Presenting results of the WYDOT Customer Satisfaction Survey, 2016

Presented By
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Presentation Outline

• Project Background

• Survey Results

• Recommendations for future surveys
Background

- Project History
- Questionnaire Development
- Survey Administration
- Sample Design
- Response Rates
- Weighting
- Demographics
Project History

• Telephone survey
• 8th iteration of survey
• First survey in 2002
  • Every 2 years since
  • Questionnaire fairly consistent from 2002-2010
  • Significant scale changes in 2012
Questionnaire Development & Changes

• Major overhaul of questionnaire in 2012 iteration
  • Significantly shortened, questions eliminated
  • Response scales reduced from 5-point to 3-point
  • Question wording changed slightly to account for new scale

• 2016 - Random split of respondents removed resulting in increased survey length, but more statistical power.
Survey Administration

- Thursday, November 10th through Wednesday, November 30th, 2016
- Calling 7 days a week
  - Evenings Sunday – Thursday (5-9pm)
  - Afternoons Friday – Saturday (12-5pm)
  - Additional weekday afternoons (12-5pm)
- Numbers attempted as many as 14 times
- Average survey length of 13 minutes 8 seconds
  - Increase of just over 3 minutes from 2014
Sample Design

• Statewide sample frame
• Dual frame telephone sample
  • Random Digit Dialing (RDD)
    • Landline sample
    • Cellphone sample
  • Designed to complete over 2/3 of surveys on cell phones.
    • US Dept. of Health & Human Services estimates that 58.5% of Wyoming households are wireless-only, with an additional 15.4% of households wireless-mostly.
• All designed to give everyone in Wyoming (with a phone) equal probability of selection.
Response Rate & Margin of Error

• 952 completed interviews
  • 700 on cellphones (73.5% of all completions)
  • 252 on landline telephones (26.5% of all completions)

• 10,386 phone numbers, attempted 53,613 times

• Overall response rate of 20.0% on eligible numbers
  • 21.3% response rate on landline telephone numbers
  • 19.5% response rate on cellular telephone numbers

• Margin of error is ±3.2 percentage points with 95% confidence
Weighting the Data

• Data weighted by gender, age group, and county
  • Weighted to ensure sample accurately reflects the actual population distribution in Wyoming.
  • Essential in generalizing findings from the survey to the overall Wyoming population.

• Merged with 2012-2014 weighted data
  • Allows for statistical comparisons, trend analysis
Demographics

![Bar chart showing demographics data for different age groups and genders.](chart.png)
Survey Results

Overall Satisfaction
Maintenance & Construction
Road Weather Management
Rest Areas
WYDOT Communications
Airports & Air Travel
WYDOT Services
Overall Satisfaction

“Please rate your overall satisfaction with WYDOT's stewardship of the statewide transportation system.”

84% of residents say they are satisfied

- Statistically significant increase from 80% in 2014
Overall Satisfaction

“Overall, are you satisfied or dissatisfied with the maintenance of Wyoming's highways, such as guard rails, pot holes, etc.?”

75% of residents say they are satisfied

- Observed changes are not statistically significant from previous years
Overall Satisfaction

“Thinking only about the state highways and Interstates near where you live, are you satisfied or dissatisfied that the highway surfaces provide a smooth ride?”

75% of residents say they are satisfied

- Observed changes are not statistically significant from previous years
Overall Satisfaction

“State highways and Interstates usually permit travel between destinations with only minimal delays.”

87% of residents say they agree with this statement

- Observed changes are not statistically significant from previous years
Survey Results

Overall Satisfaction
Maintenance & Construction
Road Weather Management
Rest Areas
WYDOT Communications
Airports & Air Travel
WYDOT Services
Maintenance & Construction

“After a highway construction project is completed in Wyoming, I am usually satisfied with the amount of improvement in the road.”

87% of residents say they agree with this statement

• Observed changes are not statistically significant from previous years
Maintenance & Construction

“WYDOT has started posting project completion dates at major highway construction sites. During the past two years, have you seen any of these signs?”

62% of residents say that **yes**, they have seen these signs

- Statistically significant decrease from 67% in 2014
- Those 62% were asked two follow up questions
“When you saw the project completion date sign, had the date already past, or was it in the future?”

- Statistically significant increase in percentage of those who say past (19%

Those who say past (19%) asked an additional question...

“Was construction activity still going on after the posted completion date?”

- Non-significant decline to 56% who say yes
Maintenance & Construction

“In my experience, the condition of state highways in Wyoming has improved in the past two years.”

64% of residents say that they agree, down from 65% in 2014

Disagree fell 3 percentage points from 2014

Neutral increased 4 percentage points

• No statistically significant differences
Maintenance & Construction

New in 2016

"Wyoming's construction zones are properly identified and easy to navigate."

84% of residents say they agree with this statement.
Maintenance & Construction

“WYDOT does a good job of keeping litter and debris cleaned up along state highways and the interstates.”

81% of residents say they **agree** with this statement, down from 85% in 2014

- Not statistically significant change
Survey Results

Overall Satisfaction
Maintenance & Construction
Road Weather Management
Rest Areas
WYDOT Communications
Airports & Air Travel
WYDOT Services
Road Weather Management

Highways plowed promptly

Plowing /sanding done thoroughly

(No significant changes 2014-2016)
Survey Results

Overall Satisfaction
Maintenance & Construction
Road Weather Management
Rest Areas
WYDOT Communications
Airports & Air Travel
WYDOT Services
Rest Areas

“In the PAST TWO YEARS, have you used any of the rest areas along the highways?”

82% of residents say yes, they have used a rest area in the past two years.

• No significant change from previous years
Rest Areas

Of those who have...

“Overall, are you satisfied or dissatisfied with the cleanliness of Wyoming’s highway rest areas?”

93% of residents who have used a rest area in past two years say they are **satisfied**

- No significant change from previous years
Survey Results

Overall Satisfaction
Maintenance & Construction
Road Weather Management
Rest Areas
WYDOT Communications
Airports & Air Travel
WYDOT Services
WYDOT Communication

“Overall, are you satisfied or dissatisfied with how WYDOT communicates with the public?”

83% of residents say they are **satisfied** with how WYDOT communicates with the public.

- Not significantly different from previous years
WYDOT Communication

“Which of the following resources have you used to obtain road and driving conditions within the past 2 years?”

A Majority of residents utilize WYDOT’s website (72%) and WYDOT’s webcams (68%)

Only 12% of residents say they have not used a WYDOT resource for road and driving conditions
Survey Results

- Overall Satisfaction
- Maintenance & Construction
- Road Weather Management
- Rest Areas
- WYDOT Communications
- Airports & Air Travel
- WYDOT Services
Airports & Air Travel in Wyoming

• 64% of Wyoming residents visited an airport for any reason in the past 2 years
  • (63% in 2014)
  • Of those, 78% express satisfaction with the overall facilities
    • (80% in 2014)
  • 4% expressed dissatisfaction with the overall facilities
    • (5% in 2014)
Air Travel in Wyoming

“In the PAST TWO YEARS, about how many trips have you taken on commercial airlines where you began or ended your flight at an airport IN WYOMING?”

65% of Wyoming residents say they have not utilized commercial air service in Wyoming

25% of residents say they have taken 2 or more trips in the last two years
Air Travel in Wyoming

Of those who have flown in the past two years...

“Overall, are you satisfied or dissatisfied with Wyoming commercial air service?”

70% of residents say they are satisfied (+9 points)
16% say they are dissatisfied (-10 points)

Statistically significant change and linear trend
Air Travel in Wyoming

For those who are dissatisfied...

- 16.4%, or 59 respondents

“For which of the following reasons were you dissatisfied?”

61% say lack of choices or options

61% say high cost

No statistically significant differences from 2014

Other responses mostly fall under “Unreliable service” (specific complaints of cancellations, delays, late, etc.)
Survey Results

Overall Satisfaction
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WYDOT Communications
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WYDOT Services
Drivers’ License Offices

Over two-thirds (67%) of Wyoming residents say they have conducted some sort of business at a drivers’ license office in Wyoming in the past two years.

Of those…

“Were you satisfied or dissatisfied with how promptly the staff handled things?”

79% of residents who have visited an office in the last two years say they were satisfied with the promptness.
Drivers’ License Offices

Over two-thirds (67%) of Wyoming residents say they have conducted some sort of business at a drivers’ license office in Wyoming in the past two years.

Of those...

“Were you satisfied or dissatisfied with the courtesy of the staff there?”

87% of residents who have visited an office in the last two years say they were satisfied with the courtesy of the staff.
Wyoming Highway Patrol

“I believe Highway Patrol personnel treat people with courtesy and respect.”

77% of residents say they agree that WHP personnel treat people with courtesy and respect.

Not a statistically significant increase from 2014.
Wyoming Highway Patrol

“I believe Highway Patrol personnel respond to situations in an appropriate manner.”

79% of residents say they agree that WHP personnel respond to situations in an appropriate manner.

A statistically significant increase from 73% in 2014.
Wyoming Highway Patrol

“Overall, the Wyoming Highway Patrol meets the expectations I have for our highway patrol.”

83% of residents say they agree that WHP meets their expectations.

A statistically significant increase from 78% in 2014.
Wyoming Highway Patrol

Differences based on contact with WHP (47% of residents)

For previous statements, contact with WHP leads to:

- Decrease in neutral responses.
- Increase in disagreement with statements
- But, larger increase in agreement with statements

Statistically significant differences

Overall, the Wyoming Highway Patrol meets the expectations I have for our highway patrol.

I believe Highway Patrol personnel respond to situations in an appropriate manner.

I believe Highway Patrol personnel treat people with courtesy and respect.
Wyoming Highway Patrol

“Are there any areas you can think of in which the highway patrol does not meet your expectations?”

(Categories NOT presented to respondents)

84% of residents say there are no areas in which the WHP does not meet their expectations.
Wyoming Highway Patrol

“Is there a specific area in which you would like to see enforcement increased in Wyoming?

I'm going to read a list. For each, please tell me if you would like enforcement INCREASED from present levels.”

Over two-thirds (69%) would like to see increased **distracted driving** enforcement

Over half (58%) would like to see increased **DUI** enforcement

Stat. sig. difference observed (female>male)
Recommendations

• Maintain answer scale structure for comparability

• Continue to increase cell-phone sub-sample
  • Growing number of young, wireless-only households in Wyoming

• Maintain statewide sample frame
Questions?

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