



Michigan Environmental Council Transportation Survey

March 2012

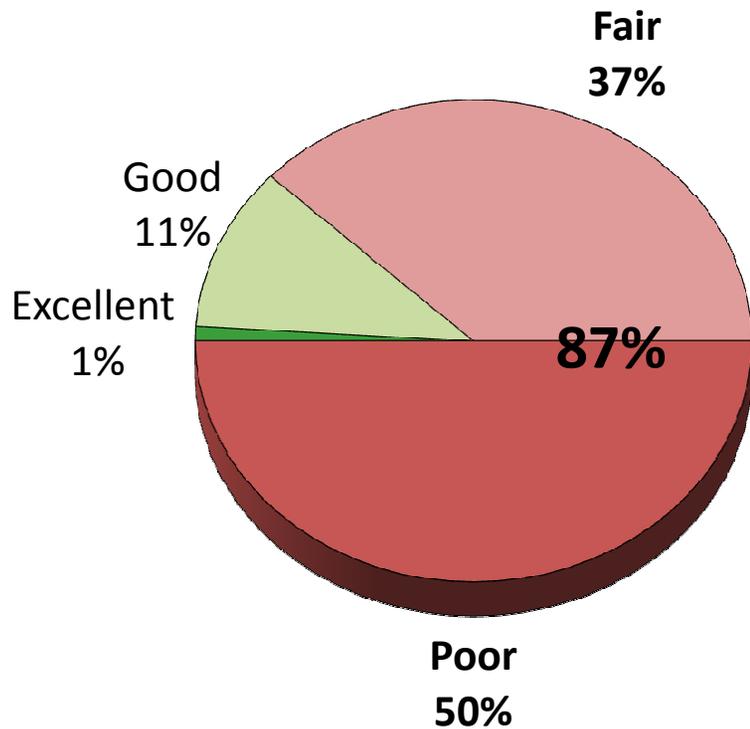
Methodology

- 600 interviews conducted between February 20th and March 13th at approximately 20 minutes in length.
 - 400 landline interviews, registered voter-file
 - 200 cell phone interviews, from RDD cell phone sample

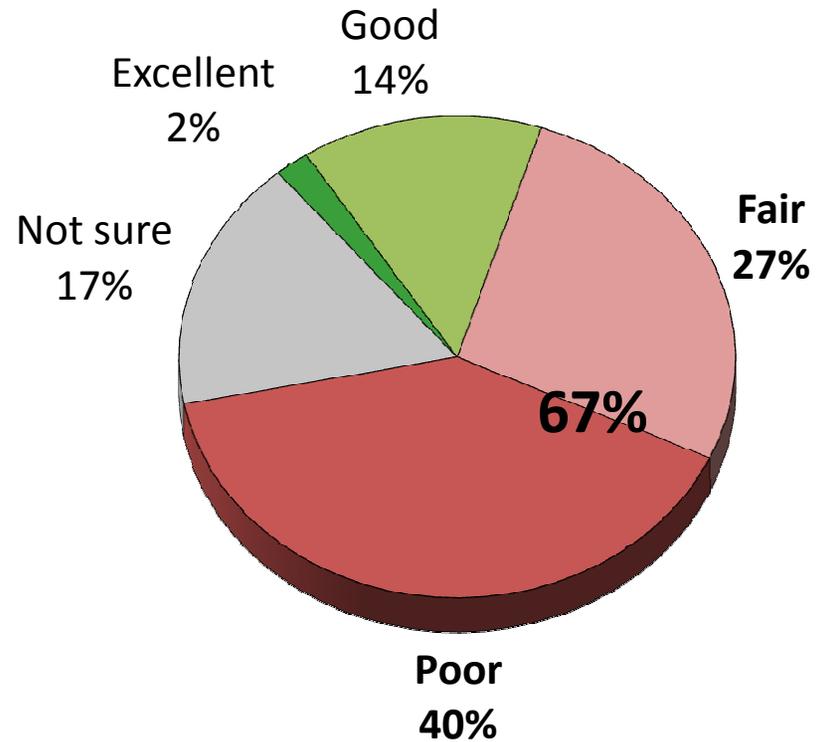
- 6 Regions:
 - Wayne County (17% of all voters)
 - Rest of Detroit MM (33%)
 - Flint/Saginaw/Bay (12%)
 - Grand Rapids/Kalamazoo (19%)
 - Lansing (9%)
 - UP / Traverse (10%)

- Two focus groups were also conducted on November 1st and 2nd, 2011
 - November 1 in Southfield/suburban Detroit Metro Area
 - 2 unique groups, mixed gender. 1 group exclusively African-American, the other predominantly Caucasian
 - November 2 in Grand Rapids
 - 2 unique groups, mixed gender and race

Wide Majorities Rate Road Conditions and the Public Transportation System Negatively



“The condition of Michigan roads and highways”



“The public transportation system”

Infrastructure = Job Creation

- Seventy Percent (70%) of ALL respondents say that state government should be spending more on protecting and creating jobs; 80% are “very concerned” about creating jobs, clearly their top issue priority.
- A majority of Michigan voters are also “very concerned” about:
 - Protecting clean water and our natural resources (60% Very Concerned)
 - Repairing roads, highways and bridges (51% Very Concerned)
- Infrastructure projects are readily understood as an effective and credible way to spend government funds to create jobs, and to create them *now*, with so many in Michigan still unemployed.

Respondents easily understood the connection to jobs and economic recovery

- **“New transit leads to jobs around transit centers/construction of public transit creates more jobs.”**

“Start redoing the infrastructure: electrical, plumbing, roads; everything is 100 years old and it needs to be redone anyway. Might as well give people shovels and pick axes and put everybody to work.” Male Southfield

“People can get to other cities to get to other jobs, because a lot of times there may not be jobs in the City of Detroit. They may be in the suburbs but a lot of people in the city can't get to those jobs without mass transit. They can get that to cross city to city and get to those jobs.” African American Female Southfield

“I think there is a certain level of stimulus that has to come from government and particularly what is being discussed right now at a national level, the whole infrastructure. We have to have that and local systems can't afford to do it. It has to come from levels of federal and state and what has already been brought up is the quality of our roads. That is all part of funding within the government system. If we don't have that, then it doesn't support businesses and everything else” Female Grand Rapids

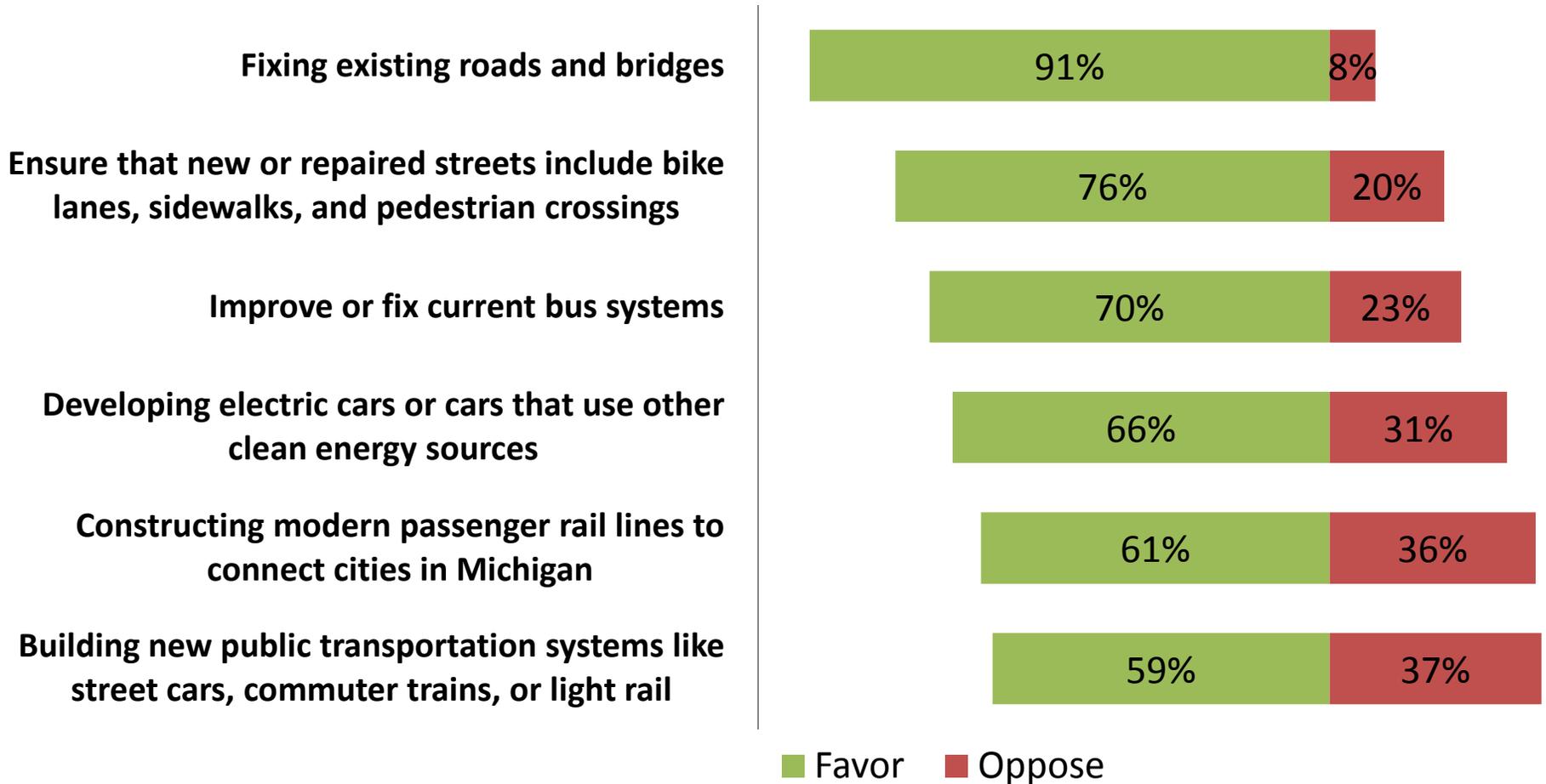
“[it says here] Michigan's unemployment is still over 10 percent. We need transportation investments that create more jobs. For every \$1 billion invested in bus or rail transit, 19,000 jobs are created. I think that is great on 19,000 jobs. I would really like to see something like that. I might be one of the 19,000.” Male Grand Rapids

“The whole trucking industry and everything else that depends on it having good roads and being able to -- and that supports the whole business aspect of distribution and [inaudible]. It's a major need from an economic standpoint.” Female Grand Rapids

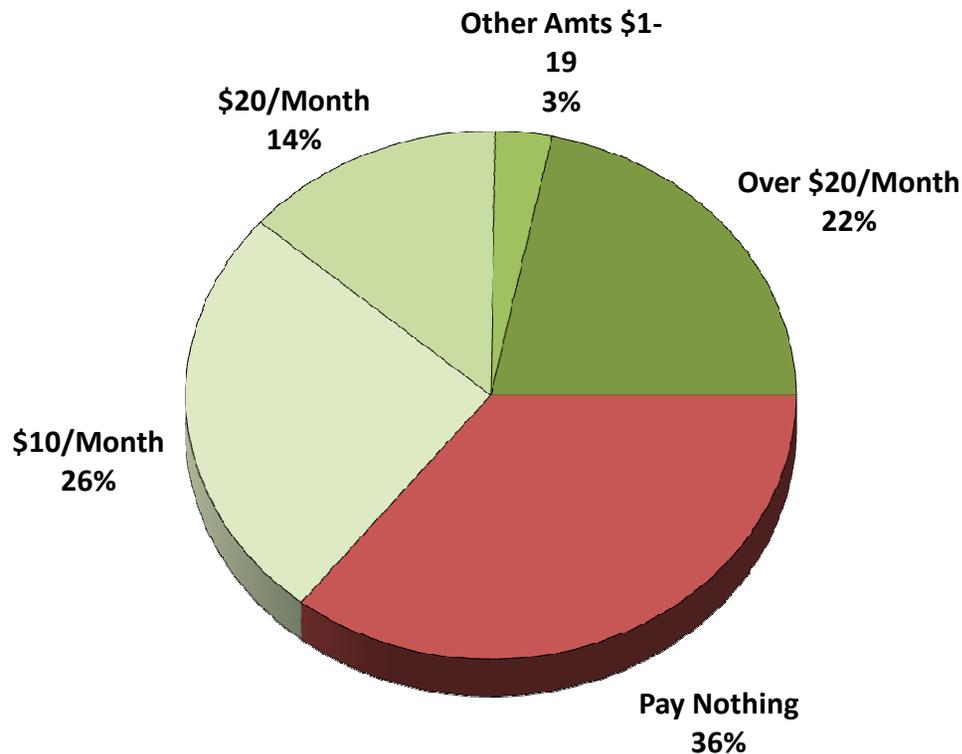
“I go back to my point about the unemployment situation here, I have been laid off 3 times in the past 15 years, and 2 of them companies went under. I found it very difficult at times to get to the interviews because I didn't have gas money. Something happened to my car, but I had a bus line a block away. It was on time; it was convenient and it helped.” Male Grand Rapids

“Whether it's an elevated train or subway trains. I know they are looking at that now here. That is something I would definitely be in support of because not only in terms of jobs, it would help make the state more cohesive. As it is, it is separated..” African American Female Southfield

Solid Majorities Support all Types of Transportation Projects



Sixty-four Percent (64%) are Willing to Pay More in Taxes for Infrastructure Investment



- 62% willing to pay \$10 monthly or more
 - 56% Republicans...
 - 60% of independents...
 - 77% of Democrats are willing to pay higher taxes

QUESTION TEXT: “The state of Michigan would need to increase revenues in order to pay for fixing and improving our infrastructure. What is the MOST you are willing to pay per month in increased taxes dedicated to infrastructure – (ROTATE) Nothing, or zero dollars, \$10 dollars per month, \$20 dollars per month, \$30 dollars per month, or some other amount?”

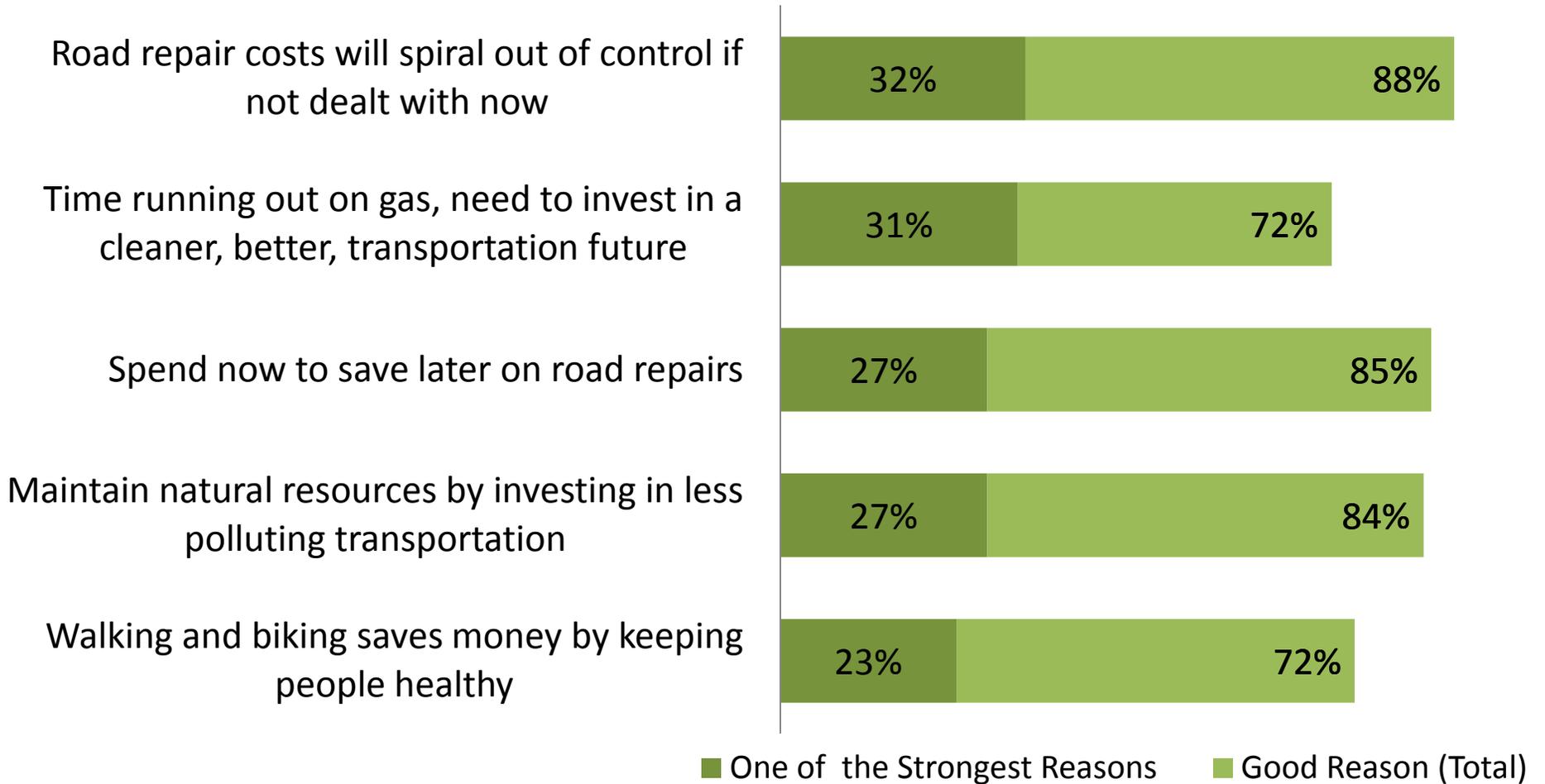
Q.36 “What are you willing to pay” breakdown

	Over \$20	\$20	\$10	Other Amount < \$20	Pay Nothing
All Voters	22%	14%	26%	3%	36%
Men	26	14	21	3	37
Women	18	14	31	2	35
Under \$35k	15	15	31	2	36
\$35-75k	22	16	31	1	30
\$75k +	32	17	19	2	30
White	22	14	26	1	36
African American	21	15	37	8	19
Democrats	30	15	29	3	23
Independents	17	14	24	3	44
Republicans	16	13	26	1	44

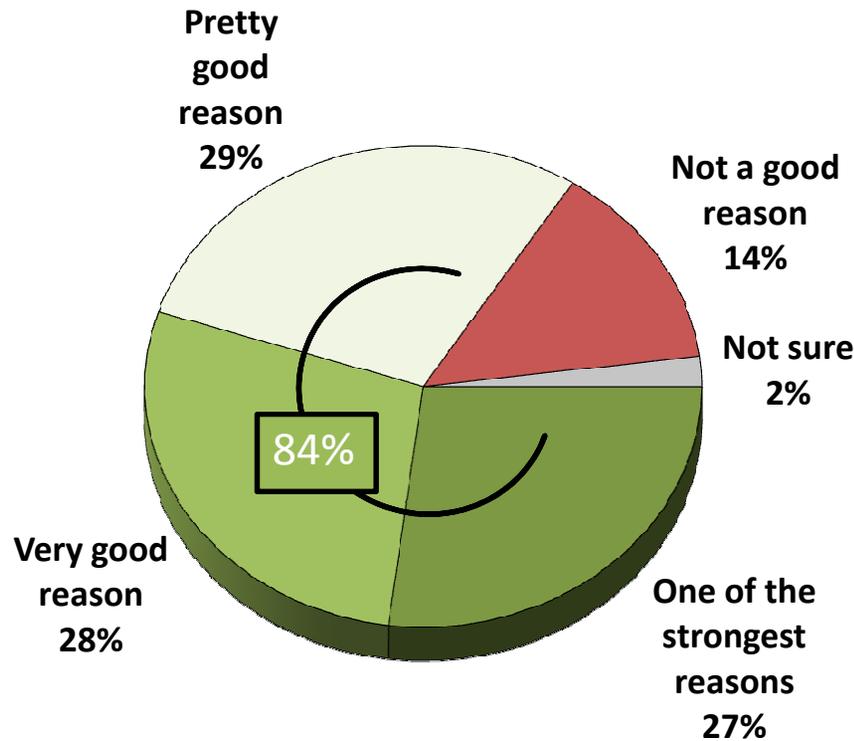
If Taxes are Raised, 71% of Voters **Reject** it as a Reason to Vote Against the Representatives

- A little over one-quarter of all voters (27%) and only 35% of Republicans say they would feel less inclined to vote for their state representative if they raised taxes \$20 a month for infrastructure.
- When we dropped the dollar figure to \$10 per month, the “less likely” percentage drops to only 16% of all voters, and 24% of Republicans

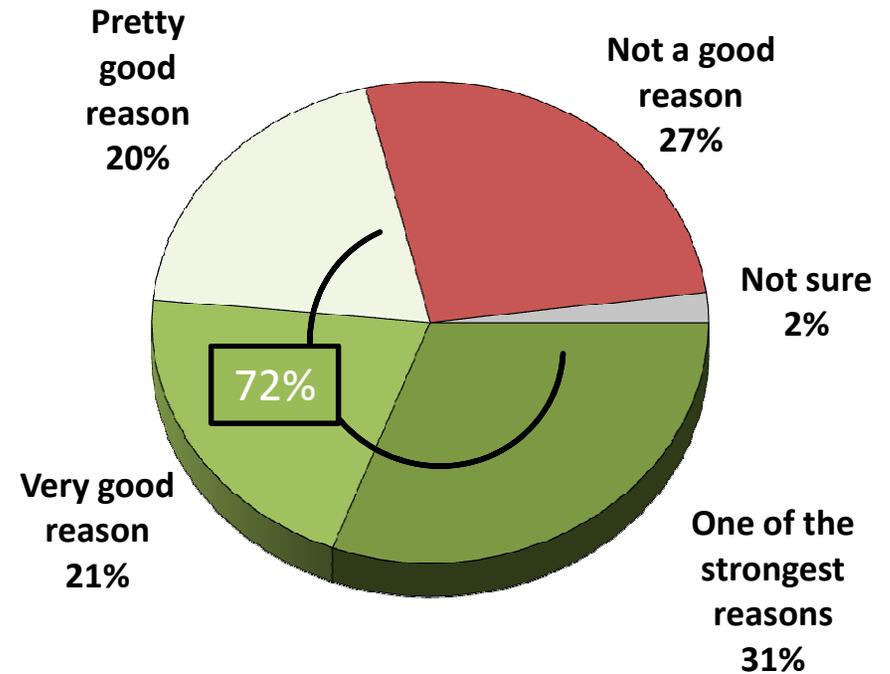
Strongest Reasons for Infrastructure Investment



Purely Environmental Arguments Work Well

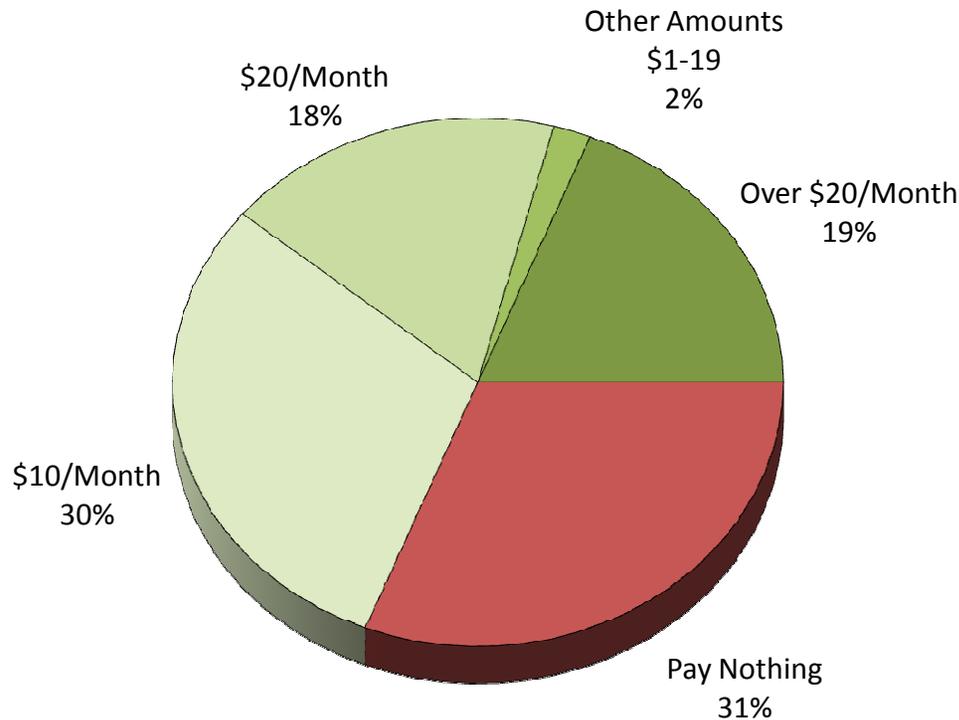


Q.44: Michigan has great natural resources and opportunities to be out in nature. We can maintain resources like clean air and water for future generations by making smarter investments in less-polluting transportation options.



Q.53: Cars run on increasingly expensive gasoline that pollutes our air and causes our country to stay involved in conflicts in the Middle East to protect our fuel supply. We need to admit that time is running out for our reliance on gasoline-powered cars and invest in a cleaner, better transportation future.

Sixty-nine Percent (69%) are Willing to Pay More in Taxes for Infrastructure Investment AFTER Hearing the Arguments



- 5% Are willing to pay **MORE** than they had said previously after hearing the arguments in favor of increasing taxes
 - +5% of Republicans...
 - +6% of independents...
 - +3% of Democrats... are willing to pay higher taxes after hearing the arguments

QUESTION TEXT: “Now that you have heard some arguments in favor of fixing and improving our infrastructure, what is the MOST you are willing to pay per month in increased taxes dedicated to infrastructure – (ROTATE) Nothing, or zero dollars, \$10 dollars per month, \$20 dollars per month, \$30 dollars per month, or some other amount?”