

WisDOT 2012 Statewide Customer Satisfaction Survey

Chris Tatham
Project Manager

ETC Institute
Olathe, Kansas

WisDOT ID no. 0092-12-10

February 2013



RESEARCH & LIBRARY UNIT

WISCONSIN DOT
PUTTING RESEARCH TO WORK

DISCLAIMER

This research was funded through the Wisconsin Department of Transportation and the Federal Highway Administration under Project 0092-12-10. The contents of this report reflect the views of the authors who are responsible for the facts and accuracy of the data presented herein. The contents do not necessarily reflect the official views of the Wisconsin Department of Transportation or the Federal Highway Administration at the time of publication.

This document is disseminated under the sponsorship of the Department of Transportation in the interest of information exchange. The United States Government assumes no liability for its contents or use thereof. This report does not constitute a standard, specification or regulation.

The United States Government does not endorse products or manufacturers. Trade and manufacturers' names appear in this report only because they are considered essential to the object of the document.

Technical Report Documentation Page

1. Report No. WisDOT 0092-12-10		2. Government Accession No No		3. Recipient's Catalog No	
4. Title and Subtitle WisDOT 2012 Statewide Customer Satisfaction Survey				5. Report Date February 2013	
				6. Performing Organization Code	
7. Authors Chris Tatham				8. Performing Organization Report No.	
9. Performing Organization Name and Address ETC Institute 725 West Frontier Circle Olathe, KS 66061				10. Work Unit No. (TRAIS)	
				11. Contract or Grant No. 0092-12-10	
12. Sponsoring Agency Name and Address Wisconsin Department of Transportation Research & Library Unit 4802 Sheboygan Avenue Madison, WI 53707				13. Type of Report and Period Covered Research Report 2012-2013	
				14. Sponsoring Agency Code	
15. Supplementary Notes					
16. Abstract <p>The purpose of this study was to develop and initiate a new customer satisfaction tool that would establish a set of baseline departmental performance measures and be sustainable for future use. ETC Institute completed a statewide customer survey for the Wisconsin Department of Transportation (WisDOT) during the Fall of 2012. The survey aimed to objectively assess WisDOT's performance in order to identify opportunities to improve programs and services for Wisconsin residents. A six-page survey was administered by mail, phone and the Internet to a stratified-random sample of 1,860 households in the State of Wisconsin. The sample was stratified to ensure that at least 350 surveys were completed in each of the five geographic areas of the state. The results for each area have a 95% level of confidence with a precision of at least +/- 5.2%. The overall results for the stratified-random sample of 1,860 households have a 95% level of confidence with a precision of at least +/- 2.3%. The WisDOT areas studied were the Division of Motor Vehicles, the State Patrol, highway maintenance and operations, design and construction of highways, information services, and strategic priorities. Conclusions made, based on the survey results, were that the overall satisfaction with WisDOT is high; WisDOT is outperforming other departments of transportation; there are opportunities to improve the quality and frequency of communication with residents; WisDOT is moving in the right direction; and residents may support increased funding for transportation in Wisconsin. The research team also identified opportunities for improvement and made other recommendations for action.</p>					
17. Key Words Wisconsin Department of Transportation, surveys, customer satisfaction, performance measurement, performance metrics			18. Distribution Statement No restriction. This document is available to the public through the Wisconsin Department of Transportation 4802 Sheboygan Avenue Madison, WI 53707		
18. Security Classif.(of this report) Unclassified		19. Security Classif. (of this page) Unclassified		20. No. of Pages	21. Price

Contents

Final Report

Executive Summary	i
Section 1: Charts and Graphs.....	1
Section 2: Importance-Satisfaction Analysis.....	21
Importance-Satisfaction Matrix Analysis.....	28
Section 3: Benchmarking Analysis	33
Section 4: Crosstabulations of the Survey Data by Region.....	37
Section 5: Survey Instrument.....	143

Appendices

Appendix A: GIS Maps by Region	A - 1
Appendix B: Executive Team Workshop Summary	B - 1
Appendix C: Crosstabulations of the Survey Data by Demographic Variables	C - 1
Appendix D: Crosstabulations of the DMV Questions by Type of Contact	D - 1

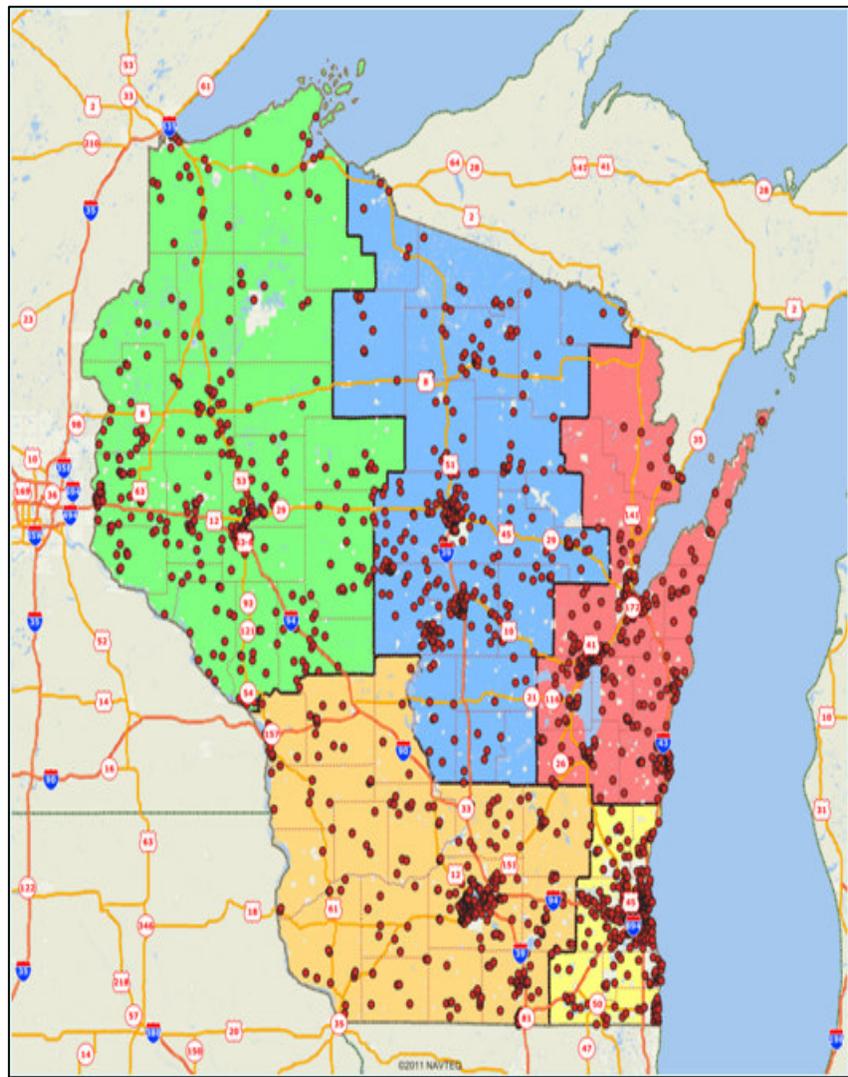
WisDOT 2012 Statewide Customer Satisfaction Survey

Executive Summary

Overview and Methodology

ETC Institute completed its first statewide customer survey for the Wisconsin Department of Transportation (WisDOT) during the fall of 2012. The purpose of the survey was to objectively assess WisDOT's performance in order to identify opportunities to improve programs and services for residents.

A six-page survey was administered by mail, phone and the Internet to a stratified-random sample of 1,860 households in the State of Wisconsin. The sample was stratified to ensure that at least 350 surveys were completed in each of the 5 geographic areas of the state. The results for each area have a 95% level of confidence with a precision of at least +/- 5.2%. The overall results for the stratified-random sample of 1,860 households have a 95% level of confidence with a precision of at least +/- 2.3%. In order to better understand how well services are being delivered by WisDOT, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents based on the location of their home.



The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results with other states that are included in ETC Institute’s benchmarking database. When the “don’t know” responses have been excluded, the text of this report will identify those results with the phrase “who had an opinion.”

Major Findings

OVERALL RATINGS OF WisDOT

Overall Satisfaction with the Job that WisDOT has Done During the Past Few Years

Seventy percent (70%) of the residents surveyed, who had an opinion, were satisfied (combination of “very satisfied” and “satisfied” responses) with the job that WisDOT has done providing transportation services during the past few years; 25% gave a “neutral” response and only 5% were dissatisfied (combination of “dissatisfied” and “very dissatisfied” responses).

Overall Satisfaction with the Job that WisDOT has Done During the Past Few Years by Region.

Overall satisfaction (combination of “very satisfied” and “satisfied” responses) with the job that WisDOT has done during the past few years ranged from 73% to 67% across the five geographic regions of the state. Satisfaction was highest in the Northcentral region of the state and was lowest in the Northwest region of the state. The satisfaction levels by region are listed below:

- Northcentral (73%)
- Southeast (72%)
- Southwest (69%)
- Northeast (68%)
- Northwest (67%)

Overall Ratings of the Value of WisDOT Services

Residents were asked to rate the overall value of the services provided by WisDOT. Twenty-four percent (24%) of the residents surveyed felt they received a “good value for their taxes,” 51% felt they received an “okay value for their taxes,” 12% felt they received a “low value for their taxes” and 13% did not know.

DIVISION OF MOTOR VEHICLES (DMV)

Overall Satisfaction with the DMV

Three-fourths (75%) of the residents surveyed, who had an opinion, were satisfied (combination of “very satisfied” and “satisfied” responses) with the DMV; 18% gave a “neutral” response and only 7% were dissatisfied (combination of “dissatisfied” and “very dissatisfied” responses).

Satisfaction with DMV Services

The DMV services that residents, who had an opinion, were most satisfied with (combination of “very satisfied” and “satisfied” responses) are listed below:

- Overall satisfaction with service provided by DMV by mail (85%)
- Quality of the printed materials and instructions provided by mail (84%)
- Ability to get what you needed the first time you visited a DMV service center (83%)
- Availability of information about DMV services provided on the Internet (82%)
- Overall satisfaction with the services provided by the DMV on the Internet (80%)
- Appearance of the DMV service centers (80%)

The DMV services that residents, who had an opinion, were least satisfied with (combination of “very satisfied” and “satisfied” responses) are listed below:

- Amount of time you waited to speak to someone who could help you on the phone (43%)
- Ability to contact the DMV by phone (44%)

Satisfaction with DMV Processes

When asked to rate their overall impressions of the DMV’s processes, residents, who had an opinion, were most satisfied (combination of “very satisfied” and “satisfied” responses) with the process for renewing registration and paying fees for a vehicle already registered (83%). Residents were least satisfied with the process for scheduling a road test when you initially get a driver license in Wisconsin (56%).

DMV Priorities for Improvement Over the Next Two Years

The methods for delivering services that residents felt should be the DMV’s top priority for improvement over the next two years was improving the quality of services provided in DMV service centers (68%). Residents also felt it was important to improve the quality of services provided on the Internet (37%).

STATE PATROL

Overall Satisfaction with State Patrol

Seventy-two percent (72%) of the residents surveyed, who had an opinion, were satisfied (combination of “very satisfied” and “satisfied” responses) with State Patrol; 24% gave a “neutral” response and only 4% were dissatisfied (combination of “dissatisfied” and “very dissatisfied” responses).

Satisfaction with State Patrol Services

The State Patrol services that residents, who had an opinion, were most satisfied with (combination of “very satisfied” and “satisfied” responses) were: efforts to respond to crashes on state highways (81%) and efforts to help stranded motorists and clear vehicle breakdowns (75%)

State Patrol Priorities for Improvement Over the Next Two Years

The services that residents felt should be the State Patrol’s top priorities for improvement over the next two years were: 1) efforts to respond to crashes (46%) and 2) efforts to help stranded motorists and clear vehicle breakdowns (37%).

HIGHWAY MAINTENANCE AND OPERATIONS

Overall Satisfaction with Highway Maintenance and Operations

Three-fourths (75%) of the residents surveyed, who had an opinion, were satisfied (combination of “very satisfied” and “satisfied” responses) with the maintenance and operation of highways in Wisconsin; 19% gave a “neutral” response and only 6% were dissatisfied (combination of “dissatisfied” and “very dissatisfied” responses).

Satisfaction with Highway Maintenance and Operations Services

The highway maintenance and operations services that residents, who had an opinion, were most satisfied with (combination of “very satisfied” and “satisfied” responses) are listed below:

- Keeping guardrails along highways strong and upright (83%)
- Ensuring highway striping is visible during the day (76%)
- Ensuring rest areas along highways are clean (76%)
- Keeping shoulders on highways safe and free of drop-offs (75%)

The Highway Maintenance and Operations services that residents, who had an opinion, were least satisfied with (combination of “very satisfied” and “satisfied” responses) are listed below:

- Ensuring striping is visible at night and during wet weather (58%)
- Availability of rest areas (59%)
- Keeping the surface of highways smooth and free of potholes (59%)

Highway Maintenance and Operations Services Most Important for WisDOT to Provide

The highway maintenance and operations services that residents felt were most important for WisDOT to provide were: 1) keeping the surface of highways smooth and free of potholes (68%), 2) removing snow and ice from highways (62%) and 3) ensuring highway striping is visible at night and during wet weather (39%).

DESIGN AND CONSTRUCTION OF HIGHWAYS

Overall Satisfaction with the Design and Construction of Highways

More than two-thirds (68%) of the residents surveyed, who had an opinion, were satisfied (combination of “very satisfied” and “satisfied” responses) with the design and construction of highways in Wisconsin; 24% gave a “neutral” response and only 8% were dissatisfied (combination of “dissatisfied” and “very dissatisfied” responses).

Satisfaction with Issues Associated with the Design and Construction of Highways

The design and construction issues that residents, who had an opinion, were most satisfied with (combination of “very satisfied” and “satisfied” responses) are listed on the following page:

- Clearly signing and marking construction work zones (77%)
- The width of shoulders (76%)
- How well water drains from the surface of highways during a storm (72%)

The design and construction items that residents, who had an opinion, were least satisfied with (combination of “very satisfied” and “satisfied” responses) are listed below:

- How well WisDOT has designed roundabouts on highways (43%)
- Efforts to minimize the impact of construction work on the surrounding community (48%)

Design and Construction Issues Most Important for WisDOT to Provide

The design and construction issues that residents felt were most important for WisDOT to provide were: were: 1) minimizing delays in construction work zones (39%), 2) how well water drains from the surface of highways during a storm (35%) and 3) clearly signing and marking construction work zones (33%).

INFORMATION SERVICES

Ratings of the Ease of Contacting WisDOT

Seventy-four percent (74%) of the residents surveyed, who had an opinion and who had contacted WisDOT during the past two years, felt it was “easy” (combination of “very easy” and “easy” responses) to contact the right person; 26% of residents felt it was difficult (combination of “difficult” and “very difficult” responses) to contact the right person.

Satisfaction with the 511 Phone Service

More than two-thirds (67%) of the residents surveyed, who had an opinion and who had called 511 during the past year, were satisfied (combination of “very satisfied” and “satisfied” responses) with the 511 phone service; 21% gave a “neutral” response and 12% were dissatisfied (combination of “dissatisfied” and “very dissatisfied” responses).

Satisfaction with the 511 Web Site

More than three-fourths (77%) of the residents surveyed, who had an opinion and who used the 511 web site during the past year, were satisfied (combination of “very satisfied” and “satisfied” responses) with the web site; 12% gave a “neutral” response and 11% were dissatisfied (combination of “dissatisfied” and “very dissatisfied” responses).

Satisfaction with WisDOT’s Web Site (www.dot.wisconsin.gov/)

Seventy-four percent (74%) of the residents surveyed, who had an opinion and who had used WisDOT’s web site during the past year, were satisfied (combination of “very satisfied” and “satisfied” responses) with WisDOT’s web site; 17% gave a “neutral” response and 9% were dissatisfied (combination of “dissatisfied” and “very dissatisfied” responses).

TRAVEL OPTIONS

Importance of Various Transportation Issues Over the Next Two Years

The transportation issues that residents felt were most important (combination of “extremely important,” “very important” and “important” responses) for WisDOT to emphasize over the next two years are listed below:

- Repairing and maintaining existing highways (95%)
- Adding turning and passing lanes to highways (86%)
- Reducing traffic congestion through operational enhancements (82%)

The transportation issues that residents felt were least important (combination of “extremely important,” “very important” and “important” responses) for WisDOT to emphasize over the next two years are listed below:

- Improving freight rail service (54%)
- Improving airport facilities (54%)

Transportation Issues Most Important for WisDOT to Address Over the Next Two Years

The transportation issue that residents felt was most important for WisDOT to address over the next two years was repairing and maintaining existing highways (58%). Residents also felt it was important to add turning/passing lanes (35%) and adding lanes to increase capacity (31%).

STRATEGIC PRIORITIES

The strategic priorities that residents, who had an opinion, were most satisfied with (combination of “very satisfied” and “satisfied” responses) are listed below:

- WisDOT’s ability to encourage the use of seat belts on state highways (78%)
- How effectively WisDOT responds to winter storms with snow/ice (74%)
- How well WisDOT manages crashes and other incidents on state highways (68%)

The strategic priorities that residents, who had an opinion, were least satisfied with (combination of “very satisfied” and “satisfied” responses) are listed below:

- The availability of public transportation in Wisconsin (34%)
- WisDOT’s ability to lease or sell surplus property (34%)
- The ease of travel by bicycle in Wisconsin (34%)

Conclusions and Recommendations

The following conclusions were made based on the results of the 2012 Customer Satisfaction Survey. The supporting evidence accompanies each conclusion.

#1: Overall Satisfaction with WisDOT Is High

Supporting Evidence

- 75% of the residents surveyed, who had an opinion, indicated that they were satisfied with the maintenance and operation of highways in Wisconsin; only 6% were not satisfied. Nineteen percent (19%) gave a “neutral rating.”
- 75% of the residents surveyed, who had an opinion, indicated that they were satisfied with the overall performance of the Division of Motor Vehicle; only 7% were not satisfied. Eighteen percent (18%) gave a “neutral rating.”
- 72% of the residents surveyed, who had an opinion, indicated that they were satisfied with the overall performance of State Patrol; only 4% were not satisfied. Twenty-four percent (24%) gave a “neutral rating.”

#2: WisDOT Is Outperforming Other Departments of Transportation

Supporting Evidence

- The percentage of residents who were satisfied with WisDOT’s overall performance was significantly higher than other Departments of Transportation in the North Central U.S (this includes North Dakota, South Dakota, Minnesota, Iowa, Nebraska, Kansas, Illinois, Ohio, Michigan, Indiana, and Missouri). WisDOT overall rating was 70% compared to a regional average of just 55%.
- WisDOT rated **equal to or better than** other DOTs in the North Central U.S. in nine of the 10 maintenance areas that were assessed. WisDOT rated significantly better in the following areas: condition of guardrails, visibility of striping during the day, cleanliness of rest areas, condition of shoulders, condition of bridges, snow/ice removal on highways, and ensuring roadsides are free of litter and debris. WisDOT rated significantly lower in just one area: efforts to provide and maintain message and warning signs along highways.
- WisDOT rated **better** than other DOTs in the North Central U.S. in all six of the highway design and construction attributes that were rated. WisDOT rated significantly better in the following areas: lighting at interchanges, how well water drains from highways during a storm, the Department’s ability to complete projects on time, and efforts to minimize delays in construction work zones.

#3: There Are Opportunities to Improve the Quality and Frequency of Communication with Residents

Supporting Evidence

- Only 34% of those surveyed were familiar with the 511 traveler information system.

- Only 14% of those who were familiar with 511 had called 511 during the past year.
- Only 31% of those who were familiar with 511 had visited the 511 web site during the past year.
- Only 5% of those surveyed indicated that they were “very familiar” with transportation funding in the State of Wisconsin; 34% indicated that they were “somewhat familiar” and 61% were “not familiar”

#4: WisDOT Is Moving In the Right Direction

Supporting Evidence

- 40% of the residents surveyed, who had an opinion, thought the quality of services provided by WisDOT had gotten better over the past two years; only 9% thought it had gotten worse. The remaining 51% thought it had stayed about the same.

#5: Residents May Support Increased Funding for Transportation in Wisconsin

Supporting Evidence

- When asked how the level of funding for transportation in the State of Wisconsin should change over the next five years, 45% thought it should increase; 36% thought it stay about the same; 7% thought it should be reduced and 12% did not have an opinion.
- The ratio of residents who thought funding for transportation should be increased to those who thought it should be decreased was more than 6 to 1.

Recommendations for Action

Opportunities for Improvement. The research team identified opportunities for improvement based on current levels of satisfaction and the relative importance that residents placed on various services (see Section 2: Importance Satisfaction Analysis for details). Based on this analysis, the highest rated opportunities for improvement for each division were:

Division of Motor Vehicles

- Improving the quality of DMV service provided by phone
- Improving the quality of service provided in DMV service centers

Public Safety

- Enforcing traffic laws
- Helping to prevent traffic crashes

Highway Maintenance and Operations

- Keeping highways smooth and free of potholes
- Removing snow and ice from highways
- Ensuring striping on highways is visible at night and during wet weather

Other Recommendations for Action. In addition to the recommendations of the research team, senior WisDOT managers participated in a workshop on November 27, 2012 (see Appendix B for details). One of the primary purposes for the workshop was to involve senior WisDOT managers in the process of using the survey results to identify “next steps” for the Department. Based on the rankings provided by those attending the workshop, the Department should consider doing the following:

- Reviewing the results by division and functional areas to see how the level of funding for programs compares to the ratings that were received.
- Educate the legislature, other elected officials, employees and the general public about the results. As part of this effort, WisDOT should develop strategic messages and package its “success stories.”
- The Department should build on its brand and integrate the survey results with other initiatives, such as MAPSS.
- The Department should roll-out some “quick wins” by doing things of high importance and low cost, such as improving the quality of striping.
- WisDOT should find ways to increase usage of mobile, web, 511 and other electronic media.

Implementation Schedule

The recommendations described above should be implemented in three steps as described below.

Step 1: WisDOT Should Communicate the Results of the Survey to External Customers

- During the spring/summer of 2013, WisDOT should consider issuing press releases to the media and informational notices to leaders of key customer groups to report the findings of the 2012 Customer Satisfaction Survey and announce the Department’s plans to use and respond to the findings.

Step 2: WisDOT Should Establish Awareness and Accountability within the Department

- During the spring/summer of 2013, WisDOT should consider sharing the results of the survey with all employees in the Department.

- During the spring/summer of 2013, senior managers within the Department should consider having subordinate managers identify specific ways that they will use the survey results to improve organizational performance over the next two years. Workshops, such as the one described in Appendix B, would be good methods for engaging subordinate levels of the organization in the process. Specialized surveys on specific issues may be needed to better understand certain issues.
- During the fall of 2013, WisDOT should consider having managers provide updates to their immediate supervisors regarding how they have used the results of the survey to improve their work unit's performance.

Step 3: WisDOT Should Initiate Another Assessment

- WisDOT should initiate the necessary actions to conduct another Customer Satisfaction Assessment during the fall of 2014.

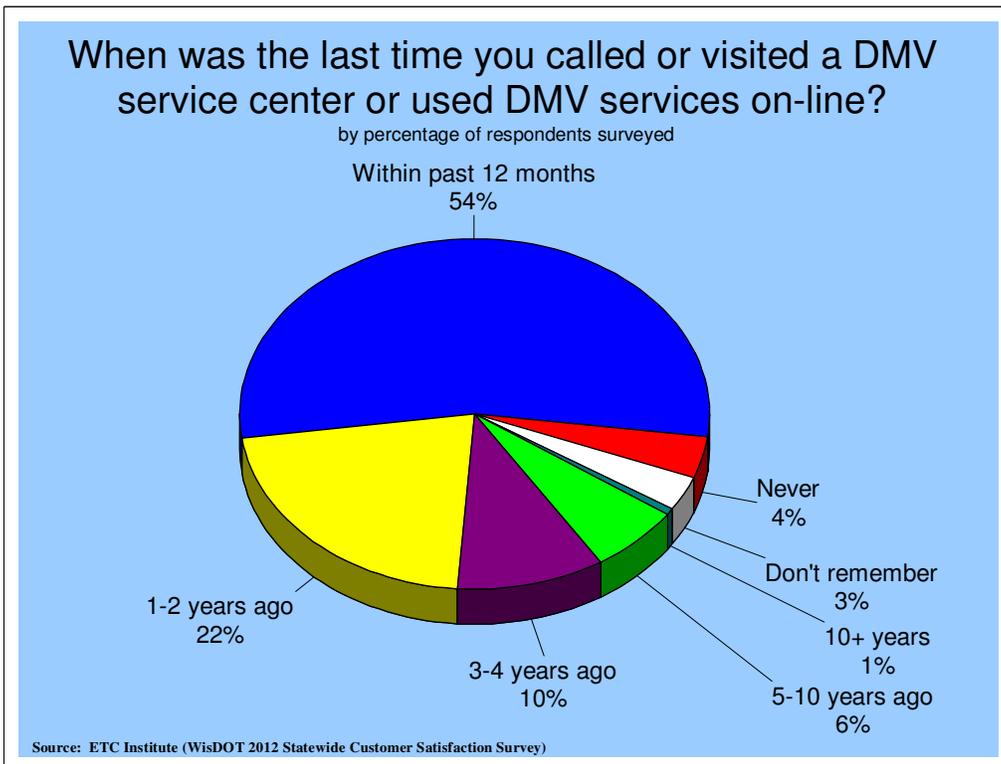
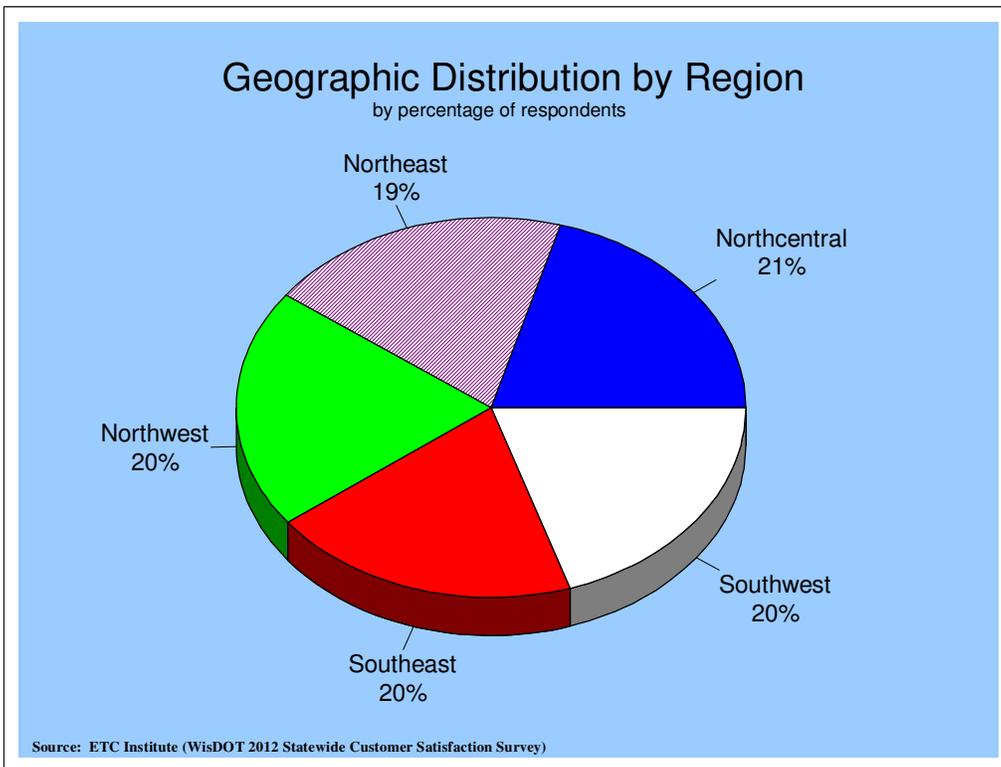
Closing Comments

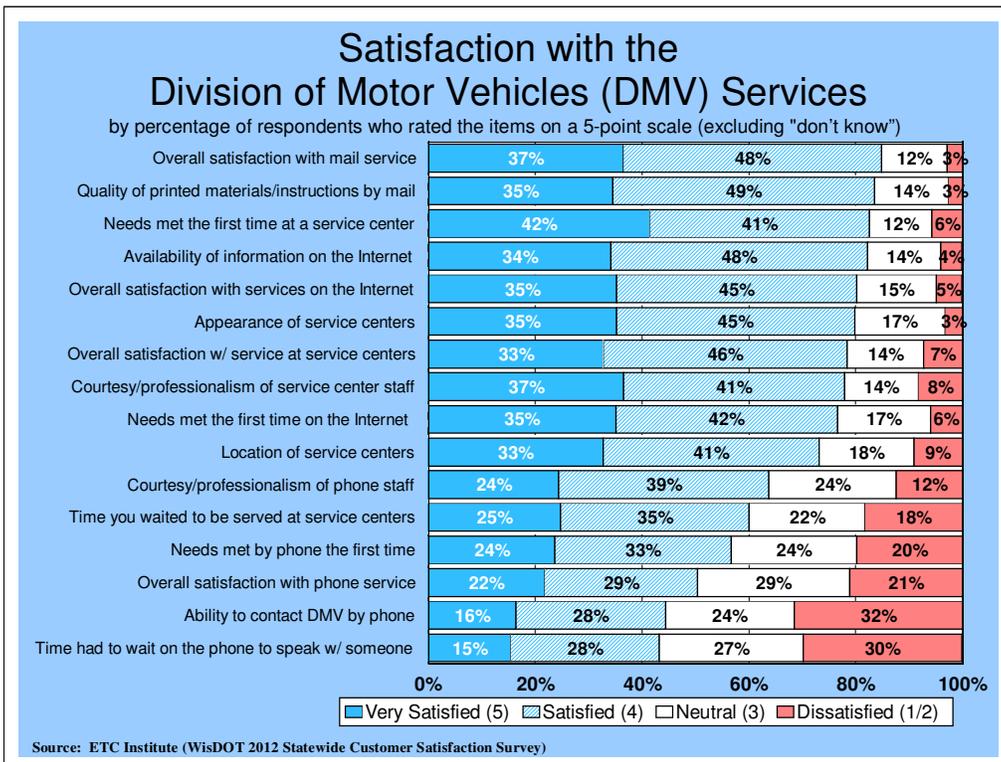
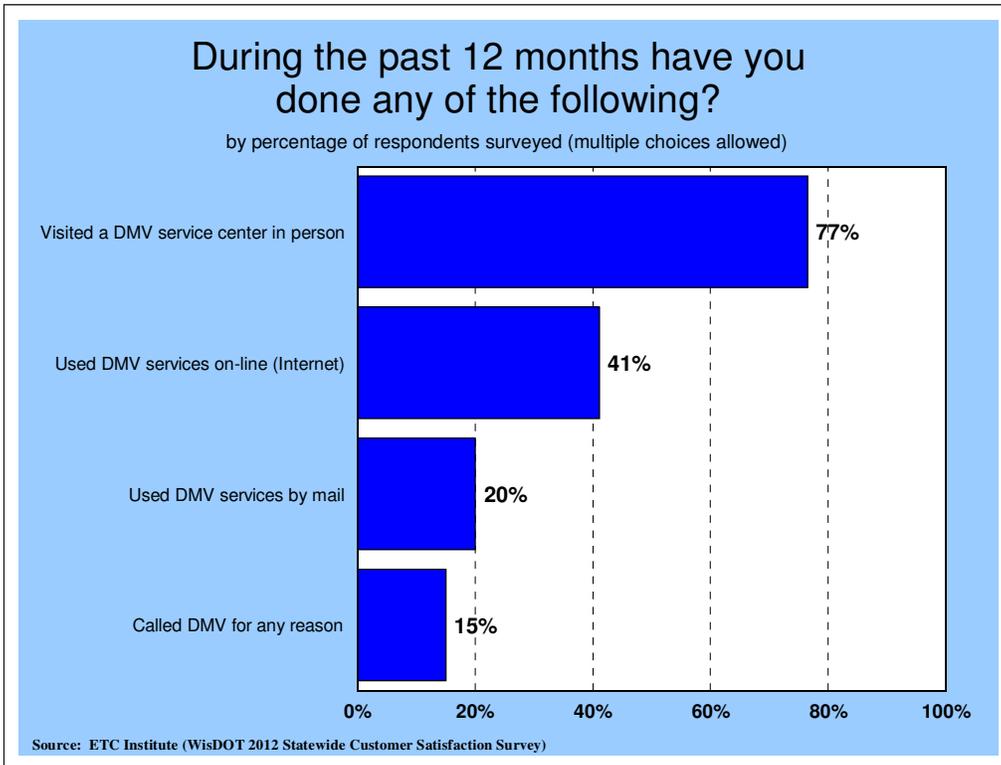
Although the short-term benefits of customer surveys are difficult to measure, the long-term impact of such processes can have a dramatic and lasting impact on an organization. The results of the 2012 survey clearly demonstrate that WisDOT has done an effective job of responding to customer needs, but there are opportunities to do better.

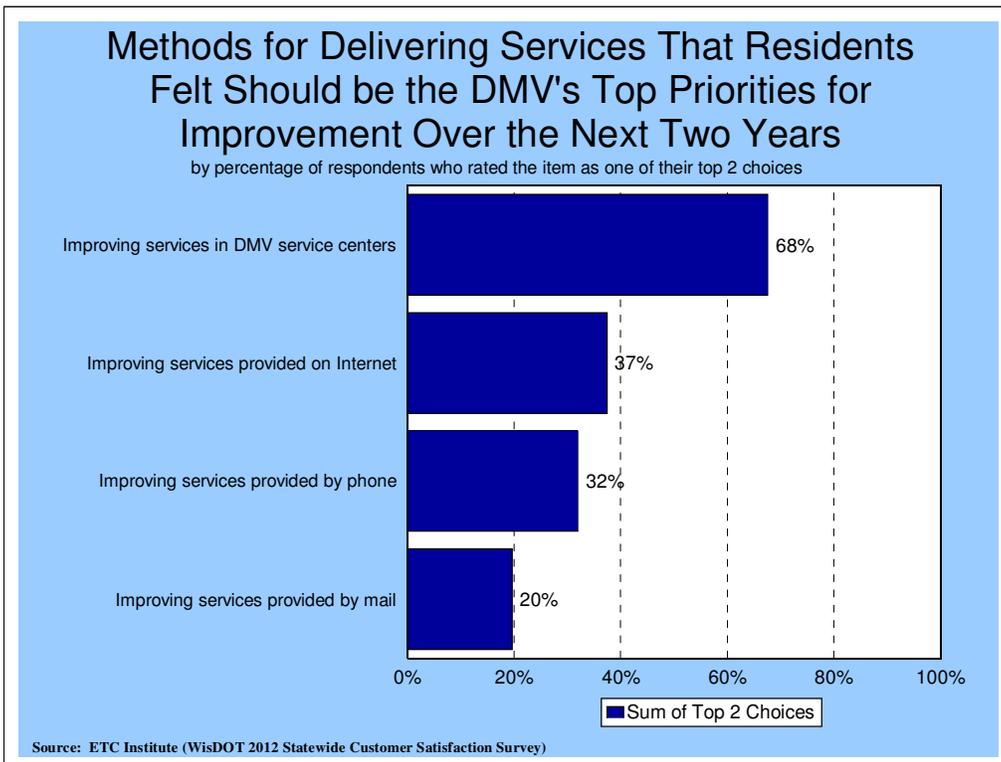
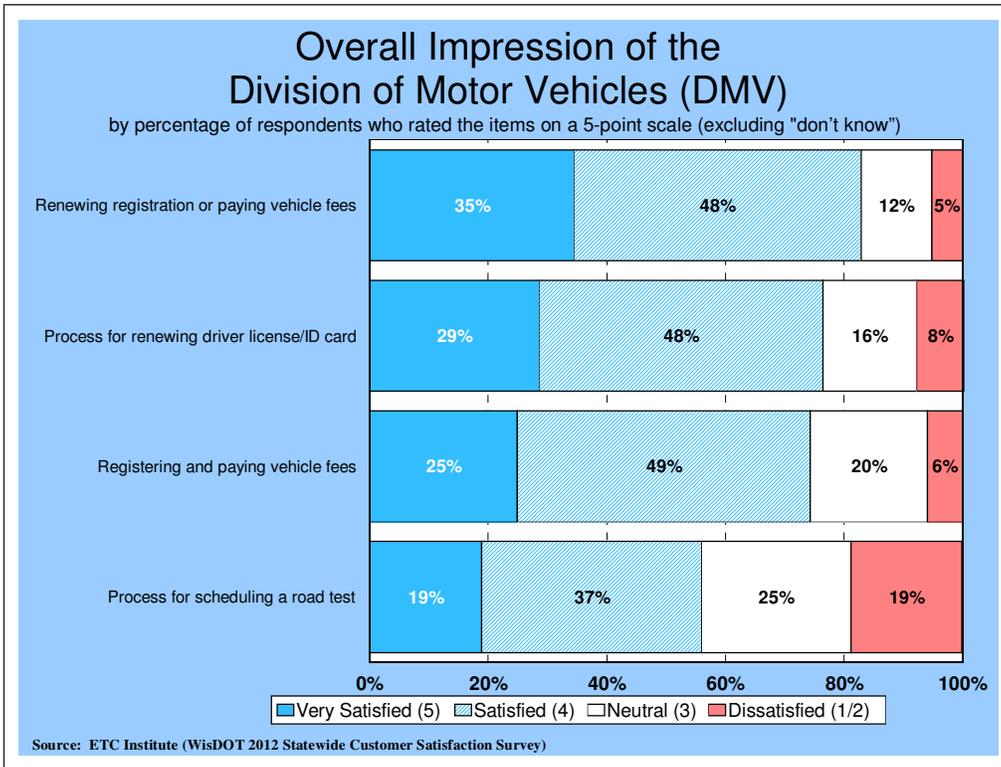
By conducting a survey like this every 2 years, WisDOT will be able to provide its senior managers and employees with objective feedback from residents on a regular basis. This will help create a corporate culture that is customer-oriented, which will help the Department meet the future needs of its customers.

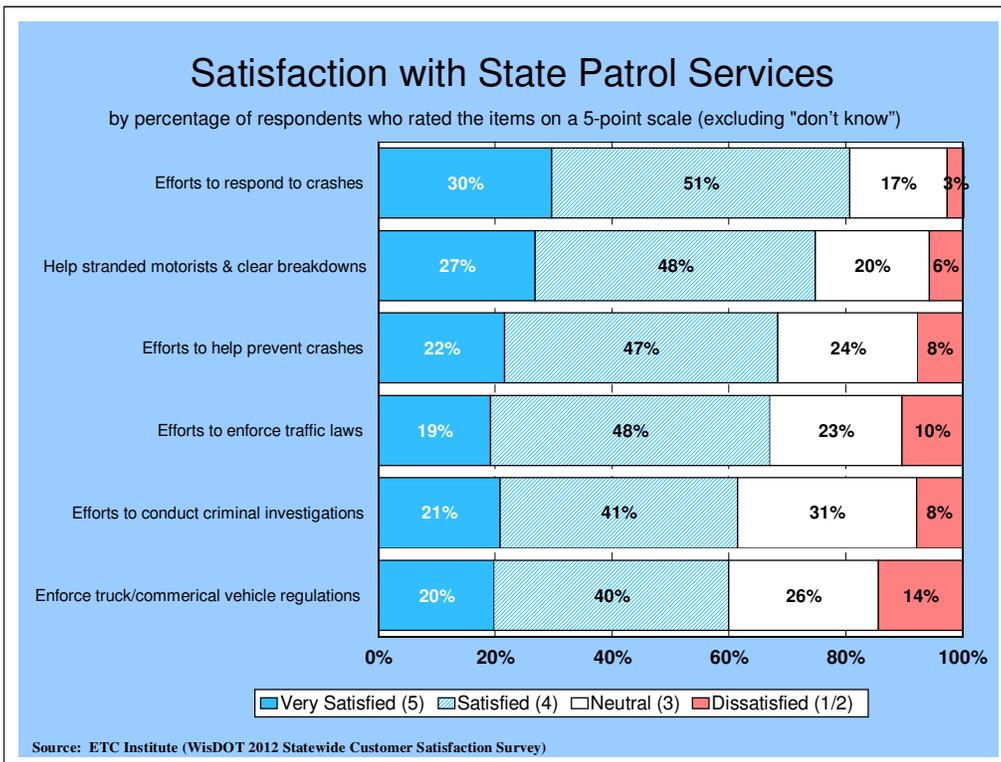
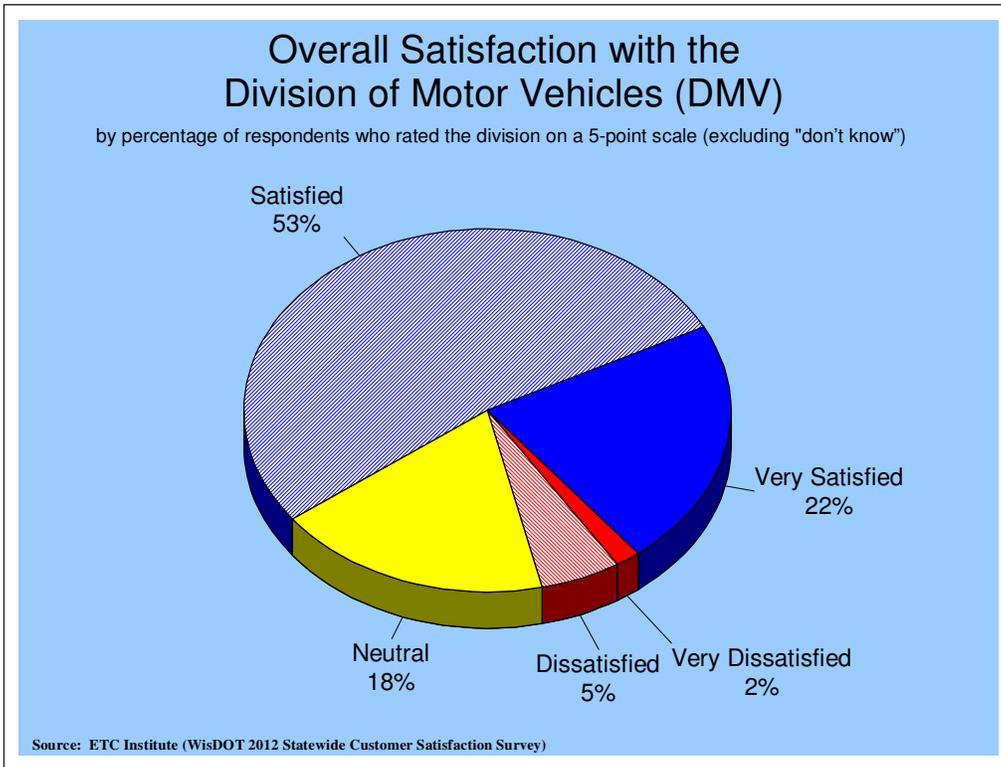
Although the customer satisfaction survey should not be the only tool the Department uses, it is a very important tool because it helps the Department balance feedback that would otherwise only be provided by special interest groups or those who have a direct stake in the outcome of major transportation planning and investment decisions. The Customer Satisfaction Survey ensures that the needs of the general public are incorporated into the Department's decision-making process.

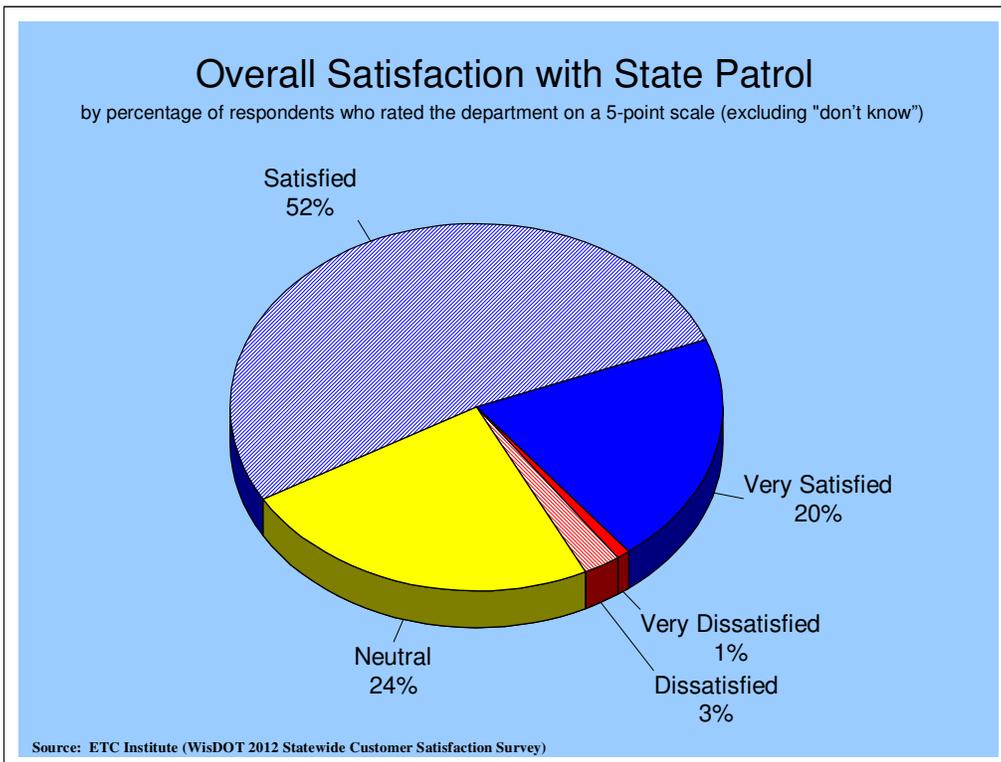
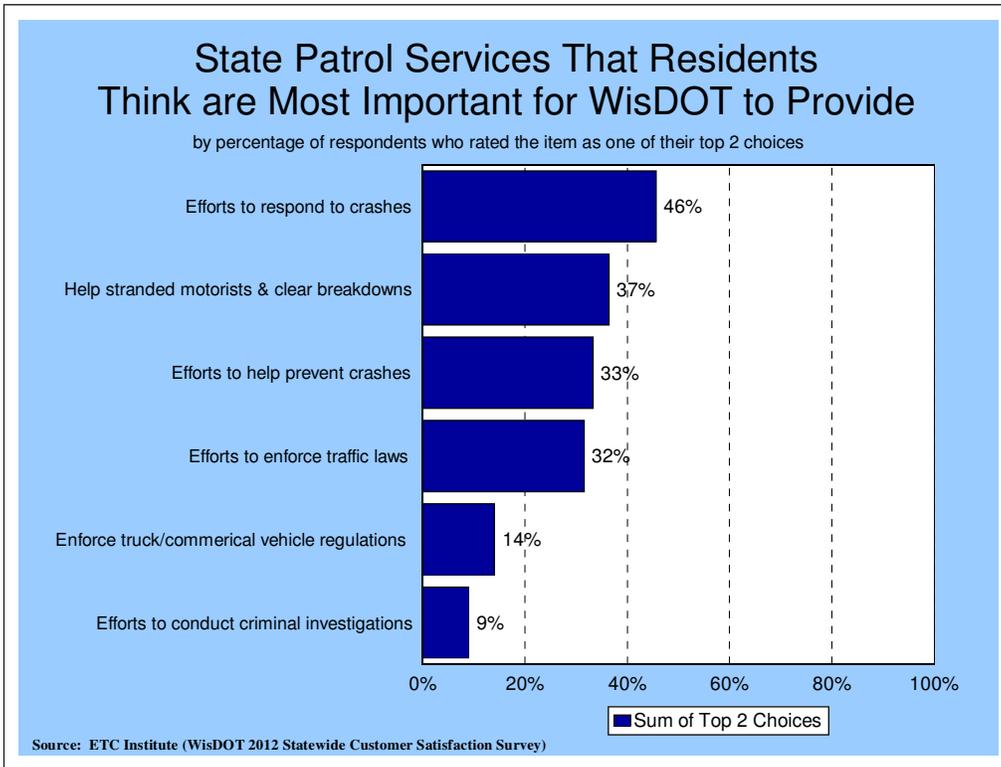
Section 1: Charts and Graphs

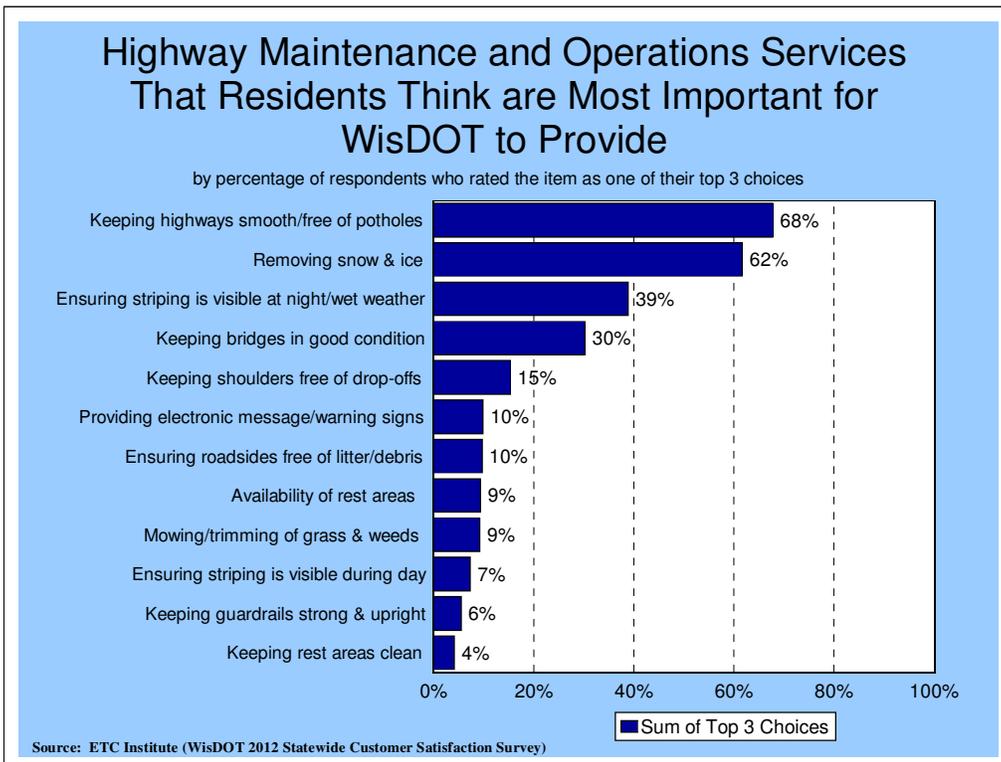
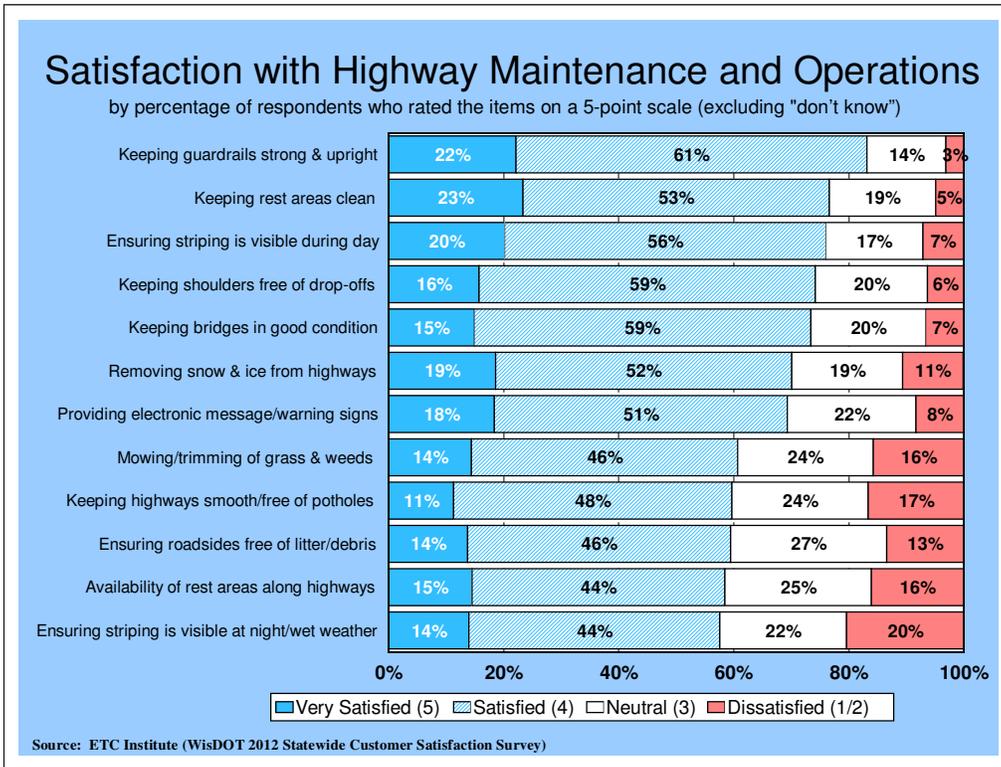


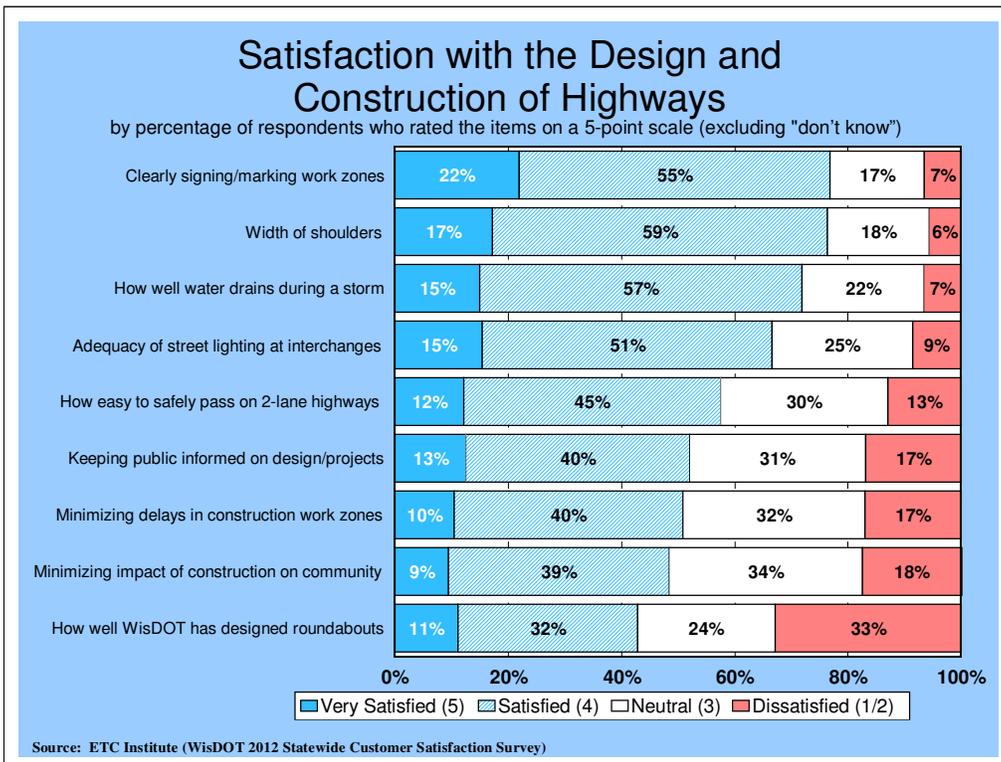
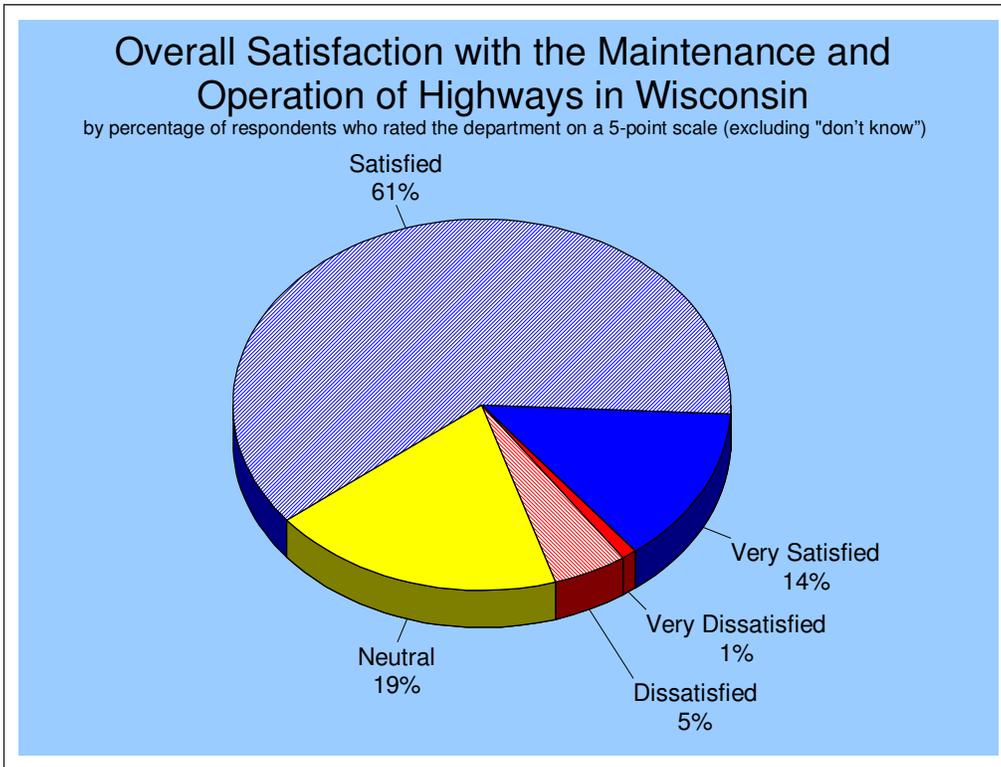


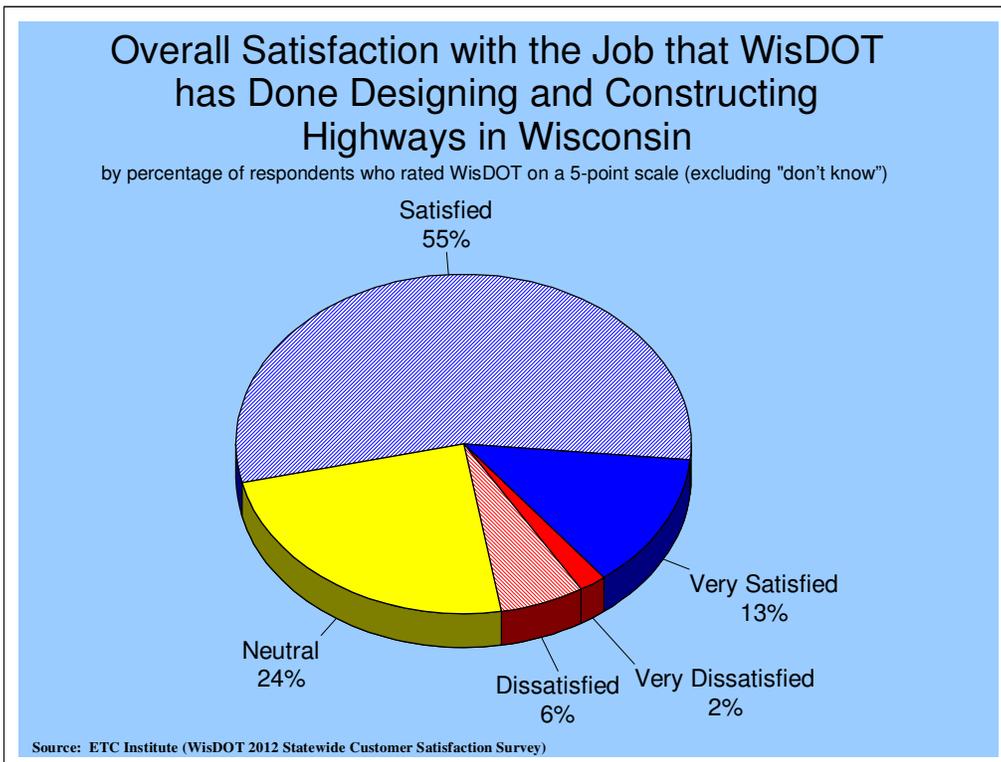
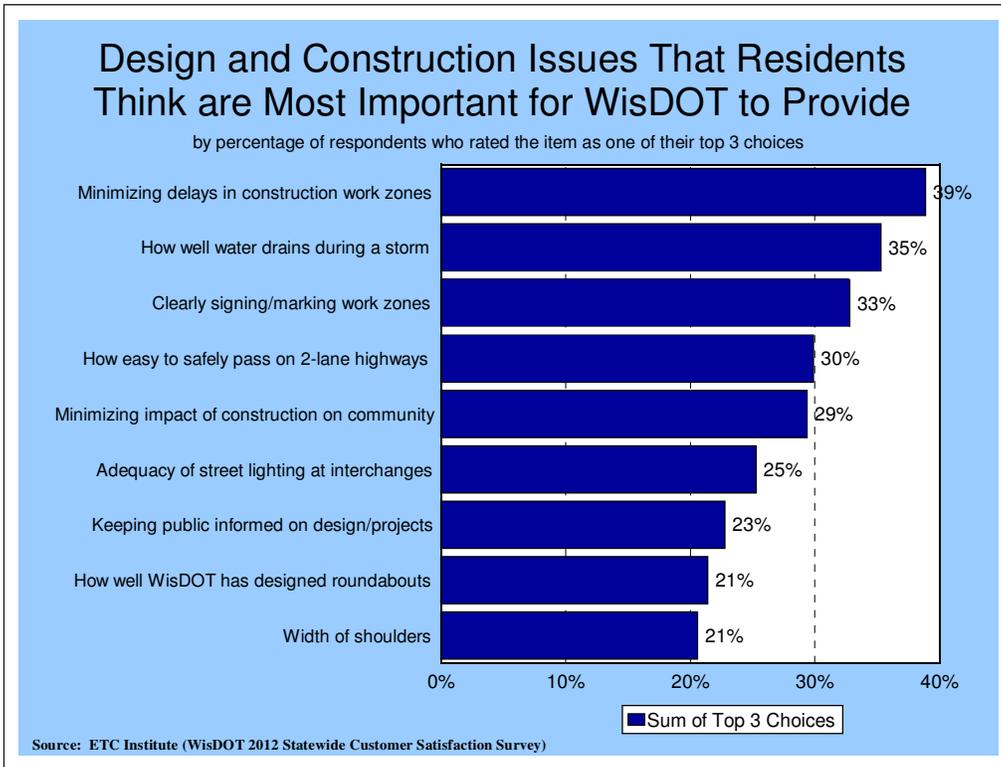


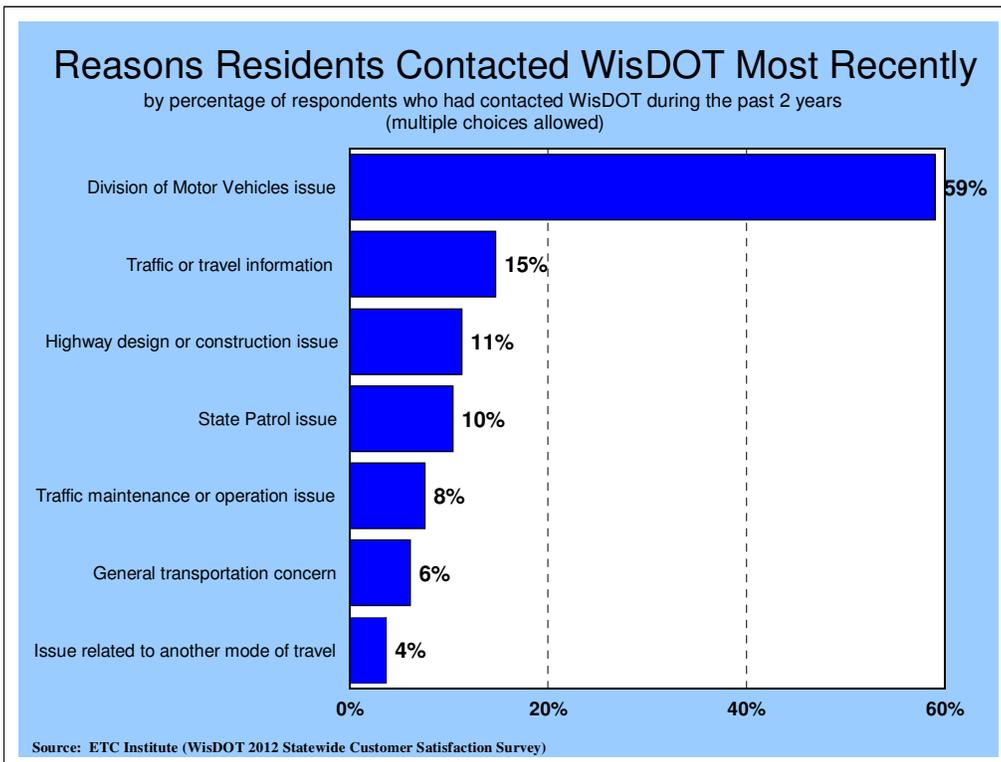
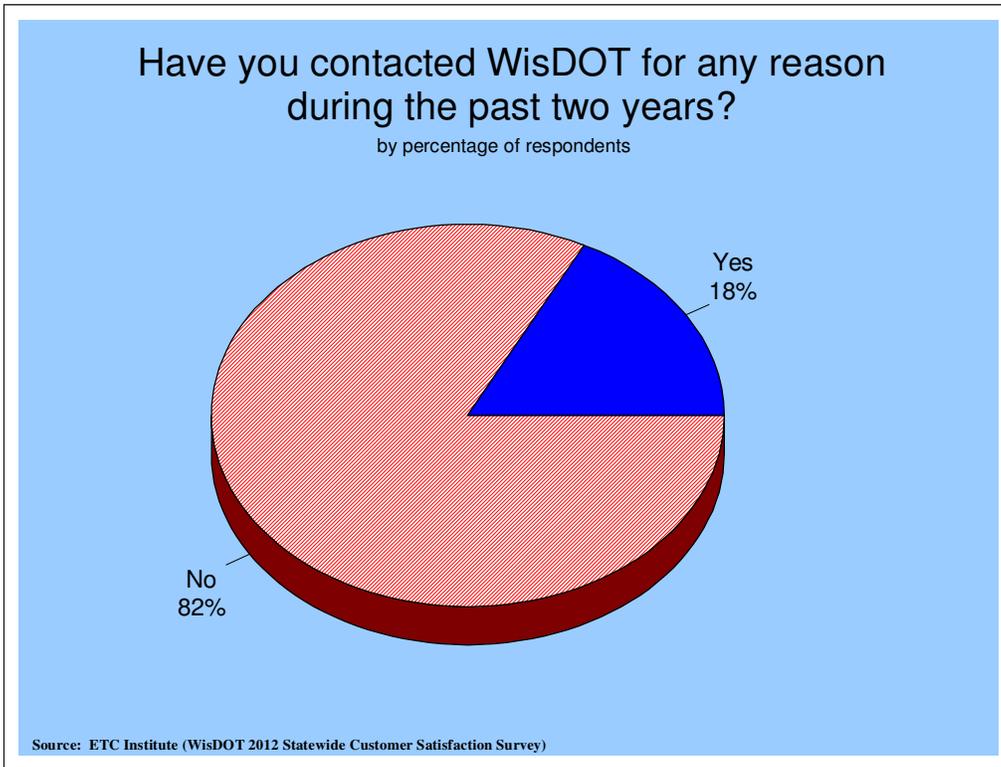


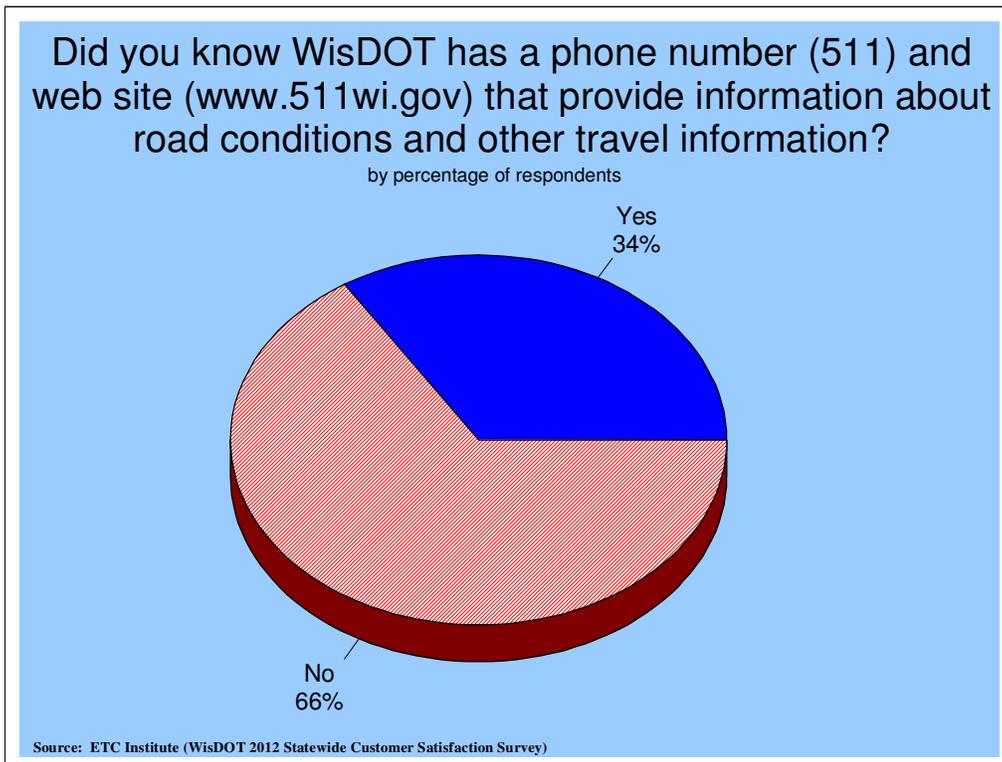
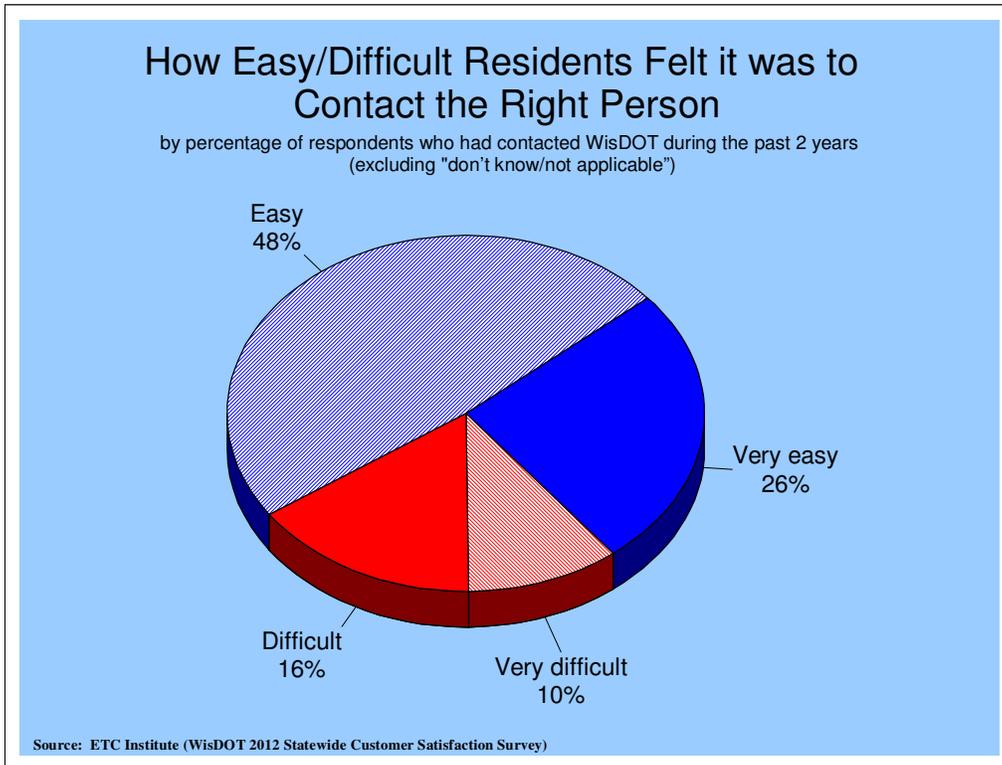


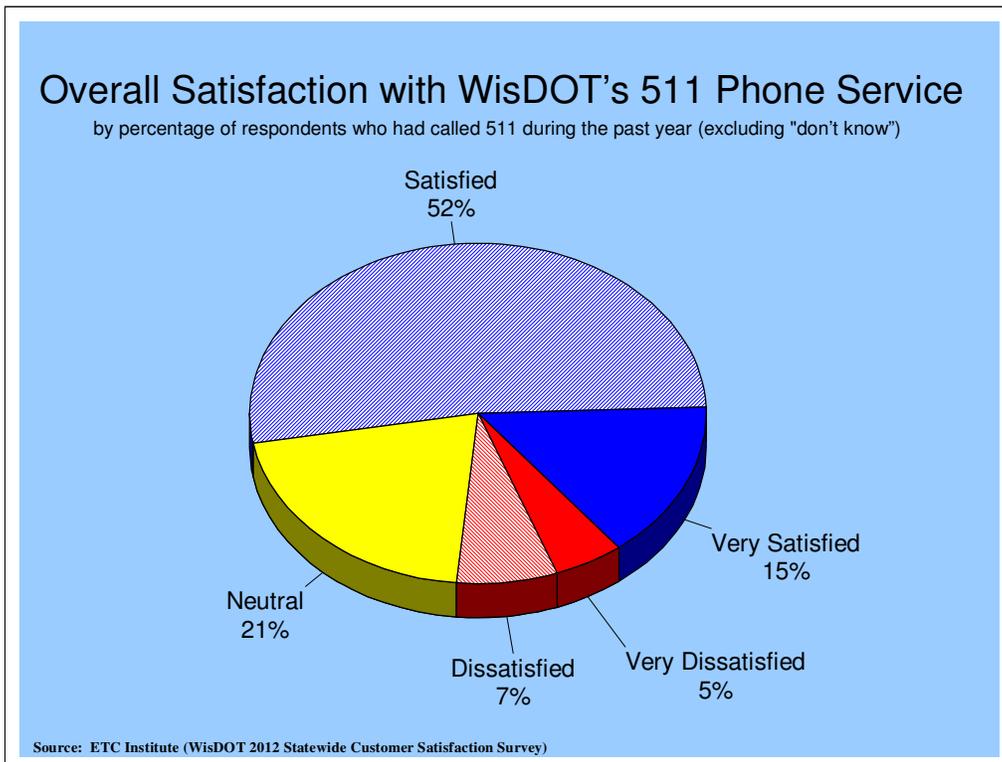
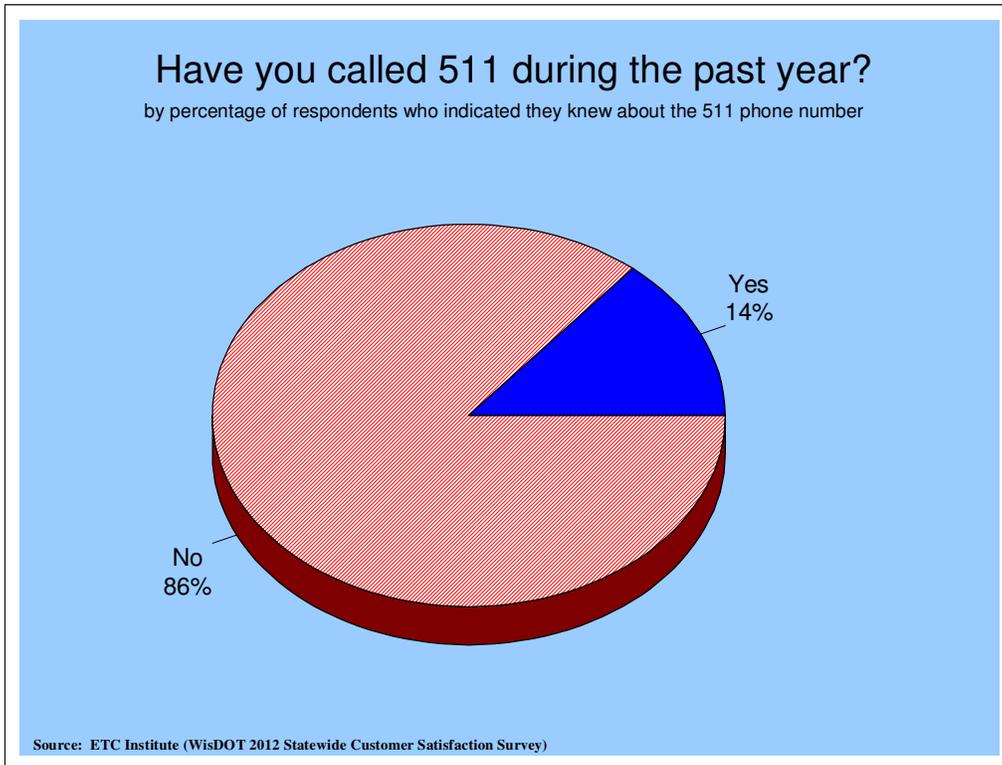


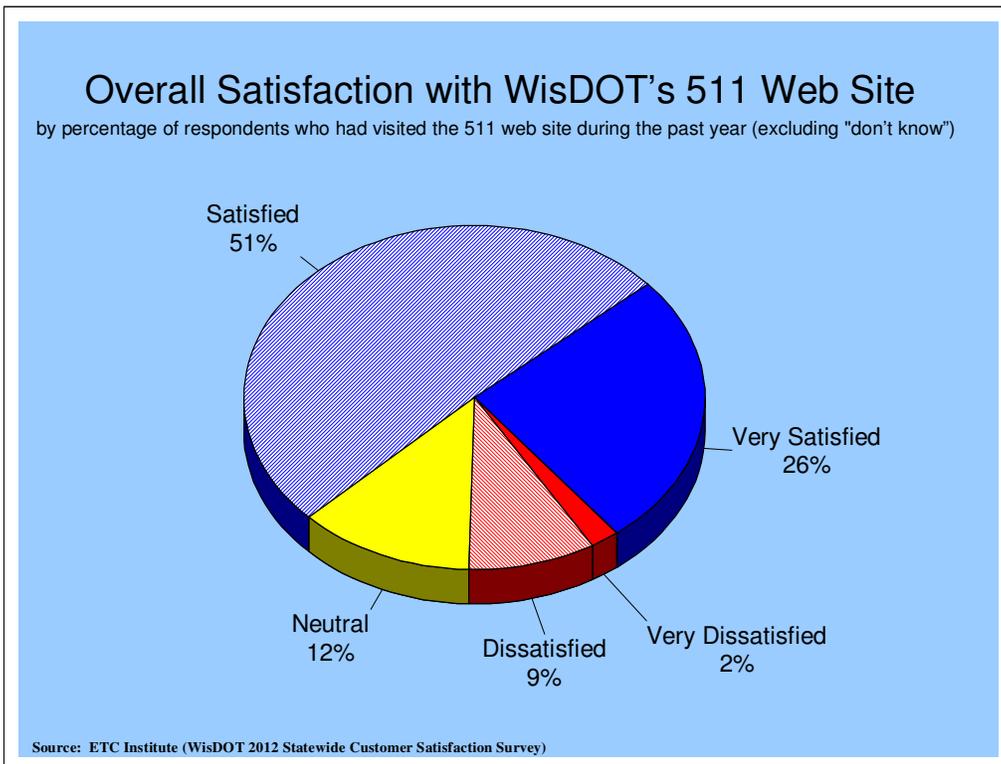
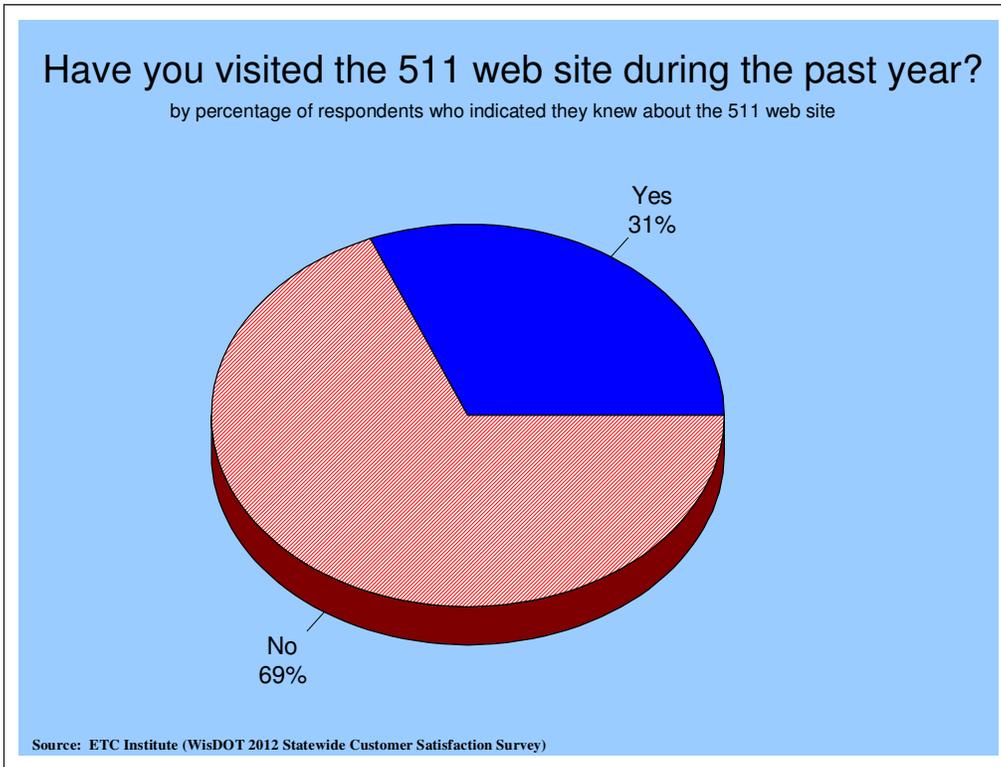


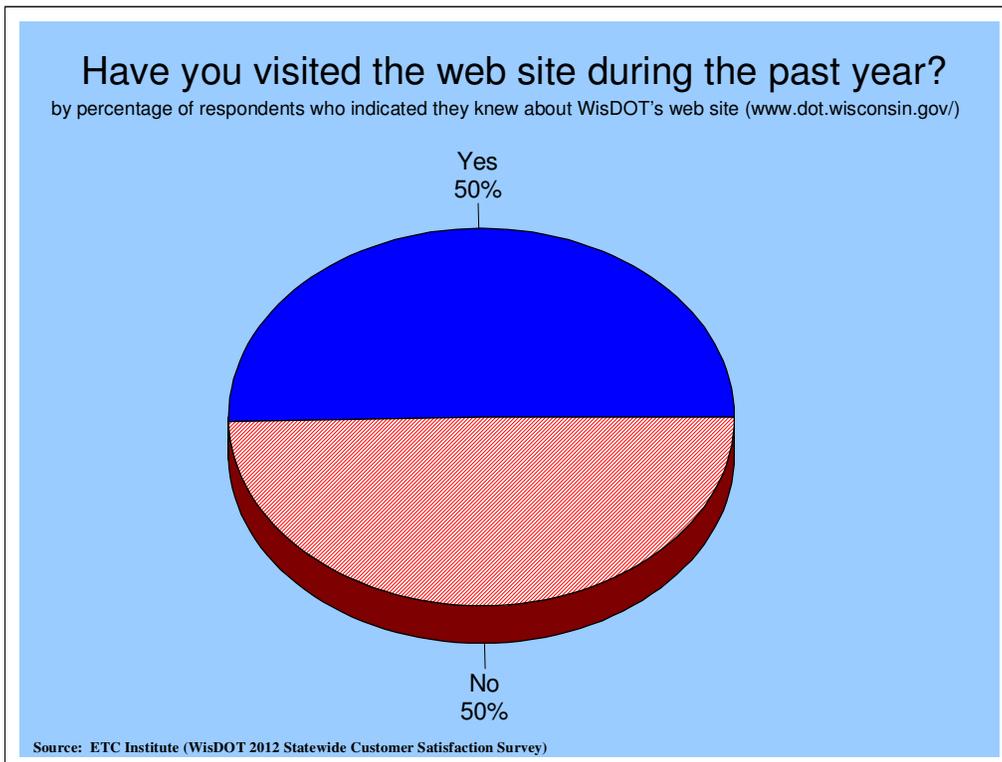
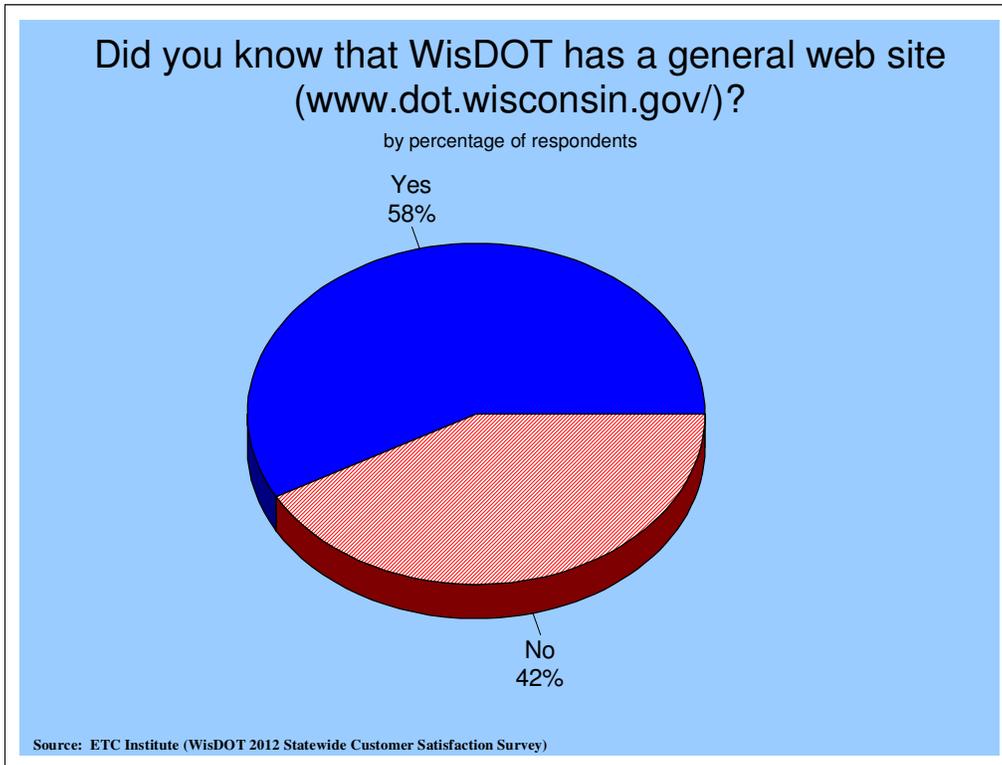


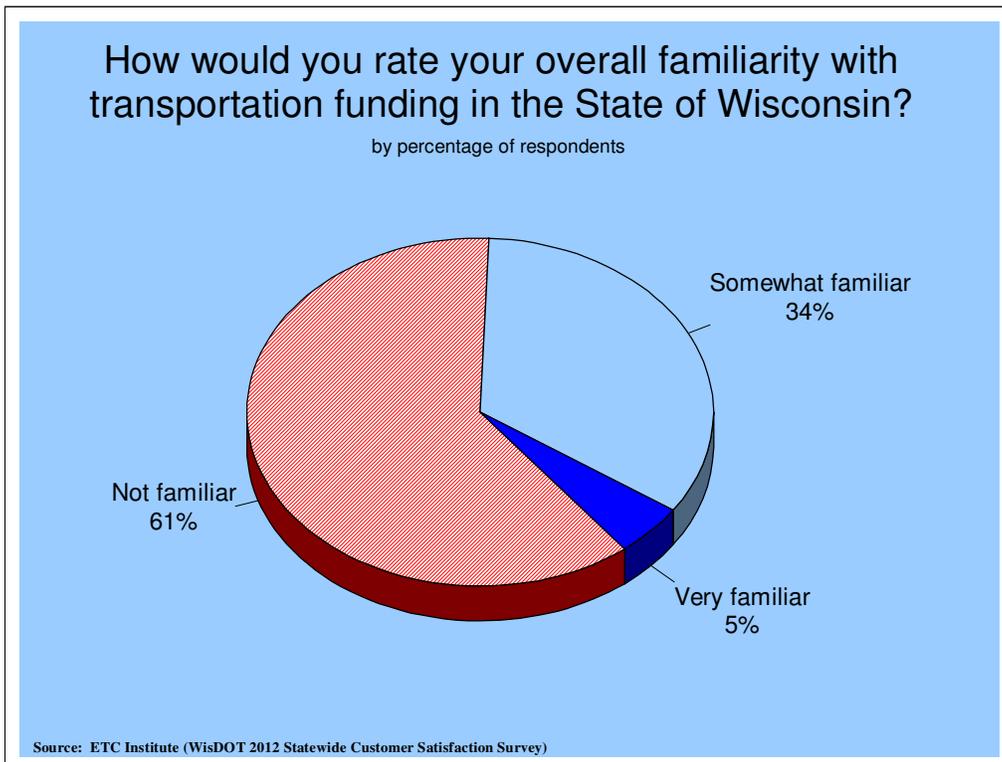
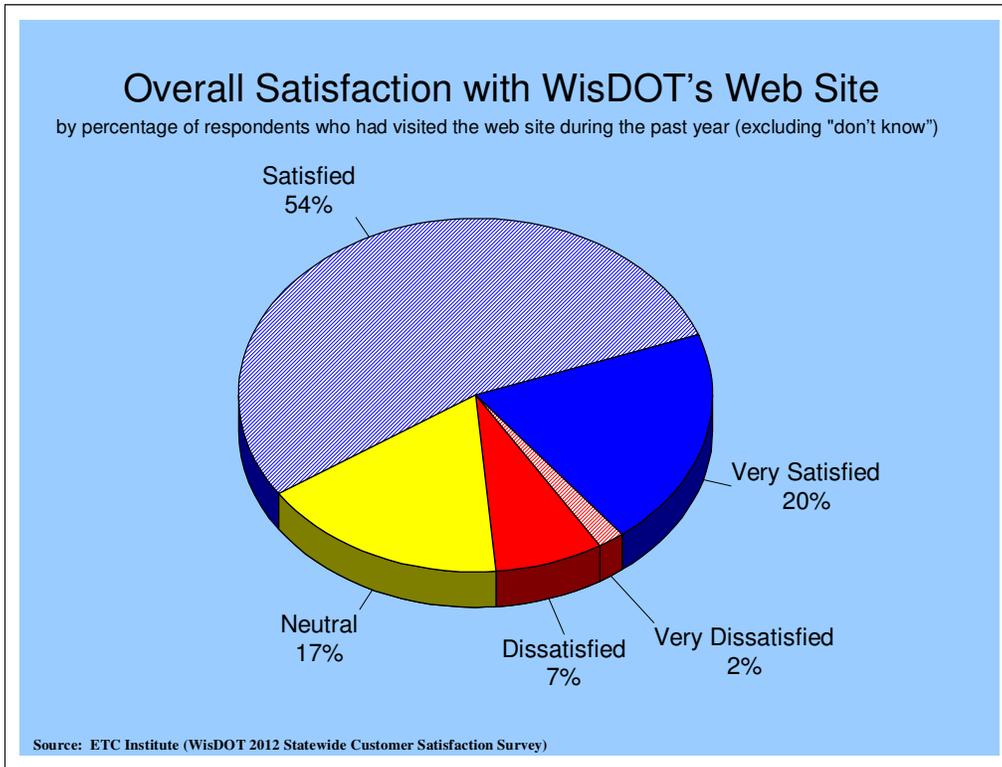


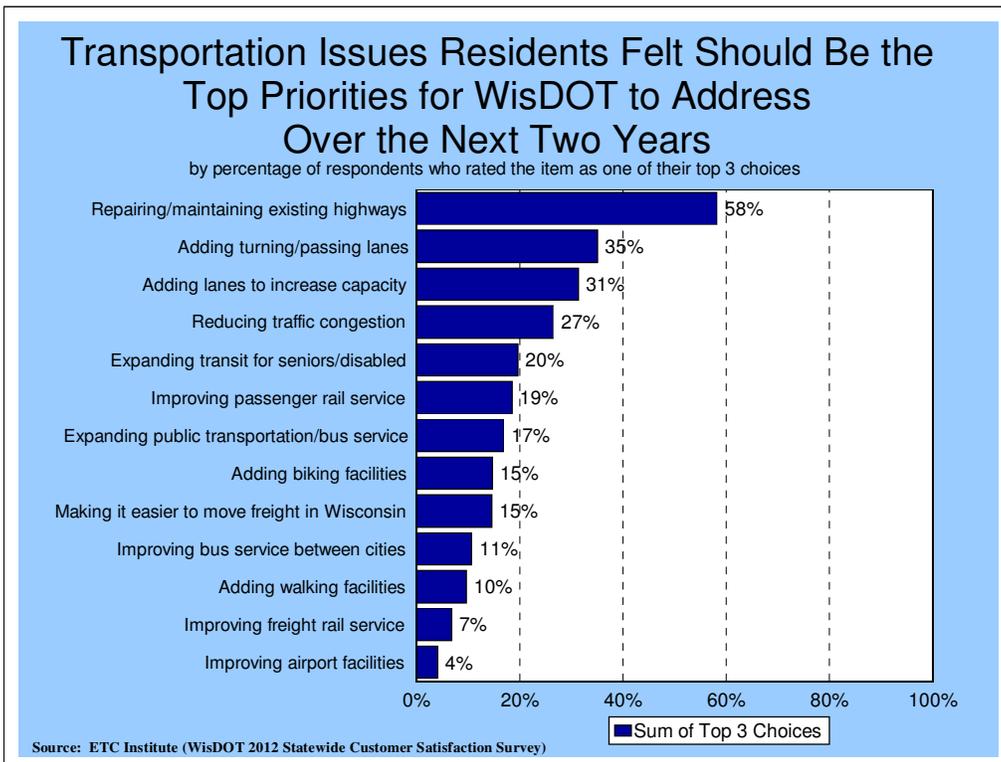
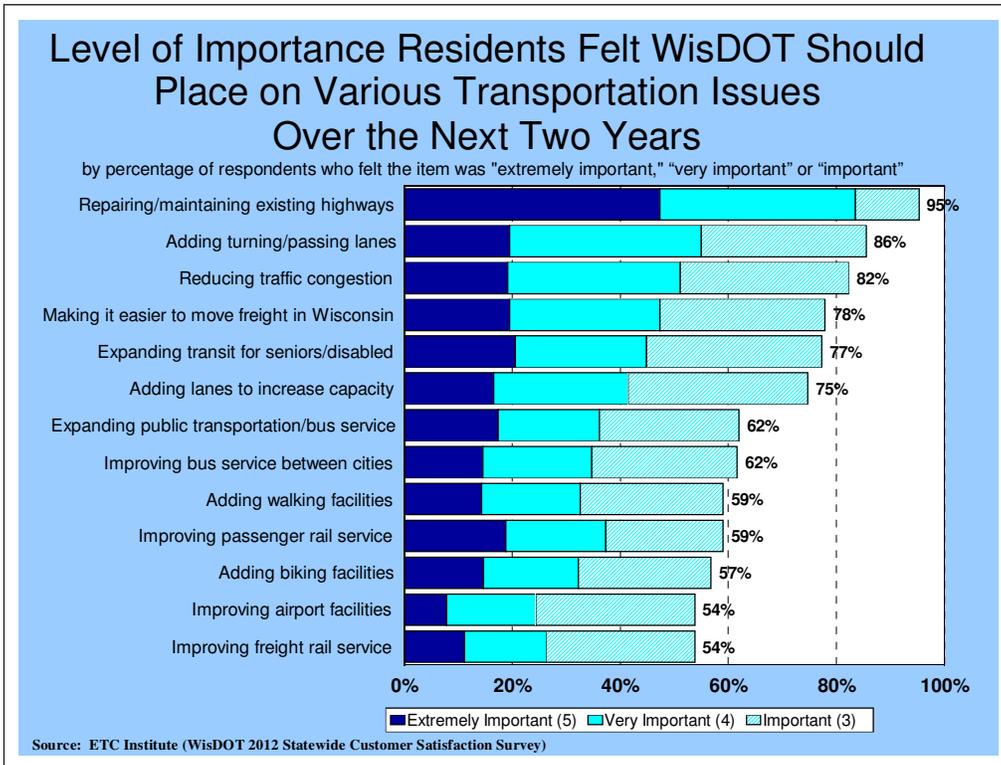






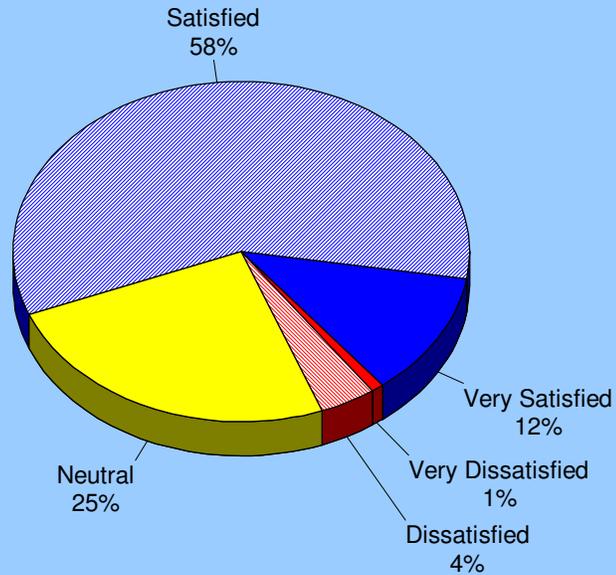






Overall Satisfaction with the Job that WisDOT has Done During the Past Few Years

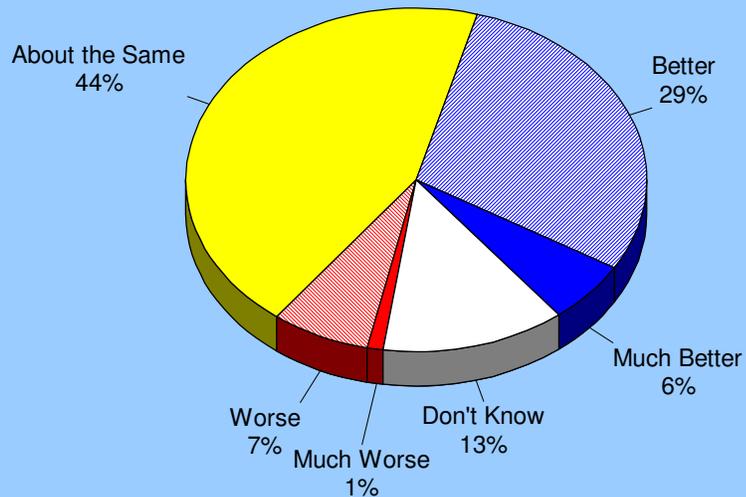
by percentage of respondents who rated WisDOT on a 5-point scale (excluding "don't know")



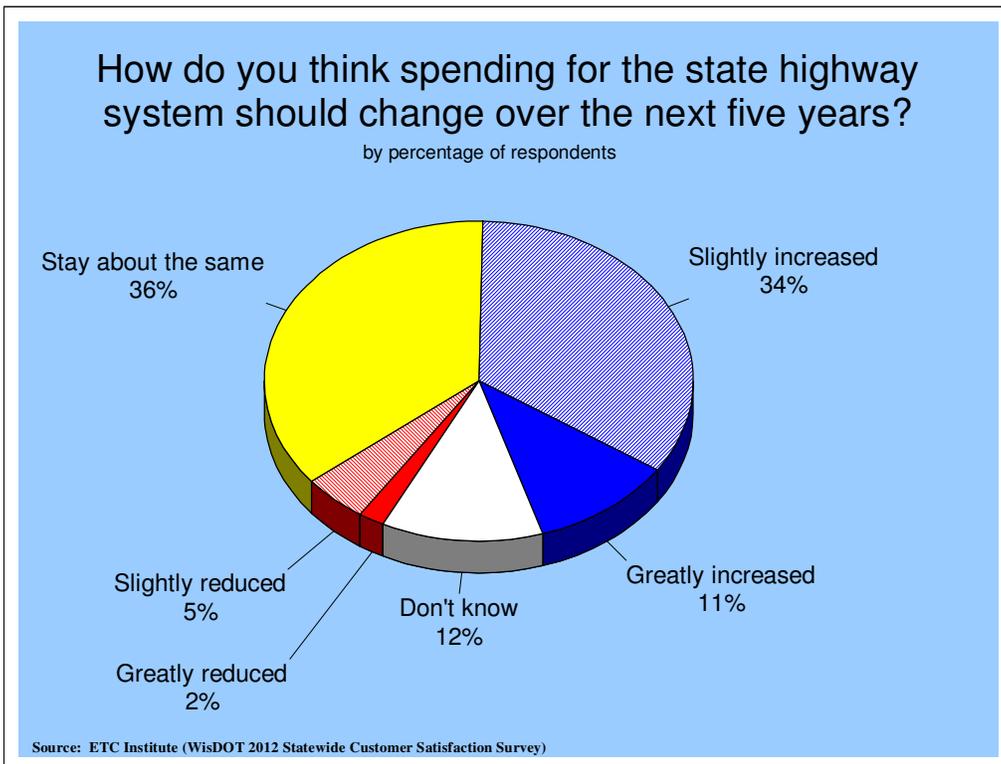
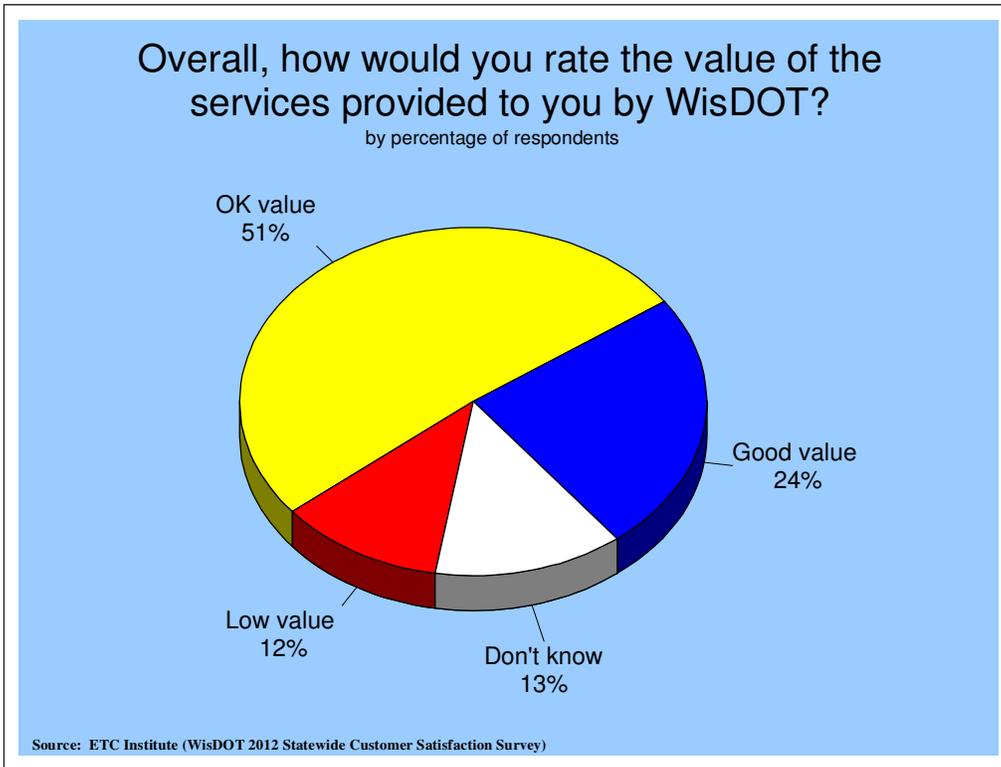
Source: ETC Institute (WisDOT 2012 Statewide Customer Satisfaction Survey)

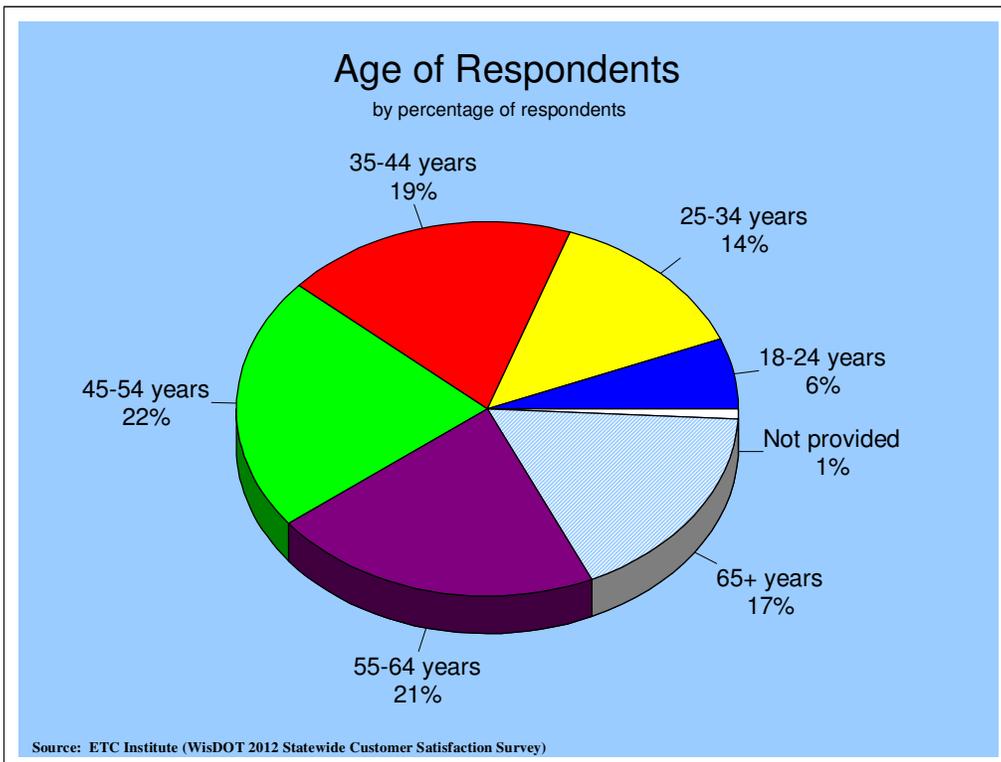
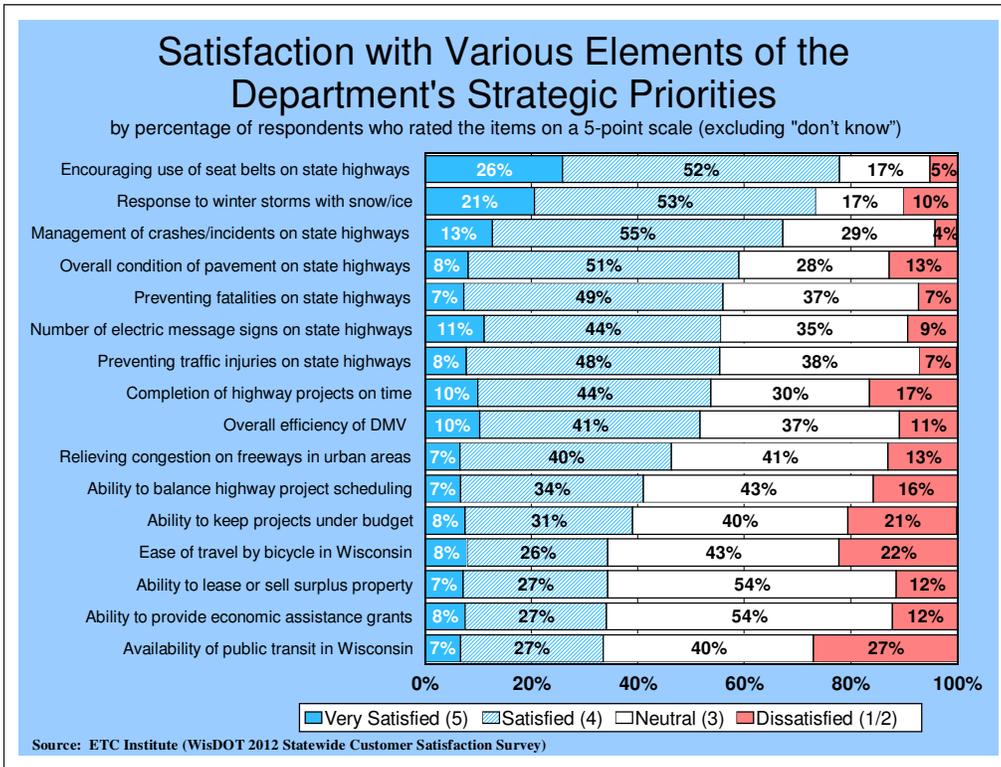
How do you think that the quality of WisDOT services has changed over the past few years?

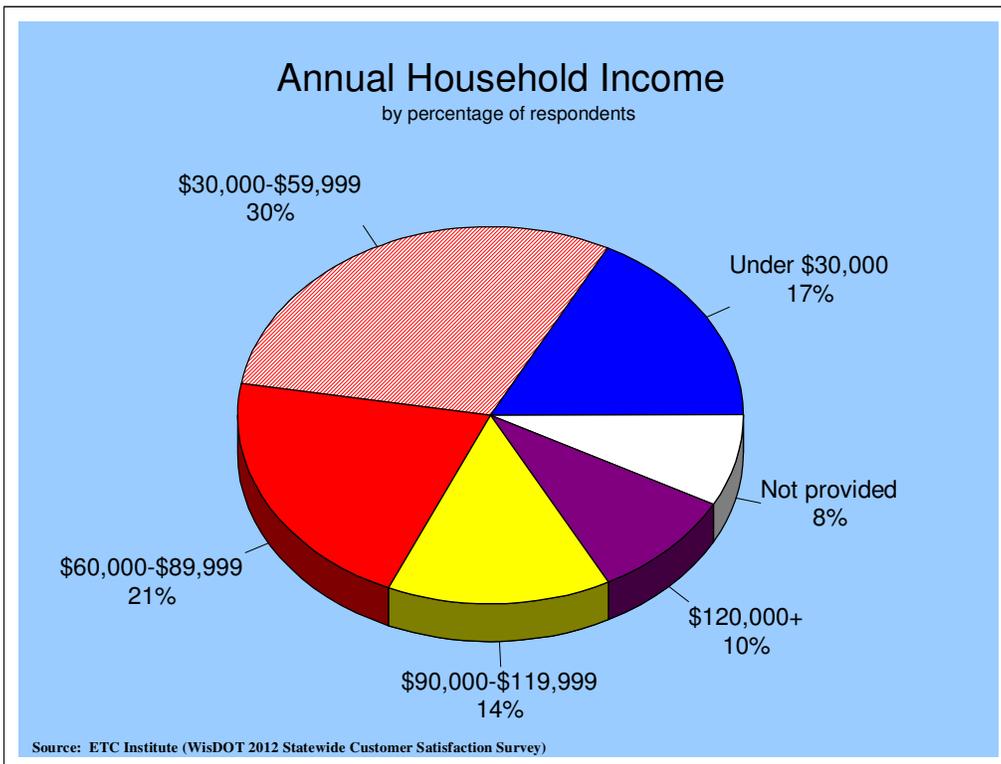
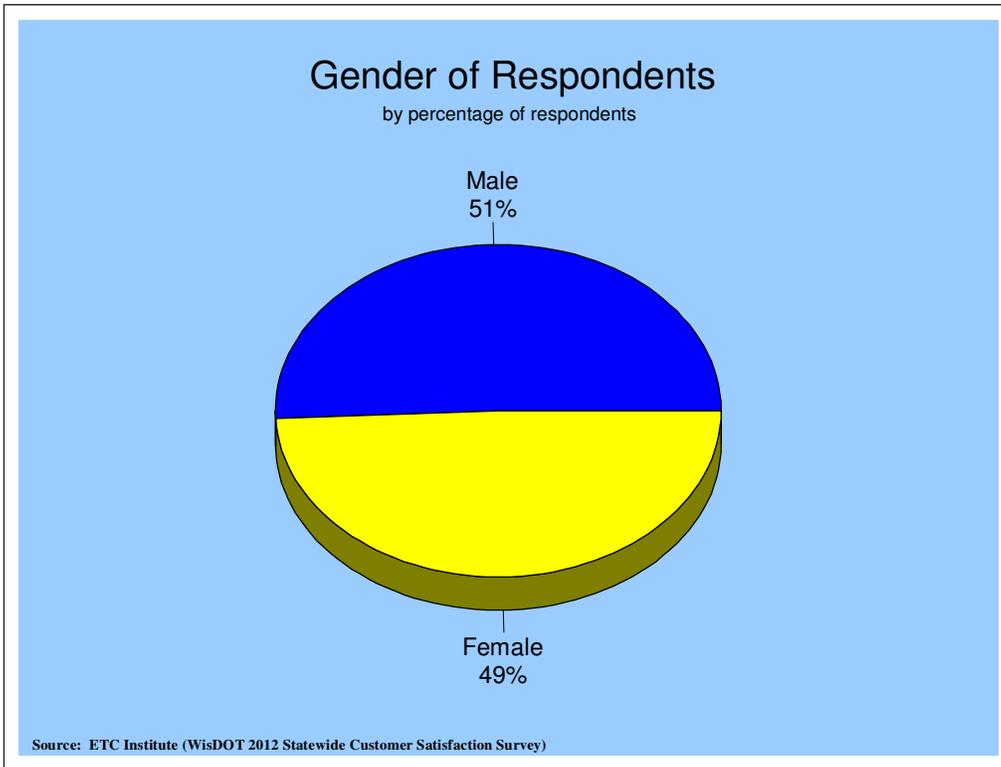
by percentage of respondents



Source: ETC Institute (WisDOT 2012 Statewide Customer Satisfaction Survey)







Section 2:
Importance-Satisfaction
Analysis

Importance-Satisfaction Analysis

Overview

Today, state officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that public organizations will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for services selected as the most important items for WisDOT to provide or the top priorities for improvement. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with WisDOT's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "no opinion"). "No opinion" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation. Respondents were asked to identify the Highway Maintenance and Operations services that were most important for WisDOT to provide. Approximately sixty-eight percent (67.8%) of residents ranked "Keeping the surface of highways smooth and free of potholes" as the most important service for WisDOT to provide.

With regard to satisfaction, "Keeping the surface of highways smooth and free of potholes" was ranked tenth overall with 59.0% rating "Keeping the surface of highways smooth and free of potholes" as a "4" or a "5" on a 5-point scale excluding "No Opinion" responses. The I-S rating for "Keeping the surface of highways smooth and free of potholes" was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 67.8% was multiplied by 41.0% (1-0.590). This calculation yielded an I-S rating of 0.2780, which was ranked 1st out of the twelve Highway Maintenance and Operations services accessed. The I-S rating of 0.2780 placed "Keeping the surface of highways smooth and free of potholes" in the "Very High Priority Area" (I-S ratings of more than .20).

The maximum rating is 1.00 and would be achieved when 100% of the respondents select a service as one of their top most critical needs for WisDOT to focus on and 0% indicated that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the most critical areas for WisDOT to focus on.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ($IS \geq 0.20$)
- Increase Current Emphasis ($0.10 \leq IS < 0.20$)
- Maintain or Reduce Current Emphasis ($IS < 0.10$)

The importance-satisfaction results are provided on the following page.

Importance-Satisfaction Rating
Wisconsin Department of Transportation
Division of Motor Vehicles (DMV)

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Quality of DMV services provided by phone	32%	3	51%	4	0.1568	1
Quality of services provided in DMV service centers	68%	1	79%	3	0.1420	2
Medium Priority (IS <.10)						
Quality of DMV services provided on the Internet	37%	2	80%	2	0.0741	3
Quality of DMV services provided by mail	20%	4	85%	1	0.0298	4

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought were the most critical for WisDOT to focus on.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'no opinion.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating
Wisconsin Department of Transportation
State Patrol Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Efforts to enforce traffic laws	32%	4	67%	4	0.1043	1
Efforts to help prevent crashes	33%	3	69%	3	0.1032	2
Medium Priority (IS <.10)						
Help stranded motorists & clear breakdowns	37%	2	75%	2	0.0920	3
Efforts to respond to crashes	46%	1	81%	1	0.0882	4
Enforce truck/commerical vehicle regulations	14%	5	60%	6	0.0564	5
Efforts to conduct criminal investigations	9%	6	62%	5	0.0347	6

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought were the most critical for WisDOT to focus on.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'no opinion.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating
Wisconsin Department of Transportation
Highway Maintenance and Operations

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
Keeping highways smooth/free of potholes	68%	1	59%	10	0.2780	1
<u>High Priority (IS .10-.20)</u>						
Removing snow & ice	62%	2	71%	6	0.1786	2
Ensuring striping is visible at night/wet weather	39%	3	58%	12	0.1649	3
<u>Medium Priority (IS < .10)</u>						
Keeping bridges in good condition	30%	4	74%	5	0.0785	4
Ensuring roadsides free of litter/debris	10%	7	60%	9	0.0393	5
Availability of rest areas	9%	8	59%	11	0.0390	6
Keeping shoulders free of drop-offs	15%	5	75%	4	0.0385	7
Mowing/trimming of grass & weeds	9%	9	60%	8	0.0368	8
Providing electronic message/warning signs	10%	6	69%	7	0.0304	9
Ensuring striping is visible during day	7%	10	76%	2	0.0175	10
Keeping rest areas clean	4%	12	76%	3	0.0101	11
Keeping guardrails strong & upright	6%	11	83%	1	0.0092	12

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-"Satisfaction" %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second and third most important responses for each item. Respondents were asked to identify the items they thought were the most critical for WisDOT to focus on.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'no opinion.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating
Wisconsin Department of Transportation
Design and Construction of Highways

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS >10-20)						
Minimizing delays in construction work zones	39%	1	50%	7	0.1945	1
Minimizing impact of construction on community	29%	5	48%	8	0.1517	2
How easy to safely pass on 2-lane highways	30%	4	57%	5	0.1286	3
How well WisDOT has designed roundabouts	21%	8	43%	9	0.1224	4
Keeping public informed on design/projects	23%	7	53%	6	0.1072	5
Medium Priority (IS <10)						
How well water drains during a storm	35%	2	72%	3	0.0992	6
Adequacy of street lighting at interchanges	25%	6	66%	4	0.0860	7
Clearly signing/markings work zones	33%	3	77%	1	0.0761	8
Width of shoulders	21%	9	76%	2	0.0486	9

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-"Satisfaction" %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second and third most important responses for each item. Respondents were asked to identify the items they thought were the most critical for WisDOT to focus on.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'no opinion.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Analysis

Importance-Satisfaction Matrix Analysis.

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent the relative Satisfaction ranking (vertical) and relative Importance ranking (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

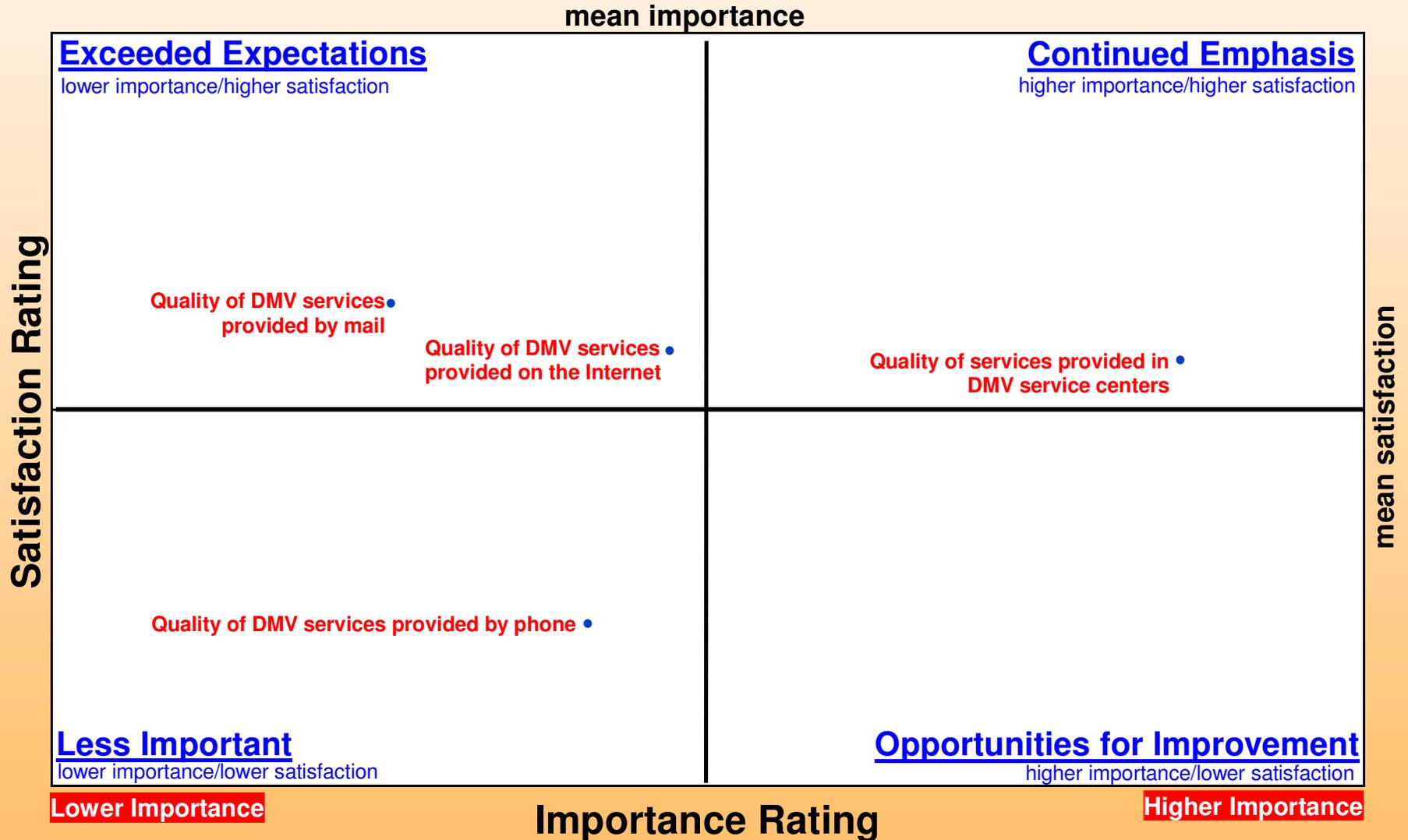
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where WisDOT is meeting customer expectations. Services in this area have a significant impact on the customer's overall level of satisfaction. WisDOT should maintain (or slightly increase) emphasis on services in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where WisDOT is performing significantly better than customers expect WisDOT to perform. Services in this area do not significantly affect the overall level of satisfaction that residents have with WisDOT services. WisDOT should maintain (or slightly decrease) emphasis on services in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where WisDOT is not performing as well as residents expect WisDOT to perform. This area has a significant impact on customer satisfaction, and WisDOT should DEFINITELY increase emphasis on services in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where WisDOT is not performing well relative to WisDOT's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with WisDOT services because the services are less important to residents. The agency should maintain current levels of emphasis on services in this area.

Matrices showing the results for WisDOT are provided on the following page.

WisDOT 2012 Statewide Customer Satisfaction Survey Importance-Satisfaction Assessment Matrix

-Division of Motor Vehicles (DMV)-

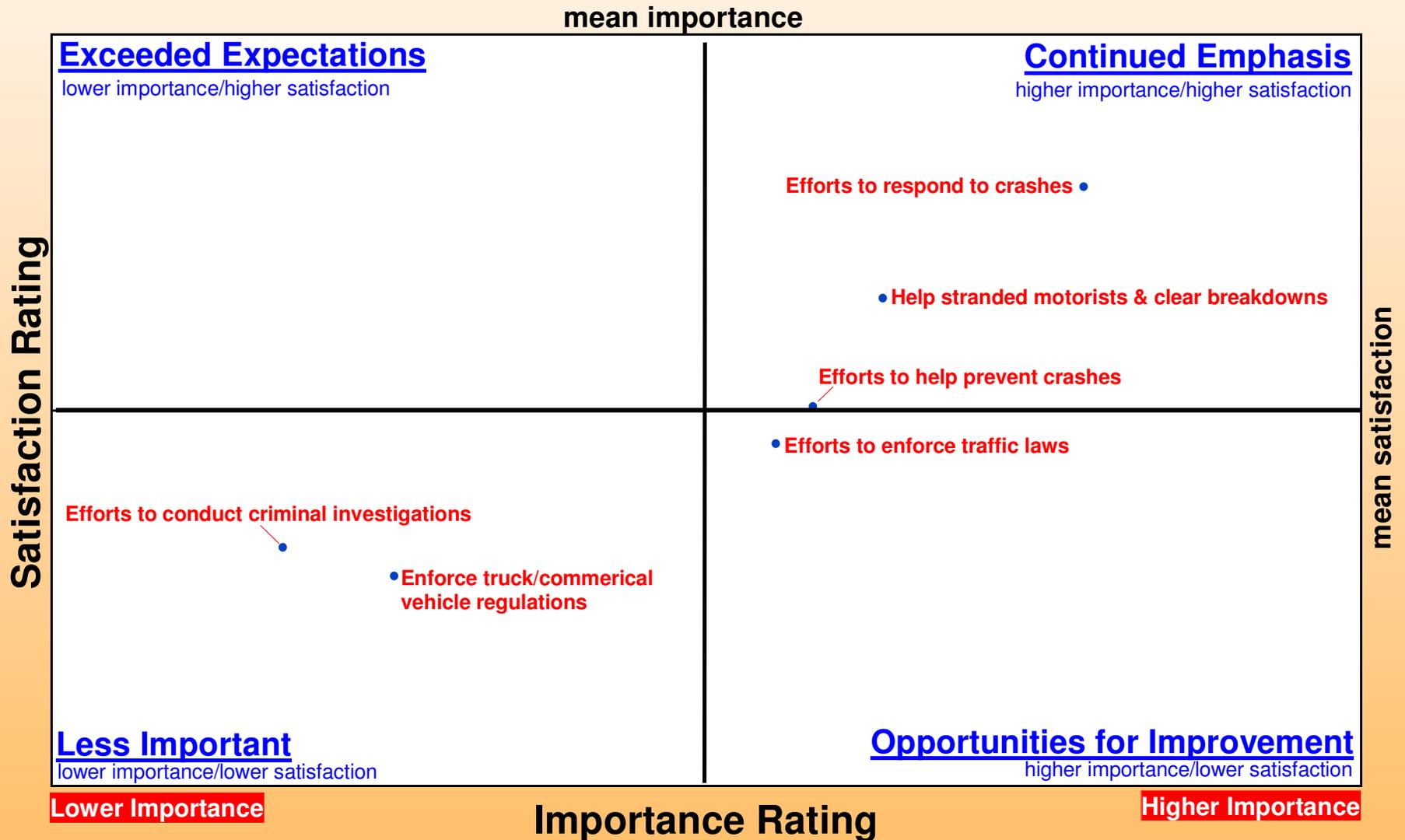
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



WisDOT 2012 Statewide Customer Satisfaction Survey Importance-Satisfaction Assessment Matrix

-State Patrol Services-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

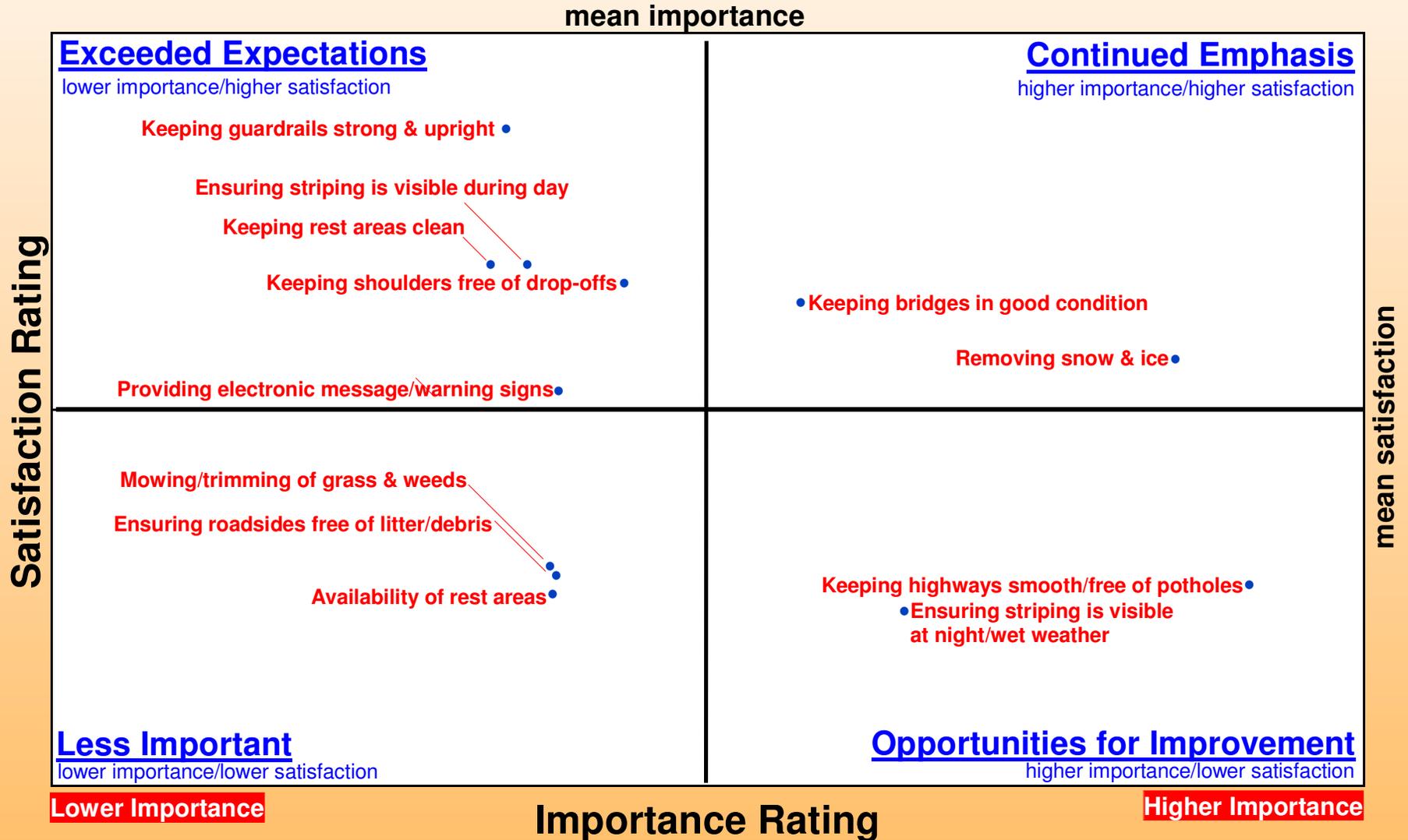


WisDOT 2012 Statewide Customer Satisfaction Survey

Importance-Satisfaction Assessment Matrix

-Highway Maintenance and Operations-

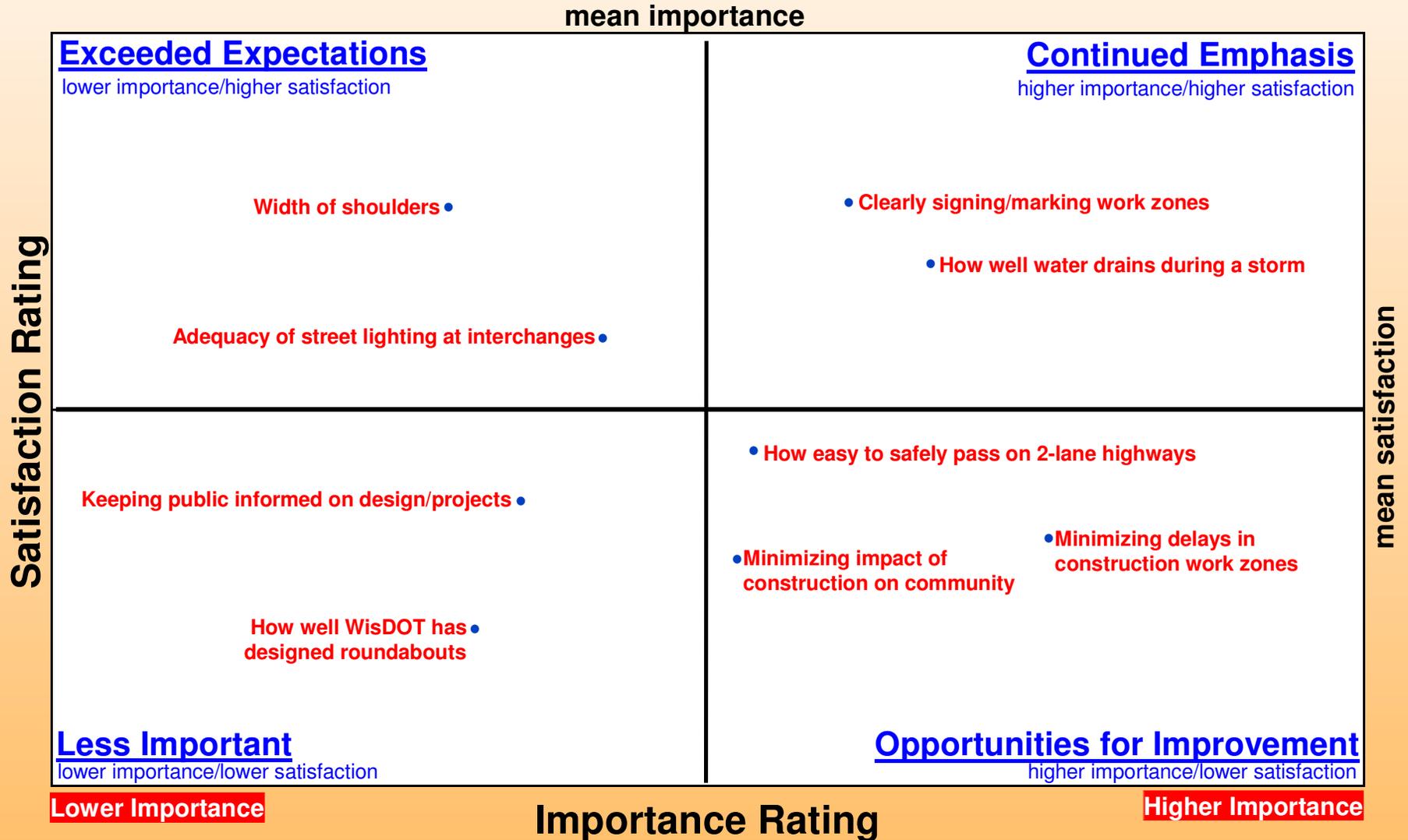
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



WisDOT 2012 Statewide Customer Satisfaction Survey Importance-Satisfaction Assessment Matrix

-Design and Construction of Highways-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

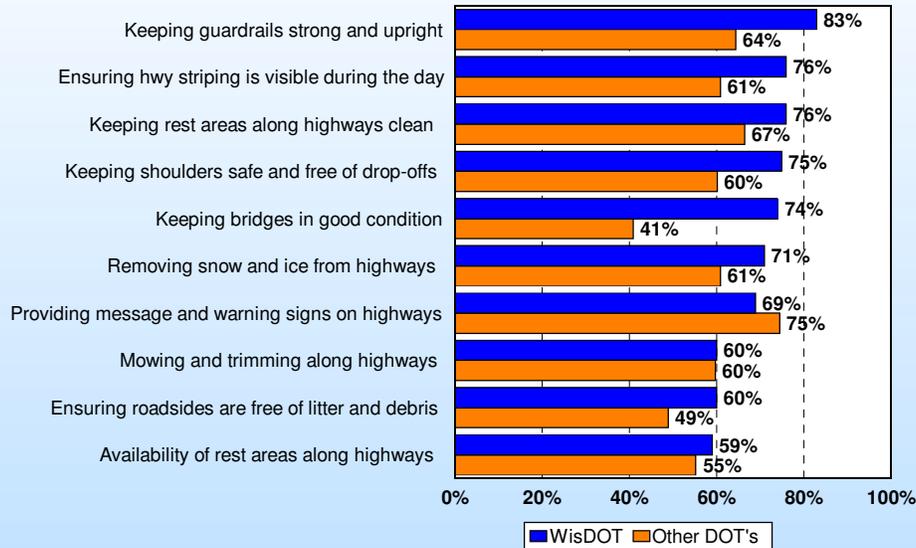


Section 3:
Benchmarking Analysis

Satisfaction with D.O.T.'s Performance Related to Highway Maintenance and Operation

WisDOT vs. Other D.O.T.'s

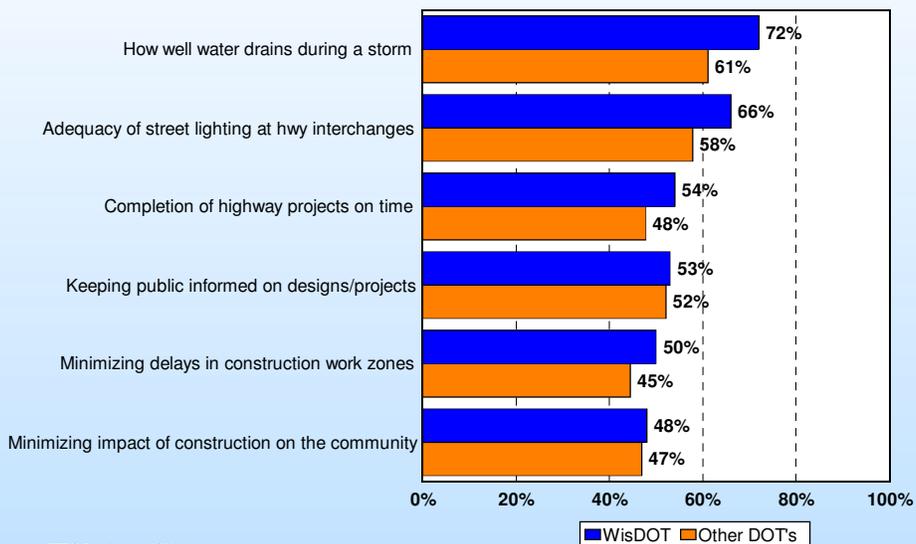
by percentage of respondents who were either "Very Satisfied" or "Satisfied" (excluding no opinion)



Satisfaction with D.O.T.'s Performance Related to the Design and Construction of Highways

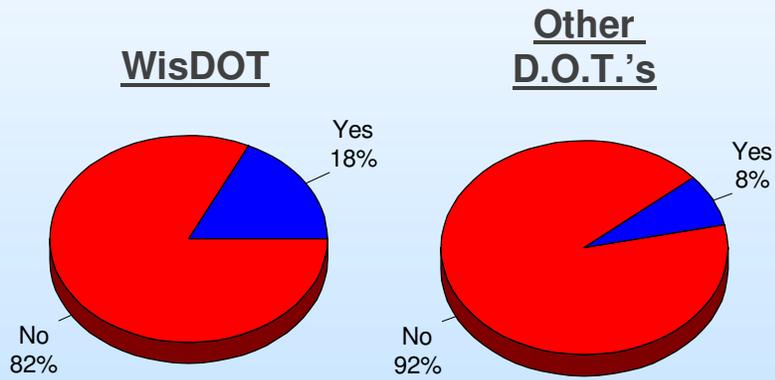
WisDOT vs. Other D.O.T.'s

by percentage of respondents who were either "Very Satisfied" or "Satisfied" (excluding no opinion)



Have you contacted your state department of transportation during the past two years?

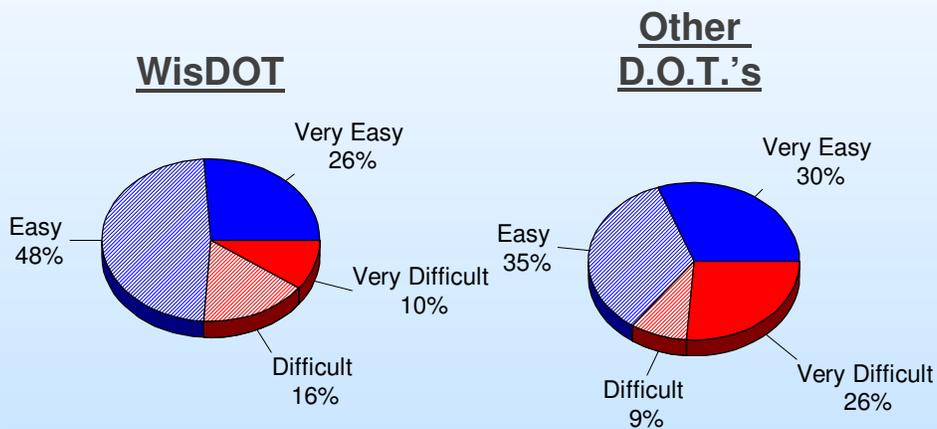
by percentage of respondents



Source: ETC Institute (2012)

How easy/difficult was it to contact the right person the last time you contacted the Department of Transportation?

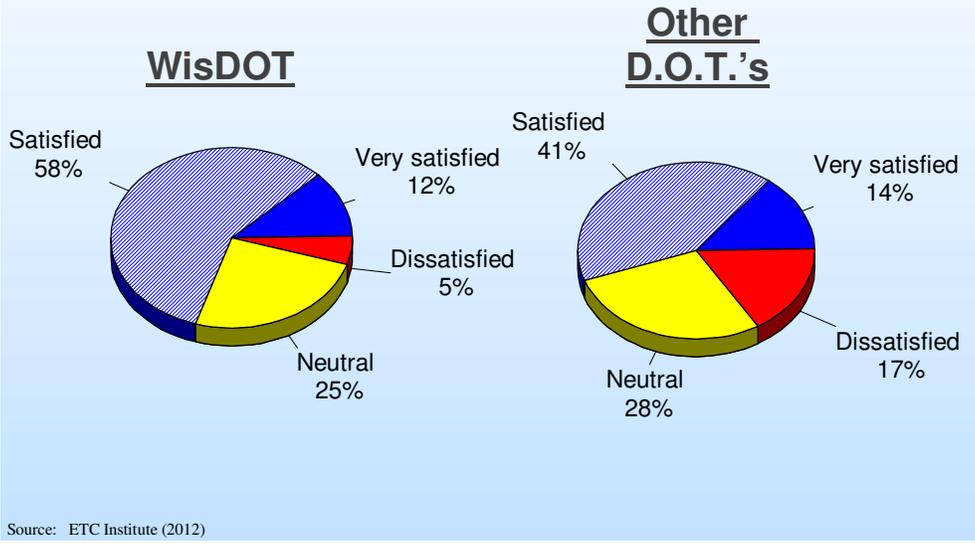
by percentage of respondents who have contacted their state department of transportation during the past two years



Source: ETC Institute (2012)

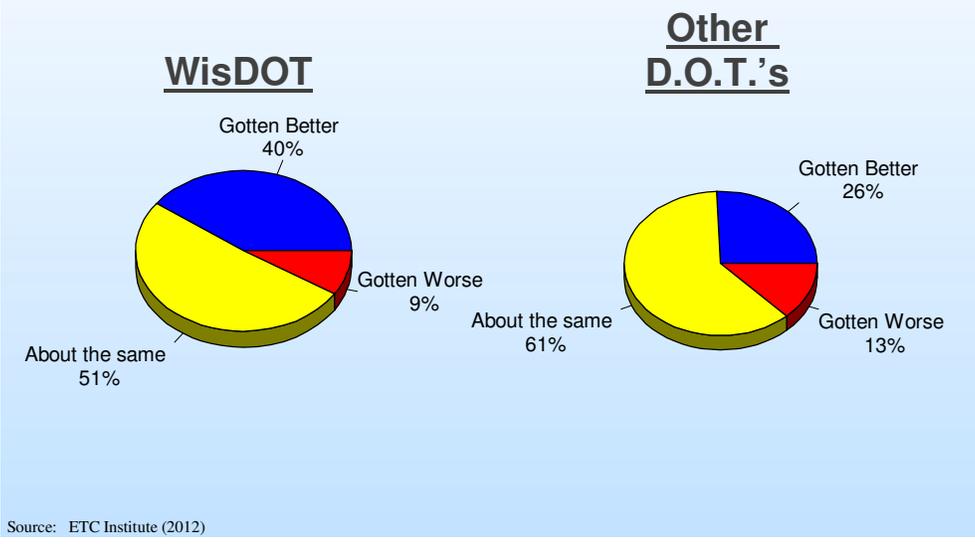
Overall, how satisfied are you with the job that your state department of transportation has done providing transportation services during the past few years?

by percentage of respondents (excluding no opinion)



Compared to two years ago, how do you think that the current quality of your State Department of Transportation services has changed?

by percentage of respondents (excluding no opinion/don't know)



Section 4:
**Crosstabulations of the
Survey Data by Region**

Geographic Distribution By Region

<u>Geography/Region</u>	<u>Number</u>	<u>Percent</u>
Northcentral	384	20.6 %
Northeast	356	19.1 %
Northwest	376	20.2 %
Southeast	362	19.5 %
Southwest	382	20.5 %
Total	1860	100.0 %

Q1. When was the last time you called or visited a DMV service center or used DMV services on-line?

N=1860

Geography/Region						Total
Northwest	Southwest	Southeast	Northeast	Northcentral		

Q1. When was the last time you called or visited a DMV service center or used DMV services on-line

Never	3.2%	2.6%	4.4%	5.1%	3.9%	3.8%
Within the past 12 months	50.5%	56.3%	58.8%	50.6%	53.4%	53.9%
1-2 years ago	20.7%	22.8%	19.6%	23.6%	21.1%	21.6%
3-4 years ago	12.5%	10.2%	9.9%	11.2%	8.6%	10.5%
5-10 years ago	8.5%	3.9%	4.7%	5.6%	9.1%	6.4%
10+ years	0.3%	1.0%	0.8%	0.3%	0.8%	0.6%
Don't remember	4.3%	3.1%	1.7%	3.7%	3.1%	3.2%

Q1a. During the past 12 months have you done any of the following?

N=1003

	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q1a. Have you done any of these</u>						
Visited a DMV service center in person	74.7%	73.5%	76.5%	78.3%	79.5%	76.5%
Called DMV for any reason	16.3%	13.0%	17.4%	13.3%	14.6%	15.0%
Used DMV services on-line (Internet)	35.3%	45.1%	39.9%	45.6%	39.5%	41.1%
Used DMV services by mail	21.1%	21.4%	19.2%	15.6%	22.4%	20.0%
Other	1.1%	0.5%	0.9%	1.1%	0.5%	0.8%
No response	1.6%	1.4%	0.9%	0.0%	1.5%	1.1%

Q2. Please rate your satisfaction with DMV's performance in the following areas: (without "don't know/NA")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q2a. Your ability to contact DMV by phone</u>						
Very Satisfied	13.3%	19.2%	16.5%	17.3%	16.1%	16.4%
Satisfied	29.2%	23.1%	35.1%	28.6%	25.0%	28.0%
Neutral	27.5%	23.1%	21.6%	18.4%	28.2%	24.1%
Dissatisfied	8.3%	11.5%	10.3%	20.4%	18.5%	13.8%
Very Dissatisfied	21.7%	23.1%	16.5%	15.3%	12.1%	17.7%

Q2. Please rate your satisfaction with DMV's performance in the following areas: (without "don't know/NA")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q2b. Amount of time you waited to speak with someone who could help you</u>						
Very Satisfied	15.7%	14.7%	18.5%	16.0%	13.1%	15.4%
Satisfied	25.0%	16.7%	29.3%	34.0%	33.6%	27.8%
Neutral	27.8%	30.4%	23.9%	23.4%	28.7%	27.0%
Dissatisfied	17.6%	17.6%	14.1%	19.1%	16.4%	17.0%
Very Dissatisfied	13.9%	20.6%	14.1%	7.4%	8.2%	12.7%

Q2. Please rate your satisfaction with DMV's performance in the following areas: (without "don't know/NA")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q2c. Courtesy & professionalism of staff who helped by phone</u>						
Very Satisfied	24.3%	21.7%	29.9%	23.5%	22.9%	24.4%
Satisfied	41.7%	39.1%	34.5%	36.5%	43.1%	39.3%
Neutral	22.3%	21.7%	26.4%	28.2%	22.0%	23.9%
Dissatisfied	10.7%	8.7%	5.7%	5.9%	5.5%	7.4%
Very Dissatisfied	1.0%	8.7%	3.4%	5.9%	6.4%	5.0%

Q2. Please rate your satisfaction with DMV's performance in the following areas: (without "don't know/NA")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q2d. Your ability to get what you needed first time you contacted DMV by phone</u>						
Very Satisfied	24.3%	26.4%	26.4%	22.0%	20.0%	23.7%
Satisfied	33.0%	25.3%	35.6%	35.4%	35.5%	33.0%
Neutral	19.4%	23.1%	17.2%	29.3%	28.2%	23.5%
Dissatisfied	16.5%	12.1%	6.9%	7.3%	9.1%	10.6%
Very Dissatisfied	6.8%	13.2%	13.8%	6.1%	7.3%	9.3%

Q2. Please rate your satisfaction with DMV's performance in the following areas: (without "don't know/NA")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q2e. Your overall satisfaction with service provided by DMV over phone</u>						
Very Satisfied	21.2%	23.7%	26.7%	21.2%	16.8%	21.7%
Satisfied	32.3%	19.4%	26.7%	32.9%	31.8%	28.7%
Neutral	24.2%	26.9%	31.4%	25.9%	33.6%	28.5%
Dissatisfied	13.1%	17.2%	3.5%	14.1%	10.3%	11.7%
Very Dissatisfied	9.1%	12.9%	11.6%	5.9%	7.5%	9.4%

Q2. Please rate your satisfaction with DMV's performance in the following areas: (without "don't know/NA")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q2f. Availability of information about DMV services on Internet</u>						
Very Satisfied	38.2%	43.2%	30.4%	30.0%	29.5%	34.2%
Satisfied	43.5%	40.5%	50.7%	52.9%	52.1%	48.0%
Neutral	13.7%	12.8%	15.5%	12.1%	14.4%	13.7%
Dissatisfied	3.1%	2.7%	2.7%	2.1%	2.1%	2.5%
Very Dissatisfied	1.5%	0.7%	0.7%	2.9%	2.1%	1.5%

Q2. Please rate your satisfaction with DMV's performance in the following areas: (without "don't know/NA")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q2g. Your ability to get what you needed first time you used DMV services on Internet</u>						
Very Satisfied	36.4%	44.5%	32.2%	32.9%	29.5%	35.1%
Satisfied	40.9%	34.9%	41.6%	40.0%	50.0%	41.5%
Neutral	19.7%	13.7%	22.1%	16.4%	15.1%	17.4%
Dissatisfied	1.5%	5.5%	2.0%	7.9%	2.7%	3.9%
Very Dissatisfied	1.5%	1.4%	2.0%	2.9%	2.7%	2.1%

Q2. Please rate your satisfaction with DMV's performance in the following areas: (without "don't know/NA")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q2h. Your overall satisfaction with services provided by DMV on Internet</u>						
Very Satisfied	38.3%	44.4%	32.2%	28.4%	33.1%	35.2%
Satisfied	36.8%	36.1%	51.0%	52.5%	47.7%	45.0%
Neutral	20.3%	13.2%	14.8%	11.3%	15.2%	14.9%
Dissatisfied	3.0%	4.2%	1.3%	5.0%	1.3%	2.9%
Very Dissatisfied	1.5%	2.1%	0.7%	2.8%	2.6%	1.9%

Q2. Please rate your satisfaction with DMV's performance in the following areas: (without "don't know/NA")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q2i. Appearance of DMV service centers</u>						
Very Satisfied	35.0%	36.1%	35.8%	36.2%	32.9%	35.2%
Satisfied	47.9%	41.1%	39.6%	43.0%	50.8%	44.6%
Neutral	16.5%	20.3%	18.1%	16.4%	13.5%	16.9%
Dissatisfied	0.3%	1.9%	5.1%	3.1%	2.2%	2.5%
Very Dissatisfied	0.3%	0.6%	1.4%	1.4%	0.6%	0.8%

Q2. Please rate your satisfaction with DMV's performance in the following areas: (without "don't know/NA")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q2j. Courtesy & professionalism of staff who helped you</u>						
Very Satisfied	33.7%	42.4%	39.1%	33.8%	33.8%	36.6%
Satisfied	46.3%	38.1%	37.7%	40.8%	43.5%	41.3%
Neutral	10.4%	14.2%	14.5%	15.7%	14.2%	13.8%
Dissatisfied	7.1%	3.7%	7.1%	6.7%	4.8%	5.8%
Very Dissatisfied	2.6%	1.5%	1.7%	3.0%	3.6%	2.5%

Q2. Please rate your satisfaction with DMV's performance in the following areas: (without "don't know/NA")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q2k. Amount of time you waited to be served last time you visited a DMV service center</u>						
Very Satisfied	25.2%	31.2%	27.5%	18.8%	21.4%	24.8%
Satisfied	36.5%	31.5%	32.6%	37.2%	38.9%	35.3%
Neutral	21.9%	18.5%	22.5%	23.2%	22.0%	21.6%
Dissatisfied	11.0%	12.7%	11.4%	14.8%	11.7%	12.3%
Very Dissatisfied	5.5%	6.2%	6.0%	6.0%	6.0%	6.0%

Q2. Please rate your satisfaction with DMV's performance in the following areas: (without "don't know/NA")

N=1860

	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	

Q2i. Location of DMV service centers

Very Satisfied	27.9%	39.8%	32.4%	31.2%	31.8%	32.7%
Satisfied	44.6%	33.2%	38.5%	40.9%	45.0%	40.5%
Neutral	18.3%	18.3%	20.1%	17.9%	14.4%	17.7%
Dissatisfied	7.7%	5.9%	6.7%	8.0%	6.3%	6.9%
Very Dissatisfied	1.6%	2.8%	2.3%	2.0%	2.4%	2.2%

Q2. Please rate your satisfaction with DMV's performance in the following areas: (without "don't know/NA")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q2m. Your ability to get what you needed first time you visited a DMV service center</u>						
Very Satisfied	40.3%	45.5%	46.5%	37.8%	37.3%	41.5%
Satisfied	43.5%	37.4%	36.1%	43.9%	44.3%	41.1%
Neutral	11.3%	12.5%	10.0%	12.5%	12.0%	11.7%
Dissatisfied	3.9%	3.4%	4.3%	3.0%	3.6%	3.7%
Very Dissatisfied	1.0%	1.2%	3.0%	2.7%	2.7%	2.1%

Q2. Please rate your satisfaction with DMV's performance in the following areas: (without "don't know/NA")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q2n. Your overall satisfaction with the service provided by DMV service centers</u>						
Very Satisfied	31.7%	36.5%	37.3%	30.3%	28.3%	32.8%
Satisfied	46.9%	42.4%	40.0%	48.1%	50.2%	45.6%
Neutral	13.9%	13.6%	16.3%	13.8%	13.8%	14.3%
Dissatisfied	6.1%	5.6%	5.0%	5.7%	5.5%	5.6%
Very Dissatisfied	1.3%	1.9%	1.3%	2.0%	2.2%	1.7%

Q2. Please rate your satisfaction with DMV's performance in the following areas: (without "don't know/NA")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q2o. Quality of printed materials & instructions that were provided</u>						
Very Satisfied	28.9%	42.0%	32.2%	38.4%	30.6%	34.5%
Satisfied	49.4%	46.4%	46.9%	45.7%	56.1%	49.0%
Neutral	19.9%	9.9%	18.2%	11.9%	9.8%	13.8%
Dissatisfied	1.2%	1.1%	1.4%	3.3%	1.2%	1.6%
Very Dissatisfied	0.6%	0.6%	1.4%	0.7%	2.3%	1.1%

Q2. Please rate your satisfaction with DMV's performance in the following areas: (without "don't know/NA")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q2p. Your overall satisfaction with the service provided by DMV by mail</u>						
Very Satisfied	32.7%	45.3%	35.2%	39.6%	29.5%	36.5%
Satisfied	46.1%	44.1%	45.8%	47.7%	57.2%	48.3%
Neutral	19.4%	8.4%	14.1%	10.1%	9.8%	12.3%
Dissatisfied	0.0%	1.7%	4.2%	2.0%	1.7%	1.9%
Very Dissatisfied	1.8%	0.6%	0.7%	0.7%	1.7%	1.1%

Q3. Please rate your satisfaction with DMV's performance in the following areas: (without "don't know/NA")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q3a. The process for initially registering & paying fees for a vehicle</u>						
Very Satisfied	23.3%	26.0%	27.9%	23.9%	23.6%	24.9%
Satisfied	48.1%	49.3%	49.8%	46.6%	52.9%	49.4%
Neutral	24.7%	18.5%	15.8%	22.4%	17.5%	19.8%
Dissatisfied	2.8%	4.1%	3.8%	5.6%	4.7%	4.2%
Very Dissatisfied	1.1%	2.1%	2.6%	1.5%	1.3%	1.7%

Q3. Please rate your satisfaction with DMV's performance in the following areas: (without "don't know/NA")

N=1860	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	

Q3b. The process for renewing registration & paying fees for a vehicle already registered

Very Satisfied	31.3%	41.2%	34.1%	32.7%	32.6%	34.5%
Satisfied	48.3%	46.3%	51.8%	43.0%	52.5%	48.4%
Neutral	16.6%	8.4%	8.9%	15.3%	10.7%	11.9%
Dissatisfied	3.4%	3.0%	3.0%	7.7%	3.3%	4.0%
Very Dissatisfied	0.3%	1.2%	2.3%	1.3%	0.9%	1.2%

Q3. Please rate your satisfaction with DMV's performance in the following areas: (without "don't know/NA")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q3c. The process for scheduling a road test when you initially get a driver license</u>						
Very Satisfied	16.2%	22.7%	27.0%	15.3%	13.3%	18.9%
Satisfied	30.9%	36.2%	43.9%	29.8%	43.0%	37.1%
Neutral	35.3%	19.1%	16.2%	30.5%	25.9%	25.2%
Dissatisfied	12.5%	10.6%	10.8%	16.8%	11.4%	12.3%
Very Dissatisfied	5.1%	11.3%	2.0%	7.6%	6.3%	6.4%

Q3. Please rate your satisfaction with DMV's performance in the following areas: (without "don't know/NA")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q3d. The process for renewing your driver license or ID card</u>						
Very Satisfied	26.9%	33.3%	32.2%	26.5%	23.9%	28.6%
Satisfied	50.8%	44.8%	43.3%	46.1%	54.0%	47.9%
Neutral	16.7%	14.5%	16.2%	18.1%	13.6%	15.8%
Dissatisfied	5.0%	4.7%	6.4%	6.8%	5.6%	5.7%
Very Dissatisfied	0.6%	2.7%	1.9%	2.6%	2.9%	2.2%

Q4. Which TWO of the following methods for delivering services should be DMV's top priorities for improvement over the next two years? (Sum of Top 2 Choices)

N=1860

	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	
<u>Q4. Top choice</u>						
Improving quality of services provided in DMV service centers	63.8%	65.4%	63.5%	73.0%	72.1%	67.6%
Improving quality of services provided by phone	33.5%	30.4%	30.4%	30.3%	35.2%	32.0%
Improving quality of services provided on Internet	33.8%	45.0%	32.6%	37.4%	38.0%	37.4%
Improving quality of services provided by mail	20.2%	20.2%	18.5%	20.2%	18.8%	19.6%
None chosen	30.9%	29.3%	46.1%	28.1%	21.1%	31.0%

Q5. Using a 5-point scale, where 5 is "very satisfied" and 1 is "very dissatisfied," please rate your OVERALL satisfaction with the Division of Motor Vehicles. (without "don't know")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q5. Your overall satisfaction with Division of Motor Vehicles</u>						
Very Satisfied	22.0%	26.7%	23.9%	18.6%	18.8%	22.1%
Satisfied	52.1%	52.9%	46.7%	54.9%	55.1%	52.4%
Neutral	18.0%	13.9%	23.4%	19.5%	18.3%	18.5%
Dissatisfied	7.0%	4.8%	4.3%	4.4%	6.2%	5.4%
Very Dissatisfied	0.8%	1.6%	1.7%	2.7%	1.6%	1.7%

Q6. Please rate your satisfaction with State Patrol's performance in the following areas. (without "don't know")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q6a. Efforts to respond to crashes on state highways</u>						
Very Satisfied	30.9%	32.9%	33.5%	27.9%	23.7%	29.7%
Satisfied	47.3%	47.1%	44.3%	58.1%	57.4%	51.0%
Neutral	19.1%	17.6%	19.2%	11.0%	16.3%	16.7%
Dissatisfied	2.1%	0.6%	0.6%	1.2%	2.1%	1.4%
Very Dissatisfied	0.5%	1.8%	2.4%	1.7%	0.5%	1.4%

Q6. Please rate your satisfaction with State Patrol's performance in the following areas. (without "don't know")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q6b. Efforts to help prevent crashes on state highways</u>						
Very Satisfied	19.2%	22.9%	26.0%	20.1%	20.4%	21.6%
Satisfied	46.2%	45.4%	45.6%	48.9%	47.8%	46.8%
Neutral	26.9%	22.5%	21.6%	22.8%	25.2%	23.9%
Dissatisfied	6.4%	7.3%	4.9%	6.8%	6.1%	6.3%
Very Dissatisfied	1.3%	1.8%	2.0%	1.4%	0.4%	1.4%

Q6. Please rate your satisfaction with State Patrol's performance in the following areas. (without "don't know")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q6c. Efforts to enforce traffic laws on state highways</u>						
Very Satisfied	20.3%	19.9%	21.9%	18.5%	15.7%	19.2%
Satisfied	48.4%	45.1%	46.9%	45.9%	52.2%	47.8%
Neutral	23.5%	21.5%	22.3%	23.3%	22.5%	22.6%
Dissatisfied	5.3%	11.4%	6.5%	8.9%	7.2%	7.9%
Very Dissatisfied	2.5%	2.0%	2.3%	3.3%	2.4%	2.5%

Q6. Please rate your satisfaction with State Patrol's performance in the following areas. (without "don't know")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q6d. Enforcement of regulations for trucks & commercial vehicles on state highways</u>						
Very Satisfied	19.2%	18.4%	23.5%	18.7%	19.5%	19.8%
Satisfied	41.3%	37.2%	39.9%	44.9%	38.0%	40.2%
Neutral	26.3%	26.1%	21.9%	23.5%	29.8%	25.6%
Dissatisfied	11.7%	11.6%	10.4%	9.1%	8.8%	10.4%
Very Dissatisfied	1.4%	6.8%	4.4%	3.7%	3.9%	4.0%

Q6. Please rate your satisfaction with State Patrol's performance in the following areas. (without "don't know")

N=1860

	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q6e. Efforts to conduct criminal investigations</u>						
Very Satisfied	21.3%	23.4%	26.2%	17.9%	16.1%	20.8%
Satisfied	38.7%	37.2%	39.7%	48.8%	40.4%	40.7%
Neutral	32.0%	27.7%	27.8%	26.0%	37.3%	30.6%
Dissatisfied	6.0%	5.8%	4.0%	4.1%	4.3%	4.9%
Very Dissatisfied	2.0%	5.8%	2.4%	3.3%	1.9%	3.0%

Q6. Please rate your satisfaction with State Patrol's performance in the following areas. (without "don't know")

N=1860

Geography/Region					Total
Northwest	Southwest	Southeast	Northeast	Northcentral	

Q6f. Efforts to help stranded motorists & clear vehicle breakdowns

Very Satisfied	24.0%	32.4%	30.5%	27.4%	20.7%	26.8%
Satisfied	47.1%	42.1%	46.4%	51.1%	52.5%	48.0%
Neutral	21.9%	18.6%	17.2%	14.8%	24.3%	19.5%
Dissatisfied	5.0%	5.3%	3.8%	5.1%	2.1%	4.2%
Very Dissatisfied	2.1%	1.6%	2.1%	1.7%	0.4%	1.5%

Q7. Which TWO of the State Patrol services listed in Question 6 do you think are most important for WISDOT to provide? (Sum of Top 2 Choices)

N=1860

	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	
<u>Q7. Top choice</u>						
Efforts to respond to crashes on state highways	48.7%	43.2%	38.7%	46.6%	51.0%	45.7%
Efforts to help prevent crashes on state highways	34.0%	34.3%	30.4%	36.5%	31.5%	33.3%
Efforts to enforce traffic laws on state highways	32.2%	34.6%	24.3%	34.3%	32.6%	31.6%
Enforcement of regulations for trucks & commercial vehicles on state highways	13.8%	16.5%	14.9%	13.2%	12.0%	14.1%
Efforts to conduct criminal investigations	9.8%	7.6%	8.6%	7.6%	11.2%	9.0%
Efforts to help stranded motorists & clear vehicle breakdowns	29.8%	39.0%	39.2%	31.5%	42.7%	36.5%
None chosen	23.1%	21.7%	36.5%	21.9%	13.3%	23.2%

Q8. Using a 5-point scale, where 5 is "very satisfied" and 1 is "very dissatisfied," please rate your OVERALL satisfaction with State Patrol. (without "don't know")

N=1860	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	

Q8. Your overall satisfaction with State Patrol

Very Satisfied	20.4%	26.0%	21.1%	19.0%	15.2%	20.3%
Satisfied	49.7%	46.1%	54.2%	53.7%	58.1%	52.3%
Neutral	26.5%	22.2%	23.4%	24.1%	23.5%	23.9%
Dissatisfied	2.7%	3.9%	1.3%	1.9%	2.6%	2.5%
Very Dissatisfied	0.6%	1.8%	0.0%	1.3%	0.6%	0.9%

Q9. Please rate your satisfaction with WisDOT's performance in the following areas. (without "don't know")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q9a. Keeping surface of highways smooth & free of potholes</u>						
Very Satisfied	10.6%	11.6%	16.1%	9.3%	8.9%	11.3%
Satisfied	47.0%	46.8%	45.0%	52.8%	50.5%	48.4%
Neutral	22.6%	22.8%	24.2%	25.4%	23.8%	23.7%
Dissatisfied	16.3%	13.5%	11.0%	9.3%	13.0%	12.7%
Very Dissatisfied	3.5%	5.3%	3.7%	3.1%	3.8%	3.9%

Q9. Please rate your satisfaction with WisDOT's performance in the following areas. (without "don't know")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q9b. Keeping bridges along state highways in good condition</u>						
Very Satisfied	13.7%	17.8%	18.2%	12.6%	12.3%	14.9%
Satisfied	60.4%	52.3%	51.9%	63.8%	63.8%	58.5%
Neutral	19.5%	22.4%	23.0%	17.2%	18.1%	20.0%
Dissatisfied	3.6%	5.9%	5.4%	5.2%	4.9%	5.0%
Very Dissatisfied	2.7%	1.6%	1.5%	1.1%	0.8%	1.6%

Q9. Please rate your satisfaction with WisDOT's performance in the following areas. (without "don't know")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q9c. Keeping shoulders on highways safe & free of drop-offs</u>						
Very Satisfied	13.6%	18.3%	20.9%	11.9%	13.9%	15.7%
Satisfied	59.4%	53.9%	55.5%	60.6%	63.1%	58.5%
Neutral	19.6%	19.1%	18.9%	22.4%	17.6%	19.5%
Dissatisfied	5.2%	6.7%	3.5%	3.7%	5.1%	4.9%
Very Dissatisfied	2.2%	1.9%	1.2%	1.4%	0.3%	1.4%

Q9. Please rate your satisfaction with WisDOT's performance in the following areas. (without "don't know")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q9d. Keeping guardrails along highways strong & upright</u>						
Very Satisfied	20.7%	24.9%	24.3%	19.1%	21.7%	22.1%
Satisfied	62.1%	57.3%	62.0%	62.7%	61.5%	61.1%
Neutral	13.4%	14.2%	10.2%	15.9%	14.6%	13.7%
Dissatisfied	3.0%	3.0%	2.6%	1.4%	1.9%	2.4%
Very Dissatisfied	0.8%	0.5%	0.9%	0.9%	0.3%	0.7%

Q9. Please rate your satisfaction with WisDOT's performance in the following areas. (without "don't know")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q9e. Ensuring highway striping is visible during the day</u>						
Very Satisfied	18.8%	24.9%	21.4%	17.4%	18.5%	20.2%
Satisfied	59.0%	49.2%	51.7%	58.0%	61.1%	55.8%
Neutral	14.7%	19.3%	19.4%	16.9%	14.5%	16.9%
Dissatisfied	5.4%	5.3%	5.2%	6.0%	4.8%	5.4%
Very Dissatisfied	2.2%	1.3%	2.3%	1.7%	1.1%	1.7%

Q9. Please rate your satisfaction with WisDOT's performance in the following areas. (without "don't know")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q9f. Ensuring highway striping is visible at night & during wet weather</u>						
Very Satisfied	14.0%	15.7%	15.9%	11.7%	12.6%	14.0%
Satisfied	47.5%	39.2%	36.9%	42.4%	51.6%	43.6%
Neutral	21.7%	22.2%	23.6%	24.1%	18.8%	22.0%
Dissatisfied	12.9%	15.7%	17.1%	15.5%	13.4%	14.9%
Very Dissatisfied	3.8%	7.3%	6.5%	6.3%	3.5%	5.5%

Q9. Please rate your satisfaction with WisDOT's performance in the following areas. (without "don't know")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q9g. Providing electronic message & warning signs along highways</u>						
Very Satisfied	15.4%	23.1%	22.8%	16.5%	14.1%	18.4%
Satisfied	53.0%	41.3%	47.7%	53.2%	59.7%	50.9%
Neutral	23.9%	26.8%	19.6%	20.5%	20.7%	22.4%
Dissatisfied	5.7%	7.2%	7.0%	7.5%	4.7%	6.4%
Very Dissatisfied	2.0%	1.6%	2.9%	2.3%	0.8%	1.9%

Q9. Please rate your satisfaction with WisDOT's performance in the following areas. (without "don't know")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q9h. Mowing & trimming grass & weeds along highways</u>						
Very Satisfied	11.8%	16.6%	20.1%	10.3%	13.4%	14.4%
Satisfied	48.2%	44.8%	44.8%	43.8%	49.6%	46.3%
Neutral	22.6%	26.3%	23.8%	23.8%	21.4%	23.6%
Dissatisfied	11.6%	8.3%	7.8%	15.2%	13.1%	11.2%
Very Dissatisfied	5.8%	4.0%	3.5%	6.9%	2.4%	4.5%

Q9. Please rate your satisfaction with WisDOT's performance in the following areas. (without "don't know")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q9i. Ensuring roadsides along highways are free of litter & debris</u>						
Very Satisfied	10.6%	17.1%	18.1%	12.9%	10.2%	13.7%
Satisfied	47.6%	44.0%	46.3%	46.6%	44.9%	45.8%
Neutral	27.4%	28.0%	24.1%	25.7%	29.8%	27.1%
Dissatisfied	9.0%	8.5%	8.9%	12.0%	13.4%	10.4%
Very Dissatisfied	5.4%	2.4%	2.6%	2.9%	1.6%	3.0%

Q9. Please rate your satisfaction with WisDOT's performance in the following areas. (without "don't know")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q9j. Removing snow & ice from highways</u>						
Very Satisfied	14.9%	20.3%	26.1%	14.6%	17.5%	18.6%
Satisfied	52.2%	48.0%	51.3%	56.2%	50.3%	51.5%
Neutral	19.0%	20.6%	16.1%	19.5%	21.0%	19.3%
Dissatisfied	10.1%	8.4%	5.3%	6.9%	9.7%	8.1%
Very Dissatisfied	3.8%	2.7%	1.2%	2.9%	1.6%	2.4%

Q9. Please rate your satisfaction with WisDOT's performance in the following areas. (without "don't know")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q9k. Keeping rest areas along highways clean</u>						
Very Satisfied	21.2%	25.8%	33.6%	16.1%	20.5%	23.4%
Satisfied	56.0%	52.2%	48.6%	53.6%	55.0%	53.2%
Neutral	19.1%	18.2%	14.7%	23.4%	17.5%	18.5%
Dissatisfied	2.2%	2.9%	2.4%	4.4%	5.7%	3.5%
Very Dissatisfied	1.5%	1.0%	0.7%	2.6%	1.2%	1.4%

Q9. Please rate your satisfaction with WisDOT's performance in the following areas. (without "don't know")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q9l. Availability of rest areas along highways</u>						
Very Satisfied	12.0%	17.8%	24.1%	10.6%	8.9%	14.5%
Satisfied	50.7%	45.8%	44.2%	35.3%	42.8%	44.0%
Neutral	23.6%	24.5%	21.5%	31.0%	26.4%	25.4%
Dissatisfied	9.0%	8.7%	8.6%	16.2%	13.8%	11.2%
Very Dissatisfied	4.7%	3.2%	1.7%	6.9%	8.0%	4.9%

Q10. Which THREE of the maintenance and operations activities listed in Question 9 do you think are most important for WisDOT to provide? (Sum of Top 3 Choices)

N=1860

	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	
<u>Q10. Top choice</u>						
Keeping surface of highways smooth & free of potholes	68.4%	70.7%	61.0%	66.6%	71.9%	67.8%
Keeping bridges along state highways in good condition	33.0%	35.3%	24.3%	29.8%	28.1%	30.2%
Keeping shoulders on highways safe & free of drop-offs	15.2%	19.1%	12.2%	18.0%	12.5%	15.4%
Keeping guardrails along highways strong & upright	5.3%	6.0%	5.8%	5.3%	5.2%	5.5%
Ensuring highway striping is visible during the day	5.1%	7.1%	9.7%	8.1%	6.5%	7.3%

Q10. Which THREE of the maintenance and operations activities listed in Question 9 do you think are most important for WisDOT to provide? (Sum of Top 3 Choices)

N=1860

	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	
Q10. Top choice (Cont.)						
Ensuring highway striping is visible at night & during wet weather	34.6%	41.9%	38.7%	40.4%	38.8%	38.9%
Providing electronic message & warning signs along highways	8.2%	10.2%	12.2%	9.8%	9.4%	9.9%
Mowing & trimming grass & weeds along highways	12.0%	4.7%	6.1%	12.1%	11.2%	9.2%
Ensuring roadsides along highways are free of litter & debris	10.4%	8.9%	13.8%	6.5%	8.9%	9.7%
Removing snow & ice from highways	63.0%	61.0%	55.5%	61.8%	66.1%	61.6%
Keeping rest areas along highways clean	3.7%	3.9%	6.1%	4.2%	3.1%	4.2%
Availability of rest areas along highways	7.4%	7.1%	5.5%	12.6%	14.3%	9.4%
None chosen	23.4%	19.6%	39.8%	20.2%	15.6%	23.6%

Q11. Using a 5-point scale, where 5 is "very satisfied" and 1 is "very dissatisfied," please rate your OVERALL satisfaction with the maintenance and operation of highways in Wisconsin. (without "don't know")

N=1860

	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	
<u>Q11. Your overall satisfaction with maintenance & operation of highways</u>						
Very Satisfied	11.7%	15.2%	19.5%	10.7%	11.1%	13.7%
Satisfied	61.2%	58.3%	56.0%	66.6%	65.2%	61.4%
Neutral	20.1%	21.4%	19.0%	16.0%	18.2%	19.0%
Dissatisfied	5.6%	4.0%	4.0%	6.2%	4.9%	4.9%
Very Dissatisfied	1.4%	1.1%	1.4%	0.6%	0.5%	1.0%

Q12. Please rate your satisfaction with WisDOT's performance in the following areas. (without "don't know")

N=1860

	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	
<u>Q12a. Width of shoulders along highways</u>						
Very Satisfied	17.9%	19.1%	20.6%	14.5%	14.1%	17.2%
Satisfied	57.1%	54.0%	53.5%	64.2%	67.2%	59.2%
Neutral	19.6%	18.5%	20.9%	16.0%	14.6%	17.9%
Dissatisfied	4.6%	7.5%	4.4%	5.2%	3.8%	5.1%
Very Dissatisfied	0.8%	0.8%	0.6%	0.0%	0.3%	0.5%

Q12. Please rate your satisfaction with WisDOT's performance in the following areas. (without "don't know")

N=1860

	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	
<u>Q12b. How well water drains from surface of highways during a storm</u>						
Very Satisfied	12.3%	19.0%	20.5%	11.5%	11.4%	14.9%
Satisfied	54.0%	53.7%	55.7%	60.0%	61.9%	57.0%
Neutral	24.9%	18.2%	19.6%	22.6%	22.1%	21.5%
Dissatisfied	7.7%	8.0%	3.6%	5.6%	4.4%	5.9%
Very Dissatisfied	1.1%	1.1%	0.6%	0.3%	0.3%	0.7%

Q12. Please rate your satisfaction with WisDOT's performance in the following areas. (without "don't know")

N=1860

		Geography/Region					Total
		Northwest	Southwest	Southeast	Northeast	Northcentral	

Q12c. Adequacy of street lighting at highway interchanges

Very Satisfied	15.1%	18.6%	22.0%	10.3%	11.0%	15.4%
Satisfied	54.1%	43.5%	50.6%	52.8%	55.1%	51.2%
Neutral	23.1%	27.6%	20.5%	26.7%	26.1%	24.8%
Dissatisfied	7.1%	9.2%	6.1%	7.9%	6.7%	7.4%
Very Dissatisfied	0.5%	1.1%	0.9%	2.3%	1.1%	1.2%

Q12. Please rate your satisfaction with WisDOT's performance in the following areas. (without "don't know")

N=1860

Geography/Region						Total
Northwest	Southwest	Southeast	Northeast	Northcentral		

Q12d. How easy it is for people to safely pass other vehicles on 2-lane highways

Very Satisfied	12.6%	12.2%	16.0%	11.4%	8.7%	12.1%
Satisfied	48.5%	40.5%	44.7%	43.3%	50.0%	45.4%
Neutral	28.5%	31.6%	27.8%	31.0%	28.5%	29.5%
Dissatisfied	9.0%	13.5%	8.9%	11.1%	11.1%	10.8%
Very Dissatisfied	1.4%	2.2%	2.7%	3.2%	1.6%	2.2%

Q12. Please rate your satisfaction with WisDOT's performance in the following areas. (without "don't know")

N=1860

Geography/Region						Total
Northwest	Southwest	Southeast	Northeast	Northcentral		

Q12e. How well WisDOT has designed roundabouts on highways

Very Satisfied	9.0%	12.7%	13.2%	12.5%	8.4%	11.1%
Satisfied	34.5%	23.8%	34.2%	30.8%	35.8%	31.7%
Neutral	27.5%	23.8%	20.3%	24.4%	25.1%	24.3%
Dissatisfied	14.8%	18.4%	20.3%	13.1%	12.8%	15.9%
Very Dissatisfied	14.2%	21.2%	11.9%	19.2%	17.9%	17.0%

Q12. Please rate your satisfaction with WisDOT's performance in the following areas. (without "don't know")

N=1860

	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	
<u>Q12f. Efforts to minimize delays in construction work zones on state highways</u>						
Very Satisfied	9.0%	12.5%	13.2%	8.4%	9.2%	10.4%
Satisfied	39.5%	36.3%	37.4%	39.3%	48.9%	40.4%
Neutral	35.1%	34.3%	27.8%	33.2%	30.2%	32.2%
Dissatisfied	12.0%	12.5%	13.2%	13.6%	9.0%	12.0%
Very Dissatisfied	4.4%	4.4%	8.4%	5.5%	2.7%	5.0%

Q12. Please rate your satisfaction with WisDOT's performance in the following areas. (without "don't know")

N=1860

	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	
<u>Q12g. Efforts to minimize impact of construction work on surrounding community</u>						
Very Satisfied	7.4%	11.8%	13.1%	7.7%	7.3%	9.4%
Satisfied	43.3%	34.5%	34.3%	35.1%	46.8%	39.0%
Neutral	38.8%	36.9%	30.1%	34.8%	29.7%	34.1%
Dissatisfied	7.1%	13.6%	14.9%	14.5%	12.9%	12.5%
Very Dissatisfied	3.4%	3.2%	7.6%	8.0%	3.4%	5.1%

Q12. Please rate your satisfaction with WisDOT's performance in the following areas. (without "don't know")

N=1860

Geography/Region						Total
Northwest	Southwest	Southeast	Northeast	Northcentral		

Q12h. How well WisDOT keeps public informed about design & construction projects

Very Satisfied	9.2%	13.6%	15.3%	14.0%	10.4%	12.5%
Satisfied	38.7%	28.6%	43.7%	42.4%	44.4%	39.5%
Neutral	38.2%	34.6%	28.1%	26.0%	28.5%	31.1%
Dissatisfied	10.4%	17.6%	8.9%	10.2%	14.7%	12.4%
Very Dissatisfied	3.5%	5.7%	4.0%	7.3%	2.0%	4.5%

Q12. Please rate your satisfaction with WisDOT's performance in the following areas. (without "don't know")

N=1860

	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	
<u>Q12i. Clearly signing & marking construction work zones</u>						
Very Satisfied	18.8%	26.1%	25.1%	21.6%	18.3%	21.9%
Satisfied	56.5%	50.8%	50.9%	57.7%	58.3%	54.9%
Neutral	16.8%	16.5%	16.1%	15.3%	18.8%	16.7%
Dissatisfied	6.5%	4.8%	6.4%	4.8%	4.0%	5.3%
Very Dissatisfied	1.4%	1.9%	1.5%	0.6%	0.5%	1.2%

Q13. Which THREE of the design and construction issues listed in Question 12 do you think are most important for WisDOT to provide? (Sum of Top 3 Choices)

N=1860

	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q13. Top choice</u>						
Width of shoulders along highways	22.1%	24.6%	13.8%	21.1%	21.4%	20.6%
How well water drains from surface of highways during a storm	38.6%	37.2%	26.2%	35.1%	38.8%	35.3%
Adequacy of street lighting at highway interchanges	25.8%	22.8%	32.9%	22.8%	22.4%	25.3%
How easy it is for people to safely pass other vehicles on 2-lane highways	33.5%	34.8%	18.8%	29.8%	32.0%	29.9%

Q13. Which THREE of the design and construction issues listed in Question 12 do you think are most important for WisDOT to provide? (Sum of Top 3 Choices)

N=1860

	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	
Q13. Top choice (Cont.)						
How well WisDOT has designed roundabouts on highways	16.0%	24.9%	21.8%	25.8%	18.8%	21.4%
Efforts to minimize delays in construction work zones on state highways	39.4%	35.9%	39.2%	37.9%	41.9%	38.9%
Efforts to minimize impact of construction work on surrounding community	25.3%	28.0%	31.2%	32.3%	30.2%	29.4%
How well WisDOT keeps public informed about design & construction projects	20.7%	23.3%	21.0%	25.0%	24.0%	22.8%
Clearly signing & marking construction work zones	36.2%	28.3%	32.3%	31.2%	35.9%	32.8%
None chosen	30.3%	28.0%	48.1%	26.4%	21.9%	30.8%

Q14. Using a 5-point scale, where 5 is "very satisfied" and 1 is "very dissatisfied," please rate your OVERALL satisfaction with the job that WisDOT has done designing and constructing highways in Wisconsin. (without "don't know")

N=1860

Geography/Region					Total
Northwest	Southwest	Southeast	Northeast	Northcentral	

Q14. Your overall satisfaction with the job that WisDOT has done designing & constructing highways

Very Satisfied	10.0%	14.1%	17.1%	11.9%	10.2%	12.7%
Satisfied	58.8%	53.4%	50.9%	52.8%	57.4%	54.7%
Neutral	24.8%	24.7%	20.6%	26.4%	25.6%	24.4%
Dissatisfied	4.7%	5.7%	9.1%	8.1%	5.7%	6.6%
Very Dissatisfied	1.7%	2.2%	2.3%	0.9%	1.1%	1.6%

Q15. Have you contacted WisDOT for any reason during the past two years?

N=1860	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	
<u>Q15. Have you contacted WisDOT for any reason</u>						
Yes	18.9%	19.6%	15.5%	13.2%	20.3%	17.6%
No	81.1%	80.4%	84.5%	86.8%	79.7%	82.4%

Q15a. [If Yes to Question #15] For which of the following reasons did you contact WisDOT most recently?

N=327

	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	
<u>Q15a. For what reasons</u>						
State Patrol issue	9.9%	13.3%	3.6%	8.5%	14.1%	10.4%
Division of Motor Vehicles issue	59.2%	60.0%	62.5%	46.8%	62.8%	59.0%
Traffic maintenance or operation issue	7.0%	12.0%	12.5%	6.4%	1.3%	7.6%
Highway design or construction issue	5.6%	13.3%	7.1%	17.0%	14.1%	11.3%
Issue related to another mode of travel	2.8%	5.3%	1.8%	2.1%	5.1%	3.7%
General transportation concern	4.2%	4.0%	7.1%	6.4%	9.0%	6.1%
Traffic or travel information	14.1%	24.0%	5.4%	12.8%	14.1%	14.7%
Other	9.9%	2.7%	16.1%	19.1%	6.4%	9.8%

Q15b. [If Yes to Question #15] When you last contacted WisDOT, how easy/difficult was it to contact the right person? (without "don't know/no opinion")

N=327

	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	
<u>Q15b. How was your last contact</u>						
Very easy	20.3%	26.6%	30.8%	26.8%	25.0%	25.6%
Easy	51.6%	31.3%	55.8%	46.3%	57.4%	48.4%
Difficult	20.3%	23.4%	3.8%	19.5%	10.3%	15.6%
Very difficult	7.8%	18.8%	9.6%	7.3%	7.4%	10.4%

Q16. Did you know WisDOT has a phone number (511) and web site (www.511wi.gov) that provide information about road conditions and other travel information?

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q16. Did you know WisDOT has a phone number & web site</u>						
Yes	35.4%	36.9%	26.5%	32.6%	38.0%	34.0%
No	64.6%	63.1%	73.5%	67.4%	62.0%	66.0%

Q16a. [If Yes to Question #16] Have you called 511 during the past year?

N=632	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q16a. Have you called 511</u>						
Yes	14.3%	18.4%	8.3%	9.5%	17.8%	14.2%
No	85.7%	81.6%	91.7%	90.5%	82.2%	85.8%

Q16b. [If Yes to 16a] Overall, how satisfied were you with 511 phone service? (without "don't know")

N=90	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	
<u>Q16b. How satisfied were you with 511 phone service</u>						
Very Satisfied	27.8%	16.0%	12.5%	0.0%	11.5%	14.9%
Satisfied	38.9%	56.0%	62.5%	50.0%	53.8%	51.7%
Neutral	22.2%	12.0%	25.0%	30.0%	23.1%	20.7%
Dissatisfied	5.6%	8.0%	0.0%	20.0%	3.8%	6.9%
Very Dissatisfied	5.6%	8.0%	0.0%	0.0%	7.7%	5.7%

Q16c. [If Yes to 16] Have you visited the 511 web site during the past year?

N=632	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	
<u>Q16c. Have you visited 511 web site</u>						
Yes	26.5%	41.8%	20.8%	27.6%	34.2%	31.1%
No	73.5%	58.2%	79.2%	72.4%	65.8%	68.9%

Q16d. [If Yes to 16c] Overall, how satisfied were you with 511 web site? (without "don't know")

N=196

	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	
<u>Q16d. How satisfied were you with 511 web site</u>						
Very Satisfied	25.7%	28.1%	25.0%	32.3%	20.0%	25.9%
Satisfied	51.4%	52.6%	65.0%	32.3%	54.0%	50.8%
Neutral	8.6%	10.5%	5.0%	19.4%	16.0%	12.4%
Dissatisfied	14.3%	8.8%	5.0%	12.9%	4.0%	8.8%
Very Dissatisfied	0.0%	0.0%	0.0%	3.2%	6.0%	2.1%

Q17. Did you know that WisDOT has a general web site (www.dot.wisconsin.gov)?

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q17. Did you know WisDOT has a general web site</u>						
Yes	52.1%	69.1%	52.5%	54.8%	60.9%	58.0%
No	47.9%	30.9%	47.5%	45.2%	39.1%	42.0%

Q17a. [If Yes to 17] Have you visited the web site during the past year?

N=1079	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q17a. Have you visited web site</u>						
Yes	48.0%	56.4%	58.4%	44.1%	44.4%	50.4%
No	52.0%	43.6%	41.6%	55.9%	55.6%	49.6%

Q17b. [If Yes to 17a] Overall, how satisfied were you with the web site? (without "don't know")

N=544

	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	
<u>Q17b. How satisfied were you with web site</u>						
Very Satisfied	12.8%	18.6%	23.6%	21.2%	20.4%	19.4%
Satisfied	59.6%	47.6%	52.7%	52.9%	61.2%	54.2%
Neutral	17.0%	20.0%	19.1%	14.1%	13.6%	17.1%
Dissatisfied	10.6%	11.0%	4.5%	7.1%	2.9%	7.4%
Very Dissatisfied	0.0%	2.8%	0.0%	4.7%	1.9%	1.9%

Q18. How would you rate your overall familiarity with transportation funding in the State of Wisconsin?

N=1860

Geography/Region						Total
Northwest	Southwest	Southeast	Northeast	Northcentral		

Q18. Your overall familiarity with transportation funding

Very familiar	5.6%	8.9%	6.1%	3.7%	3.4%	5.5%
Somewhat familiar	28.7%	36.4%	32.6%	35.4%	35.4%	33.7%
Not familiar	65.7%	54.7%	61.3%	61.0%	61.2%	60.8%

Q19. Please circle the number that best describes the level of importance that WisDOT should place on the following transportation issues over the next two years.

N=1860

	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	
<u>Q19a. Adding lanes to increase capacity on state highways</u>						
Extremely Important	10.6%	18.6%	22.9%	20.8%	10.7%	16.6%
Very Important	21.0%	26.7%	27.3%	28.7%	21.1%	24.9%
Important	35.6%	30.9%	26.8%	32.3%	39.8%	33.2%
Less Important	20.7%	14.9%	11.3%	11.0%	15.6%	14.8%
Not Important	5.6%	5.5%	4.4%	4.2%	4.7%	4.9%
Don't Know	6.4%	3.4%	7.2%	3.1%	8.1%	5.6%

Q19. Please circle the number that best describes the level of importance that WisDOT should place on the following transportation issues over the next two years.

N=1860

	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	
<u>Q19b. Adding biking facilities to make it easier & safer to travel by bike</u>						
Extremely Important	13.8%	14.9%	18.8%	12.4%	13.5%	14.7%
Very Important	13.6%	18.6%	18.5%	16.6%	20.1%	17.5%
Important	26.9%	22.8%	24.3%	27.2%	22.1%	24.6%
Less Important	23.1%	22.5%	18.2%	21.1%	24.5%	21.9%
Not Important	17.0%	16.8%	13.5%	17.1%	14.8%	15.9%
Don't Know	5.6%	4.5%	6.6%	5.6%	4.9%	5.4%

Q19. Please circle the number that best describes the level of importance that WisDOT should place on the following transportation issues over the next two years.

N=1860

	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	
<u>Q19c. Adding turning & passing lanes to highways</u>						
Extremely Important	16.5%	20.9%	23.2%	19.9%	17.2%	19.5%
Very Important	34.8%	38.0%	31.8%	36.8%	35.9%	35.5%
Important	31.9%	29.6%	28.7%	30.6%	31.5%	30.5%
Less Important	8.0%	7.9%	6.6%	6.2%	9.1%	7.6%
Not Important	3.5%	1.3%	4.7%	2.5%	2.1%	2.8%
Don't Know	5.3%	2.4%	5.0%	3.9%	4.2%	4.1%

Q19. Please circle the number that best describes the level of importance that WisDOT should place on the following transportation issues over the next two years.

N=1860

	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	
<u>Q19d. Adding walking facilities to make it easier & safer to walk</u>						
Extremely Important	12.8%	14.1%	20.7%	12.6%	11.5%	14.3%
Very Important	16.2%	17.5%	20.4%	21.1%	16.4%	18.3%
Important	30.3%	24.6%	23.2%	27.8%	26.0%	26.4%
Less Important	21.3%	23.8%	18.0%	20.2%	23.7%	21.5%
Not Important	12.0%	13.9%	11.0%	14.0%	15.1%	13.2%
Don't Know	7.4%	6.0%	6.6%	4.2%	7.3%	6.3%

Q19. Please circle the number that best describes the level of importance that WisDOT should place on the following transportation issues over the next two years.

N=1860	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	
<u>Q19e. Expanding public transportation/bus service</u>						
Extremely Important	13.8%	19.6%	26.5%	11.2%	15.6%	17.4%
Very Important	20.5%	21.2%	16.6%	15.4%	19.5%	18.7%
Important	25.0%	26.7%	22.4%	28.7%	26.8%	25.9%
Less Important	20.5%	15.7%	14.6%	21.3%	19.0%	18.2%
Not Important	12.0%	10.7%	8.6%	14.3%	10.4%	11.2%
Don't Know	8.2%	6.0%	11.3%	9.0%	8.6%	8.6%

Q19. Please circle the number that best describes the level of importance that WisDOT should place on the following transportation issues over the next two years.

N=1860

	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q19f. Expanding transportation services for seniors & persons with disabilities</u>						
Extremely Important	17.0%	21.2%	31.2%	14.0%	19.8%	20.6%
Very Important	26.3%	23.8%	21.8%	25.8%	23.7%	24.3%
Important	34.6%	33.0%	29.8%	32.3%	32.0%	32.4%
Less Important	9.8%	11.5%	6.9%	15.4%	11.7%	11.1%
Not Important	4.8%	3.9%	2.8%	4.5%	7.0%	4.6%
Don't Know	7.4%	6.5%	7.5%	7.9%	5.7%	7.0%

Q19. Please circle the number that best describes the level of importance that WisDOT should place on the following transportation issues over the next two years.

N=1860

	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	
<u>Q19g. Improving airport facilities</u>						
Extremely Important	5.6%	8.4%	14.4%	5.9%	4.9%	7.8%
Very Important	12.5%	18.1%	22.1%	16.0%	14.6%	16.6%
Important	27.9%	27.2%	28.7%	34.3%	28.9%	29.4%
Less Important	23.4%	24.3%	16.9%	21.1%	27.9%	22.8%
Not Important	12.8%	8.9%	4.4%	9.3%	9.9%	9.1%
Don't Know	17.8%	13.1%	13.5%	13.5%	13.8%	14.4%

Q19. Please circle the number that best describes the level of importance that WisDOT should place on the following transportation issues over the next two years.

N=1860	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	
<u>Q19h. Improving freight rail service</u>						
Extremely Important	10.4%	11.5%	15.7%	7.3%	10.4%	11.1%
Very Important	12.5%	19.9%	16.3%	13.2%	14.1%	15.2%
Important	29.8%	28.0%	26.0%	28.1%	25.5%	27.5%
Less Important	19.1%	18.3%	15.2%	22.5%	22.4%	19.5%
Not Important	7.7%	6.8%	5.0%	10.7%	7.6%	7.5%
Don't Know	20.5%	15.4%	21.8%	18.3%	20.1%	19.2%

Q19. Please circle the number that best describes the level of importance that WisDOT should place on the following transportation issues over the next two years.

N=1860

	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	
<u>Q19i. Improving passenger bus service between cities</u>						
Extremely Important	10.9%	19.4%	19.9%	11.0%	12.0%	14.6%
Very Important	19.4%	23.6%	19.6%	16.9%	20.6%	20.1%
Important	26.9%	25.1%	24.6%	30.6%	27.6%	26.9%
Less Important	19.1%	15.7%	14.1%	18.8%	20.1%	17.6%
Not Important	9.0%	7.1%	6.4%	12.4%	8.1%	8.5%
Don't Know	14.6%	9.2%	15.5%	10.4%	11.7%	12.3%

Q19. Please circle the number that best describes the level of importance that WisDOT should place on the following transportation issues over the next two years.

N=1860

	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	
<u>Q19j. Reducing traffic congestion through operational enhancements</u>						
Extremely Important	15.2%	25.1%	28.2%	14.3%	13.3%	19.2%
Very Important	28.7%	32.5%	29.0%	36.5%	32.8%	31.9%
Important	33.5%	27.5%	27.3%	33.4%	34.4%	31.2%
Less Important	6.9%	5.0%	3.9%	6.5%	7.0%	5.9%
Not Important	2.1%	1.8%	1.4%	1.4%	2.9%	1.9%
Don't Know	13.6%	8.1%	10.2%	7.9%	9.6%	9.9%

Q19. Please circle the number that best describes the level of importance that WisDOT should place on the following transportation issues over the next two years.

N=1860

	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	
<u>Q19k. Repairing & maintaining existing highways</u>						
Extremely Important	44.4%	51.0%	50.3%	44.4%	46.1%	47.3%
Very Important	36.2%	34.8%	33.4%	38.8%	37.8%	36.2%
Important	14.4%	10.5%	9.7%	13.2%	11.2%	11.8%
Less Important	1.9%	1.6%	2.2%	1.1%	1.0%	1.6%
Not Important	0.5%	0.5%	0.8%	0.8%	0.8%	0.7%
Don't Know	2.7%	1.6%	3.6%	1.7%	3.1%	2.5%

Q19. Please circle the number that best describes the level of importance that WisDOT should place on the following transportation issues over the next two years.

N=1860

	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	
<u>Q19I. Making it easier for businesses to move freight in Wisconsin</u>						
Extremely Important	15.4%	22.5%	22.4%	19.4%	18.0%	19.5%
Very Important	27.7%	26.7%	26.5%	29.2%	29.2%	27.8%
Important	33.0%	29.6%	26.2%	31.7%	32.6%	30.6%
Less Important	8.5%	9.9%	6.9%	7.6%	7.8%	8.2%
Not Important	3.2%	1.6%	3.0%	2.5%	1.6%	2.4%
Don't Know	12.2%	9.7%	14.9%	9.6%	10.9%	11.5%

Q19. Please circle the number that best describes the level of importance that WisDOT should place on the following transportation issues over the next two years.

N=1860

	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	
<u>Q19m. Improving passenger rail service</u>						
Extremely Important	18.6%	21.2%	23.8%	15.7%	14.6%	18.8%
Very Important	17.3%	19.9%	18.5%	19.4%	17.4%	18.5%
Important	23.7%	23.0%	22.1%	18.0%	21.6%	21.7%
Less Important	16.5%	15.2%	11.9%	21.6%	19.0%	16.8%
Not Important	11.4%	11.0%	9.7%	11.0%	13.5%	11.3%
Don't Know	12.5%	9.7%	14.1%	14.3%	13.8%	12.8%

Q20. Which THREE of the priorities listed above in Question 19 do you think are most important for WisDOT to address over the next two years? (Sum of Top 3 Choices)

N=1860

	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	
<u>Q20. Top choice</u>						
Adding lanes to increase capacity on state highways	32.2%	31.9%	29.8%	37.6%	25.8%	31.4%
Adding biking facilities to make it easier & safer to travel by bike	13.0%	14.9%	14.1%	13.2%	18.2%	14.7%
Adding turning & passing lanes to highways	39.6%	33.2%	24.0%	39.6%	38.8%	35.1%
Adding walking facilities to make it easier & safer to walk	9.8%	8.9%	12.4%	9.8%	7.6%	9.7%
Expanding public transportation/bus service	15.2%	19.9%	20.2%	11.0%	18.0%	16.9%

Q20. Which THREE of the priorities listed above in Question 19 do you think are most important for WisDOT to address over the next two years? (Sum of Top 3 Choices)

N=1860

	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	
<u>Q20. Top choice (Cont.)</u>						
Expanding transportation services for seniors & persons with disabilities	19.9%	16.2%	26.8%	15.4%	20.3%	19.7%
Improving airport facilities	2.9%	4.7%	6.9%	3.7%	2.6%	4.1%
Improving freight rail service	8.2%	7.1%	5.0%	5.1%	8.6%	6.8%
Improving passenger bus service between cities	10.4%	14.9%	10.5%	7.9%	9.6%	10.7%

Q20. Which THREE of the priorities listed above in Question 19 do you think are most important for WisDOT to address over the next two years? (Sum of Top 3 Choices)

N=1860

	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	
<u>Q20. Top choice (Cont.)</u>						
Reducing traffic congestion through operational enhancements	22.6%	29.1%	26.0%	28.4%	26.6%	26.5%
Repairing & maintaining existing highways	61.7%	55.8%	48.3%	61.8%	63.3%	58.2%
Making it easier for businesses to move freight in Wisconsin	14.6%	13.1%	9.1%	16.9%	19.0%	14.6%
Improving passenger rail service	19.1%	22.0%	18.5%	17.1%	15.6%	18.5%
None chosen	22.3%	20.7%	40.1%	22.8%	13.5%	23.7%

Q21. Overall, how satisfied are you with the job that WisDOT has done during the past few years? (without "don't know")

N=1860

	Geography/Region					Total
	Northwest	Southwest	Southeast	Northeast	Northcentral	

Q21. How satisfied are you with the job WisDOT has done

Very Satisfied	8.9%	12.5%	18.3%	9.7%	10.4%	11.9%
Satisfied	58.4%	56.6%	53.7%	58.5%	62.7%	58.0%
Neutral	27.1%	23.9%	23.1%	25.8%	23.2%	24.6%
Dissatisfied	4.5%	6.1%	3.4%	5.7%	2.9%	4.5%
Very Dissatisfied	1.1%	0.8%	1.4%	0.3%	0.8%	0.9%

Q22. How do you think that the quality of WisDOT services has changed over the past few years?

N=1860

Geography/Region						Total
Northwest	Southwest	Southeast	Northeast	Northcentral		

Q22. How has quality of WisDOT services changed

Much Better	3.7%	6.3%	8.3%	7.6%	4.4%	6.0%
Better	23.9%	26.2%	32.6%	32.0%	32.0%	29.3%
About the Same	49.5%	43.5%	39.5%	42.4%	44.0%	43.8%
Worse	5.9%	9.4%	6.4%	5.3%	7.8%	7.0%
Much Worse	1.6%	1.0%	1.4%	0.8%	0.5%	1.1%
Don't Know	15.4%	13.6%	11.9%	11.8%	11.2%	12.8%

Q23. Overall, how would you rate the value of the services provided to you by WisDOT?

N=1860

Geography/Region					Total
Northwest	Southwest	Southeast	Northeast	Northcentral	

Q23. How would you rate value of services provided by WisDOT

Good value for your taxes	19.7%	26.4%	29.6%	23.3%	21.4%	24.0%
OK value for your taxes	52.7%	48.7%	45.6%	53.7%	53.9%	50.9%
Low value for your taxes	11.2%	13.9%	10.5%	10.7%	11.5%	11.6%
Don't know	16.5%	11.0%	14.4%	12.4%	13.3%	13.5%

Q24. How do you think spending for the state highway system should change over the next five years? Should it be...

N=1860

Geography/Region					Total
Northwest	Southwest	Southeast	Northeast	Northcentral	

Q24. How should spending for state highway system change

Greatly increased	9.3%	15.7%	10.5%	9.0%	8.9%	10.7%
Slightly increased	37.0%	37.2%	27.6%	32.9%	34.6%	33.9%
Stay about the same	34.0%	29.3%	40.3%	40.4%	38.8%	36.5%
Slightly reduced	4.3%	5.2%	7.7%	1.7%	5.2%	4.8%
Greatly reduced	2.4%	1.0%	1.1%	1.4%	1.6%	1.5%
Don't know	13.0%	11.5%	12.7%	14.6%	10.9%	12.5%

Q25. Please rate your satisfaction with WisDOT's performance in the following areas that are elements of the Department's Strategic priorities. (without "don't know")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q25a. WisDOT's ability to relieve congestion on freeways in urban areas</u>						
Very Satisfied	4.9%	5.8%	11.1%	5.6%	5.3%	6.6%
Satisfied	42.3%	36.5%	33.1%	42.9%	44.0%	39.7%
Neutral	43.7%	42.2%	36.9%	40.6%	40.3%	40.7%
Dissatisfied	7.3%	12.8%	15.3%	9.6%	9.4%	11.0%
Very Dissatisfied	1.7%	2.7%	3.5%	1.3%	0.9%	2.1%

Q25. Please rate your satisfaction with WisDOT's performance in the following areas that are elements of the Department's Strategic priorities. (without "don't know")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q25b. Availability of public transportation in Wisconsin</u>						
Very Satisfied	2.8%	8.3%	10.8%	6.0%	5.2%	6.7%
Satisfied	30.2%	20.8%	33.0%	27.6%	23.3%	26.8%
Neutral	38.6%	35.8%	33.0%	49.5%	41.4%	39.5%
Dissatisfied	19.6%	26.6%	17.8%	13.1%	23.0%	20.3%
Very Dissatisfied	8.8%	8.6%	5.4%	3.9%	7.1%	6.8%

Q25. Please rate your satisfaction with WisDOT's performance in the following areas that are elements of the Department's Strategic priorities. (without "don't know")

N=1860

	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q25c. Ease of travel by bicycle in Wisconsin</u>						
Very Satisfied	6.9%	9.2%	11.9%	5.8%	6.4%	8.0%
Satisfied	25.8%	31.4%	29.9%	22.8%	22.0%	26.4%
Neutral	43.5%	43.7%	35.4%	48.9%	45.0%	43.4%
Dissatisfied	16.9%	11.3%	16.4%	17.4%	20.2%	16.4%
Very Dissatisfied	6.9%	4.4%	6.3%	5.1%	6.4%	5.8%

Q25. Please rate your satisfaction with WisDOT's performance in the following areas that are elements of the Department's Strategic priorities. (without "don't know")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q25d. How well WisDOT manages crashes & other incidents on state highways</u>						
Very Satisfied	7.8%	16.1%	17.9%	12.7%	9.5%	12.7%
Satisfied	56.0%	51.6%	55.1%	56.3%	53.8%	54.5%
Neutral	32.0%	28.7%	22.6%	27.0%	32.3%	28.6%
Dissatisfied	3.2%	2.3%	3.7%	2.0%	3.1%	2.9%
Very Dissatisfied	1.0%	1.3%	0.7%	2.0%	1.2%	1.2%

Q25. Please rate your satisfaction with WisDOT's performance in the following areas that are elements of the Department's Strategic priorities. (without "don't know")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q25e. How effectively WisDOT responds to winter storms with snow/ice</u>						
Very Satisfied	16.3%	23.8%	29.3%	16.3%	17.4%	20.6%
Satisfied	52.3%	49.0%	52.2%	56.7%	54.2%	52.8%
Neutral	19.0%	16.7%	11.9%	17.2%	17.7%	16.5%
Dissatisfied	8.3%	7.1%	6.4%	7.7%	8.8%	7.7%
Very Dissatisfied	4.1%	3.3%	0.3%	2.1%	1.9%	2.4%

Q25. Please rate your satisfaction with WisDOT's performance in the following areas that are elements of the Department's Strategic priorities. (without "don't know")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q25f. WisDOT's ability to complete highway projects on time</u>						
Very Satisfied	6.2%	11.9%	14.8%	10.1%	7.5%	10.0%
Satisfied	43.6%	42.4%	42.8%	48.5%	41.3%	43.7%
Neutral	34.7%	30.8%	24.5%	26.4%	32.3%	29.8%
Dissatisfied	11.3%	11.9%	10.7%	10.1%	16.1%	12.1%
Very Dissatisfied	4.1%	3.1%	7.2%	4.9%	2.8%	4.4%

Q25. Please rate your satisfaction with WisDOT's performance in the following areas that are elements of the Department's Strategic priorities. (without "don't know")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q25g. WisDOT's ability to keep highway projects under budget</u>						
Very Satisfied	6.3%	10.2%	11.6%	7.3%	3.1%	7.6%
Satisfied	27.9%	29.3%	35.3%	35.9%	28.2%	31.4%
Neutral	45.2%	41.5%	33.0%	40.2%	42.3%	40.4%
Dissatisfied	14.9%	12.7%	14.4%	12.0%	22.0%	15.2%
Very Dissatisfied	5.8%	6.3%	5.6%	4.7%	4.4%	5.3%

Q25. Please rate your satisfaction with WisDOT's performance in the following areas that are elements of the Department's Strategic priorities. (without "don't know")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q25h. Overall efficiency of Division of Motor Vehicles</u>						
Very Satisfied	8.5%	13.2%	15.8%	7.9%	6.5%	10.3%
Satisfied	38.8%	41.6%	43.6%	43.9%	39.2%	41.4%
Neutral	44.2%	34.2%	28.5%	38.3%	41.7%	37.4%
Dissatisfied	6.1%	8.4%	9.1%	7.3%	10.5%	8.3%
Very Dissatisfied	2.4%	2.6%	3.0%	2.6%	2.2%	2.6%

Q25. Please rate your satisfaction with WisDOT's performance in the following areas that are elements of the Department's Strategic priorities. (without "don't know")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q25i. WisDOT's ability to lease or sell surplus property</u>						
Very Satisfied	5.1%	10.6%	13.6%	6.7%	1.5%	7.2%
Satisfied	29.4%	24.8%	31.8%	28.6%	22.1%	27.2%
Neutral	53.7%	53.1%	44.5%	54.6%	62.5%	54.1%
Dissatisfied	7.4%	6.2%	7.3%	5.9%	8.1%	7.0%
Very Dissatisfied	4.4%	5.3%	2.7%	4.2%	5.9%	4.6%

Q25. Please rate your satisfaction with WisDOT's performance in the following areas that are elements of the Department's Strategic priorities. (without "don't know")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q25j. WisDOT's ability to provide economic assistance grants</u>						
Very Satisfied	5.9%	10.9%	14.7%	4.5%	3.3%	7.6%
Satisfied	26.9%	26.4%	36.2%	24.1%	20.7%	26.5%
Neutral	51.3%	52.7%	37.1%	60.7%	64.0%	53.7%
Dissatisfied	10.9%	7.3%	7.8%	8.0%	6.7%	8.1%
Very Dissatisfied	5.0%	2.7%	4.3%	2.7%	5.3%	4.1%

Q25. Please rate your satisfaction with WisDOT's performance in the following areas that are elements of the Department's Strategic priorities. (without "don't know")

N=1860

	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q25k. WisDOT's ability to balance highway project scheduling</u>						
Very Satisfied	4.8%	10.1%	9.4%	6.4%	2.8%	6.7%
Satisfied	32.1%	31.8%	43.1%	35.0%	29.9%	34.4%
Neutral	48.7%	40.4%	33.2%	42.4%	50.9%	43.1%
Dissatisfied	10.2%	14.6%	9.4%	13.8%	12.1%	12.1%
Very Dissatisfied	4.3%	3.0%	5.0%	2.5%	4.2%	3.8%

Q25. Please rate your satisfaction with WisDOT's performance in the following areas that are elements of the Department's Strategic priorities. (without "don't know")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q251. Overall condition of pavement on state highways</u>						
Very Satisfied	3.4%	8.5%	14.2%	9.1%	6.3%	8.2%
Satisfied	48.7%	50.6%	51.3%	50.9%	52.6%	50.8%
Neutral	32.8%	26.6%	24.2%	29.7%	27.8%	28.2%
Dissatisfied	12.0%	10.7%	7.1%	8.2%	11.0%	9.9%
Very Dissatisfied	3.1%	3.7%	3.2%	2.1%	2.2%	2.9%

Q25. Please rate your satisfaction with WisDOT's performance in the following areas that are elements of the Department's Strategic priorities. (without "don't know")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q25m. WisDOT's ability to prevent fatalities on state highways</u>						
Very Satisfied	5.9%	7.9%	10.4%	7.6%	5.1%	7.3%
Satisfied	46.6%	46.5%	50.0%	46.4%	53.6%	48.7%
Neutral	38.4%	36.5%	32.3%	37.8%	38.0%	36.7%
Dissatisfied	6.8%	6.6%	5.2%	7.2%	3.3%	5.8%
Very Dissatisfied	2.3%	2.5%	2.1%	1.0%	0.0%	1.5%

Q25. Please rate your satisfaction with WisDOT's performance in the following areas that are elements of the Department's Strategic priorities. (without "don't know")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q25n. WisDOT's ability to prevent traffic injuries on state highways</u>						
Very Satisfied	5.9%	8.4%	11.4%	7.2%	6.3%	7.8%
Satisfied	47.9%	44.5%	47.1%	47.2%	51.4%	47.6%
Neutral	37.1%	37.7%	35.6%	38.7%	38.4%	37.5%
Dissatisfied	6.2%	7.5%	3.8%	6.6%	3.9%	5.6%
Very Dissatisfied	2.9%	1.9%	2.1%	0.3%	0.0%	1.4%

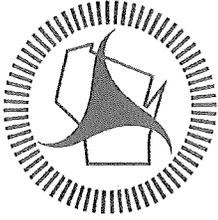
Q25. Please rate your satisfaction with WisDOT's performance in the following areas that are elements of the Department's Strategic priorities. (without "don't know")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q25o. WisDOT's ability to encourage use of seat belts on state highways</u>						
Very Satisfied	24.3%	24.9%	31.4%	26.0%	23.6%	25.9%
Satisfied	50.6%	51.4%	47.1%	54.0%	56.4%	52.0%
Neutral	19.7%	18.0%	16.3%	17.0%	14.2%	17.0%
Dissatisfied	4.0%	2.9%	4.3%	3.0%	4.7%	3.8%
Very Dissatisfied	1.4%	2.9%	0.9%	0.0%	1.1%	1.3%

Q25. Please rate your satisfaction with WisDOT's performance in the following areas that are elements of the Department's Strategic priorities. (without "don't know")

N=1860	<u>Geography/Region</u>					<u>Total</u>
	<u>Northwest</u>	<u>Southwest</u>	<u>Southeast</u>	<u>Northeast</u>	<u>Northcentral</u>	
<u>Q25p. Number of electronic message signs along state highways</u>						
Very Satisfied	11.2%	10.3%	15.7%	9.9%	8.9%	11.2%
Satisfied	40.9%	45.3%	50.0%	38.3%	47.3%	44.4%
Neutral	39.7%	36.1%	23.8%	40.7%	34.9%	35.1%
Dissatisfied	5.8%	6.9%	9.3%	9.0%	8.1%	7.8%
Very Dissatisfied	2.4%	1.4%	1.2%	2.1%	0.9%	1.6%

Section 5:
Survey Instrument



Wisconsin Department of Transportation

www.dot.wisconsin.gov

Scott Walker
Governor

Mark Gottlieb, P.E.
Secretary

Office of the Secretary
4802 Sheboygan Avenue, Room 120B
P O Box 7910
Madison, WI 53707-7910

Telephone: 608-266-1113
FAX: 608-266-9912
E-mail: sec.exec@dot.wi.gov

September, 2012

Dear Wisconsin Citizen:

The Wisconsin Department of Transportation (WisDOT) is conducting a survey to find out what Wisconsin residents think about various programs and services provided by WisDOT and to assess our performance in some key goal areas.

We will be contacting over 1,700 citizens as part of this survey. You have been selected at random. Your opinion is very important to us. In addition to seeking your responses to the questions in the survey, we also welcome your comments on any transportation issue for which you would like to provide information.

The survey is part of our department's efforts to measure performance and provide high quality programs and services. We will use the results to identify ways we can improve department programs and services, as well as transportation all across Wisconsin.

Please take a few minutes to complete and return the enclosed survey in the next few days. A postage-paid return envelope addressed to ETC Institute has been provided for your convenience. ETC is an independent research firm selected to help us with the survey. Your responses to the survey will remain completely confidential. WisDOT will not be able to associate any response to the individual who provides it.

Thank you for your participation in this important process.

Sincerely,

A handwritten signature in black ink, appearing to read "Mark Gottlieb".

Mark Gottlieb, P.E.
Secretary



WisDOT 2012 Statewide Customer Satisfaction Survey

Thank you for taking the time to complete this important survey. The Wisconsin Department of Transportation (WisDOT) will use your input to improve the quality of service provided to our customers. The Department's services include those provided by the Division of Motor Vehicles, Division of State Patrol, and responsibilities for highways and other modes of travel in Wisconsin

You may complete the survey on-line by going to www.WisDOTsurvey.org or by mailing your completed survey in the postage-paid envelope that has been provided.

Part 1: DIVISION OF MOTOR VEHICLES (DMV)

The following questions are about services provided by the Division of Motor Vehicles (DMV). DMV is the organization responsible for issuing driver licenses/ID cards and for processing vehicle registrations in Wisconsin.

1. When was the last time you called or visited a DMV service center or used DMV services on-line?

- (0) Never
- (1) Within the past 12 months – answer 1a
- (2) 1-2 years ago
- (3) 3-4 years ago
- (4) 5-10 years ago
- (5) more than 10 years ago
- (9) Don't remember

1a. During the past 12 months have you done any of the following? (Check all that apply.)

- (1) Visited a DMV service center in person
- (2) Called DMV for any reason
- (3) Used DMV services on-line (Internet)
- (4) Used DMV services by mail
- (5) Other: _____

2. Satisfaction with Division of Motor Vehicles (DMV) Services

Please rate your satisfaction with DMV's performance in the following areas.

If you don't know or an item does not apply, circle "9".

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know/NA
If you have contacted DMV BY PHONE , please answer the following:							
A.	Your ability to contact DMV by phone	5	4	3	2	1	9
B.	The amount of time you waited to speak with someone who could help you	5	4	3	2	1	9
C.	Courtesy and professionalism of staff who helped by phone	5	4	3	2	1	9
D.	Your ability to get what you needed the first time you contacted DMV by phone	5	4	3	2	1	9
E.	Your overall satisfaction with the service provided by DMV over the phone	5	4	3	2	1	9
If you have used DMV services ON THE INTERNET , please answer the following:							
F.	The availability of information about DMV services on the Internet	5	4	3	2	1	9
G.	Your ability to get what you needed the first time you used DMV services on the Internet	5	4	3	2	1	9
H.	Your overall satisfaction with the services provided by DMV on the Internet	5	4	3	2	1	9
If you have visited a DMV SERVICE CENTER , please answer the following:							
I.	The appearance of DMV service centers	5	4	3	2	1	9
J.	Courtesy and professionalism of staff who helped you	5	4	3	2	1	9
K.	The amount of time you waited to be served the last time you visited a DMV service center	5	4	3	2	1	9
L.	Location of DMV service centers	5	4	3	2	1	9
M.	Your ability to get what you needed the first time you visited a DMV service center	5	4	3	2	1	9
N.	Your overall satisfaction with the service provided by DMV service centers	5	4	3	2	1	9
If you have used DMV services BY MAIL , please answer the following:							
O.	The quality of the printed materials and instructions that were provided	5	4	3	2	1	9
P.	Your overall satisfaction with the service provided by DMV by mail	5	4	3	2	1	9

3. Overall Impression of Division of Motor Vehicles (DMV) Please rate your satisfaction with DMV's performance in the following areas. If you don't know or an item does not apply, circle "9".		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know/NA
A.	The process for initially registering and paying fees for a vehicle	5	4	3	2	1	9
B.	The process for <u>renewing</u> registration and paying fees for a vehicle already registered	5	4	3	2	1	9
C.	The process for scheduling a road test when you initially get a driver license in Wisconsin	5	4	3	2	1	9
D.	The process for renewing your driver license or ID card	5	4	3	2	1	9

4. Which TWO of the following methods for delivering services should be DMV's top priorities for improvement over the next two years? [Write the letters that correspond to your top choices in the spaces below.]

- (A) Improving the quality of services provided in DMV service centers
- (B) Improving the quality of services provided by phone
- (C) Improving the quality of services provided on the Internet
- (D) Improving the quality of services provided by mail

1st Choice: ____ 2nd Choice: ____

5. Using a 5-point scale, where 5 is "very satisfied" and 1 is "very dissatisfied," please rate your OVERALL satisfaction with the Division of Motor Vehicles.

- ___ (5) Very satisfied
- ___ (4) Satisfied
- ___ (3) Neutral
- ___ (2) Dissatisfied
- ___ (1) Very Dissatisfied
- ___ (9) Don't Know

Part 2: STATE PATROL

The following questions are about services provided by the Division of State Patrol. State Patrol is responsible for the enforcement of laws, truck inspections, and the management of crashes on highways.

6. Satisfaction with State Patrol Services Please rate your satisfaction with State Patrol's performance in the following areas. If you don't know or an item does not apply, circle "9".		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Efforts to respond to crashes on state highways	5	4	3	2	1	9
B.	Efforts to help prevent crashes on state highways	5	4	3	2	1	9
C.	Efforts to enforce traffic laws on state highways	5	4	3	2	1	9
D.	Enforcement of regulations for trucks and commercial vehicles on state highways	5	4	3	2	1	9
E.	Efforts to conduct criminal investigations	5	4	3	2	1	9
F.	Efforts to help stranded motorists and clear vehicle breakdowns	5	4	3	2	1	9

7. Which TWO of the State Patrol services listed in Question 6 (above) do you think are most important for WISDOT to provide? Write the letters that correspond to your top two choices in the spaces provide below.

1st : ____ 2nd: ____

8. Using a 5-point scale, where 5 is "very satisfied" and 1 is "very dissatisfied," please rate your OVERALL satisfaction with State Patrol.

- ___ (5) Very satisfied
- ___ (4) Satisfied
- ___ (3) Neutral
- ___ (2) Dissatisfied
- ___ (1) Very Dissatisfied
- ___ (9) Don't Know

Part 3: TRANSPORTATION SERVICES

The following questions are about transportation services provided by the Wisconsin Department of Transportation. WisDOT is responsible for constructing and maintaining Interstate (I-39, I-43, I-94, etc.), U.S. highways (US-8, US-18, US-45, US-53, etc.) and numbered state highways (WIS 21, WIS 73, etc.) WisDOT is not responsible for city/county roads and streets, so please do **NOT** include your perceptions of city and county roads and streets in your evaluation.

9. Highway Maintenance and Operations		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Please rate your satisfaction with WISDOT's performance in the following areas. Please DO NOT CONSIDER city and county streets/roads in your responses.							
A.	Keeping the surface of highways smooth and free of potholes	5	4	3	2	1	9
B.	Keeping bridges along state highways in good condition	5	4	3	2	1	9
C.	Keeping shoulders on highways safe and free of drop-offs	5	4	3	2	1	9
D.	Keeping guardrails along highways strong and upright	5	4	3	2	1	9
E.	Ensuring highway striping is visible during the DAY	5	4	3	2	1	9
F.	Ensuring highway striping is visible at NIGHT and during WET WEATHER	5	4	3	2	1	9
G.	Providing electronic message and warning signs along highways	5	4	3	2	1	9
H.	Mowing and trimming grass and weeds along highways	5	4	3	2	1	9
I.	Ensuring the roadsides along highways are free of litter and debris	5	4	3	2	1	9
J.	Removing snow and ice from highways	5	4	3	2	1	9
K.	Keeping rest areas along highways clean	5	4	3	2	1	9
L.	Availability of rest areas along highways	5	4	3	2	1	9

10. Which THREE of the maintenance and operations activities listed in Question 9 (above) do you think are most important for WISDOT to provide? Write the letters that correspond to your top three choices in the spaces provide below.

1st: _____ 2nd: _____ 3rd: _____

11. Using a 5-point scale, where 5 is "very satisfied" and 1 is "very dissatisfied," please rate your OVERALL satisfaction with the maintenance and operation of highways in Wisconsin.

- ___ (5) Very satisfied
- ___ (4) Satisfied
- ___ (3) Neutral
- ___ (2) Dissatisfied
- ___ (1) Very Dissatisfied
- ___ (9) Don't Know

12. Design and Construction of Highways		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Please rate your satisfaction with WISDOT's performance in the following areas. Please DO NOT CONSIDER city and county streets in your responses.							
A.	The width of shoulders along highways	5	4	3	2	1	9
B.	How well water drains from the surface of highways during a storm	5	4	3	2	1	9
C.	The adequacy of street lighting at highway interchanges	5	4	3	2	1	9
D.	How easy it is for people to safely pass other vehicles on 2-lane highways	5	4	3	2	1	9
E.	How well WisDOT has designed roundabouts on highways	5	4	3	2	1	9
F.	Efforts to minimize delays in construction work zones on state highways	5	4	3	2	1	9
G.	Efforts to minimize the impact of construction work on the surrounding community, such as access to businesses and residences	5	4	3	2	1	9
H.	How well WisDOT keeps the public informed about design and construction projects	5	4	3	2	1	9
I.	Clearly signing and marking construction work zones	5	4	3	2	1	9

13. Which THREE of the design and construction issues listed in Question 12 (above) do you think are most important for WISDOT to provide? Write the letters that correspond to your top three choices in the spaces provide below.

1st: _____ 2nd: _____ 3rd: _____

14. Using a 5-point scale, where 5 is "very satisfied" and 1 is "very dissatisfied," please rate your **OVERALL** satisfaction with the job that WISDOT has done designing and constructing highways in Wisconsin.

___(5) Very satisfied

___(3) Neutral

___(1) Very Dissatisfied

___(4) Satisfied

___(2) Dissatisfied

___(9) Don't know

Part 4: INFORMATION SERVICES

15. Have you contacted WISDOT for any reason during the past two years?

___(1) Yes

___(2) No [SKIP TO 16]

IF YES TO #15]

15a. For which of the following reasons did you contact WisDOT most recently?

(Choose all that apply)

___(1) State Patrol issue

___(2) Division of Motor Vehicles issue

___(3) Traffic maintenance or operation issue

___(4) Highway design or construction issue

___(5) Issue related to another mode of travel

___(6) General transportation concern

___(7) Traffic or travel information

___(8) Other

15b. When you last contacted WisDOT, how easy/difficult was it to contact the right person?

___(1) Very easy

___(4) Very difficult

___(2) Easy

___(5) Don't remember/No Opinion

___(3) Difficult

16. Did you know WisDOT has a phone number (511) and web site (www.511wi.gov) that provide information about road conditions and other travel information?

___(1) Yes

___(2) No [SKIP to 17]

16a. [If Yes to 16] Have you called 511 during the past year?

___(1) Yes [answer 16b]

___(2) No [SKIP to 16c]

16b. [If Yes to 16a] Overall, how satisfied were you with 511 phone service?

___(5) Very satisfied

___(2) Dissatisfied

___(4) Satisfied

___(1) Very dissatisfied

___(3) Neutral

___(9) Don't know

16c. [If Yes to 16] Have you visited the 511 web site during the past year?

___(1) Yes [answer 16d]

___(2) No [SKIP to 17]

16d. [If Yes to 16c] Overall, how satisfied were you with 511 web site?

___(5) Very satisfied

___(2) Dissatisfied

___(4) Satisfied

___(1) Very dissatisfied

___(3) Neutral

___(9) Don't know

17. Did you know that WisDOT has a general website (www.dot.wisconsin.gov/)?

___(1) Yes

___(2) No [SKIP to 18]

17a. [If Yes to 17] Have you visited the web site during the past year?

___(1) Yes [answer 17b]

___(2) No [SKIP to 18]

17b. [If Yes to 17a] Overall, how satisfied were you with the website?

___(5) Very satisfied

___(2) Dissatisfied

___(4) Satisfied

___(1) Very dissatisfied

___(3) Neutral

___(9) Don't know

25. Strategic Indicators		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Please rate your satisfaction with WISDOT's performance in the following areas that are elements of the Department's Strategic priorities.							
MOBILITY							
A.	WisDOT's ability to relieve congestion on freeways in urban areas	5	4	3	2	1	9
B.	The availability of public transportation in Wisconsin	5	4	3	2	1	9
C.	The ease of travel by bicycle in Wisconsin	5	4	3	2	1	9
D.	How well WisDOT manages crashes and other incidents on state highways	5	4	3	2	1	9
E.	How effectively WisDOT responds to winter storms with snow/ice	5	4	3	2	1	9
ACCOUNTABILITY							
F.	WisDOT's ability to complete highway projects on time	5	4	3	2	1	9
G.	WisDOT's ability to keep highway projects under budget	5	4	3	2	1	9
H.	The overall efficiency of the Division of Motor Vehicles	5	4	3	2	1	9
I.	WisDOT's ability to lease or sell surplus property	5	4	3	2	1	9
J.	WisDOT's ability to provide economic assistance grants	5	4	3	2	1	9
K.	WisDOT's ability to balance highway project scheduling	5	4	3	2	1	9
PRESERVATION							
L.	The overall condition of pavement on state highways	5	4	3	2	1	9
SAFETY							
M.	WisDOT's ability to prevent fatalities on state highways	5	4	3	2	1	9
N.	WisDOT's ability to prevent traffic injuries on state highways	5	4	3	2	1	9
O.	WisDOT's ability to encourage the use of seat belts on state highways	5	4	3	2	1	9
SERVICE							
P.	The number of electronic message signs along state highways	5	4	3	2	1	9

Part 7: Demographics

The following questions are designed to help us better understand the needs of particular groups of people and to ensure that the results of our survey are representative of the State's residents. Your individual responses will remain confidential.

26. In which county do you live? _____

27. What is your age?

____(1) 18-24 years

____(3) 35-44 years

____(5) 55-64 years

____(2) 25-34 years

____(4) 45-54 years

____(6) 65+ years

28. What is your gender? ____ (1) Male ____ (2) Female

29. Which of the following best describes your annual household income:

____(1) under \$30,000

____(3) \$60,000-\$89,999

____(5) \$120,000 or more

____(2) \$30,000-\$59,999

____(4) \$90,000-\$119,999

THANK YOU.

Please return your completed survey in the envelope that was provided.

Since the survey is also available on-line, the address information to the right is being collected to ensure that we only receive one response per household. Your address will not be provided to WISDOT or used for any other purpose.