

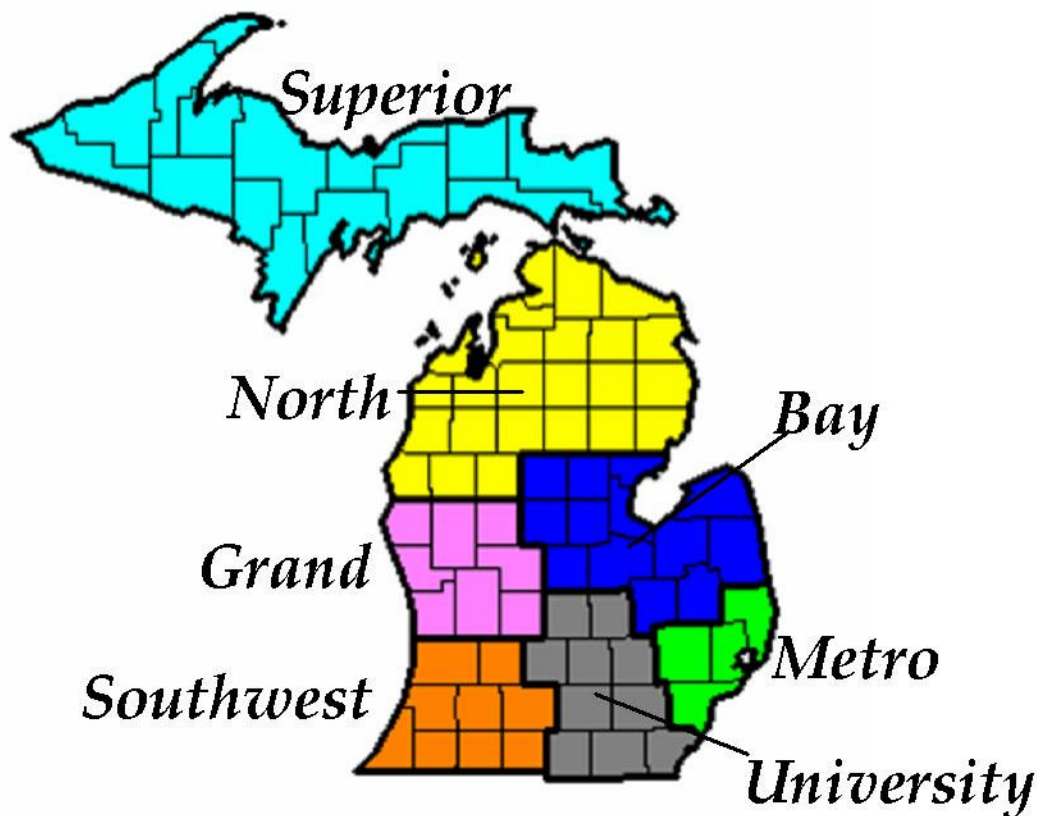


Quotas were also set for gender to match the known proportion of men and women in the adult population within each region. After the data was collected, we also weighted the data by age to match the known proportion within each region's adult population.

## 1.4 Margin of Error

The margin of error at the 95% confidence level is about +2.95% for a sample of 1100. However, due to the geographic oversampling, a true margin of random error for the entire sample is closer to +3.7%. The margin of error is larger for subgroups, depending on

Figure 1. MDOT Regions



subgroup size. (See Volume Two for a more detailed explanation of sampling and the margin of error.)

## 1.5 Figures and Tables

Figures are integrated into the text. Top-line results can be found in the Appendix of this report. Banners or cross-tabulated tables can be found in the second volume of this report.

## Chapter 2. Profile of Sample

The Profile of the Sample in the Appendix presents a demographic profile of Michigan adults across the state and in eight regions. Understanding the demographic characteristics of Michigan adults helps us to understand better how regions differ in their attitudes toward transportation in Michigan. Throughout this report, we show how Michigan adults differ on key questions regionally (if there are regional differences important enough to show).

### 2.1 Personal Demographics

Michigan adults are split by gender, with 52% women and 48% men. Twenty-two percent (22%) are 18 to 29 years of age, and 16% are over 65 years of age.

One-half (49%) of Michigan adults have a high school education or less, and 32% have a college education. Eight percent have a post-graduate degree.

Thirty-six percent (36%) of the sample have household incomes under \$40,000, and 24% have household incomes over \$75,000.

Eighty-one percent (81%) of the state's adult population is White, while 19% is non-White.

Twenty-four percent (24%) of Michigan adults live in areas (defined by their zip code) where the population density is under 150 people per square mile. Twenty-eight percent (28%) live in an area where the population density is between 150 and 750 people per square mile. Another 24% live in areas where the population density is between 750 and 3000 people per square mile. Finally, 25% live in areas where the population density is 3000 or more people per square mile.

### 2.2 Driving Habits

Sixty-one percent (61%) of Michigan adults work outside the home, while 39% either do not work or work at home. Of those who work outside the home, 84% drive alone to work, eight percent carpool, and another eight percent get to work by some other means. The median length of time it takes for a commuter to get to work is 35 minutes. Twelve percent (12%) of all Michigan adults commute over one hour to work.

### 2.3 Regions

As noted earlier, we have divided the state into the seven MDOT regions to see if opinion toward transportation issues varies in the state. Regions are shown in **Figure 1**.