- Most Missourians do not know the average driver currently pays \$30 per month in taxes and fees to fund Missouri state roads.
- Out of those making an estimate, 34% of the respondent believed drivers spent less than \$30 per month, 35% selected the correct answer of \$30 per month, and 32% 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.** Almost half (47%) of all respondents estimated this cost at under \$50 per month. 77% of the respondents thought the cost was \$100 or less per month. In 2019, the actual average cost per driver was about \$196 per month.
- **For the third study in a row, a plurality of residents selected increasing fuel taxes as their preferred option for increasing revenues to adequately fund Missouri state highways and roads.** 29% of respondents thought this was the most acceptable method, similar to findings from 2017. Other listed options included adding tolls (17%, down significantly from 2017), increasing the sales tax (15%), replacing the gas tax with a mileage tax (15%), and increasing car registration and license fees (11%). While *none of these* was not provided as an option, 14% of Missourians volunteered this option anyway.

### IMPORTANCE-SATISFACTION ANALYSIS FINDINGS

- The essential findings of the Importance-Satisfaction analysis were similar to those measured in 2017 other than a dip in respondent satisfaction for virtually all of the services MoDOT provides.
- In 2019 respondents indicated that MoDOT should continue to emphasize bright and easily understandable highway signs. According to the Importance-Satisfaction Matrix, Missourians are both very satisfied with these services and continue to believe they are very important. These findings were similar to those found in 2015 and 2017.

- In 2019, **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 the surface of *major* highways in good condition.
  2. Keeping bridges in good condition.
  3. Keeping the surface of *other* highways in good condition.

### CONCLUSIONS

- While overall scores were quite positive, **there was a downward trend in satisfaction measures 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 – decreased for most measures from 2017.
- A regression analysis was conducted on the survey data. Given reasonable causal assumptions,<sup>1</sup> **the drop in Missourian satisfaction with MoDOT is primarily due to decreased trust that MoDOT will keep its public commitments and decreased satisfaction with highway conditions.**

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<sup>1</sup> Statistics can indicate correlations, not causality. For this research, it was assumed that overall satisfaction with MoDOT was the result of the other items measured in this research. Given this assumption, 45% of the variance in respondents' overall satisfaction with MoDOT can be predicted by measuring their trust that MoDOT will keep its commitments to the public (30%), their satisfaction with MoDOT's efforts to keep the surface of highways in good condition (11% for other state highways, 3% for major state highways), and their satisfaction with MoDOT's efforts to mow and trim trees, grass, and weeds along highways. The other twenty measures combined further explain another 1% of the variance in the overall satisfaction measure. 54% of the variance is due to individual reasons or other reasons that were not captured by this research.



**METHODOLOGY**

The survey was administered by a professional calling center to Missourians starting on June 10, 2019 and ending on July 31, 2019. The calling center randomly called a representative sample of people from every county considering age and gender. During this time, the calling center made 210,968 calls, spoke with 15,617 people, and completed 3,508 phone interviews. The average respondent took 14.2 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	24	Adair	28	Cass	67	Boone	26
Atchison	29	Audrain	28	Clay	51	Callaway	26
Buchanan	23	Clark	27	Jackson	52	Camden	33
Caldwell	25	Knox	27	Johnson	56	Cole	27
Carroll	27	Lewis	33	Lafayette	56	Cooper	26
Chariton	23	Lincoln	27	Pettis	55	Crawford	26
Clinton	24	Macon	30	Platte	52	Dent	33
Daviess	29	Marion	33	Ray	58	Gasconade	26
DeKalb	25	Monroe	28	Saline	53	Howard	26
Gentry	23	Montgomery	33			Laclede	26
Grundy	25	Pike	33			Maries	27
Harrison	23	Ralls	27			Miller	26
Holt	23	Randolph	29			Moniteau	33
Linn	31	Schuyler	28			Morgan	27
Livingston	23	Scotland	29			Osage	26
Mercer	24	Shelby	28			Phelps	33
Nodaway	27	Warren	34			Pulaski	26
Putnam	23					Washington	27
Sullivan	27						
Worth	23						
<b>Total</b>	<b>501</b>	<b>Total</b>	<b>502</b>	<b>Total</b>	<b>500</b>	<b>Total</b>	<b>500</b>



## A Report Card from Missourians

St. Louis		Southwest		Southeast	
Franklin	100	Barry	23	Bollinger	19
Jefferson	101	Barton	24	Butler	19
Saint Charles	100	Bates	23	Cape Girardeau	20
Saint Louis	101	Benton	23	Carter	19
Saint Louis City	100	Cedar	29	Douglas	21
		Christian	22	Dunklin	19
		Dade	28	Howell	19
		Dallas	22	Iron	22
		Greene	22	Madison	21
		Henry	22	Mississippi	19
		Hickory	23	New Madrid	20
		Jasper	22	Oregon	20
		Lawrence	22	Ozark	19
		McDonald	29	Pemiscot	20
		Newton	28	Perry	19
		Polk	23	Reynolds	21
		Saint Clair	22	Ripley	22
		Stone	23	Saint Francois	19
		Taney	28	Sainte Genevieve	19
		Vernon	22	Scott	19
		Webster	22	Shannon	19
				Stoddard	19
				Texas	22
				Wayne	22
				Wright	23
Total	502	Total	502	Total	501



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 3,508 Missourians have a 95% level of confidence with a precision of +/- 1.65%.**

Following standard practice for Tracker measures, responses of don't know/not sure and none chosen/refused were excluded from the results in this report. This practice also facilitated valid comparisons of the results with previous customer satisfaction surveys. 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 (2017) statewide satisfaction study. At MoDOT's request, a few changes were made to the survey. Some redundant wording was eliminated from Question 4. Two options about travel by air (l) and Amtrak (m) were eliminated from Questions 6 and 7. The available options for Questions 9 and 11 were adjusted to be more current. The wording of the other questions was kept the same as previous years to facilitate comparisons across surveys.

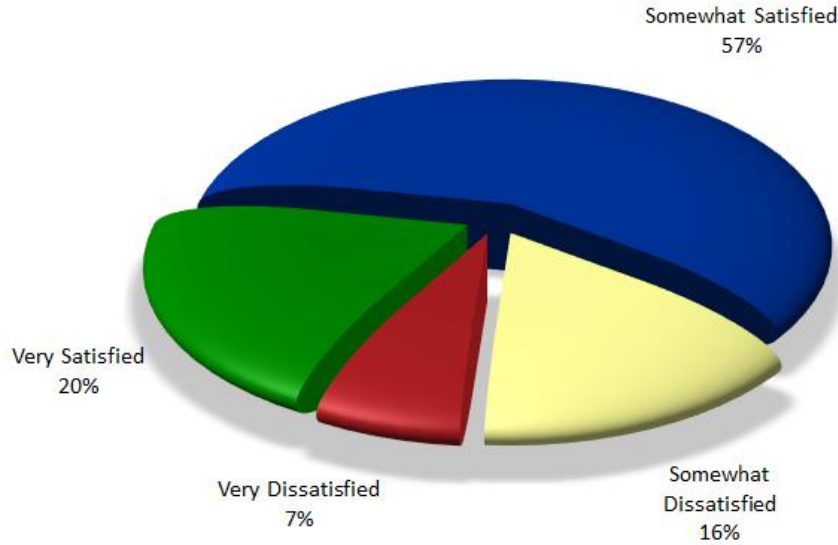
**Section 1:**

# **Charts & Graphs**

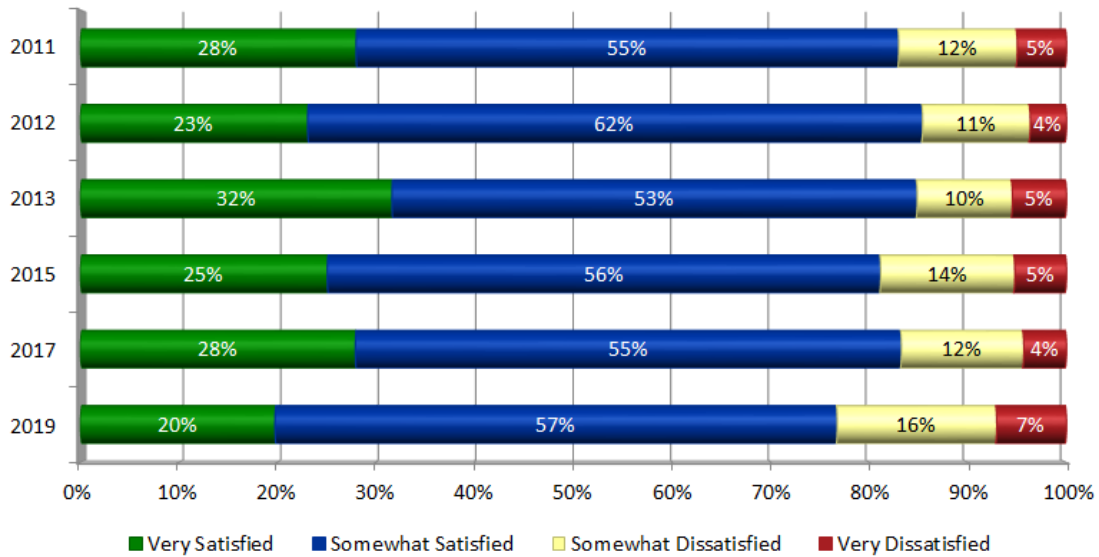
A Report Card  
from Missourians

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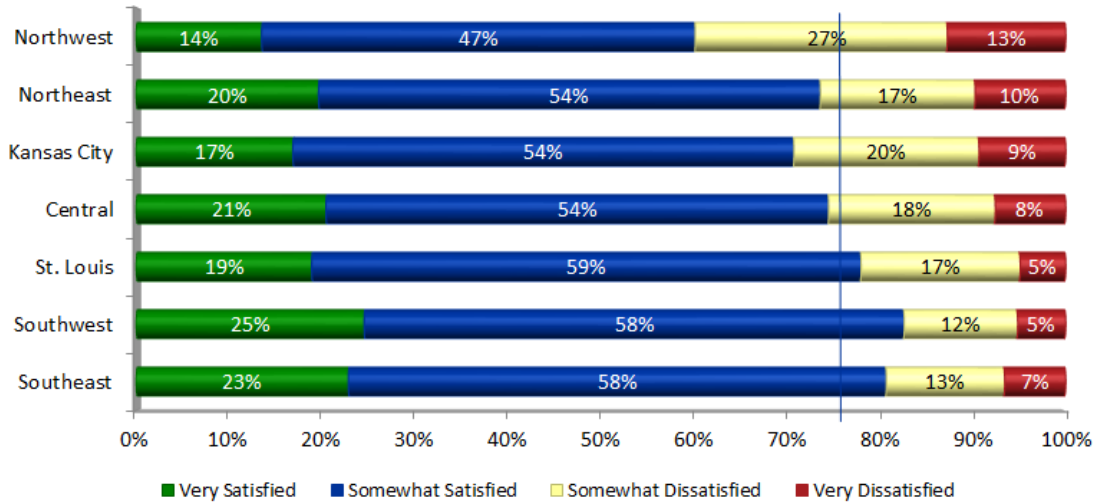
### Overall Satisfaction With the Job the Missouri Department of Transportation is Doing



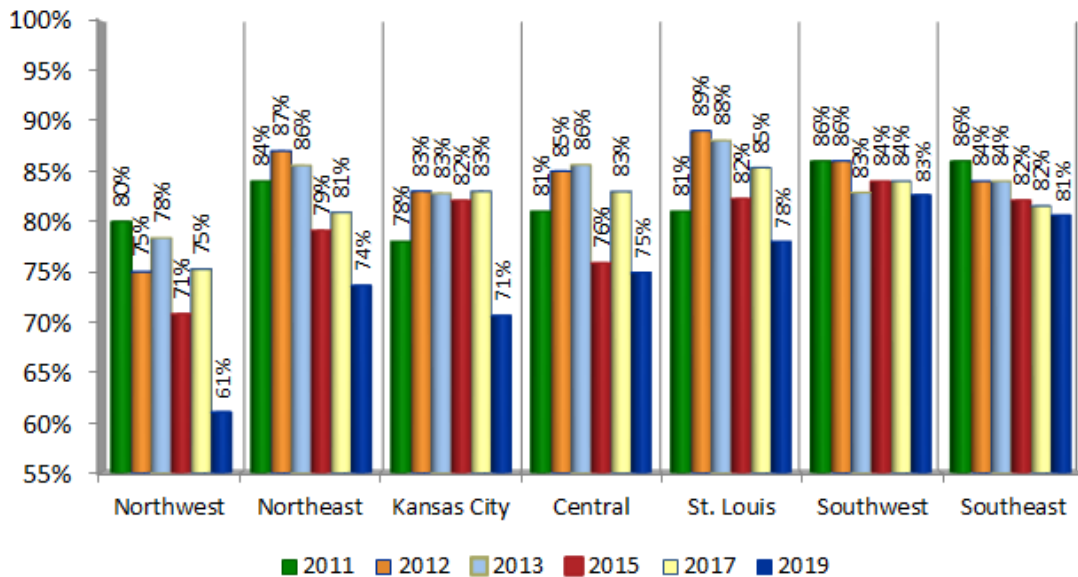
### TRENDS: Level of Satisfaction With the Job the Missouri Department of Transportation is Doing



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

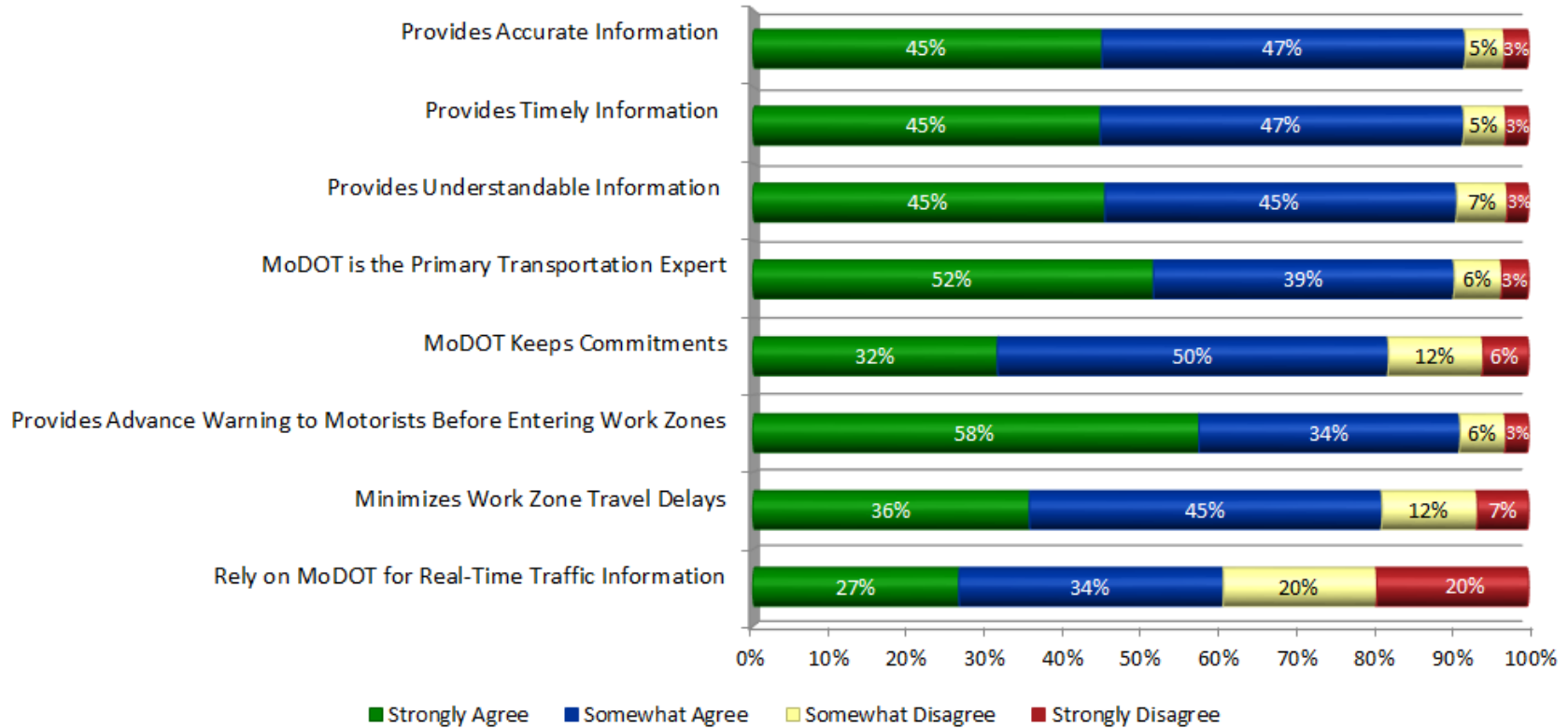


## TRENDS: Overall Satisfaction With the Job the Missouri Department of Transportation is Doing by District



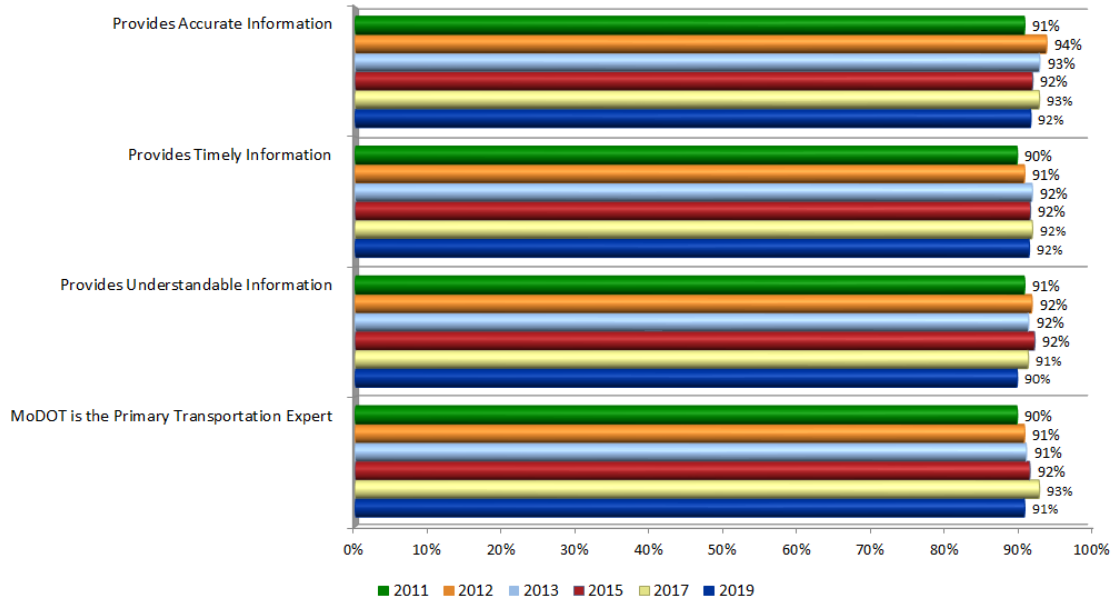


### Level of Agreement with the Following Statements Related to Transportation in Missouri and MoDOT

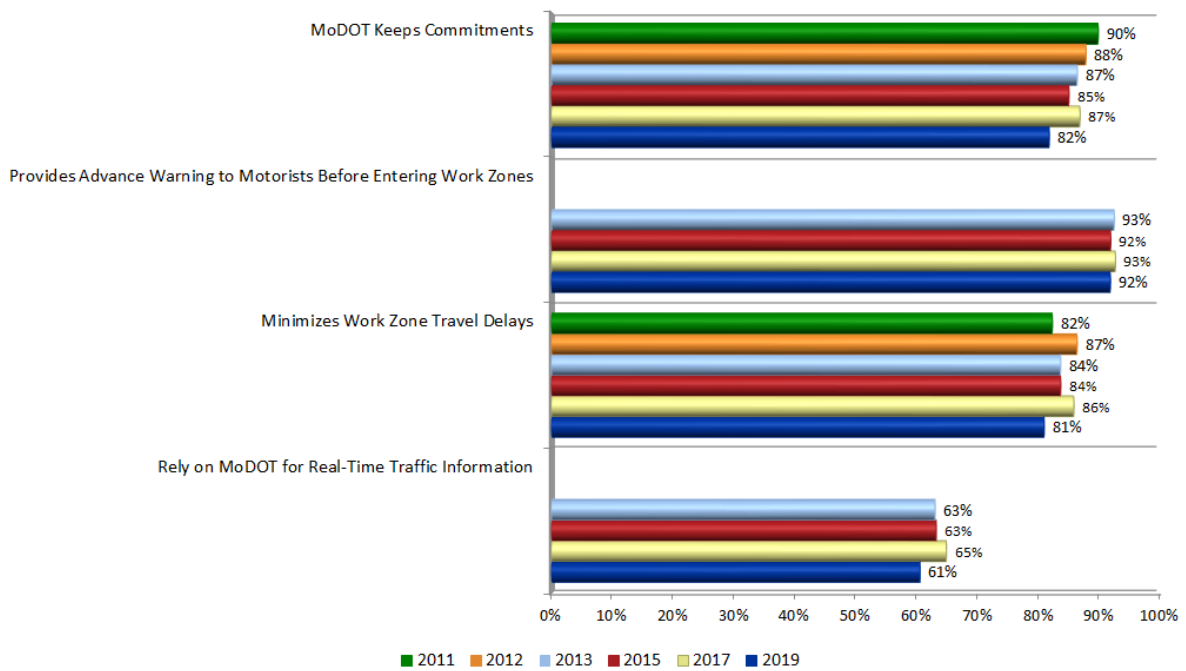




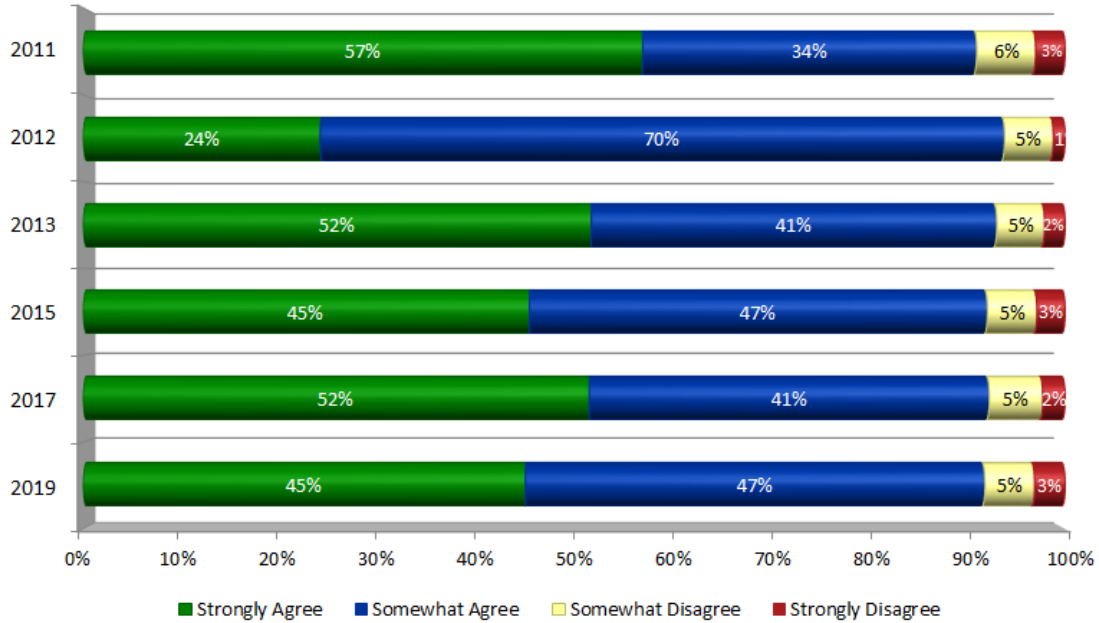
**TRENDS: Overall Agreement with Statements Related to Transportation in Missouri and MoDOT**



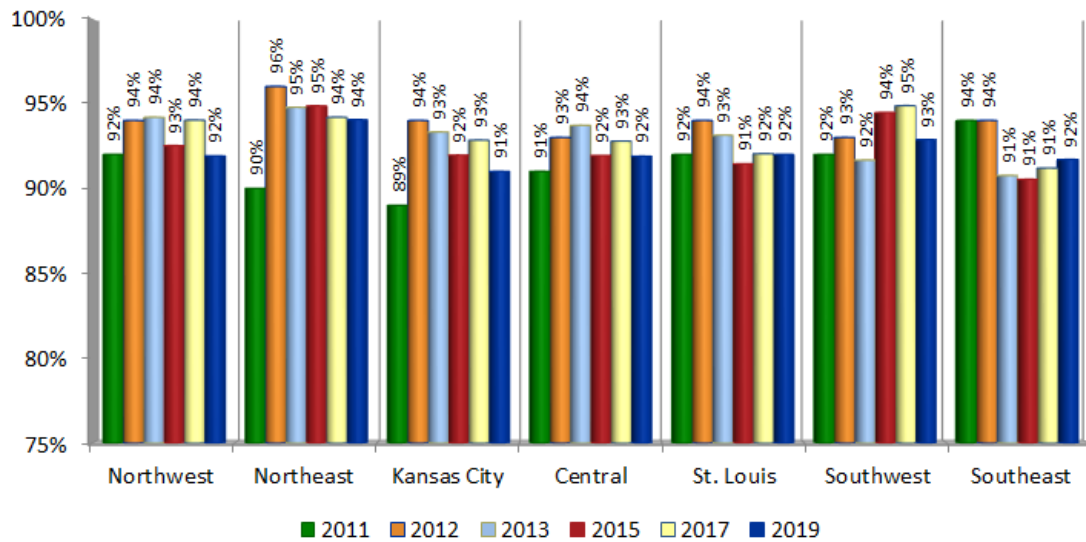
**TRENDS: Overall Agreement with Statements Related to Transportation in Missouri and MoDOT**



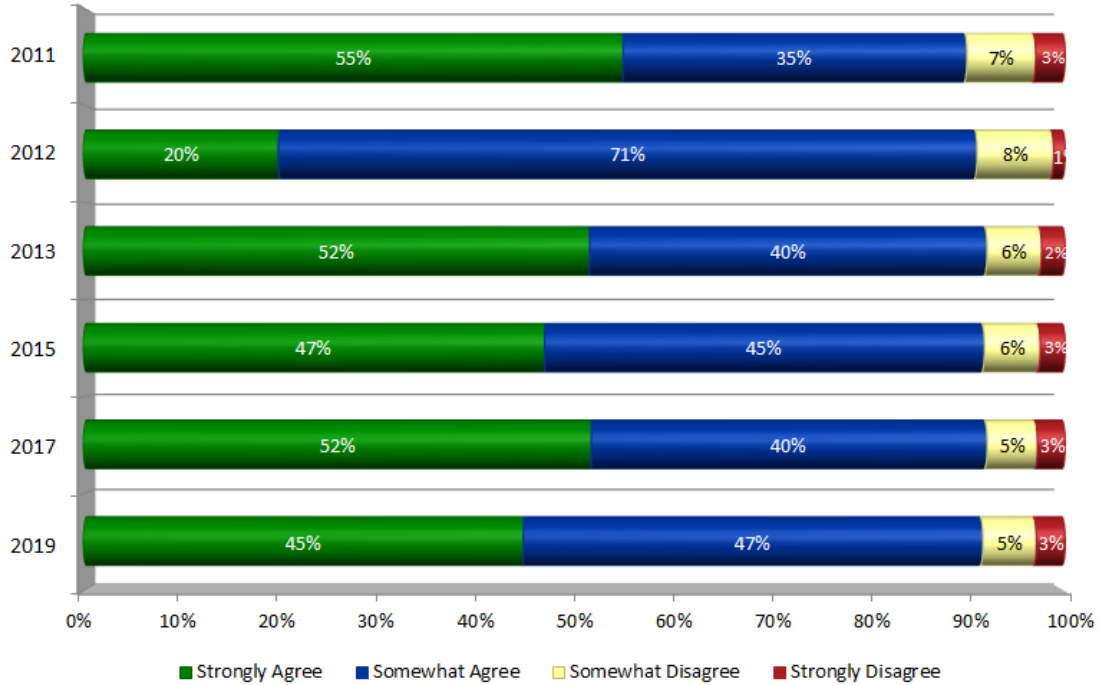
**TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens**



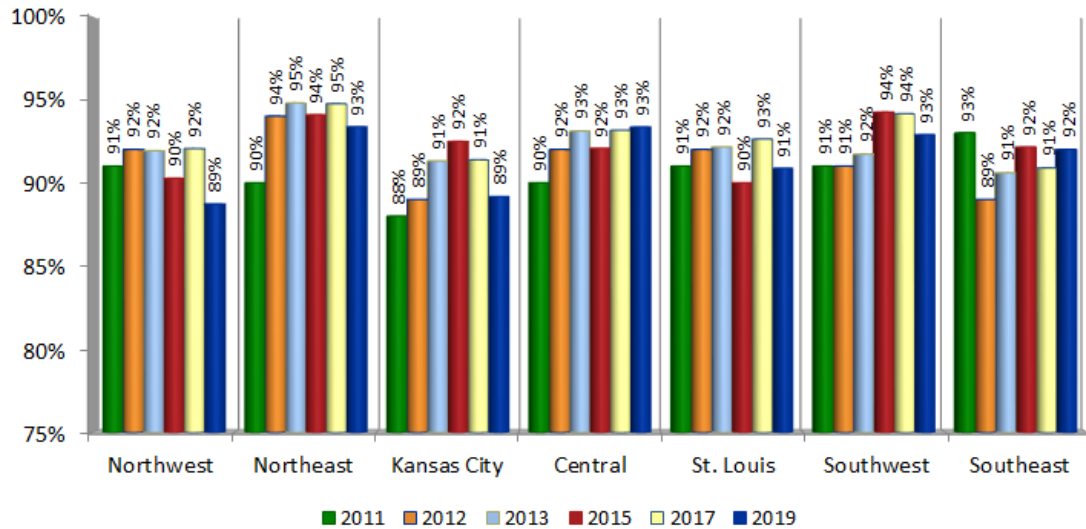
**TRENDS: Overall Agreement MoDOT Provides Accurate Information to Citizens by District**



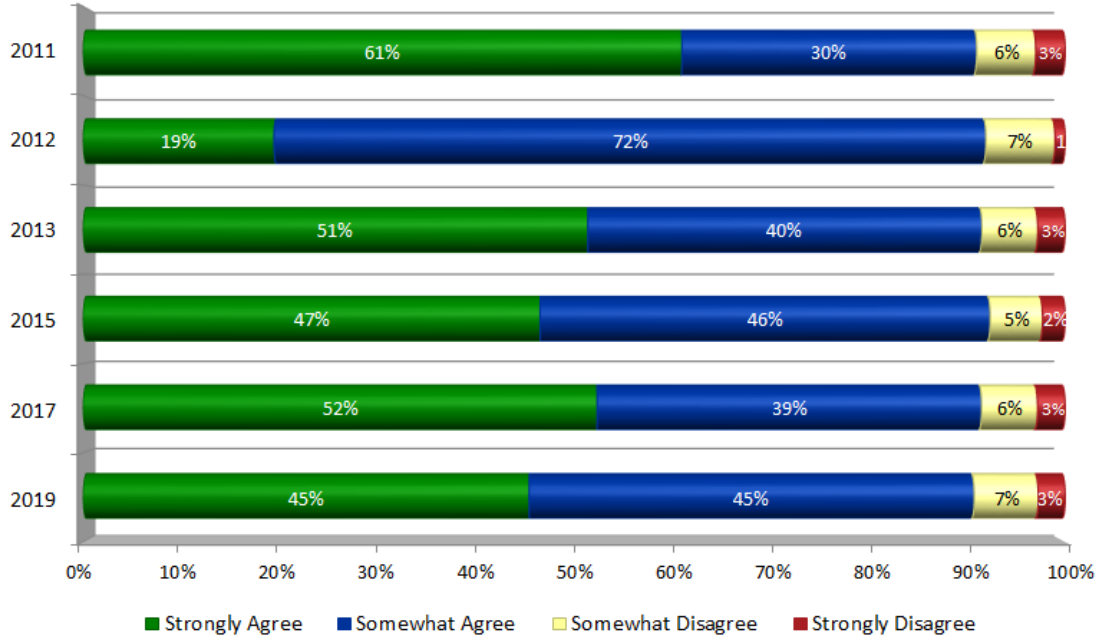
**TRENDS: Level of Agreement MoDOT Provides Timely Information to Citizens**



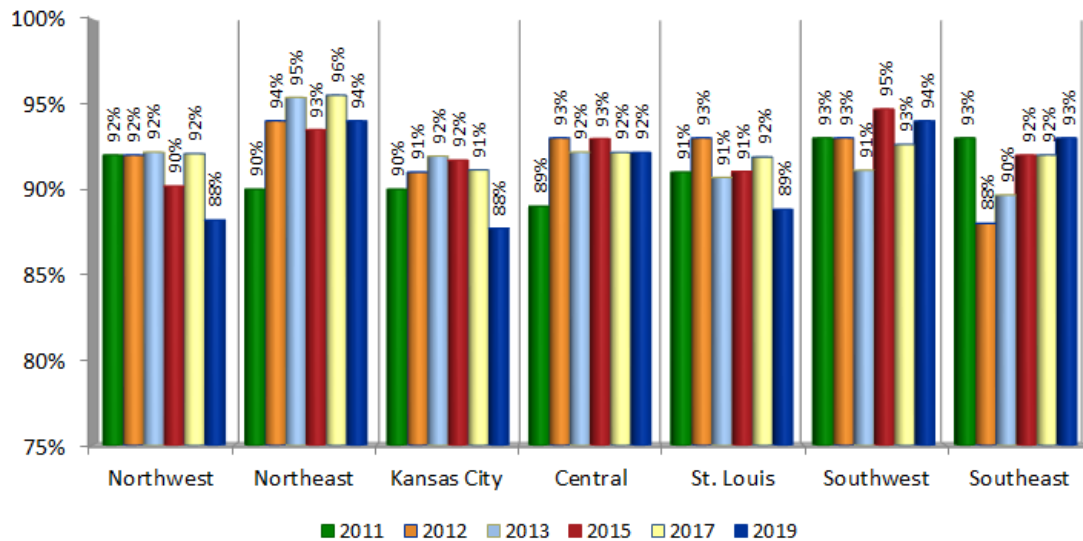
**TRENDS: Overall Agreement MoDOT Provides Timely Information to Citizens by District**



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

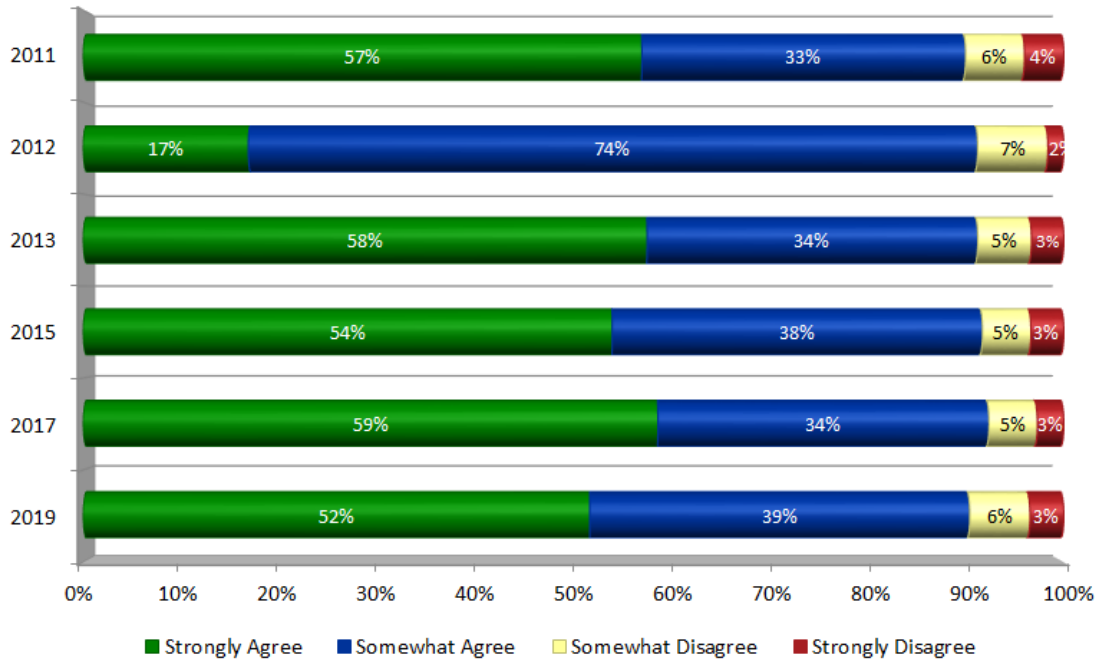


### TRENDS: Overall Agreement MoDOT Provides Understandable Information to Citizens by District

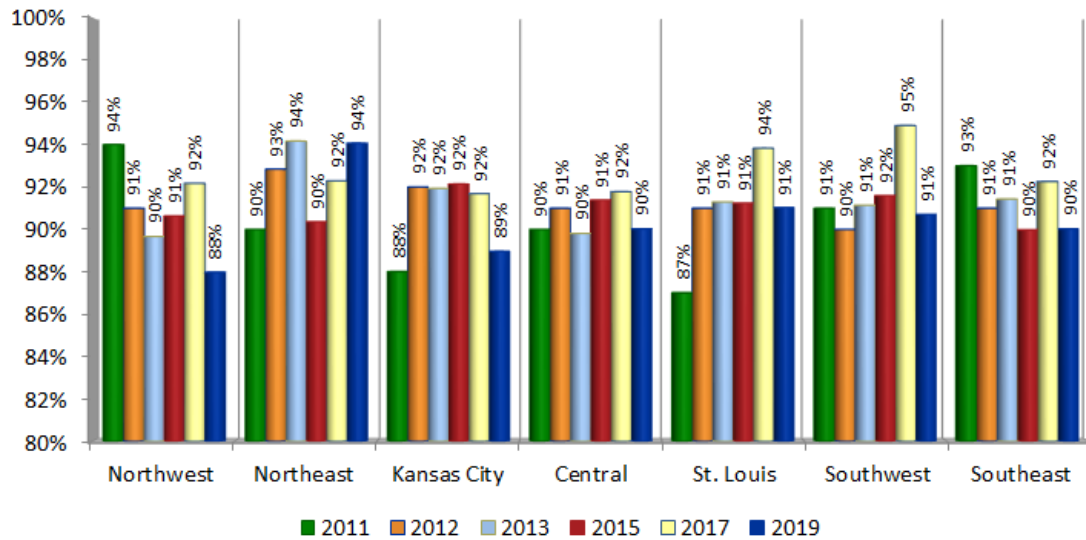




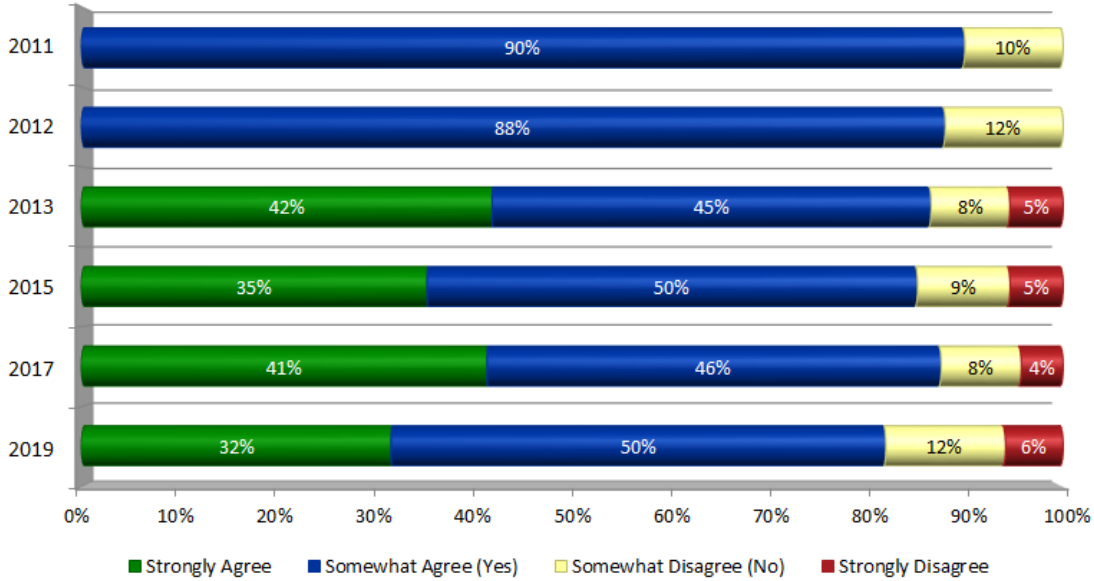
**TRENDS: Level of Agreement MoDOT is the Primary Transportation Expert in Missouri**



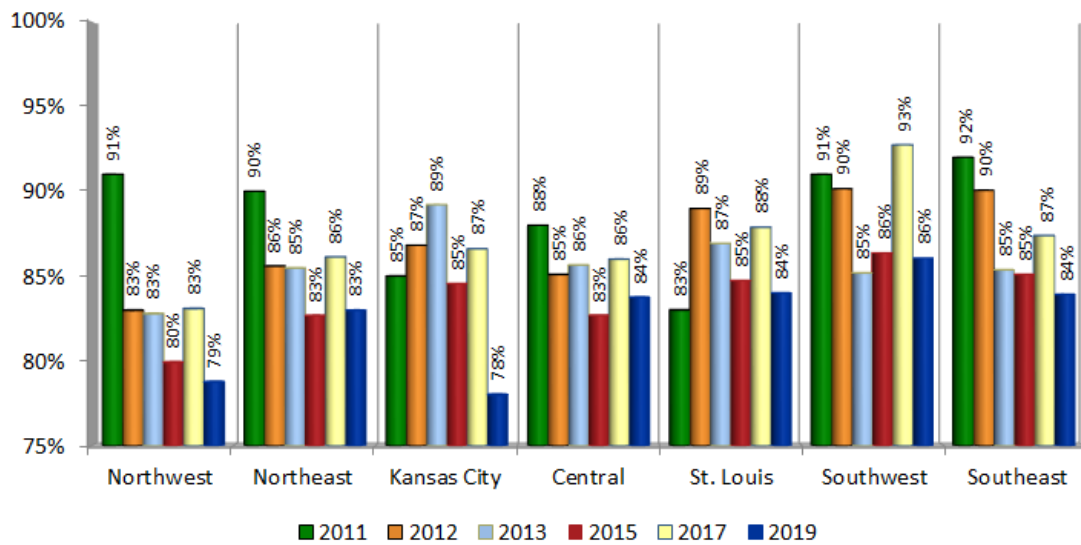
**TRENDS: Overall Agreement MoDOT is the Primary Transportation Expert in Missouri by District**



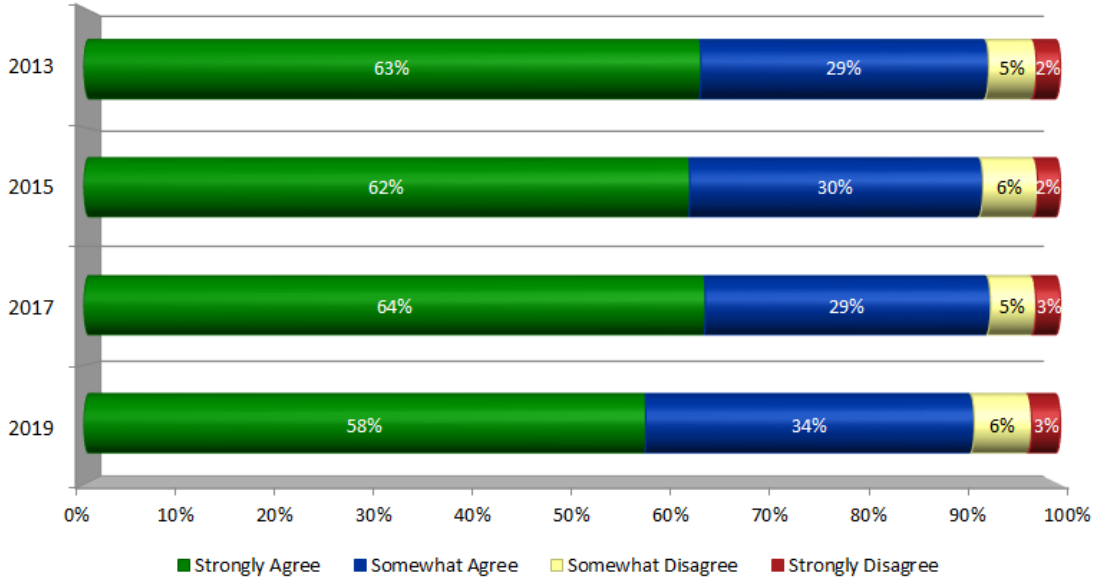
**TRENDS: Level of Agreement MoDOT Keeps Its Commitments to the Public (Yes/No Question before 2013)**



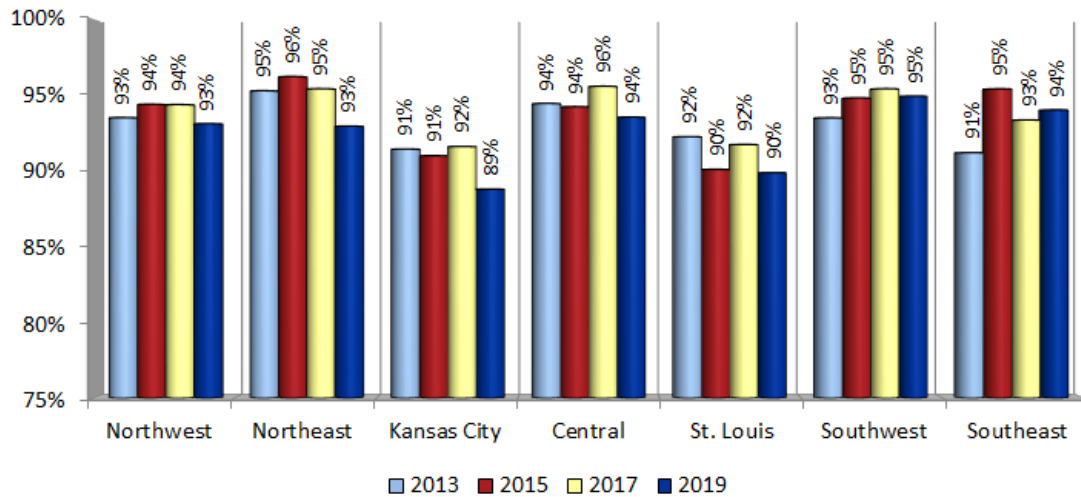
**TRENDS: Overall Agreement MoDOT Keeps Its Commitments to the Public**



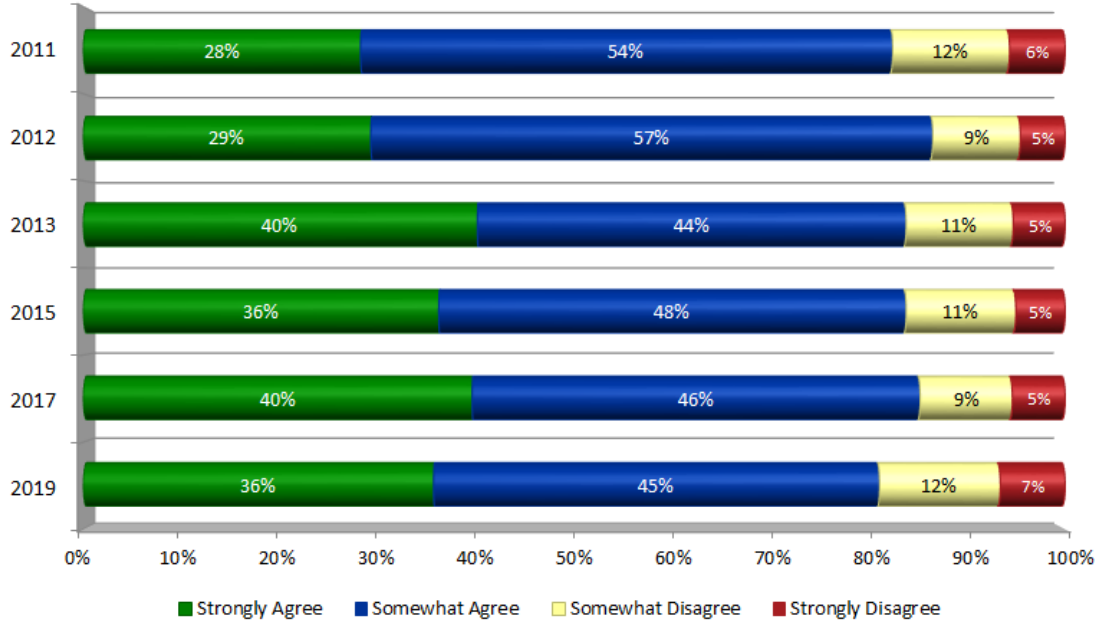
**TRENDS: Level of Agreement MoDOT Does a Good Job Providing Advance Warning to Motorists Before Entering Work Zones**



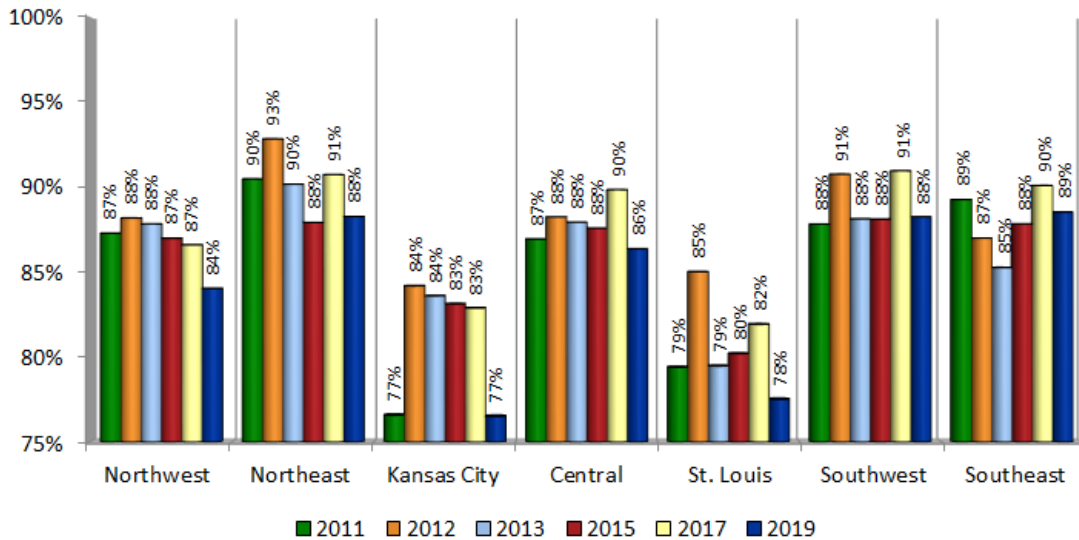
**TRENDS: Overall Agreement MoDOT Does a Good Job Providing Advance Warning to Motorists Before Entering Work Zones**



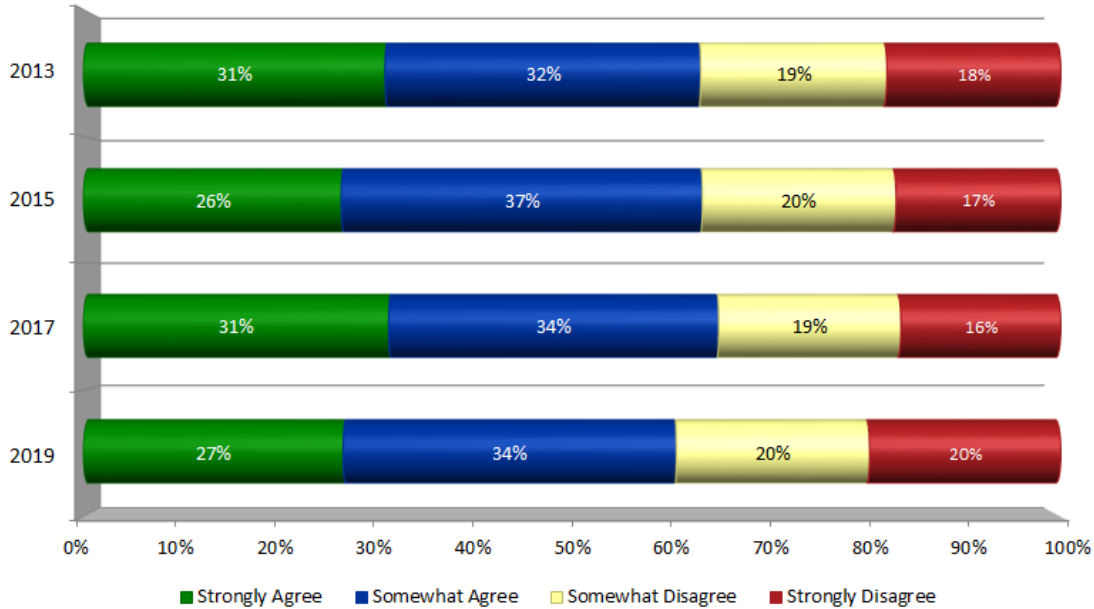
**TRENDS: Level of Agreement MoDOT Does a Good Job of Minimizing Travel Delays Caused by Work Zones**



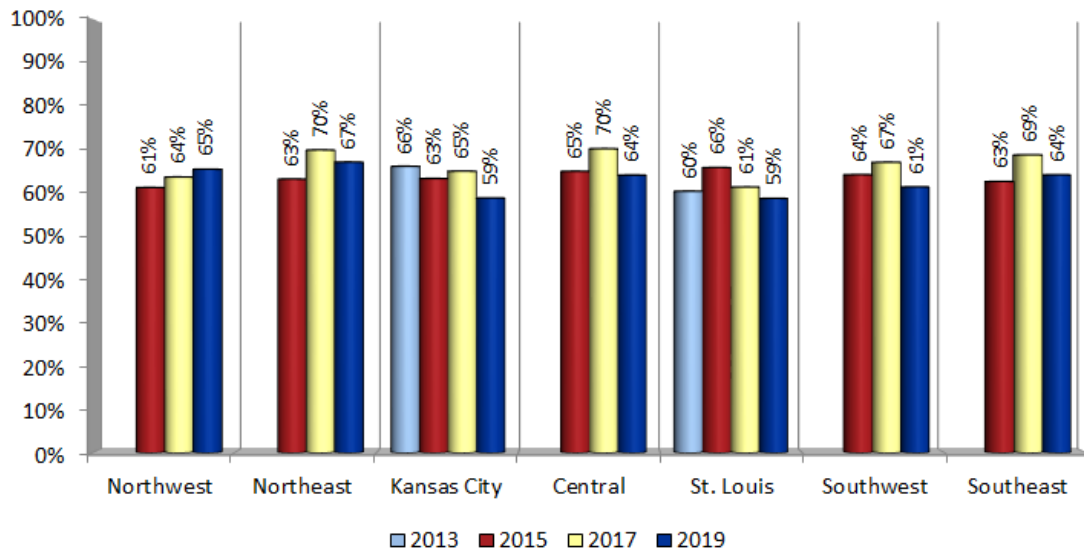
**TRENDS: Overall Agreement MoDOT Does a Good Job of Minimizing Travel Delays Caused by Work Zones**



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



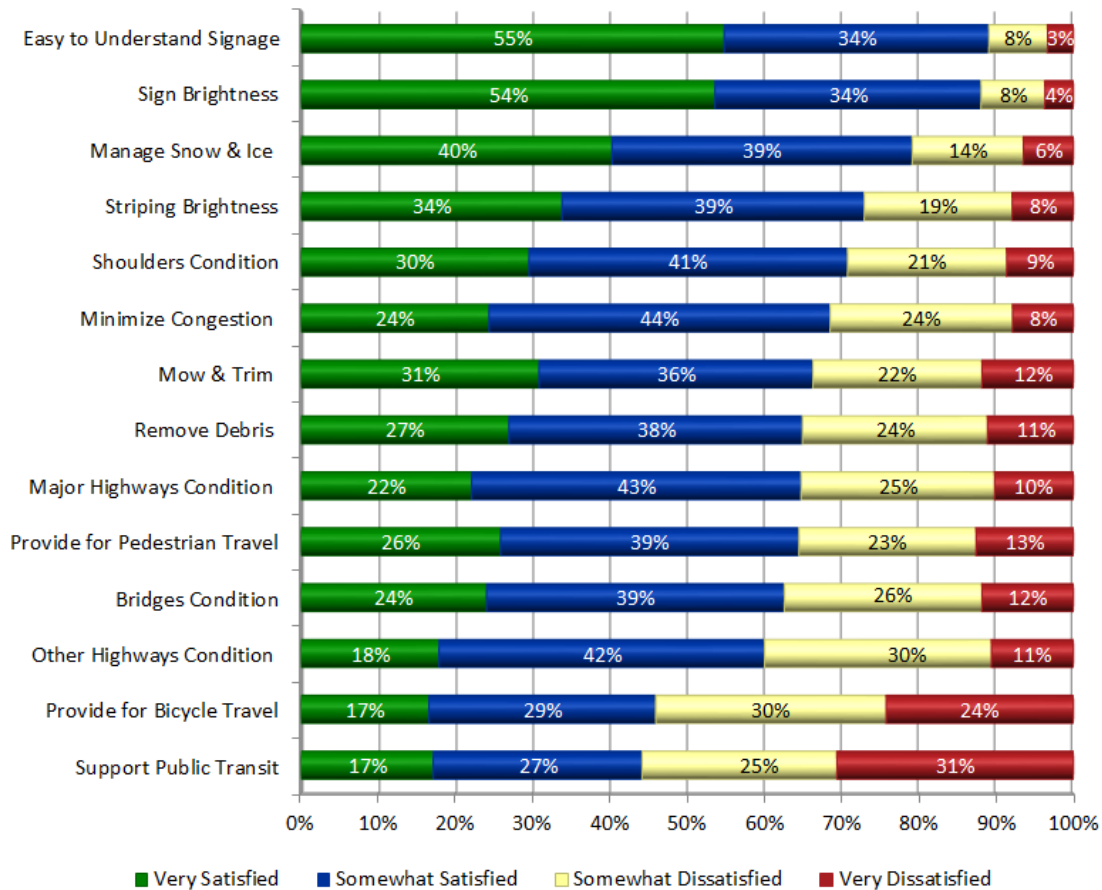
**TRENDS: Overall Agreement Missouri Residents Rely on MoDOT for Real-Time Traffic Information**



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

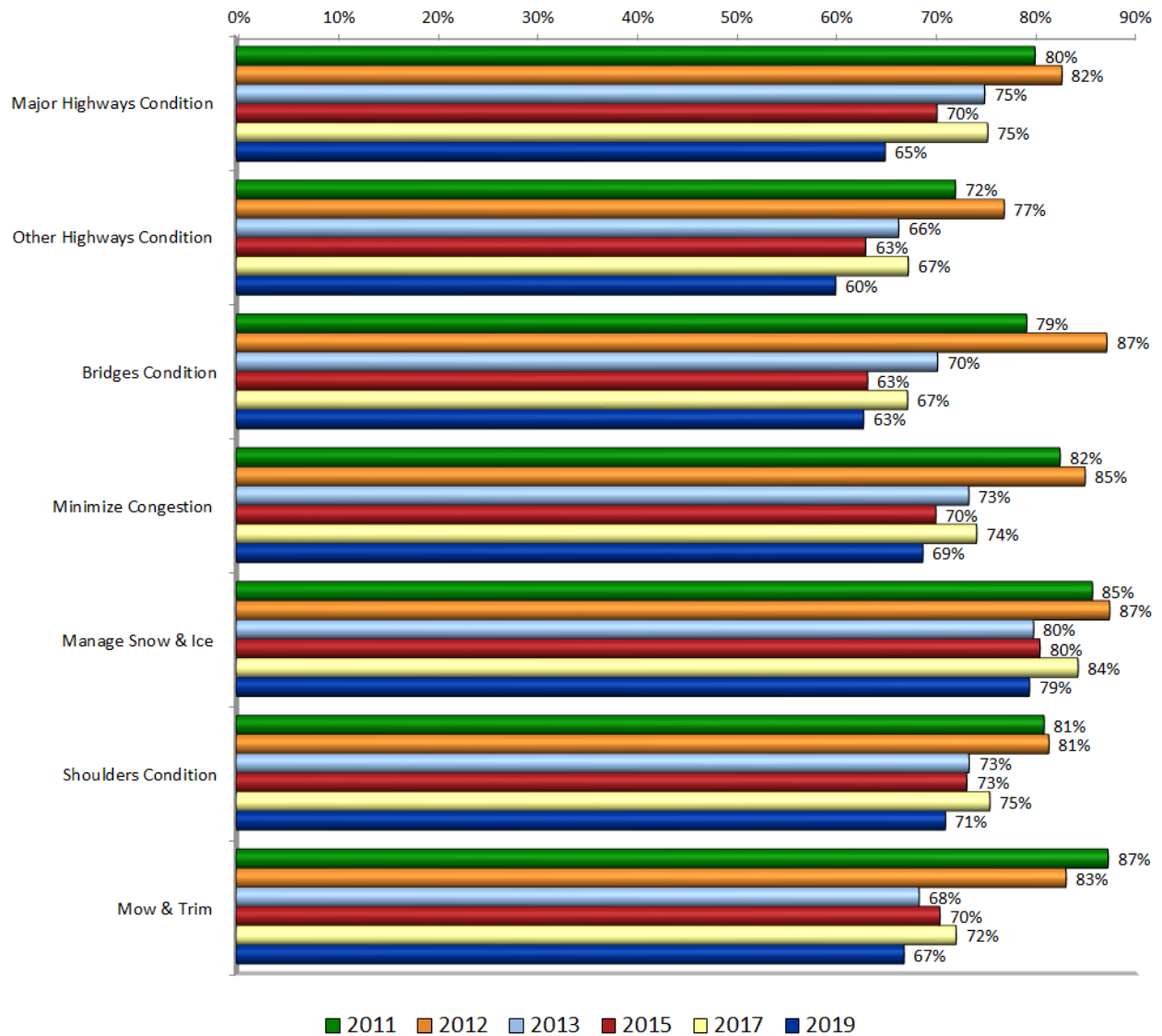


### Level of Satisfaction With the Job the Missouri Department of Transportation is Doing Regarding



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

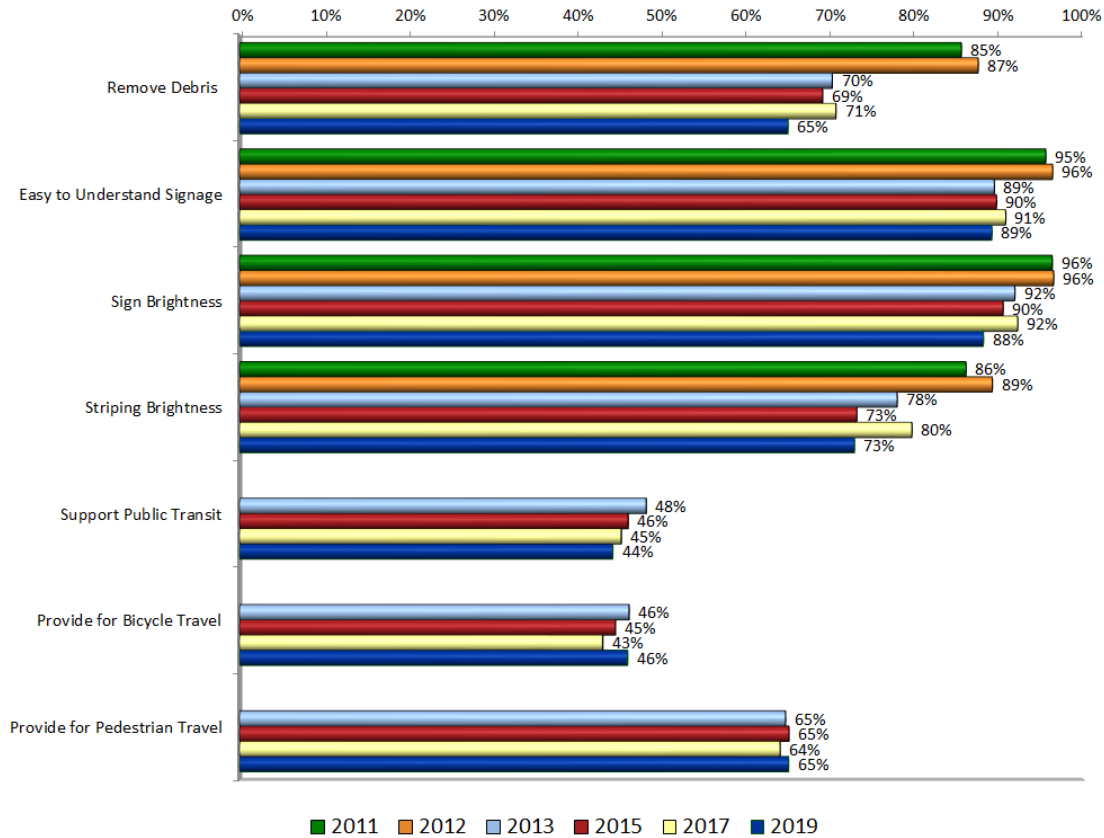
**TRENDS: Overall Satisfaction With MoDOT's Efforts to Provide Various Services on Missouri Highways**



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



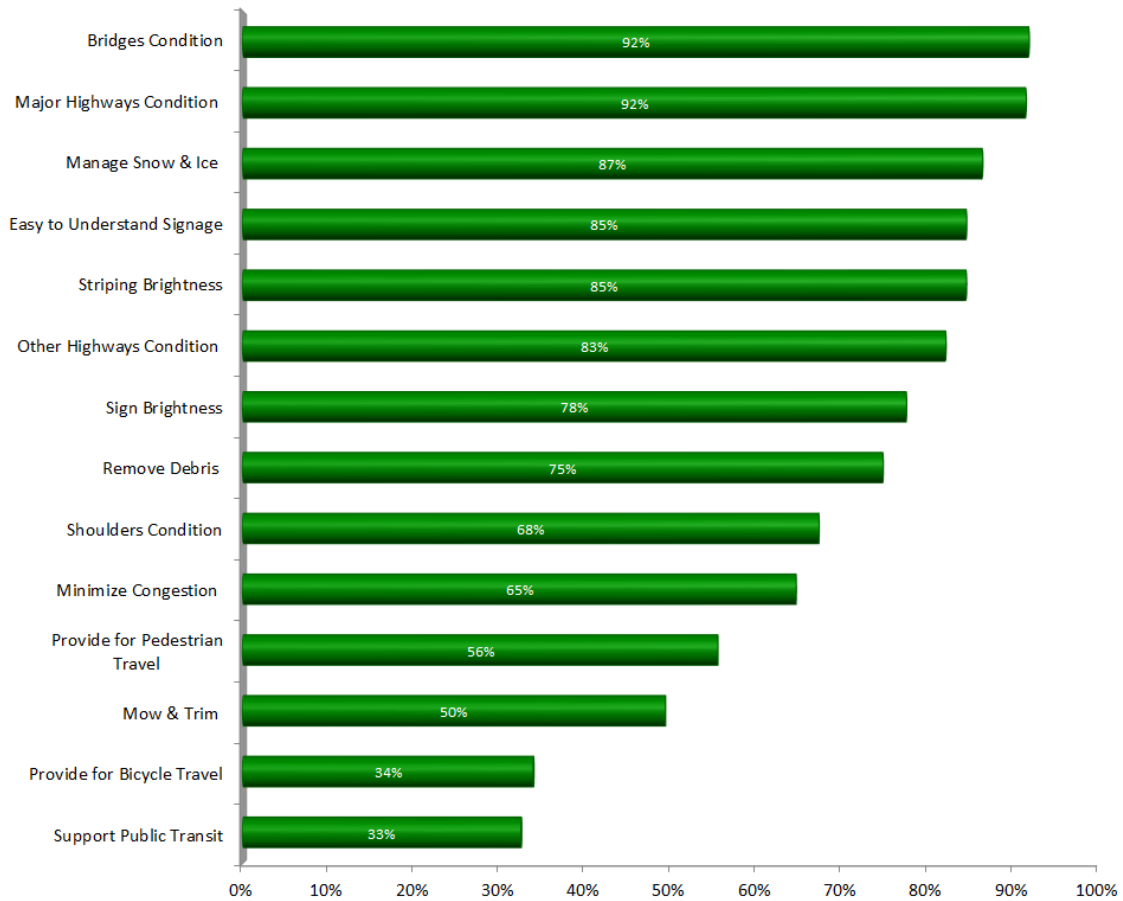
**TRENDS: Overall Satisfaction With MoDOT's Efforts to Provide Various Services on Missouri Highways**



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

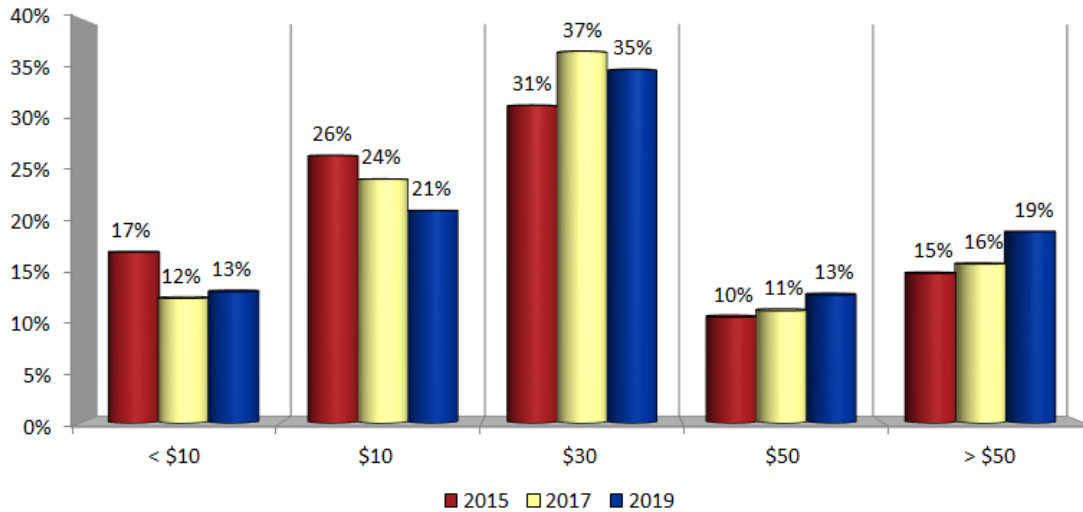


**Transportation Services Residents Felt were Very Important**



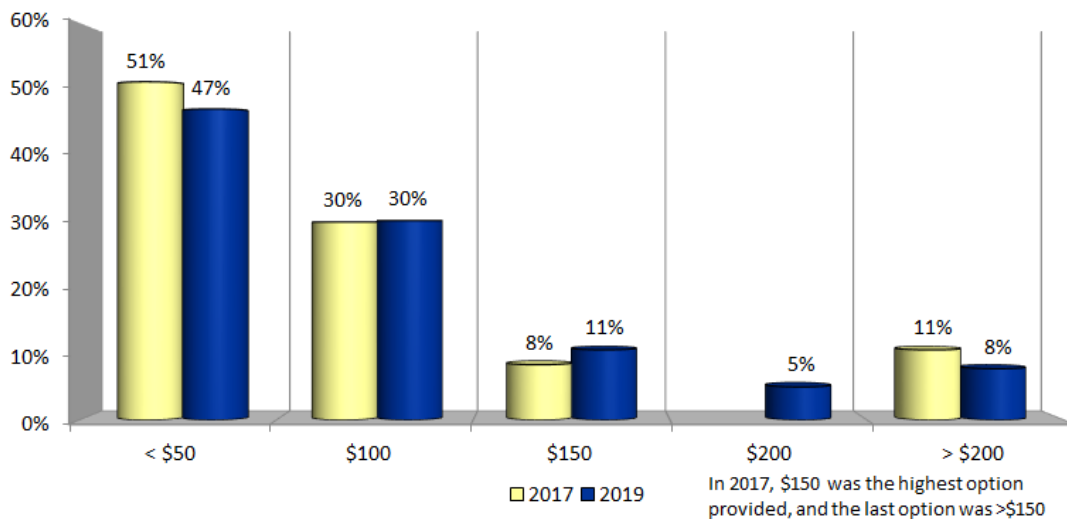
Services listed in order of greatest importance to least importance based on the percentage of Missourians who stated each service was very important.

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



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

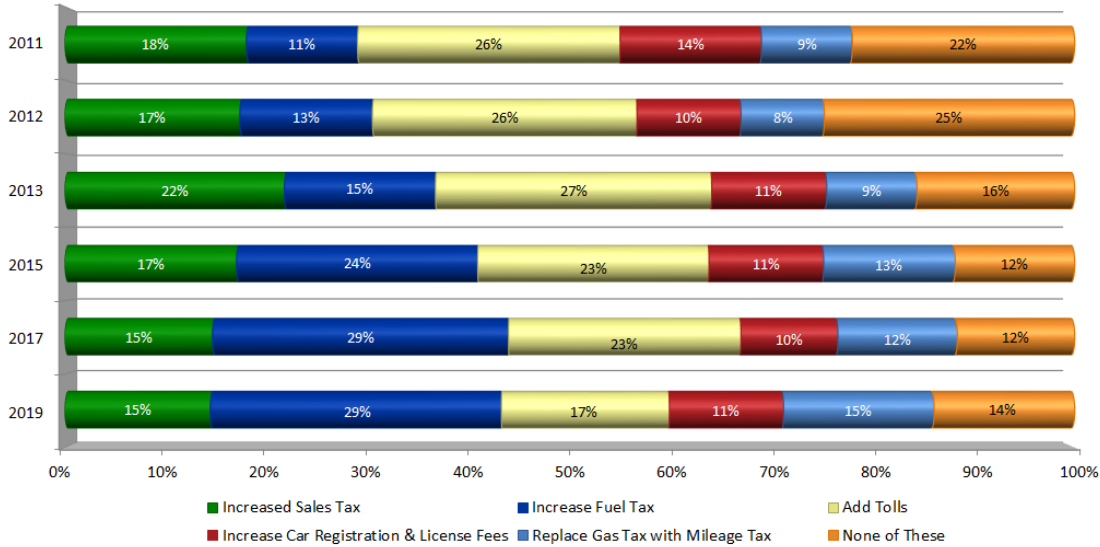
**Estimate of Missourians on How Much Traffic Congestion, Poor Road Conditions, and Safety Issues Costs the Average Driver Per Month**



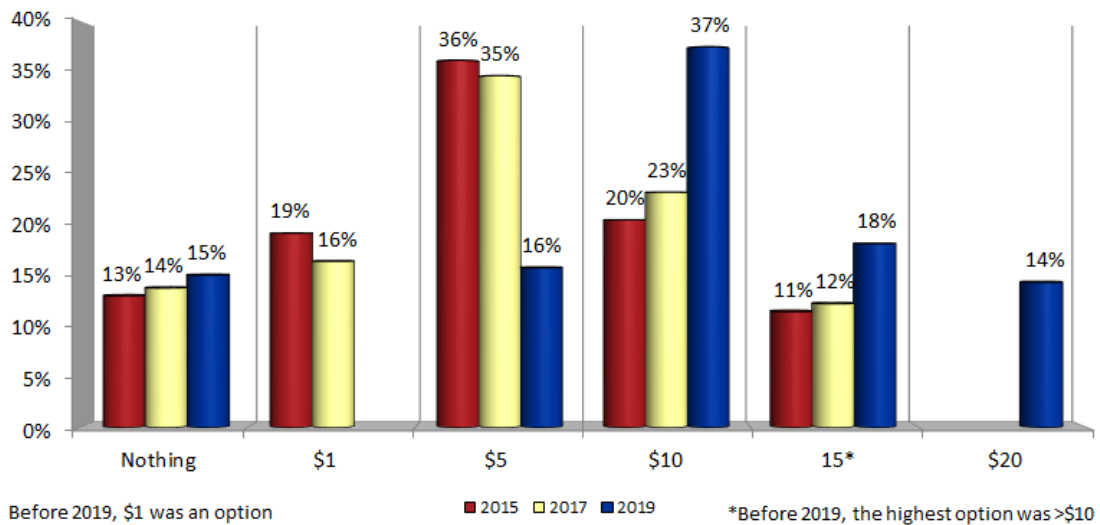
This question was added in 2017. In 2018, the most current year available, the estimated cost was about \$196 per month.<sup>2</sup>

<sup>2</sup><https://www.modot.org/sites/default/files/documents/Citizen%27s%20Guide%20to%20Transportation%20Funding%20in%20Missouri.pdf>, pages 31-33.

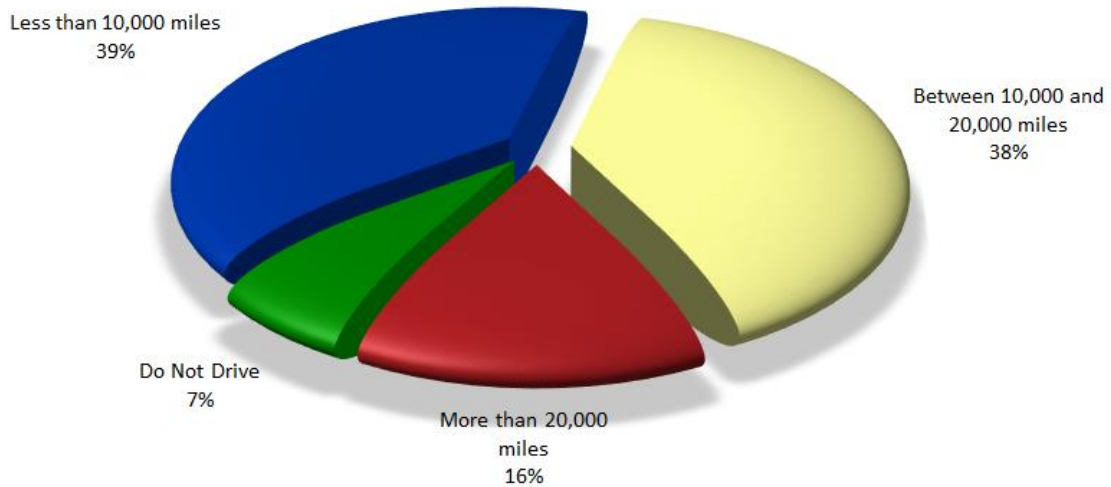
## TRENDS: If it was Determined that the State Needs to Increase Revenues to Adequately Fund Missouri State Highways & Roads, Which One of the Following Methods Would be Most Acceptable to You?



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

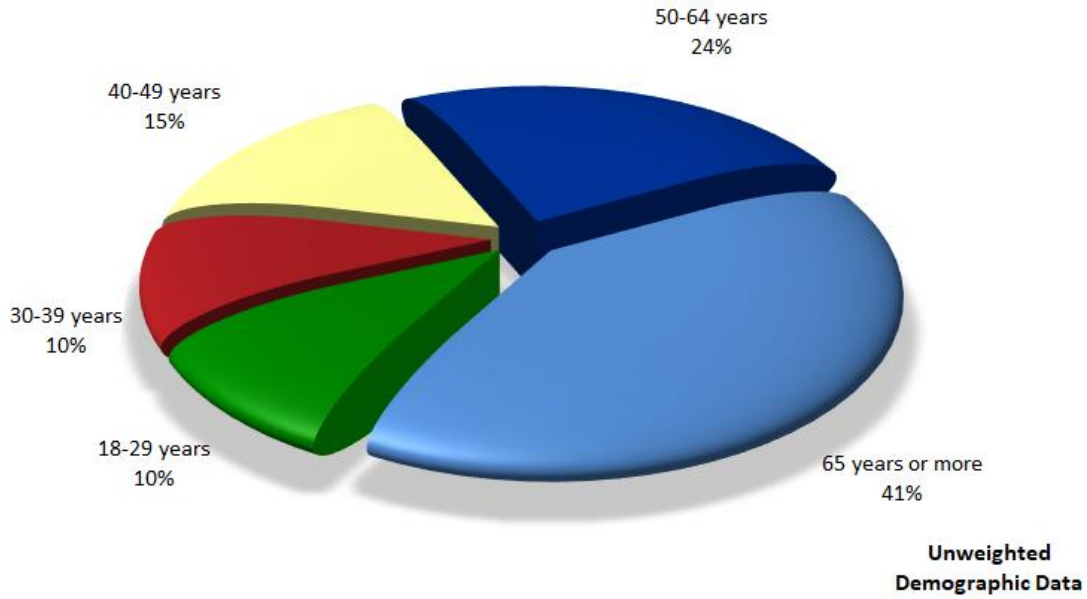


### Approximate Miles Per Year Driven by Respondents

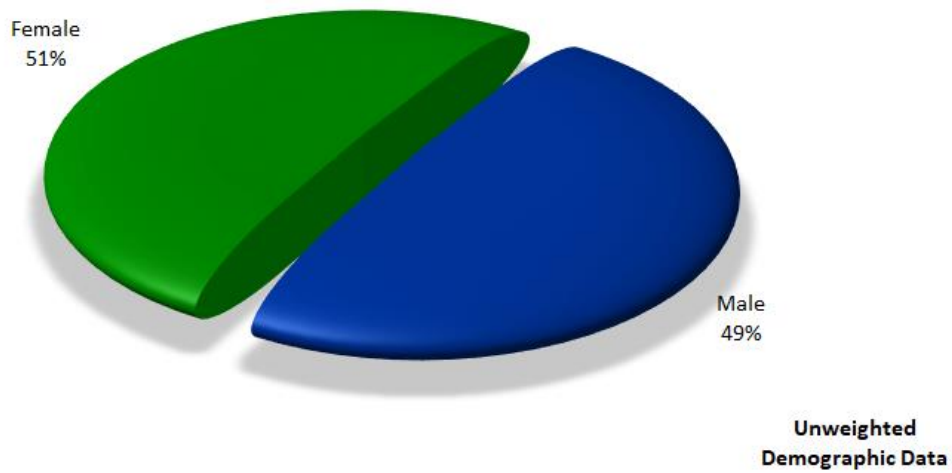


The two figures on the next page show the age ranges and the gender distribution of the survey respondents. Along with the county of residence of the respondents, this information was used to weight the data in accordance with the true distribution of the regional population according to the 2010 U.S. Census.

### What is Your Age?



### What is Your Gender?



**Section 2:**

# **Cross Tabular Data by District**

A Report Card  
from **Missourians**

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Throughout the cross tabular data, the data by each district is unweighted, while the totals on the end are weighted. In order to better facilitate comparison with previous studies and from one question to another, responses of don't know and none chosen were excluded.

<b>Q4. How satisfied are you with the job the Missouri Department of Transportation is doing?</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
Very Dissatisfied	12.7%	9.7%	9.4%	7.6%	4.9%	5.2%	6.6%	7.1%
Somewhat Dissatisfied	27.1%	16.6%	20.0%	17.5%	17.1%	12.2%	12.8%	16.2%
Somewhat Satisfied	46.6%	54.0%	54.2%	54.3%	59.1%	58.1%	58.1%	57.0%
Very Satisfied	13.6%	19.7%	16.5%	20.6%	18.9%	24.6%	22.5%	19.8%

\*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.



<b>Q5a. MoDOT provides accurate information to citizens about road projects, highway conditions and work zones.</b>								
	NW	NE	KC	CD	SL	SW	SE	<b>Total*</b>
Strongly Disagree	2.9%	0.8%	4.0%	2.5%	3.3%	2.1%	3.1%	3.1%
Somewhat Disagree	5.2%	5.1%	5.9%	5.6%	5.2%	5.0%	5.2%	5.1%
Somewhat Agree	53.1%	48.7%	48.6%	44.3%	45.8%	46.8%	47.5%	46.8%
Strongly Agree	38.8%	45.4%	41.5%	47.6%	45.6%	46.1%	44.2%	45.1%

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

<b>Q5b. MoDOT provides timely information to citizens about road projects, highway conditions and work zones.</b>								
	NW	NE	KC	CD	SL	SW	SE	<b>Total*</b>
Strongly Disagree	4.0%	1.2%	4.0%	2.3%	3.5%	2.3%	3.2%	2.9%
Somewhat Disagree	7.3%	5.4%	6.9%	4.4%	5.6%	4.8%	5.7%	5.4%
Somewhat Agree	49.9%	45.0%	47.1%	44.3%	48.3%	46.0%	43.5%	46.8%
Strongly Agree	38.8%	48.3%	42.1%	49.1%	42.5%	46.9%	47.7%	44.8%

\*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.



## A Report Card from Missourians

<b>Q5c. MoDOT provides understandable information to citizens about road projects, highway conditions and work zones.</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
Strongly Disagree	4.1%	1.4%	3.3%	1.9%	3.3%	1.4%	2.1%	2.7%
Somewhat Disagree	7.7%	5.2%	9.0%	6.0%	7.9%	5.2%	5.6%	6.5%
Somewhat Agree	49.3%	45.6%	48.1%	41.9%	45.1%	43.9%	48.6%	45.3%
Strongly Agree	38.9%	47.8%	39.6%	50.2%	43.7%	49.5%	43.8%	45.4%

\*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.

<b>Q5d. MoDOT is the primary transportation expert in Missouri</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
Strongly Disagree	4.0%	2.2%	3.2%	3.5%	3.7%	3.8%	4.7%	3.4%
Somewhat Disagree	8.0%	3.7%	7.9%	6.4%	5.3%	5.5%	5.3%	6.1%
Somewhat Agree	43.2%	42.6%	45.0%	39.7%	35.7%	38.5%	39.9%	38.7%
Strongly Agree	44.8%	51.4%	43.9%	50.3%	55.4%	52.2%	50.1%	51.7%

\*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.



## A Report Card from Missourians

<b>Q5e. MoDOT keeps its commitments to the public</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
Strongly Disagree	9.7%	5.1%	7.2%	5.9%	5.6%	4.1%	6.1%	5.9%
Somewhat Disagree	11.6%	11.9%	15.6%	10.3%	11.3%	9.9%	10.0%	12.2%
Somewhat Agree	52.6%	50.4%	51.8%	49.2%	51.6%	47.0%	49.8%	50.4%
Strongly Agree	26.2%	32.6%	25.5%	34.6%	31.5%	39.1%	34.1%	31.6%

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

<b>Q5f. MoDOT does a good job of providing advance warning to motorists before entering work zones</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
Strongly Disagree	2.6%	1.2%	2.7%	2.2%	3.9%	2.0%	3.0%	2.9%
Somewhat Disagree	4.3%	5.9%	8.6%	4.3%	6.3%	3.1%	3.6%	5.9%
Somewhat Agree	37.2%	32.1%	35.9%	28.5%	37.1%	32.8%	31.9%	33.6%
Strongly Agree	55.9%	60.8%	52.9%	65.0%	52.7%	62.1%	61.5%	57.6%

\*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.



## A Report Card from Missourians

<b>Q5g. MoDOT does a good job of minimizing travel delays caused by work zones</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
Strongly Disagree	5.4%	2.6%	8.8%	3.9%	7.4%	3.9%	3.9%	6.6%
Somewhat Disagree	10.6%	9.1%	14.7%	9.7%	15.1%	7.8%	7.6%	12.3%
Somewhat Agree	50.0%	46.0%	45.5%	46.1%	47.6%	46.0%	43.9%	45.4%
Strongly Agree	34.0%	42.3%	31.0%	40.3%	29.9%	42.3%	44.7%	35.7%

\*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.

<b>Q5h. You rely on MoDOT for real-time traffic information</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
Strongly Disagree	16.3%	15.9%	21.6%	17.0%	20.0%	17.6%	19.0%	19.5%
Somewhat Disagree	18.3%	18.0%	19.7%	19.0%	21.3%	21.1%	16.9%	19.8%
Somewhat Agree	39.2%	36.5%	34.3%	34.1%	33.9%	32.0%	35.9%	34.1%
Strongly Agree	26.1%	29.6%	24.5%	30.0%	24.7%	29.2%	28.1%	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.



## A Report Card from Missourians

<b>Q6a. How satisfied are you with MoDOT's efforts to keep the surface of <i>major highways</i> in good condition (smooth and free of potholes)?</b>								
	NW	NE	KC	CD	SL	SW	SE	<b>Total*</b>
Very Dissatisfied	17.7%	10.8%	12.0%	10.1%	9.2%	6.6%	8.2%	10.2%
Somewhat Dissatisfied	28.0%	22.2%	32.1%	23.3%	22.6%	22.6%	20.4%	25.0%
Somewhat Satisfied	39.1%	42.1%	39.3%	44.7%	45.1%	43.3%	42.7%	42.6%
Very Satisfied	15.1%	24.8%	16.6%	21.9%	23.2%	27.5%	28.7%	22.1%

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

<b>Q6b. How satisfied are you with MoDOT's efforts to keep the surface of <i>other state highways</i> in good condition (smooth and free of potholes)?</b>								
	NW	NE	KC	CD	SL	SW	SE	<b>Total*</b>
Very Dissatisfied	20.9%	15.7%	12.8%	11.0%	7.5%	8.0%	8.8%	10.7%
Somewhat Dissatisfied	31.6%	27.4%	33.8%	27.9%	28.2%	26.3%	28.5%	29.5%
Somewhat Satisfied	36.6%	40.5%	40.3%	45.3%	45.9%	45.2%	36.7%	42.4%
Very Satisfied	10.9%	16.4%	13.2%	15.8%	18.4%	20.5%	26.0%	17.5%

\*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.



## A Report Card from Missourians

<b>Q6c. How satisfied are you with MoDOT's efforts to keep bridges in good condition?</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
Very Dissatisfied	11.3%	11.7%	11.4%	9.0%	13.5%	10.3%	11.3%	11.8%
Somewhat Dissatisfied	26.6%	25.5%	29.0%	26.5%	27.8%	22.7%	22.0%	25.6%
Somewhat Satisfied	42.5%	40.0%	40.8%	41.1%	33.6%	43.5%	38.0%	38.6%
Very Satisfied	19.7%	22.8%	18.9%	23.4%	25.2%	23.5%	28.7%	24.1%

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

<b>Q6d. How satisfied are you with MoDOT's efforts to minimize congestion on highways?</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
Very Dissatisfied	6.3%	7.0%	9.6%	5.6%	9.1%	5.9%	5.2%	7.9%
Somewhat Dissatisfied	19.8%	20.5%	25.0%	22.7%	27.4%	21.4%	19.8%	23.6%
Somewhat Satisfied	51.8%	46.3%	46.9%	46.5%	41.1%	44.2%	42.6%	44.1%
Very Satisfied	22.0%	26.2%	18.4%	25.2%	22.4%	28.5%	32.4%	24.4%

\*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.



## A Report Card from Missourians

<b>Q6e. How satisfied are you with MoDOT's efforts to manage snow and ice on highways?</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
Very Dissatisfied	8.1%	9.5%	6.7%	4.9%	5.3%	6.7%	6.0%	6.5%
Somewhat Dissatisfied	17.1%	14.5%	16.6%	13.8%	13.4%	13.6%	12.7%	14.4%
Somewhat Satisfied	37.2%	40.2%	41.0%	37.5%	38.9%	36.1%	38.1%	38.9%
Very Satisfied	37.6%	35.8%	35.8%	43.8%	42.4%	43.6%	43.1%	40.3%

\*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.

<b>Q6f. How satisfied are you with MoDOT's efforts to keep the shoulders on highways in good condition?</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
Very Dissatisfied	15.5%	12.4%	9.1%	8.5%	6.6%	10.2%	10.9%	8.6%
Somewhat Dissatisfied	29.0%	21.0%	23.4%	21.2%	16.7%	17.0%	21.9%	20.6%
Somewhat Satisfied	34.2%	39.3%	41.1%	41.0%	45.2%	40.1%	37.6%	41.2%
Very Satisfied	21.3%	27.3%	26.4%	29.3%	31.5%	32.7%	29.6%	29.5%

\*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.



## A Report Card from Missourians

<b>Q6g. How satisfied are you with MoDOT's efforts to mow and trim trees, grass and weeds along highways?</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
Very Dissatisfied	16.3%	10.0%	14.7%	12.1%	7.8%	13.2%	17.7%	11.9%
Somewhat Dissatisfied	25.5%	21.8%	22.7%	21.2%	21.4%	21.4%	24.7%	21.5%
Somewhat Satisfied	34.1%	39.7%	35.4%	34.5%	36.7%	35.2%	30.0%	35.6%
Very Satisfied	24.1%	28.5%	27.2%	32.1%	34.1%	30.2%	27.6%	31.0%

\*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.

<b>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?</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
Very Dissatisfied	11.0%	12.8%	10.9%	11.1%	9.9%	10.8%	13.9%	11.1%
Somewhat Dissatisfied	28.1%	25.3%	28.8%	24.5%	21.7%	22.2%	22.4%	23.9%
Somewhat Satisfied	36.7%	35.5%	36.9%	38.6%	37.7%	39.0%	36.0%	38.0%
Very Satisfied	24.2%	26.3%	23.4%	25.8%	30.8%	28.0%	27.7%	27.0%

\*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.



## A Report Card from Missourians

<b>Q6i. How satisfied are you with MoDOT's efforts to provide signs along highways that are easy to understand?</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
Very Dissatisfied	2.8%	3.8%	2.8%	3.6%	3.8%	2.2%	3.0%	3.3%
Somewhat Dissatisfied	8.2%	7.8%	7.8%	8.6%	6.8%	6.0%	9.0%	7.6%
Somewhat Satisfied	38.5%	32.9%	38.9%	34.0%	33.3%	35.0%	32.6%	34.3%
Very Satisfied	50.5%	55.5%	50.5%	53.8%	56.1%	56.8%	55.4%	54.8%

\*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.

<b>Q6j. How satisfied are you with the brightness of MoDOT's signs?</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
Very Dissatisfied	2.6%	2.8%	3.2%	3.2%	4.2%	3.6%	2.8%	3.7%
Somewhat Dissatisfied	7.0%	7.8%	7.7%	8.6%	8.5%	7.0%	10.6%	8.3%
Somewhat Satisfied	38.4%	34.7%	36.8%	33.5%	36.2%	29.1%	29.7%	34.4%
Very Satisfied	51.9%	54.7%	52.2%	54.6%	51.1%	60.2%	56.9%	53.6%

\*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.



## A Report Card from Missourians

<b>Q6k. How satisfied are you with the brightness of striping on MoDOT highways?</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
Very Dissatisfied	4.4%	5.8%	5.4%	7.5%	10.2%	4.6%	5.6%	8.0%
Somewhat Dissatisfied	23.2%	20.8%	20.2%	18.0%	22.0%	14.0%	16.7%	19.2%
Somewhat Satisfied	42.2%	42.0%	41.0%	40.6%	38.3%	38.0%	37.1%	39.3%
Very Satisfied	30.2%	31.4%	33.4%	33.9%	29.5%	43.4%	40.6%	33.5%

\*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.

<b>Q6m. How satisfied are you with your options for traveling by public transit such as bus, light rail, or streetcar?</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
Very Dissatisfied	31.9%	28.2%	28.8%	32.0%	30.1%	30.8%	34.1%	30.6%
Somewhat Dissatisfied	24.6%	26.4%	24.4%	23.9%	28.7%	20.5%	22.8%	25.2%
Somewhat Satisfied	28.8%	30.0%	28.1%	29.0%	24.6%	30.0%	26.2%	27.0%
Very Satisfied	14.6%	15.4%	18.8%	15.1%	16.5%	18.6%	16.9%	17.2%

\*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.



## A Report Card from Missourians

<b>Q6o. How satisfied are you with your options for traveling by bicycle on bike lanes or paved shoulders?</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
Very Dissatisfied	27.7%	21.9%	24.4%	27.6%	23.0%	24.8%	31.4%	24.2%
Somewhat Dissatisfied	29.1%	28.5%	30.9%	23.8%	32.4%	28.6%	25.2%	29.8%
Somewhat Satisfied	30.2%	29.7%	28.2%	30.3%	28.6%	28.6%	27.7%	29.4%
Very Satisfied	13.0%	19.9%	16.5%	18.4%	16.0%	18.0%	15.7%	16.6%

\*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.

<b>Q6p. How satisfied are you with your options for traveling by walking on sidewalks or intersection crossings?</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
Very Dissatisfied	15.5%	13.5%	12.0%	13.7%	11.5%	13.9%	18.2%	12.6%
Somewhat Dissatisfied	21.2%	26.4%	26.6%	21.9%	19.1%	22.2%	21.7%	23.0%
Somewhat Satisfied	43.8%	38.0%	39.1%	39.2%	39.3%	39.3%	37.4%	38.8%
Very Satisfied	19.4%	22.1%	22.3%	25.3%	30.1%	24.7%	22.7%	25.5%

\*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.



## A Report Card from Missourians

<b>Q7a. How important is it for MoDOT to keep the surface of <i>major highways</i> in good condition (smooth and free of potholes)?</b>								
	NW	NE	KC	CD	SL	SW	SE	<b>Total*</b>
Very Unimportant	1.4%	1.8%	1.4%	0.2%	0.8%	1.6%	1.0%	1.0%
Somewhat Unimportant	1.6%	0.6%	2.4%	2.2%	1.0%	1.4%	1.6%	1.3%
Somewhat Important	7.4%	5.2%	4.6%	4.6%	4.8%	8.2%	7.0%	6.2%
Very Important	89.6%	92.4%	91.6%	93.0%	93.4%	88.8%	90.4%	91.5%

\*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.

<b>Q7b. How important is it for MoDOT to keep the surface of <i>other state highways</i> in good condition (smooth and free of potholes)?</b>								
	NW	NE	KC	CD	SL	SW	SE	<b>Total*</b>
Very Unimportant	2.6%	2.4%	2.8%	1.6%	1.8%	1.4%	2.2%	2.2%
Somewhat Unimportant	2.0%	1.8%	3.6%	3.2%	2.0%	3.4%	2.4%	2.5%
Somewhat Important	13.7%	14.1%	10.8%	12.2%	11.7%	16.8%	14.3%	12.7%
Very Important	81.7%	81.6%	82.8%	83.0%	84.5%	78.3%	81.1%	82.6%

\*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.



## A Report Card from Missourians

<b>Q7c. How important is it for MoDOT to keep bridges in good condition?</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
Very Unimportant	1.0%	0.6%	1.2%	0.4%	0.6%	1.4%	0.6%	0.9%
Somewhat Unimportant	1.4%	1.6%	1.6%	0.8%	1.0%	1.6%	1.6%	1.3%
Somewhat Important	8.0%	5.4%	5.2%	6.6%	3.8%	8.8%	6.2%	5.5%
Very Important	89.6%	92.4%	92.0%	92.2%	94.6%	88.2%	91.6%	92.4%

\*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.

<b>Q7d. How important is it for MoDOT to minimize congestion on highways?</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
Very Unimportant	1.0%	1.0%	0.8%	0.4%	1.0%	1.2%	1.2%	1.0%
Somewhat Unimportant	5.8%	3.2%	3.6%	5.9%	4.8%	4.6%	3.6%	4.6%
Somewhat Important	30.4%	30.9%	33.5%	26.7%	28.7%	28.2%	27.2%	29.3%
Very Important	62.7%	64.8%	62.1%	67.1%	65.5%	65.9%	67.9%	65.0%

\*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.



## A Report Card from Missourians

<b>Q7e. How important is it for MoDOT to manage snow and ice on highways?</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
Very Unimportant	0.6%	0.4%	1.0%	0.2%	1.0%	1.8%	1.0%	1.0%
Somewhat Unimportant	1.4%	1.4%	1.2%	1.6%	1.8%	2.0%	1.2%	1.3%
Somewhat Important	10.6%	9.2%	12.2%	10.2%	9.2%	13.0%	10.0%	10.8%
Very Important	87.4%	89.0%	85.5%	88.0%	88.0%	83.2%	87.8%	86.9%

\*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.

<b>Q7f. How important is it for MoDOT to keep the shoulders on highways in good condition?</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
Very Unimportant	1.2%	0.6%	0.6%	0.4%	0.6%	1.4%	1.4%	0.9%
Somewhat Unimportant	3.6%	3.6%	4.6%	4.4%	4.8%	4.6%	2.6%	4.5%
Somewhat Important	25.3%	23.6%	31.9%	25.0%	26.5%	27.1%	22.8%	26.9%
Very Important	69.9%	72.2%	62.9%	70.2%	68.1%	66.9%	73.1%	67.7%

\*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.



<b>Q7g. How important is it for MoDOT to mow and trim trees, grass and weeds along highways?</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
Very Unimportant	1.2%	1.4%	2.2%	3.0%	1.6%	1.4%	1.0%	1.9%
Somewhat Unimportant	7.4%	8.6%	10.2%	9.4%	13.4%	8.6%	6.6%	11.8%
Somewhat Important	34.5%	33.2%	40.0%	33.3%	38.5%	35.9%	31.5%	36.7%
Very Important	56.9%	56.8%	47.6%	54.2%	46.5%	54.1%	60.9%	49.7%

\*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.

<b>Q7h. How important is it for MoDOT to remove debris, such as dead animals, glass, and torn tires from the driving lanes on highways?</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
Very Unimportant	1.2%	1.0%	1.0%	1.0%	0.8%	1.8%	1.6%	1.2%
Somewhat Unimportant	5.6%	3.6%	3.6%	6.0%	4.6%	4.6%	4.4%	4.5%
Somewhat Important	21.6%	22.4%	20.9%	17.7%	16.0%	20.0%	17.7%	19.0%
Very Important	71.7%	73.0%	74.5%	75.3%	78.6%	73.7%	76.3%	75.2%

\*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.



## A Report Card from Missourians

<b>Q7i. How important is it for MoDOT to provide signs along highways that are easy to understand?</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
Very Unimportant	0.8%	0.8%	1.6%	0.8%	0.8%	1.4%	0.4%	1.0%
Somewhat Unimportant	1.6%	1.4%	2.0%	1.2%	1.6%	2.6%	1.4%	1.7%
Somewhat Important	15.4%	13.0%	11.8%	12.5%	11.2%	10.8%	10.2%	12.3%
Very Important	82.2%	84.8%	84.6%	85.5%	86.4%	85.2%	88.0%	85.0%

\*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.

<b>Q7j. How important is it for MoDOT to provide bright signs?</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
Very Unimportant	0.6%	0.6%	1.4%	1.2%	0.6%	1.8%	0.6%	0.9%
Somewhat Unimportant	2.6%	3.6%	2.8%	2.4%	2.6%	3.2%	2.4%	2.8%
Somewhat Important	21.6%	17.6%	20.6%	18.9%	16.8%	15.6%	16.3%	18.3%
Very Important	75.2%	78.2%	75.2%	77.5%	80.0%	79.4%	80.7%	78.0%

\*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.



## A Report Card from Missourians

<b>Q7k. How important is it for MoDOT to provide bright striping on MoDOT highways?</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
Very Unimportant	0.6%	0.6%	1.0%	0.4%	0.2%	1.2%	1.0%	0.6%
Somewhat Unimportant	1.6%	2.6%	1.8%	2.2%	2.2%	2.8%	1.4%	2.1%
Somewhat Important	16.6%	12.0%	13.6%	13.9%	10.8%	14.2%	12.6%	12.8%
Very Important	81.2%	84.8%	83.6%	83.5%	86.8%	81.8%	85.0%	84.5%

\*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.

<b>Q7m. How important is it for MoDOT to support options for traveling by public transit such as bus , light rail, or streetcar?</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
Very Unimportant	21.2%	19.3%	12.5%	17.9%	12.3%	16.7%	16.9%	14.2%
Somewhat Unimportant	26.2%	22.7%	22.8%	20.3%	23.5%	22.1%	17.9%	23.1%
Somewhat Important	23.4%	31.1%	32.8%	28.3%	28.0%	32.1%	30.7%	30.0%
Very Important	29.2%	26.9%	31.9%	33.6%	36.2%	29.2%	34.5%	32.7%

\*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.



## A Report Card from Missourians

<b>Q7o. How important is it for MoDOT to provide bike lanes or paved shoulders for traveling by bicycle?</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
Very Unimportant	20.9%	14.0%	14.7%	17.9%	16.6%	12.2%	11.7%	15.0%
Somewhat Unimportant	21.8%	25.8%	23.4%	17.6%	22.6%	19.0%	18.3%	21.4%
Somewhat Important	27.9%	27.8%	30.9%	27.7%	27.7%	29.9%	29.6%	29.5%
Very Important	29.5%	32.3%	31.1%	36.8%	33.0%	38.9%	40.4%	34.2%

\*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.

<b>Q7p. How important is it for MoDOT to provide sidewalks or intersection crossings for traveling by walking?</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
Very Unimportant	10.4%	7.8%	5.7%	8.3%	4.8%	7.3%	7.4%	6.2%
Somewhat Unimportant	15.4%	13.4%	12.6%	11.0%	11.4%	10.3%	8.1%	11.3%
Somewhat Important	28.8%	27.5%	30.5%	23.9%	25.1%	27.4%	23.6%	26.6%
Very Important	45.4%	51.3%	51.2%	56.8%	58.7%	55.0%	60.9%	55.8%

\*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.



## A Report Card from Missourians

<b>Q8. How much do you think the average driver currently pays a month in taxes and fees to fund Missouri state roads?</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
Less than \$10 per month	9.1%	9.9%	11.6%	10.2%	14.8%	9.7%	9.8%	12.5%
\$10 per month	19.7%	21.5%	21.4%	23.9%	19.3%	24.3%	17.2%	21.0%
\$30 per month	33.2%	37.5%	35.6%	32.0%	34.8%	32.1%	37.4%	34.9%
\$50 per month	14.2%	10.4%	12.4%	12.3%	11.8%	13.6%	15.6%	12.7%
More than \$50 per month	23.8%	20.6%	19.0%	21.5%	19.3%	20.4%	19.9%	18.9%

\*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.

<b>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?</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
Less than \$50 per month	45.3%	49.5%	41.6%	49.1%	45.3%	52.7%	43.8%	46.5%
\$100 per month	34.2%	29.9%	34.8%	27.2%	30.7%	29.1%	27.6%	30.1%
\$150 per month	8.5%	8.9%	9.8%	12.9%	11.6%	8.8%	12.8%	10.6%
\$2000 per month	3.8%	3.3%	5.6%	4.1%	5.3%	3.6%	4.8%	5.0%
More than \$200 per month	8.3%	8.4%	8.2%	6.7%	7.1%	5.7%	10.9%	7.8%

\*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.



<b>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?</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
Increase general sales tax	15.9%	15.1%	10.8%	15.7%	14.7%	18.3%	16.8%	14.5%
Increase state fuel tax	33.0%	34.8%	33.8%	28.2%	29.1%	29.2%	23.4%	29.0%
Add tolls to some interstate highways	18.8%	14.7%	18.3%	15.5%	17.5%	14.5%	16.3%	16.7%
Increase car registration and license fees	6.7%	9.4%	11.9%	9.5%	11.3%	8.6%	10.6%	11.4%
Replace state gas tax with vehicle mileage tax	12.8%	13.6%	12.5%	14.9%	16.2%	13.6%	15.4%	14.5%
None of these (unread)**	12.8%	12.5%	12.7%	16.2%	11.1%	15.8%	17.5%	13.9%

\*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.

\*\*Since a large percentage of the population volunteered “none of these”, even though this option was not provided, the results are presented to better understand the perspectives of many citizens and to facilitate comparing results with those of previous surveys.



## A Report Card from Missourians

<b>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?</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
Nothing	15.3%	14.6%	12.3%	13.7%	14.2%	16.9%	17.6%	14.5%
\$5 per month	14.9%	11.2%	13.4%	17.4%	15.6%	19.6%	14.4%	15.7%
\$10 per month	36.3%	36.5%	35.7%	35.0%	36.8%	37.8%	39.4%	37.4%
\$15 per month	17.6%	21.1%	21.2%	18.9%	19.5%	12.4%	16.1%	18.1%
\$20 per month	15.9%	16.7%	17.4%	15.0%	14.0%	13.3%	12.5%	14.3%

\*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.

<b>Demographics</b>								
<b>Q1. What is your age?</b>								
	NW	NE	KC	CD	SL	SW	SE	Total*
18 - 29	8.0%	13.7%	10.8%	7.2%	12.0%	8.8%	10.4%	10.1%
30 - 39	8.0%	13.5%	11.4%	7.2%	12.0%	8.6%	10.2%	10.1%
40 - 49	16.4%	13.5%	16.6%	14.4%	15.7%	16.7%	10.0%	14.8%
50 - 64	24.4%	20.7%	19.6%	31.2%	24.3%	25.9%	20.4%	23.8%
65 and up	43.3%	38.4%	41.6%	40.0%	36.1%	40.0%	49.1%	41.2%

\* The statewide (Total) sample was not weighted for this question as that would only show the exact percentages as the 2010 US Census. Instead, the actual (unweighted) numbers obtained from the responses have been provided.



## A Report Card from Missourians

Q2. What is your gender?								
	NW	NE	KC	CD	SL	SW	SE	Total*
Female	49.1%	51.8%	51.0%	50.6%	50.0%	50.2%	52.5%	50.7%
Male	50.9%	48.2%	49.0%	49.4%	50.0%	49.8%	47.5%	49.3%

\* The statewide (Total) sample was not weighted for this question as that would only show the exact percentages as the 2010 US Census. Instead, the actual (unweighted) numbers obtained from the responses have been provided.

Q3. Approximately how many miles per year do you personally drive?								
	NW	NE	KC	CD	SL	SW	SE	Total*
None – I do not drive	4.7%	4.3%	6.5%	6.3%	8.7%	4.9%	6.2%	6.8%
Less than 10,000 miles	39.4%	38.7%	37.5%	38.1%	39.6%	42.8%	38.9%	38.7%
Between 10,000 and 20,000 miles	40.7%	40.7%	36.7%	41.1%	39.8%	38.1%	35.2%	38.4%
More than 20,000 miles	15.2%	16.4%	19.3%	14.5%	11.9%	14.1%	19.8%	16.1%

\* 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.

**Appendix A:**

# **Importance-Satisfaction Analysis**

A Report Card  
from Missourians

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## IMPORTANCE-SATISFACTION ANALYSIS

### OVERVIEW

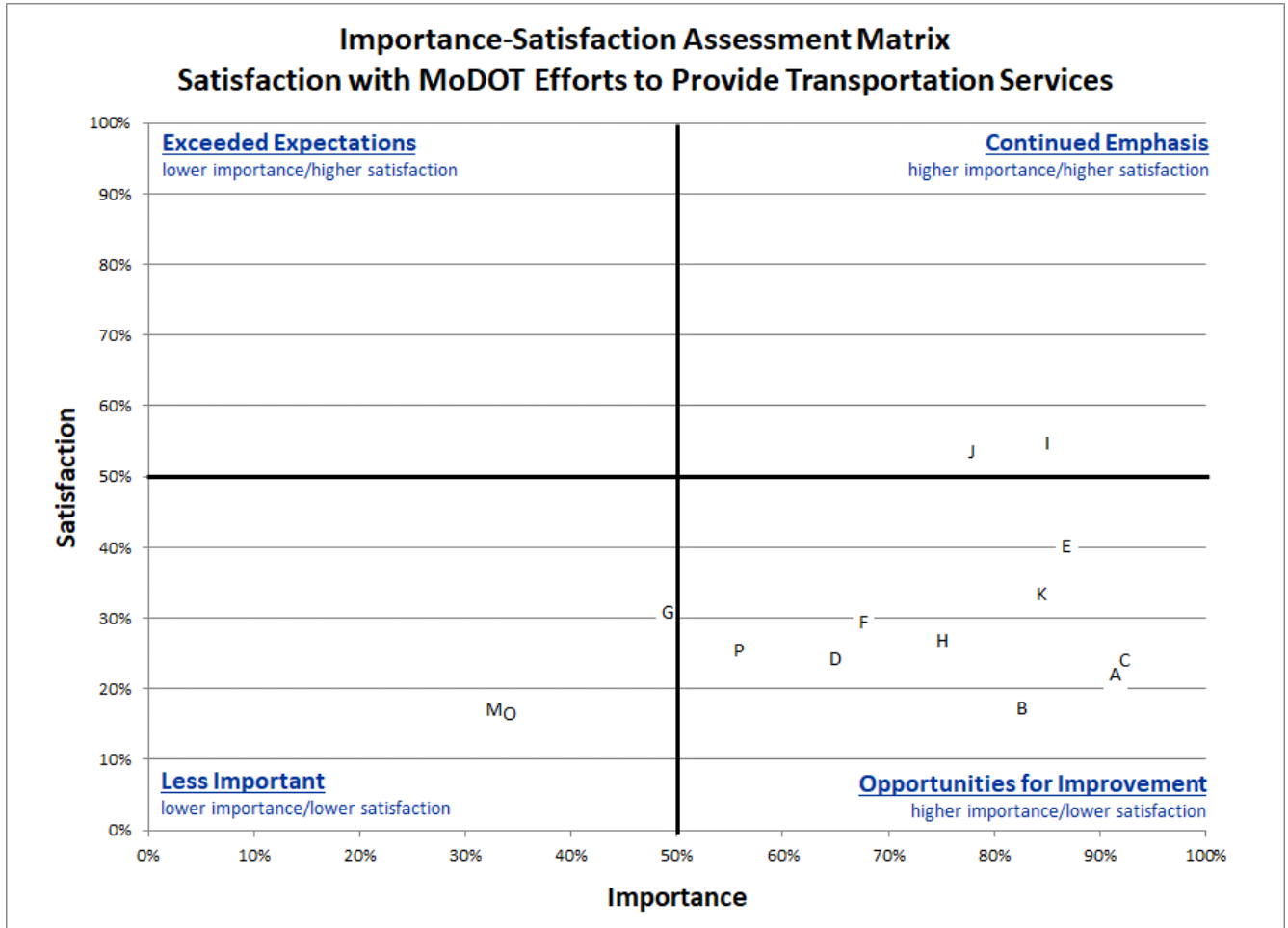
In a world with no resource limitations, public officials would devote enough resources to satisfy all citizens for all desired services. However, in the real world, community leaders must make tough decisions about which services to provide and how much funding to allocate for each offered service. 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 MoDOT should be a priority and where citizens are not satisfied with MoDOT's current performance. Items in this quadrant have a significant impact on citizens' overall satisfaction.
- **Less Important** – this quadrant shows areas where citizens have indicated that the services are less important to them than other services and where citizens also are less satisfied with MoDOT's current performance. Items in this quadrant do not significantly impact citizens' overall satisfaction.



Legend	MoDOT Service
A	Keep the surface of <b>major highways</b> in good condition
B	Keep the surface of <b>other state highways</b> in good condition
C	Keep bridges in good condition
D	Minimize congestion on highways
E	Manage snow and ice on highways
F	Keep the shoulders on highways in good condition
G	Mow and trim trees, grass, and weeds along highways
H	Remove debris - such as dead animals, glass, and torn tires - from the driving lanes on highways
I	Provide signs along highways that are easy to understand
J	Provide bright signs
K	Provide bright striping on highways
M	Support your options for traveling by public transit such as bus, light rail, or streetcar
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 two surveys (conducted in 2015 and 2017). The primary trend was a minor decrease in those that were very satisfied for almost all measures – returning to satisfaction levels very close to those measured in 2015 after a slight increase in 2017. Across the three studies, only one item changed quadrants. 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, and in 2019 it moved back (barely) into the less important section. This service clearly falls on the border between higher and lower importance, probably because while respondents know that it is not an essential service, it is still a highly visible service. 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, including the services that Missourians found most important (those on the far right of the graph). These are services that most Missourians believe are very important yet less than half of state residents are very satisfied. According to the Importance-Satisfaction Matrix, improving these services will have the greatest impact on increasing overall Missourian satisfaction with MoDOT’s efforts to provide transportation services out of the services listed in the legend on the previous page.

**A few transportation services fell into the less important quadrant such as supporting options for public transit. This does not mean that these services are unimportant to those who utilize them, but that – as a whole – Missourians value them less than other services. Improving services in this quadrant will not markedly improve the satisfaction of most state residents.** This conclusion is also supported by the behavior of the respondents. While respondents were not verbally given the option of “don’t know” or “no opinion”, sometimes they would provide this as an answer. For most of the satisfaction questions, over 95% of the respondents gave one of the provided answers (very dissatisfied, somewhat dissatisfied, somewhat satisfied, very satisfied). However, for questions M, O, and P, many respondents stated they had no opinion (respectively, 43.2%, 35.0%, and 18.8%) indicating that they do not have much – or any – experience utilizing public transit, traveling by bicycle, or traveling by walking.



**IMPORTANCE-SATISFACTION RATING**

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

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

For example, in order to calculate the importance-satisfaction rating of keeping the surface of other highways in good condition, one would look up the very important percentage for this service (91.5%) and the very satisfied percentage with this service (22.1%). One would then plug these numbers into the equation:

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

$$IS\ rating = 91.5\% \times (100\% - 22.1\ \%)$$

$$IS\ rating = 91.5\% \times 77.9\%$$

$$IS\ rating = .712$$

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.

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 the surface of *major* highways in good condition.**
2. **Keeping bridges 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 following tables, all fourteen 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 14).



The following tables show the priority that Missourians as a whole give to the various transportation services that MoDOT provides to the public.

<b>Highest Priority (IS &gt; .600)</b>						
<b>MoDOT Service</b>	<b>Very Important %</b>	<b>Very Important Rank</b>	<b>Very Satisfied %</b>	<b>Very Satisfied Rank</b>	<b>Importance-Satisfaction Rating</b>	<b>Importance-Satisfaction Rating Rank</b>
Keep the surface of <b>major highways</b> in good condition	91.5%	1	22.1%	9	0.712	1
Keep bridges in good condition	92.4%	2	24.1%	11	0.701	2
Keep the surface of <b>other state highways</b> in good condition	82.59%	6	17.46%	13	0.682	3

<b>Higher Priority (IS .500 to .590)</b>						
<b>MoDOT Service</b>	<b>Very Important %</b>	<b>Very Important Rank</b>	<b>Very Satisfied %</b>	<b>Very Satisfied Rank</b>	<b>Importance-Satisfaction Rating</b>	<b>Importance-Satisfaction Rating Rank</b>
Provide bright striping on highways	84.5%	5	33.5%	4	0.562	4
Remove debris - such as dead animals, glass, and torn tires - from the driving lanes on highways	75.2%	8	27.0%	7	0.549	5
Manage snow and ice on highways	86.9%	3	40.3%	3	0.519	6



<b>Medium Priority (IS .350 to .490)</b>						
<b>MoDOT Service</b>	<b>Very Important %</b>	<b>Very Important Rank</b>	<b>Very Satisfied %</b>	<b>Very Satisfied Rank</b>	<b>Importance-Satisfaction Rating</b>	<b>Importance-Satisfaction Rating Rank</b>
Minimize congestion on highways	65.0%	10	24.4%	10	0.492	7
Keep the shoulders on highways in good condition	67.7%	9	29.5%	5	0.477	8
Provide sidewalks or intersection crossings for traveling by walking	55.8%	11	25.5%	12	0.416	9
Provide signs along highway that are easy to understand	85.0%	4	54.8%	2	0.384	10
Provide bright signs	78.0%	7	53.6%	1	0.362	11

<b>Lower Priority (IS &lt;.350)</b>						
<b>MoDOT Service</b>	<b>Very Important %</b>	<b>Very Important Rank</b>	<b>Very Satisfied %</b>	<b>Very Satisfied Rank</b>	<b>Importance-Satisfaction Rating</b>	<b>Importance-Satisfaction Rating Rank</b>
Mow and trim trees, grass, and weeds along highways	49.7%	12	31.0%	6	0.343	12
Provide bike lanes or paved shoulders for traveling by bicycle	34.2%	13	16.6%	16	0.285	13
Support your options for traveling by public transit such as busses, vans, or Metro Link	32.7%	14	17.2%	15	0.271	14

**Appendix B:**

# **Maps**

A Report Card  
from **Missourians**

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### INTERPRETING THE MAPS

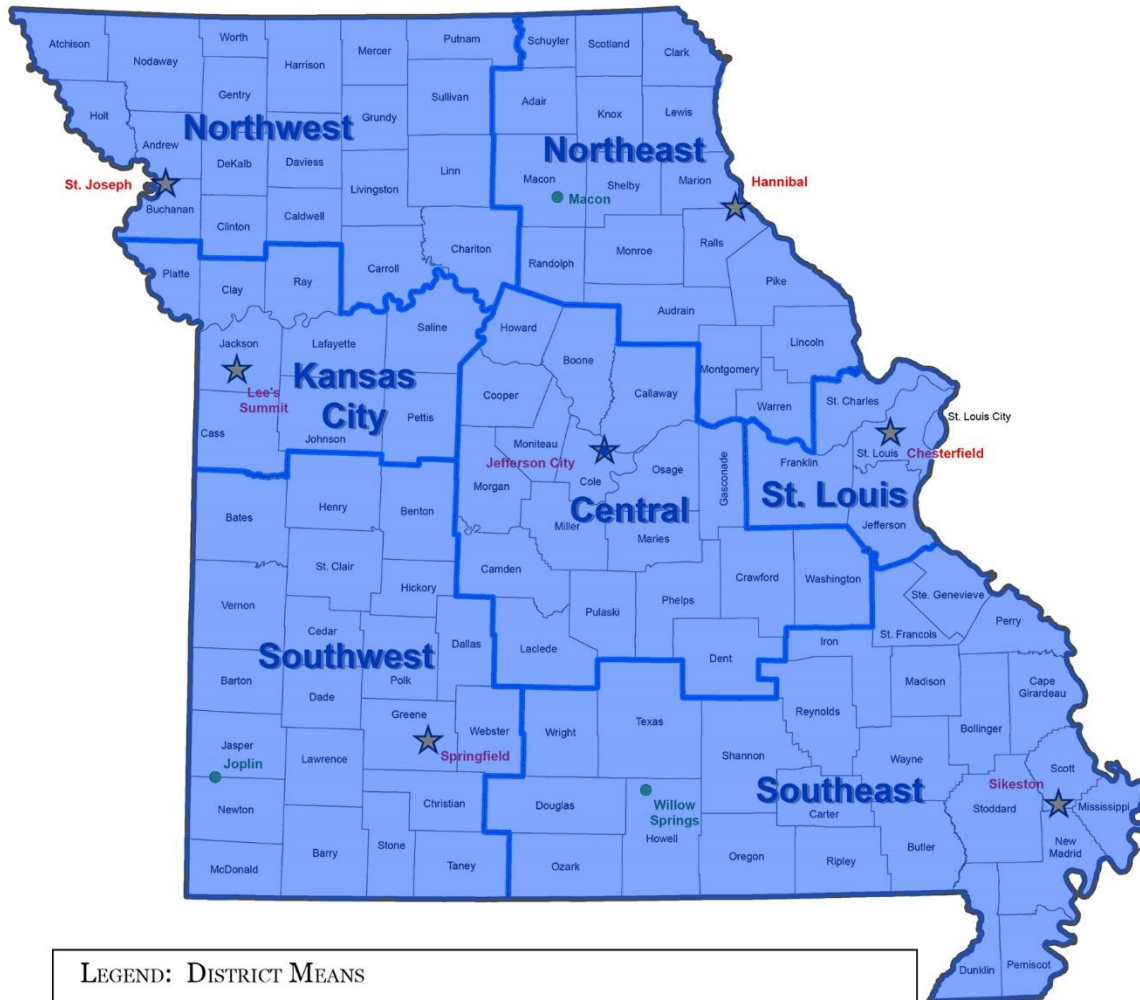
The maps on the following pages show the mean ratings for several questions on the survey by district. The mean ratings were calculated by first allocating 1 point for each very dissatisfied/strongly disagree/very unimportant answer, 2 points for each somewhat dissatisfied/somewhat disagree/somewhat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

# A Report Card from Missourians

**Q4. How satisfied are you with the job the Missouri Department of Transportation, also known as MoDOT, is doing—would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with MoDOT?**



**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.**



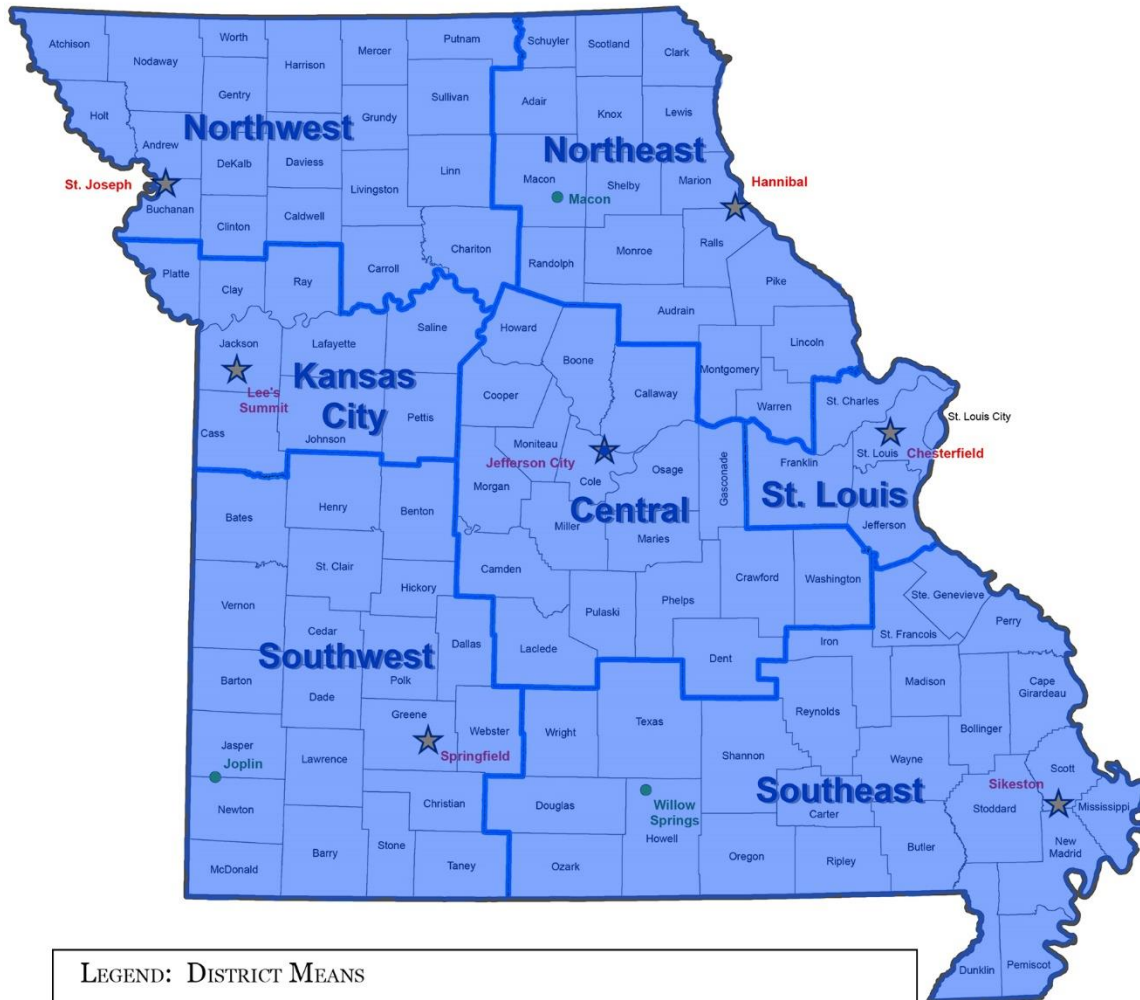
**Q5c. MoDOT provides *understandable* information to citizens about road projects, highway conditions, and work zones.**



**Q5d. MoDOT is the primary transportation expert in Missouri.**



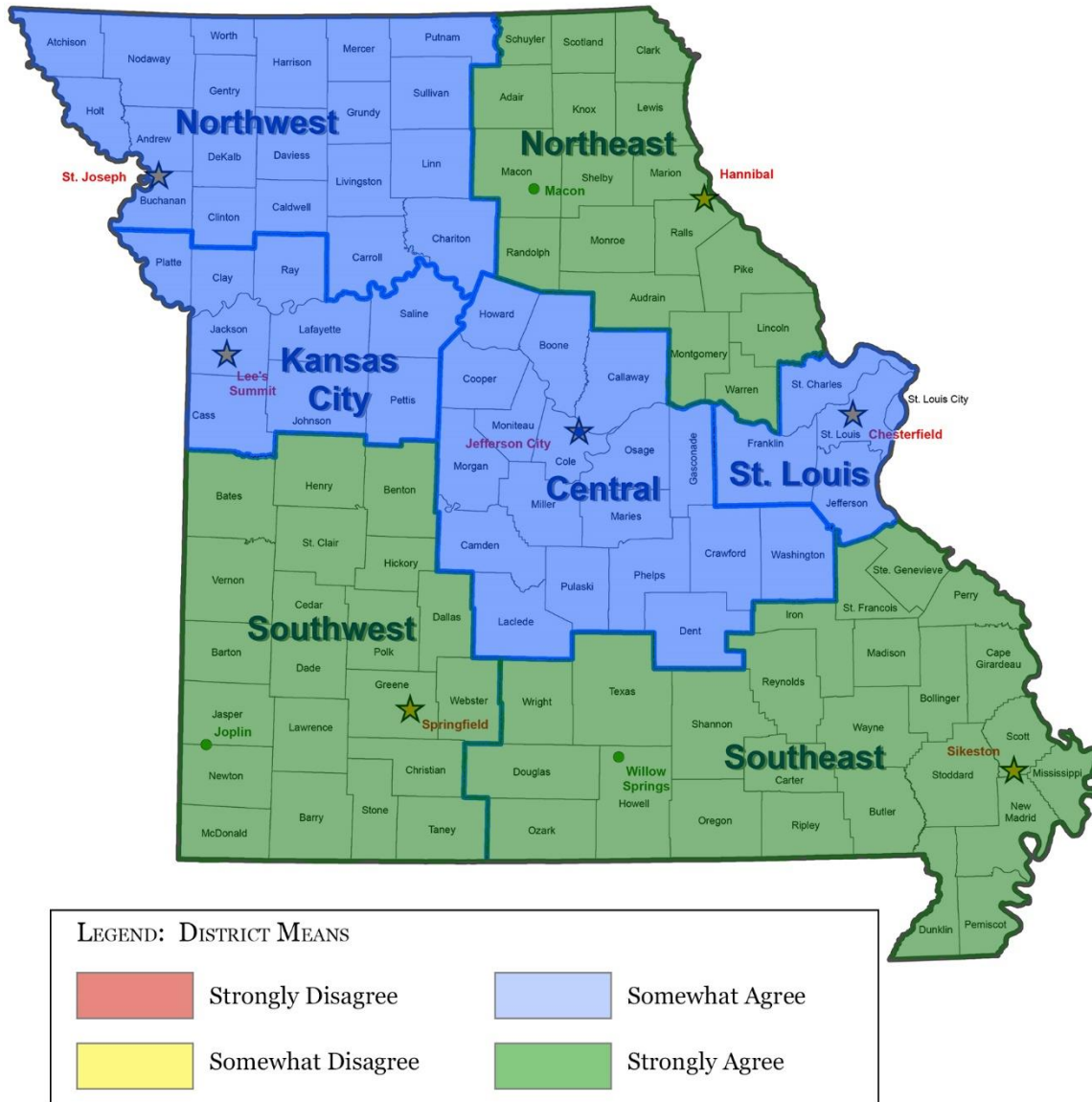
**Q5e. MoDOT keeps its commitments to the public.**



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



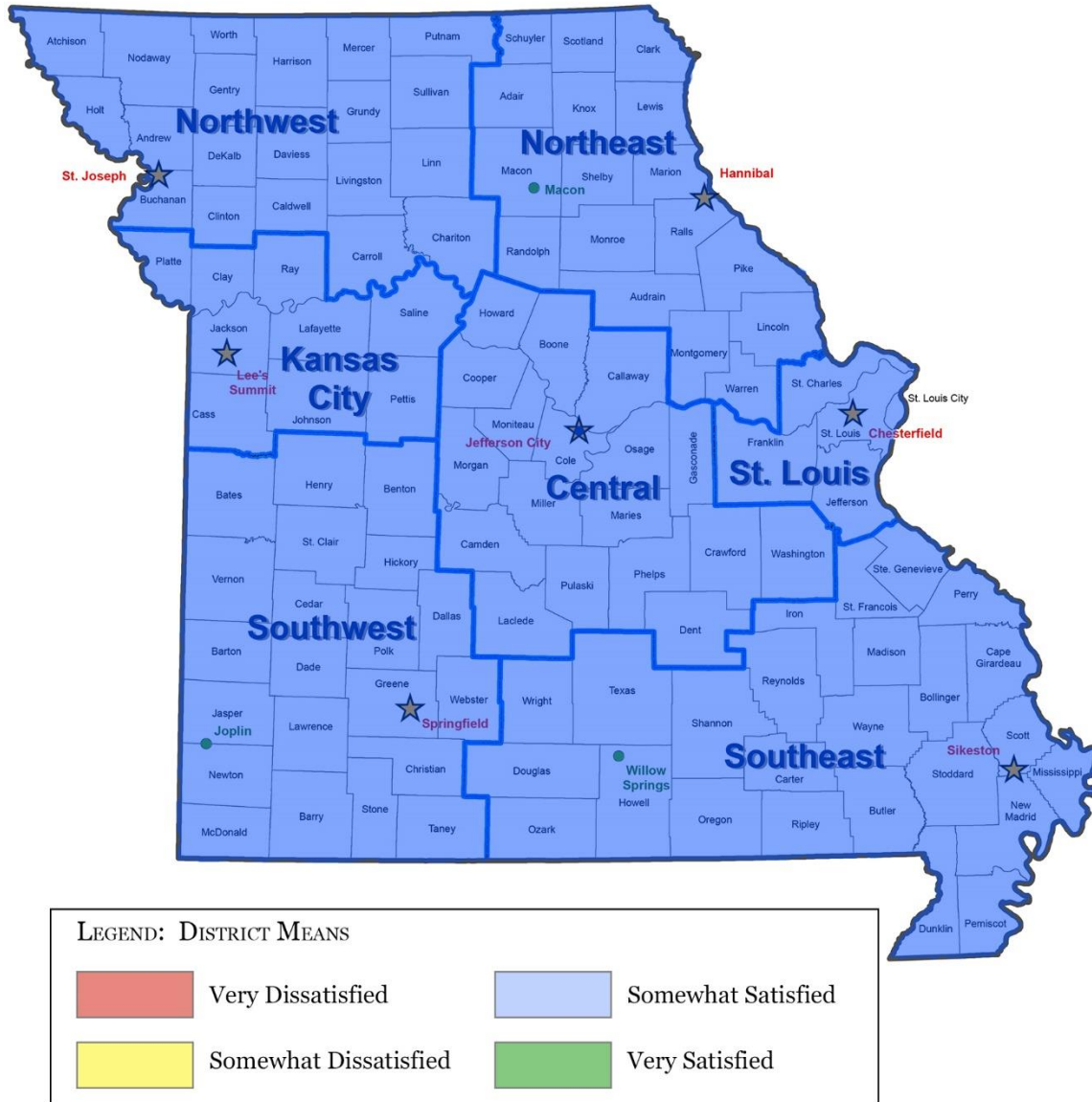
**Q5g. MoDOT does a good job of minimizing travel delays caused by work zones.**



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

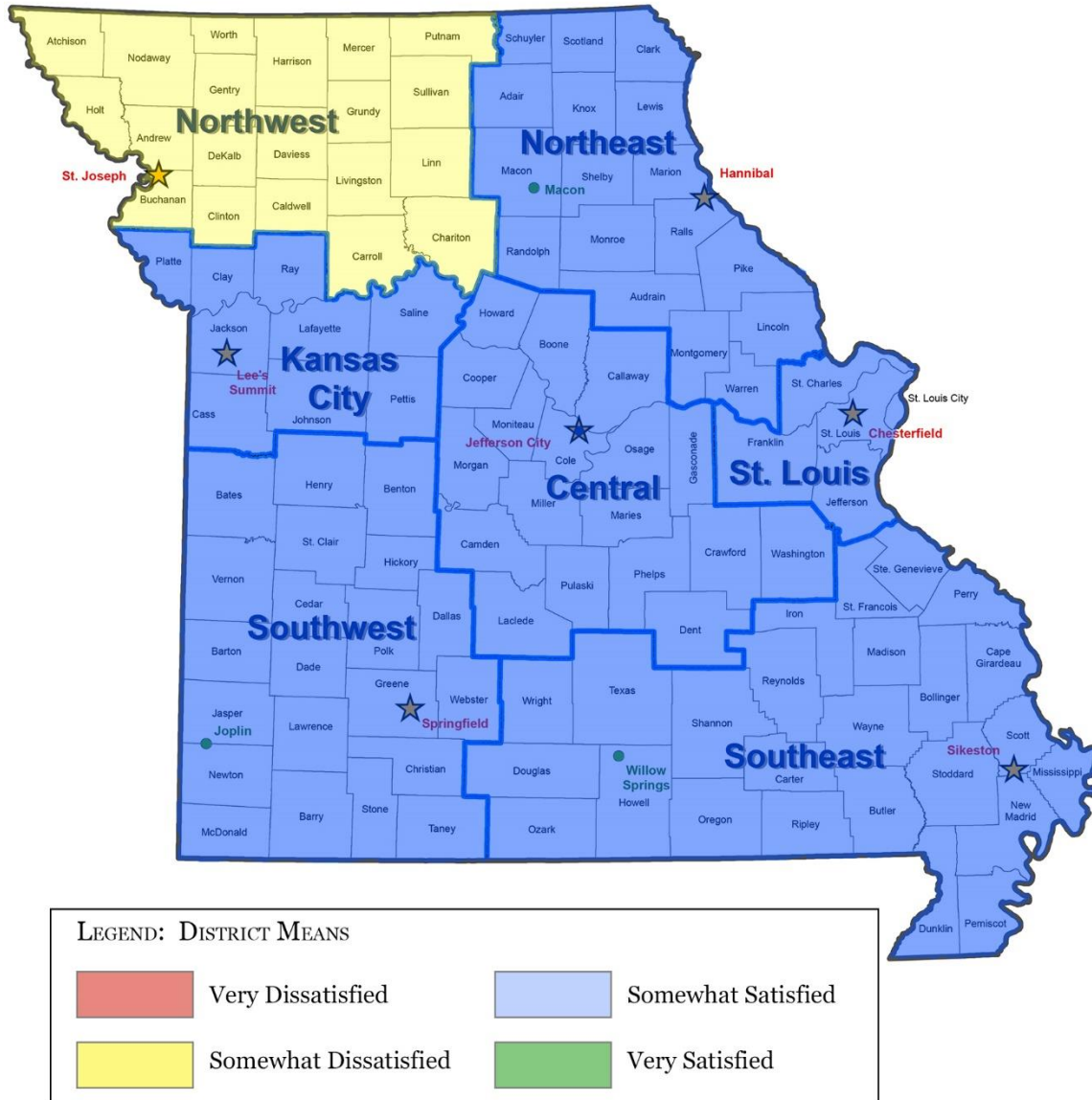


**Q6a. How satisfied are you with MoDOT's efforts to keep the surface of *major highways* in good condition (smooth and free of potholes)?**

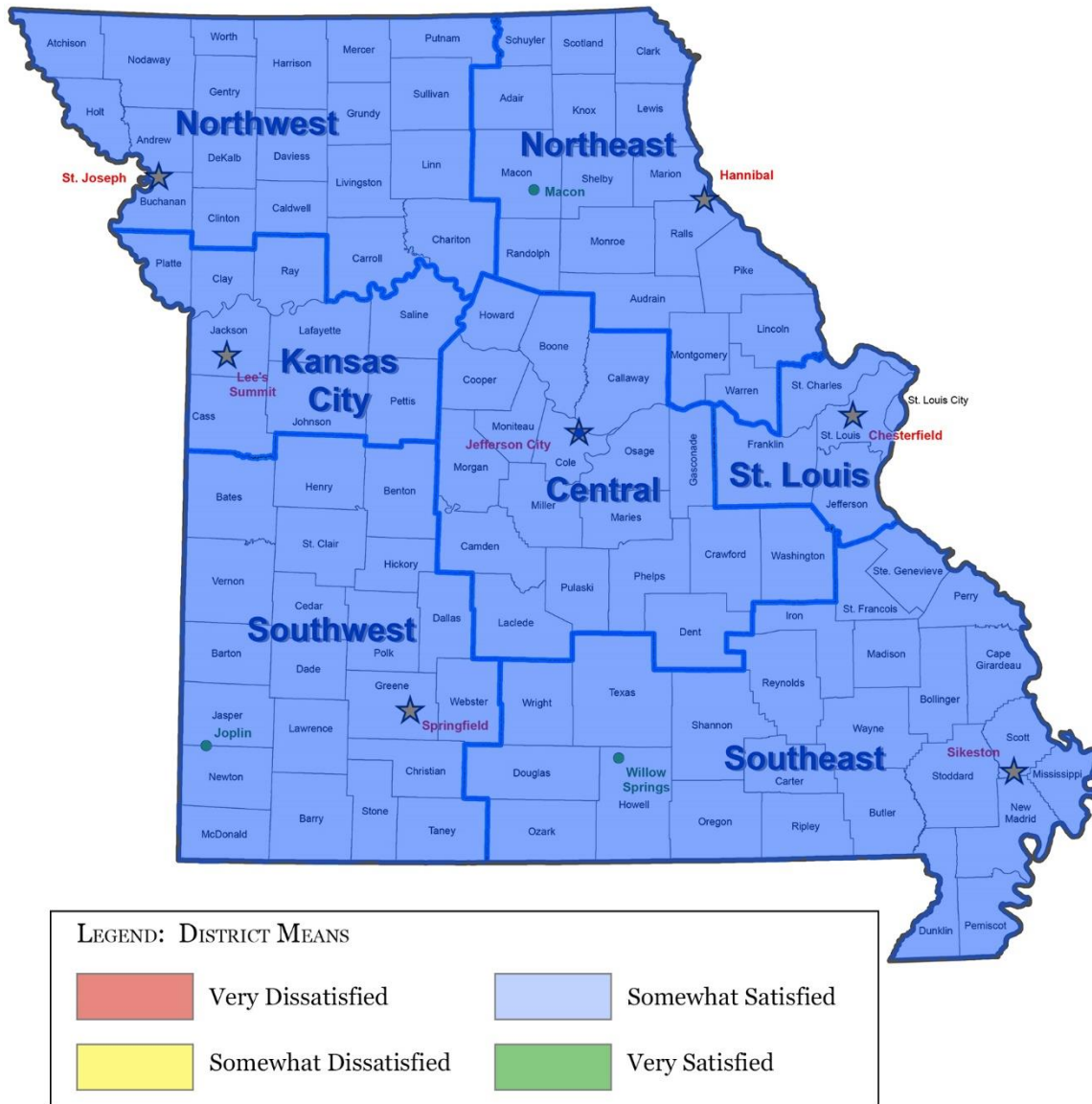


# A Report Card from Missourians

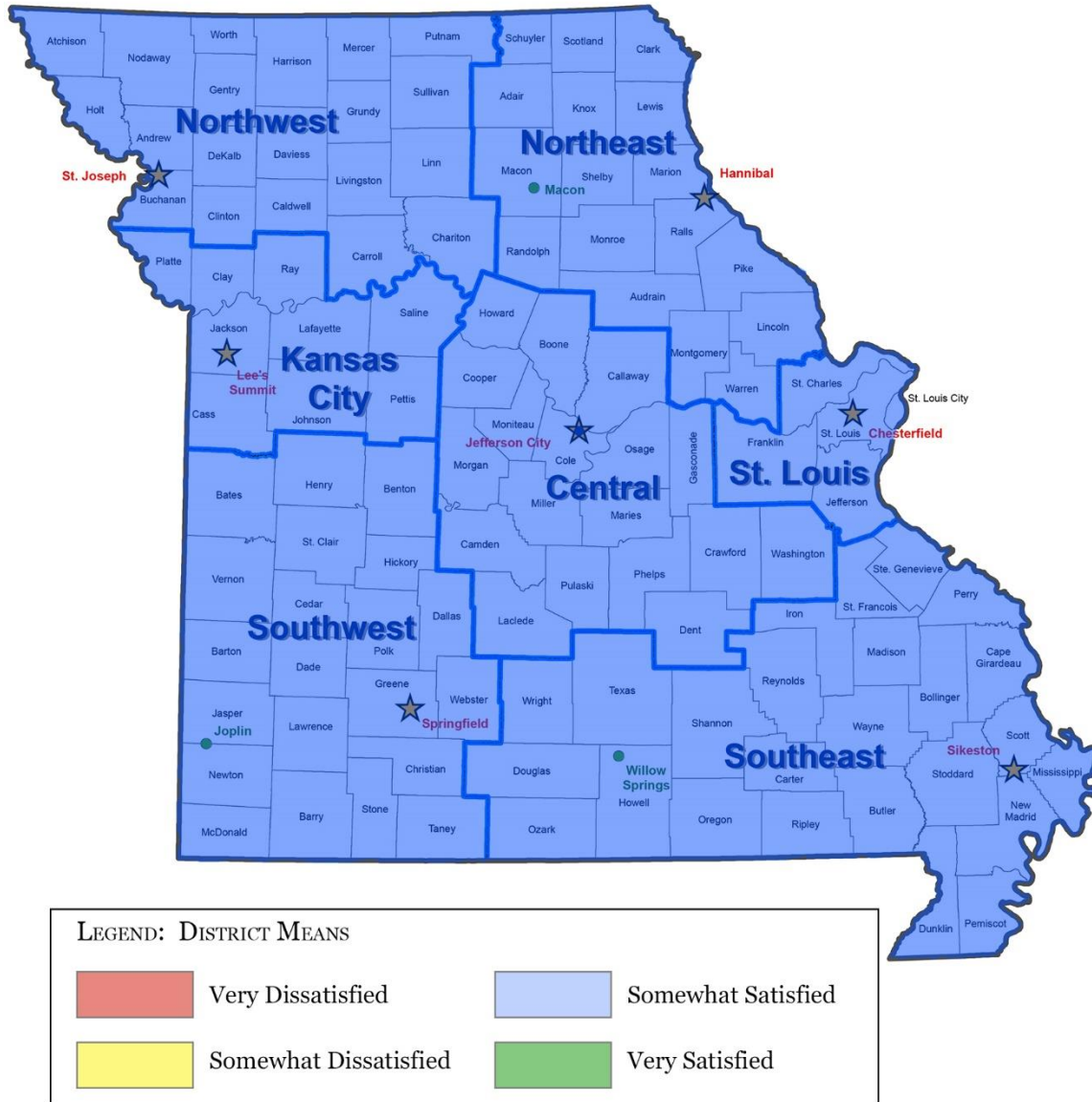
**Q6b. How satisfied are you with MoDOT's efforts to keep the surface of *other state highways* in good condition (smooth and free of potholes)?**



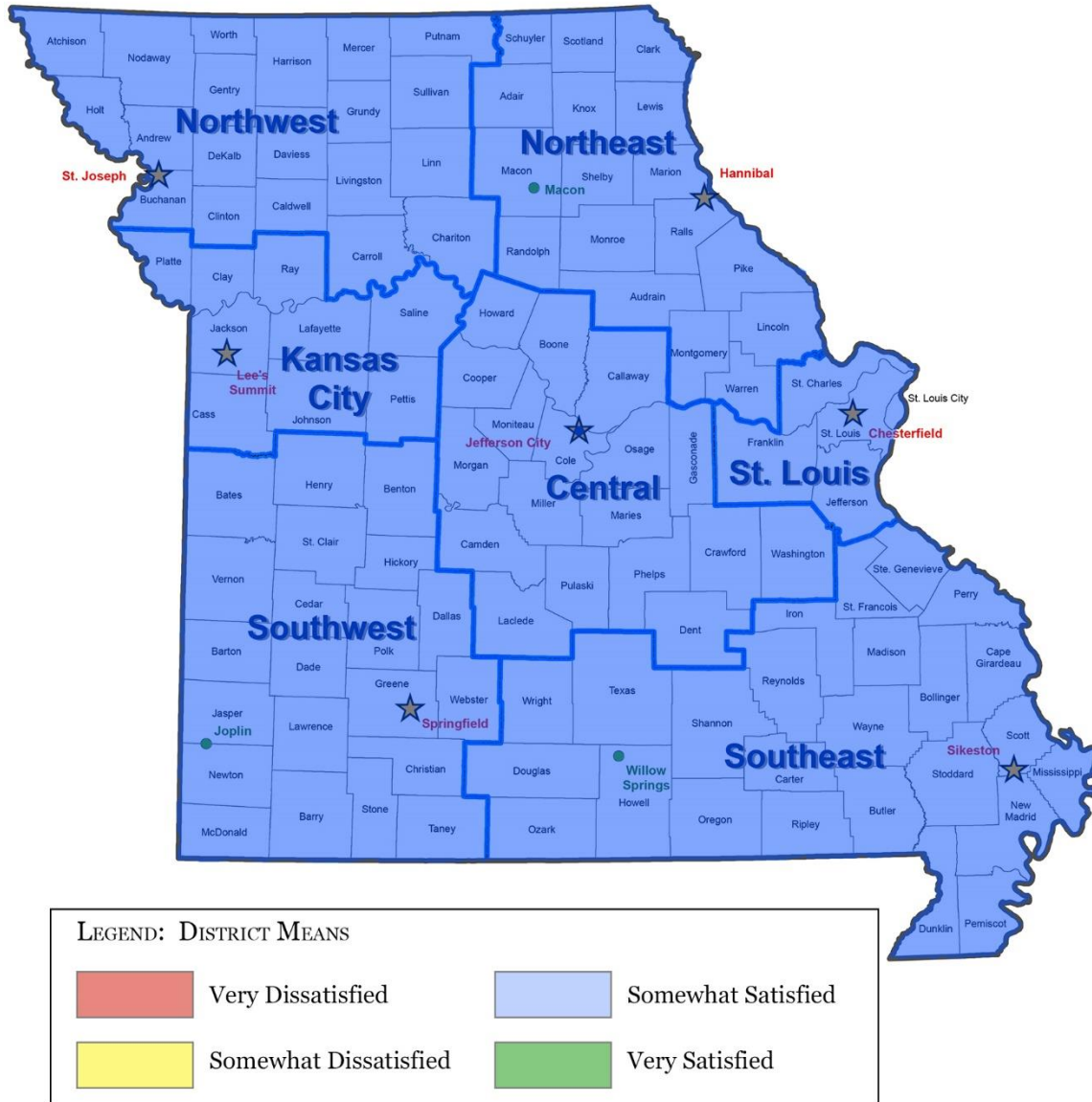
**Q6c. How satisfied are you with MoDOT's efforts to keep bridges in good condition?**



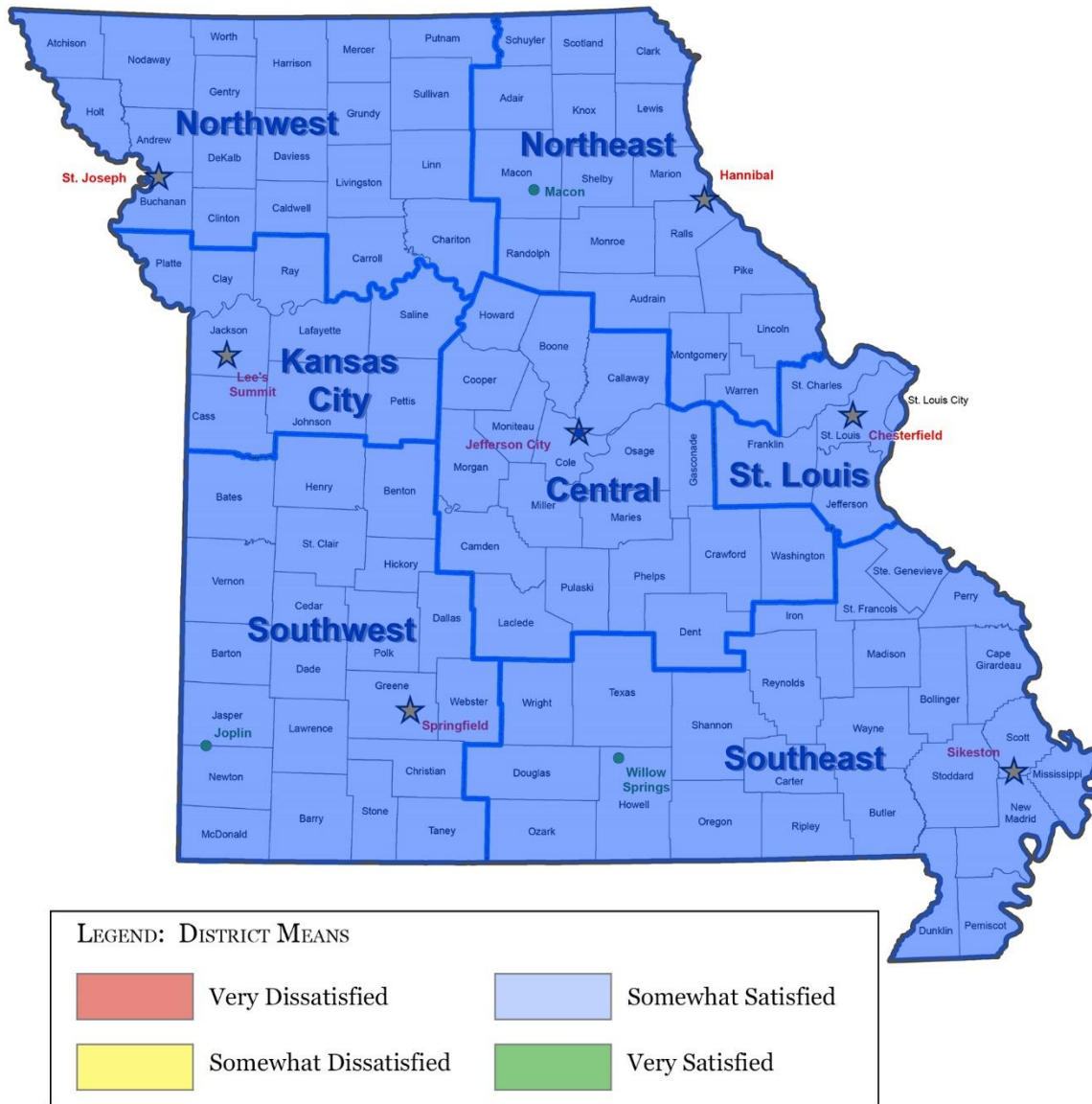
**Q6d. How satisfied are you with MoDOT's efforts to minimize congestion on highways?**



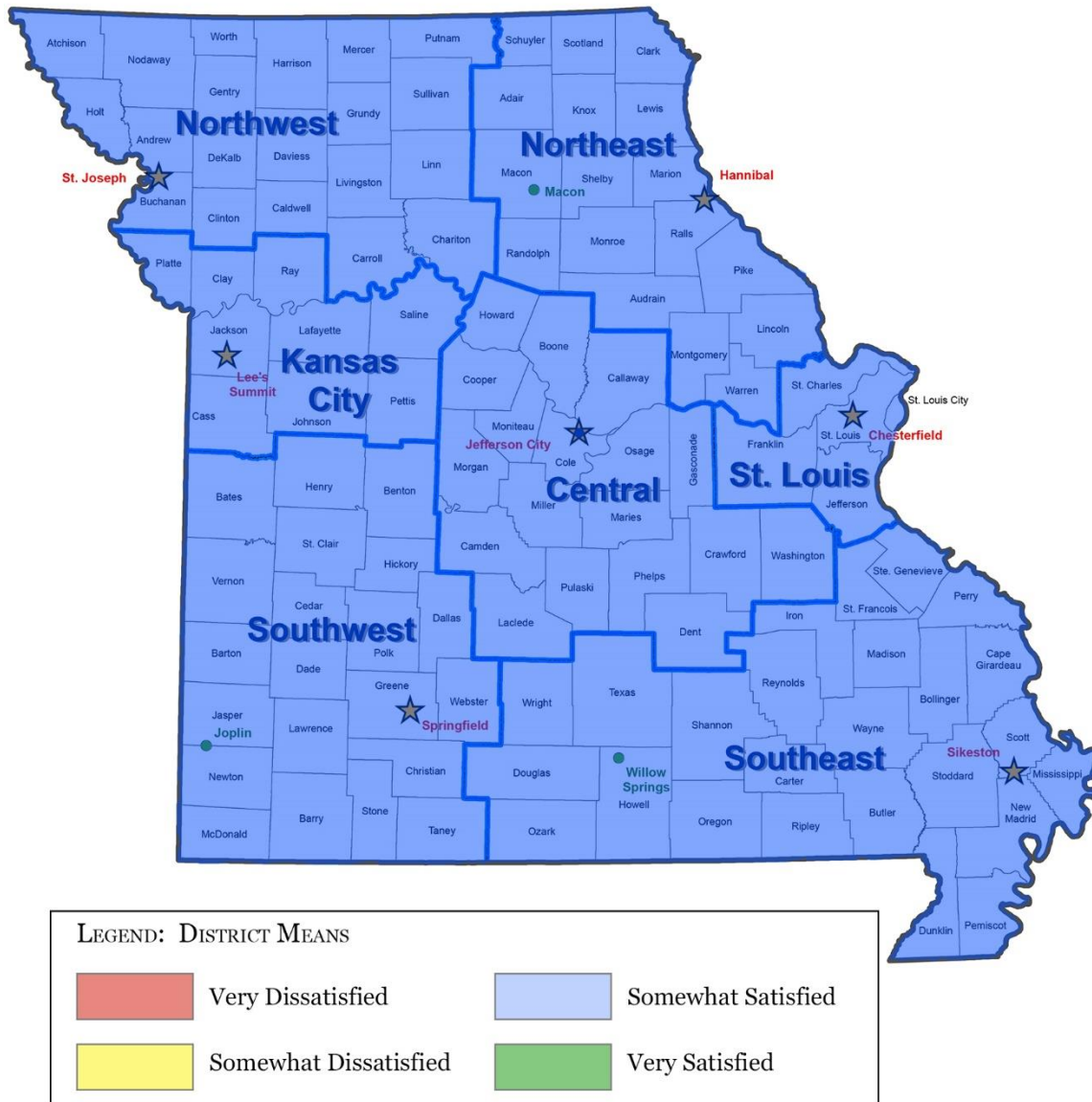
**Q6e. How satisfied are you with MoDOT's efforts to manage snow and ice on highways?**



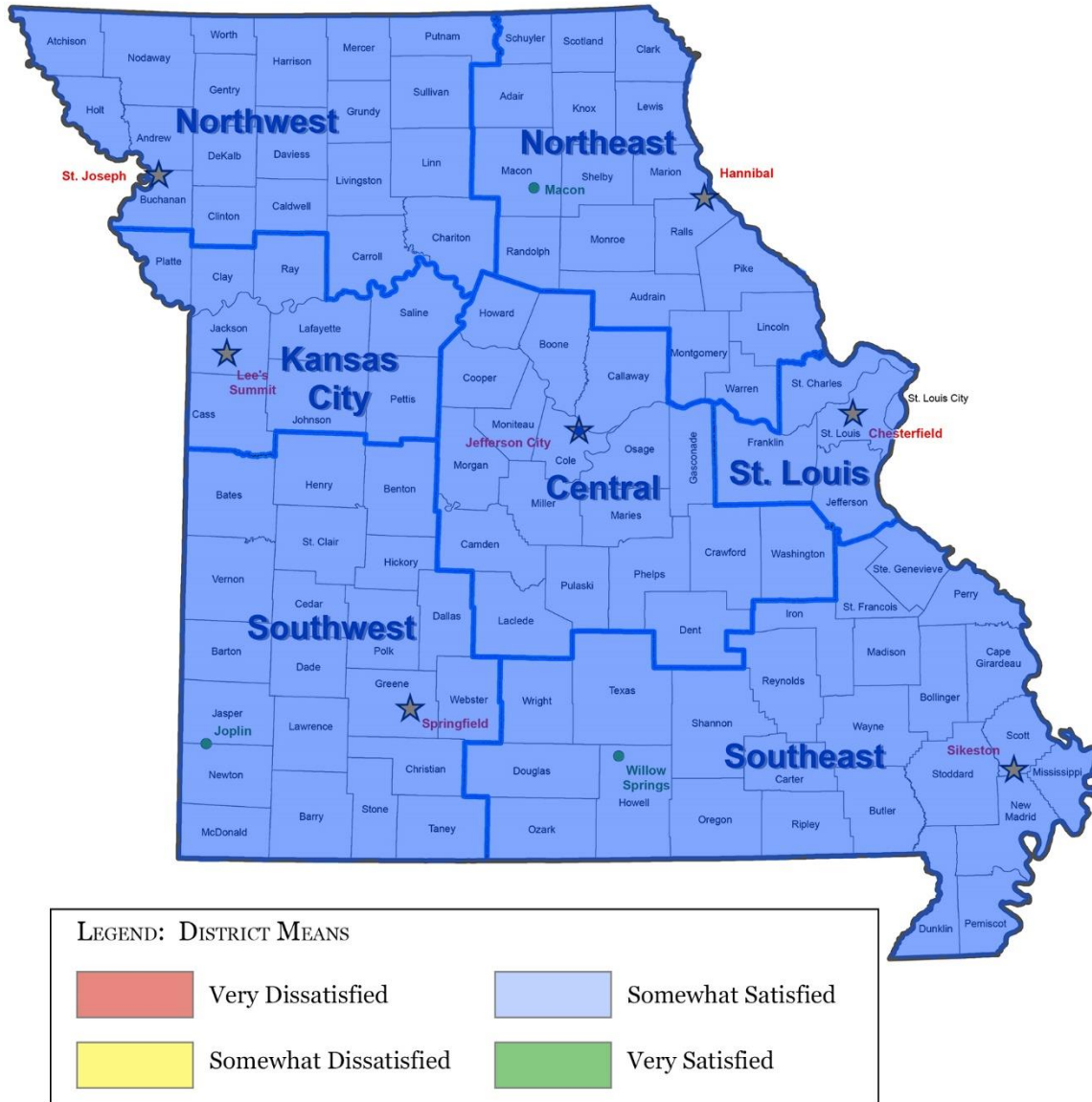
**Q6f. How satisfied are you with MoDOT’s efforts to keep the shoulders on highways in good condition?**



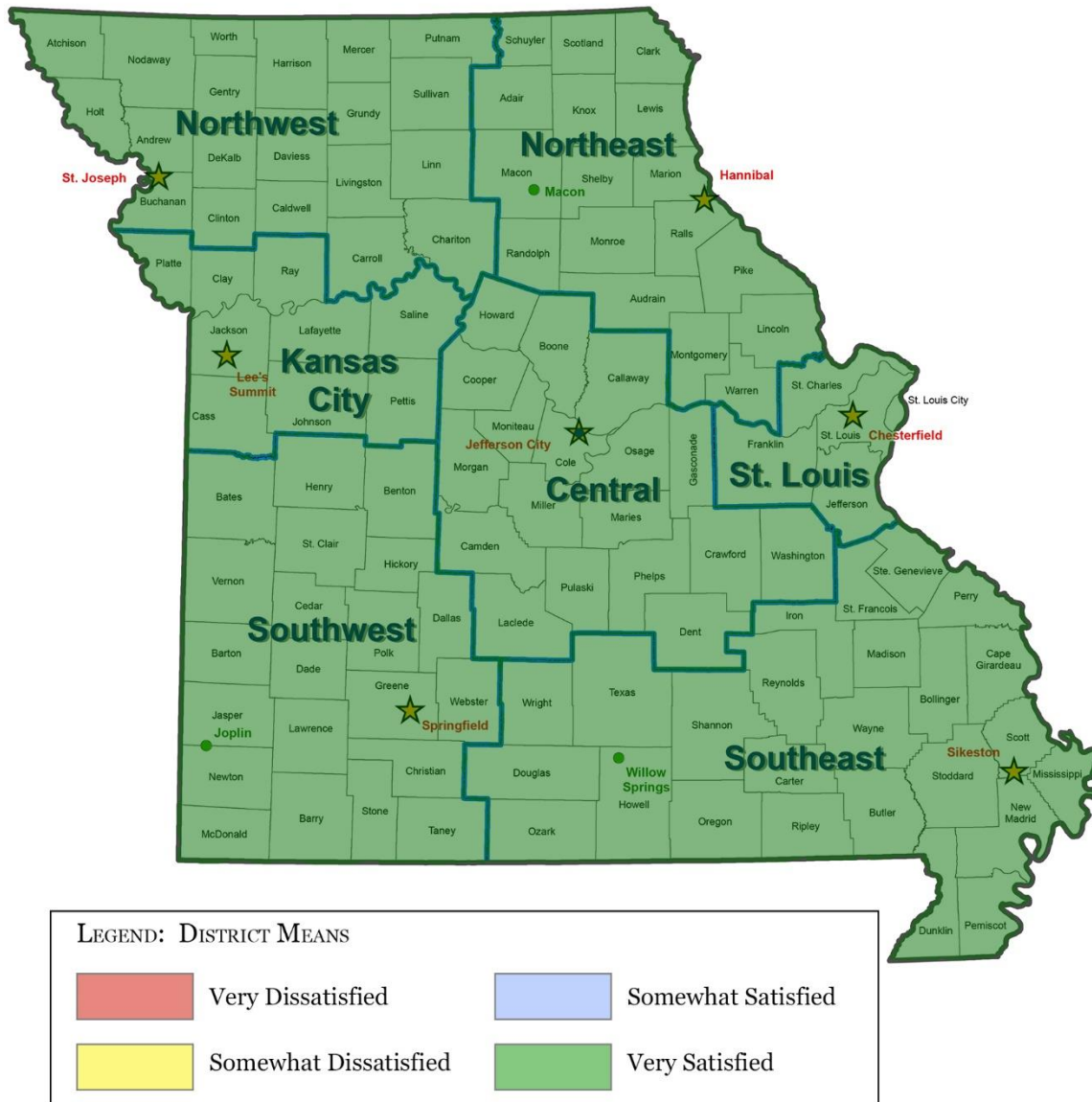
**Q6g. How satisfied are you with MoDOT's efforts to mow and trim trees, grass and weeds along highways?**



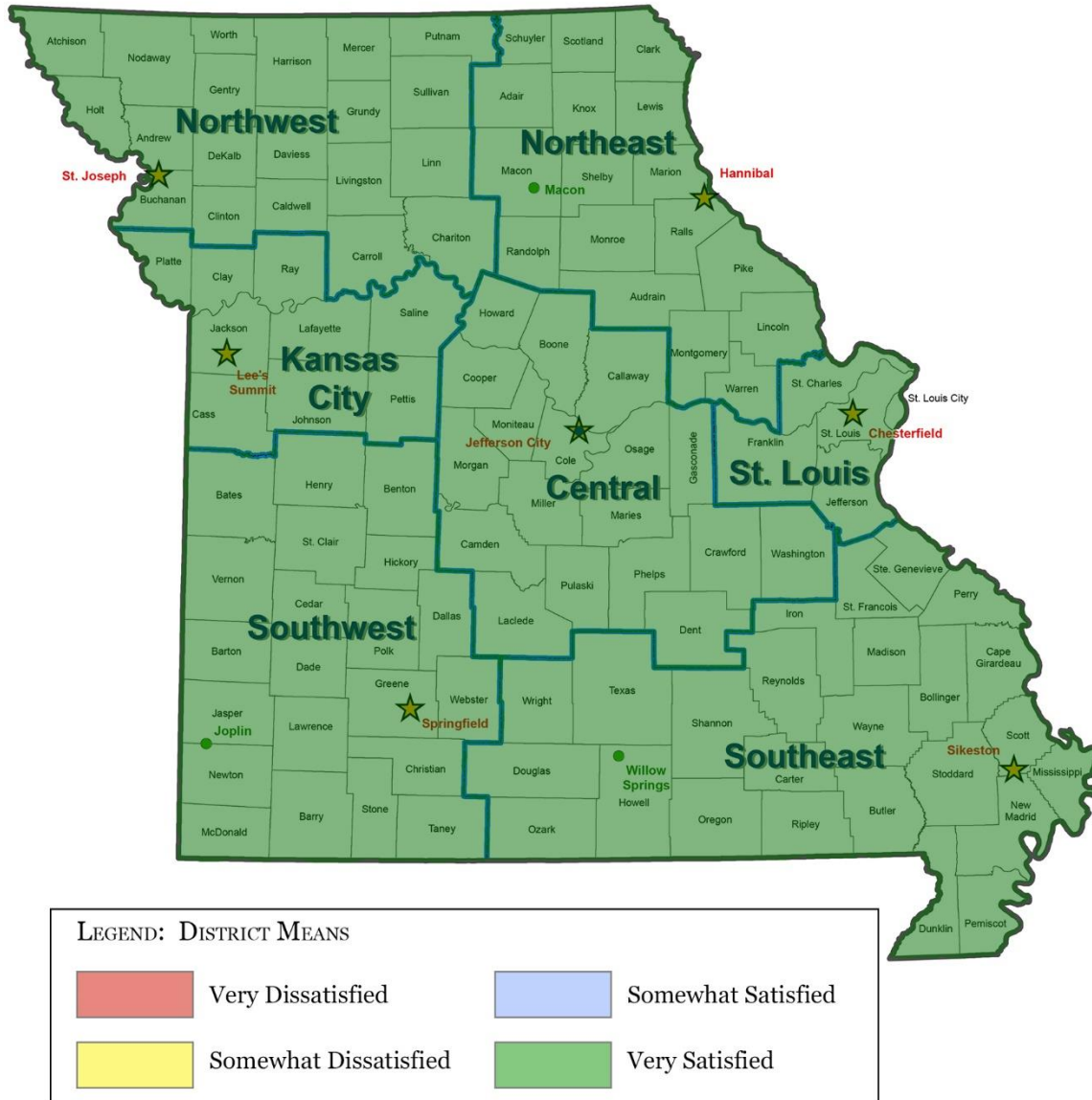
**Q6h. How satisfied are you with MoDOT's efforts to remove debris, such as dead animals, glass, and torn tires from the driving lanes on highways?**



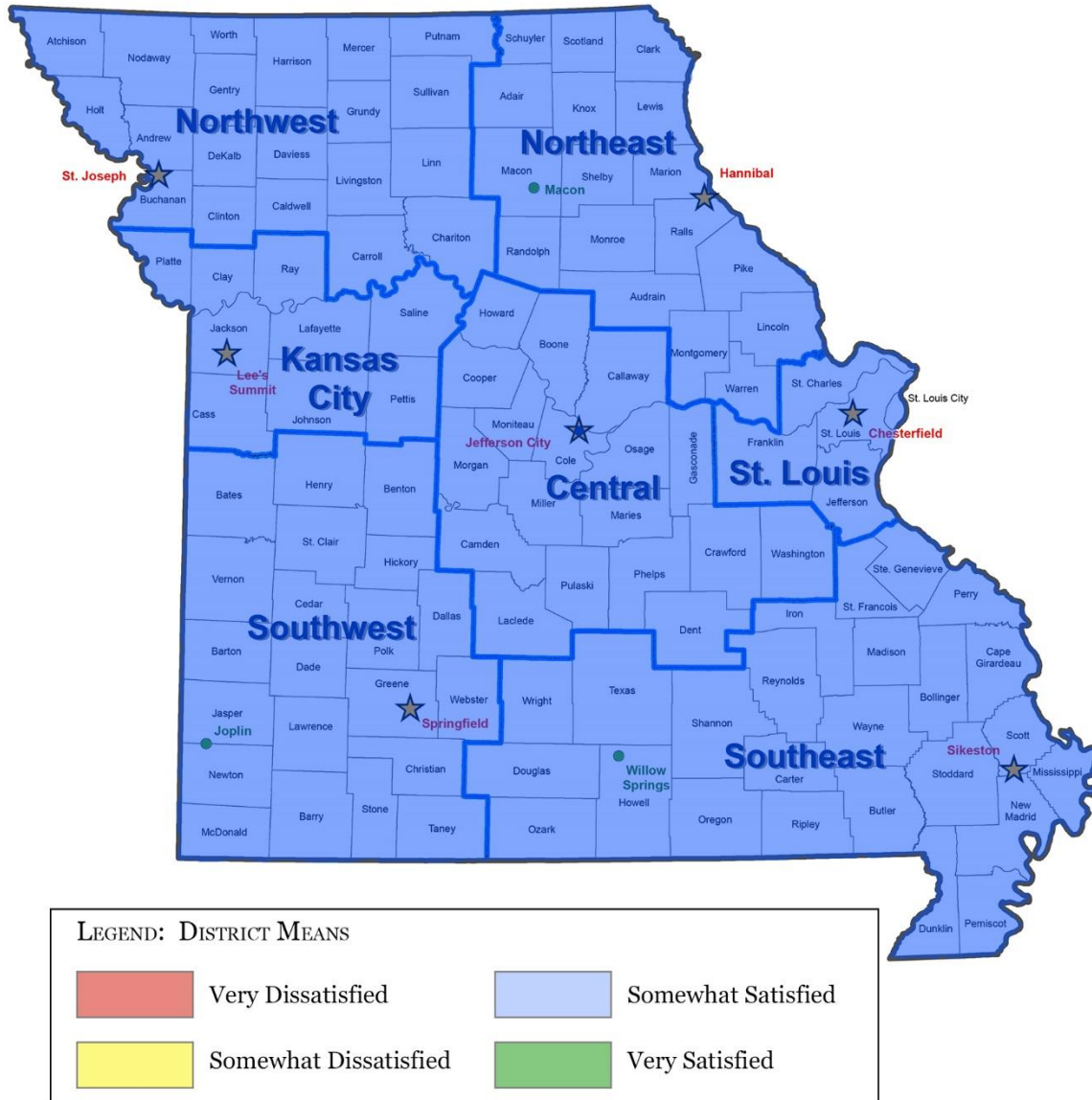
**Q6i. How satisfied are you with MoDOT's efforts to provide signs along highways that are easy to understand?**



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



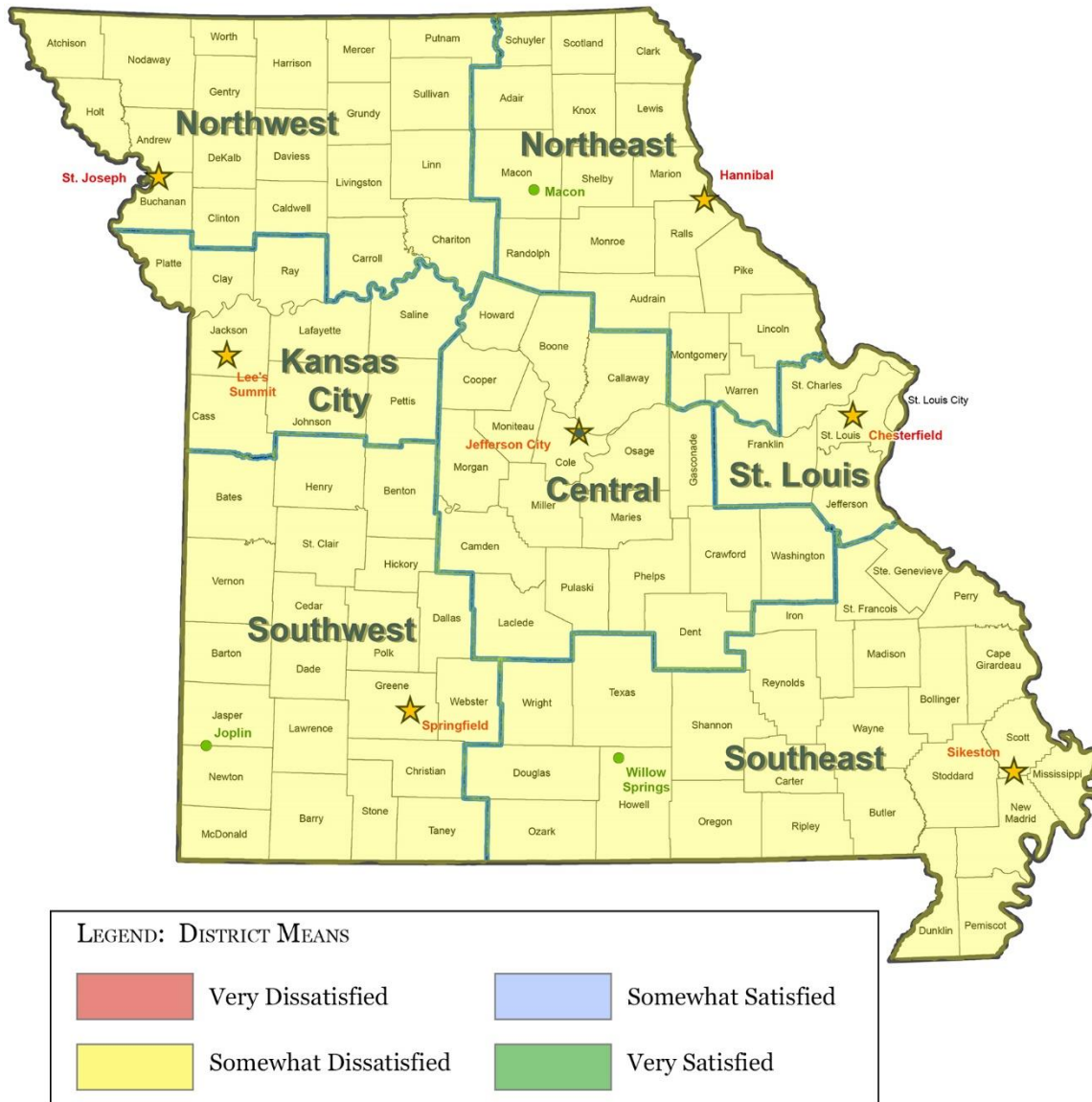
**Q6k. How satisfied are you with the brightness of striping on MoDOT highways?**



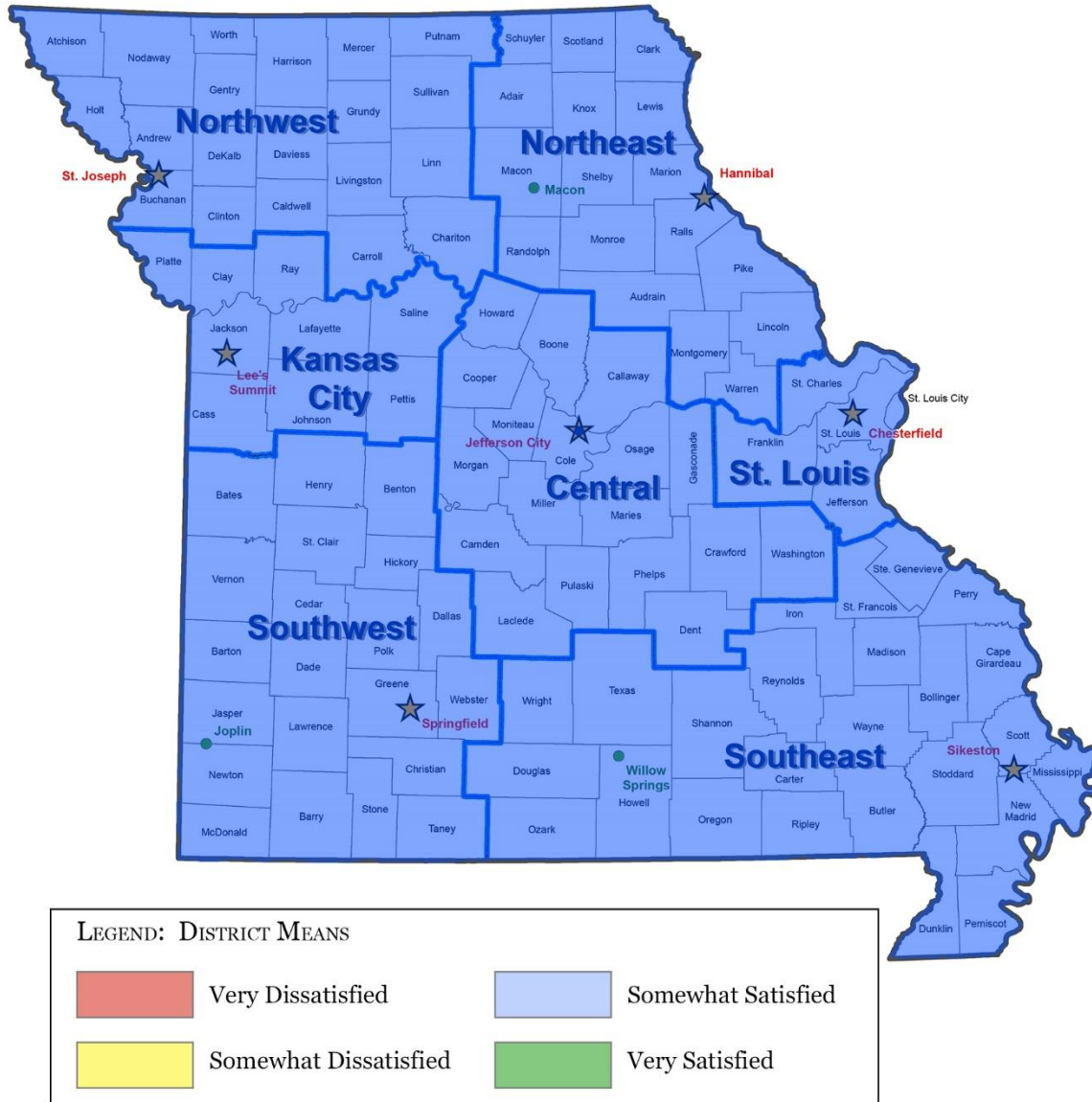
**Q6m. How satisfied are you with your options for traveling by public transit such as bus, light rail, or streetcar?**



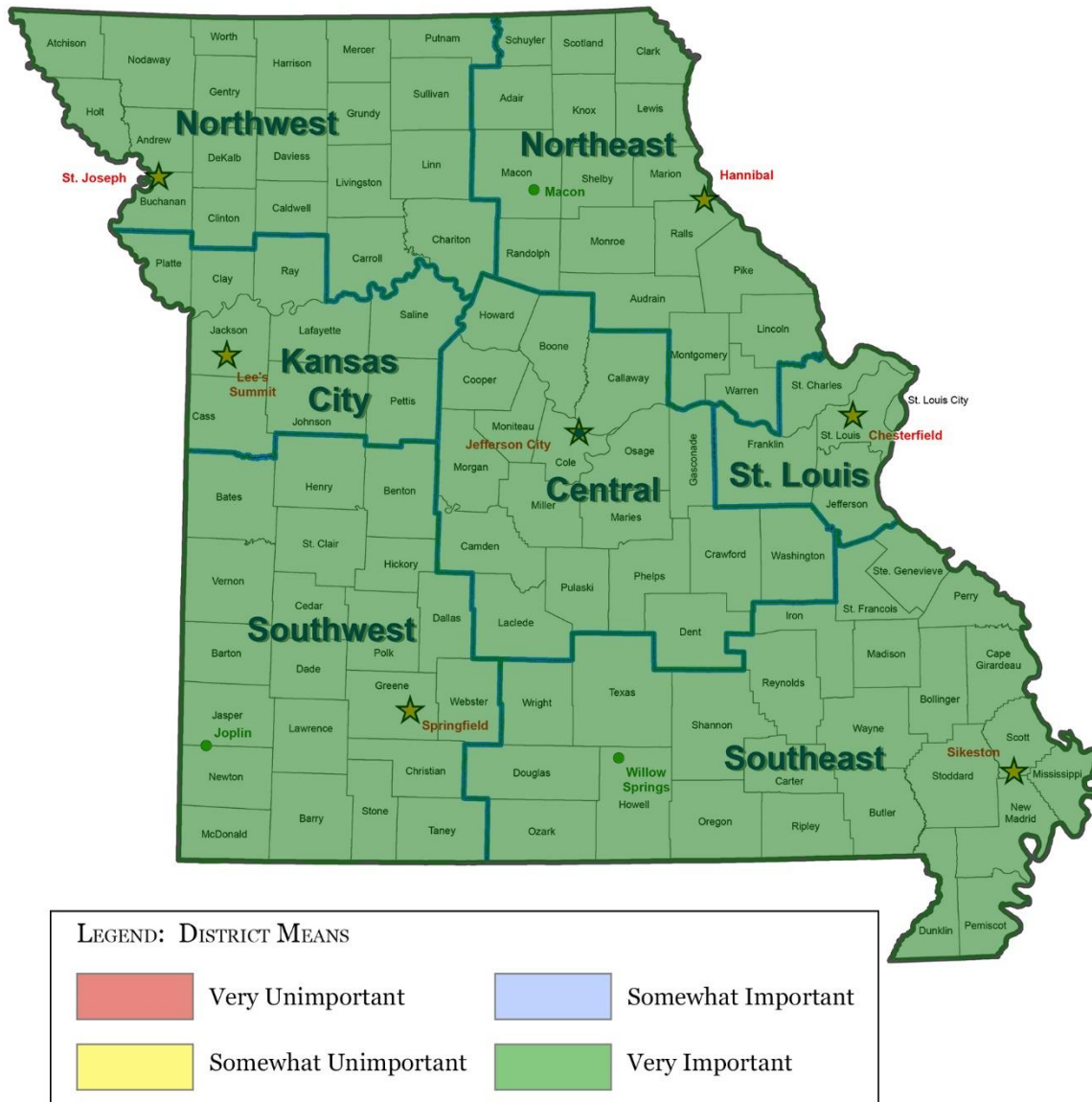
**Q60. How satisfied are you with your options for traveling by bicycle on bike lanes or paved shoulders?**



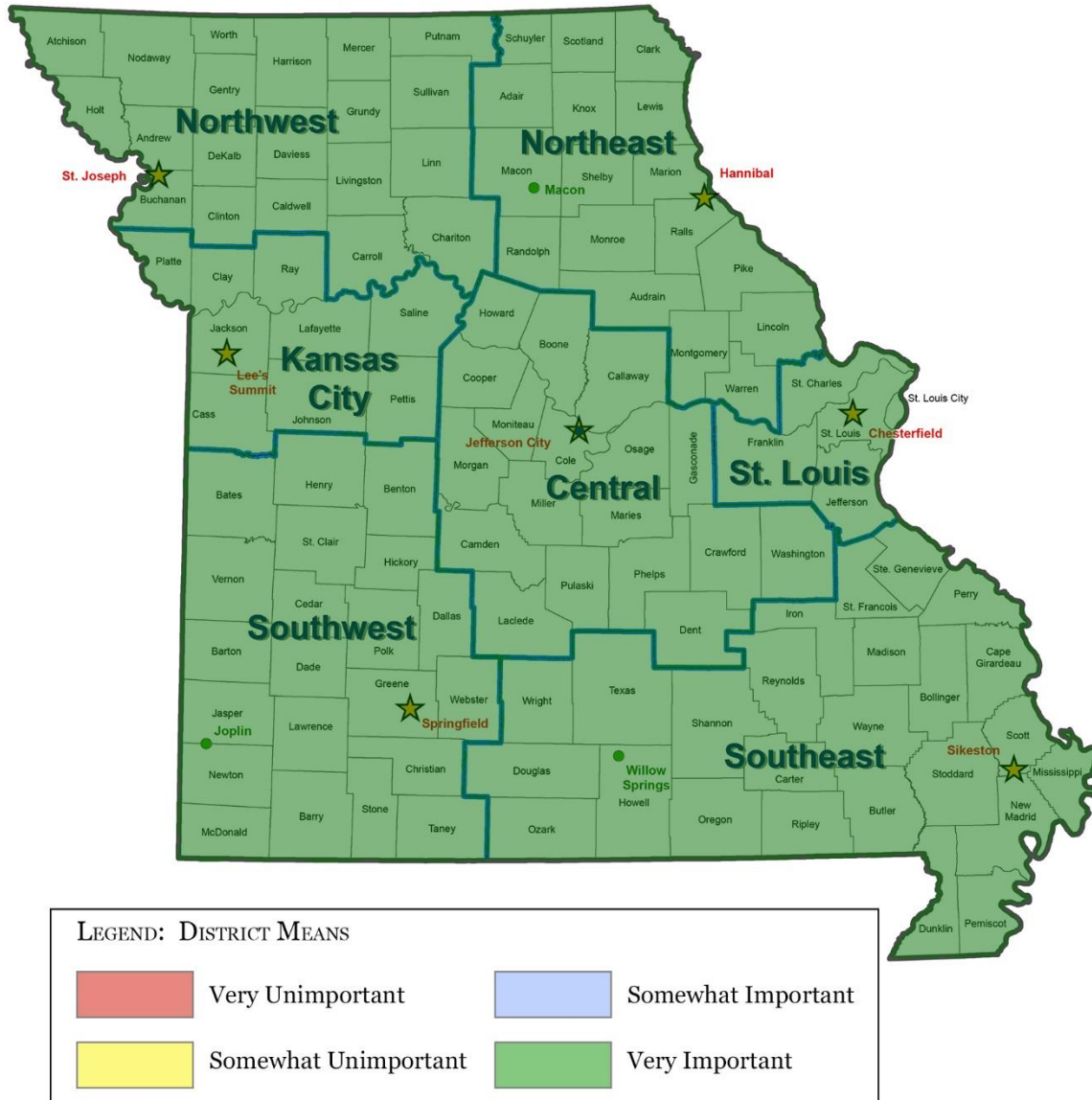
**Q6p. How satisfied are you with your options for traveling by walking on sidewalks or intersection crossings?**



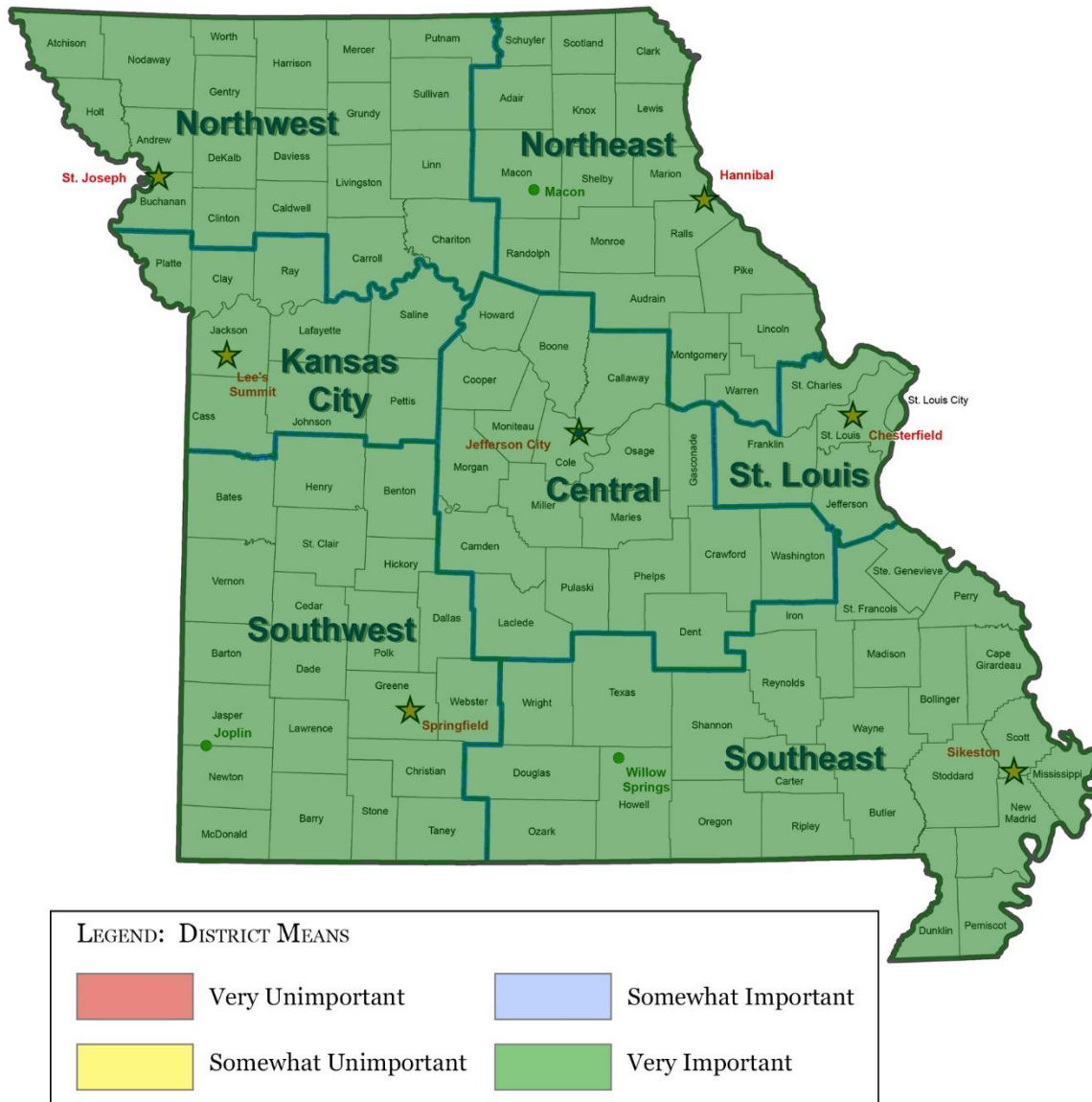
**Q7a. How important is it for MoDOT to keep the surface of *major highways* in good condition (smooth and free of potholes)?**



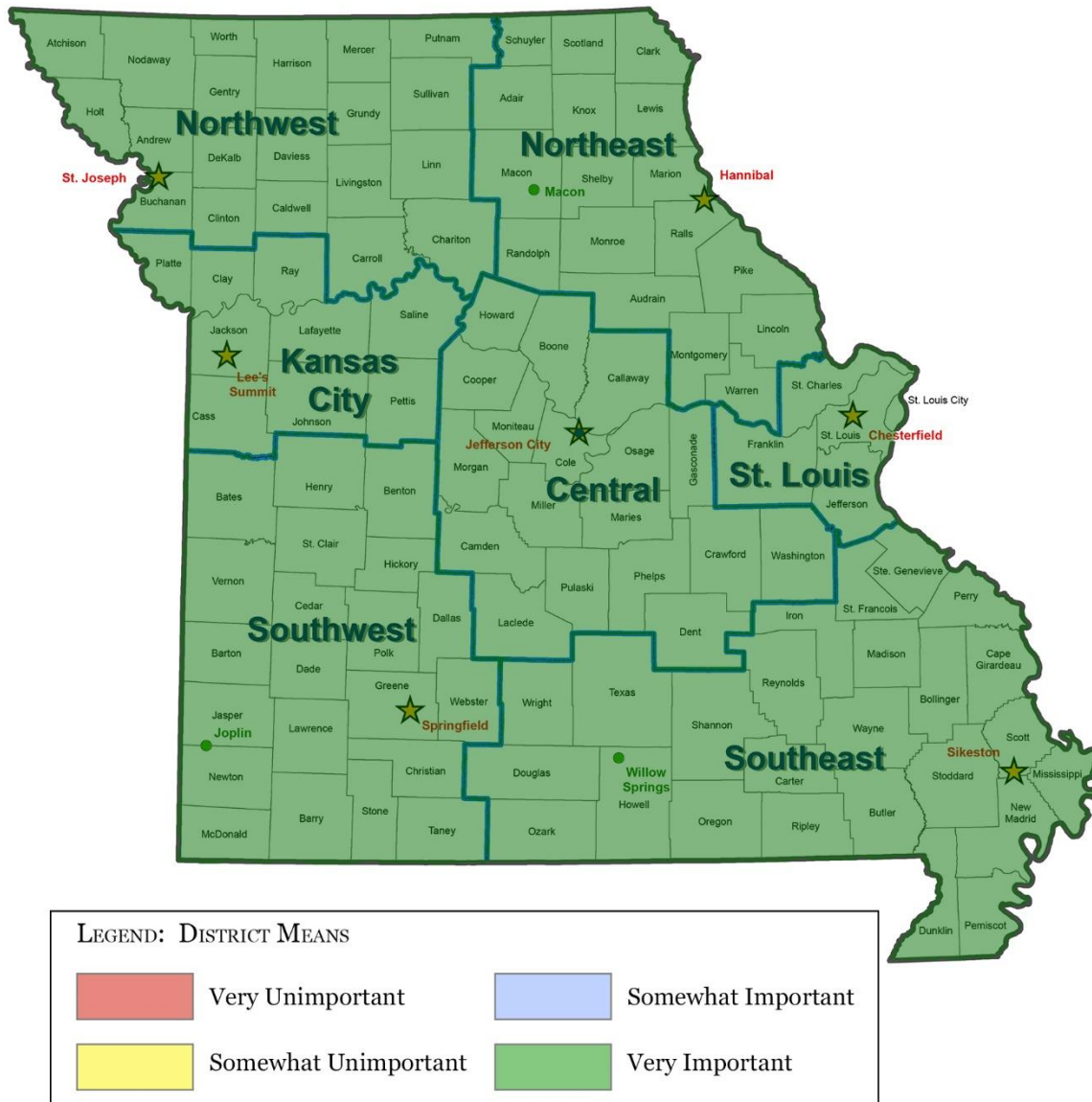
**Q7b. How important is it for MoDOT to keep the surface of *other state highways* in good condition (smooth and free of potholes)?**



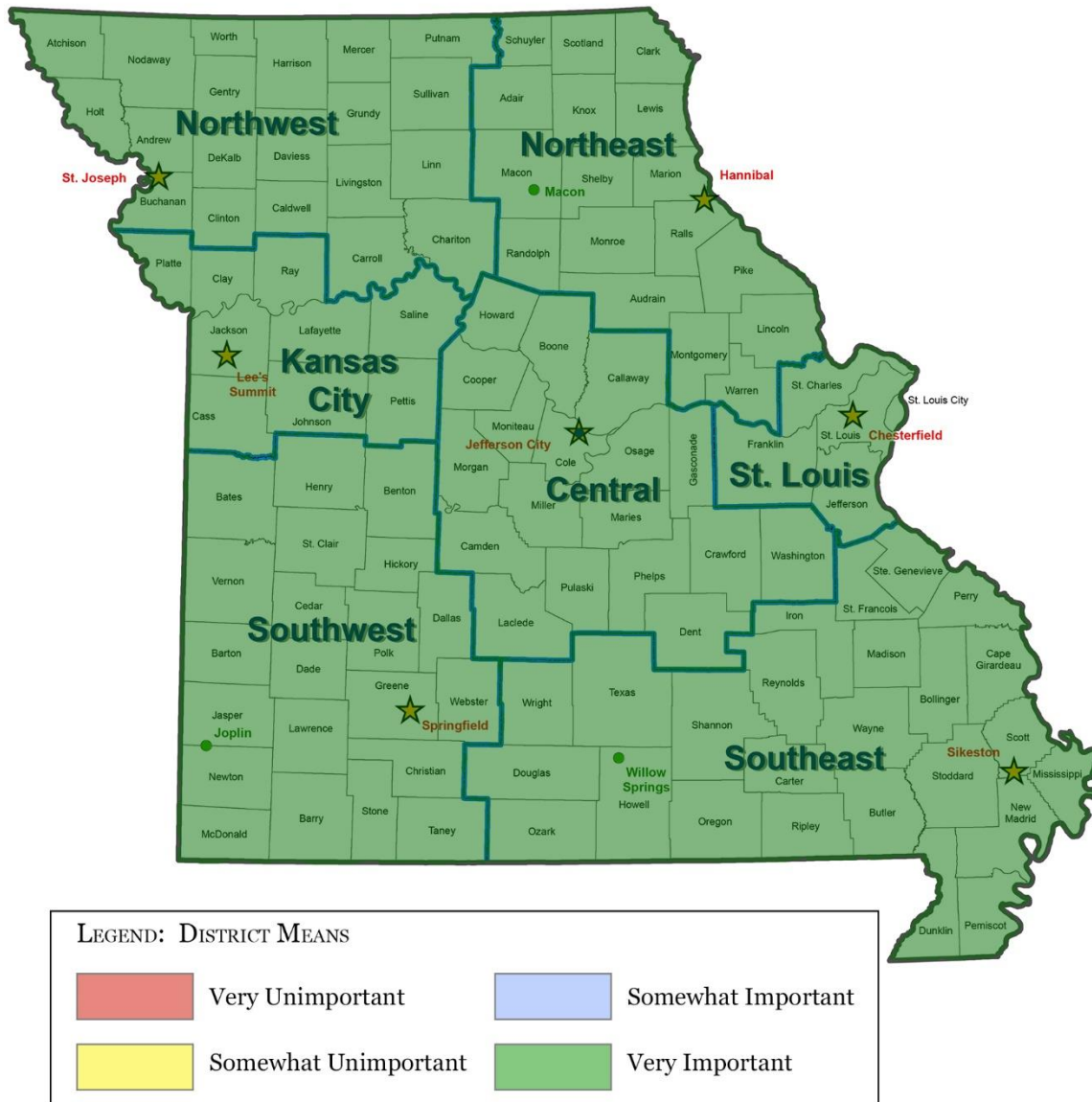
**Q7c. How important is it for MoDOT to keep bridges in good condition?**



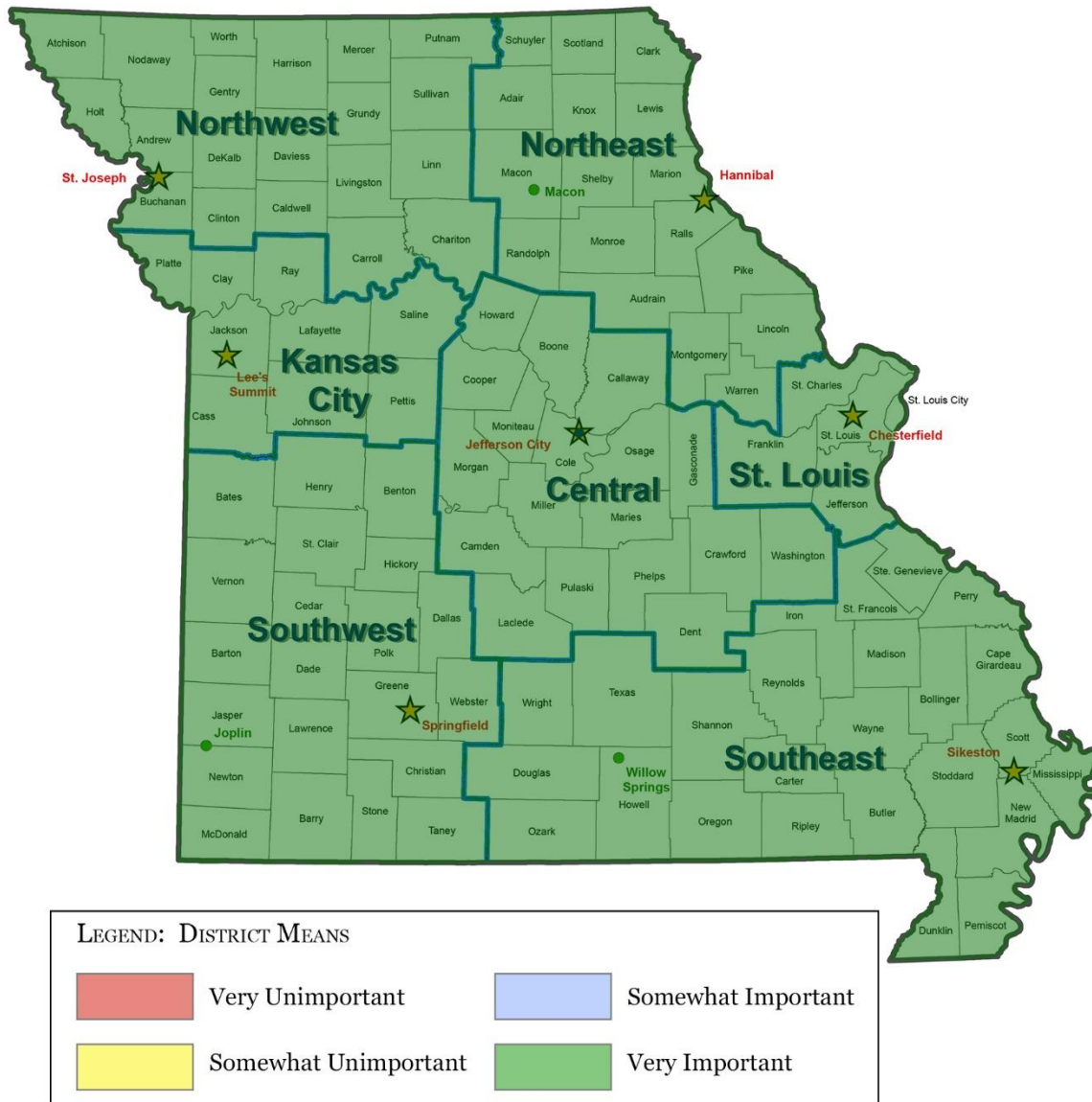
**Q7d. How important is it for MoDOT to minimize congestion on highways?**



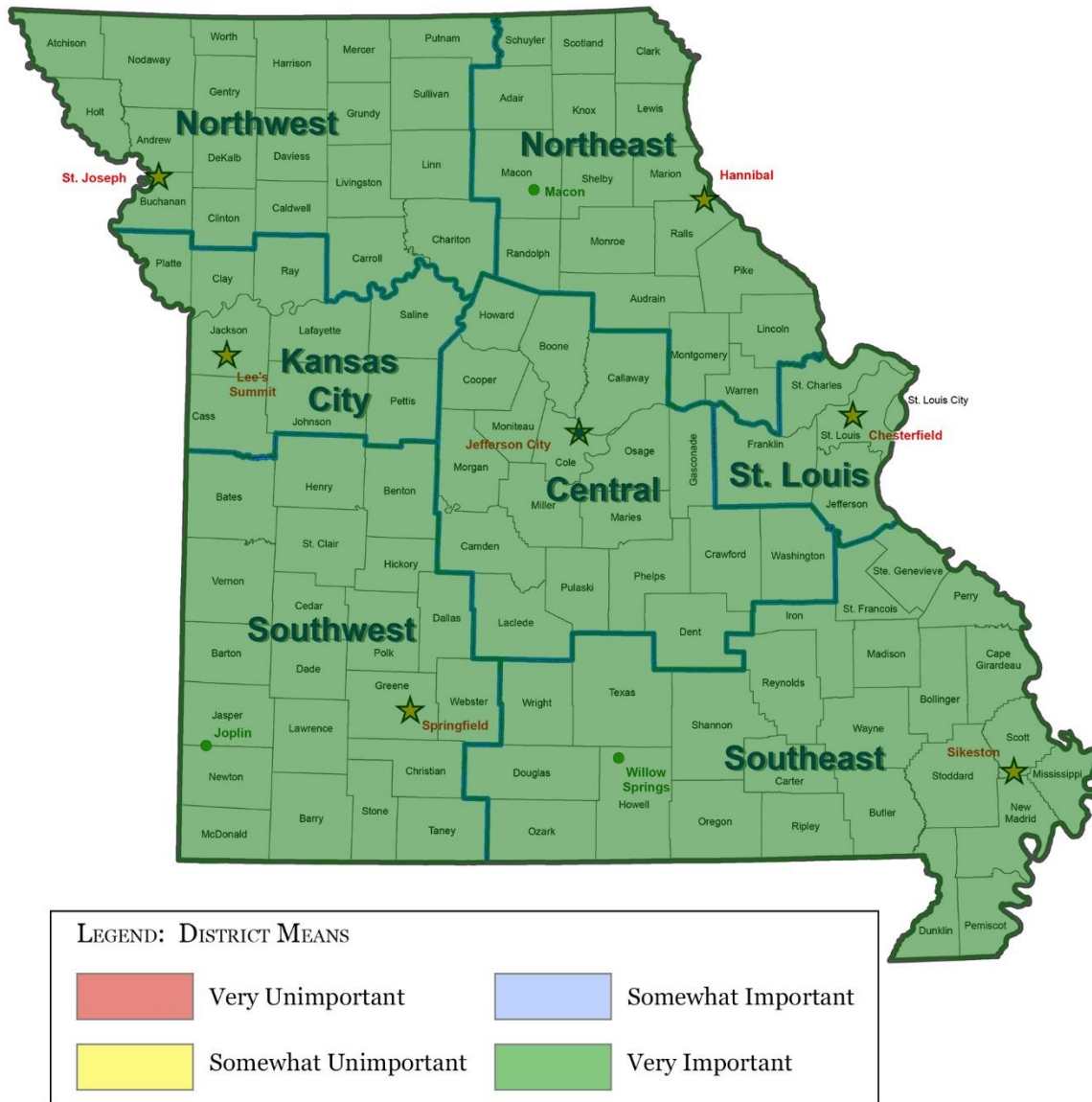
**Q7e. How important is it for MoDOT to manage snow and ice on highways?**



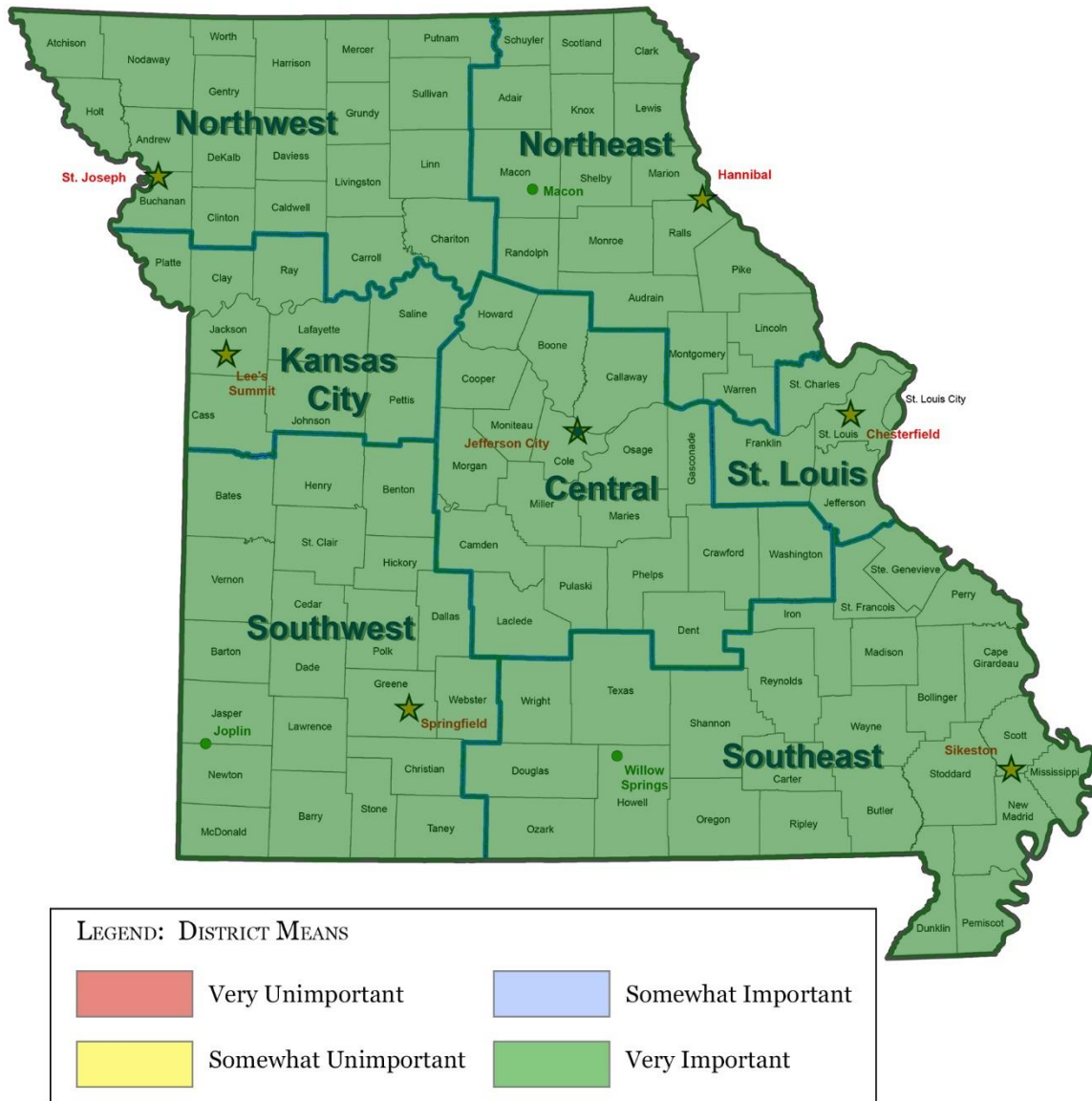
**Q7f. How important is it for MoDOT to keep the shoulders on highways in good condition?**



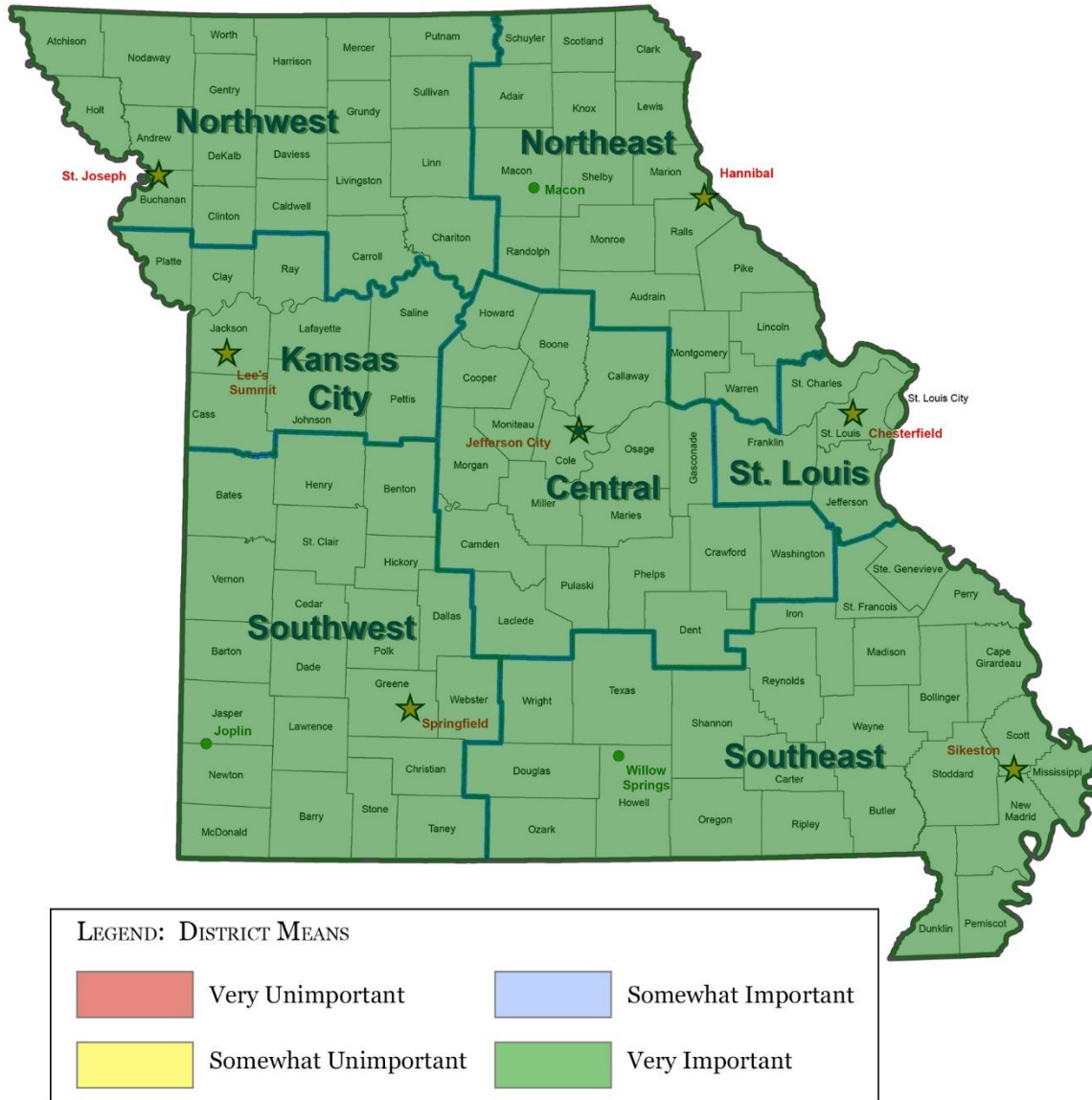
**Q7g. How important is it for MoDOT to mow and trim trees, grass and weeds along highways?**



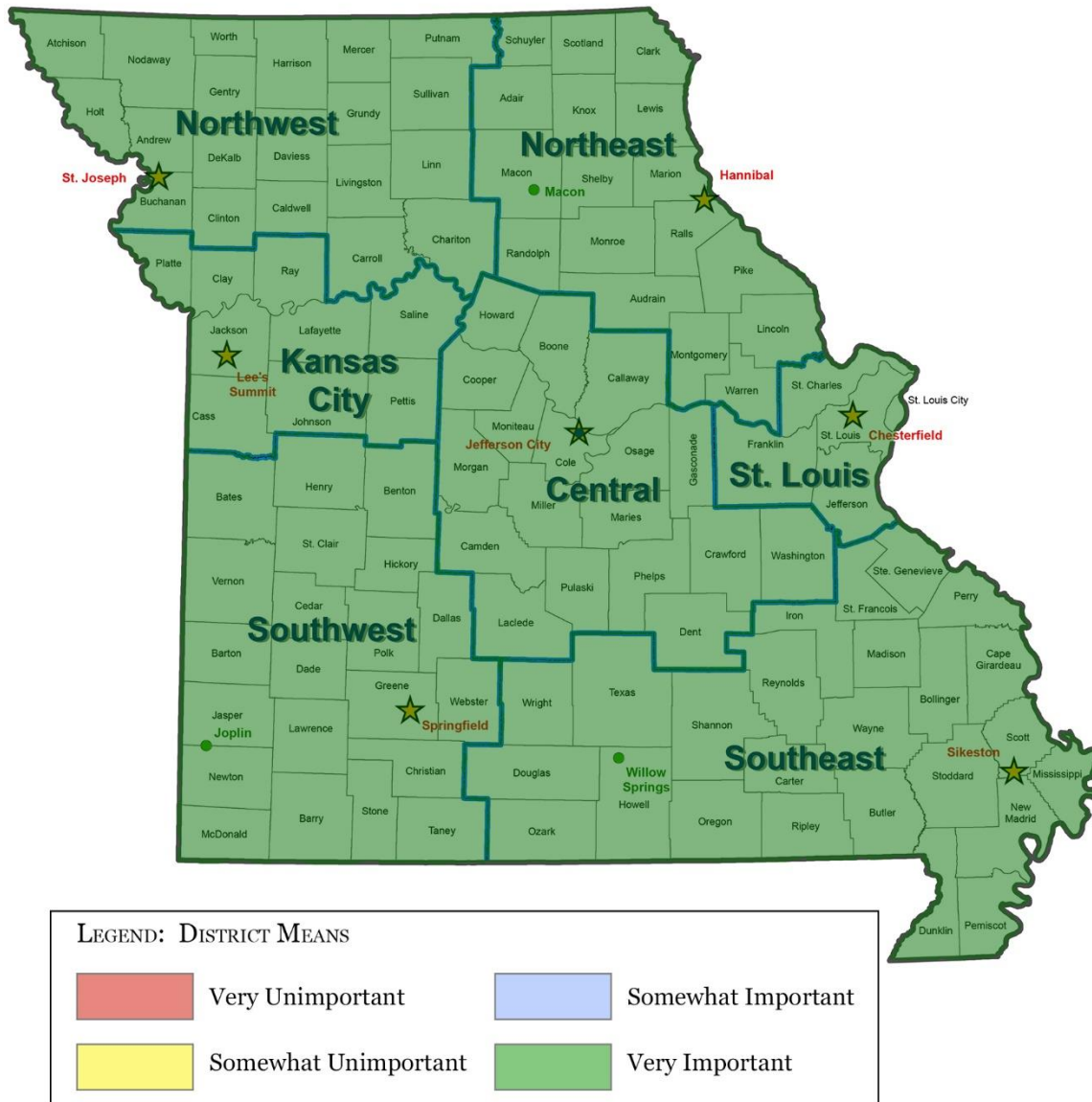
**Q7h. How important is it for MoDOT to remove debris, such as dead animals, glass, and torn tires from the driving lanes on highways?**



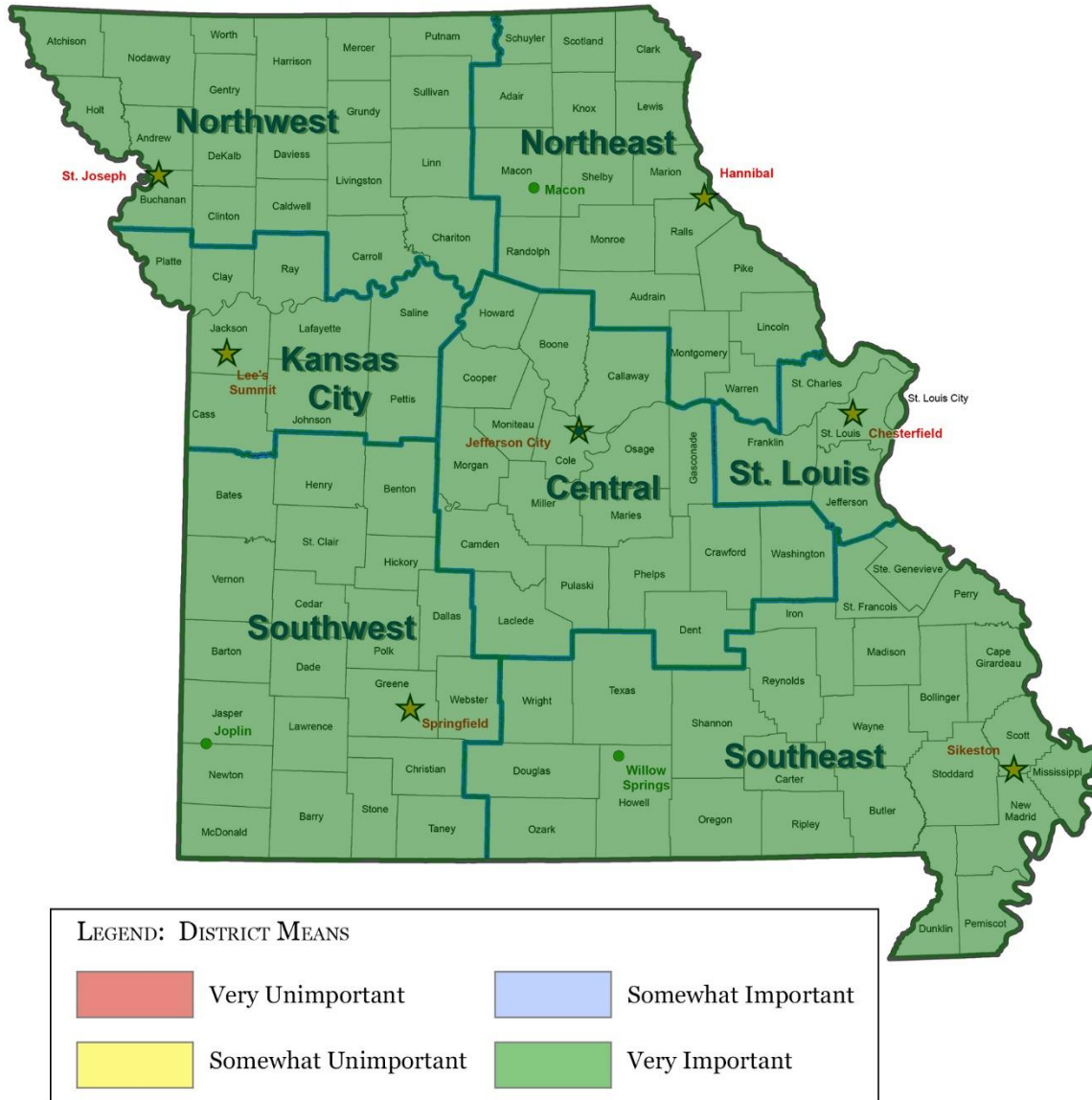
**Q7i. How important is it for MoDOT to provide signs along highways that are easy to understand?**



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



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

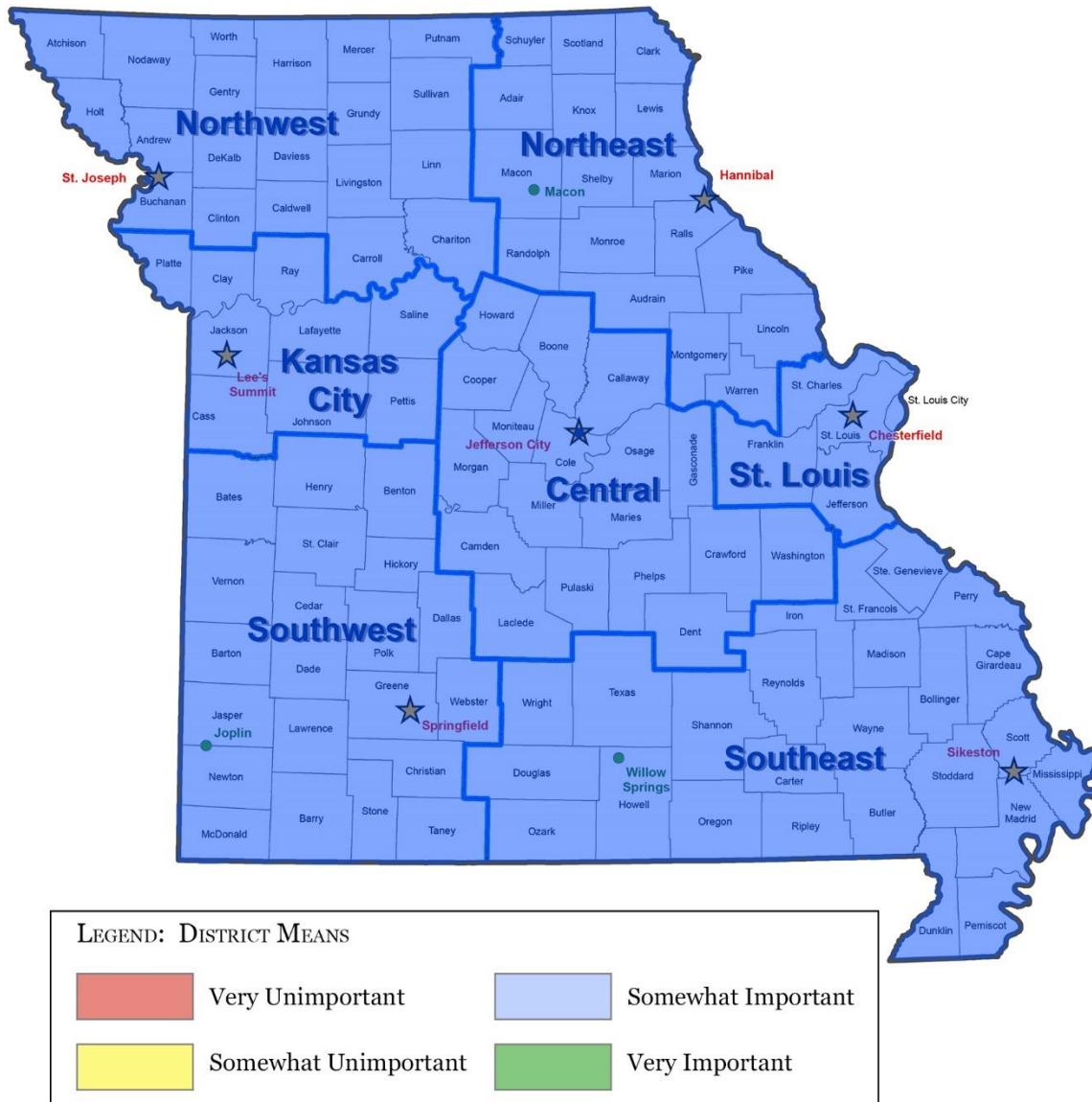


# A Report Card from Missourians

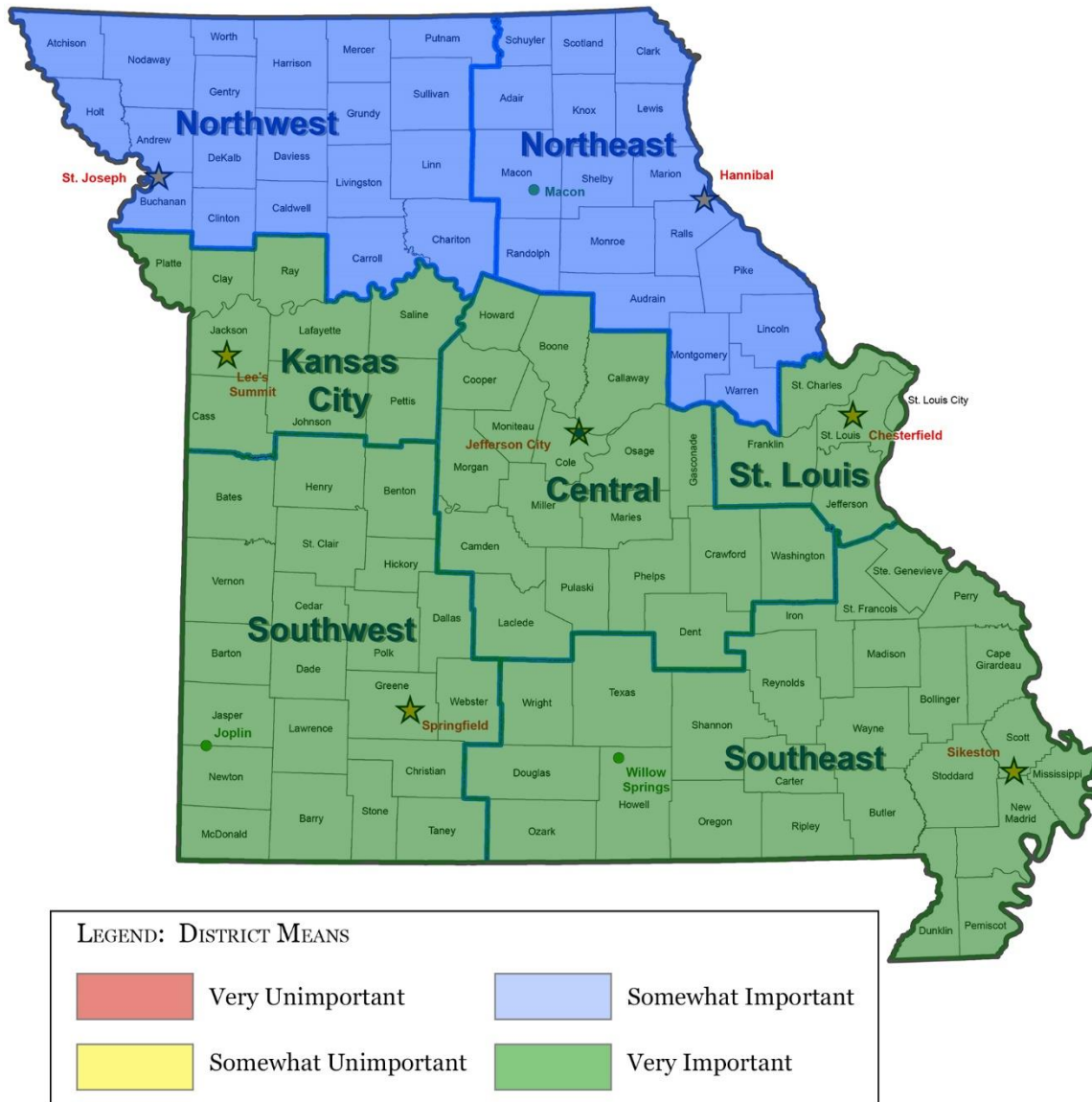
**Q7m. How important is it for MoDOT to support your options for traveling by public transit such as bus, light rail, or streetcar?**



**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**

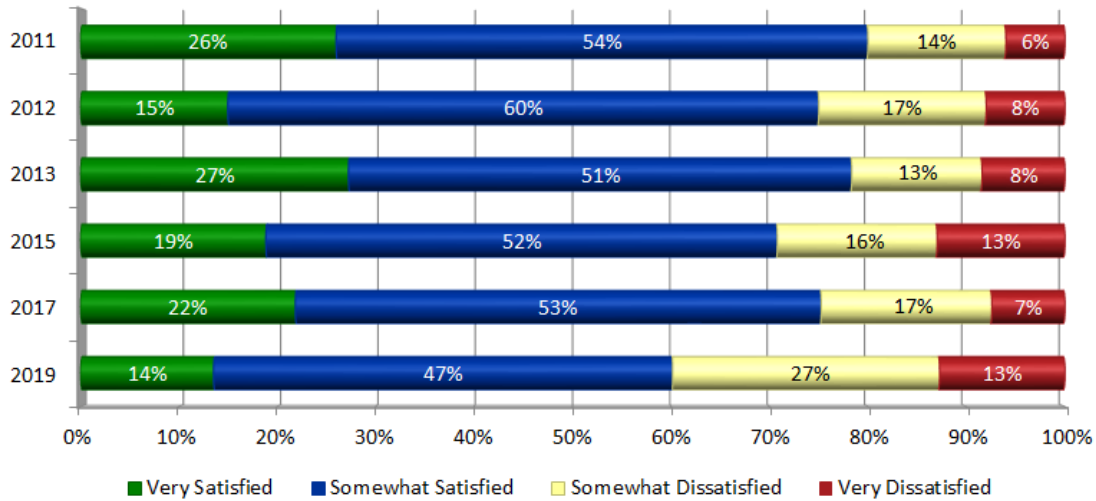
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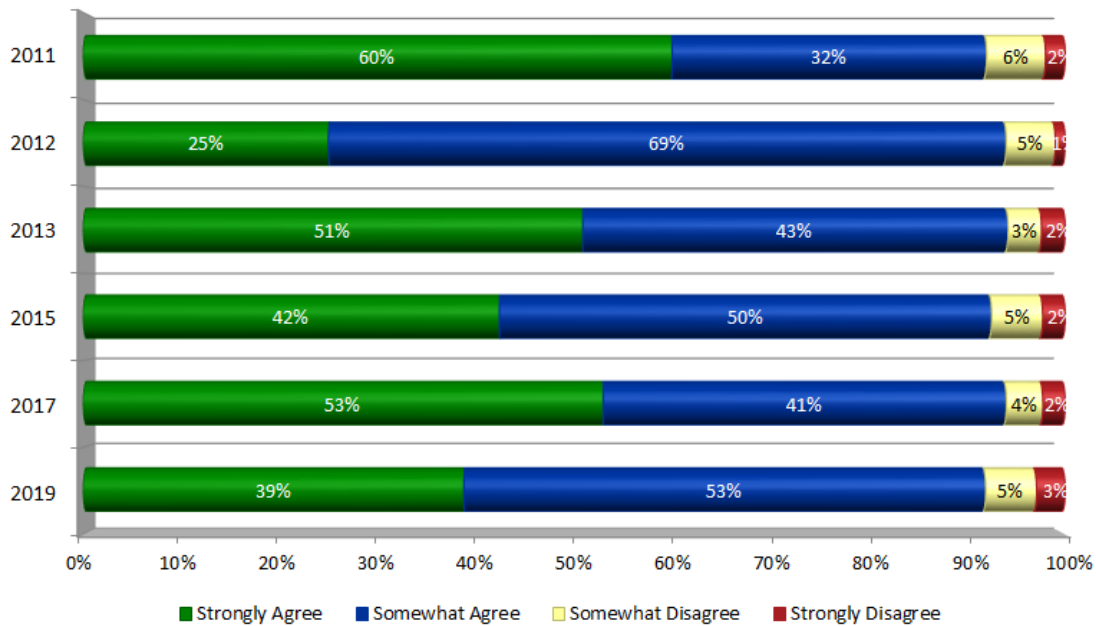
NORTHWEST DISTRICT

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

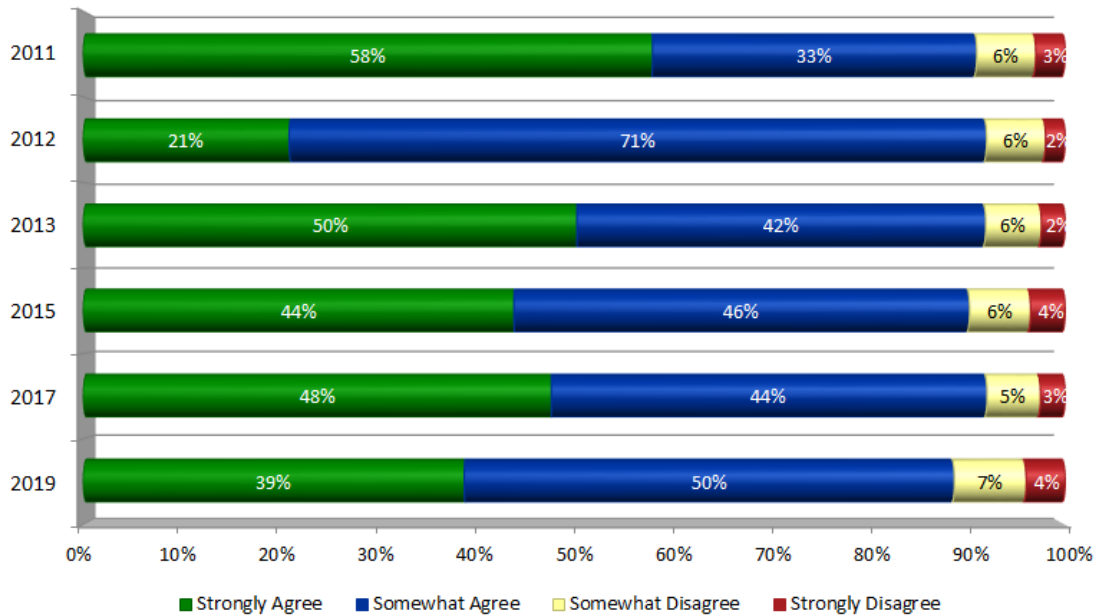


**TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens: NW District**

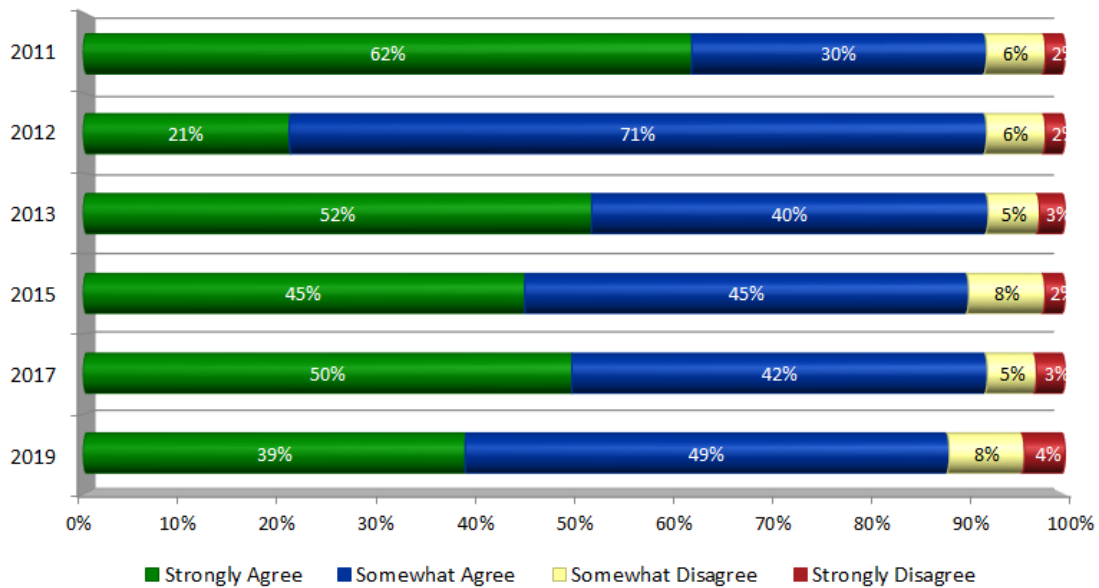


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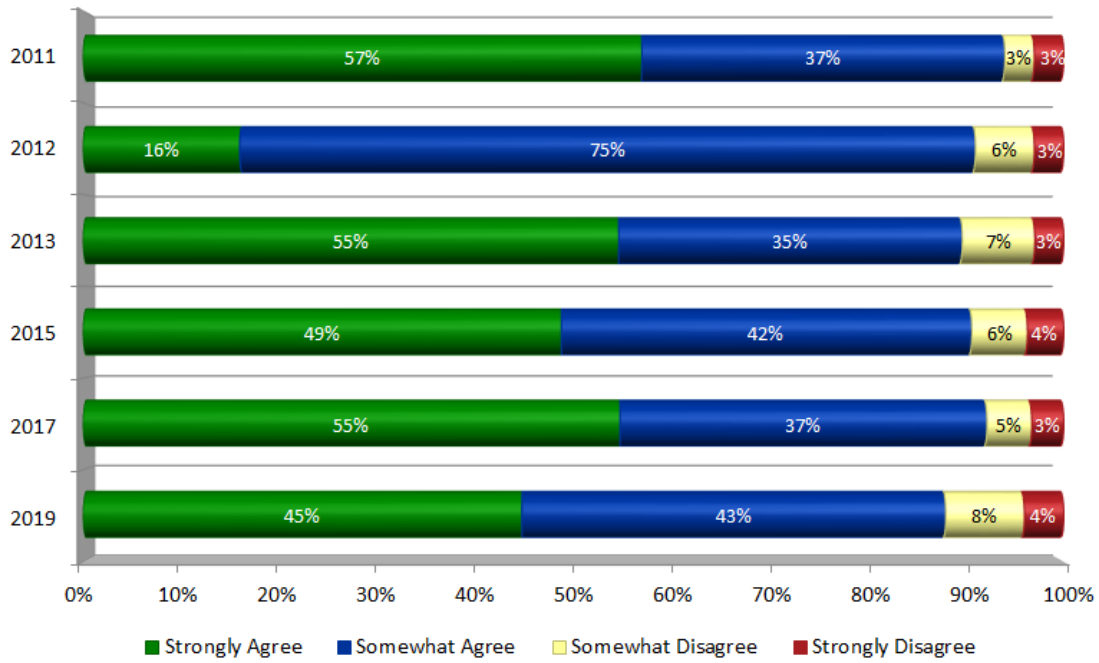
**TRENDS: Level of Agreement MoDOT Provides Timely Information to Citizens: NW District**



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



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

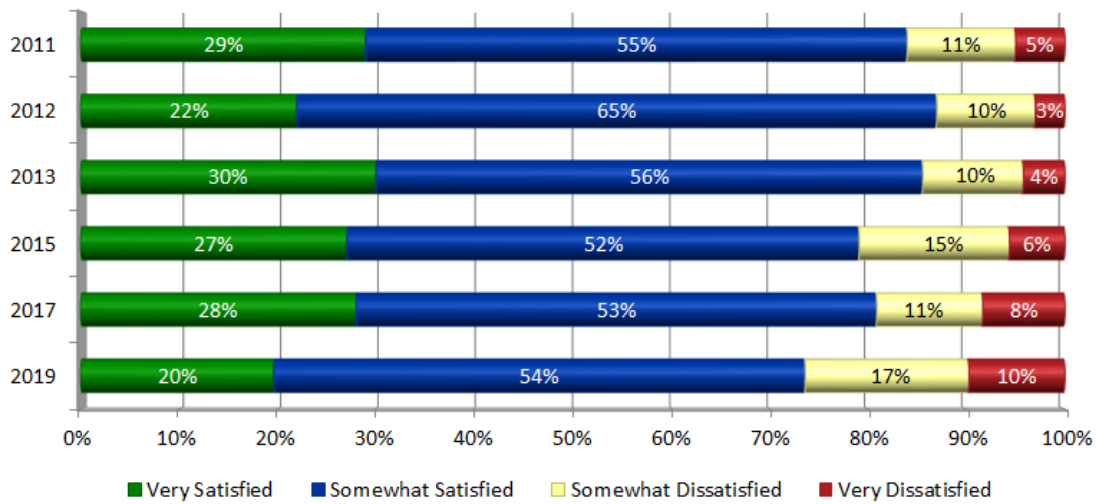


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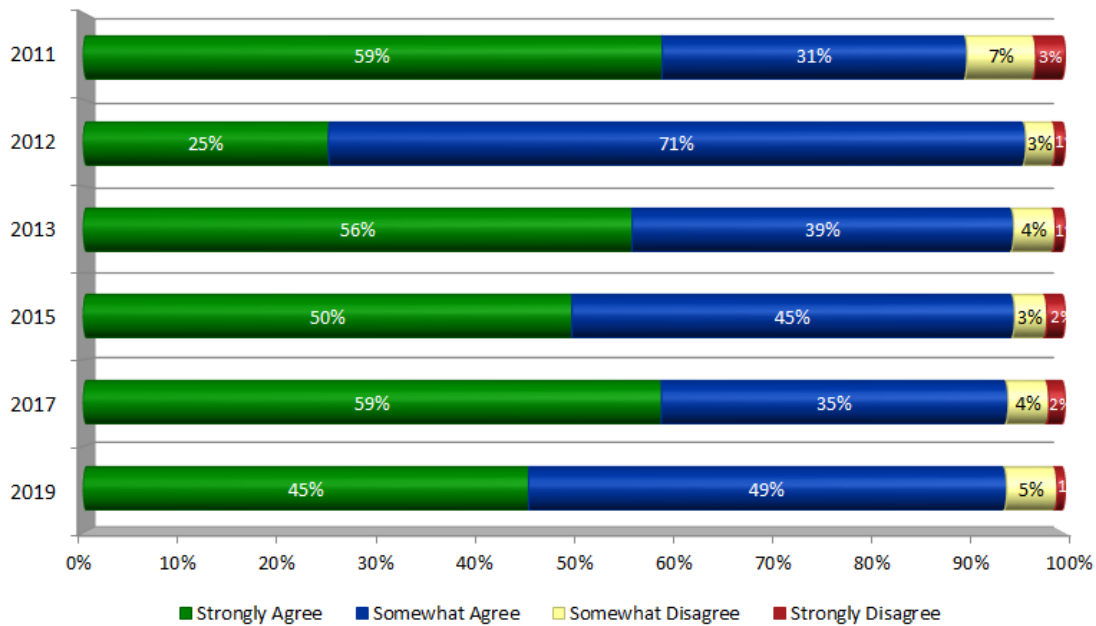
NORTHEAST DISTRICT

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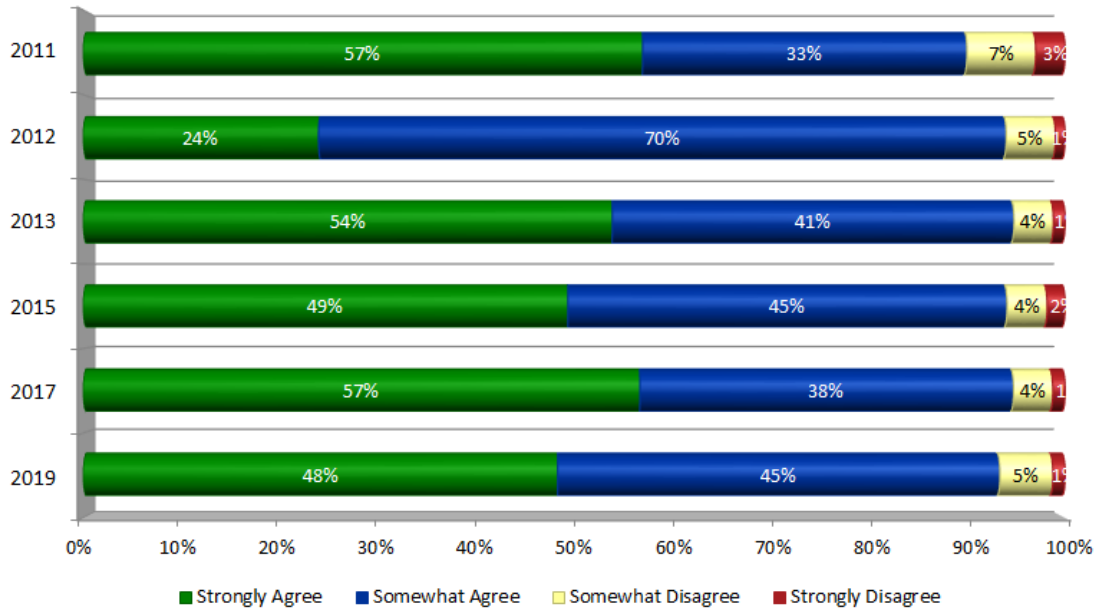
**TRENDS: Level of Satisfaction With the Job the Missouri Department of Transportation is Doing: NE District**



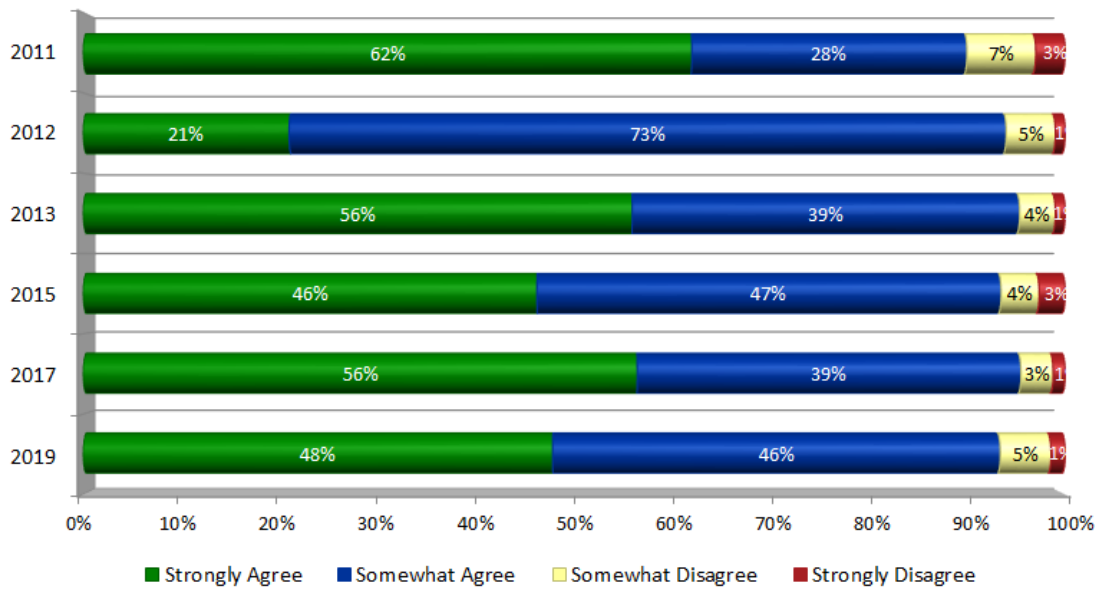
**TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens: NE District**



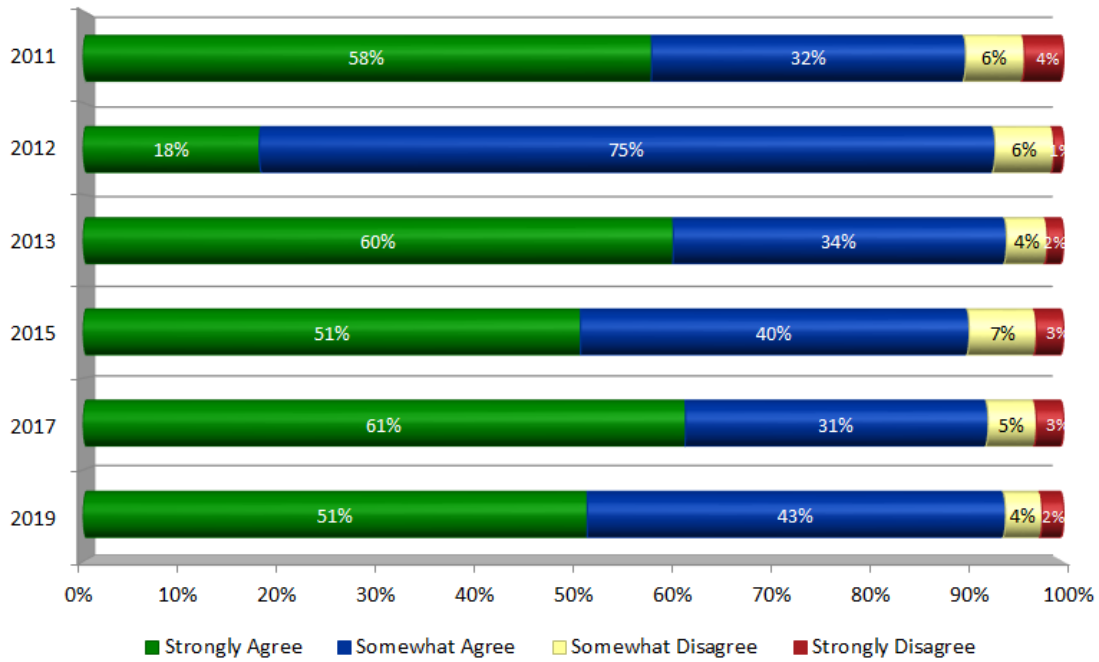
**TRENDS: Level of Agreement MoDOT Provides Timely Information to Citizens: NE District**



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



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

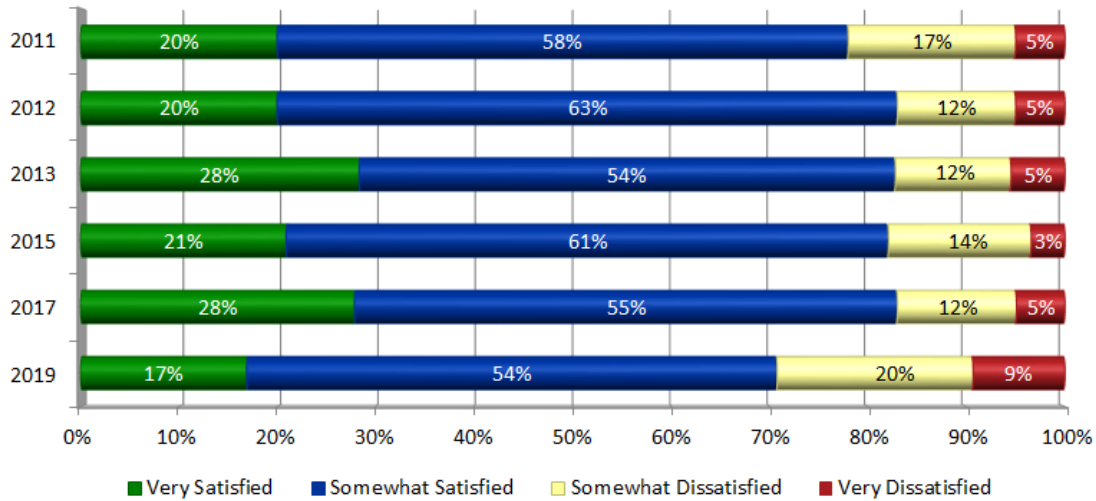




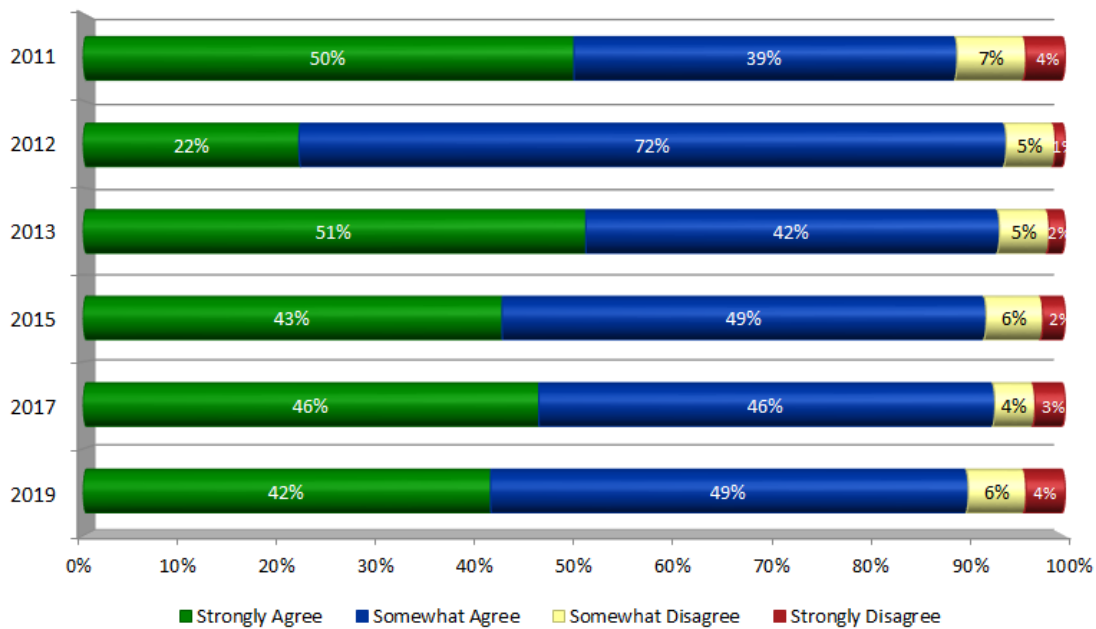
KANSAS CITY DISTRICT

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



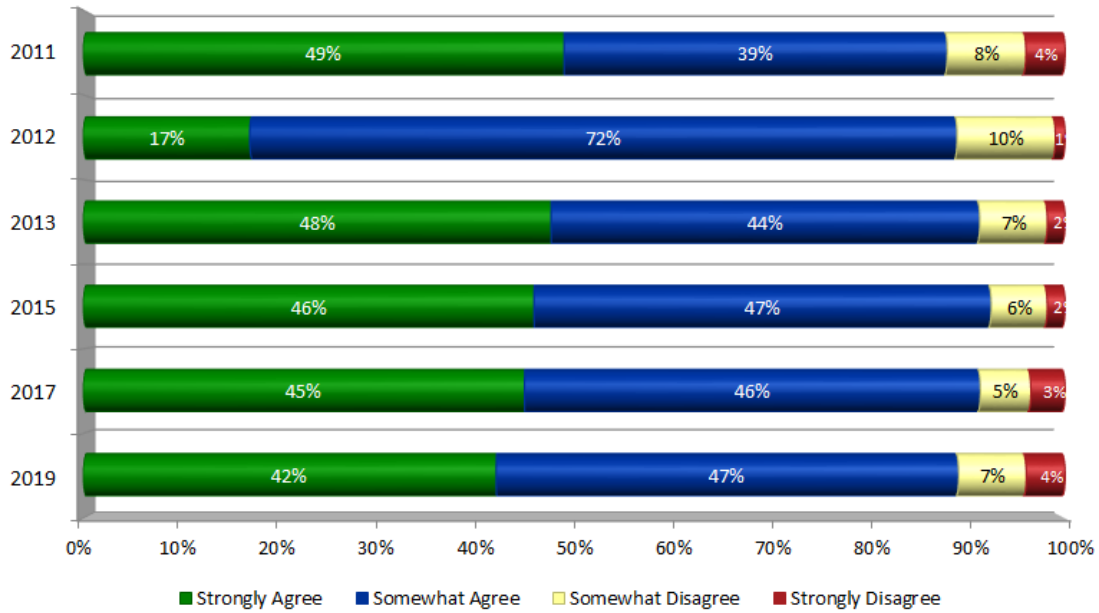
**TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens: KC District**



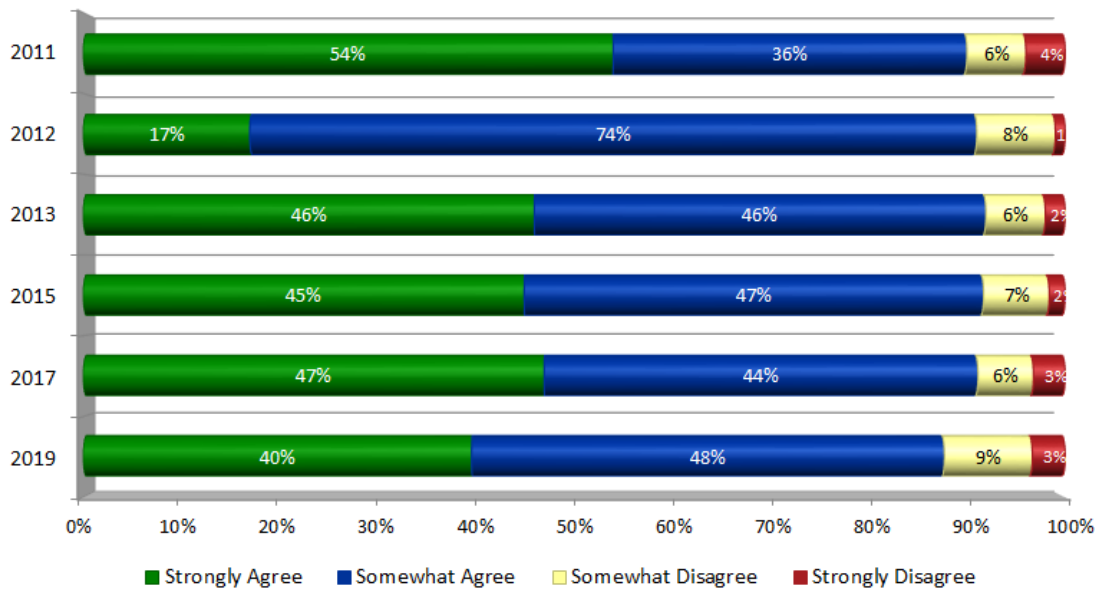


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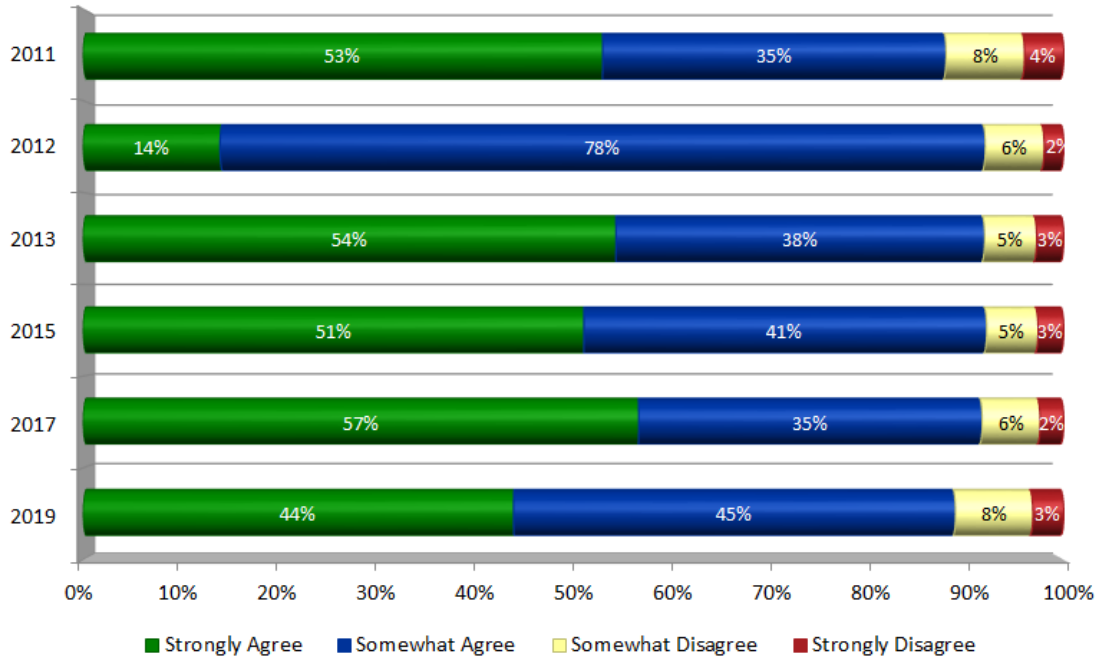
**TRENDS: Level of Agreement MoDOT Provides Timely Information to Citizens: KC District**



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



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

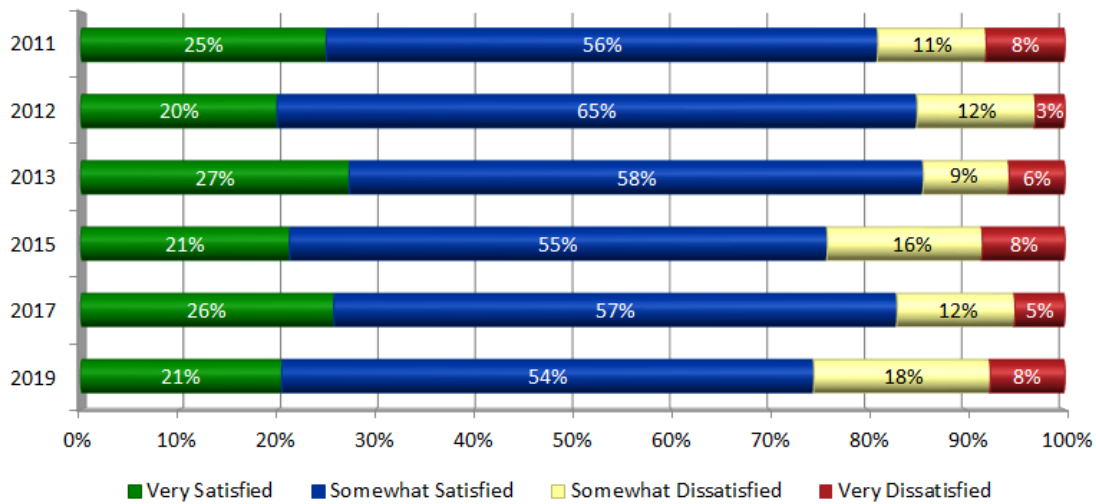


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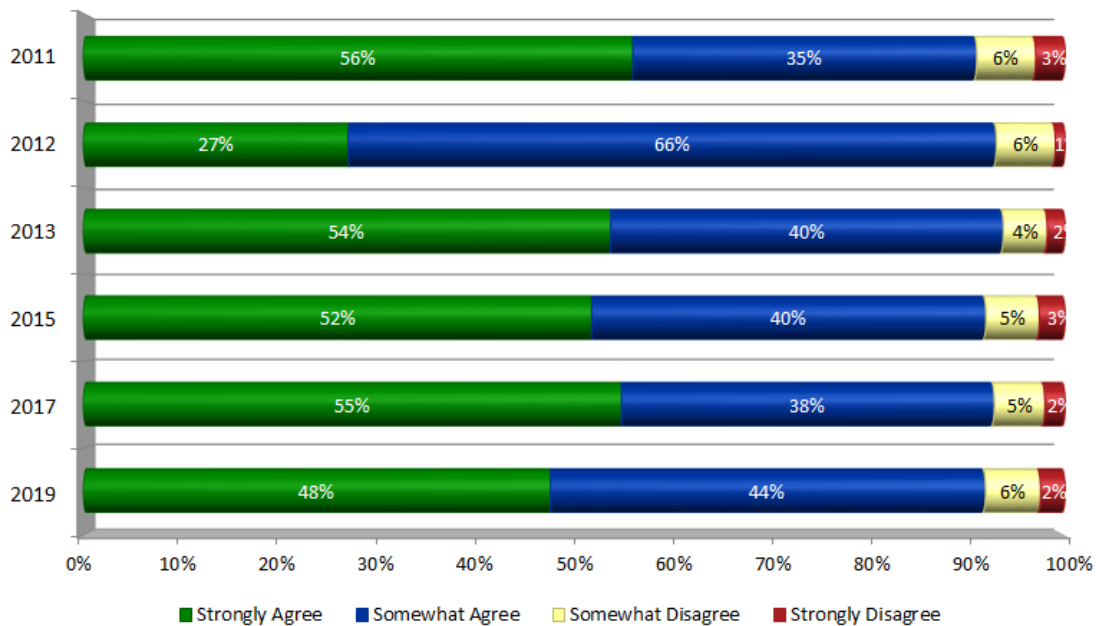
CENTRAL DISTRICT

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



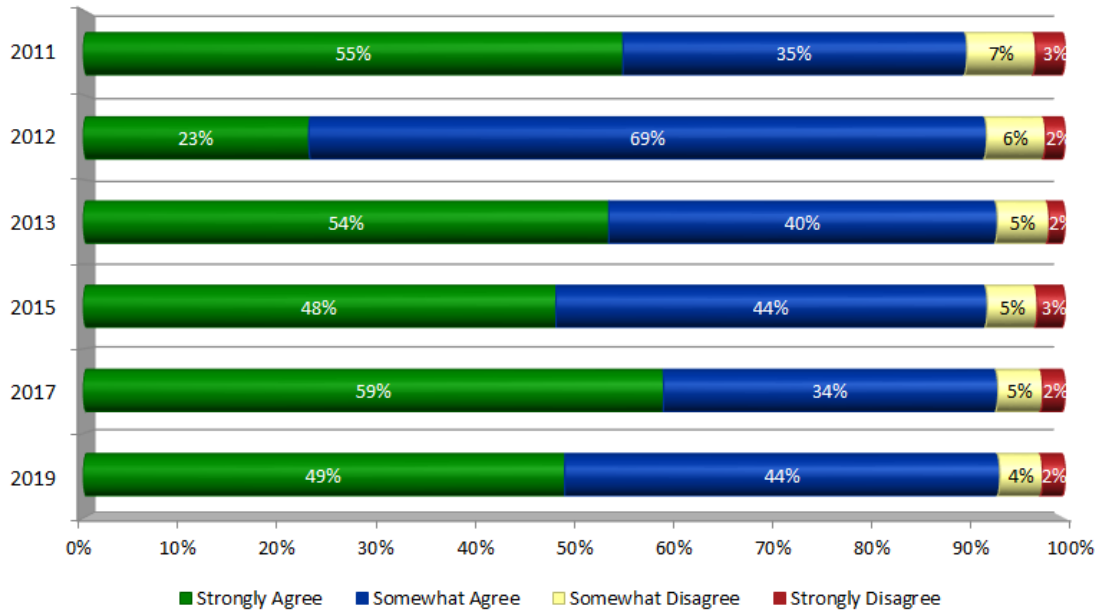
**TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens: Central District**



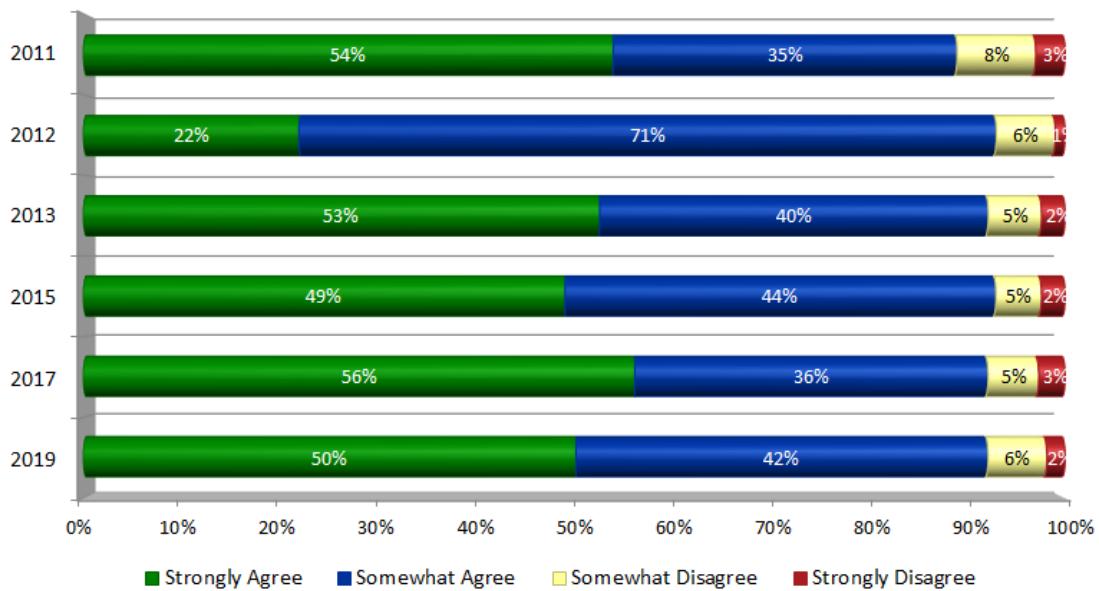


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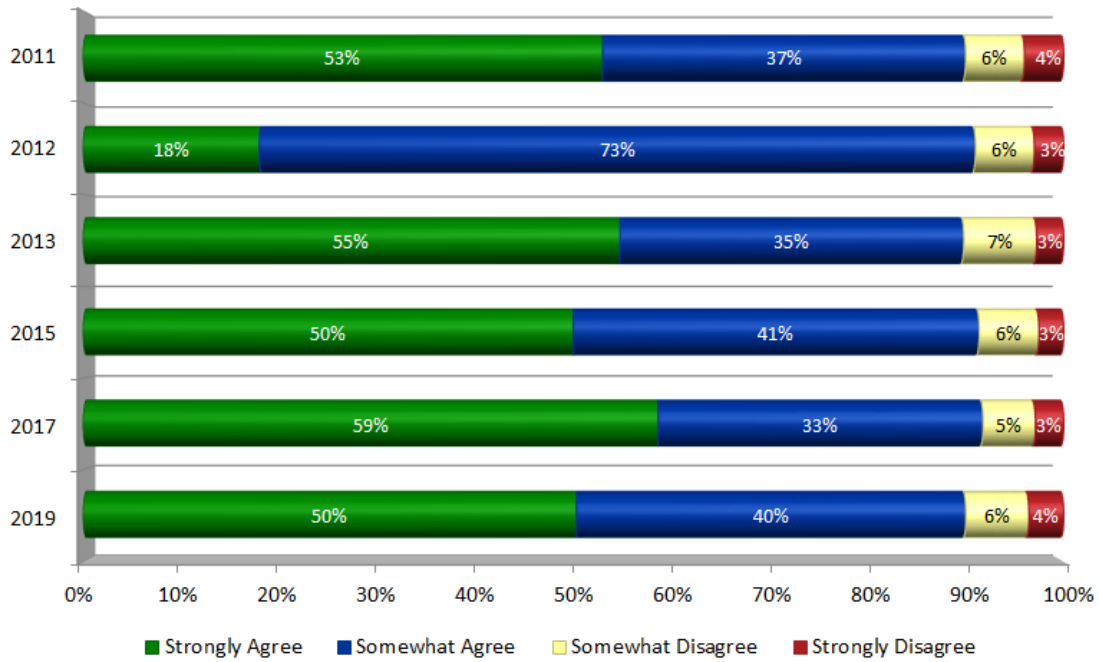
**TRENDS: Level of Agreement MoDOT Provides Timely Information to Citizens: Central District**



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



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

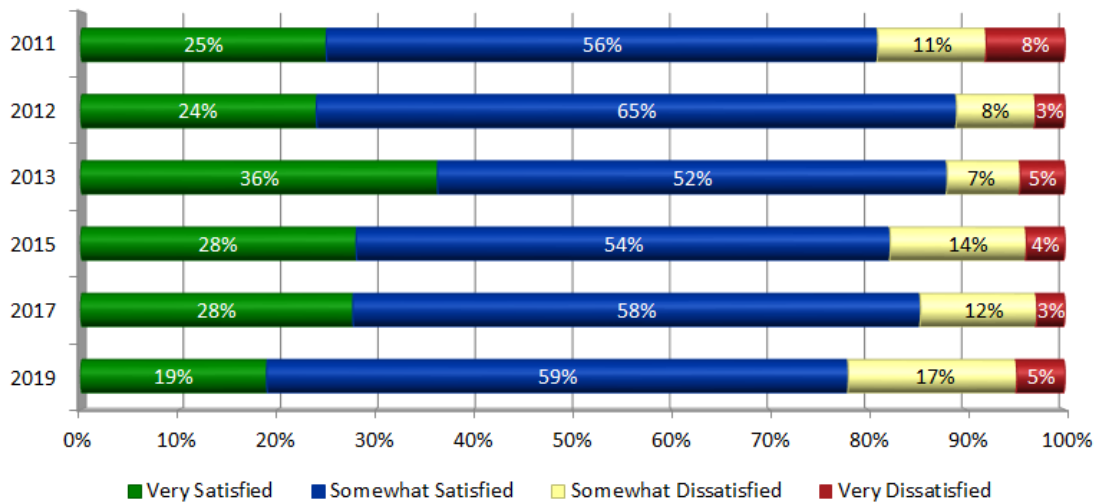


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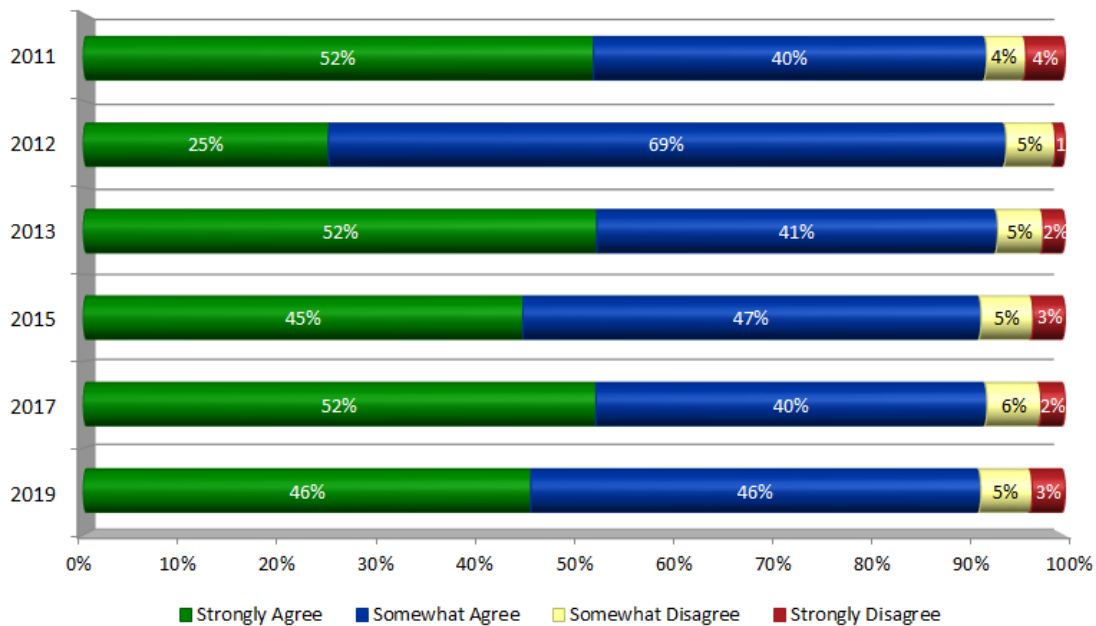
SAINT LOUIS DISTRICT

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



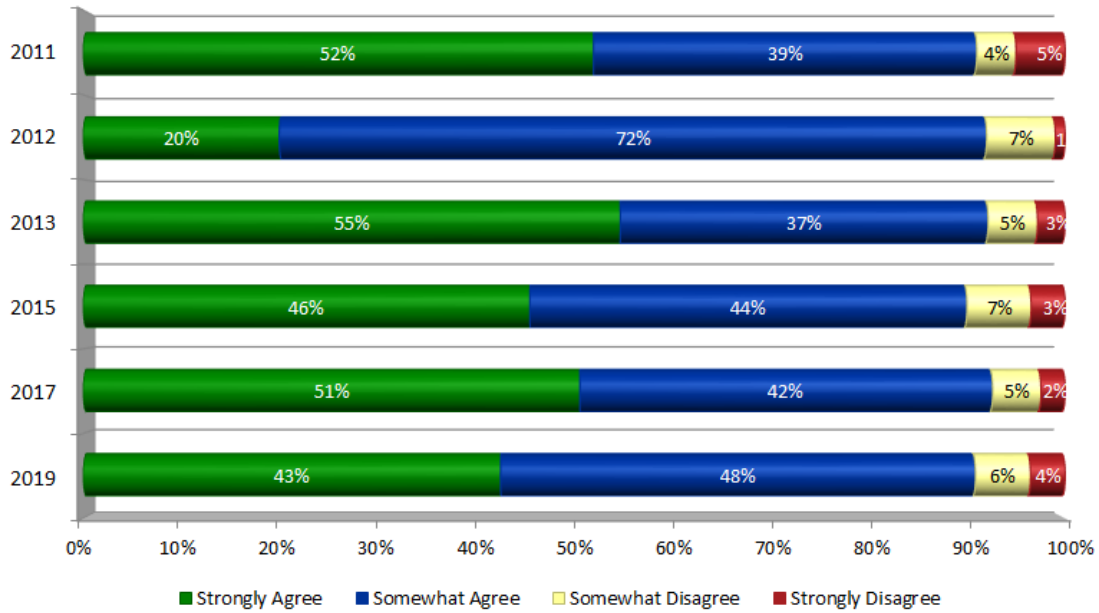
**TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens: SL District**



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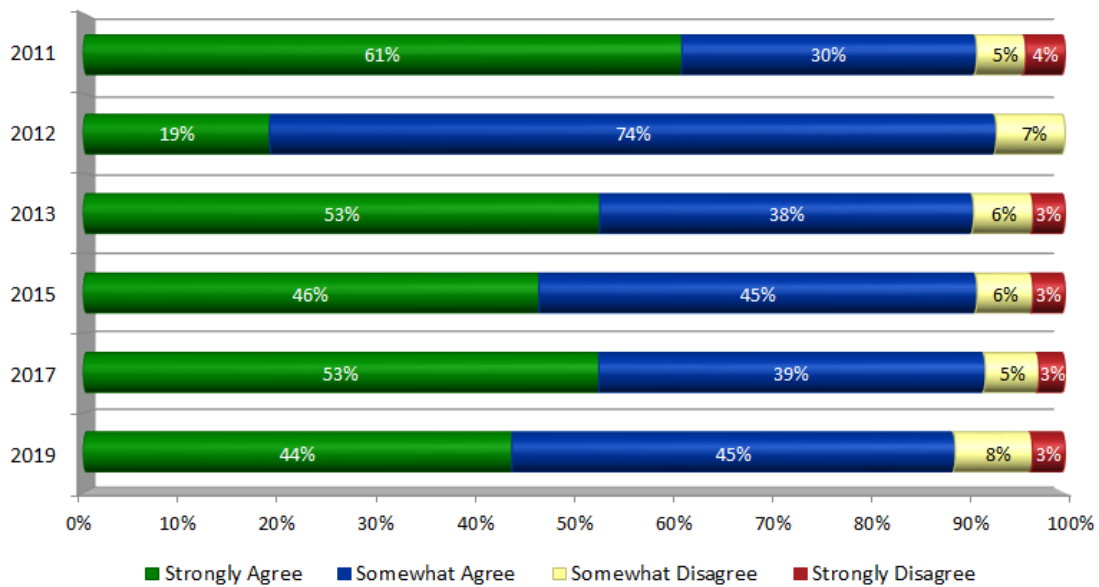
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**TRENDS: Level of Agreement MoDOT Provides Timely Information to Citizens: SL District**

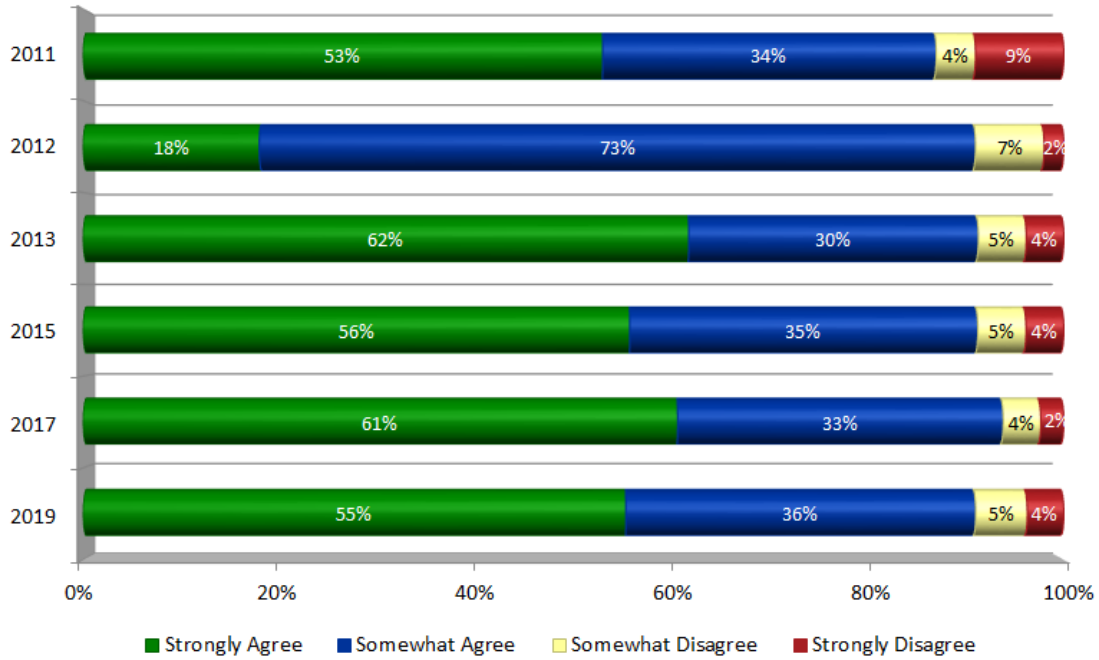


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**TRENDS: Level of Agreement MoDOT Provides Understandable Information to Citizens: SL District**



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



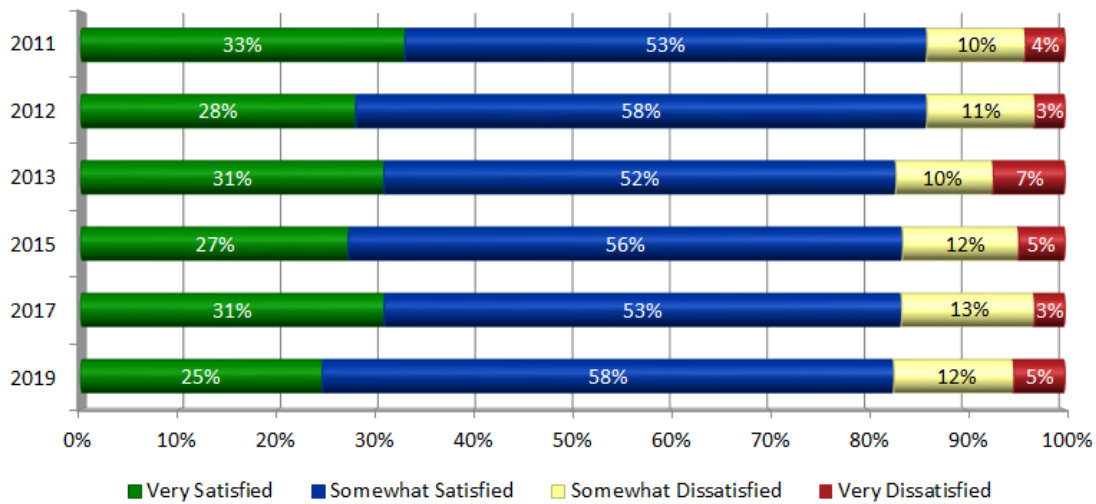
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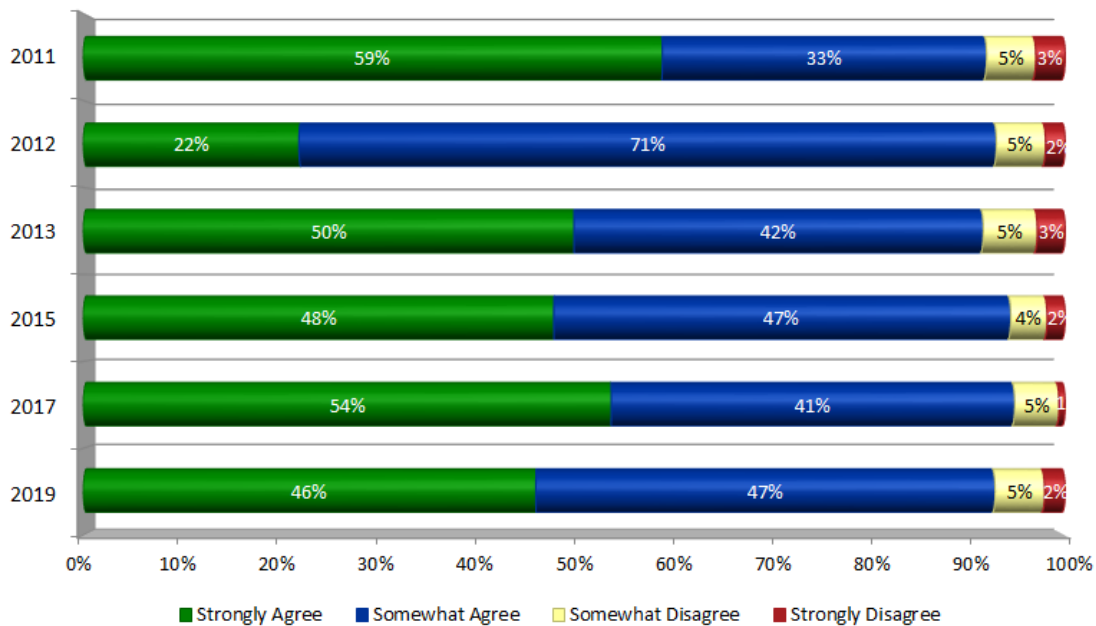
SOUTHWEST DISTRICT

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



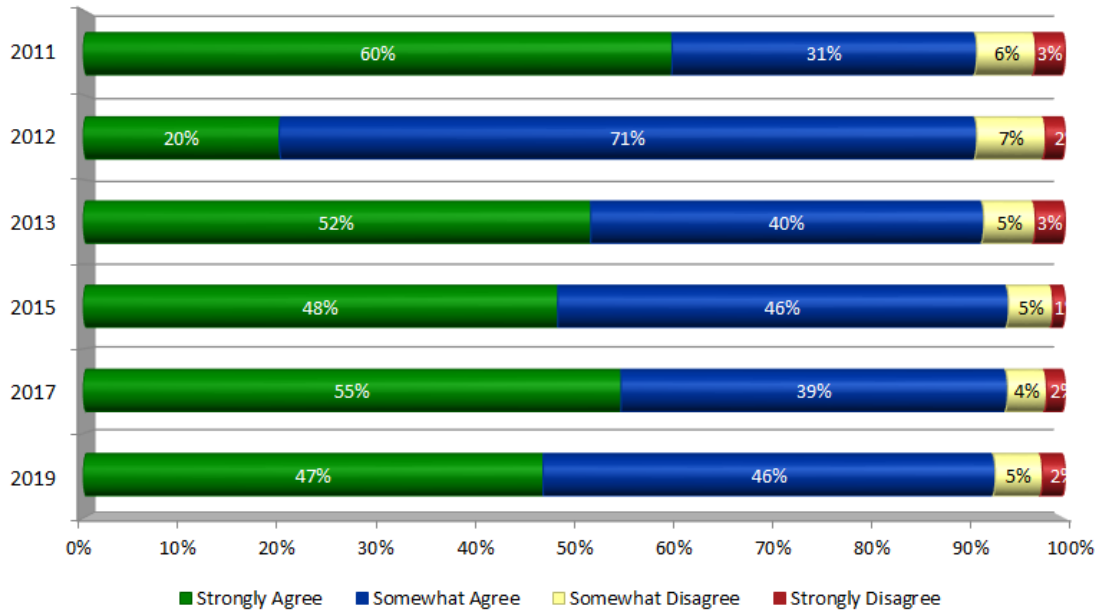
**TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens: SW District**



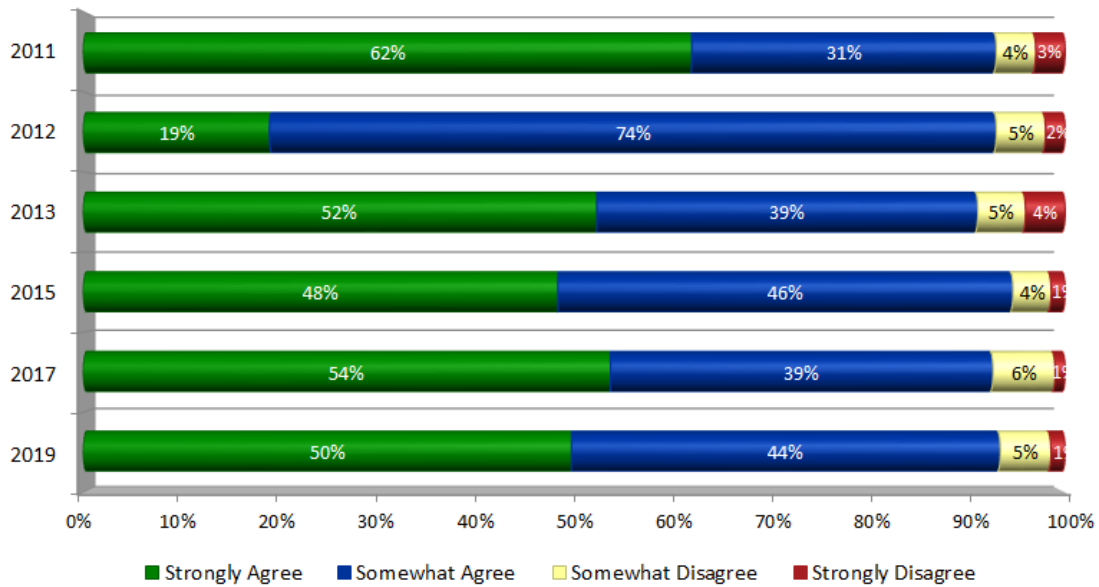


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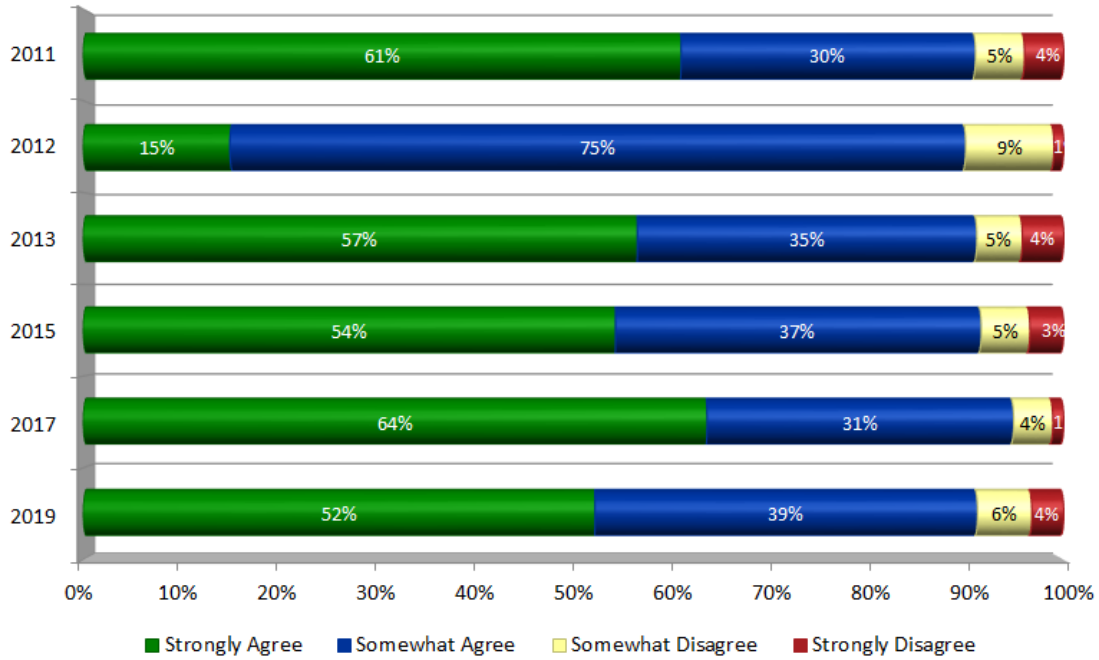
**TRENDS: Level of Agreement MoDOT Provides Timely Information to Citizens: SW District**



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



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

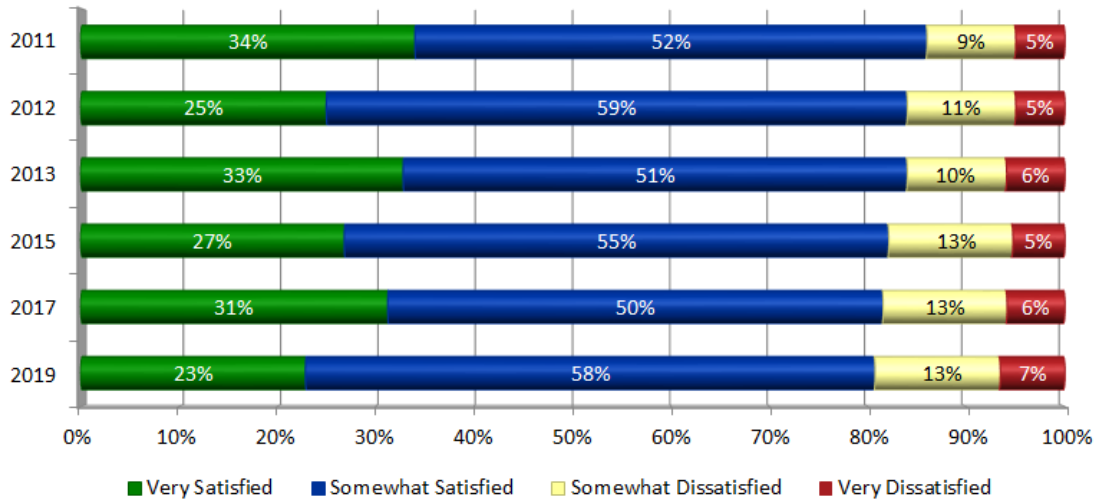


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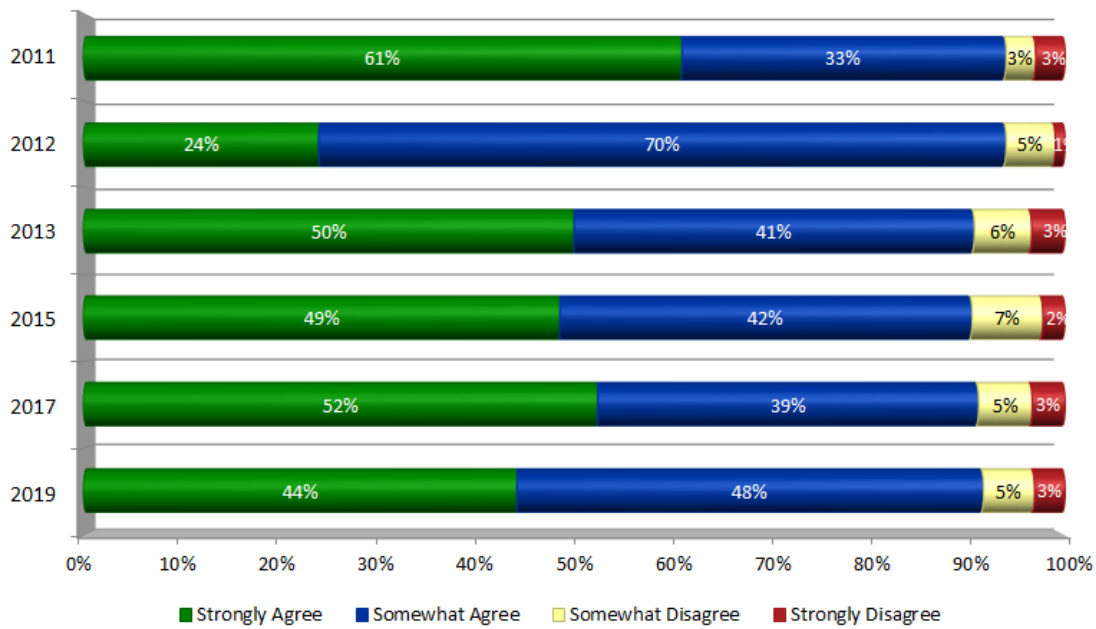
SOUTHEAST DISTRICT

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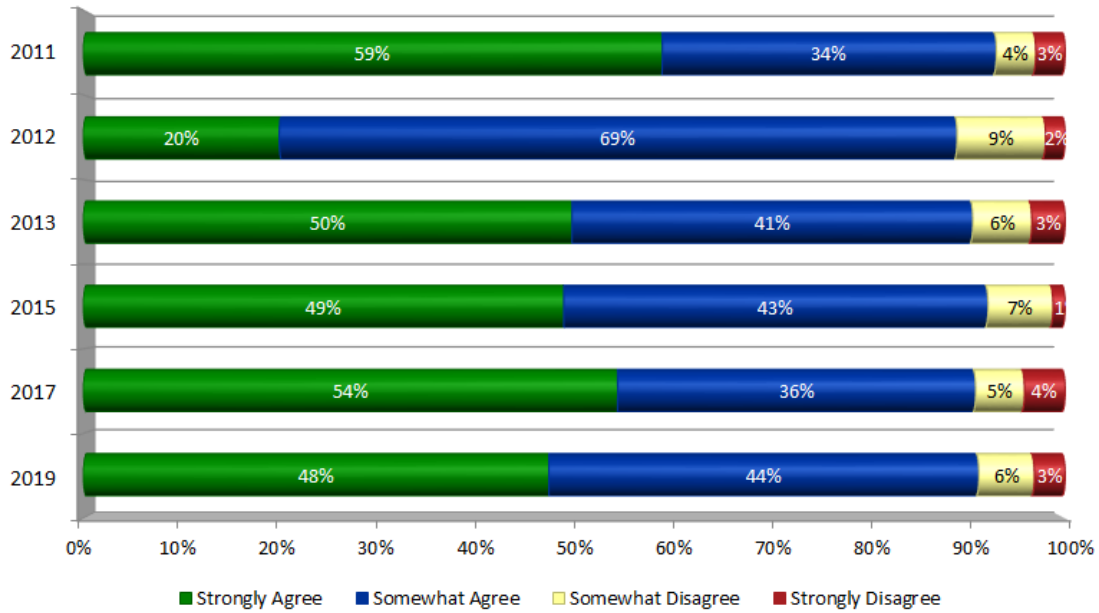
**TRENDS: Level of Satisfaction With the Job the Missouri Department of Transportation is Doing: SE District**



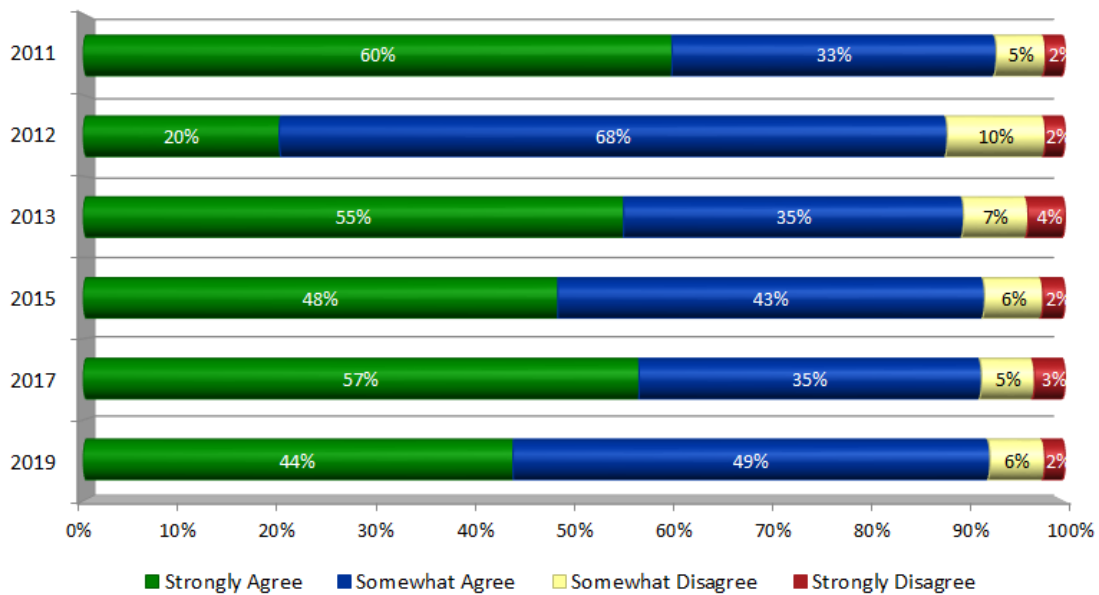
**TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens: SE District**



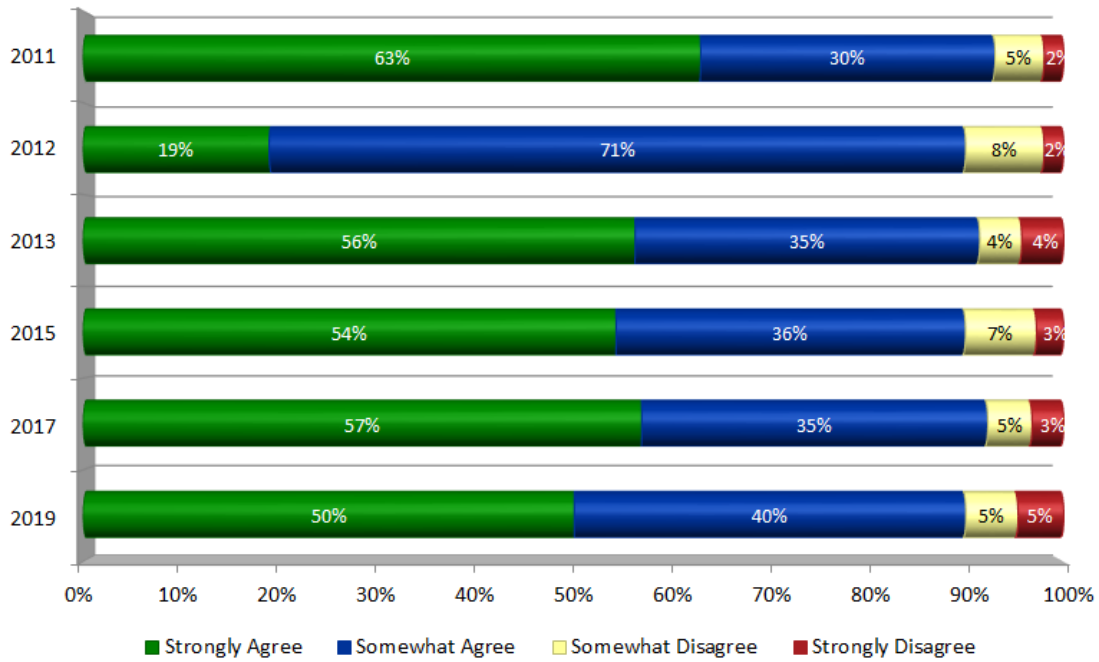
**TRENDS: Level of Agreement MoDOT Provides Timely Information to Citizens: SE District**



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



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



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