



MICHIGAN DEPARTMENT OF TRANSPORTATION

Attitudes & Perceptions of Transportation in Michigan: A Survey of Michigan Adults

Final

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of Transportation*

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MI Transportation



Table of Contents

Executive Summary.....	v
Key Attitudes Toward MDOT and Transportation in Michigan.....	vi
Improving Transportation.....	vii
MDOT Regional Summaries.....	viii
Chapter 1. Purpose and Methods.....	11
1.1 Purpose.....	11
1.2 Interviewing.....	11
1.3 Quotas, Oversampling, and Weighting.....	11
1.4 Margin of Error.....	13
1.5 Figures and Tables.....	13
Chapter 2. Profile of Sample.....	14
2.1 Personal Demographics.....	14
2.2 Commuting Behavior.....	15
2.3 Regions.....	15
2.3.1 Metro.....	15
2.3.2 University.....	15
2.3.3 Southwest.....	16
2.3.4 Bay.....	16
2.3.5 Grand.....	17
2.3.6 North.....	17
2.3.7 Superior.....	17
Chapter 3. Evaluations of MDOT.....	19
3.1 Satisfaction with MDOT.....	19
3.2 MDOT Projects: Right Solutions for Transportation Problems.....	24
3.3 Other Evaluative Statements about MDOT.....	27
Chapter 4. Perceptions of Transportation in Michigan.....	35
4.1 Quality of Transportation in the Past Five Years.....	35
4.2 Transportation Expenditure.....	38
Chapter 5. Improving Transportation: Public Satisfaction & Transportation Priorities.....	41
5.1 Road Conditions and Repair.....	42
5.2 Traffic.....	46
5.3 Information.....	48
5.4 Bicycle and Pedestrian.....	51
5.5 Local Public Transit.....	54
5.6 Long Distance Transit.....	56
5.7 Aviation.....	58
5.8 Freight.....	59
5.9 Changes in Satisfaction and Priorities Over Time.....	61
5.10 Combining Satisfaction Today with Priority for the Future.....	62
5.10.1 Introduction.....	62
5.10.2 All Adults.....	63
5.10.3 Metro Region.....	65
5.10.4 University Region.....	67
5.10.5 Southwest Region.....	69

5.10.6 Bay Region71
5.10.7 Grand Region73
5.10.8 North Region75
5.10.9 Superior Region77
5.11 The Relationship Between Item Satisfaction and Overall Satisfaction With MDOT79
Appendix A. Survey Marginals81
Appendix B. Profile of the Sample93

List of Tables

Table 1. Sample and Population Breakdown by Region 12

List of Figures

Figure 1. MDOT Regions 12

Figure 2. Michigan Is Satisfied with the Job Being Done by Michigan Department of Transportation 19

Figure 3. Southwest Residents Are the Most Satisfied with MDOT Followed by Bay and Superior, Metro Is Least Satisfied 20

Figure 4. Satisfaction is Lowest Among Those 40-49 Years 21

Figure 5. Satisfaction with MDOT Is Lower for People Living in High Density Areas 22

Figure 6. Dissatisfaction with MDOT's Job Performance Is Higher for Those Who Commute 30 Minutes or More..... 23

Figure 7. One-Half of Michigan Adults Believe No More Than Some of MDOT's Projects Were the Right Solutions for Their State 24

Figure 8. Those Age 30-49 Register Less Approval of MDOT's Transportation Solutions 25

Figure 9. Michigan Residents With the Longest Commutes Are the Least Likely to Indicate All or Most of MDOT's Projects Were the Right Solutions 26

Figure 10. Grand and Southwest Residents Most Likely to Believe Transportation Projects Were the Right Solutions 27

Figure 11. People Agree Most That MDOT Is Moving In The Right Direction; But Agree Least That They Have More Confidence In MDOT Today Than Three Years Ago..... 28

Figure 12. Southwest and Grand Residents Most Likely To Agree That MDOT Is Moving In the Right Direction; North Residents Least Likely To Agree 29

Figure 13. Southwest Residents Most Likely To Agree With I Trust MDOT Officials to Make Good Decisions About the State's Future Transportation System; North Residents Least Likely to Agree . 30

Figure 14. Grand, Southwest and Metro Residents Most Likely to Agree That MDOT Does A Good Job Prioritizing Highway Improvements in Michigan; Superior and Bay Residents Somewhat Less Likely to Agree 31

Figure 15. Grand, Southwest and Bay Residents Most Likely To Agree That MDOT Is Responsive to the Concerns of Local Communities; North Residents Less Likely To Agree..... 32

Figure 16. Grand Residents Most Likely To Agree MDOT Adequately Supports Local Transportation Projects for the City and County Governments; University and North Residents Least Likely to Agree..... 33

Figure 17. Grand, Superior and Southwest Residents More Likely to Agree That They Have More Confidence in MDOT That They Did Three Years Ago; University and Metro Residents Least Likely To Agree 34

Figure 18. Fewer Michigan Adults Believe the Quality of Transportation Is Better Than Believe It Is Worse Than It Was Five Years Ago..... 35

Figure 19. Michigan Adults in the 30-49 Age Range Are Least Likely To Believe the Quality of Transportation Is Better Than It Was Five Years Ago 36

Figure 20. By Far, Metro Residents Least Likely to Believe Transportation Is Better Rather Than Worse Than Five Years Ago; Other Regions Closer To Neutral on This Measure	37
Figure 21. More Than Two-Thirds Think Michigan Should Spend More to Maintain and Improve the Quality of Transportation.....	38
Figure 22. Support For Spending More On Transportation Greater In South Michigan And Less In North Michigan.....	39
Figure 23. More Than 80 Percent of 18-29 Year Olds Think Michigan Should Spend More to Maintain and Improve the Quality of Transportation.....	40
Figure 24. Public Satisfaction: Road Conditions and Repair	43
Figure 25. More Resources for Future Priorities: Road Conditions and Repair.....	44
Figure 26. Public Satisfaction: Traffic.....	46
Figure 27. More Resources for Future Priorities: Traffic	47
Figure 28. Public Satisfaction: Information	49
Figure 29. More Resources for Future Priorities: Information.....	50
Figure 30. Public Satisfaction: Bicycle and Pedestrian.....	52
Figure 31. More Resources for Future Priorities: Bicycle and Pedestrian.....	53
Figure 32. Public Satisfaction: Local Public Transit	54
Figure 33. More Resources for Future Priorities: Local Public Transit.....	55
Figure 34. Public Satisfaction: Long Distance Transit.....	56
Figure 35. More Resources for Future Priorities: Long Distance Transit.....	57
Figure 36. Public Satisfaction: Aviation.....	58
Figure 37. More Resources for Future Priorities: Aviation.....	59
Figure 38. Public Satisfaction: Freight.....	60
Figure 39. More Resources for Future Priorities: Freight.....	60
Figure 40. All Adults: The Importance of Transportation Items as a Future Priority by the Level of Satisfaction with the Items.....	64
Figure 41. Metro: The Importance of Transportation Items as a Future Priority by the Level of Satisfaction with the Items.....	66
Figure 42. University: The Importance of Transportation Items as a Future Priority by the Level of Satisfaction with the Items.....	68
Figure 43. Southwest: The Importance of Transportation Items as a Future Priority by the Level of Satisfaction with the Items.....	70
Figure 44. Bay: The Importance of Transportation Items as a Future Priority by the Level of Satisfaction with the Items.....	72
Figure 45. Grand: The Importance of Transportation Items as a Future Priority by the Level of Satisfaction with the Items.....	74
Figure 46. North: The Importance of Transportation Items as a Future Priority by the Level of Satisfaction with the Items.....	76
Figure 47. Superior: The Importance of Transportation Items as a Future Priority by the Level of Satisfaction with the Items.....	78

Executive Summary

Like other public agencies, the Michigan Department of Transportation (MDOT) has to be careful about its use of resources. The public's focus on government spending has increased, and MDOT may be under an even stronger microscope due to local economic conditions. Unemployment in Michigan has more than doubled since the prior research was conducted in 2006, from 6.9% to 15.3%. Currently it is higher than in any other state in the country.

In spite of this difficult context, the Michigan public is largely satisfied with MDOT. Twice as many are satisfied as dissatisfied, and this has not changed since the prior research.

While satisfaction is fundamentally strong, MDOT may be facing both new challenges as well as opportunities with respect to future public support. The proportion of Michigan adults considering themselves "very satisfied" with MDOT has eroded somewhat, and more feel that the quality of transportation in Michigan has decreased since the prior research. And yet at the same time there seems to be a wellspring of confidence in MDOT: four out of five Michigan adults believe that at least some of MDOT's projects were the right solutions; two out of three agree that MDOT is moving in the right direction and trusts MDOT's decisions; and the proportion supporting greater funding for MDOT has increased.

MDOT's top six priorities – based on the public's ratings of satisfaction and their stated prioritization – pertain mostly to road conditions and repair, and include the following:

- The condition of highways is in good condition, such as smooth and free of potholes;
- The speed and amount of snow and ice removal;
- The maintenance of bridges;
- Availability of public transportation services for the elderly and persons with disabilities;
- Speed and efficiency of highway projects completion;
- The flow of traffic during highway construction.

The importance of the first two items (highway condition, and speed and amount of snow and ice removal) is reinforced by changes in attitudes since 2006. The public's satisfaction with both items decreased, and the importance they place on their improvement has increased.

Some other areas remain of considerable importance to Michigan adults in spite of satisfactory delivery from MDOT. These include the level of safety on highways and clearing debris after accidents. Adults rate items like these as important for further funding because they are not willing to downplay their importance – they are "Mom and Apple Pie" items.

MDOT's challenges vary by region. Residents in the Metro region are less satisfied with MDOT, are more likely to think the quality of transportation has gotten worse with time, and are least likely to have improved confidence. Satisfaction decreased in a number of regions, including Grand, University, and North. As in 2006, the regions are more similar than different with respect to their agendas, and the condition of the roads (smooth pavement and fewer potholes) is chief for all.

Key Attitudes Toward MDOT and Transportation in Michigan

Far more of the public is satisfied with MDOT than dissatisfied (64% vs. 30%). This is essentially as it was in 2006, and as in 2006 feelings one way or the other are not strong: only 11% are very satisfied and 8% are very dissatisfied. Yet the current level of very satisfied is somewhat lower than it was in 2006 (16%).

- Satisfaction tends to be stronger among those age 30-39;
- However, satisfaction is lower in the highest density areas (3,000 or more per square mile) and for those with longer commutes.
- Even though satisfaction is lower for those with commutes of at least an hour, this group is more satisfied now than it was in 2006.

Consistent with little change in overall satisfaction with MDOT, there has been **little change in perceptions of the appropriateness of MDOT's solutions to transportation issues**. About four in five adults feel that at least some of MDOT's projects were the right solutions, and 43% feel that *at least most* were the right solution (similar to 2006).

- Although they are more satisfied with MDOT, those ages 30-39 are the least likely to approve of MDOT's solutions, with only 29% feeling that most or all were the right solutions.
- Those with commutes of at least an hour are somewhat less approving of MDOT's solutions (39%), consistent with their lower overall satisfaction.

Several new measures for the current research indicate fundamental confidence in MDOT. About two-thirds of the Michigan public agree that...

- MDOT is moving in the right direction;
- They trust MDOT officials to make good decisions about the State's future transportation system;
- MDOT does a good job prioritizing highway improvements;
- MDOT is responsive to the concerns of local communities;
- MDOT adequately supports local transportation projects for city and county governments.

Reservations are stronger with respect to whether or not their confidence in MDOT has increased in the last three years (with only 52% agreeing).

Demographic differences which occur with respect to these statements are as follows:

- Agreement that *MDOT is moving in the right direction* is stronger among those moderately high in the socio-economic scales (incomes between \$50-\$74.9k and those who have some college, but not college graduates)
- Those age 40-49 are less likely to agree with *I trust MDOT officials to make good decisions about the State's future transportation*, and
- Those ages 40-49 are also less likely to agree that *MDOT does a good job prioritizing highway improvements in Michigan*, but those in the highest density areas (3,000+ per

square mile) are more likely to agree.

- Agreement that *MDOT is responsive to the concerns of local communities* is lower among those with shorter commutes (less than 30 minutes) and those in the highest density areas.
- Agreement that *MDOT adequately supports local transportation projects for the city and county governments* is inversely related to socio-economic status. Agreement is higher among those with a high school education or less, and lower with those whose household income is \$75k or more. It is also lower among those with 1 hr+ commutes.
- Improved confidence in MDOT is also negatively related to socio-economic status. Those with incomes under \$50k are more likely to say they *have more confidence in MDOT today than three years ago*, while college graduates are less likely. Women are more likely to agree than men are.

Despite the general positive tone, perceptions of changes in the quality of transportation over the years are a call-out to MDOT, as more think the quality has gotten worse (35%) than better. Further, the proportion registering this decline has increased since 2006 (from 20%). This measure is tied to whether or not adults are very satisfied or very dissatisfied with MDOT. Those who believe it has improved are more likely to be very satisfied with MDOT (25%, vs. 11% among total adults); on the reverse, 16% of those who thought transportation had gotten worse are very dissatisfied with MDOT (vs. 8% among total).

- Those ages 30-39 are less likely to see the quality of transportation as having improved (18%), just as fewer of them were very satisfied with MDOT (6%).

Improving Transportation

Respondents rated 28 aspects of transportation in Michigan in terms of their satisfaction with their delivery and how important it was to fund them for further improvements. The measures, in combination, are an indication of the public's priorities. Equally unsatisfactory items may not deserve the same degree of focus, if one is considered a higher priority for funding. Similarly, if two items are considered equal priorities for improvements, and one is more unsatisfactory than the other, the public may take more notice of solutions targeted to the less satisfactory aspect.

MDOT's key priorities are those that are relatively less satisfactory yet considered important for improvements.

The First Tier consists of a single aspect -- *The condition of highways is in good condition, such as smooth and free of potholes*. Ratings of satisfaction with this aspect are so low, given its importance to the public, that it is difficult to imagine MDOT improving satisfaction without addressing this item; improved performance on other aspects may compensate to an extent, but this will likely remain an issue. If MDOT is unable to improve satisfaction on this aspect, the agency may need to address it by managing people's expectations. The significance of the quality of the pavement is so strong that it is a first tier item not just in Michigan as a whole, but

for adults in all seven regions.

The **Second Tier** includes several other items related to road conditions, as well as one item relating to alternative transportation:

- **Snow and ice removal** is the second highest priority for improvements, rated only moderately high for satisfaction.
- **Bridge maintenance** is about as important as snow and ice removal, with similar delivery.
- **Public transportation for the elderly and disabled** is not as important as either snow and ice removal or bridge maintenance, but it is still rated strongly for improvements and satisfaction lags.
- **Speed and efficiency of highway projects' completion** ranks highly among the public's priorities for improvement (8th out of 28), but relatively low for satisfaction (20th of 28).
- **Flow of traffic during highway construction:** Although nearly as important as *The speed and efficiency of highway projects' completion*, ratings of satisfaction are very low, putting it 25th out of the 28.

MDOT Regional Summaries

Michigan's seven regions are more similar than different with respect to the improvements they feel are necessary. The body of the report provides a specific analysis for each of the regions. Beyond these, however, there are some significant differences between the regions regarding their satisfaction with MDOT and transportation.

Metro

Adults in the Metro region are the least satisfied with MDOT, as they were in 2006. MDOT has made little headway with them, as satisfaction has changed little. Regrettably, this region is also less likely to say they have greater confidence in MDOT than they had three years ago, and they are more likely to feel that the quality of transportation has deteriorated. Since this region accounts for about 40% of the state population, it will be difficult for MDOT to improve satisfaction for the state as a whole without improving it here. Compared to the other regions, satisfaction is relatively low regarding the condition of the pavement on the highways, debris removal, rush hour traffic flow, public transportation services for the elderly and disabled, local bus or demand response transportation services, and the number of clear, visible roadside signs during the night.

University

Although satisfaction was strong in the University region in 2006, it has eroded in the past three years. Adults in this region are less likely than others to have more confidence in MDOT than

they did three years ago. Their ratings of specific aspects for satisfaction and prioritization are largely reflective of Michigan adults in general.

Southwest

Residents in this region remain among the most satisfied with MDOT and are more approving of MDOT's projects. No doubt related to this, they are also more likely to feel that MDOT is moving in the right direction, and are more likely to have increased confidence in MDOT. Their satisfaction with specific aspects of Michigan transportation is often above average, including pavement condition (2nd highest region), bridge maintenance, and the number of highways.

Bay

Satisfaction with MDOT is high in the Bay region, as it was in 2006. They also are likely to trust that MDOT will make good decisions. Similarly, they register above-average satisfaction with several aspects of transportation, including traffic flow during rush hour and during construction, as well as public transportation services for the elderly and disabled, and local bus or demand response services. One potential area for improvement in the Bay region is the speed of project completion: they are relatively less satisfied than others, and are more likely to think it a priority for future improvements.

Grand

Satisfaction with MDOT dropped in Grand, from 81% in 2006 to 71% in the current research. They are more likely to approve of MDOT's projects as being the right solutions, but this too has decreased. For specific aspects of transportation, however, their satisfaction is relatively high: they are somewhat more positive about the condition of the highway pavement, the speed of project completion, public transportation services for the elderly and disabled, and local bus or demand response services. Points of leverage to improve their satisfaction may be rush hour traffic flow and the number of clear signs at night; they rate each of these relatively highly for future improvements.

North

A number of issues have manifested in the North region, where overall satisfaction decreased since 2006, along with approval of MDOT's projects. At the same time, relatively few people in the North region believe that MDOT is moving in the right direction or can be trusted to make the right decisions. To some extent they may feel "neglected," as they are the region least likely to feel that MDOT is responsive to local concerns or supports local projects. Five areas where they are relatively unsatisfied with the current state of transportation are highway safety, traffic flow at international crossings, removal of cars that are stalled or those that have been involved in accidents, public transportation services for the elderly and disabled, and local bus or demand response transportation services.

Superior

Satisfaction with MDOT is strong (3rd highest) and has changed little since 2006. Adults here have more confidence in MDOT than they did three years ago. Their ratings of transportation

items are often quite positive, and the only areas where they seem less satisfied than average also rank as lower priorities for additional investment (the availability of sidewalks for pedestrians and lanes and pathways for bicycles, and message boards warning drivers of delays).

Chapter 1. Purpose and Methods

1.1 Purpose

This study explores the opinions of adult residents of the state of Michigan toward Michigan Department of Transportation (MDOT), the state of transportation in Michigan, and the prioritization of transportation resources. This year's study is a follow-up to the previous attitude and perception (A&P) survey in 2006. This allows for comparisons to the public's opinions three years ago. The recommendations in this report are intended to provide the public voice to help guide MDOT's transportation planning.

1.2 Interviewing

Professional interviewers, working from a central, monitored location, between September 14 and 28, 2009, interviewed a sample of 1100 adult Michigan residents that was random within stratified geographies. The average interview was 16 minutes long. Potential respondents were contacted through random digit dialing (RDD). Up to five attempts were made on each randomly dialed number. This emphasis on callback improves accuracy by including hard-to-reach respondents.

1.3 Quotas, Oversampling, and Weighting

We divided the state into the seven MDOT regions (see **Figure 1** on the following page). In order to get enough interviews in each of these regions, we oversampled the less populated regions. All regions had between 100 and 300 randomly drawn interviews. Data was then weighted proportionally based on the size of the adult population determined in the 2006 Census estimates (see **Table 1** for actual and weighted sample size). 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, gender and income to match the known proportion within each region's adult population.

Figure 1. MDOT Regions

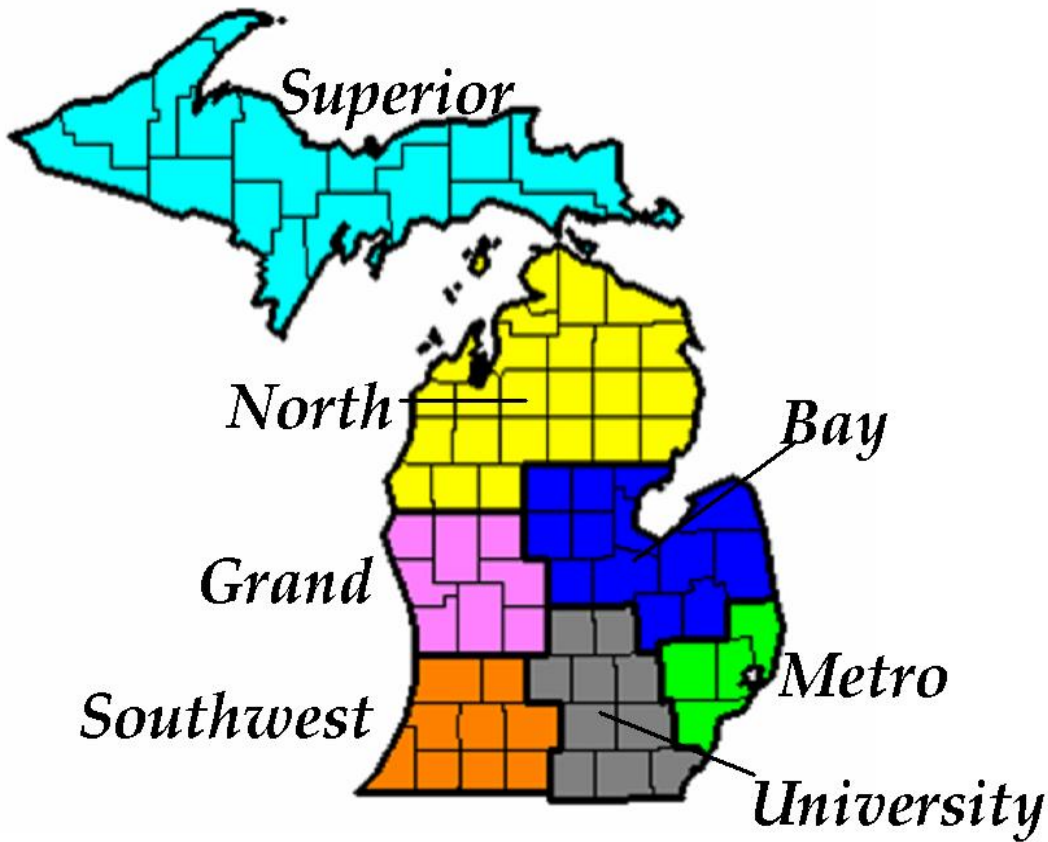


Table 1. Sample and Population Breakdown by Region

Regions	Proportion of Adult Population	Actual Sample Size	Proportion of Sample	Weighted Sample Size	Proportion of Weighted Sample
Metro	41%	300	27%	453	41%
University	15	150	14	168	15
Southwest	9	150	14	104	9
Bay	12	150	14	135	12
Grand	13	150	14	138	13
North	6	100	9	66	6
Superior	3	100	9	36	3

1.4 Margin of Error

The margin of error at the 95% confidence level is about +3.0% for a random sample of 1100. However, due to the geographic oversampling and demographic corrections, a true margin of random error for the entire sample is about +4.2%. The margin of error is larger for subgroups, depending on subgroup size.

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 with more detailed results can be found in the second volume of this report.

Chapter 2. Profile of Sample

Understanding the demographic characteristics of Michigan adults from the sample can help provide proper orientation to the sample. Being aware of regional differences can further shed light on how regions differ in their attitudes toward transportation in Michigan. Throughout this report, we show how Michigan adults may differ on key questions based on regional and other subgroup variations.

In general, the profile of this wave's sample is very similar to that of the last A&P survey. Please refer to the Profile of the Sample in the Appendix, which presents a demographic summary of Michigan adults included in the survey. The study is weighted, and as such comes close to representing Michigan adults as a whole.

2.1 Personal Demographics

Following national demographics, Michigan adults are divided evenly by gender, with 51% women and 49% men. There are about equal proportions of both the youngest and oldest adults: 17% are younger adults in the 18 to 29 year-old range, and 17% are seniors over 65 years of age.

One-third (32%) of Michigan adults have a high school education or less, and 51% have a college education. Sixteen percent have a post-graduate degree. Note that the sample in this wave is more educated. In the prior wave, 49% were high school or less, 32% had a college education, and eight percent had a post-graduate degree.

Thirty-two percent (32%) of the sample have household incomes under \$40,000, and 32% have household incomes of \$75,000 or more. The sample from the prior wave had relatively fewer wealthy individuals (24% at \$75,000 or more).

Eighty-one percent (82%) of the state's adult population is Caucasian, while 16% is non-Caucasian.

Michigan's population is distributed evenly between low, medium and high density areas. Based on density profiles by zip code, 24% of Michigan adults live in areas where the population density is under 150 people per square mile. Twenty-five percent (25%) live in an area where the population density is between 150 and 750 people per square mile. Another 26% live in areas where the population density is between 750 and 3000 people per square mile. Lastly, 25% live in areas where the population density is 3000 or more people per square mile.

2.2 Commuting Behavior

The US Bureau of Labor Statistics reports that unemployment in Michigan was 15.3% in September, 2009, more than double what it was in 2006 (6.9%). As such, commuting has certainly decreased. The majority of Michigan adults (62%) work outside the home, while 38% either do not work or work at home. (While these figures are similar to what was reported in 2006, it is likely that some think of themselves as working from home when they are not gainfully employed to full capacity.) Of those who work outside the home, 91% drive alone to work, five percent carpool, and another three percent commute by some other means. Note that in the previous wave, 84% of the sample drove alone to work. The median commute time is 27 minutes. Six percent (6%) of all Michigan adults in this wave commute over one hour to work compared to 12% last wave.

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**. Below are some snapshots of demographic characteristics by region.

2.3.1 Metro

The Metro region, which has the smallest land mass but the highest adult population (41%), consists of Detroit and most of its suburbs. Including Port Huron, it has three international crossings with Canada. As expected, Metro residents live in the most densely populated areas in the state. More than half (55%) of the Metro respondents live in areas where the population density is 3000 or more people per square mile. Furthermore, twenty-six percent (26%) live in areas with population densities of 5000 or more people per square mile. Only 13% in this region live where the population density is below 1000 people per square mile.

Metro residents are diverse racially, with the fewest Caucasian adults (71%) and the most (21%) African-Americans. They also stand well socio-economically; the highest proportion of college graduates (45%) and the second highest percentage of household income over \$75,000 (35%) belong to residents in Metro.

Many Metro adults are commuters (64%). Ninety-one percent of those who commute drive alone and four percent use a carpool. Only two percent of commuters use public transit this wave as compared to eight percent in the prior wave.

2.3.2 University

Consisting of the western exurbs of Detroit, the capital city of Lansing, and the smaller cities of Jackson and Ann Arbor, the University region gets its name from housing Michigan's two

flagship universities. By population size, it is the second largest in the state (15%). Most University adults reside in medium density areas. Very few residents in the region live in high density areas (1% in 3000+ people per square mile areas) or low density areas (27% in areas with fewer than 150 people per square mile).

The University region has one of the youngest populations among the seven regions. It is tied with Grand for having the most under 30 year-olds (19%) and the fewest people 65 or older (15%). This region's households are most likely to have incomes of \$75,000 or more (37%). Although there is a sizeable percentage who are college educated (36%, same as last wave), this region also has the most residents with an educational level of high school or less at 43%.

Forty-five percent of University adults - the highest among all regions - do not have a paid job where they work outside the home. Among the commuters, 94% drive themselves to work and only one percent carpool. That is the highest percentage for driving alone and the lowest for carpool usage among the seven regions. These commuting patterns are a bit different than the prior wave when University residents were the most likely to commute and have high carpool usage (8%).

2.3.3 Southwest

Southwest is a smaller region (nine percent of adult population) that is located in the Southwest corner of the state. Kalamazoo, Battle Creek and Benton Harbor/St. Joseph are some notable cities in the region. No Southwest adults sampled live in high population density areas of 3000 or more people per square mile. A large portion of the region's residents (44%) live in areas with low population density (fewer than 150 people per square mile).

At 42%, adults in the Southwest region are the second most likely to have an education that is high school level or less. In the prior wave, Southwest residents also had similarly low educational levels. Other than education, Southwest residents do not stand out in other demographic characteristics.

Southwest residents have a strong likelihood of working outside the home (63%), with driving the predominant mode of commuting transportation (97% driving; 93% alone and 4% carpool).

2.3.4 Bay

The Bay region surrounds Saginaw Bay and has an adult population that comprises 12% of the state's total. Flint, Saginaw, Midland, and Bay City are Bay region's major cities. Only 1% of the residents in the Bay region live in high population density areas (3000 or more people per square mile). Thirty-five percent, however, live in low population density areas with fewer than 150 people per square mile.

As in the prior wave, there are no important differences in demographic measures between the Bay region and the state as a whole. Sixty-one percent of adults in the region work outside the

home. The way Bay commuters get to work is nearly identical to that of Southwest commuters (also 97% driving; 93% alone and 4% carpool). Reflecting this similarity in commuting methods, Southwest and Bay commuters are equal or place second for length of commute with 8% having commutes of an hour or more.

2.3.5 Grand

The Grand region consists of eight counties and total up to 13% of Michigan's adult population. It includes the city of Grand Rapids. Grand is the second most densely populated area with 17% living in high population density areas (3000 or more people per square mile). It has a relatively low proportion of adults (28%) living in areas with the lowest population density (fewer than 150 people per square mile).

As mentioned before and similar to the prior wave, Grand has some of the youngest residents (19% younger than 30 years-old and only 15% over 65 in age). Unlike the previous wave, however, this year's sample is more diverse racially. Only 81% of Grand respondents this year are Caucasian (was 92% in last wave), with another 7% African-American and 4% Hispanic/Latino.

Residents in this region are the most likely to be employed outside the home (66%). The percentage with long commutes of over one hour is fewest among commuters in this region at 4%. Grand commuters use several ways to get to work: 85% drive by themselves; 8% use a carpool; and 3% rely on public transit. This diversity in commuting method was also evident in the past wave of the study.

2.3.6 North

This region is the northern-most portion of Michigan's Lower Peninsula. This region is sparsely populated with only 6% of the state's adult residents. No adults in this region reside in areas that are at or above 750 people per square mile in density. More than three-fourths (77%) of North residents—more than in any other region—live in areas with fewer than 150 people per square mile.

Consistent with the prior wave, the North region is both older and less wealthy than most other MDOT regions. Only 12% of the region's residents are under 30 years in age, whereas 24% (highest among all regions) are seniors 65 or older. As a result of its older skew, relatively few (57%) of North residents work outside the home, and only 6% have commutes of an hour or more. Regarding income, relatively few households in this region have combined incomes of \$75,000 or more (20%). Along with Superior commuters, North residents who work outside the home are most likely to use a carpool (13%).

2.3.7 Superior

Superior, consisting of the whole Upper Peninsula, has the lowest population density: it has the smallest population (3%) and the largest land mass. There are no urban areas in this region and only 3% of the adults in Superior live in areas with a population density between 750 to less

than 1000 people per square mile. Seventy-five percent of the region's adults reside in low density areas (fewer than 150 people per square mile).

The demographic characteristics used to describe North residents would also apply to Superior residents. Superior adults tend to be older in age: 22% are 65 or older. They are also likely to have lower household incomes; only 19% make \$75,000+ and 34% are under \$30,000 in combined household income. The Superior region also has by far the fewest college graduates (just 26% have college degrees).

Sixty-one percent of Superior residents work outside their homes. Commutes of over one hour are most common among Superior workers (11%). Superior commuters are most likely to utilize carpools (13%). This region has the lowest percentage of commuters who choose to drive alone, at only 82%.

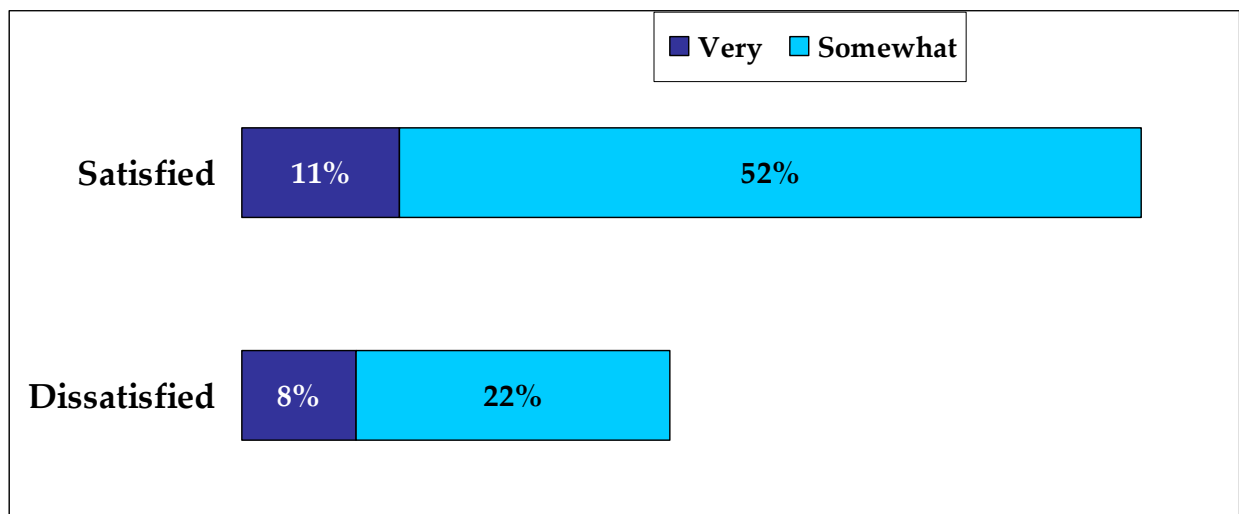
Chapter 3. Evaluations of MDOT

The first two questions in the survey relate specifically to overall evaluations of MDOT. These measures, asked also in the prior wave, help assess how well MDOT delivers services and products to its customers and allow for comparisons over time. Additionally, a new battery of attitudinal statements measured aspects such as whether MDOT is moving in the right direction, listens to citizens, etc. **Sections 3.1** through **3.3** discuss their results.

3.1 Satisfaction with MDOT

The first measure asks respondents for their overall satisfaction with MDOT job performance, using a scale consisting of very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. More are satisfied than dissatisfied, at better than a two-to-one ratio (64% vs. 30%) (**Figure 2**). This is basically unchanged from 2006, when 66% were satisfied and 28% were dissatisfied.

Figure 2. Michigan Is Satisfied with the Job Being Done By the Michigan Department of Transportation (Question 1)



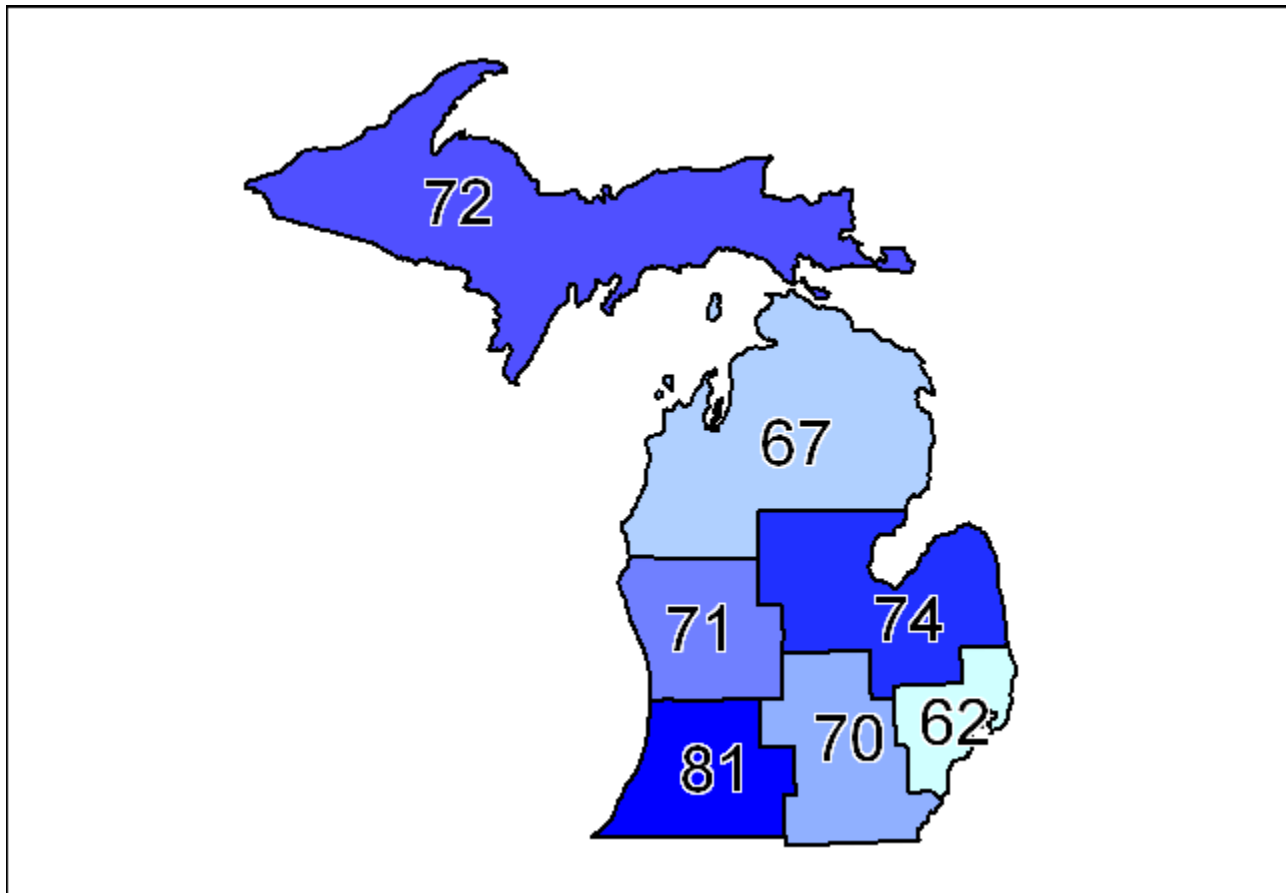
Remainder: “Not sure “

However, strong positive (“very satisfied”) feelings have slightly eroded since the 2006 Attitudes & Perceptions Study, decreasing from 16% to 11%. Just as it appeared that there was room for improvement in this evaluation in 2006, this is still the case today.

Satisfaction is greatest in the Southwest region (81%), followed by Bay (74%) and Superior (72%) regions (**Figure 3**). Satisfaction is lowest in the Metro region (62%). Compared to the prior wave, satisfaction with MDOT’s job performance stayed about the same for Southwest, Bay,

Superior and Metro regions. The remaining regions (North, Grand, and University) experienced declines in satisfaction, with the largest decrease in Grand (from 81% to 71%).

Figure 3. Southwest Residents Are The Most Satisfied with MDOT, Followed By Bay and Superior; Metro Is Least Satisfied (Question 1).

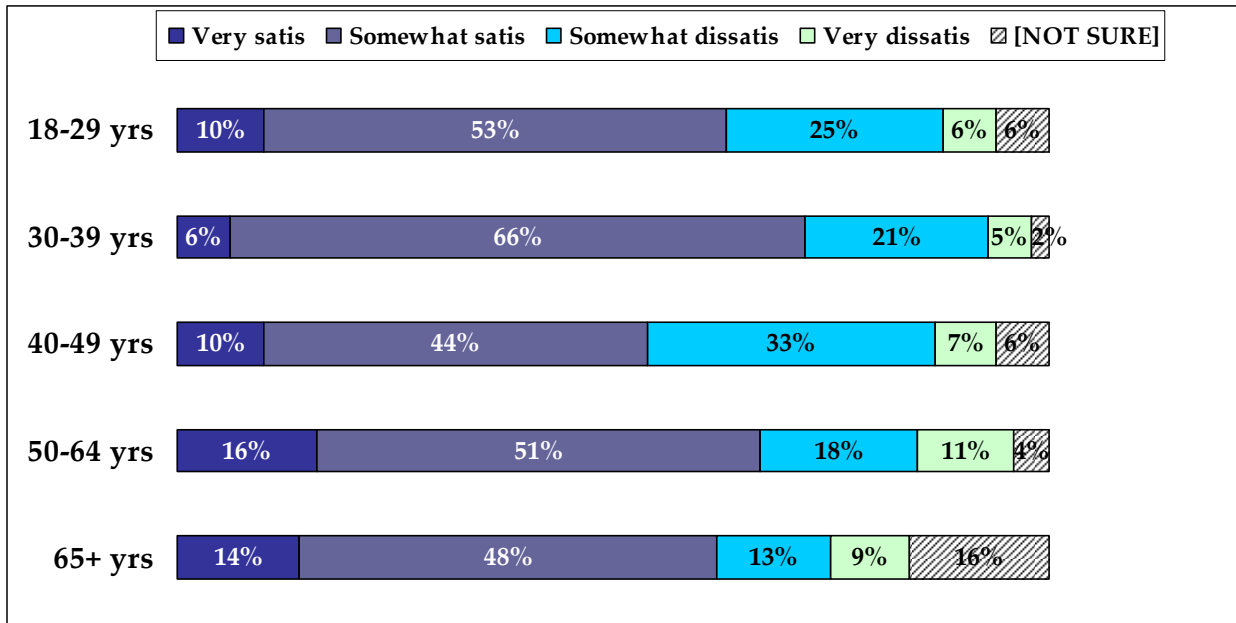


“Not sure” is excluded from this analysis.

In this map and the maps that follow, one part of a measure is presented. The numbers shown on this map are the percentage of respondents who are satisfied among *those who had an opinion*. (Those saying they are “not sure” are excluded from the calculation. This step is done to ensure that “not sures,” which vary by region, do not obscure the differences.) Thus, when the map shows 81% satisfied in Southwest, it means that of those who had an opinion, 81% are satisfied and 19% are dissatisfied. Because those who are “not sure” are excluded from the maps, these numbers will be higher on average than those reported in bar graphs.

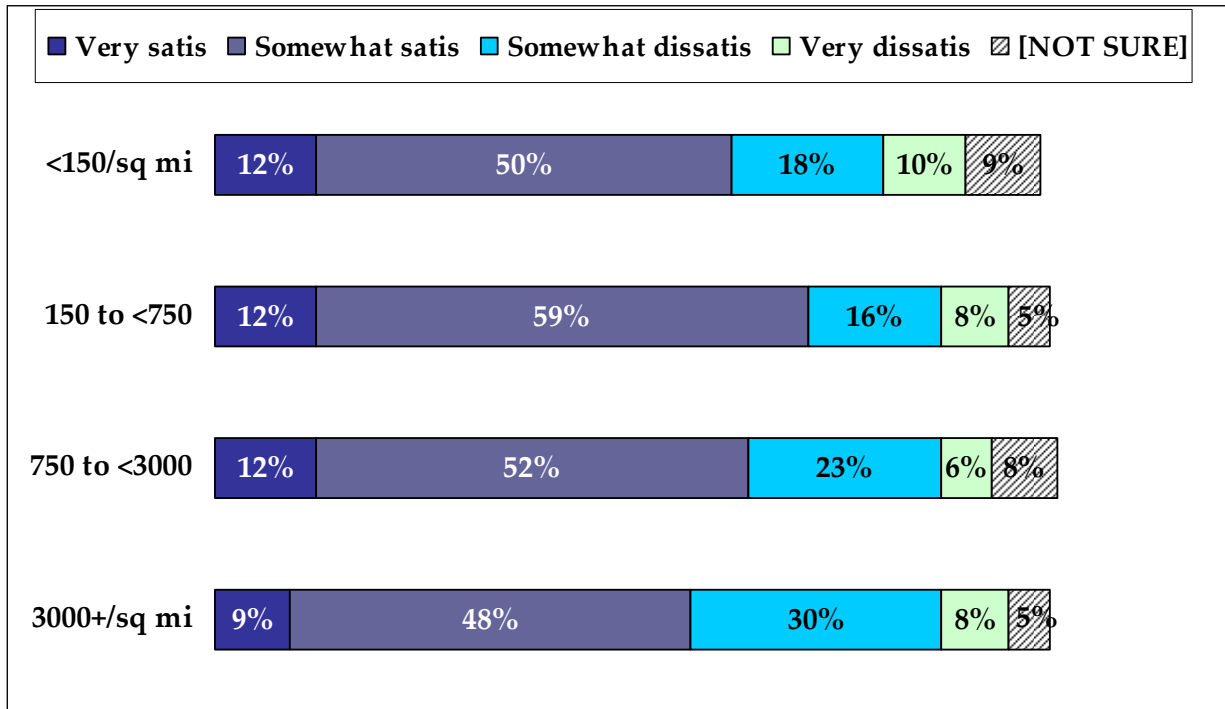
As in the prior wave, older adults (age 65+) are less likely to have an opinion, perhaps due to less regular driving habits. Satisfaction is higher among those age 30-39 (72%, vs. 64% overall) and lower among those age 40-49 (54% satisfied, vs. 64% overall) (Figure 4).

Figure 4. Satisfaction is Lowest Among Those 40-49 Years (Question 1)



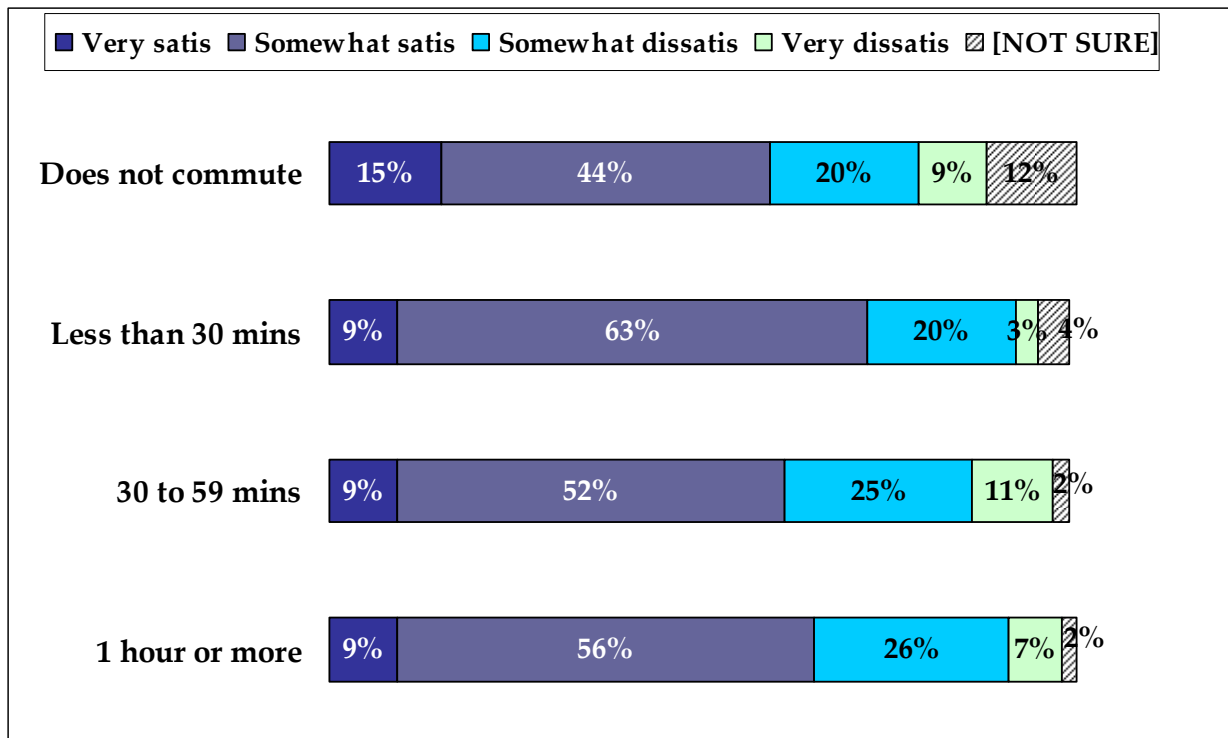
Michigan adults in high density areas tend to be less satisfied with MDOT than are adults in lower density areas (Figure 5). In particular, Michigan residents in high density areas (more than 3000 people per square mile) are likely to be least satisfied (57%). This is consistent with lower satisfaction ratings in the two regions which comprise the highest density areas (3,000+ per square mile): 90% Metro and 9% Grand.

Figure 5. Satisfaction with MDOT Is Lowest for People Living in High Density Areas (Question 1)



Looking at the proportion dissatisfied, consistent with earlier research those with longer commutes are more likely to be dissatisfied with MDOT. While 30% of all Michigan adults are dissatisfied with MDOT, 33% of those with commutes of at least an hour and 36% of those with commutes of 30-59 minutes are dissatisfied. (Figure 6). However, those whose commutes are at least an hour are less dissatisfied than they had been; their dissatisfaction decreased from 45% in the prior wave to the current 33%.

Figure 6. Dissatisfaction with MDOT's Job Performance Is Higher for Those Who Commute 30 Minutes or More (Question 1)



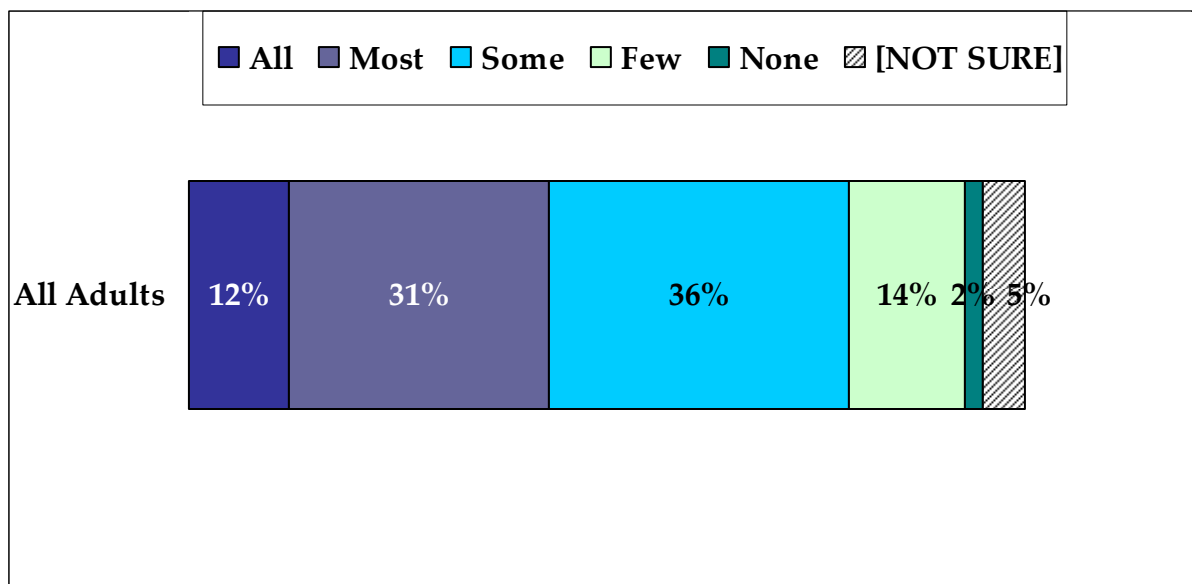
3.2 MDOT Projects: Right Solutions for Transportation Problems?

The second question in the survey asked respondents how well MDOT’s projects targeted Michigan’s transportation problems:

Q2. In considering the range of projects that MDOT has completed—from highway and bridge repairs and expansions, to safety programs, to public transportation, and providing public information and roadside assistance—how many of these projects do you believe were the right solutions for the transportation problems facing Michigan: all, most, some, few, or none?

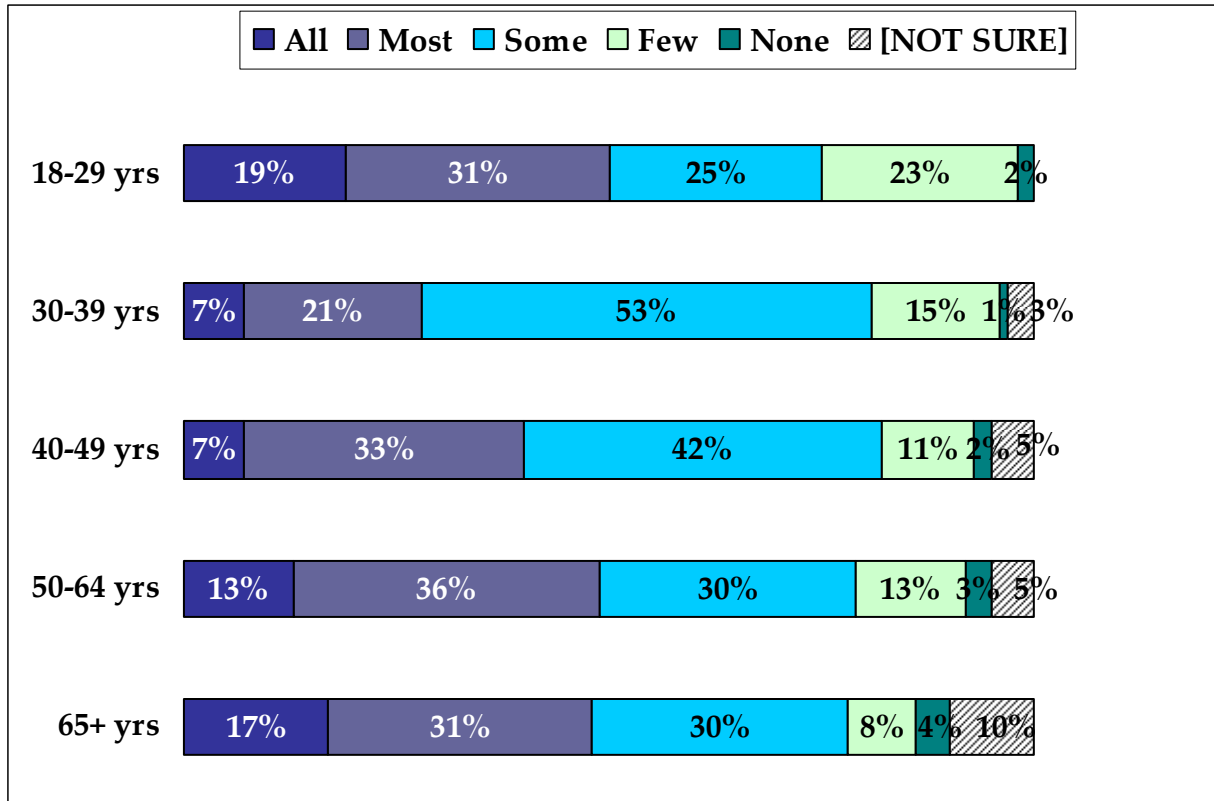
Similar to the prior research, less than one-half (43% -- vs. 42% in 2006) said all or most of MDOT’s projects were the right solution to Michigan’s transportation problems. Nearly four out of five said that at least some of MDOT’s projects were the correct solutions. Thirty-six percent (36%) said some, and 16% said few or none (**Figure 7**). With so many having said some/few/none, there are opportunities for improving the public perceptions of MDOT’s solutions.

Figure 7. One-Half of Michigan Adults Believe No More Than Some of MDOT’s Projects Were the Right Solutions for Their State (Question 2)



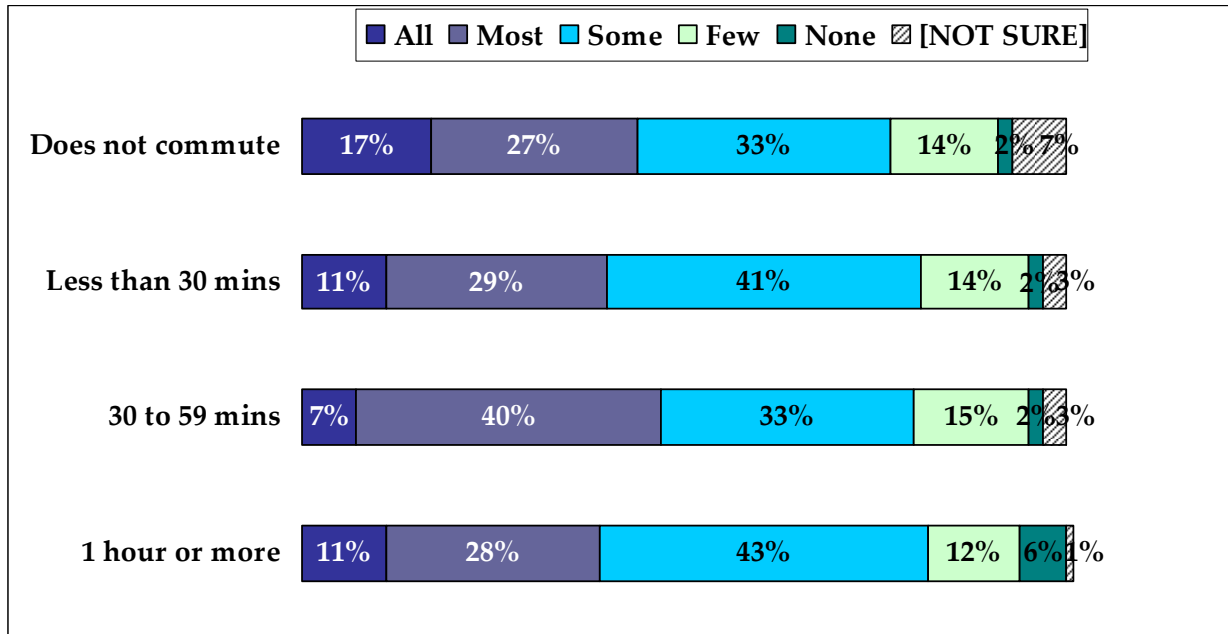
In terms of age, approval of MDOT’s projects is lowest among those age 30-39 (29%), with about half of those in each of the other age groups indicating that all or most were the right solutions (Figure 8). (Those under age 30 were also most approving in the prior wave.) Again consistent with last wave, those 65 years of age or older are more likely not to be able to give an answer to this question (10%).

Figure 8. Those Age 30-49 Register Less Approval of MDOT’s Transportation Solutions (Question 2)



As **Figure 9** shows, those with commutes of more than one hour are among the most critical on this question with only 38% saying MDOT’s projects were the right solutions (similar to 2006). Also consistent with results from the last wave, non-commuters are the least able to answer the question (7% not sure). Lower approval of MDOT’s projects among longer commuters is consistent with their lower overall satisfaction.

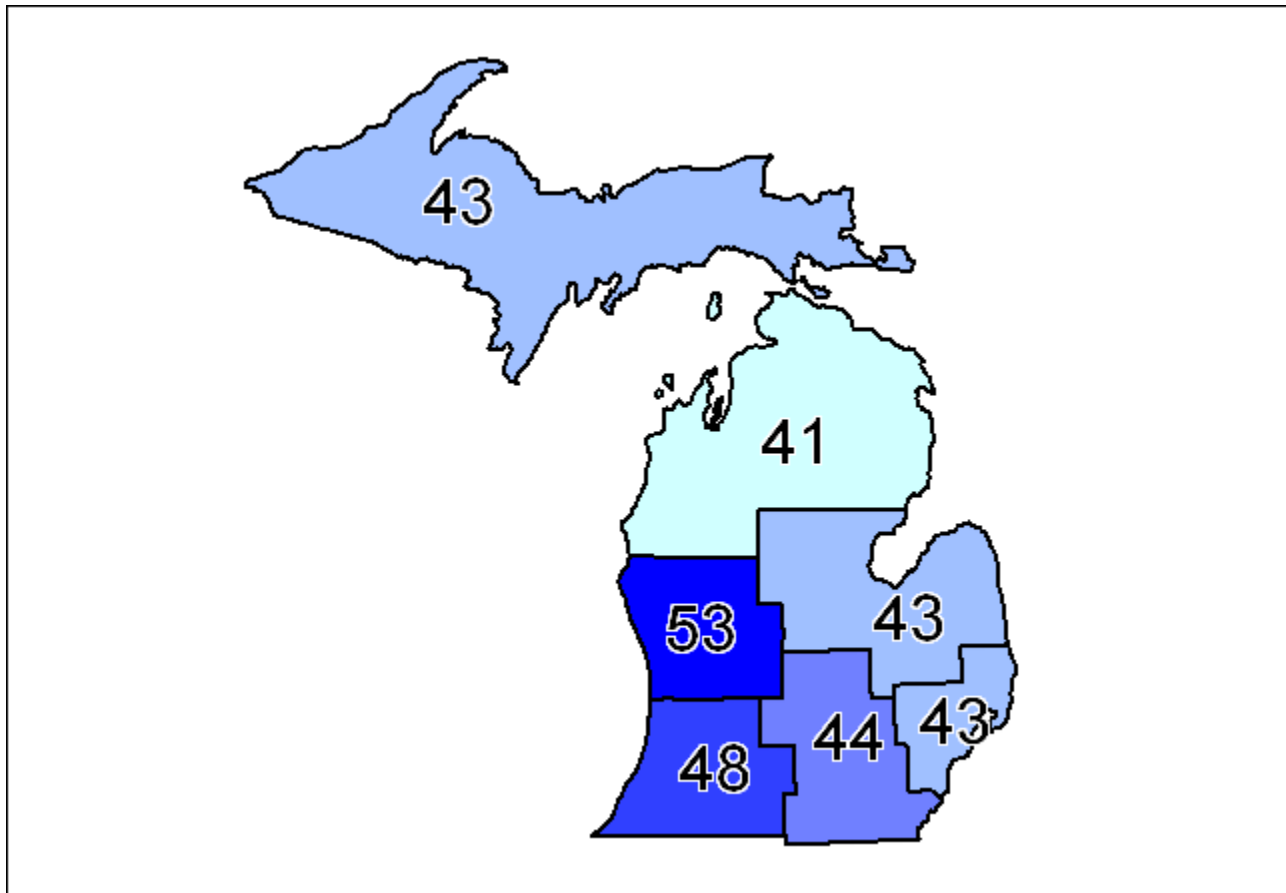
Figure 9. Michigan Residents With the Longest Commutes Are the Least Likely to Indicate All or Most of MDOT’s Projects Were the Right Solutions (Question 2)



As in the prior wave, Non-Caucasians are less likely to say all or most projects were the right solutions (38%). Differences by income and education which were seen in 2006 have disappeared.

Among the Michigan regions, approval of MDOT's solutions is highest in Grand (53%) and Southwest (48%), with the other regions in the 41-44% range. Approval decreased most in North and Grand: North experienced a 12%-point decrease (from 53% to 41%), while Grand experienced a 9%-point decrease (from 62% to 53%).

Figure 10. Grand and Southwest Residents Most Likely to Believe Transportation Projects Were the Right Solutions (Question 2)



“Not sure” is excluded from this analysis.

3.3 Other Evaluative Statements About MDOT

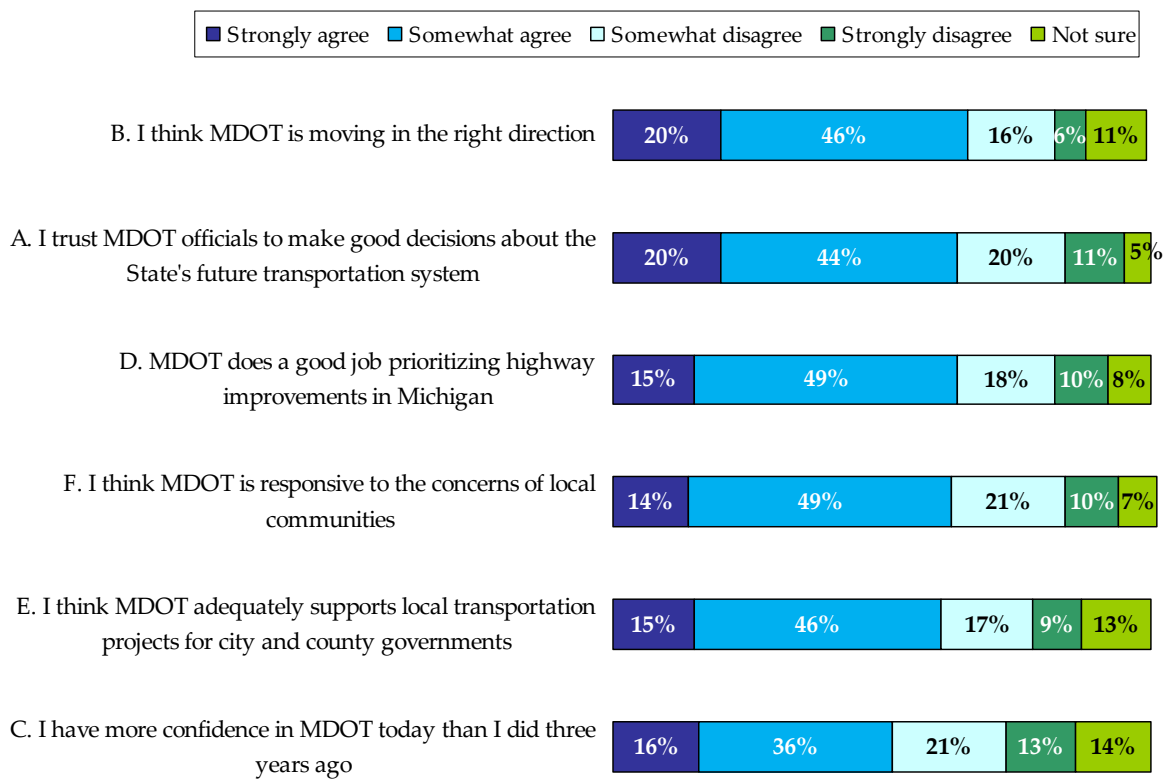
In a series of questions new to this wave of the study, we asked six agree/disagree questions that address perceptions of MDOT. **Figure 11** has the statewide results for each of the questions.

All of the statements suggest favorable opinions of MDOT. All are phrased in the positive, and for five of the six statements nearly two-thirds of Michigan adults agreed with them regarding MDOT, with little variation between them (range of 61-66% strongly or somewhat agree). There

is significantly less agreement (52%) with the sixth statement, “I have more confidence in MDOT today than I did three years ago.”

The six statements are discussed here in order of the absolute percentage agreeing. Because there is little difference between the first five in terms of agreement (including those who are “not sure”), the order of discussion should not be interpreted as giving precedence to any of the first five.

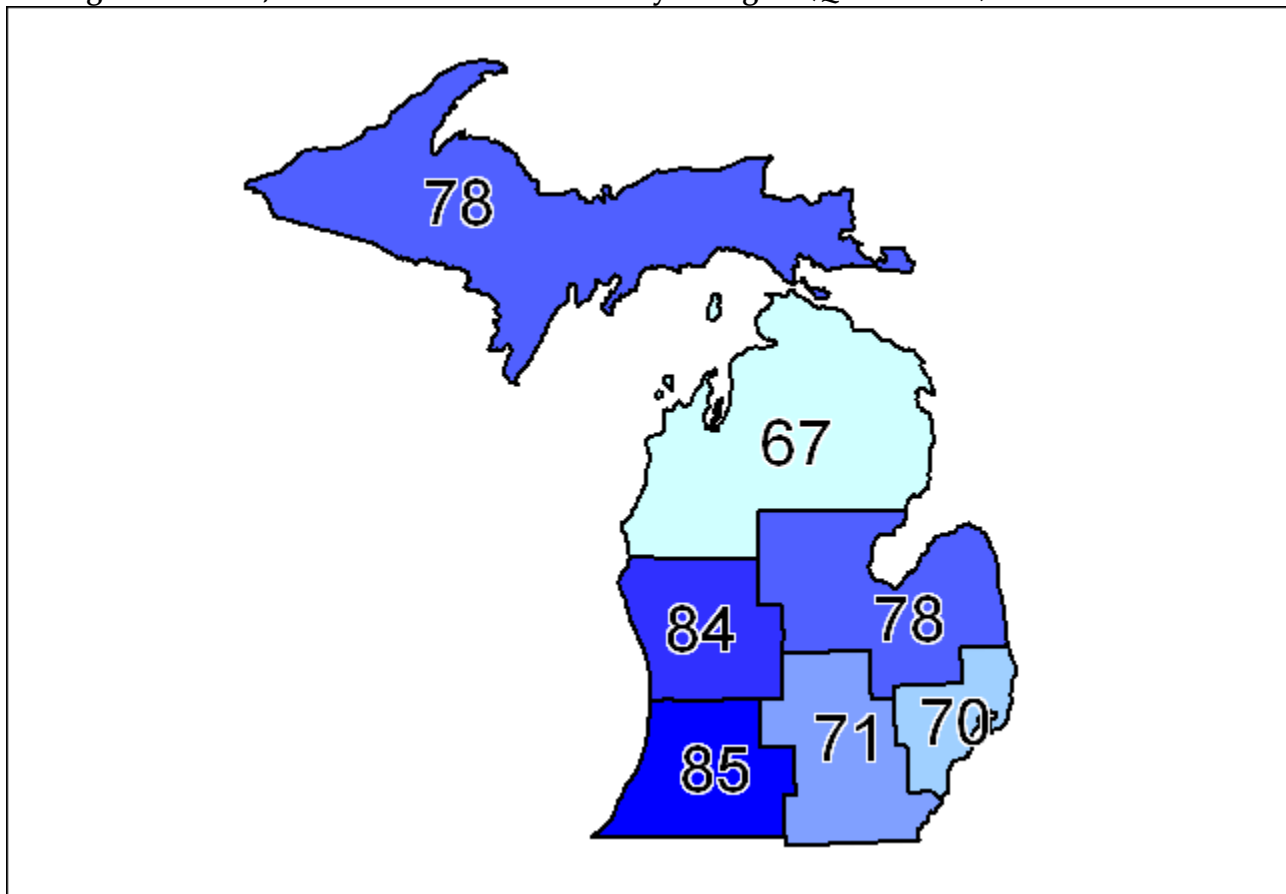
Figure 11. People Agree Most That MDOT Is Moving In The Right Direction; But Agree Least That They Have More Confidence In MDOT Today Than Three Years Ago (Question 7)



Sixty-six percent (66%) agree with the statement *I think MDOT is moving in the right direction*, with 20% agreeing strongly.

The regional analysis excludes those who said they were “not sure.” Paralleling their higher overall satisfaction, Southwest is most positive with 85% agreeing with this statement. Closely behind is Grand at 84% agreement. North residents are the least likely to agree at 67% (**Figure 12**). Michigan adults with incomes between \$50,000 and just under \$75,000 are more likely to agree with this statement (81%), as are residents with some college education (75%) – but for those who graduated college it is only 60%.

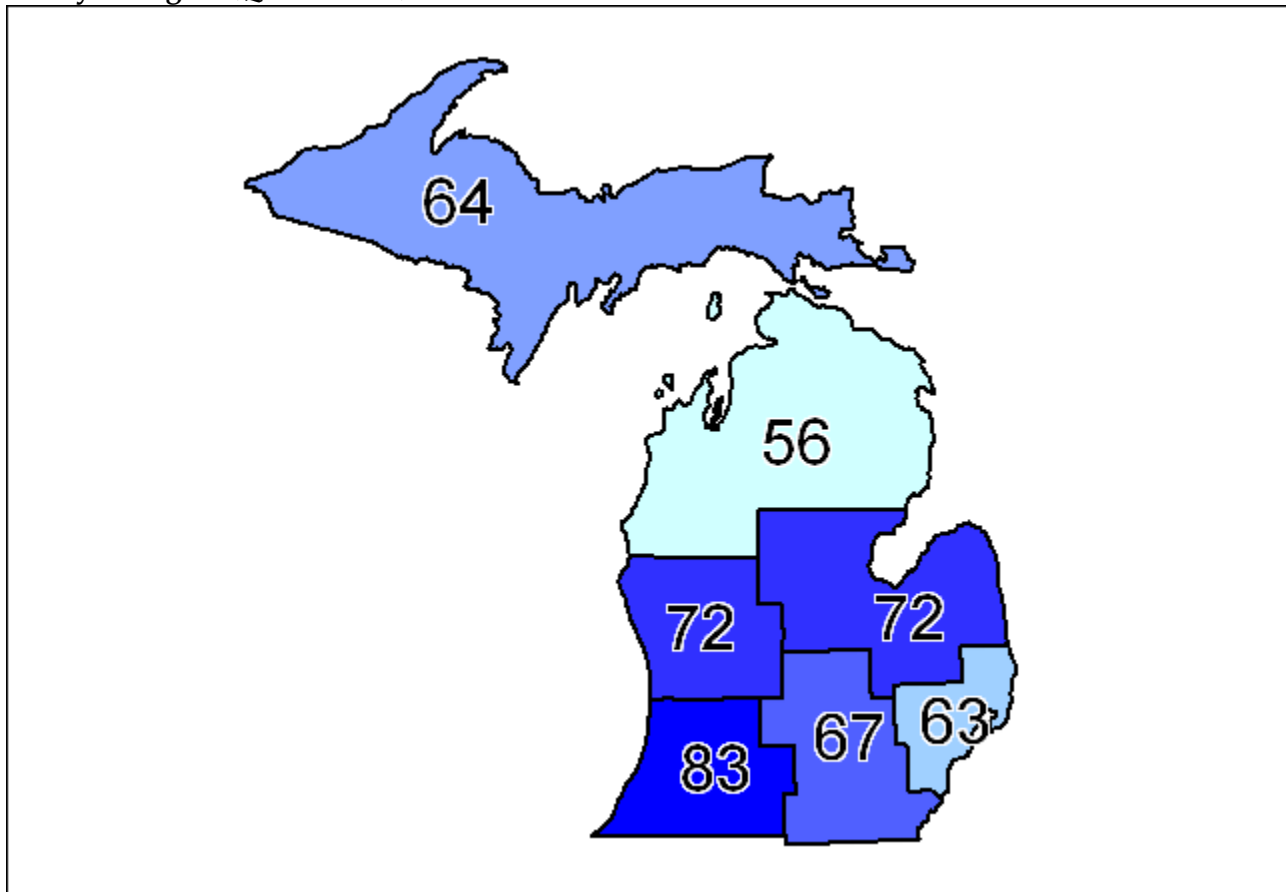
Figure 12. Southwest and Grand Residents Most Likely To Agree That MDOT Is Moving In the Right Direction; North Residents Least Likely To Agree (Question 7b)



“Not sure” is excluded from this analysis.

Almost as many agree with the statement *I trust MDOT officials to make good decisions about the State's future transportation system* (64% agree, 20% strongly). Regional differences are similar to those discussed above. Southwest expressed the most agreement (83%) followed by Grand and Bay (both at 72%). North region residents are again least likely to agree, at 56%, (Figure 13). Those ages 40-49 are also less likely to agree (56%). There are variations according to income, but they neither rise nor fall consistently as income rises, and may be random.

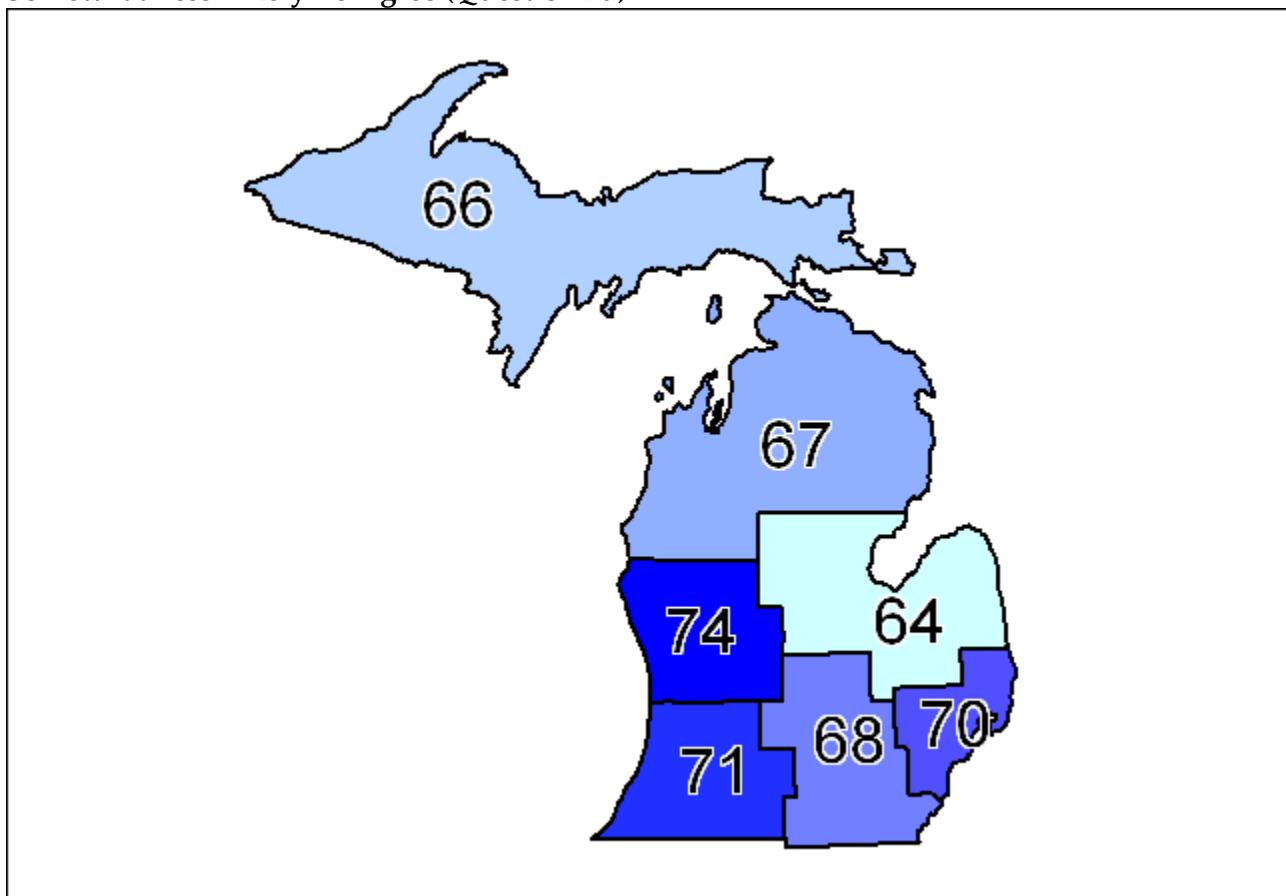
Figure 13. Southwest Residents Most Likely To Agree With I trust MDOT Officials to Make Good Decisions About the State's Future Transportation System; North Residents Least Likely To Agree (Question 7a)



"Not sure" is excluded from this analysis.

Sixty-four percent (64%) of Michigan adults agree (15% strongly) with the statement *MDOT does a good job prioritizing highway improvements in Michigan*, while 28% disagree (10% strongly). The regional variations on this question are not large. Grand, Southwest and Metro are the most satisfied with the prioritization of highway improvements (74%, 71%, and 70%). Superior (66%) and Bay (64%) are somewhat less likely to agree with the prioritization (**Figure 14**). Michigan residents who are 40-49 years old are less likely to agree with the statement (58%), just as they were with the prior statement. Adults living in the highest density areas (more than 3,000 people per square mile) were very likely to approve of the prioritization (72%).

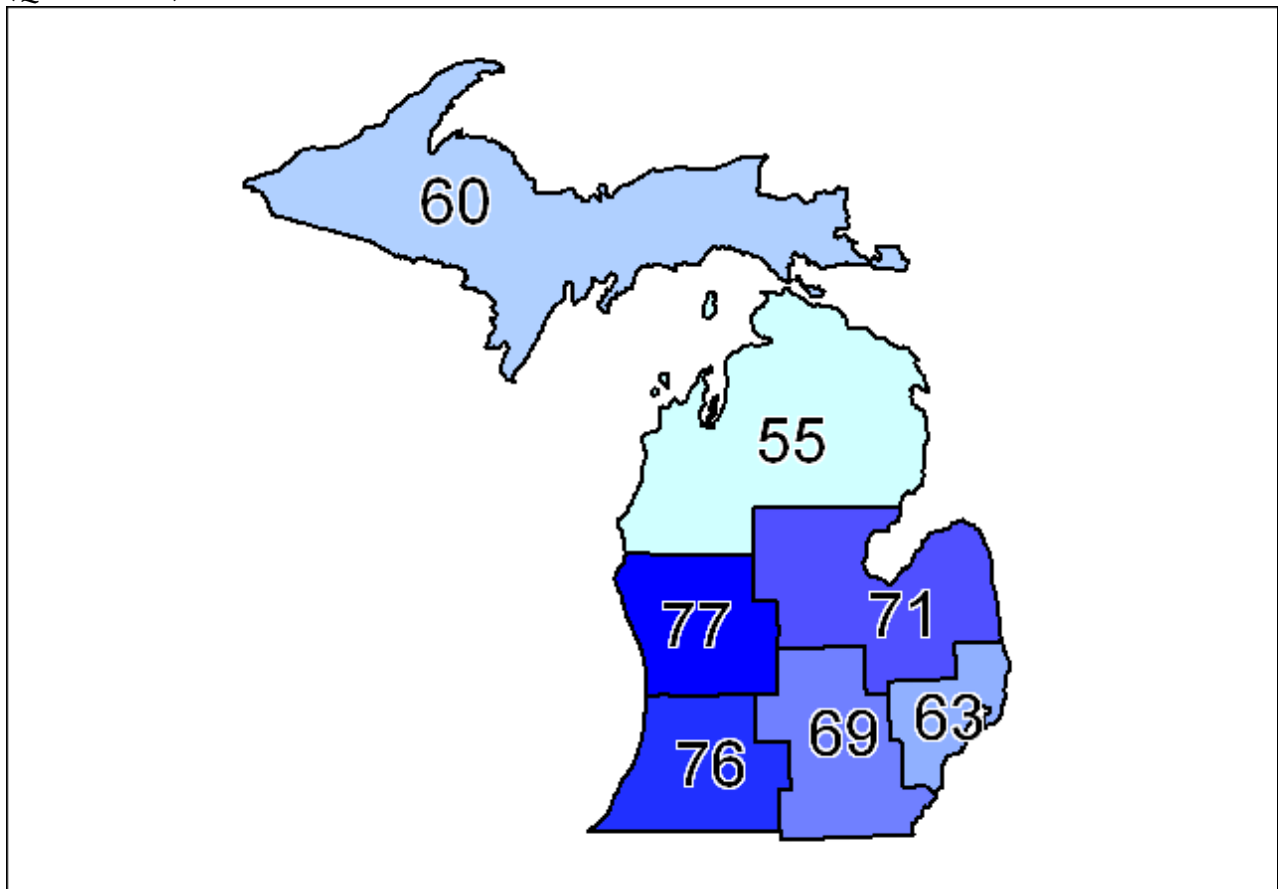
Figure 14. Grand, Southwest and Metro Residents Most Likely To Agree That MDOT Does a Good Job Prioritizing Highway Improvements in Michigan; Superior and Bay Residents Somewhat Less Likely To Agree (Question 7d)



"Not sure" is excluded from this analysis.

The statement with the third highest level of agreement is: *I think MDOT is responsive to the concerns of local communities*. Sixty-three percent (63%) of Michigan adults agree with this statement (14% strongly), while 30% disagree (10% strongly - See **Figure 11** above). With regard to regional differences, Grand residents are the most likely to agree (77%) followed by Southwest (76%) and Bay (71%). Adults in the North region are the least likely to think MDOT is responsive to local concerns (55% - **Figure 15**). Those who commute less than 30 minutes are less likely to agree with the statement (54%), as are those living in the highest density areas (57%).

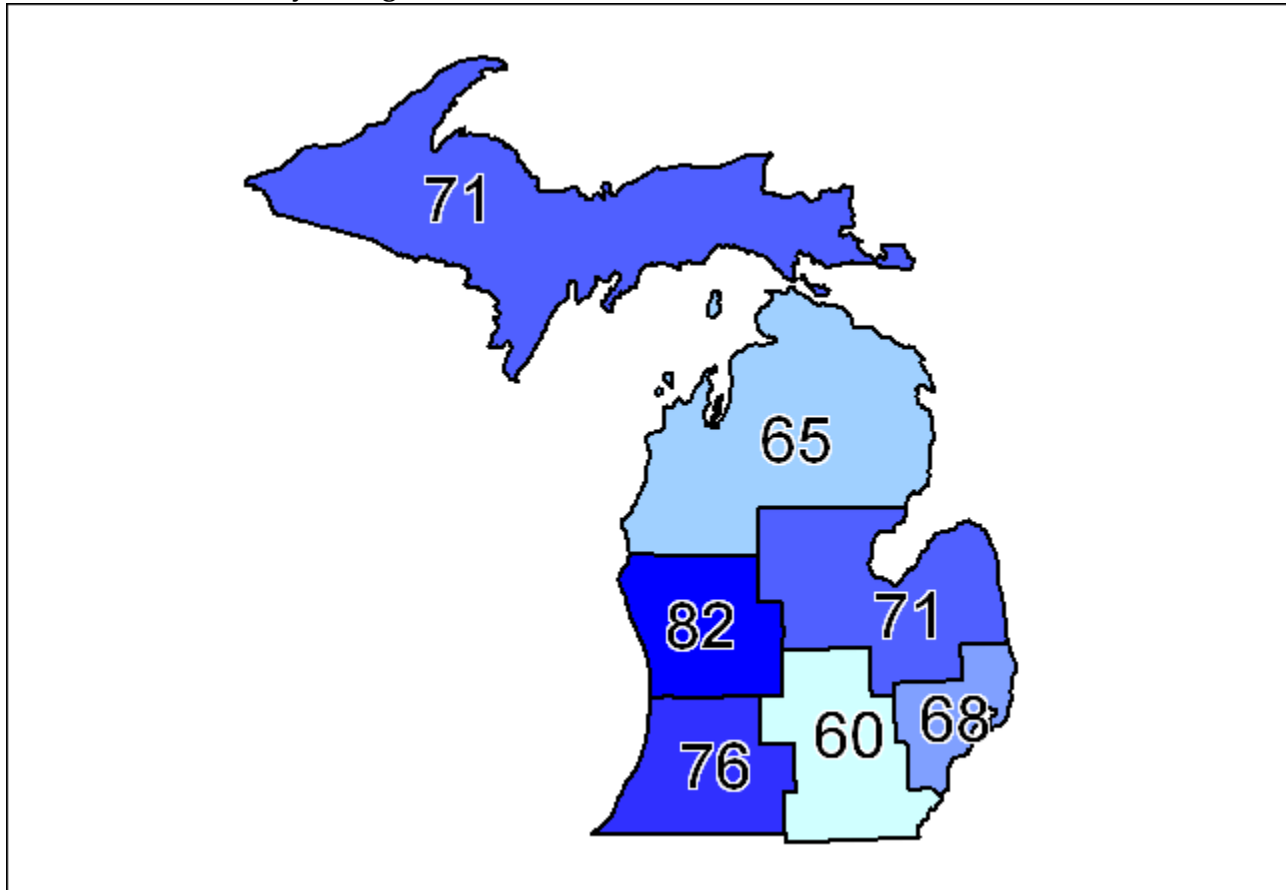
Figure 15. Grand, Southwest and Bay Residents Most Likely To Agree That MDOT Is Responsive to the Concerns of Local Communities; North Residents Less Likely To Agree (Question 7f)



“Not sure” is excluded from this analysis.

The statement with the next highest level of agreement is: *I think MDOT adequately supports local transportation projects for the city and county governments.* Sixty-one percent (61%) of Michigan adults agree with this statement (15% strongly), while 26% disagree (9% strongly - See **Figure 11** above). Regionally, Grand residents are by far the most satisfied with MDOT's support for local transportation projects at 82% agreement with this statement. University and North residents, on the other hand, are the least satisfied with MDOT's support of local transportation projects at 60% and 65% respectively (**Figure 16**). Adults with a high school education or less are most likely to approve of MDOT's local support (68%), while adults with commutes of at least an hour (56%) and those with incomes greater than \$75,000 (51%) are less likely to agree with the statement.

Figure 16. Grand Residents Most Likely To Agree MDOT Adequately Supports Local Transportation Projects for the City and County Governments; University and North Residents Least Likely To Agree (Question 7e)

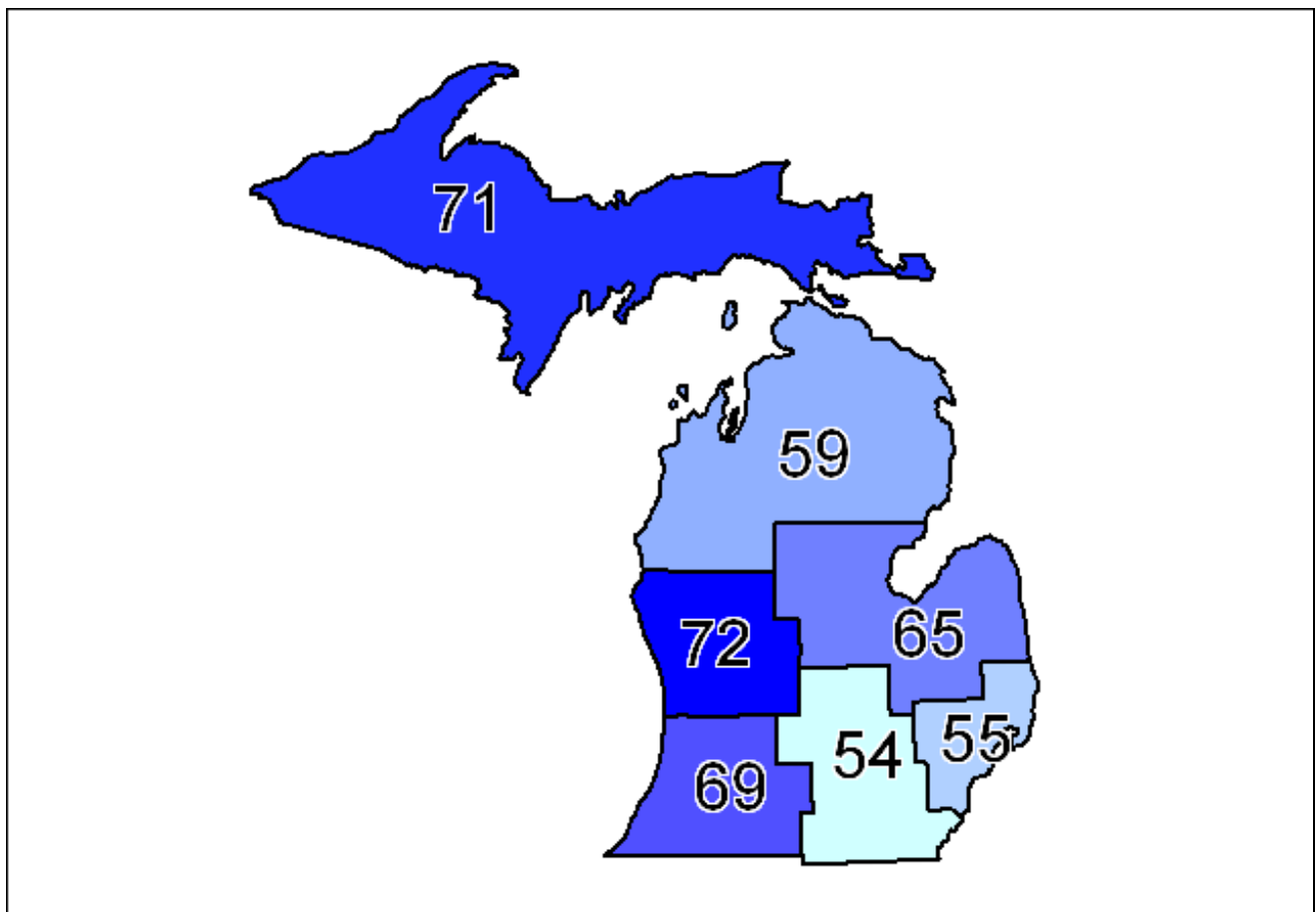


"Not sure" is excluded from this analysis.

Finally, the public is much more divided on the statement: *I have more confidence in MDOT today than I did three years ago*. Just over one-half of Michigan adults agree (52%, with 16% strongly) and 38% disagree with this statement (13% strongly) (See **Figure 11** above).

The regional pattern shows that Grand residents are the most likely to have more confidence in MDOT (72% agreed) followed closely by residents in the Superior (71%) and Southwest (69%) regions. University (54%) and Metro (55%) residents are less likely to claim increased confidence in MDOT (**Figure 17**). Agreement is higher among those with household incomes below \$50k and women (55%). College graduates, on the other hand, are less likely to agree (44%).

Figure 17. Grand, Superior and Southwest Residents More Likely to Agree That They Have More Confidence in MDOT Than They Did Three Years Ago; University and Metro Residents Least Likely To Agree (Question 7c)



“Not sure” is excluded from this analysis.

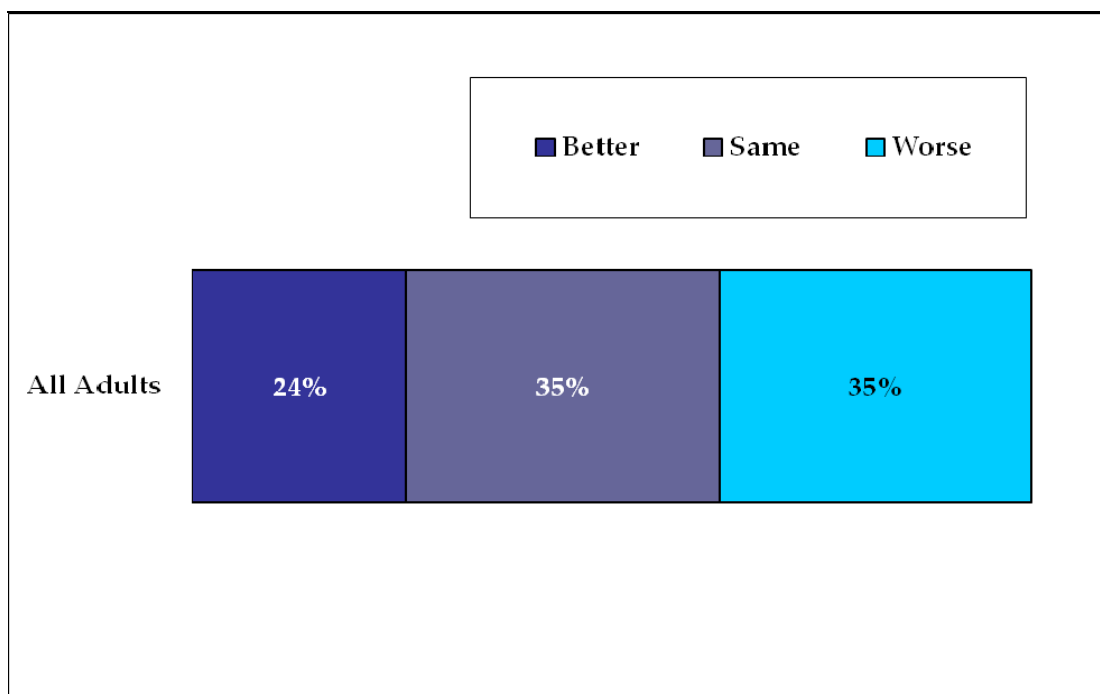
Chapter 4. Perceptions of Transportation in Michigan

In addition to questions regarding satisfaction with MDOT, a series of questions were asked whose purpose was to measure the public's general perception of the present state of transportation in Michigan and the needs for further funding. **Sections 4.1** and **4.2** address the results of these questions.

4.1 Quality of Transportation in the Past Five Years

To get a sense of whether the public thinks transportation quality is changing, respondents were asked whether the quality of transportation in Michigan is better, the same, or worse than it was five years ago. Attitudes about the quality of transportation in Michigan have become more negative than they were in the past. Currently, more adults think the quality is worse (35%) than better (24%), and proportion thinking it worse increased to the current 35% from 20% in 2006 (**Figure 18**). This shift is consistent with the decrease seen in strong satisfaction ("very satisfied") with MDOT, and the two measures are related. Those who see transportation as having improved over the last five years are more likely to report they were very satisfied with MDOT (25%, vs. 11% among total adults); conversely those who thought transportation was worse were more likely to report being very *dissatisfied* with MDOT (16%, vs. 8% among total).

Figure 18. Fewer Michigan Adults Believe the Quality of Transportation Is Better Than Believe It Is Worse Than It Was Five Years Ago (Question 3)



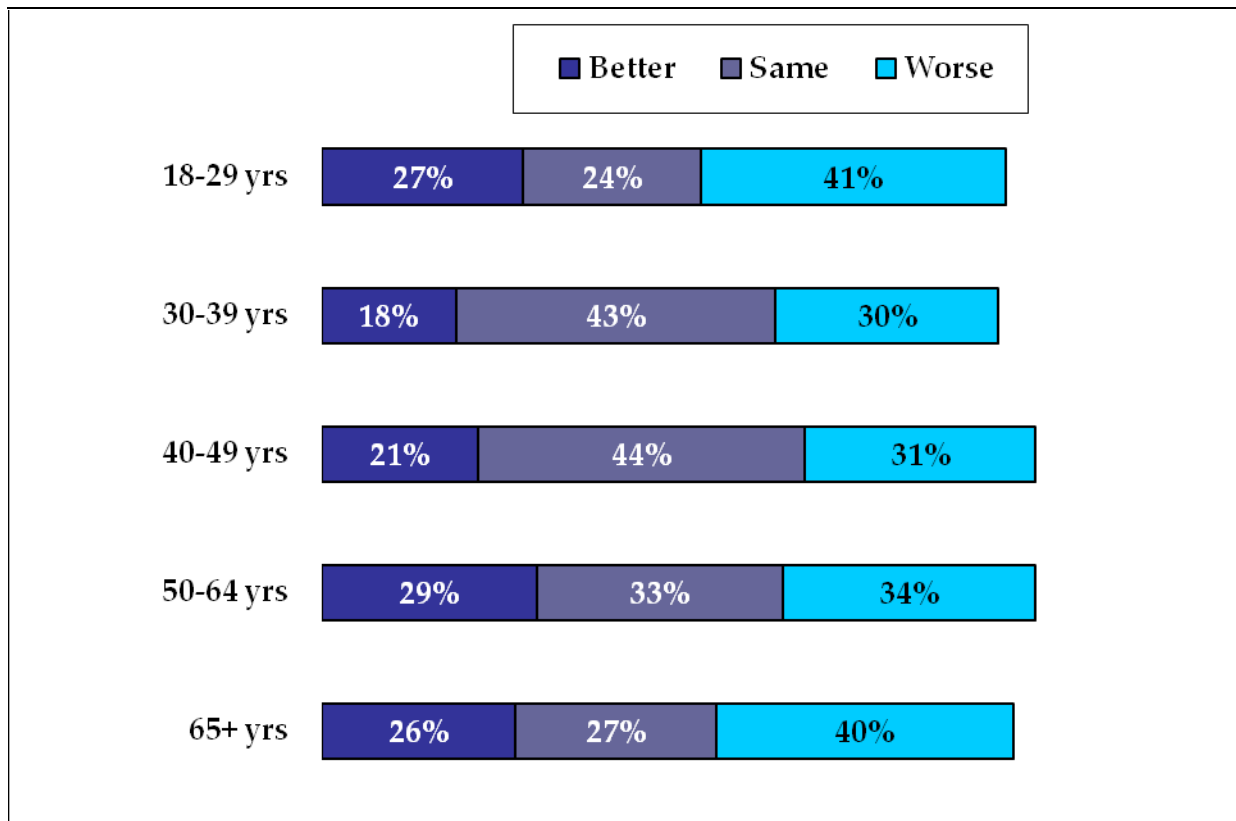
Remainder: "Not sure"

While there is a general, strong relationship between being “very satisfied” with MDOT and thinking that transportation is better now than it was five years ago, it is strongest within specific age groups, but less so for other demographic groups.

- Those age 30-39 are less likely to say they are very satisfied with MDOT (6%, vs. 11% among total) and are also less likely to see the quality of transportation as having improved (18%, vs. 24% among total) **Figure 19**.

As in the prior wave, we do not see a strong pattern with either commuting time or population density with this measure. Nor do we see relationships according to education level or household income.

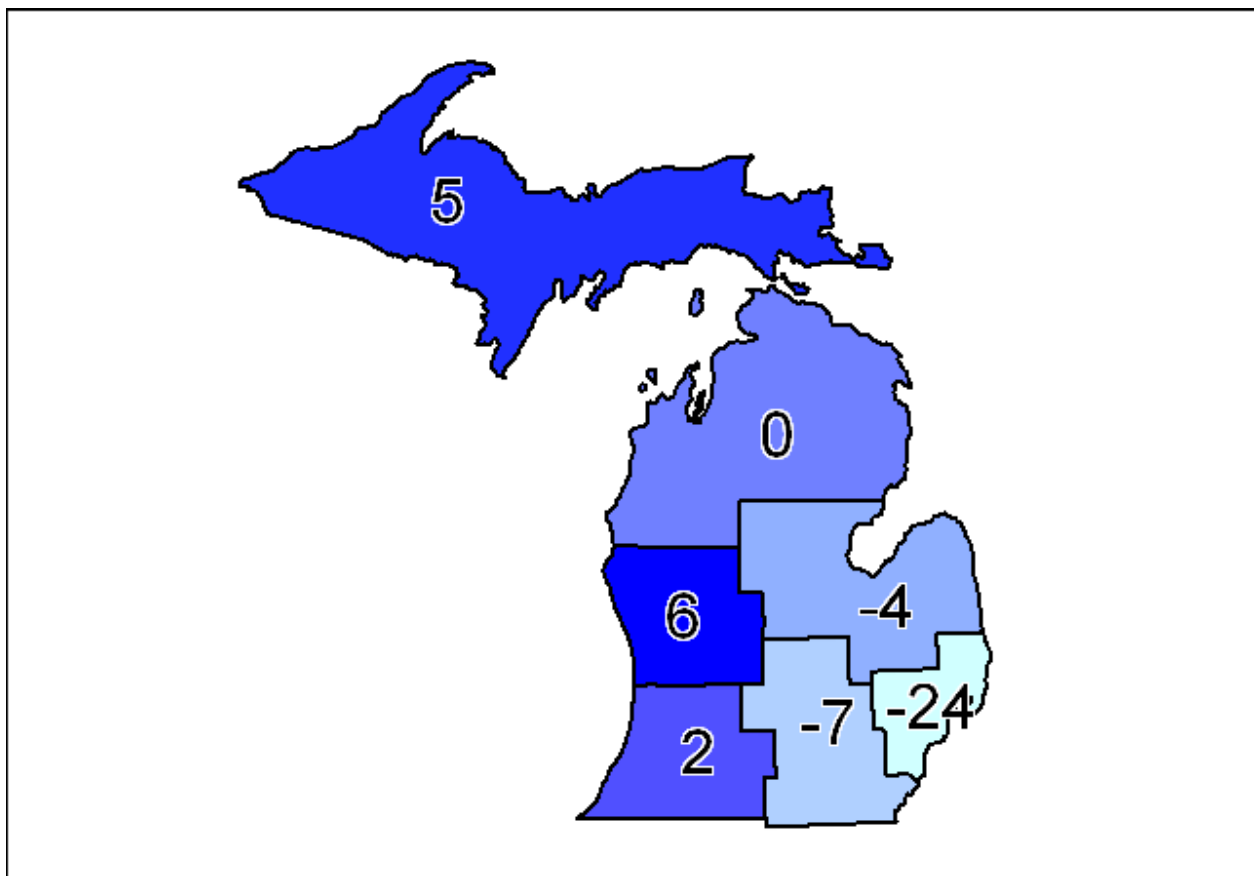
Figure 19. Michigan Adults in the 30-49 Age Range Are Least Likely To Believe the Quality of Transportation Is Better Than It Was Five Years Ago (Question 3)



Remainder: “Not sure”

For the regional analysis in **Figure 20**, we calculate the difference between the percentage who say transportation quality is worse than it was five years ago and the percentage who say it is better. Metro residents are the one area far more likely to think the quality of transportation had gotten worse than better (43% worse and 19% better, for a difference of -24% points). For the other six regions, Michigan adults are more evenly split between “better” and “worse.” (Metro is also the region which is least satisfied with MDOT performance – see **Figure 3**.)

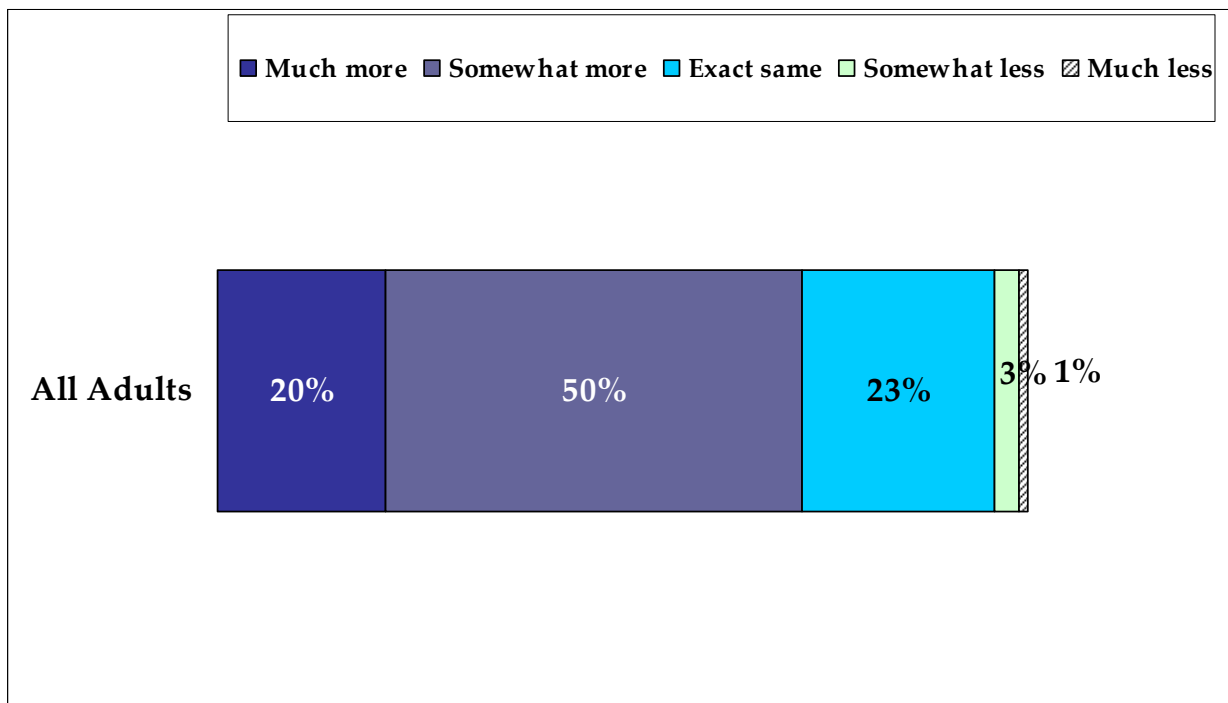
Figure 20. By Far, Metro Residents Least Likely to Believe Transportation Is Better Rather Than Worse Than Five Years Ago; Other Regions Closer To Neutral On This Measure (Question 3)



4.2 Transportation Expenditure

In a question regarding the level of transportation expenditure, respondents were asked: *How much more do you think that Michigan should spend to maintain and improve the quality of transportation systems in the state?* Over two-thirds (69%) said more (20% much more) and only four percent said Michigan should spend less (**Figure 21**). The proportion who said more represents a sizeable increase from the prior wave, when just over half (54%) said more and only ten percent indicated the spending should be much more. Given the increase in the percentage of those feeling the quality of transportation had deteriorated in the past five years, this is consistent. Among those feeling the quality is worse, 78% support more spending. Similarly, among those dissatisfied with MDOT performance, 75% support more spending.

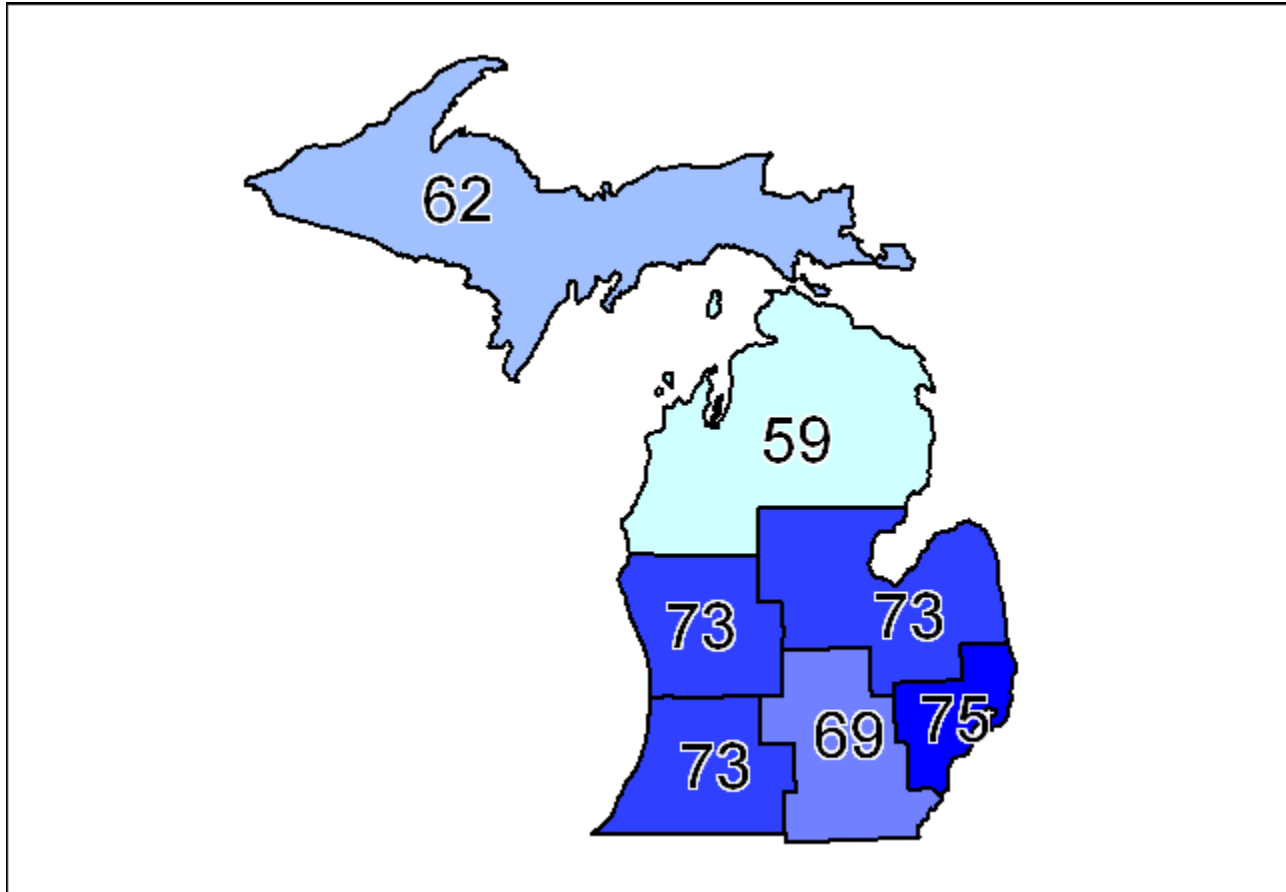
Figure 21. More Than Two-Thirds Think Michigan Should Spend More To Maintain and Improve the Quality of Transportation (Question 8)



Remainder: "Not sure"

The southern regions express the greatest desire for Michigan to spend more on its transportation systems. The percentage saying more should be spent to improve the quality of transportation in the southern regions ranged from 75% for Metro to 69% for University. Comparatively, the northern regions are less likely to think Michigan should spend more on transportation (62% for Superior and 59% for North - **Figure 22**).

Figure 22. Support For Spending More On Transportation Greater In South Michigan And Less In North Michigan (Question 8)

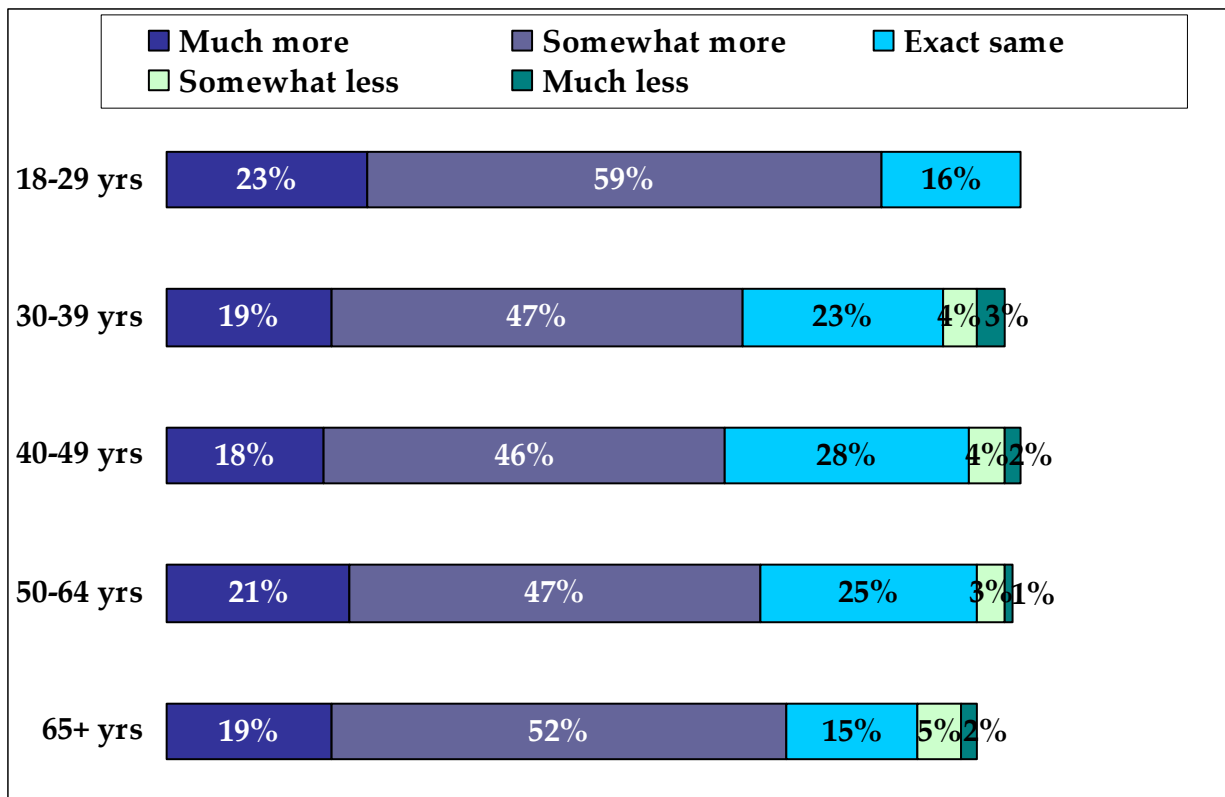


“Not sure” is excluded from this analysis.

The youngest Michigan adults (18-29 years olds) are the most likely to believe there should be more spending (82% said more), while those age 40-49 are less likely (Figure 23). Seniors (71%) are about as likely as total (69%) to see the need for more funding, unlike in the prior wave when they were the age group most supportive of higher spending.

Perceptions that more should be spent are also higher among those with household incomes of \$75,000 or more (74%) or under \$30,000 (73%), and those who live in highest population density areas (74% among those living in areas with more than 3000 per square mile).

Figure 23. More Than 80 Percent of 18-29 Year Olds Think Michigan Should Spend More to Maintain and Improve the Quality of Transportation (Question 8)



Remainder: "Not sure"

Chapter 5. Improving Transportation: Public Satisfaction & Transportation Priorities

To learn the public's preference for what it wants in terms of improved transportation in Michigan in the future, respondents were asked two sets of questions applied to the same list of transportation priorities. The first set of two questions read:

Q4. For each, please tell me how satisfied you are with MDOT's efforts to provide the following services on Interstates and state highways where you live on a scale of 1 to 5, with a "1" being among the priorities with which you are the most satisfied and a "5" being among the priorities with which you are the least satisfied. Please try to use the full range of the scale when giving your answers. Please do not consider city and county streets in your responses.

Q5. Now I'd like to ask you about other transportation services. For each, please tell me how satisfied you are with the adequacy of the following transportation services where you live. On a scale of 1 to 5, how satisfied are you with the adequacy of the following transportation services where you live, with a "1" being among the priorities with which you are the most satisfied and a "5" being among the priorities with which you are the least satisfied?

The first question (Q4) was followed by a list of 20 items, given in a random order. The second question (Q5) consisted of 9 items, also randomized. Following these two questions, a third question was then read, asking adults to prioritize improvements on the same items using an "importance" scale. Twenty eight (28) of the same 29 items were asked (the exception being the "degree to which the public's needs and views are taken into consideration in transportation decision-making"). This list was also given in a random order.

Q6. Michigan faces a series of transportation priorities with limited resources. I am going to read you a similar list of priorities for Michigan's state transportation. In thinking about Michigan's priorities for the future, I would like you to tell me, on a scale of "1" to "5," how important it is that Michigan spend more resources to improve each area. Please keep in mind that asking for any increase in resources in one area requires a decrease in resources in another area. A "1" means it is the top most important for Michigan to spend more resources to improve that area, and a "5" means it is relatively less important for Michigan to spend more resources to improve that area. Again, please try to use the full range of the 1 to 5 scale when giving your answers.

An analytic note: The mean ratings for each of these questions are analyzed in this chapter, both in terms of where satisfaction is higher, where it is more important to spend resources, and in combination. To ease interpretation and make it more intuitive, the values used to calculate the mean ratings have been reversed from the values discussed above: more satisfactory items and higher priority items will both have higher means instead of lower means. (The reversal has no impact on the error ranges around the means.)

The reversal is straightforward. A '5' becomes a '1;' a '4' becomes a '2;' and so on, until a '1' becomes a '5.' This reversal was already done in one section of the 2006 report, when satisfaction and prioritization were discussed in combination. Reversing the scale values at this point thus makes them more readily interpretable and increases consistency within the report as a whole.

In the 2006 report, means were left unchanged when items were discussed within the context of satisfaction, or within the context of priorities. To compare current results to those from 2006, we have recalculated the 2006 means as if their scale values had also been reversed. The calculation is straightforward, using a formula of " $6 - x = y$."

Ratings of satisfaction and ratings of priorities for improvement are related to each other. Unsatisfactory performance sometimes drives priorities for improvements, though that is not always the case. Correlations range from $R^2 = -.15$ (*the condition of highways is in good condition, such as smooth and free of potholes*) to $R^2 = +0.29$ (*the electronic message boards that warn drivers of potential traffic delays and offer them ways to avoid delays*), with the negative correlations strongest on items with which the public is least satisfied and most want improved. Thus, while they are related, having them both adds to MDOT's understanding of how best to set priorities.

The sections that follow discuss the results for both question series within four broad categories of items: (1) road conditions and repair; (2) traffic; (3) alternative modes of transportation; and (4) information. The chapter is organized such that each category is discussed first for satisfactory performance and then for priorities. Following that, the current results for satisfaction and priorities are compared to those from 2006 to assess the key differences over time. Lastly, satisfaction and prioritization are discussed in the context of each other, first among all Michigan adults and then within each of the seven MDOT regions.

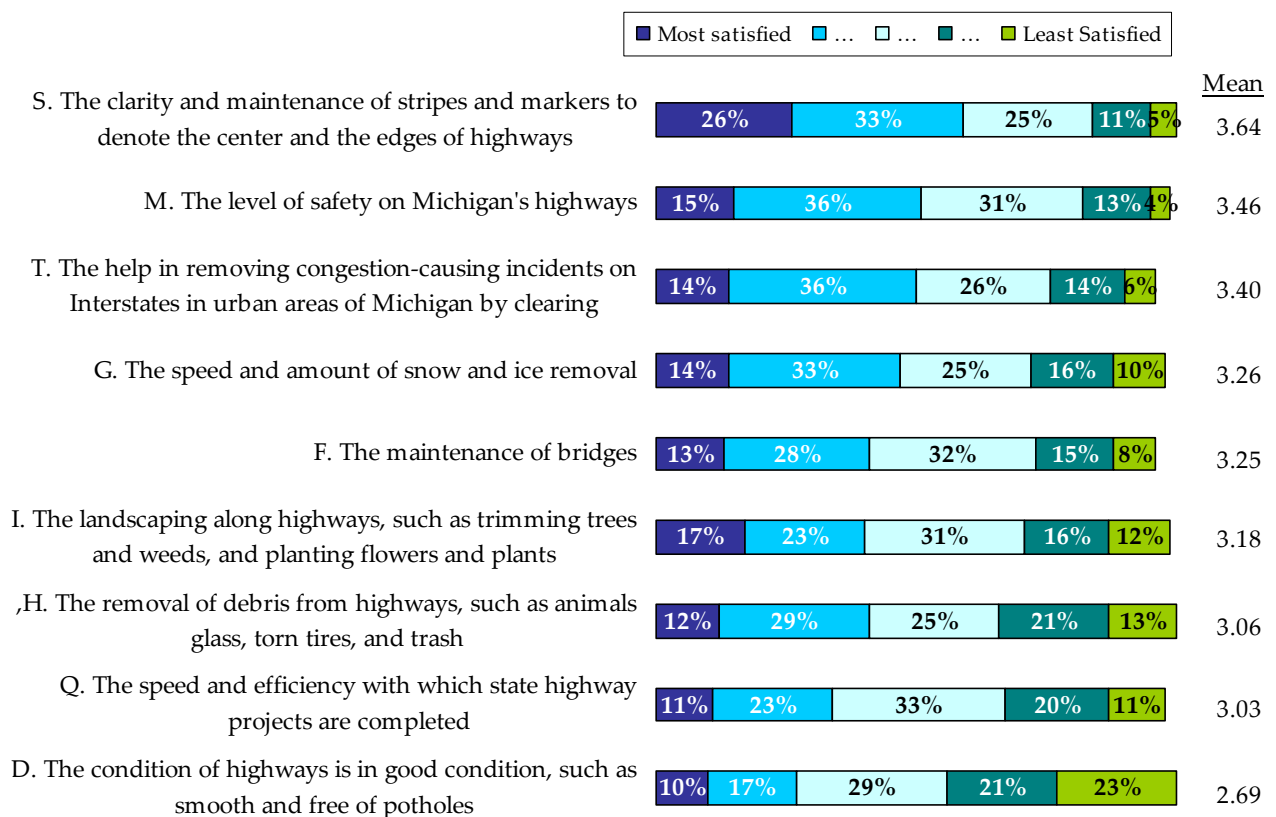
On the five-point *satisfaction scale*, these items receive mean scores among all respondents (the average score for the five point scale) that range from a high of 3.88 to a low of 2.50. On the five-point *importance scale* (for spending resources to improve an area of transportation), the mean score range is from a high of 3.93 to a low of 2.65. The error range around the mean attribute ratings is between 0.06 and 0.08 for practically all attributes (the exception being traffic at international crossings with Canada, where more people said they were "not sure" when rating satisfaction). Among all respondents, a difference of about 0.2 in the mean scores between two items is statistically significant (depending on the item).

5.1 Road Conditions and Repair

The "Road Conditions and Repair" category contains nine items and is the most important in terms of priorities for the future. The four most important priorities are in this category, as well as seven of the top nine. Satisfaction scores rank from the second highest to the second lowest.

The clarity and maintenance of stripes and markers to denote the center and the edges of highways was the item with highest satisfaction rating, with a mean score on the five-point scale of 3.64 (Figure 24). The next items in terms of satisfaction were The level of safety on Michigan’s highways (mean = 3.46) and The help in removing congestion-causing incidents on Interstates in urban areas of Michigan by clearing accidents and providing motorist assistance to disabled vehicles (mean = 3.40). There is far less satisfaction with The condition of highways is in good condition, such as smooth and free of potholes (mean = 2.69); The speed and efficiency with which state and highway projects are completed (mean = 3.03); and The removal of debris from highways, such as animals, glass, torn tires, and trash (mean = 3.06).

Figure 24. Public Satisfaction: Road Conditions and Repair (Questions 4 & 5)



Remainder "Not sure."

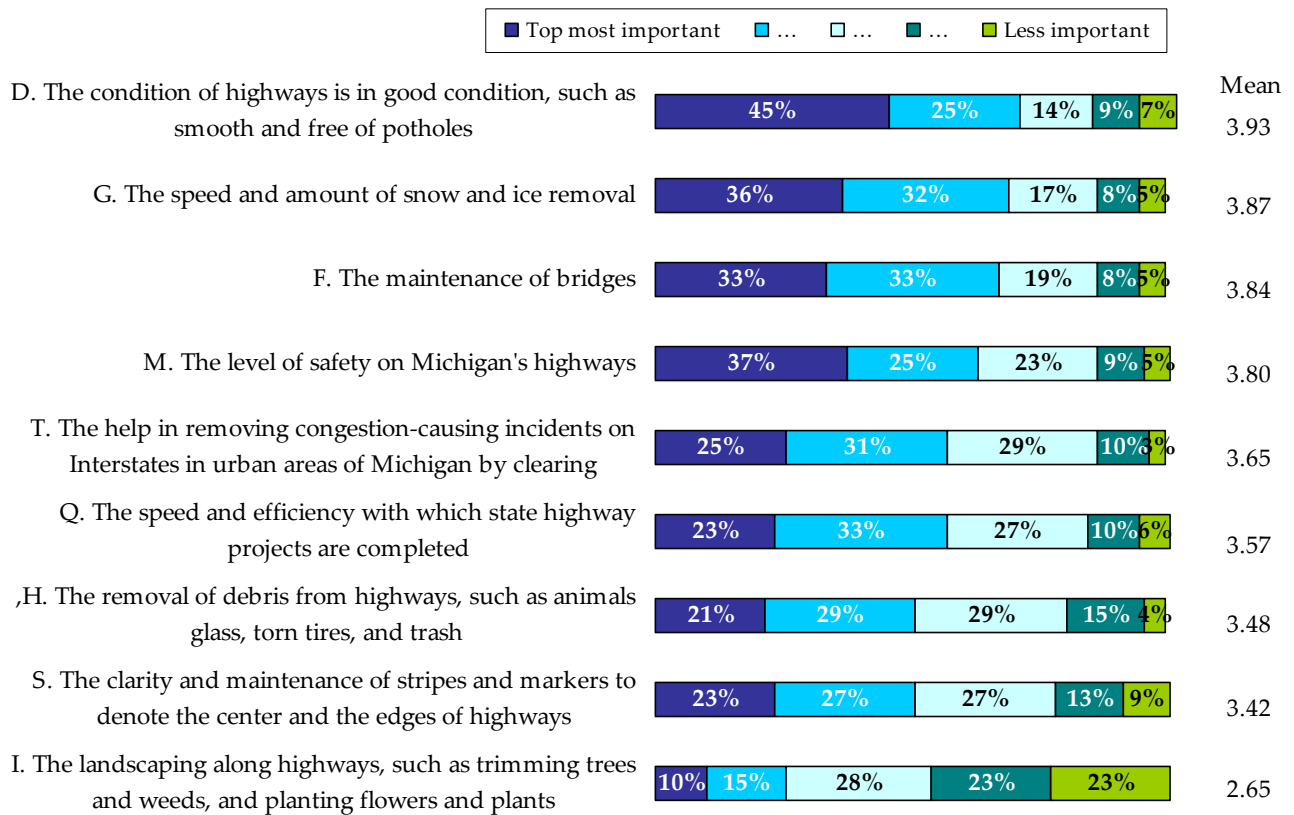
Focusing specifically on the three items with lowest satisfaction,

- Satisfaction with *The condition of highways is in good condition, such as smooth and free of potholes* (mean = 2.69) is lower among those with commutes of at least 45 minutes (mean = 2.43) and those in the highest density areas (3000+ per sq mile, mean = 2.59).

- Satisfaction with *The speed and efficiency with which state highway projects are completed* (mean = 3.03) is lower among those age 35 – 44 (mean = 2.70) and those with 45+ minute commutes (mean = 2.77).
- *The removal of debris from highways* (mean = 3.06) is less satisfactory to those with household incomes of \$30k-\$49.9k (mean = 2.99) and, again, those with 45+ minute commutes (mean = 2.98).

Priorities for improvement are often the inverse of satisfaction. The highest priority for improvement is the least satisfactory (*The condition of highways is in good condition, such as smooth and free of potholes*, mean = 3.93). Conversely, the most satisfactory item in the category, *The clarity and maintenance of stripes and markers to denote the center and the edges of highways* is the second lowest priority in this category for improvement (mean = 3.42) (**Figure 25**). Three other key areas for improvement are *The speed and amount of snow and ice removal* (mean = 3.87); *The maintenance of bridges* (mean = 3.84); and *The level of safety on Michigan’s highways* (mean = 3.80). Other lower priority items (in addition to *clarity and maintenance of stripes and markers* are *The landscaping* (lowest by far, with a mean of 2.65) and *The removal of debris from highways, such as animals, glass, torn tires, and trash* (mean = 3.48).

Figure 25. More Resources for Future Priorities: Road Conditions and Repair (Question 6)



Remainder: "Not sure"

Regarding the top four areas for improvement,

- *The condition of highways is in good condition, such as smooth and free of potholes* (mean = 3.93) is of special concern to those age 40-49 (mean = 4.20), those with 45+ minute commutes (mean = 4.14), and those in higher earning (\$50k+) households (mean = 4.14).
- *The speed and amount of snow and ice removal* (mean = 3.87) is a higher priority among women (mean = 4.02) and those in higher earning (\$50k+) households (mean = 3.99). Its priority also increases with the length of the commute, with a mean of 4.01 for those facing commutes of 45 minutes or longer (4.19 for those with commutes of at least an hour).
- *Maintenance of bridges* (mean = 3.84) is a higher priority for two age groups (35-44, with a mean of 4.02, and 45-59, with a mean of 3.93), as well as households earning \$50k or more (mean = 3.89, higher still [3.95] for those earning \$50k-\$74.9k). It is also a greater concern for those living in areas with a population density of 150-749 per square mile (mean = 3.97).
- *The level of safety on Michigan's highways* (mean = 3.80) is rated highly as a priority by women (mean = 3.95) and by those with longer commutes (both those whose commutes are 30-59 minutes [4.00] and those with commutes of an hour or more [3.87]). While it is of less concern to those who live in the *highest* density areas, it matters to those in areas with 750-2,999 per square mile (4.00) and those in areas with 150-749 (3.89). College graduates (3.97) and those age 45-59 (3.92) also rate it highly as a priority.

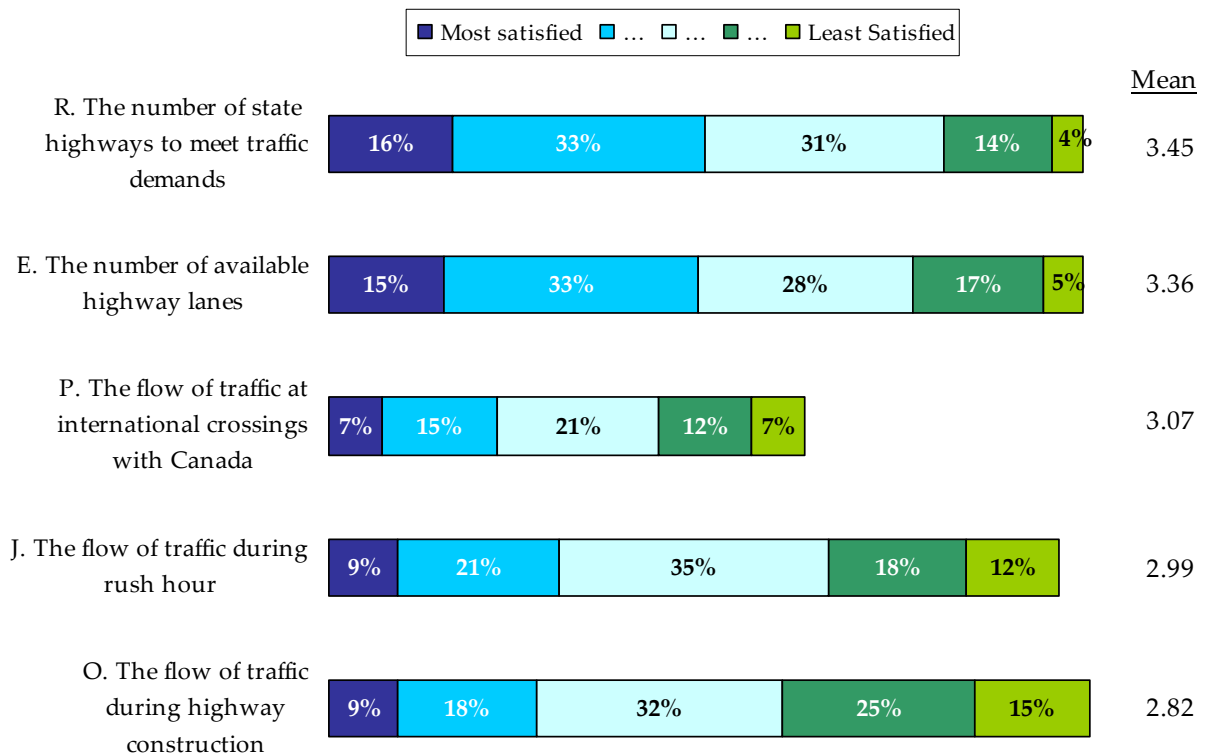
Comparisons to results from 2006, to assess changes in satisfaction and priorities over time, are discussed for all items together in Section 5.5.

5.2 Traffic

For both satisfaction and importance, the traffic items rank in the bottom two-thirds when compared to all the items in the attribute list. Similar to the prior wave, the two traffic items that garnered the highest levels of satisfaction involve Michigan’s highways (**Figure 26**):

- *The number of state highways to meet traffic demands* (mean = 3.45)
- *The number of available highway lanes* (mean = 3.36)

Figure 26. Public Satisfaction: Traffic (Questions 4 & 5)



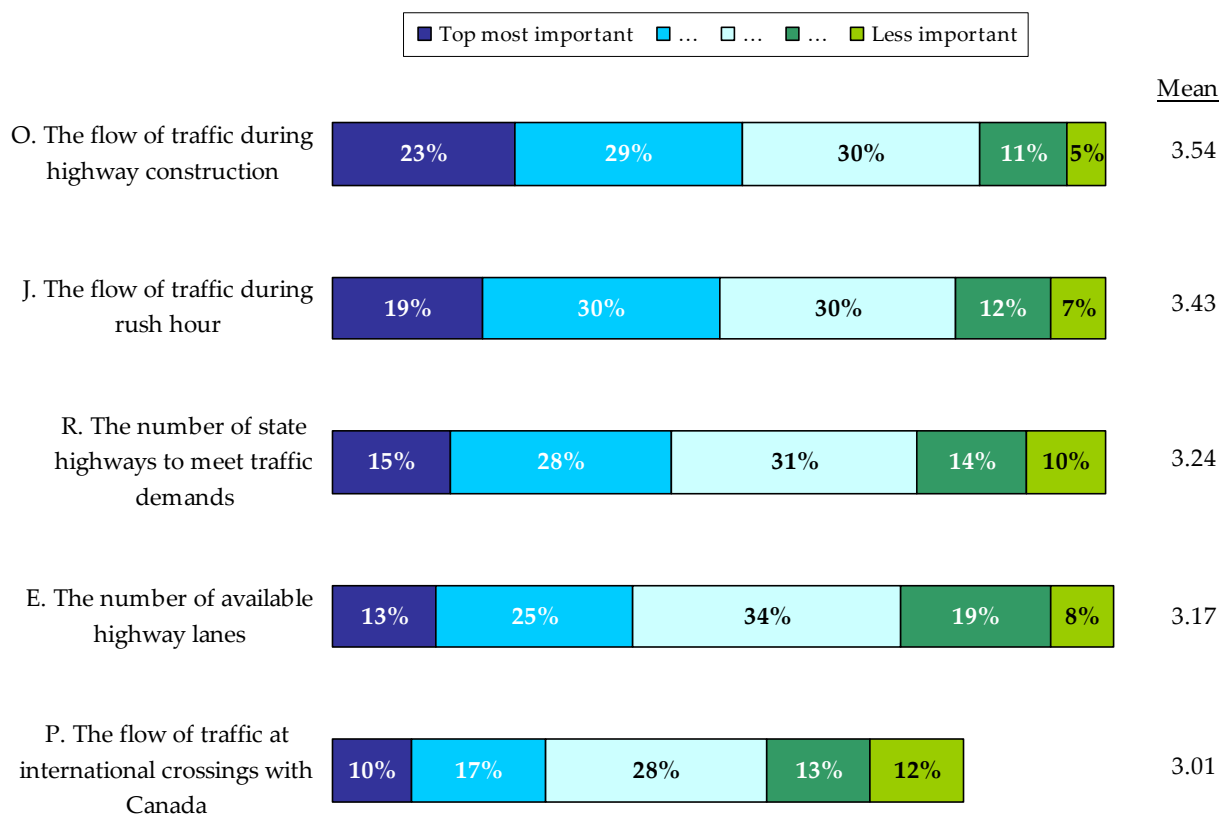
Remainder: "Not sure"

The two items in this category where MDOT performance is least satisfactory are *The flow of traffic during highway construction* (mean = 2.82) and *The flow of traffic during rush hour* (mean = 2.99).

- Satisfaction with *The flow of traffic during highway construction* (mean = 2.82) is lowest among those living in highest density (3000+ per square mile) areas (2.62) and those with longer commutes (2.64 among those whose commutes are 30-59 minutes and 2.73 among those whose commutes are an hour or more). Satisfaction also decreases as household income increases (peaking at 3.09 for those earning less than \$30k, average for those earning \$30k to \$74.9k, and dropping to 2.65 for those earning \$75k or more). Those younger than 45 are also least satisfied (2.69).
- Satisfaction with *The flow of traffic during rush hour* (mean = 2.99) varies little by demography or length of commute. Not surprisingly, however, those in the densest areas (3000 or more per square mile) are least satisfied (2.81).

These two most satisfactory items are considered less important as priorities for the future, while the two least satisfactory are considered more - **Figure 27**.

Figure 27. More Resources for Future Priorities: Traffic (Question 6)



Remainder: "Not sure"

While there is a strong relationship between ratings of satisfaction and priorities for improvement, demographic differences in priorities are not always consistent with satisfaction.

- *The flow of traffic during highway construction* (mean = 3.54): while satisfaction decreased as household income increased, there is a similar relationship with priorities (increasing to a mean of 3.71 for those earning \$75k or more). However, younger adults (3.63 among under 45), although older respondents were more satisfied. It's also rated higher as a priority by those with commutes less than 30 minutes (3.69); their satisfaction was more reflective of total adults (2.80, vs. 2.82). Rating this as a priority for improvement varies little by population density.
- *The flow of traffic during rush hour*, the second most important area for improvement (mean = 3.43) is more important as incomes rise (3.67 for those earning \$75k or more), yet those with incomes of \$75k or more are not less satisfied with MDOT performance on this item. Not surprisingly, importance of this aspect is also higher for those who commute (mean = 3.52), but length of commute has little bearing on the rating of its importance.

The flow of traffic at international crossings with Canada is again rated lowest for prioritization of resources (mean = 3.01) while being in the middle of the traffic items in terms of satisfaction (mean = 3.07). It is important to note that a significant number of respondents were unsure about how to rate this question both for satisfaction (37% not sure) and for importance (20% not sure).

5.3 Information

Overall, Michigan residents are very satisfied with the transportation information they are provided with. Nearly all of the items in this category are in the top half in terms of satisfaction among all items. In fact, the number one, three, five and eight items with which the public is most satisfied with are information focused. Perhaps due, in part, to the high level of current satisfaction, Michigan residents rank the information items middle-of-the-pack for future priority across all categories.

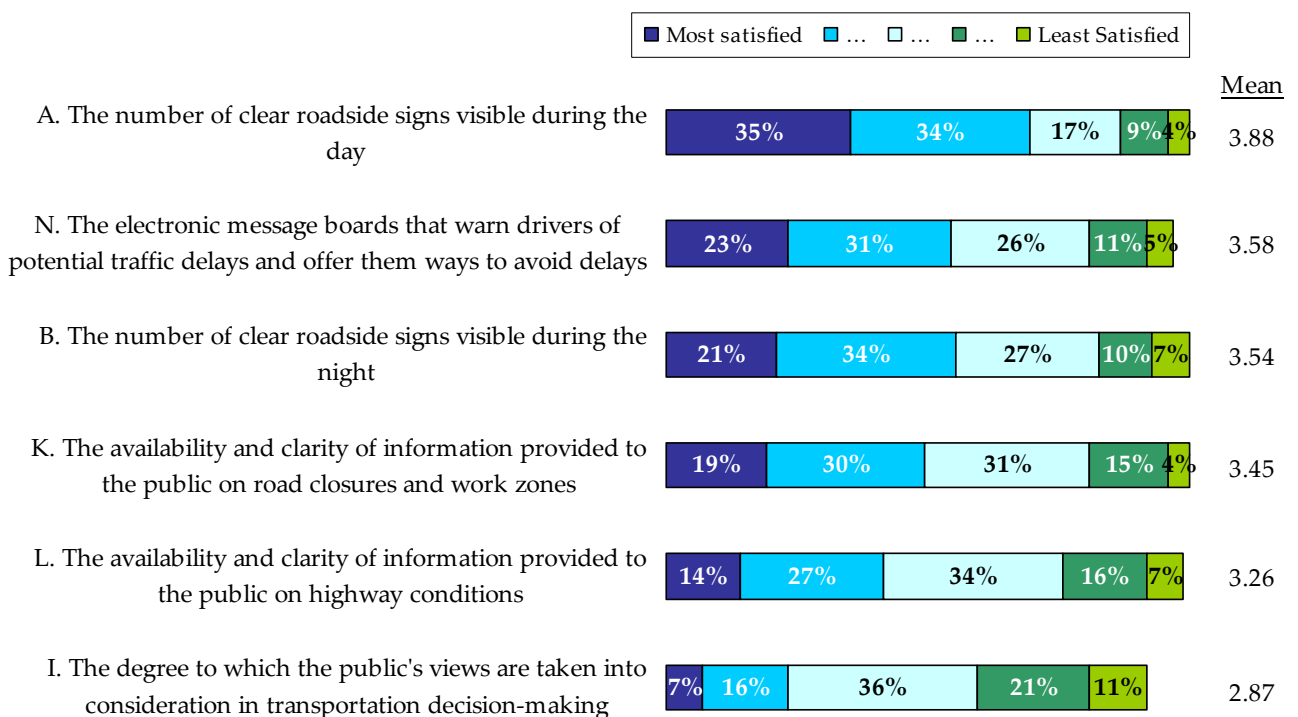
Michigan adults gave *The number of clear roadside signs visible during the day* the highest satisfaction rating overall and in the category (mean = 3.88 - **Figure 30**). Other high ranking items in the category for satisfaction are:

- *The electronic message boards that warn drivers of potential traffic delays and offer them ways to avoid delays* (mean = 3.58)
- *The number of clear roadside signs visible during the night* (mean = 3.54)
- *The availability and clarity of information provided to the public on road closures and work zones* (mean = 3.45)

- *The availability and clarity of information provided to the public on highway conditions* (mean = 3.26)

Despite their surface similarities, the public appears to make some distinctions on satisfaction between the visibility of signs during the day and during the night (difference of 0.34 – more satisfied with signs during the day) and between information relating to road closures/work zones and highway conditions (difference of 0.19 – more satisfied with information on road closures/work zones). The final item is lowest in satisfaction: *The degree to which the public’s needs and views are taken into consideration in transportation decision-making* (mean = 2.87).

Figure 28. Public Satisfaction: Information (Questions 4 & 5)



Remainder: "Not sure"

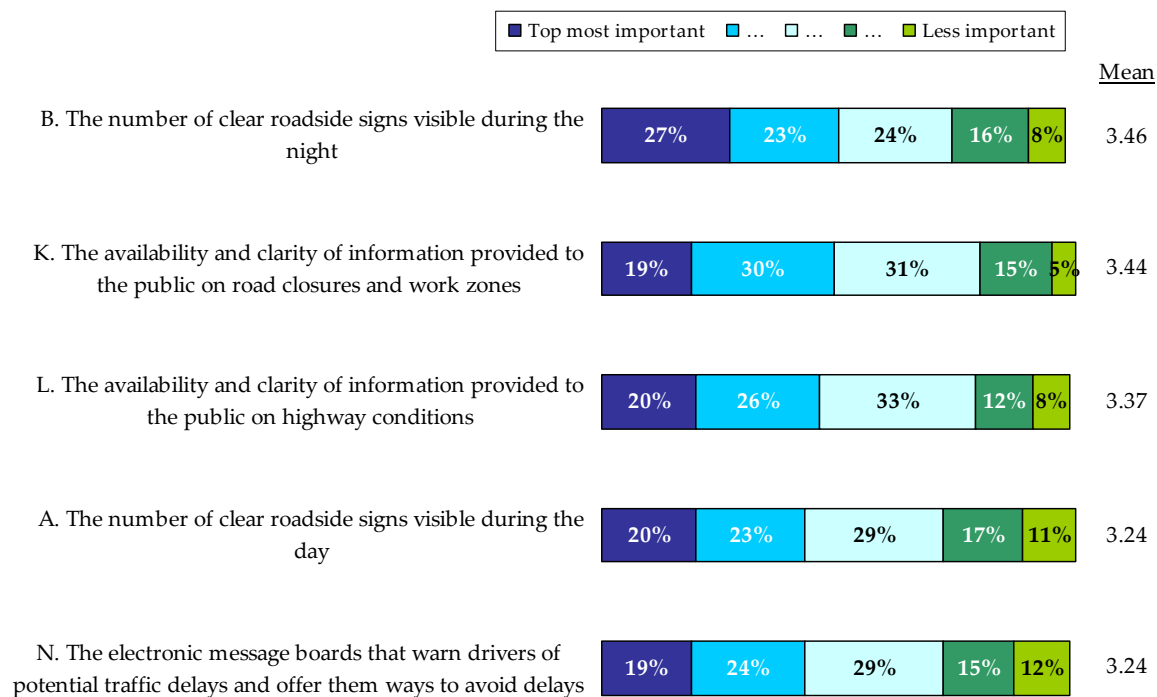
The three least satisfactory aspects seem to share a common theme of *outreach and notification*:

- The least satisfactory is *The degree to which the public’s views are taken into consideration in transportation decision making* (mean = 2.87). It is even less satisfactory to those with longer commutes (2.65 among those with commutes of at least 45 minutes), less to women than men (2.78 vs. 2.96), and less to those in the lowest and highest population density areas (2.73 where there are 3,000+ per square mile, 2.79 where there are fewer than 150).

- The aspect considered second-least satisfying is *The availability and clarity of information provided to the public on highway conditions* (mean = 3.26). College graduates are less satisfied (3.09), as are those in the highest density areas (3.11 where there are 3,000+ per square mile), those under age 45 (3.13), and commuters (3.17).
- *The availability and clarity of information provided to the public on road closures and work zones* is third least satisfying (mean = 3.45). Those younger than 45 are less satisfied with communication on this aspect (3.34), just as they were with information on highway conditions. Similarly, commuters are also less satisfied, the more so among those with longer commutes (3.27 among those whose commutes are an hour or more, 3.41 among other commuters, and 3.55 among non-commuters). Higher earners (income \$75k+) are less satisfied too (3.25).

The three items considered highest priority for improvements (*The number of clear roadside signs visible during the night, The availability and clarity of information provided to the public on road closures and work zones and The availability and clarity of information provided to the public on highway conditions*) are clustered closely together when rated for importance (means from 3.46 to 3.37 - **Figure 31**). *The number of clear roadside signs visible during the day and The electronic message boards that warn drivers of potential traffic delays and offer them ways to avoid delays* are lower in priority (both with mean of 3.24).

Figure 29. More Resources for Future Priorities: Information (Question 6)



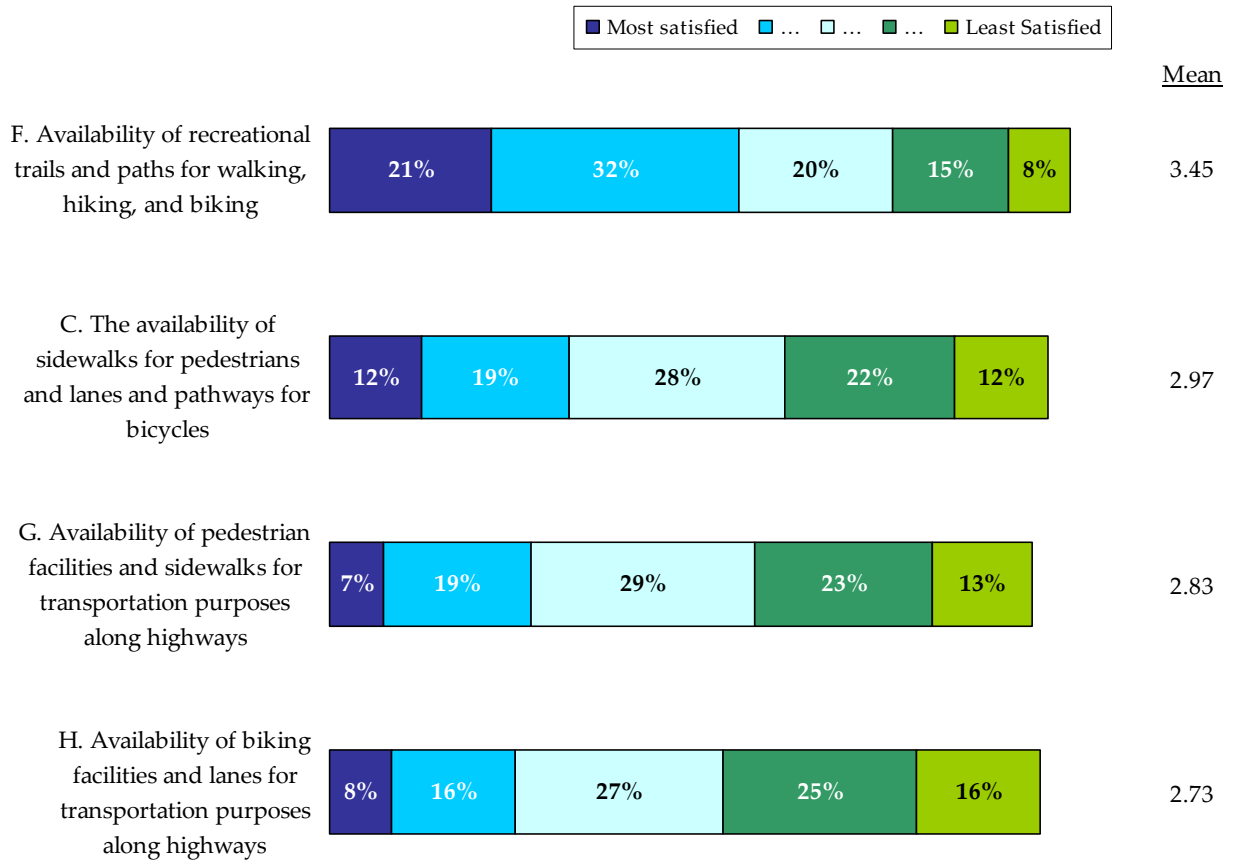
Remainder : "Not sure"

- Although *The number of clear roadside signs visible during the night* was not the least satisfactory item in the information category, it ranks at the top of the category as a priority for change (mean = 3.46). Women see it as a higher priority than men (3.59 vs. 3.31), as do those earning under \$50k (3.55, vs. 3.39 for their counterparts). It is also rated more highly among those with moderately long commutes (3.58 for those with commutes of 30-59 minutes). Among the population density groupings, placing this as a priority peaks for those living in moderately high density areas (3.56 where there are 750-2,999 per square mile).
- *The availability and clarity of information provided to the public on road closures and work zones* (mean = 3.44) is equally important as a priority for improvement. It is considered a more important priority to many of the same groups that consider *clear roadside signs during the night* an issue: those with 30-59 minute commutes (3.58), those earning under \$50k (3.57), and women (3.51).
- *The availability and clarity of information provided to the public on highway conditions* (mean = 3.37), the third highest priority among the information items, is rated as a higher priority among those earning under \$50k (3.51), and women (3.44 vs. 3.31 among men). However the demographic differences are less pronounced, and there is little variation associated with length of commuting. Unlike other aspects, population density factors differently, with it being more important to those in moderately low density areas (3.51 where there are 150-749 per square mile).

5.4 Bicycle and Pedestrian

Bicycle and pedestrian services are generally considered by the Michigan public to be neither satisfactory nor important. With the exception of satisfaction for *Availability of recreational trails and paths for walking, hiking, and biking* (rank 7th of 29), all other satisfaction and importance ratings for the four bicycle and pedestrian services are near the bottom among the full attribute set. Michigan residents, while not being satisfied with these services, are less willing to devote resources to this area relative to other areas.

Figure 30. Public Satisfaction: Bicycle and Pedestrian (Questions 4 & 5)

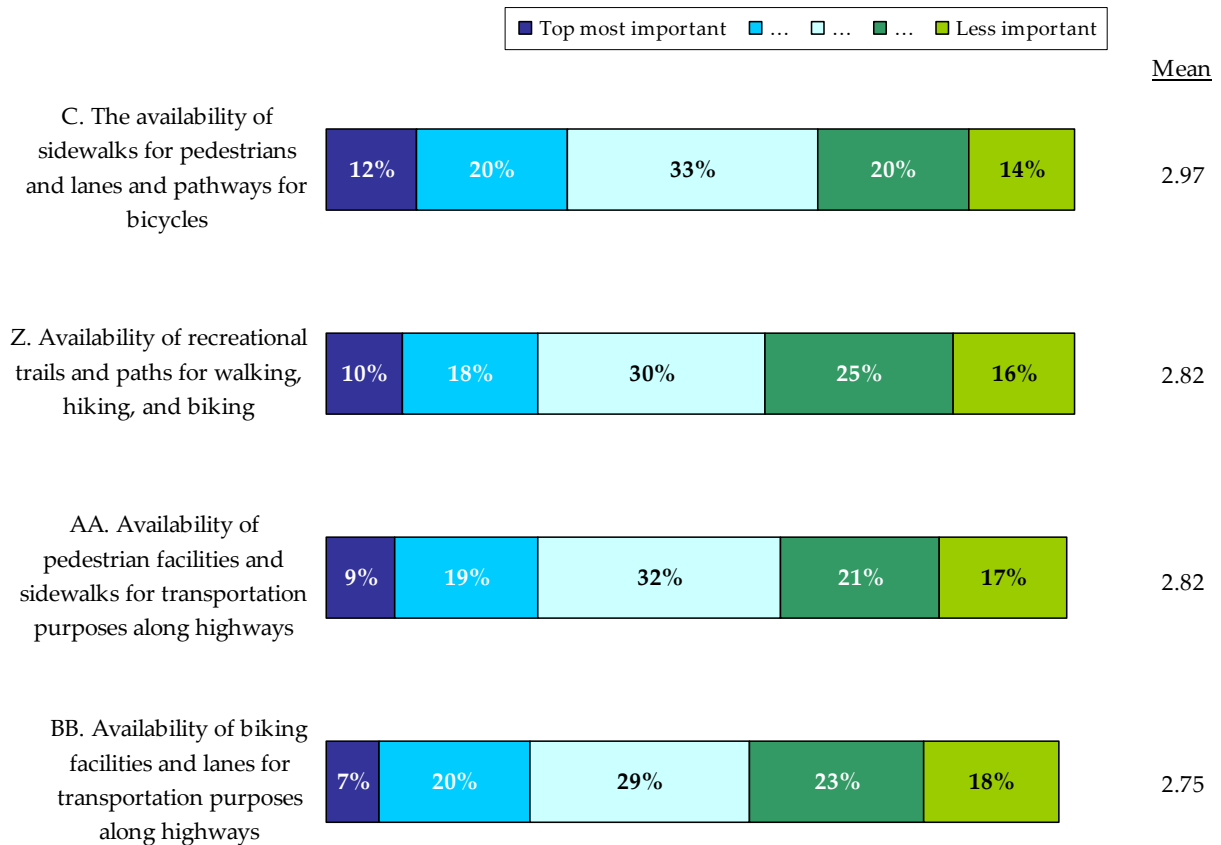


Satisfaction with MDOT’s efforts on bicycle and pedestrian services is related to demographics:

- *Availability of biking facilities and lanes for transportation purposes along highways* (mean = 2.73) is lowest in satisfaction among residents in the highest density (3000+ per square mile) areas (2.53), those with commutes of at least 45 minutes (2.52), and those ages 35-44 (2.51).
- *Availability of pedestrian facilities and sidewalks for transportation purposes along highways* (mean = 2.83) is lower in satisfaction for those ages 35-44 (2.61), those living in moderately high density areas (750-2999 per square mile, 2.66), women (2.70), and those with at least some college (2.75).
- *The availability of sidewalks for pedestrians and lanes and pathways for bicycles* (mean = 2.97) is rated lower in satisfaction by those in the higher income (\$75k or more) bracket (2.75) and in moderately high density (750-2999 per square mile) areas (2.78).

- *Availability of recreational trails and paths for walking, hiking, and biking* is the one item in the category with relatively high satisfaction (mean = 3.45). Opportunities, however, do exist for improving satisfaction among those with incomes under \$40k (3.30), those with commutes of 45 minutes or longer (3.23), and especially those who reside in the highest density (3000+ per square mile) areas (3.11).

Figure 31. More Resources for Future Priorities: Bicycle and Pedestrian (Question 6)



There are clear demographic trends regarding ratings of importance for bicycle and pedestrian services. In particular, residents with low incomes and the oldest adults tend to be the groups who are more likely to consider these items as priorities.

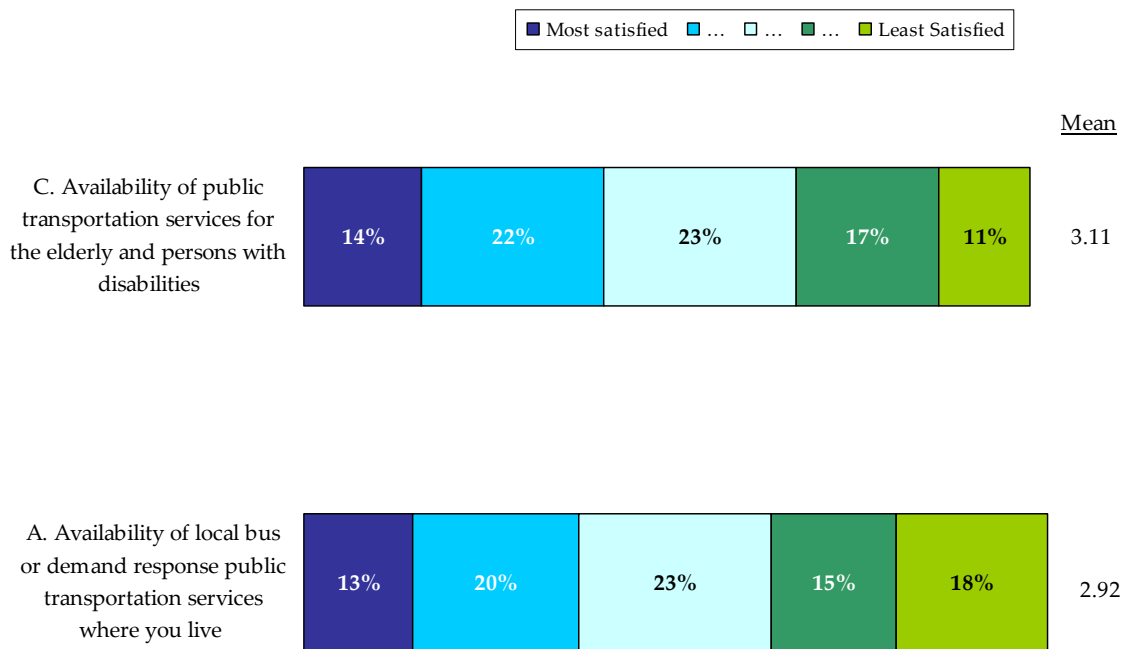
- *The availability of sidewalks for pedestrians and lanes and pathways for bicycles* (mean = 2.97) is considered a higher priority for those with incomes under \$40k (3.17).
- *Availability of recreational trails and paths for walking, hiking, and biking* (mean = 2.82) is of special concern for those ages 65 and older (3.02).

- *Availability of pedestrian facilities and sidewalks for transportation purposes along highways* is also tied for second in the group for priority (mean = 2.82). This item is deemed more important by lower income (<\$40k) residents (2.98).
- *Availability of biking facilities and lanes for transportation purposes along highways* (mean = 2.75) is rated a higher priority among those with incomes under \$40k (2.93) and the elderly who are ages 65 and older (2.92).

5.5 Local Public Transit

The two local public transit items are considered by Michigan residents to be relatively important services that are lower in satisfaction. *Availability of public transportation services for the elderly and persons with disabilities* and *Availability of local bus or demand response public transportation services where you live* rank 5th and 15th (out of 28) in importance among all attribute items; they are only 16th and 23rd in satisfaction.

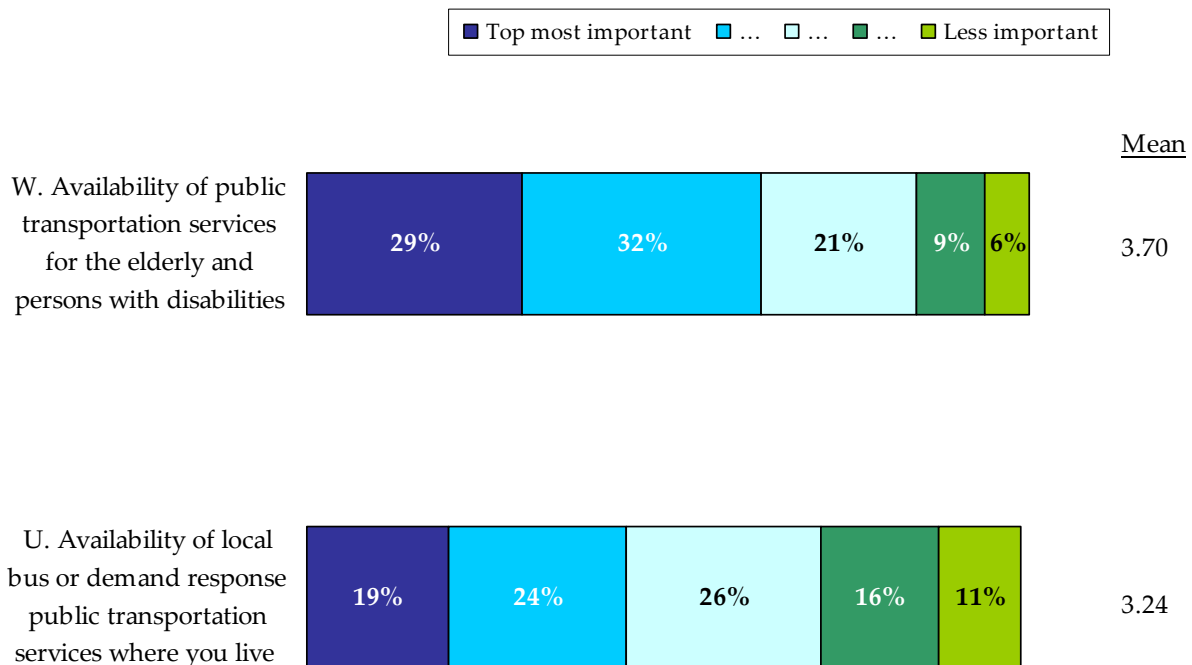
Figure 32. Public Satisfaction: Local Public Transit (Questions 4 & 5)



Satisfaction for local public transit is more likely to be an issue for the youngest adults and those in the highest density areas.

- *Availability of public transportation services for the elderly and persons with disabilities* (mean = 3.11) is lower in satisfaction among adults who live in the highest density (3000+ per square mile) areas (2.92) and those in the 18-29 age group (2.80). Interestingly, the oldest residents (65+ in age) who are more likely to be familiar with the actual services provided are relatively more satisfied than the average (3.26).
- Likewise, *Availability of local bus or demand response public transportation services where you live* (mean = 2.92) is also less satisfactory among those in the 18-29 age range (2.75) and those who reside in the highest density (3000+ per square mile) areas (2.76)

Figure 33. More Resources for Future Priorities: Local Public Transit (Question 6)



Regarding prioritization of resources,

- By far the more important priority for improvement is *Availability of public transportation services for the elderly and persons with disabilities* (mean = 3.70). The importance ratings peak for those age 35-59 (3.77 among those 35-44 and 3.80 for those ages 45-59) but drops for those ages 60 or older (3.61). A similar pattern occurs among women, who place more importance on this than men (3.94 vs. 3.45). Among women, those under 65 give it a high rating (3.98), but those age 65+ are average (3.71). Ratings of importance

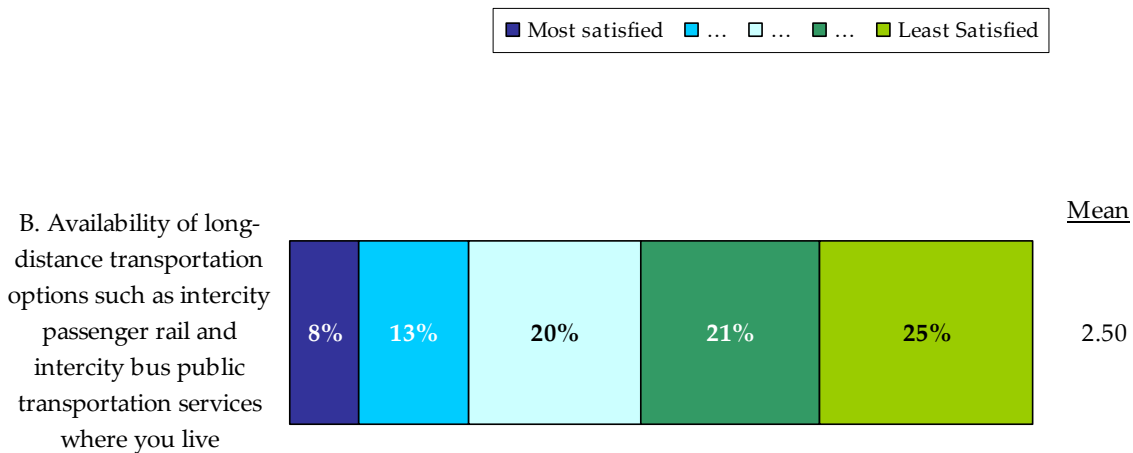
are also higher for those whose commutes are 30-59 minutes (3.87), but there is little variation according to population density.

- *Availability of local bus or demand response public transportation services where you live* (mean = 3.24) is rated more important by women under age 65 (3.51), those with lower incomes (3.46 among those with household incomes under \$40k), and those in higher density areas (3.38 where there are 750-2,999 per square mile, 3.32 where there are 3,000 or more).

5.6 Long Distance Transit

Among the full set of attribute items, the Michigan public is least satisfied with *Availability of long distance transportation options such as intercity passenger rail and intercity public transportation services where you live*. Although Michigan residents express low satisfaction with their long distance transit options, they do not think it is as important to use resources to improve this area relative to other areas (importance rank: 19th of 28).

Figure 34. Public Satisfaction: Long Distance Transit (Questions 4 & 5)

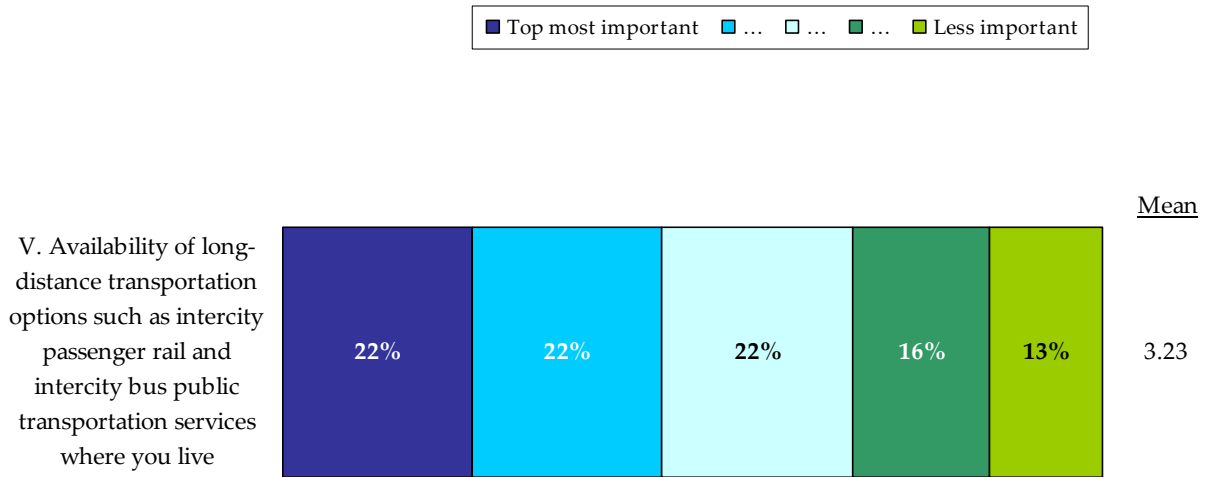


In terms of satisfaction among demographic groups,

- *Availability of long distance transportation options such as intercity passenger rail and intercity public transportation services where you live* (mean = 2.50) is less satisfactory as household income and education increase (2.21 among those earning \$75k or more, and 2.30 among

college graduates). It is also less satisfactory to those who commute (mean = 2.39; lower still for those whose commutes are 45 or more minutes, 2.25).

Figure 35. More Resources for Future Priorities: Long Distance Transit (Question 6)



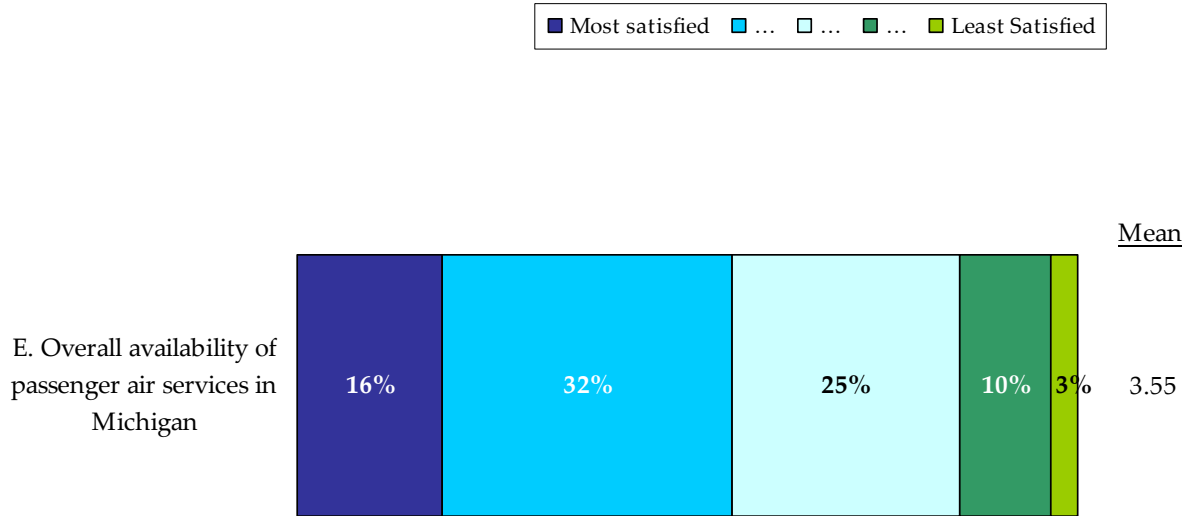
In terms of priority setting,

- *Availability of long distance transportation options such as intercity passenger rail and intercity public transportation services where you live* (mean = 3.23) is considered more important among lower income (<\$30k) residents (3.48). Importance for long distance transit is also a function of population density; those who live in denser areas are more likely to consider this item a priority (3.46 in 750 to 2999 per square mile areas; 3.49 in 3000+ per square mile areas).

5.7 Aviation

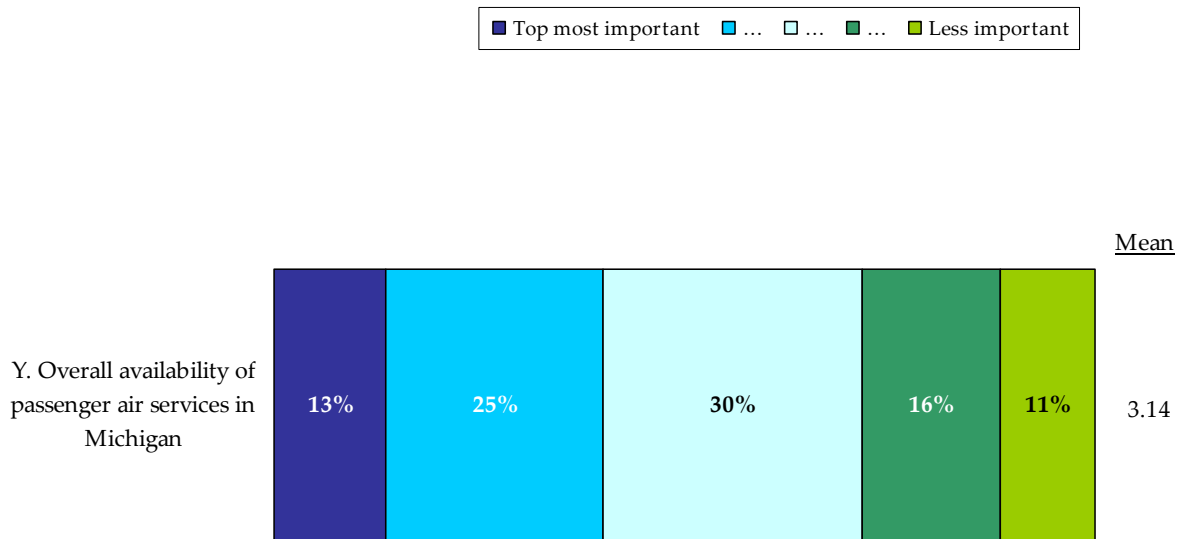
Michigan residents are very satisfied with *Overall availability of passenger air services in Michigan* (rank fourth of 29). Perhaps due to the public’s satisfaction, this item is considered in the bottom third among all items as a priority for improvement.

Figure 36. Public Satisfaction: Aviation (Questions 4 & 5)



Demographic groups are all generally satisfied with *Overall availability of passenger air services in Michigan*.

Figure 37. More Resources for Future Priorities: Aviation (Question 6)



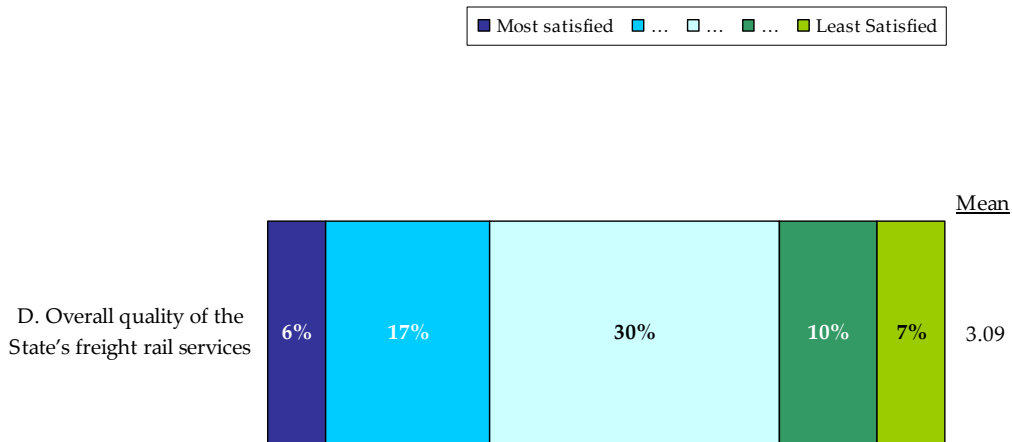
Regarding importance as a priority,

- Overall availability of passenger air services in Michigan (mean = 3.14) is rated as a higher priority among those 60 years or older (3.37) and among those who reside in moderately high density (750-2999 per square mile) areas (3.36).

5.8 Freight

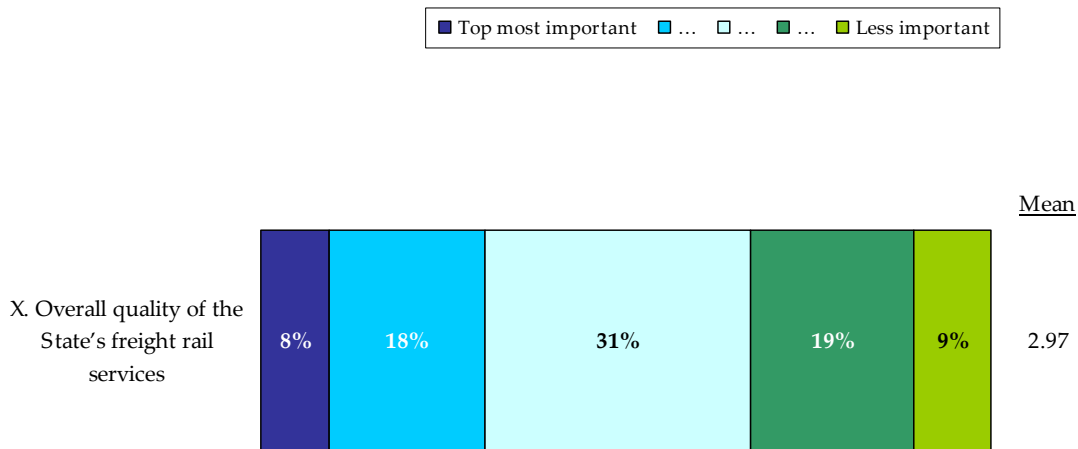
Overall quality of the state's freight rail services is considered in the bottom half of all attributes for satisfaction and near the very bottom for importance as a priority. It is important to note that a sizeable proportion of the Michigan public cannot rate this item for satisfaction or priority due to a lack of familiarity (29% "not sure" for satisfaction; 16% "not sure" for priority).

Figure 38. Public Satisfaction: Freight (Questions 4 & 5)



In terms of satisfaction, *Overall quality of the state's freight rail services* (mean = 3.09) is rated lower for satisfaction among those 35-44 years old (2.85).

Figure 39. More Resources for Future Priorities: Freight (Question 6)



In terms of its importance as a state-wide priority, *Overall quality of the state's freight rail services* (mean = 2.97) is a higher priority among the elderly who are 60 years or older in age (3.19).

5.9 Changes in Satisfaction and Priorities Over Time

Although the proportion of those satisfied with MDOT shows little change vs. 2006, the proportion of those who are *very* satisfied decreased from 16% to 11%. Ratings of attributes for their satisfaction (and their importance for improvement) provide some insight to what might have led to the erosion in levels of *very satisfied*. For this analysis, the current mean ratings have been compared to the mean ratings from the prior research. As discussed earlier, means from the prior research have been recalculated so that in both the current and prior research higher means indicate greater satisfaction (in the case of performance ratings) or a higher priority for improvement (as in the case of importance ratings). With comparable scales in place, differences in the means represent shifts in satisfaction and importance. The analysis below focuses on those items where the shifts are the greatest. Mean satisfaction with six items decreased by more than 0.15 points, while the importance of six items also *increased* by a similar amount.

The speed and amount of snow and ice removal is the only aspect where satisfaction both decreased this strongly (by 0.22 points) and importance increased (by 0.50 points). Satisfaction with *The condition of highways is in good condition, such as smooth and free of potholes* decreased 0.19 points, while its importance increased by 0.14.

The other items where satisfaction decreased by 0.15 points or more include:

- *The degree to which the public's needs and views are taken into consideration in transportation decision-making* (-0.31; importance was not measured in 2009)
- *The availability of sidewalks for pedestrians and lanes and pathways for bicycles* (-0.22; it decreased in importance, -0.32)
- *The flow of traffic at international crossings* (-0.19, with its importance decreasing 0.14)
- *The availability and clarity of information provided to the public on highway conditions* (-0.18, accompanied by an increase in importance of 0.10).

Satisfaction on all other items decreased by no more than 0.05 points.

At the same time, decreases in overall satisfaction may have been mitigated by increases in satisfaction in some specific areas. Items where satisfaction increased the most include:

- *The electronic message boards that warn drivers of potential traffic delays and offer them ways to avoid delays* (an increase of 0.21)
- *The clarity and maintenance of stripes and markers to denote the center and the edges of highways* (+0.18; its importance also increased, by 0.13)
- *The number of state highways to meet traffic demands* (+0.13)
- *The flow of traffic during rush hour* (0.12).

Clear roadside signs is an issue to monitor going forward. The current research focused more specifically on the number visible during the day and the number visible during the night.

Mean satisfaction in the prior research, when it was not this specific, was 3.59. In the current research, the mean rating for *the number of clear roadside signs visible during the day* is 3.88, 0.29 points higher than the less-specific 2006 measure. (The mean rating for *during the night* is more reflective of the 2005 measure, at 3.54.) Thus the results on this item should be considered inconclusive.

Regionally, some of the wave to wave differences in satisfaction among individual attribute items may help to explain some declines in satisfaction by region, especially at Grand, North and University. Two items with the greatest dip in satisfaction are: *Availability of long-distance transportation options such as intercity passenger rail and intercity bus public transportation services where you live* (declines in satisfaction of 0.73, 0.44, and 0.20 for North, University, and Grand); and *The degree to which the public's needs and views are taken into consideration in transportation decision-making* (declines in satisfaction of 0.44, 0.39, and 0.29 for North, University, and Grand). Grand residents are also less satisfied this year with *The speed and amount of snow and ice removal* (decline in satisfaction of 0.35) and North residents expressed lower satisfaction this wave with *The maintenance of bridges* (decline in satisfaction of 0.21).

5.10 Combining Satisfaction Today with Priority for the Future

5.10.1 Introduction

An instructive manner in which to use the satisfaction and importance measures is to take the 28 items that appear in both lists and plot them in a scatter graph. In this type of graph, the y-axis, or vertical axis, is the importance of spending more to improve an aspect of Michigan's transportation system. The higher an item is on the graph, the greater is its importance as a spending priority. The x-axis, or horizontal axis, of the graph is the level of satisfaction an item receives. The more to the right an item is plotted on the graph, the higher the level of satisfaction with it. When considering each graph, those items closer to the top left corner are the ones that should be Michigan's greatest priorities based on public perceptions. Conversely, those items in the lower right hand corner are of lesser priority, again based on public opinion.

Sections 5.6.2 through 5.6.9 discuss the results of the scatter graph analysis, first for all adults and then for each of the seven regions.

Before moving on to the scatter graph analyses, it should be pointed out that public opinion is an important, but not the only consideration for MDOT in formulating action items for improving transportation in Michigan going forward. In some instances, the public's stated preferences for improvement may align with the best interests of transportation planning for the state. In other instances, however, these results may suggest a public information campaign rather than direct action. MDOT may want to raise awareness for the importance of a transportation area or to improve awareness of what has already been accomplished in that area. Regardless of the path to action, public opinion is a key component to any action plan for transportation improvement in Michigan.

5.10.2 All Adults

Figure 32 shows the scatter graph for total respondents in the study. By far the most important priority for MDOT is d. Condition of highways, located toward the upper left corner of the chart. In fact, this item represents the number one priority for every one of the seven regions.

A set of five secondary priorities just below the condition of highways include:

- c. Snow/ice removal
- f. Bridge maintenance
- w. Public transportation service for the elderly/disabled
- q. Speed and efficiency of highway projects completion
- o. Flow of traffic during highway construction

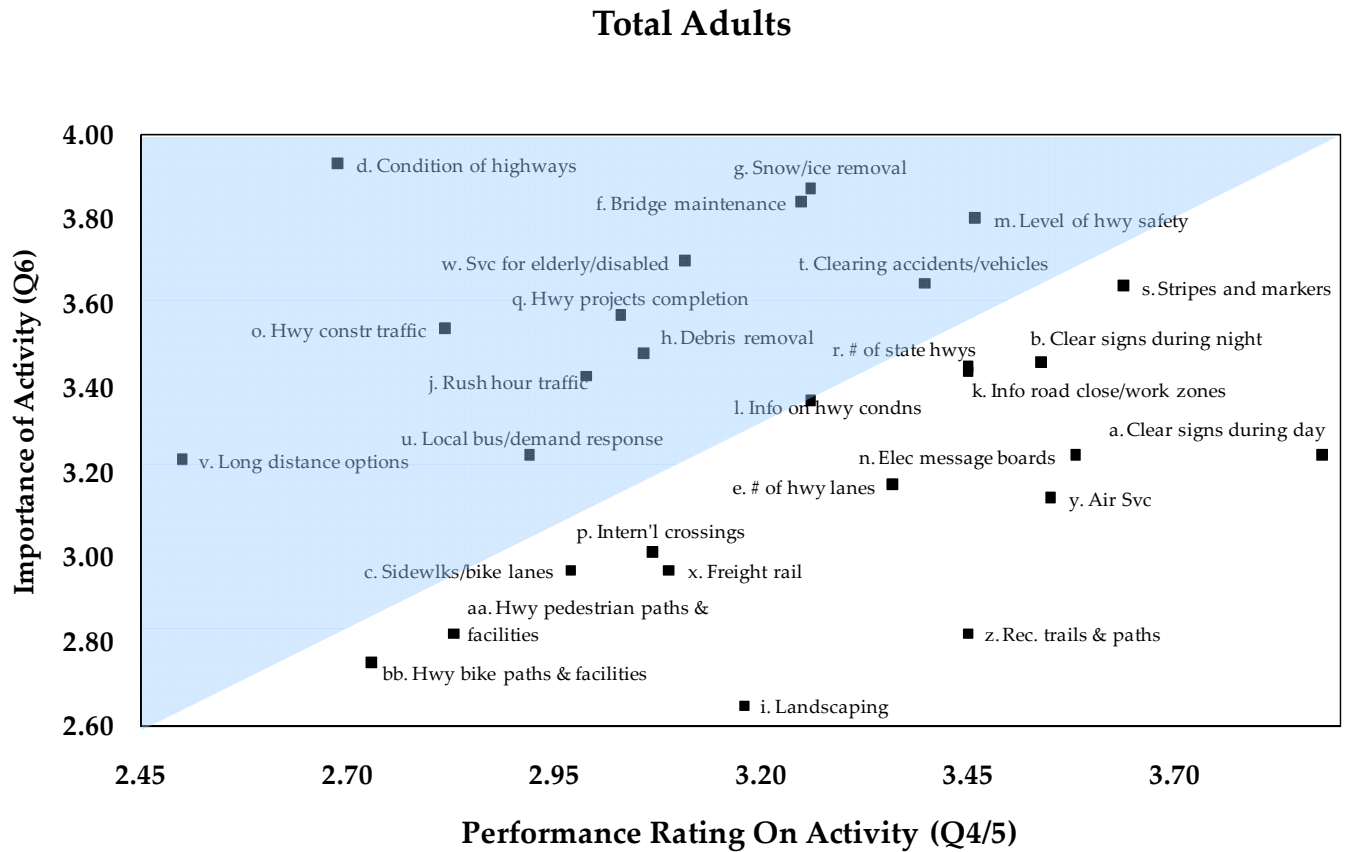
A third tier of six additional priorities, ranking below the ones above but still in need of addressing are:

- m. Level of safety on highways
- t. Removing congestion-causing accidents/vehicles
- h. Removal of debris
- j. Flow of traffic during rush hour
- u. Local bus/demand response service
- v. Long distance transportation options

Toward the bottom right corner of the chart are two items that MDOT can most afford to not devote additional resources to: i. Landscaping along highways and z. Recreational trails and paths. Both of these items rank as lower priorities to Michigan residents while being sufficiently high in satisfaction.

The regional patterns among these top 12 and bottom 2 items are fairly consistent. Although some of the items do shift around somewhat from chart to chart, the 12 core items are generally MDOT's top priorities.

Figure 40. All Adults: The Importance of Transportation Items as a Future Priority by the Level of Satisfaction with the Items (Questions 4, 5 & 6)



5.10.3 Metro Region

As the region with the highest proportion of adult residents (41% of the state's population), responses from Metro residents have a strong impact on the overall satisfaction and importance figures. For the Metro region, d. Condition of highways is the top priority (**Figure 33**).

A second tier of priorities includes seven items:

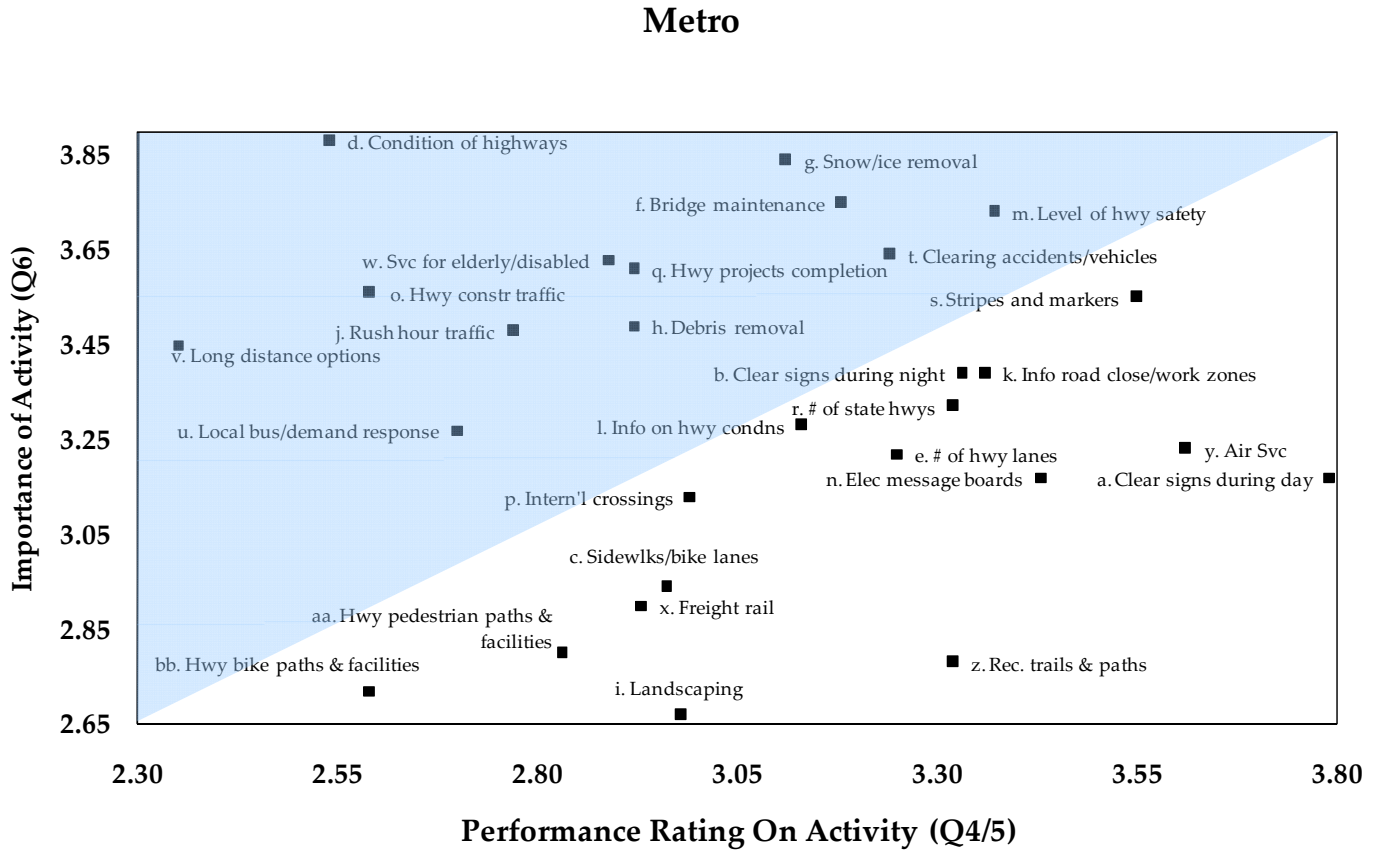
- c. Snow/ice removal
- f. Bridge maintenance
- w. Public transportation service for the elderly/disabled
- q. Speed and efficiency of highway projects completion
- o. Flow of traffic during highway construction
- j. Flow of traffic during rush hour
- v. Long distance transportation options

A third tier of four additional priorities, ranking below the ones above but still in need of addressing are:

- m. Level of safety on highways
- t. Removing congestion-causing accidents/vehicles
- h. Removal of debris
- u. Local bus/demand response service

Two items from the third tier, j. Flow of traffic during rush hour and v. Long distance transportation options, rise enough in importance to be included in the second tier of priorities in this region. It is perhaps unsurprising that the more urban Metro residents would care more about rush hour and want more local distance transportation options apart from car. Metro residents gave the lowest satisfaction figures for the entire range of attributes, with the lowest average satisfaction score. In terms of importance, however, the residents only gave the items an average rating that places it fifth out of seven regions for assigning priorities for improvement.

Figure 41. Metro: The Importance of Transportation Items as a Future Priority by the Level of Satisfaction with the Items (Questions 4, 5 & 6)



5.10.4 University Region

The top priority for the University region is also d. Condition of highways (**Figure 34**).

A second tier of priorities for this region includes four items:

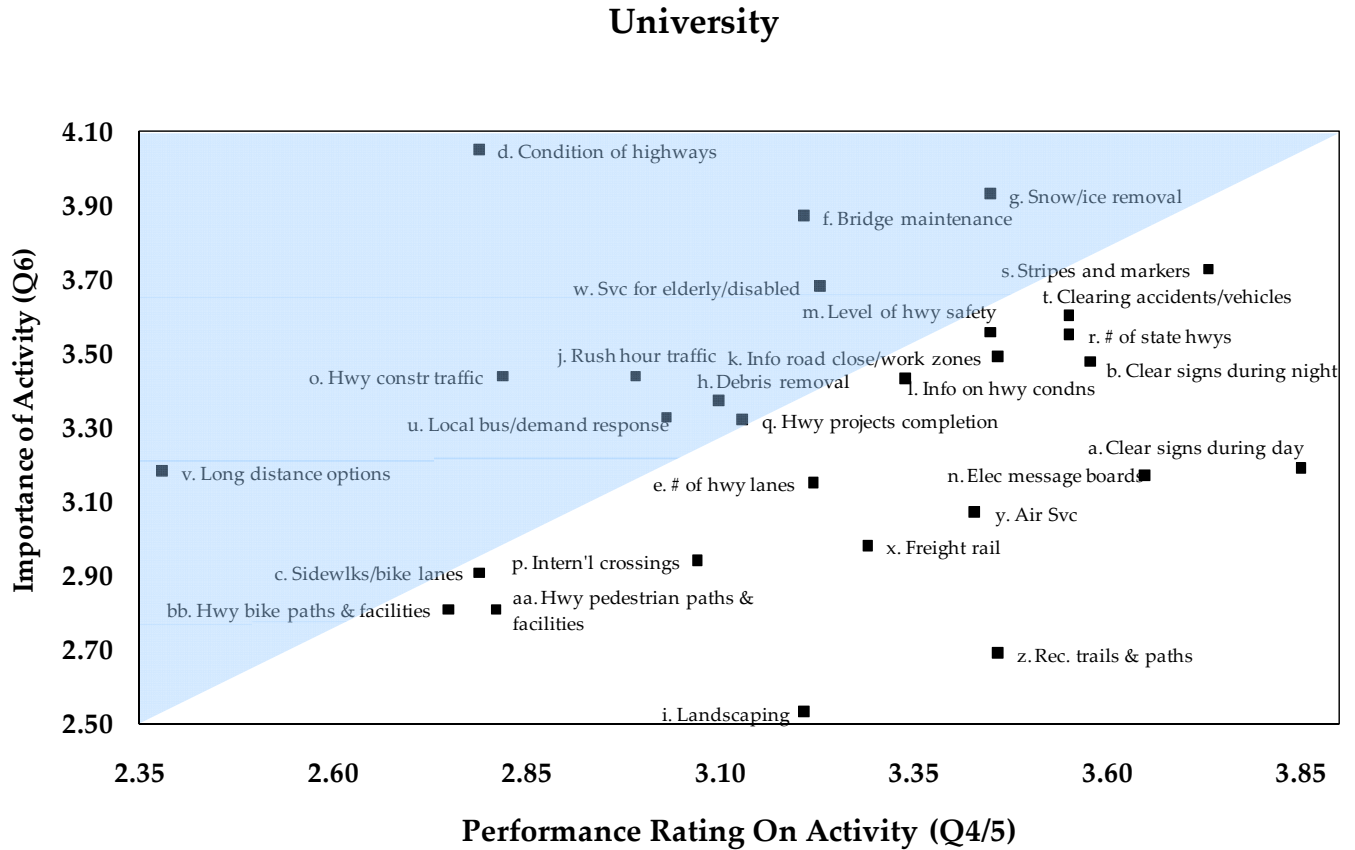
- c. Snow/ice removal
- f. Bridge maintenance
- w. Public transportation service for the elderly/disabled
- o. Flow of traffic during highway construction

A third tier includes five additional priorities:

- h. Removal of debris
- j. Flow of traffic during rush hour
- u. Local bus/demand response service
- v. Long distance transportation options
- q. Speed and efficiency of highway projects completion

In this region, q. Speed and efficiency of highway projects completion drops from the second tier of priorities to almost out of the third tier. Two third-tier priority items for total respondents, t. Removing congestion-causing accidents/vehicles and m. Level of safety on highways, are not as important to University residents (below diagonal line). Average satisfaction and importance figures are both on the low side relative to other regions, ranking fifth and sixth respectively.

Figure 42. University: The Importance of Transportation Items as a Future Priority by the Level of Satisfaction with the Items (Questions 4, 5 & 6)



5.10.5 Southwest Region

Many items present themselves as priorities for the Southwest region. As for all other regions, the number one priority for Southwest is also d. Condition of highways (**Figure 35**).

A second tier of top priorities are:

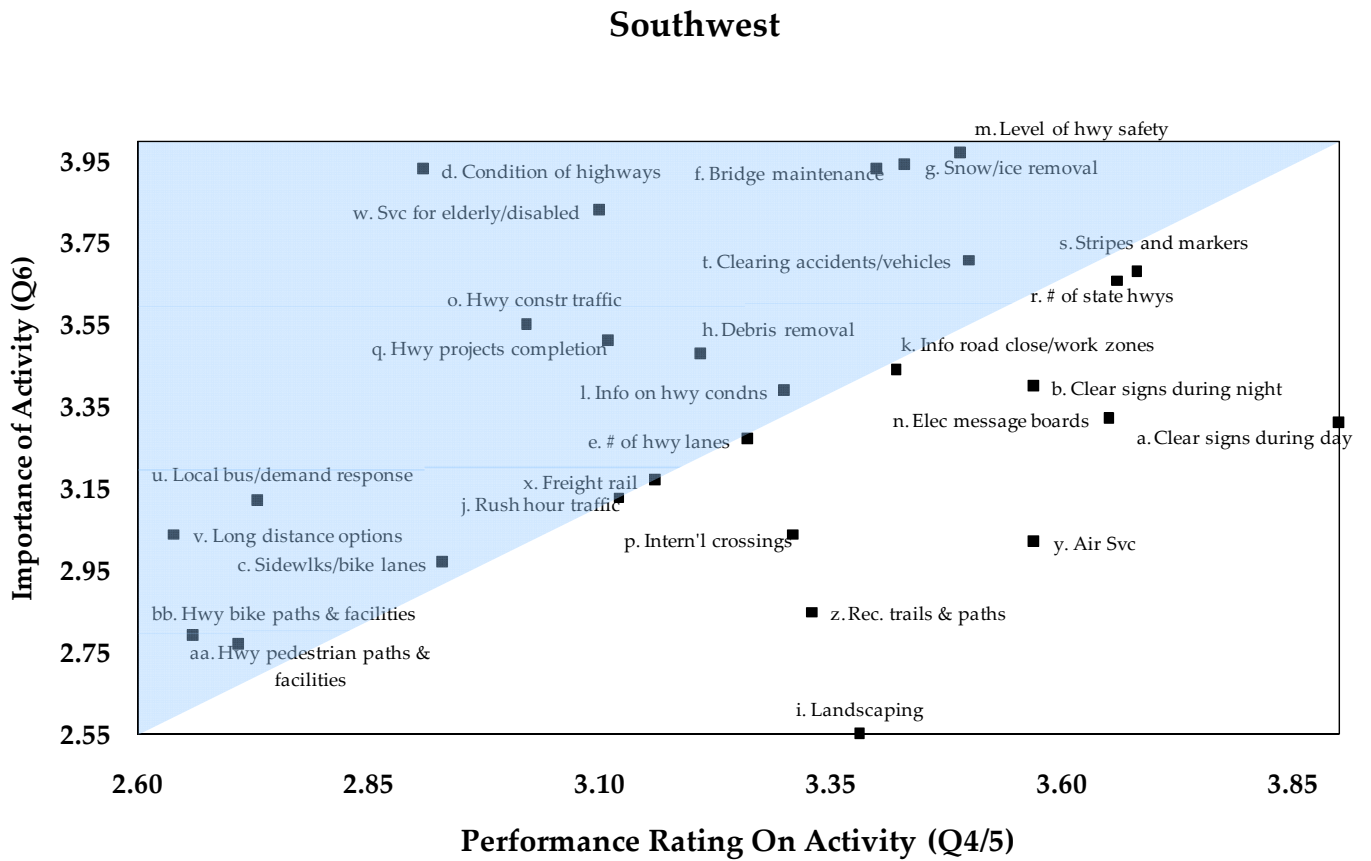
- m. Level of safety on highways
- c. Snow/ice removal
- f. Bridge maintenance
- w. Public transportation service for the elderly/disabled
- q. Speed and efficiency of highway projects completion
- o. Flow of traffic during highway construction

A third tier includes a number of priorities:

- t. Removing congestion-causing accidents/vehicles
- h. Removal of debris
- l. Information on highway conditions
- x. Quality of freight rail services
- j. Flow of traffic during rush hour
- u. Local bus/demand response service
- v. Long distance transportation options
- c. Sidewalks for pedestrians and pathways for bicycles
- aa. Highway pedestrian facilities and paths
- bb. Highway biking facilities and paths

In this region, both m. Level of highway safety and w. Public transportation service for the elderly/disabled are considered more of a priority, with the former rising from third tier to second tier and the latter becoming most important among the second tier. l. Information on highway conditions and x. Quality of freight rail services, along with several alternative modes items (c. Sidewalks for pedestrians and pathways for bicycles, aa. Highway pedestrian facilities and paths, and bb. Highway biking facilities and paths) also rise enough to be considered priorities for Southwest residents. The average satisfaction and importance mean scores for all items in this region are in the middle amongst the seven regions (third for satisfaction; fourth for importance).

Figure 43. Southwest: The Importance of Transportation Items as a Future Priority by the Level of Satisfaction with the Items (Questions 4, 5 & 6)



5.10.6 Bay Region

The pattern of importance/satisfaction for transportation items results in four tiers of priorities for the Bay region. The top priority is again d. Condition of highways (**Figure 36**).

Two items comprise the second tier:

- f. Bridge maintenance
- q. Speed and efficiency of highway projects completion

A third tier includes:

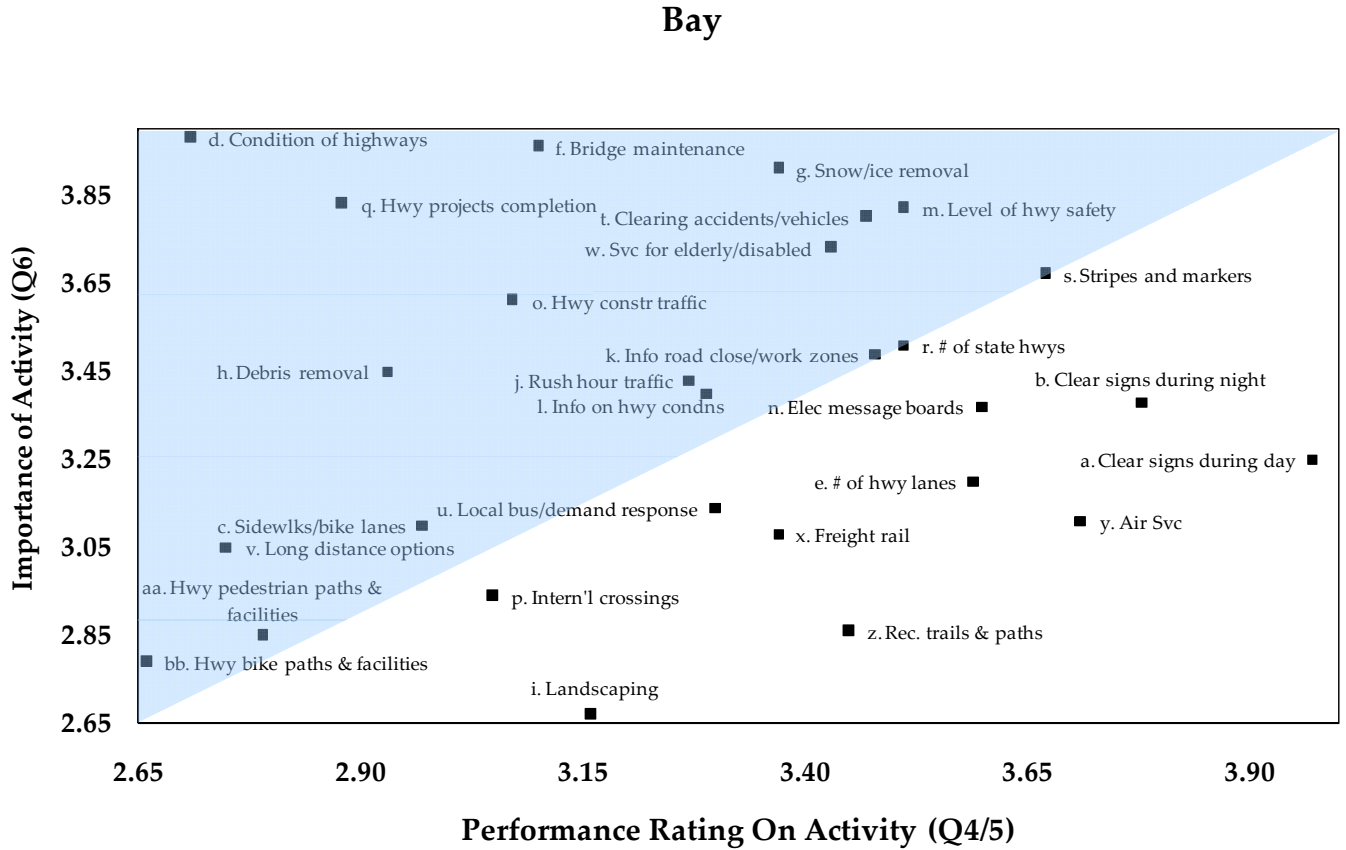
- c. Snow/ice removal
- m. Level of safety on highways
- t. Removing congestion-causing accidents/vehicles
- w. Public transportation service for the elderly/disabled
- o. Flow of traffic during highway construction
- h. Removal of debris

A fourth tier includes priorities that address the following:

- s. Clarity and maintenance of stripe and markers
- r. Number of state highways
- k. Information on road closures/work zones
- l. Information on highway conditions
- j. Flow of traffic during rush hour
- v. Long distance transportation options
- c. Sidewalks for pedestrians and pathways for bicycles
- aa. Highway pedestrian facilities and paths
- bb. Highway biking facilities and paths

In this region, f. Bridge maintenance and q. Speed and efficiency of highway projects completion separate themselves from other items to be a clear second tier of priorities. u. Local bus/demand response service falls in importance to be excluded from the four tiers of priorities. Two information items (k. Information on road closures/work zones and l. Information on highway conditions), several alternative modes items (c. Sidewalks for pedestrians and pathways for bicycles, aa. Highway pedestrian facilities and paths, and bb. Highway biking facilities and paths), along with s. Clarity and maintenance of stripe and markers and r. Number of state highways also rise to become included as region-wide priorities for improvement. Bay region residents are both relatively satisfied and demanding of resources for improvement (satisfaction and importance average mean scores both rank second).

Figure 44. Bay: The Importance of Transportation Items as a Future Priority by the Level of Satisfaction with the Items (Questions 4, 5 & 6)



5.10.7 Grand Region

Consistent with other regions, the top priority for Grand is d. Condition of highways (Figure 37).

A second tier of priorities includes seven items:

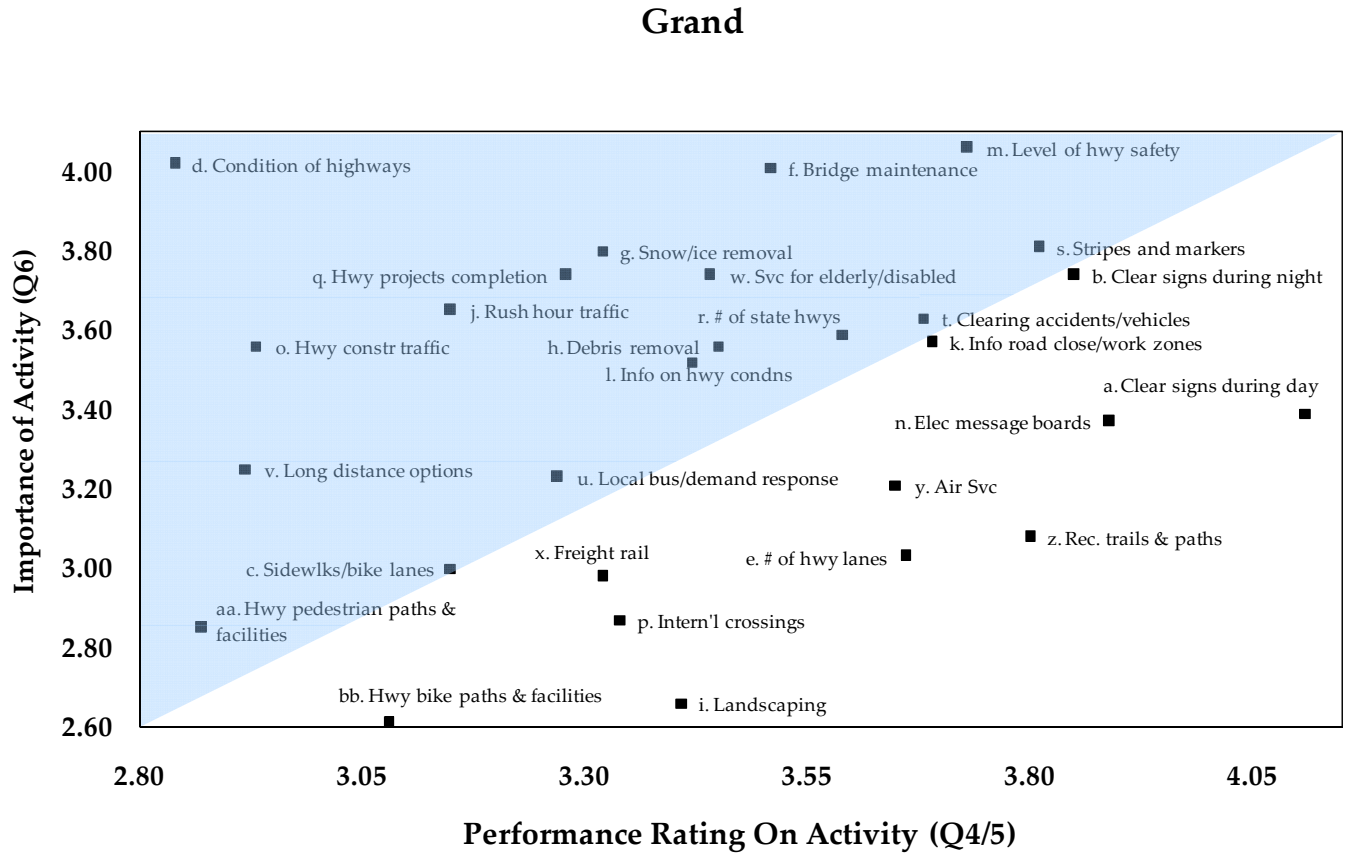
- m. Level of safety on highways
- f. Bridge maintenance
- c. Snow/ice removal
- w. Public transportation service for the elderly/disabled
- q. Speed and efficiency of highway projects completion
- j. Flow of traffic during rush hour
- o. Flow of traffic during highway construction

Priorities in the third tier are:

- s. Clarity and maintenance of stripe and markers
- t. Removing congestion-causing accidents/vehicles
- r. Number of state highways
- h. Removal of debris
- l. Information on highway conditions
- u. Local bus/demand response service
- v. Long distance transportation options
- c. Sidewalks for pedestrians and pathways for bicycles
- aa. Highway pedestrian facilities and paths

Several items rise in prominence as priorities for Grand residents. j. Flow of traffic during rush hour is high enough to be a second tier priority among Grand adults. l. Information on highway conditions, s. Clarity and maintenance of stripe and markers, r. Number of state highways, c. Sidewalks for pedestrians and pathways for bicycles, and aa. Highway pedestrian facilities and paths are additional priorities for Grand respondents. Although Grand is the most satisfied when taking an average of the mean scores for all items, it is also the region that ranks first in its desires for resources to improve transportation.

Figure 45. Grand: The Importance of Transportation Items as a Future Priority by the Level of Satisfaction with the Items (Questions 4, 5 & 6)



5.10.8 North Region

North has among the fewest priorities. Once again, d. Condition of highways is clearly the most important priority (**Figure 38**).

Only three items are in a second tier of priorities:

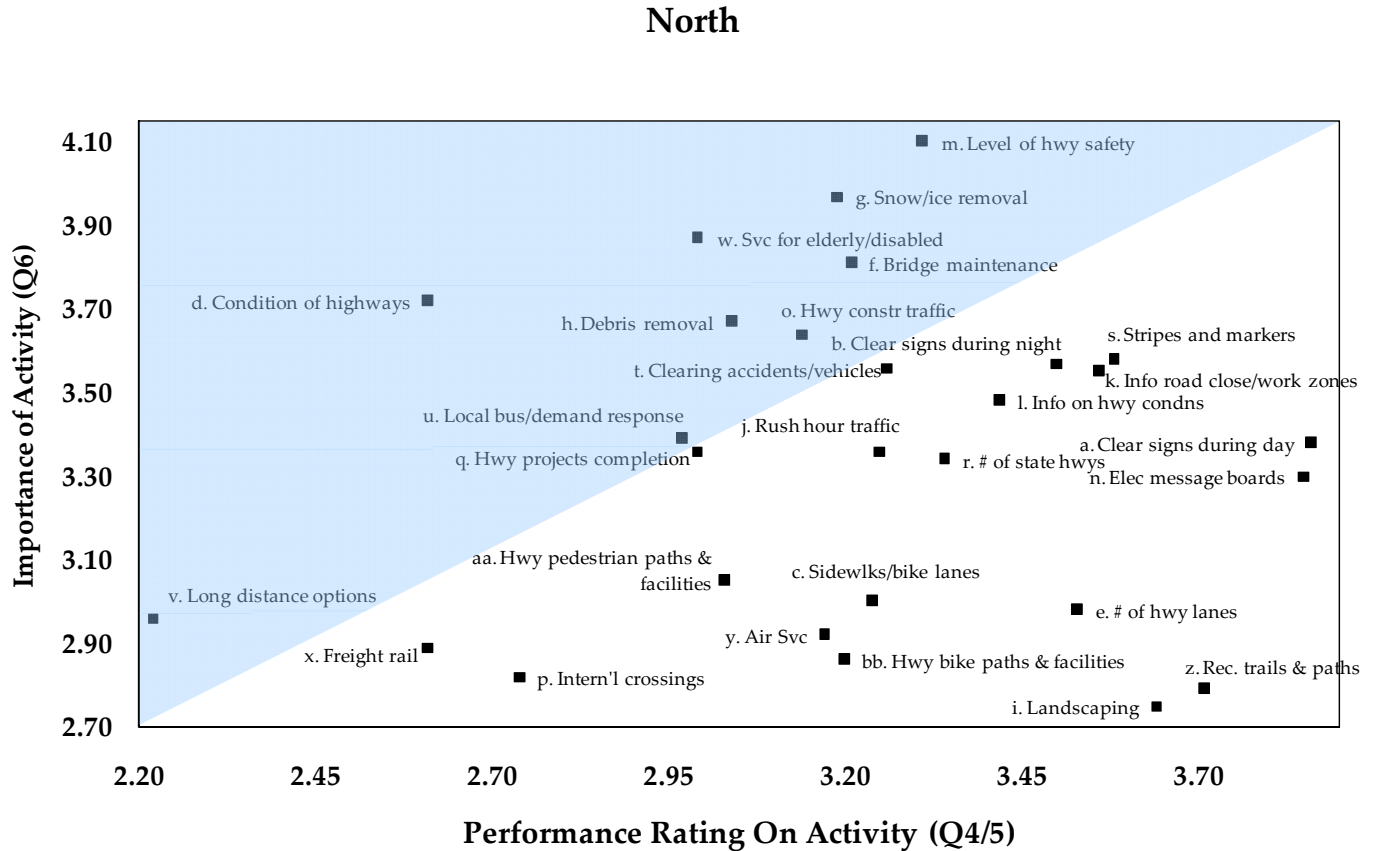
- m. Level of safety on highways
- c. Snow/ice removal
- w. Public transportation service for the elderly/disabled
- q. Speed and efficiency of highway projects completion

A third tier of six additional priorities are evident for this region:

- f. Bridge maintenance
- o. Flow of traffic during highway construction
- h. Removal of debris
- j. Flow of traffic during rush hour
- u. Local bus/demand response service
- v. Long distance transportation options

In North, m. Level of safety on highways is a more important priority than it is for all regions combined. f. Bridge maintenance and o. Flow of traffic during highway construction, however, both fall from the second to the third tier in terms of transportation priorities. North residents also consider q. Speed and efficiency of highway projects completion and t. Removing congestion-causing accidents/vehicles to be relatively less important as these two items both fall below the diagonal and out of the three tiers of priorities. Based on average mean scores, this region is the second most satisfied with the 28 transportation items and are the third most willing to spend more for improved transportation.

Figure 46. North: The Importance of Transportation Items as a Future Priority by the Level of Satisfaction with the Items (Questions 4, 5 & 6)



5.10.9 Superior Region

Superior also has relatively fewer priorities. This region also needs to focus on d. Condition of highways as its top priority (**Figure 39**).

A second tier of priorities for this region contains the following:

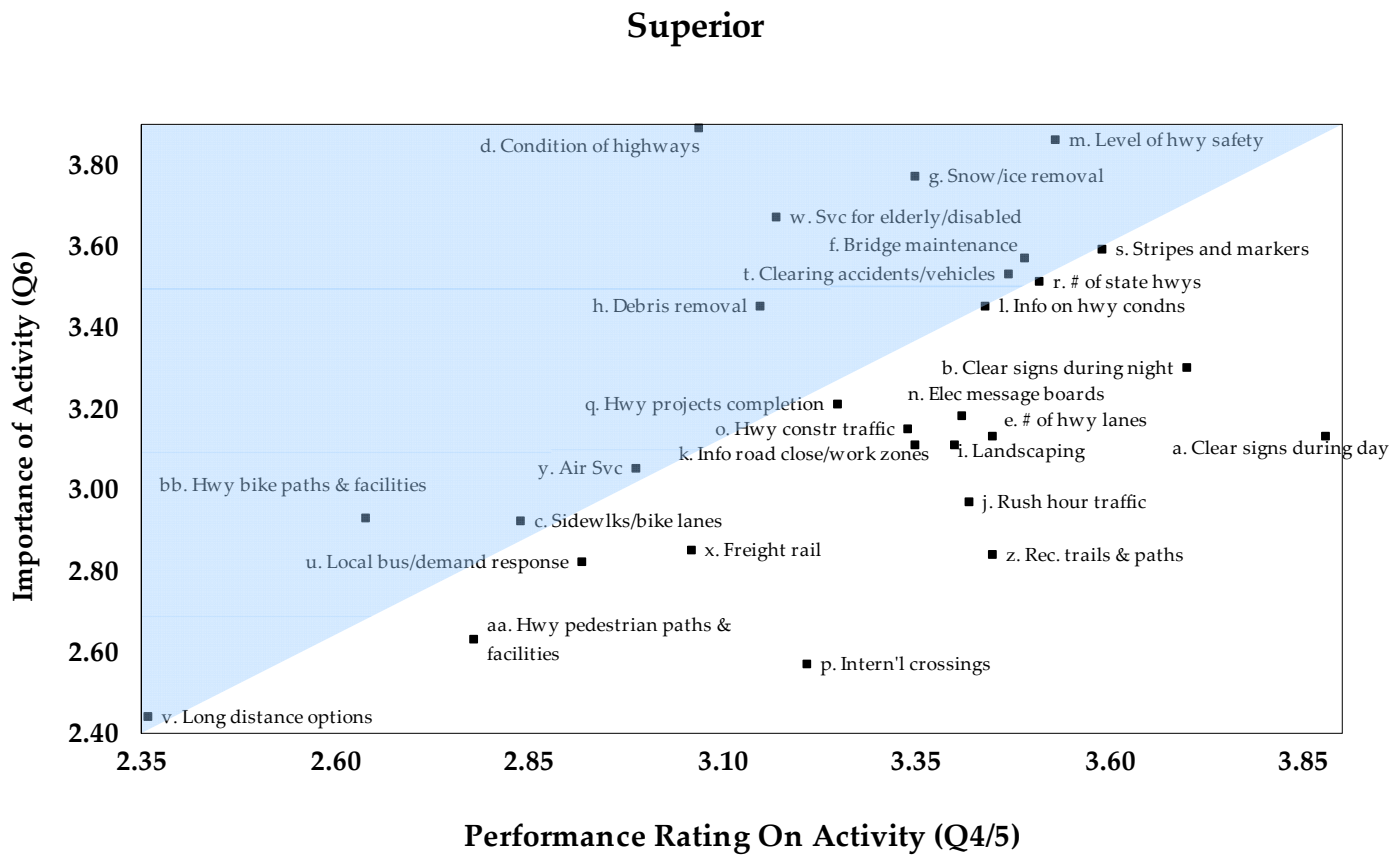
- m. Level of safety on highways
- c. Snow/ice removal
- w. Public transportation service for the elderly/disabled
- h. Removal of debris

A third tier of six additional priorities include:

- f. Bridge maintenance
- t. Removing congestion-causing accidents/vehicles
- y. Availability of passenger air services
- c. Sidewalks for pedestrians and pathways for bicycles
- bb. Highway biking facilities and paths
- v. Long distance transportation options

Superior residents assessed f. Bridge maintenance, q. Speed and efficiency of highway projects completion, o. Flow of traffic during highway construction, j. Flow of traffic during rush hour, and u. Local bus/demand response service lower priorities for improvement. In fact, all but Bridge maintenance fall below the diagonal line and are not included in the three tiers of priorities. h. Removal of debris can be considered a second tier priority for Superior. y. Availability of passenger air services, c. Sidewalks for pedestrians and pathways for bicycles and bb. Highway biking facilities and paths are alternative mode items that are also important priorities for transportation improvement in this region. Superior adults are somewhat satisfied compared to other regions (average satisfaction mean score ranks fourth) and are the least likely to request resources for improving Michigan's transportation.

Figure 47 Superior: The Importance of Transportation Items as a Future Priority by the Level of Satisfaction with the Items (Questions 4, 5 & 6)



5.11 The Relationship Between Item Satisfaction and Overall Satisfaction With MDOT

In order to better understand MDOT and what it needs to do to improve satisfaction, analyses thus far have examined:

- Items where transportation is more or less satisfactory
- Items deemed important to fund further improvements
- Changes in ratings since 2006, which might explain changes in satisfaction
- Scatter plots of ratings of satisfaction and importance, by region, to see the items which are considered important yet where transportation is insufficiently satisfactory.

A further analysis was undertaken to understand the direct relationships between being satisfied with MDOT and being satisfied with specific aspects of transportation in Michigan. The analytic tool used was multi-linear regression, where patterns in ratings of satisfaction with specific items were compared to ratings of overall satisfaction. The goal of the analysis is to find the variables (items) which have the greatest “impact” on satisfaction.

The regression analysis tries to explain satisfaction as simply as possible, with minimal redundancy. Items which have significant, unique “impact” on satisfaction are more likely to be included in the model than items which are less significant or correlated with other items. The model is, in a sense, a summary of the relationships which promote satisfaction.

A regression analysis was conducted for Michigan adults as a whole. But to allow for the greatest richness, separate regressions were also created for each of the regions. This was not always fruitful however, as most of the regional analyses didn’t explain enough of the variation. Consequently some of the regions were collapsed together. Individual regional models were retained for Metro and University, with the other five collapsed together (“Rest of Michigan”).

The results of the analyses confirm the importance of pavement conditions on overall satisfaction.

In the analysis examining Michigan as a whole, pavement condition ranks first for its “impact” on satisfaction. The three other variables (in descending order of importance) are:

- The help in removing congestion-causing incidents on Interstates in urban areas of Michigan by clearing accidents and providing motorist assistance to disabled vehicles;
- The availability of long distance transportation options such as intercity passenger rail and intercity bus;
- The level of safety of Michigan’s highways.

Pavement conditions also played a key role in each of the three “regional” models. Four attributes are part of each of the three “regional” models, and pavement conditions (smooth and free of potholes) is a key component of each. It also has the *strongest* impact on satisfaction in two of the three models (Metro and Rest of Michigan).

Two other elements are common to at least two of the three models. They are *The help in removing congestion-causing incidents on Interstates in urban areas of Michigan by clearing accidents and providing motorist assistance to disabled vehicles* and *The speed and efficiency with which state highway projects are completed*.

Aside from pavement condition, other items with a *strong and unique* relationship with satisfaction in Metro include (in descending importance):

- The help in removing congestion-causing incidents on Interstates in urban areas of Michigan by clearing accidents and providing motorist assistance to disabled vehicles;
- Availability of local bus or demand response public transportation services where you live;
- Overall availability of passenger air services in Michigan.

In the University region, pavement conditions rank second in terms of the four key areas. The other three, in descending importance, are:

- The help in removing congestion-causing incidents on Interstates in urban areas of Michigan by clearing accidents and providing motorist assistance to disabled vehicles;
- The flow of traffic during rush hour;
- The speed and efficiency with which state highway projects are completed.

In "Rest of Michigan," pavement condition is again the most important. The other three items are:

- The degree to which the public's needs and views are taken into consideration in transportation decision-making;
- The level of safety on Michigan's highways;
- The speed and efficiency with which state highway projects are completed.

Appendix A. Survey Marginals

Marginals*
Michigan Adults
Sample Size=1100
September 14-28, 2009

Gender:

Men49%
 Women..... 51%

MDOT Regions:

Metro [300 interviews] 41%
 University [150 interviews] 15%
 Southwest [150 interviews] 9%
 Bay [150 interviews] 12%
 Grand [150 interviews] 13%
 North [100 interviews] 6%
 Superior [100 interviews]..... 3%

- S1. To make sure our sample represents all adults I need to speak to the **[youngest male/youngest female*]** adult who is at least 18 years old. Who would that be?

Only if Necessary: "We are not selling anything, and I will not ask you for a contribution or donation. This will take about 12-15 minutes of your time. Your phone number was randomly selected by our computer, and we don't know who you are."

- 1 Speaking with respondent
- 2 Respondent comes to phone
- 3 Not available
- 4 No (male/female in household)
- 5 No one in household 18 +
- 6 Refused

**Percentages may not add to 100% due to rounding. Quotas were set for geographic area. An * denotes a percentage that is less than 1. Data are weighted by region and for age, gender, and income within each region to reflect Michigan's true population distribution as found in the 2006 Census population estimation.*

Q1. To start, how satisfied are you with the job the Michigan Department of Transportation, also known as MDOT **[PRON: EM-dot]**, is doing. MDOT is the state agency responsible for the routes designated by the letter “M”, “US” and “I,” the international boarder crossings, buses, freight, trains and airports. Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with MDOT?

Very satisfied..... 11%
 Somewhat satisfied 52%
 Somewhat dissatisfied 22%
 Very dissatisfied 8%

DO NOT READ
 [NOT SURE]..... 7%

Q2. In considering the range of projects that MDOT has completed—from highway and bridge repairs and expansions, to safety programs, public transportation, and providing public information and roadside assistance—how many of these projects do you believe were the right solutions to the transportation problems facing Michigan? Would you say all, most, some, few, or none of these projects were the right solutions to the transportations problems facing Michigan?

All 12%
 Most 31%
 Some..... 36%
 Few 14%
 None..... 2%

DO NOT READ
 [NOT SURE]..... 5%

Q3. Is the quality of transportation in Michigan better, the same, or worse than it was five years ago?

Better..... 24%
 The same 35%
 Worse..... 35%

DO NOT READ
 [NOT SURE]..... 6%

Q4. For each, please tell me how satisfied you are with MDOT’s efforts to provide the following services on Interstates and state highways where you live on a scale of 1 to 5, with a "1" being among the priorities with which you are the most satisfied and a "5" being among the priorities with which you are the least satisfied. Please try to use the full range of the scale when giving your answers. Please do not consider city and county streets in your responses.

[CATI: Randomize Start Item]

ONLY IF NECESSARY: Examples of Interstates are I-69, I-94, I-96, and I-75. Examples of state highways are US-2 and US-12, M-21, M-23, and M-28 .

[READ FIRST ITEM, THEN ASK] On a scale of 1 to 5, how satisfied are you with this aspect of Michigan Interstate and state highways, with a "1" being among the priorities with which you are the most satisfied and a "5" being among the priorities with which you are the least satisfied? **[DO NOT READ “NOT SURE”]** **[REPEAT SCALE AS NEEDED]**

	(Most Satisfied)	(Least satisfied)	Not Sure
a. The number of clear roadside signs visible <u>during the day</u>	35%	34%	17%	9%	4%	1%
b. The number of clear roadside signs visible <u>during the night</u>	21%	34%	27%	10%	7%	2%
c. The availability of sidewalks for pedestrians and lanes and pathways for bicycles.....	12%	19%	28%	22%	12%	6%
d. The condition of the highways is in good condition, such as smooth and free of potholes.....	10%	17%	29%	21%	23%	*
e. The number of available highway lanes	15%	33%	28%	17%	5%	1%
f. The maintenance of bridges	13%	28%	32%	15%	8%	4%
g. The speed and amount of snow and ice removal	14%	33%	25%	16%	10%	3%
h. The removal of debris from highways, such as animals, glass, torn tires, and trash.....	12%	29%	25%	21%	13%	*
i. The landscaping along highways, such as trimming trees and weeds, and planting flowers and plants	17%	23%	31%	16%	12%	1%

	(Most Satisfied)	(Least satisfied)	Not Sure
j. The flow of traffic during rush hour.....	9%	21%	35%	18%	12%	5%
k. The availability and clarity of information provided to the public on <u>road closures and work zones</u>	19%	30%	31%	15%	4%	1%
l. The availability and clarity of information provided to the public on <u>highway conditions</u>	14%	27%	34%	16%	7%	2%
m. The level of safety on Michigan's highways.....	15%	36%	31%	13%	4%	1%
n. The electronic message boards that warn drivers of potential traffic delays and offer them ways to avoid delays	23%	31%	26%	11%	5%	3%
o. The flow of traffic during highway construction	9%	18%	32%	25%	15%	1%
p. The flow of traffic at international crossings with Canada	7%	15%	21%	12%	7%	37%
q. The speed and efficiency with which state highway projects are completed	11%	23%	33%	20%	11%	1%
r. The number of state highways to meet traffic demands.....	16%	33%	31%	14%	4%	2%
s. The clarity and maintenance of stripes and markers to denote the center and the edges of highways.....	26%	33%	25%	11%	5%	*
t. The help in removing congestion-causing incidents on Interstates in urban areas of Michigan by clearing accidents and providing motorist assistance to disabled vehicles	14%	36%	26%	14%	6%	4%

Q5. Now I'd like to ask you about other transportation services. For each, please tell me how satisfied you are with the adequacy of the following transportation services where you live.

[CATI: Randomize Start Item]

[READ FIRST ITEM, THEN ASK] On a scale of 1 to 5, how satisfied are you with the adequacy of the following transportation services where you live, with a "1" being among the priorities with which you are the most satisfied and a "5" being among the priorities with which you are the least satisfied? **[DO NOT READ "NOT SURE"] [REPEAT SCALE AS NEEDED]**

	(Most Satisfied)	(Least satisfied)	Not Sure
a. Availability of local bus or demand response public transportation services where you live	13%	20%	23%	15%	18%	12%
b. Availability of long-distance transportation options such as intercity passenger rail and intercity bus public transportation services where you live.....	8%	13%	20%	21%	25%	14%
c. Availability of public transportation services for the elderly and person with disabilities.....	14%	22%	23%	17%	11%	13%
d. Overall quality of the State's freight rail services.....	6%	17%	30%	10%	7%	29%
e. Overall availability of passenger air services in Michigan	16%	32%	25%	10%	3%	12%
f. Availability of recreational trails and paths for walking, hiking, and biking.....	21%	32%	20%	15%	8%	4%
g. Availability of pedestrian facilities and sidewalks for transportation purposes along highways.....	7%	19%	29%	23%	13%	10%
h. Availability of biking facilities and lanes for transportation purposes along highways.....	8%	16%	27%	25%	16%	8%
i. The degree to which the public's needs and views are taken into consideration in transportation decision-making.....	7%	16%	36%	21%	11%	9%

Q6. Michigan faces a series of transportation priorities with limited resources. I am going to read you a similar list of priorities for Michigan's state transportation. In thinking about Michigan's priorities for the future, I would like you to tell me, on a scale of "1" to "5," how important it is that Michigan spend more resources to improve each area. Please keep in mind that asking for any increase in resources in one area requires a decrease in resources in another area. A "1" means it is the top most important for Michigan to spend more resources to improve that area, and a "5" means it is relatively less important for Michigan to spend more resources to improve that area. Again, please try to use the full range of the 1 to 5 scale when giving your answers.

[CATI: RANDOMIZE START ITEM]

[DO NOT READ "NOT SURE"]

IF RESPONDENT GIVES SAME RESPONSE FOR 3-4 ITEMS IN A ROW, SLOW DOWN, SAY "Let me repeat the response options to help you differentiate between items."

	(Top most important)	(Relatively less important)	Not Sure		
a. The number of clear roadside signs visible <u>during the day</u>	20%	23%	29%	17%	11%	*
b. The number of clear roadside signs visible <u>during the night</u>	27%	23%	24%	16%	8%	1%
c. The availability of sidewalks for pedestrians and lanes and pathways for bicycles	12%	20%	33%	20%	14%	1%
d. The condition of highways is in good condition, such as smooth and free of potholes.....	45%	25%	14%	9%	7%	*
e. The number of available highway lanes.....	13%	25%	34%	19%	8%	1%
f. The maintenance of bridges	33%	33%	19%	8%	5%	2%
g. The speed and amount of snow and ice removal.....	36%	32%	17%	8%	5%	1%
h. The removal of debris from highways, such as animals, glass, torn tires, and trash	21%	29%	29%	15%	4%	*
i. The landscaping along highways, such as trimming trees and weeds, and planting flowers and plants.....	10%	15%	28%	23%	23%	*
j. The flow of traffic during rush hour.....	19%	30%	30%	12%	7%	3%

	(Top most important)	(Relatively less important)	Not Sure	
k. The availability and clarity of information provided to the public on <u>road closures and work zones</u>	19%	30%	31%	15%	5%	1%
l. The availability and clarity of information provided to the public on <u>highway conditions</u>	20%	26%	33%	12%	8%	1%
m. The level of safety on Michigan's highways	37%	25%	23%	9%	5%	1%
n. The electronic message boards that warn drivers of potential traffic delays and offer them ways to avoid delays.....	19%	24%	29%	15%	12%	1%
o. The flow of traffic during highway construction.....	23%	29%	30%	11%	5%	1%
p. The flow of traffic at international crossings with Canada	10%	17%	28%	13%	12%	20%
q. The speed and efficiency with which state highway projects are completed.....	23%	33%	27%	10%	6%	1%
r. The number of state highways to meet traffic demands.....	15%	28%	31%	14%	10%	1%
s. The clarity and maintenance of stripes and markers to denote the center and the edges of highways	23%	27%	27%	13%	9%	*
t. The help in removing congestion-causing incidents on Interstates in urban areas of Michigan by clearing accidents and providing motorist assistance to disabled vehicles.....	25%	31%	29%	10%	3%	1%
u. Availability of local bus or demand response public transportation services where you live	19%	24%	26%	16%	11%	4%
v. Availability of long-distance transportation options such as intercity passenger rail and intercity bus public transportation services where you live	22%	22%	22%	16%	13%	5%

w. Availability of public transportation services for the elderly and persons with disabilities	29%	32%	21%	9%	6%	2%
x. Overall quality of the State’s freight rail services	8%	18%	31%	19%	9%	16%
y. Overall availability of passenger air services in Michigan.....	13%	25%	30%	16%	11%	6%
z. Availability of recreational trails and paths for walking, hiking, and biking	10%	18%	30%	25%	16%	1%
aa. Availability of pedestrian facilities and sidewalks for transportation purposes along highways.....	9%	19%	32%	21%	17%	2%
bb. Availability of biking facilities and lanes for transportation purposes along highways	7%	20%	29%	23%	18%	2%

Q7. Now, I am going to read you a series of short statements about MDOT. For each, please tell me whether you agree or disagree. If you don't know how you feel about a particular statement, just say so, and we'll continue.

[CATI: RANDOMIZE START ITEM]

[DO NOT READ “NOT SURE”]

[IF AGREE/DISAGREE] Is that [agree/disagree] strongly or somewhat?

		Strongly Agree	Smwht Agree	Smwht Disagree	Strongly Disagree	Not Sure
a. I trust MDOT officials to make good decisions about the State’s future transportation system.	20%	44%	20%	11%	5%	
b. I think MDOT is moving in the right direction.	20%	46%	16%	6%	11%	
c. I have more confidence in MDOT today than I did three years ago.....	16%	36%	21%	13%	14%	
d. MDOT does a good job prioritizing highway improvements in Michigan.....	15%	49%	18%	10%	8%	
e. I think MDOT adequately supports local transportation projects for the city and county governments.....	15%	46%	17%	9%	13%	
f. I think MDOT is responsive to the concerns of local communities.	14%	49%	21%	10%	7%	

Q8. How much more do you think that Michigan should spend to maintain and improve the quality of transportation systems in the state—much more, somewhat more, the exact same as it has been, somewhat less, or much less?

Much more 20%
 Somewhat more 50%
 The exact same..... 23%
 Somewhat less..... 3%
 Much less 1%

DO NOT READ
 [NOT SURE]..... 3%

My last questions are used for statistical purposes only.

D1. What is your age? **[CODE ACTUAL AGE. REFUSED=99]**

18-29 years old 17%
 30-39 years old 19%
 40-49 years old 19%
 50-64 years old 26%
 65+ years old..... 17%
 [REFUSED] 2%

D2. Do you have a paid job where you work outside of your home?

Yes 62%
 No..... 38% [SKIP TO S5]
 [NOT SURE]..... 1

D3. Which of the following best describes how you get to work now? **[READ LIST IN ORDER]**

[RESULTS ARE ONLY FOR THOSE 62% WHO SAID THEY WORKED OUTSIDE THEIR HOME IN QUESTION D2.]

Walk 1%
 Bicycle..... 1%
 Drive to work by
 yourself..... 91%
 Use a car pool 5%
 Ride a bus or other
 public transit 2%
 [OTHER/NOT SURE] 1%

D4. About how long does it take you to commute to and from work every day?

Does not commute 38%
 15 mins or less 17%
 16 to 30 mins..... 21%
 31 to 45 mins..... 10%
 46 mins to 1 hour 7%
 Over 1 hour 6%

D5. What is the last year of schooling that you completed? **[DO NOT READ]**

Less than high school 3%
 High school graduate 26%
 Technical/vocational..... 3%
 Some college, 2 yr. college 26%
 Four-year college graduate 25%
 Post-graduate work 16%
 [DK/NA] 1%

D6. Do you consider yourself Hispanic, Latino, or of Mexican, Central or South American origin?

Yes 3%
 No..... 96%

DO NOT READ

[DON'T KNOW/REFUSED] 1%

D7. Could you please tell me your race? **[DO NOT READ]**

White/Caucasian 82%
 Black/African-American 11%
 Hispanic/Latino..... 1%
 Asian/Pacific Islander 1%
 Native American 1%
 Other (SPECIFY) 1%
 [DON'T KNOW/REFUSED] 3%

D8. Please stop me when I get to the category that best describes the total combined income for everyone living in your household last year. Was it less than \$20,000; \$20,000 to less than \$30,000; \$30,000 to less than \$40,000; \$40,000 to less than \$50,000; \$50,000 to less than \$60,000; \$60,000 to less than \$75,000, \$75,000 to less than \$100,000; \$100,000 to less than \$150,000; or \$150,000 or greater? [PROBE]

- Less than \$20,000..... 11%
- \$20,000-\$29,999 11%
- \$30,000-\$39,999 9%
- \$40,000-\$49,999 8%
- \$50,000-\$59,999 8%
- \$60,000-\$74,999 9%
- \$75,000-\$99,999 12%
- \$100,000-\$149,999 13%
- \$150,000 or over 7%

DO NOT READ

[DON'T KNOW/REFUSED] 11%

D9. What is your zip code? **(THIS IS IMPORTANT- PRINT CLEARLY; CODE FROM RESPONDENT; DO NOT CODE FROM SAMPLE; CODE 99999 FOR NOT SURE)**

(INTERVIEWER READ): “Again, this is _____, with Abt SRBI. I'd like to thank you for your time and participation.”

Appendix B. Profile of the Sample

Profile of the Sample

	<i>Count</i>	<i>Percent</i>		<i>Count</i>	<i>Percent</i>
All adults.....	1100	100%			
MDOT REGIONS			AGE GROUP		
Metro	453	41%	Under 45 yrs	511	46%
University	168	15%	45+ yrs	570	52%
Southwest.....	104	9%	RACE		
Bay	135	12%	White	900	82%
Grand.....	138	13%	Non- White	171	16%
North	65	6%	EDUCATION LEVEL		
Superior.....	36	3%	HS or less	356	32%
MDOT REGIONS			Some college.....	288	26%
Detroit metro	453	41%	College grad	444	40%
So. MI (non-Detr)	545	50%	AGE BY GENDER		
North Michigan.....	101	9%	Men <45	247	22%
MDOT REGIONS			Men 45+.....	285	26%
South Michigan	999	91%	Women <45	264	24%
North Michigan.....	101	9%	Women 45+	285	26%
GENDER			AGE BY GENDER		
Men	535	49%	Men <65	445	40%
Women	565	51%	Men 65+	87	8%
HOUSEHOLD INCOME			Women <65	450	41%
Under \$30,000.....	246	22%	Women 65+	99	9%
\$30,000- \$49,999.....	192	17%	SOCIO-ECONOMIC STATUS		
\$50,000- \$74,999.....	192	17%	Non coll <\$40K	288	26%
\$75,000+	348	32%	Non coll >\$40K	282	26%
HOUSEHOLD INCOME			Coll <\$75K.....	169	15%
Under \$40,000.....	349	32%	Coll >\$75K.....	232	21%
\$40,000- \$74,999.....	280	25%	EDUCATION BY GENDER		
\$75,000+	348	32%	Not coll grad men	332	30%
HOUSEHOLD INCOME			Coll grad men.....	197	18%
Under \$50,000.....	438	40%	Not coll grad women	313	28%
\$50,000+	539	49%	Coll grad women	247	22%
INCOME BY GENDER			EDUCATION BY AGE AND GENDER		
Men <\$50K	194	18%	Non coll grd men <60	251	23%
Men >\$50K	281	26%	Coll grad men <60.....	148	13%
Women <\$50K	243	22%	Non coll grd wom <60.....	205	19%
Women >\$50K	259	24%	Coll grad wom <60	198	18%
AGE GROUP					
18-29 years old.....	185	17%			
30-39 years old.....	214	19%			
40-49 years old.....	213	19%			
50-64 years old.....	284	26%			
65+ years old.....	185	17%			
AGE GROUP					
18-34 years old.....	315	29%			
35-44 years old.....	196	18%			
45-59 years old.....	300	27%			
60+ years old.....	270	25%			