



2013 Online Customer Survey Test Results

February 2014



Disclaimer:

Respondents for this survey have volunteered to participate in Michigan Department of Transportation's (MDOT) online survey. The data have not been weighted to reflect the demographic composition of adult residents in the state. Because the sample is based on those who initially self-selected for participation in the online survey rather than a probability sample, no estimates of sampling error can be calculated. All sample surveys and polls may be subject to multiple sources of error, including but not limited to sampling error, coverage error, and measurement error.

Due to the unscientific methodology used to collect samples there is potential for bias. The survey will allow MDOT to monitor trends but not the true significance of any data collected, due to errors associated with self-reporting of age, gender, location, and work/educational status. Also, users of the survey are allowed to take the survey as often as they would like, which could potentially exasperate these errors.

In March 2013, the Michigan Department of Transportation (MDOT) officially launched an online survey to track progress toward achieving the department’s “Wildly Important Goal” (WIG): *to improve customer satisfaction from 73 to 80 percent by Dec. 31, 2013*. The baseline measurement for all questions came from the 2011 Attitudes and Perception Survey (A&P) that surveyed Michigan adult residents. The A&P prime question was:

On an overall basis, how satisfied are you with the job MDOT is doing? - Would you say you are very satisfied; somewhat satisfied; somewhat dissatisfied; or very dissatisfied with the job MDOT is doing?

Potential respondents of the 2013 online survey were notified through MDOT’s social media as well as staff promoting the survey at meetings, links on the MDOT and a number of partner websites, and some staff included a link in the signature line of their e-mails. Respondents for this survey have volunteered to participate in MDOT’s online survey. The resulting data has not been weighted to reflect the demographic composition of adult residents in the state. Because the sample is based on those who initially self-selected for participation in the online survey rather than a probability-based sample, no estimates of sampling error can be calculated. All sample surveys may be subject to multiple sources of error, including but not limited to sampling error, coverage error, and measurement error.

Due to the unscientific methodology used to collect samples there is also potential for bias. The survey allows MDOT to monitor trends but not the true significance of any data collected, due to potential errors associated with self-reporting of age, gender, location, and work/educational status. Also, users of the survey are allowed to take the survey as often as they would like, which could potentially exacerbate these errors. Although not part of a scientifically derived sample, the feedback provides an important perspective.

The survey was open to anyone with Internet so in order to allow for comparison to the A&P the respondents were classified by whether they were a Michigan resident and whether they were representing an organization. Table 1 shows the result of the classification. While each of the classifications will be discussed within this report, the primary focus will be on the Michigan residents (90 percent).

Table 1 - Responses by Classification

Classifications	Number of Respondents	Percent of Respondents
Michigan Residents	939	90%
Michigan Organizations	52	5%
Out of State Individuals	45	4%
Out of State Organizations	3	Less than 1%
Total	1,039	100%

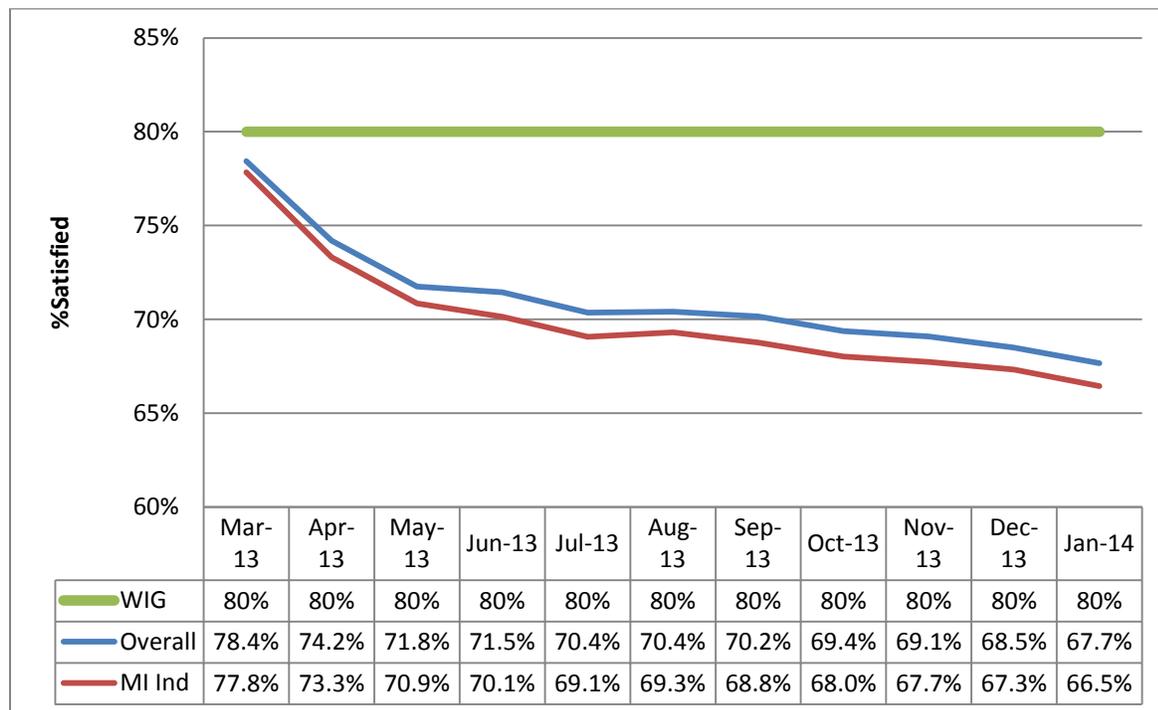
Table 2 shows the number of responses by month; almost half (46 percent) of the responses came in the first three months of the survey.

Table 2 - Responses by Month

Month	Overall Responses		Michigan Residents		Michigan Organizations		Out-of-State Individuals		Out-of-State Organizations	
	Count	%	Count	%	Count	%	Count	%	Count	%
Mar-13	204	20%	194	21%	8	15%	2	4%	0	0%
Apr-13	172	17%	162	17%	8	15%	2	4%	0	0%
May-13	102	10%	90	10%	5	10%	7	16%	0	0%
Jun-13	65	6%	53	6%	4	8%	6	13%	2	67%
Jul-13	78	8%	70	7%	5	10%	3	7%	0	0%
Aug-13	55	5%	47	5%	4	8%	4	9%	0	0%
Sep-13	125	12%	114	12%	6	12%	5	11%	0	0%
Oct-13	123	12%	108	12%	9	17%	6	13%	0	0%
Nov-13	37	4%	30	3%	2	4%	4	9%	1	33%
Dec-13	36	3%	32	3%	0	0%	4	9%	0	0%
Jan-14	42	4%	39	4%	1	2%	2	4%	0	0%
	1,039	100%	939	100%	52	100%	45	100%	3	100%

The online survey findings on the primary question – “How satisfied are you with the job MDOT is doing?” shows fairly steady decline over the course of the survey period ending at 68 percent satisfied for all responses (66 percent for Michigan residents). Figure 1 illustrates the Cumulative Monthly Percent Satisfied with MDOT.

Figure 1 – Cumulative Monthly Percent Satisfied with MDOT



A second series of questions asked respondents to what extent do they agree or disagree with statements about MDOT. Table 3 provides the percentage of respondents who strongly or somewhat agree.

Table 3: Percentage of Agreement with Statements about MDOT from Michigan Residents

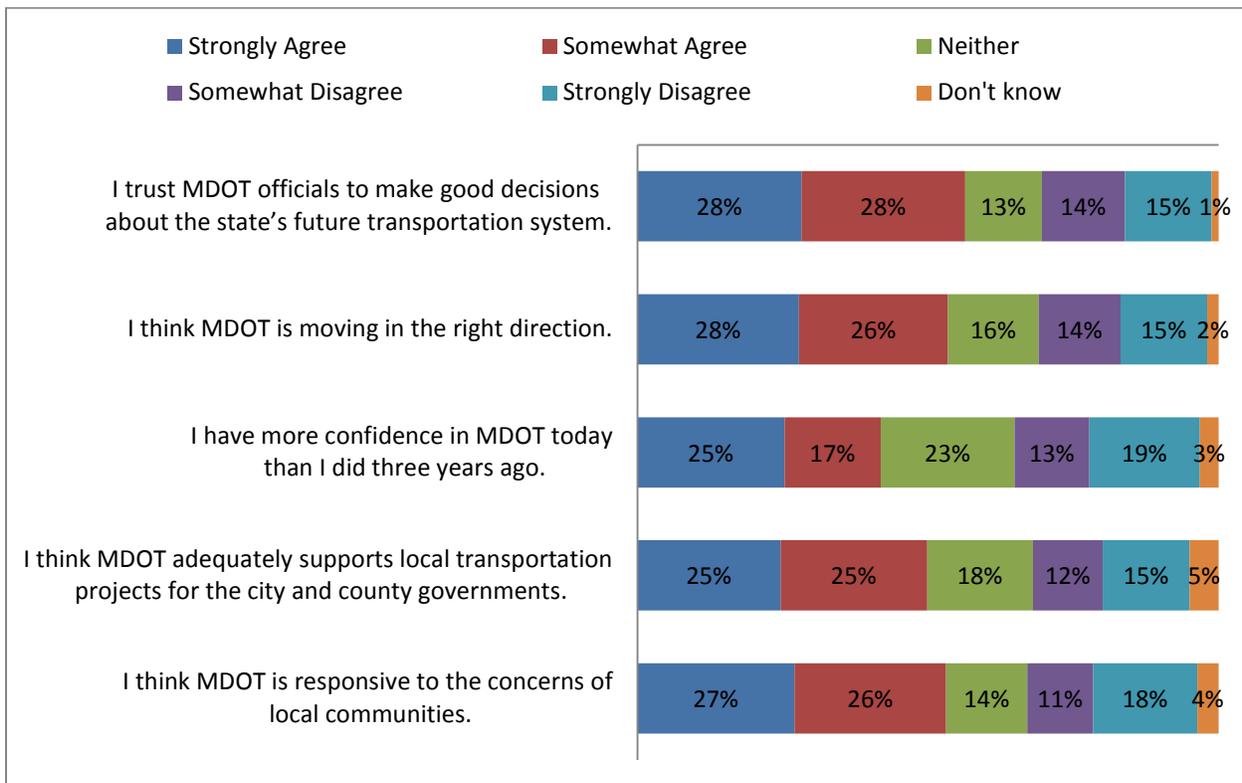
	Michigan Respondents Agree*	Michigan Residents Only Agree
I trust MDOT officials to make good decisions about the state's future transportation system.	57%	56%
I think MDOT is moving in the right direction.	54%	53%
I have more confidence in MDOT today than I did three years ago.	43%	42%
I think MDOT adequately supports local transportation projects for the city and county governments.	51%	50%
I think MDOT is responsive to the concerns of local communities.	54%	53%

* Michigan Organizations and Residents

The agree/disagree questions address perceptions of MDOT and are phrased in the positive. For four of the five statements, just more than half of Michigan respondents agreed with the statements regarding MDOT. There was even less agreement with the question regarding confidence in MDOT. It should be noted that between 13 percent and 23 percent of respondents selected neither (agree nor disagree) which could reflect no change in the respondents opinion about MDOT. Also of note is that for all five questions the number of respondents who disagree (either strongly or somewhat) is fairly consistent at 30 percent (ranging from 26 percent to 32 percent).

Figure 2 gives a detailed view of the results of these questions for Michigan residents. The online survey assumes respondents are familiar with MDOT.

Figure 2: Michigan Residents Responses to Perception of MDOT Questions



Statewide Personal Demographics

The breakdown of Michigan resident respondents is provided for informational purposes only. Results are compared to the 2010 Census or the 2010-2012 American Community Survey (ACS) data as appropriate.

Based on the 2010 Census, Michigan adults are divided evenly by gender, with 51 percent women and 49 percent men. More men (67 percent) completed the online survey than women. Table 4 illustrates that half of the Michigan resident respondents were 50 years of age or older. Since this is an online survey, we have no control over who responds to it. Individuals under 18 years of age could respond and not answer this question since there is no option for them to select.

Table 4: Distribution by Age of Michigan Resident Respondents

Age Group	18-29	30-39	40-49	50-64	65+
2010 Census Population	1,563,472	1,187,059	1,410,062	2,017,449	1,361,530
Percent of State Total	16%	12%	14%	20%	14%
Percent of Respondents*	9%	16%	23%	42%	8%

*15 (2%) respondents declined to answer

Table 5 compares the educational level attained for Michigan residents from the online survey to the U.S. Census Bureau, 2010-2012 American Community Survey. This table highlights that the respondents from the online survey have a much greater level of education attained than what can be seen within the Michigan population; 65 percent of those who took the online survey have an Associate’s Degree or greater compared to 34 percent of the state of Michigan’s population.

Table 5: Education Level Attained

	Less than high school	High school	Some college	Associate	Bachelor	Graduate	Post-Graduate
2010-2012 ACS	728,468	2,023,803	1,587,010	667,961	1,043,196	478,304	64,747
Percent of State Total	11%	31%	24%	10%	16%	7%	1%
Percent of Respondents*	0%	8%	17%	13%	34%	13%	5%

*82 (9%) respondents declined to answer

Table 6 shows the ethnicity for Michigan residents from the online survey compared to the 2010 Census data. The online survey seems to have an over sampling of White/Caucasian and an under sampling of Black/African Americans. It should also be noted that 10 percent of those who participated declined to provide ethnicity information and that many of the respondents that selected ‘Other’ questioned the necessity of the question instead of providing specific information about their ethnicity.

Table 6: Ethnicity

	White/Caucasian	Black/African American	Hispanic/Latino	Asian/Pacific Islander	Native American	Other
2010 Census	7,569,939	1,383,756	436,358	238,660	54,665	200,262
Percent of State Total	77%	14%	4%	2%	1%	2%
Percent of Respondents*	82%	3%	1%	1%	1%	3%

*90 (10%) respondents declined to answer

Table 7 compares the mode of travel to work for Michigan respondents from the online survey to the U.S. Census Bureau, 2010-2012 American Community Survey. The online survey under represents Drive Alone trips and Carpool trips but also has a very high rate of non-response (16 percent). The ACS does not have a category exclusively for Bicycle; these trips are grouped with Taxi, Motorcycle, and Other Means. It should be taken into consideration that the 1 percent of trips in this ACS category would represent more than just bicycle travel. Of the demographic questions asked in the online survey, this question had the greatest percentage of respondents who declined to answer.

Table 7: Mode of Travel to Work

	Drive Alone	Carpool	Bus/Other Public	Bicycle	Walk
2010-2012 ACS	3,407,959	365,996	55,332	49,190 ⁽¹⁾	89,678
Percent of State Total	83%	9%	1%	1%	2%
Percent of Respondents*	76%	3%	2%	3%	1%

*147 (16%) respondents declined to answer

⁽¹⁾This ACS category is Taxicab, Motorcycle, Bicycle, or Other Means and potentially over represents bicycle trips.

The online survey also asked respondents: “Do you have a paid job where you work outside the home?”. This question could be interpreted several ways and does not lend itself well to be compared to the ACS or other Census data. In the online survey, 84 percent of Michigan resident respondents have a paid job outside the home, 12 percent do not have a paid job outside the home, and 4 percent did not respond. The problem arises with the respondents who do not have a paid job outside the home; do they work at home? Volunteer? Are they unemployed? Or retired? In the U.S. Census Bureau, 2010-2012 ACS survey, the question asked: What is the workers means of travel to work? This results in 96 percent of workers working outside the home and 4 percent working at home.

The final question of the online survey (Table 8) asked respondents, “How did you hear about this survey?” Seventy respondents (8 percent) declined to answer.

Table 8: How Did You Hear About this Survey Responses?

Outreach Mechanism	Percent
Other (please specify)	9%
E-mail	46%
Facebook	7%
MDOT Website	26%
Newspaper	0%
TV / Radio	0%
Twitter	3%

*70 (8%) respondents declined to answer

MDOT Region Findings

When responses are examined by MDOT Region, no definitive statements can be made regarding the results due to the low response rate within each region. The percent satisfied within each MDOT Region displayed in Figure 3 is for informational purposes only.

Figure 3: Satisfaction by MDOT Region

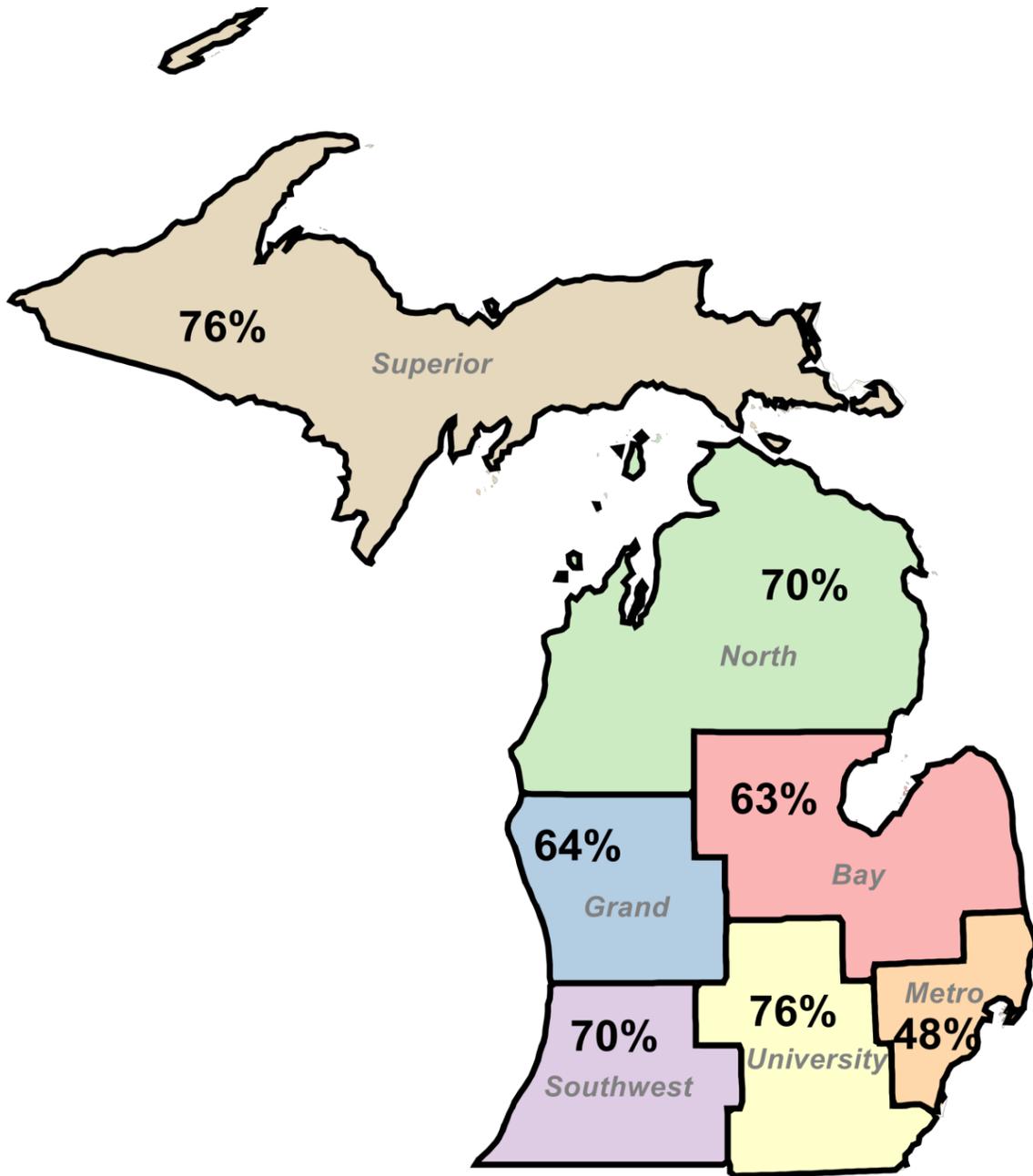


Table 9 illustrates that the number of respondents are highest in University Region with 29 percent, and lowest in the Superior Region with 8 percent.

Table 9: Overall Satisfaction with MDOT by Region

MDOT Region	Number of Respondents	Percent Satisfied
Bay	94 (10%)	63%
Grand	116 (13%)	64%
Metro	185 (20%)	48%
North	86 (9%)	70%
Southwest	93 (10%)	70%
Superior	75 (8%)	76%
University	268 (29%)	76%

Out-of-State Individual Respondents

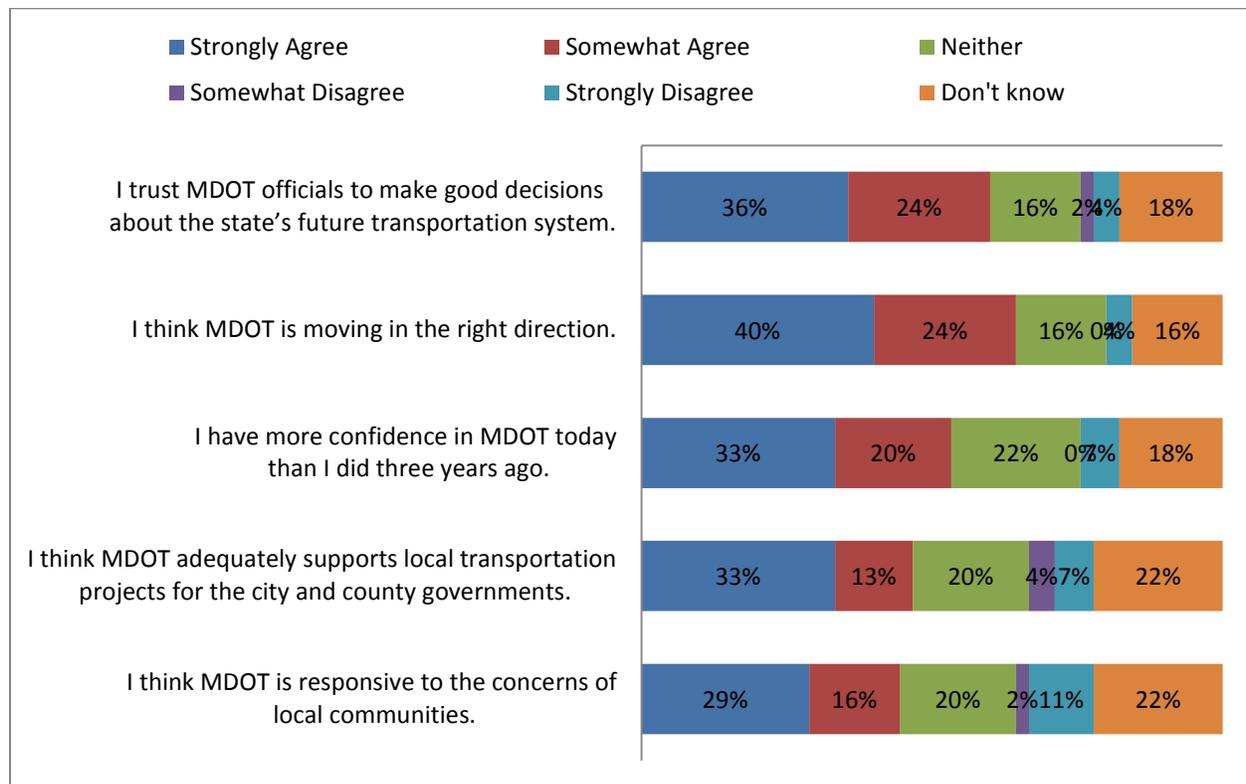
The 2011 A&P survey does not include responses from out-of-state individuals, so there is no baseline for comparisons. The 2013 online survey includes this option so that we may receive feedback from all potential customers. There were 45 out-of-state individual respondents representing at least 23 states (12 respondents did not include their zip code, so it was not possible to locate them). The out-of-state respondents were more satisfied (79 percent) with the job MDOT is doing than Michigan resident respondents (66 percent), and an even larger difference occurs when examining the Very Satisfied group, 49 percent of out-of-state respondents vs. 29 percent of Michigan resident respondents.

The second series of questions asked respondents to what extent do they agree or disagree with statements about MDOT. Table 10 provides the percentage of respondents who strongly or somewhat agree. When comparing out-of-state individual responses to Michigan residents it shows that there is slightly more trust in MDOT from out of state respondents. Out-of-state respondents also believe that MDOT is moving in the right direction and they have more confidence in MDOT than they did three years ago at higher rate than Michigan residents. Out-of-state respondents believe that MDOT provides less support and is less responsive to local communities than Michigan resident respondents. Figure 4 gives a detailed view of the results of these questions for out-of-state individuals.

Table 10: Percentage of Agreement with Statements about MDOT from Out-of-State Individual Respondents

	Out-of-State Individuals Agree	Michigan Residents Agree
I trust MDOT officials to make good decisions about the state's future transportation system.	60%	56%
I think MDOT is moving in the right direction.	64%	53%
I have more confidence in MDOT today than I did three years ago.	53%	42%
I think MDOT adequately supports local transportation projects for the city and county governments.	47%	50%
I think MDOT is responsive to the concerns of local communities	44%	53%

Figure 4 - Out-of-State Individual Responses to Perception of MDOT Questions



The final question of the survey asked each respondent how they heard about the survey. For out-of-state individuals most did not respond (58 percent). Of those that did respond, 37 percent learned about the survey from the MDOT website, 32 percent from e-mails, and the remainder was divided between Twitter, Google, and Other (Cards at Welcome/Visitor Centers).

Organization and/or Stakeholder Respondents

Like the out-of-state individual respondents, the 2011 A&P survey does not include responses from organizations or stakeholder groups, so there is no baseline for comparisons. The 2013 online survey includes this option so that we may receive feedback from all potential customers.

During the survey, there were responses from 52 Michigan organizations and three out-of-state organizations. Respondents indicated that they were responding for an organization, with eight (15 percent) being from MDOT. Examining the remaining 44 non-MDOT Michigan responses, 83 percent were satisfied with the job MDOT is doing, while only 33 percent of out-of-state organizations were satisfied with the job MDOT is doing.

The second series of questions asked respondents to what extent do they agree or disagree with statements about MDOT. Table 11 provides the percentage of respondents who strongly or somewhat agree. When comparing Michigan organizations responses to Michigan residents, it shows that Michigan organizations have a much better opinion of the work that MDOT is doing than the residents. Out-of-state organizations are generally dissatisfied with the work MDOT does but with the low response rate (only three responses) the results may not be significant.

Table 11: Percentage of Agreement with Statements about MDOT from Respondents of Organizations

	Michigan Organizations Percent Agree	Out-of-State Organizations Percent Agree	Michigan Residents Agree
I trust MDOT officials to make good decisions about the state’s future transportation system.	75%	33%	56%
I think MDOT is moving in the right direction.	69%	33%	53%
I have more confidence in MDOT today than I did three years ago.	54%	33%	42%
I think MDOT adequately supports local transportation projects for the city and county governments.	67%	0%	50%
I think MDOT is responsive to the concerns of local communities.	71%	0%	53%

The final question asked each respondent how they heard about the survey. For Michigan organizations, most heard about the survey through an e-mail (65 percent); the next largest group did not answer the question (12 percent). The remaining respondents were divided between the MDOT website, Radio/TV, Twitter, and Other. Out-of-state organizations heard about the survey by e-mail (66 percent) or did not answer the question (33 percent).

Paper Survey Respondents

To promote and collect more samples, some MDOT Regions asked to take paper surveys to meetings and other gatherings to collect data. For the entire survey period, only 12 paper surveys (four from Michigan residents and eight from Michigan organizations) were collected - all in May from meetings in Superior Region. Caution is advised in summarizing those paper surveys with the online survey since we do not know the venues where the paper surveys were distributed.

All of the residents and organizations who responded were satisfied with the job MDOT is doing (two organizations did not answer the question). If the Michigan resident responses were included with the online collection it would slightly increase the overall satisfaction statewide to 67 percent (from 66 percent). Superior Region satisfaction also would increase slightly to 77 percent (from 76 percent).

For the five perceptions of MDOT questions, the Michigan residents agreed 80 percent of the time, were neutral 15 percent of the time, and disagreed (just once) 5 percent of the time. The organizations looked very similar in their responses where they agreed 74 percent of the time, were neutral 23 percent of the time, and disagreed (once) 3 percent of the time. For both the residents and organizations, there would be no significant change in the perception of MDOT if the paper surveys were included with the online surveys.

Statewide Geographic Distribution of Respondents

Collecting zip code and county information not only allows us to properly code responses into the correct MDOT Region, but also allows us to show the geographic distribution of survey data. Over the course of the survey period, all but seven counties (Crawford, Hillsdale, Huron, Kalkaska, Lake, Menominee, and Missaukee) had at least one respondent. Figure 5 and Figure 6 shows the geographical distribution of survey respondents by zip code for the United States and Michigan, respectively.

Figure 5 - States captured in Online Survey

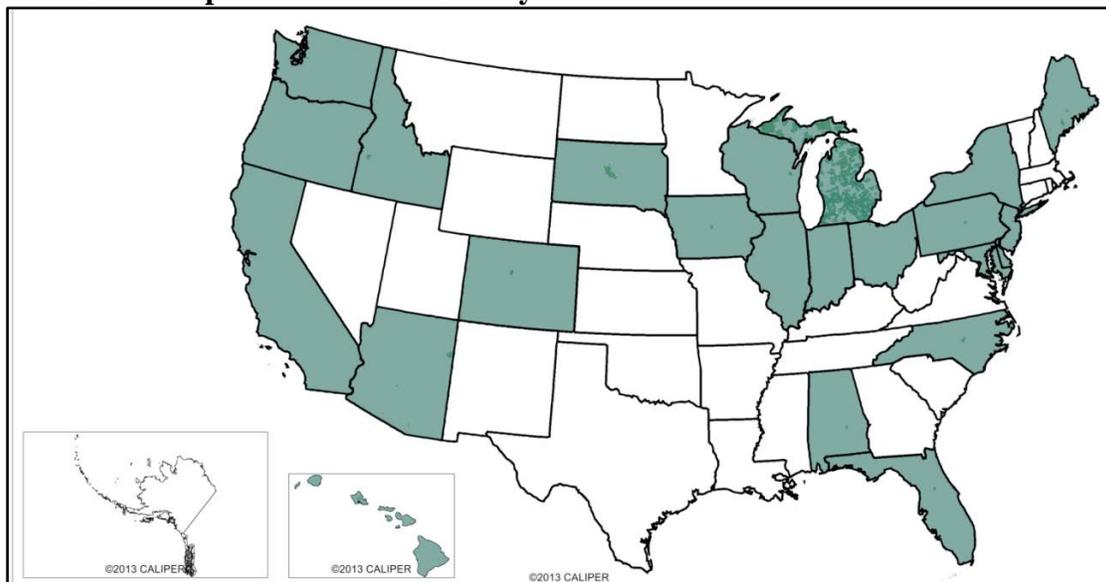
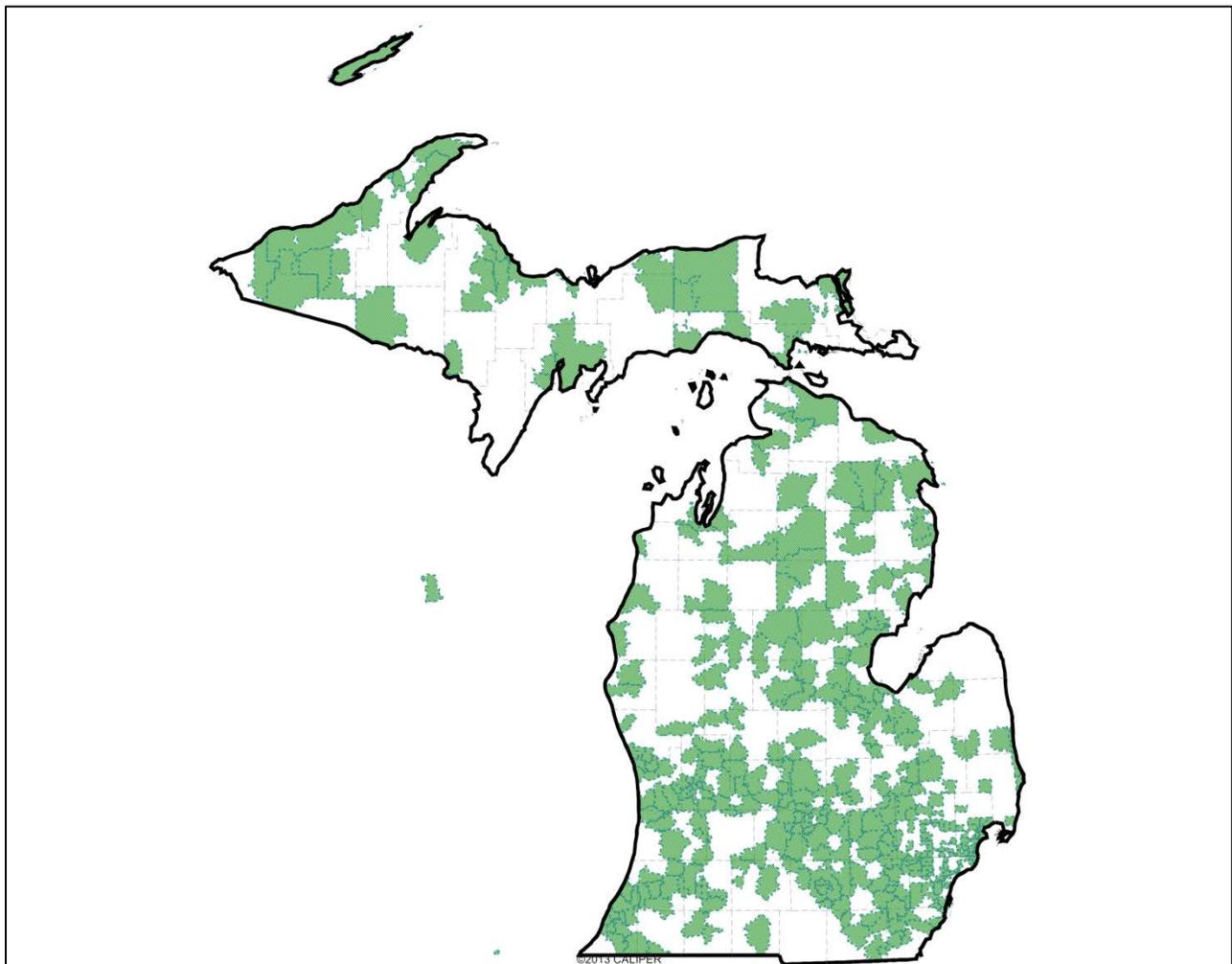


Figure 6 - MI Zip Codes surveyed



Conclusions

- The continual online survey received fewer responses than expected. Responses seemed to come in waves where initially there was a good response rate but then interest died down, which led to a push by MDOT that spiked interest again but at a lower level than initially was seen. If continued, responses could slow and may approach zero.
- This method is not scientific and does not produce results that can be safely generalized to the larger population, as the Attitudes and Perception Survey.
- Examining the results, the Wildly Important Goal of reaching 80 percent satisfied was never reached and declined each month for the entire survey period.
- The continual online survey, which allows anyone to access it as often as they would like and relies on self-reporting of demographic information, tends to show a more male, older, well educated, and whiter population than shown in the census data for Michigan.

- Of the outreach methods employed, e-mail and the MDOT website were the best ways to inform people about the survey.
- Out-of-state respondents were more satisfied with MDOT than Michigan residents but believed MDOT adequately supports and is responsive to the locals at a lower rate than Michigan residents.
- Michigan organizations were much more satisfied with MDOT than Michigan residents and also had a much better perception of MDOT.
- The online survey served as a feedback

In August 2013, MDOT conducted the Attitudes and Perception Survey. The [2013 Attitudes and Perception Survey](#) found that dissatisfaction is at its lowest (26 percent), versus 2011 (27 percent), 2009 (31 percent), and 2006 (29 percent). The percent satisfied with MDOT is 74 percent, better than 2011 (73 percent), 2009 (68 percent), and 2006 (71 percent).

The public's top agenda for transportation is better pavement, as has always been the case since 2006. Other high agenda items include the level of highway safety; better traffic flow; bridge maintenance; faster and more efficient completion of highway projects; the removal of highway snow, ice, and debris; the availability of public transportation for the elderly and disabled; and the degree to which public views are considered. All Attitudes and Perception Survey reports are available on MDOT's website at www.michigan.gov/slrp.