

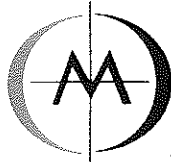
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MICHIGAN TRANSPORTATION STUDY

Prepared by

Market Opinion Research

MARKET OPINION RESEARCH



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April, 1976

#6802

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MICHIGAN TRANSPORTATION STUDY

FOREWORD

Purpose

This study was designed to provide the Michigan Department of State Highways and Transportation with input from citizens about the mix they need and want between automobile and public transportation. It explores the usage of public transportation in early 1976, the needs for public transportation and how citizens want tax dollars spent to provide balanced transportation.

Research Design

Sampling:

A representative sample of 1000 households across the State of Michigan was drawn. One hundred block areas were selected, distributed proportionate to the household distribution in the state according to the 1970 U.S. Census, updated by figures from Sales Management's Survey of Buying Power 1975.

In each block area a randomly chosen household was the site of the first interview, and every fourth household after the first one was the designated site for an interview. Ten households were chosen in each of the 100 areas in this manner.

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At each chosen household, a random selection technique was used to determine which person age 16 and over in the household should be interviewed. If that person was not available, another person in the household age 16 or over was interviewed. If no eligible respondent was at home, a callback on a different day at a different time of day was made on the chosen household. If no interview was obtained on the callback, the household to the right was substituted for the originally chosen one.

The ages of 16 and over were used in this survey to conform with the Michigan age for eligibility to drive a car.

Questionnaire:

Interviewers used a structured questionnaire developed by professional personnel of Market Opinion Research in consultation with personnel from the Michigan Department of State Highways and Transportation.

Interviewing:

Interviews were conducted by professional interviewers in person in the homes of respondents between February 10 - 26, 1976.

Data processing and analysis:

Completed questionnaires were coded, keypunched and computer printed. For purposes of analysis the data was printed for the following subgroups:

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	Number of Interviewss	%
Total Sample	1001	100
<u>By type of area</u>		
City of Detroit	171	17
Detroit suburbs (Balance of 6 county SMSA* of Wayne, Oakland, Macomb, Livingston, St. Clair and Lapeer)	320	32
SEMTA Area (Southeastern Michigan) Transportation Authority Area of Wayne, Oakland, Macomb, Monroe, Livingston, Washtenaw and St. Clair counties)	521	52
Outstate cities in SMSAs*	120	12
Outstate suburbs (areas outside of cities in SMSAs*)	229	23
Rural/small town areas (non-SMSA*)	160	16
<u>By usage of public transportation</u>		
Public transportation available but use 0-1 times per month	515	52
**Light User of public transportation (2-6 times per month)	67	7
**Occasional User of public transportation (7-12 times per month)	31	3
***Frequent User of public transportation (13-29 times per month)	20	2
***Heavy User of public transportation (30+ times per month)	28	3
<u>By willingness to support public transportation with taxes</u>		
Willing to use local tax dollars	509	51
Willing to use state tax dollars	570	57
Willing to use federal tax dollars	562	56
<u>By age of respondent</u>		
16-24	181	18
25-34	222	22
35-54	307	31
55-64	131	13
65+	148	15

*SMSA = U.S. Census defined Standard Metropolitan Statistical Area

**In order to have sufficient sample size for analysis, these two groups have been combined for reporting and are called Occasional Users

***In order to have sufficient sample size for analysis, these two groups have been combined for reporting and are called Frequent Users

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(Continued)

	Number of Interviews	%
<u>By employment status of respondent</u>		
Employed	463	46
Not employed (includes housewives, retired, students and unemployed)	532	53
<u>By whether from household in which some member has employment related to automotive industry</u>		
Automotive-related household	237	24
<u>Occupation of respondent</u>		
Professional/technical (includes business officials, mgrs)	163	16
White collar (clerical/sales)	91	9
Blue collar (skilled/unskilled/service)	225	23
Housewife/student	504	50
<u>Race</u>		
White	851	85
Non-white	150	15

Sampling error:

In any sample survey, some allowance must be made for sampling error. This is the possible difference in answers obtained from a sample compared to what would have been obtained if a person age 16 or up at each household in Michigan had been interviewed. The possible error in a sample of 1001, at the 95% confidence level, is $\pm 3.2\%$. This means that when the statement is made that 15% of Michigan residents use public transportation two or more times per month, the true value lies somewhere between 11.8 and 18.2% ($15\% \pm 3.2\%$). One can be confident that the value would be in this range 95 out of 100 times if 100 samples were drawn from the Michigan population in the same manner and measured in the same way.

What follows is how Michigan residents view transportation in their state.

CHAPTER ONE: HIGHWAYS AND PUBLIC TRANSPORTATION

AS ISSUES IN MICHIGAN

Michigan is a state in which 91% of households own an automobile and 57% own more than one automobile. There is a licensed driver in all but 6% of households.

One in four Michigan households has someone in it whose job is directly or indirectly related to the automotive industry, and this climbs to one-third among Detroit suburban households. Forty-one percent of blue collar workers across the state come from homes in which someone is employed in the auto industry.

Amidst this heavy involvement in cars, what do Michigan residents age 16 and over perceive as the most important transportation problems in their own areas? Asked to rank four, they put them in order:

1. Maintenance of highways
2. Lack of public transportation
3. Traffic congestion
4. Not enough highways to move traffic rapidly.

Figure 1 shows the statewide importance ratings while Figures 2-5 show the concern for each problem within each geographic area as compared to the statewide average.

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Maintenance of highways is of first importance in all areas, but lack of public transportation matches highway maintenance in the Detroit area.

Traffic congestion is of more concern in populated areas than in less populated ones. "Not enough highways to move traffic rapidly" is somewhat a problem in the Detroit metropolitan area but of little concern elsewhere.

Figure 1 How important do you think each of these problems is in this area?

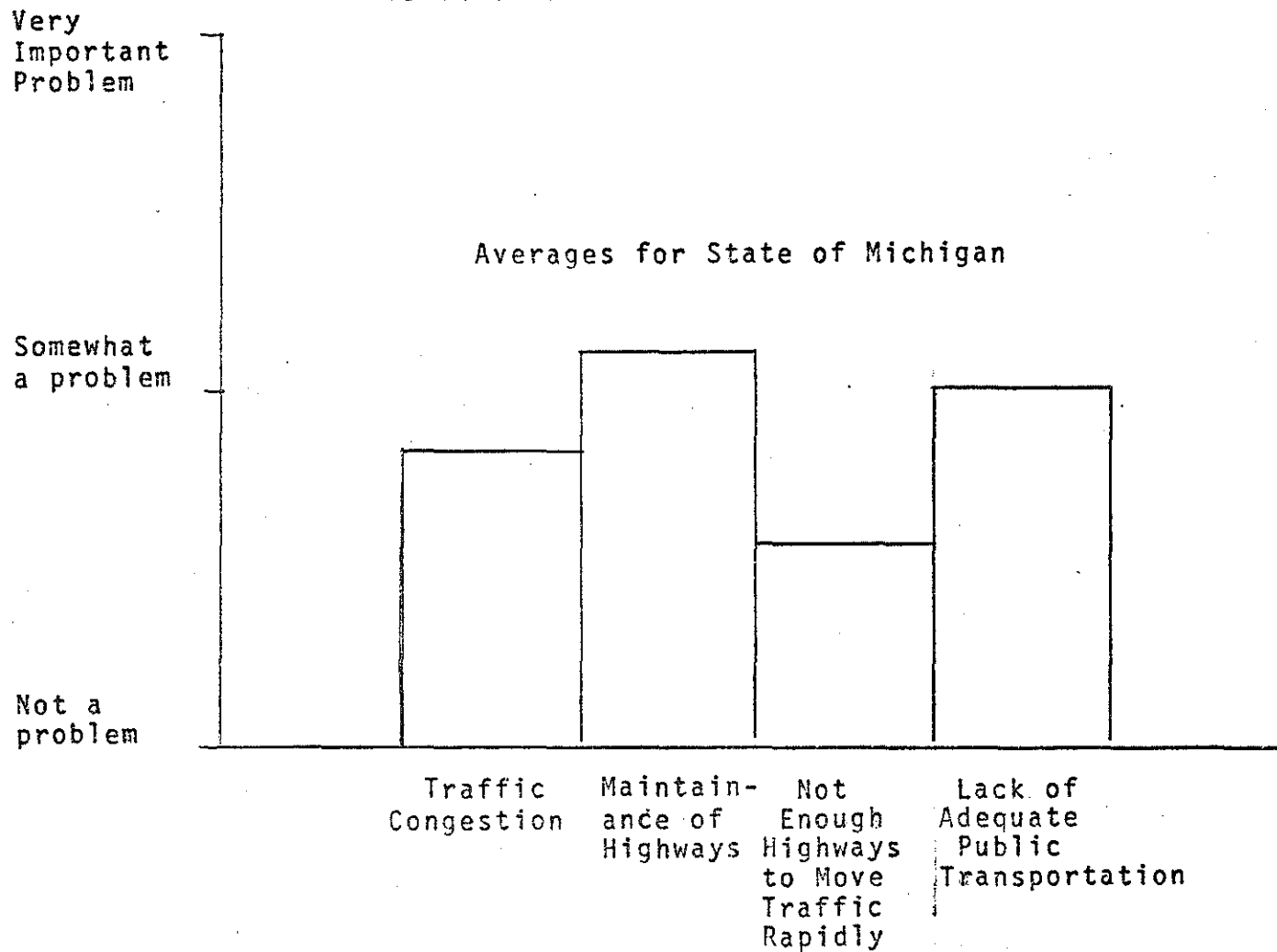


Figure 2

How important a problem do you think traffic congestion is in this area?

Very Important Problem

Somewhat a problem

Not a problem

Michigan

Detroit

Detroit Suburbs

Outstate SMSA Cities

Outstate Suburbs

Rural/ Small town

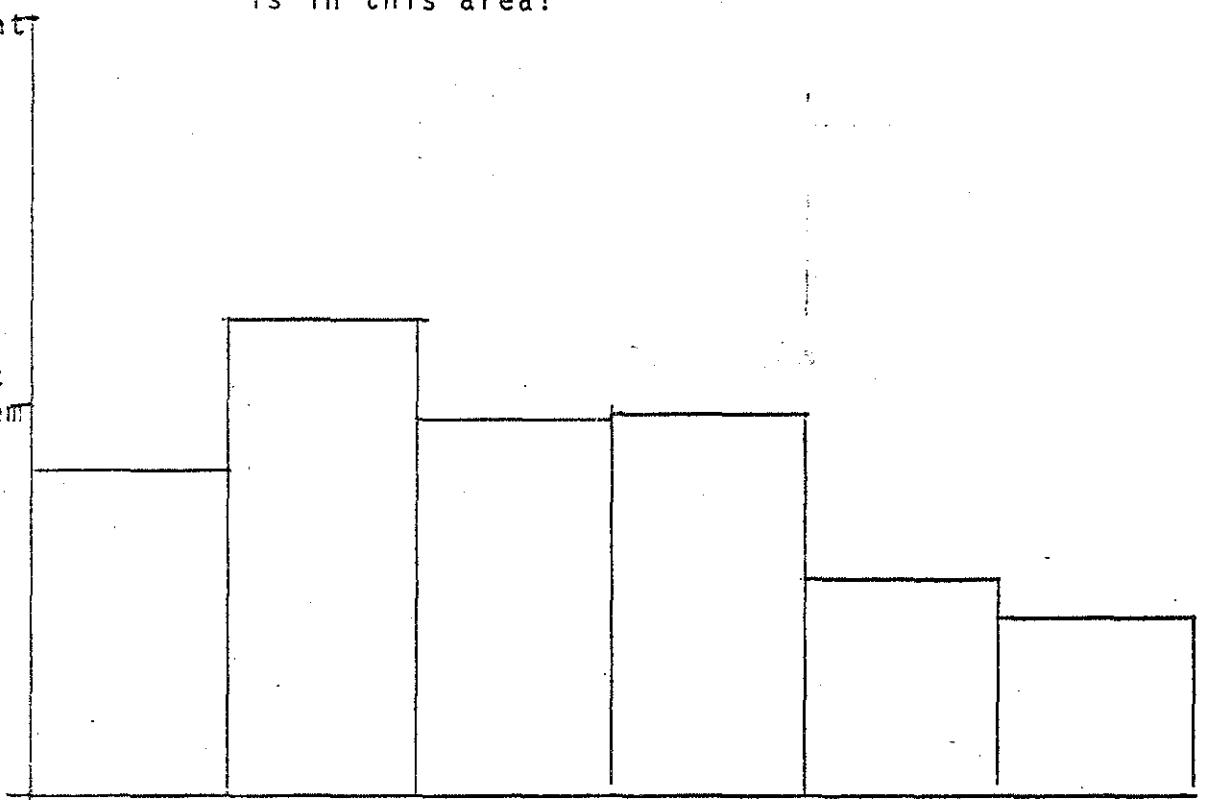


Figure 3 How important a problem do you think maintenance of highways is in this area?

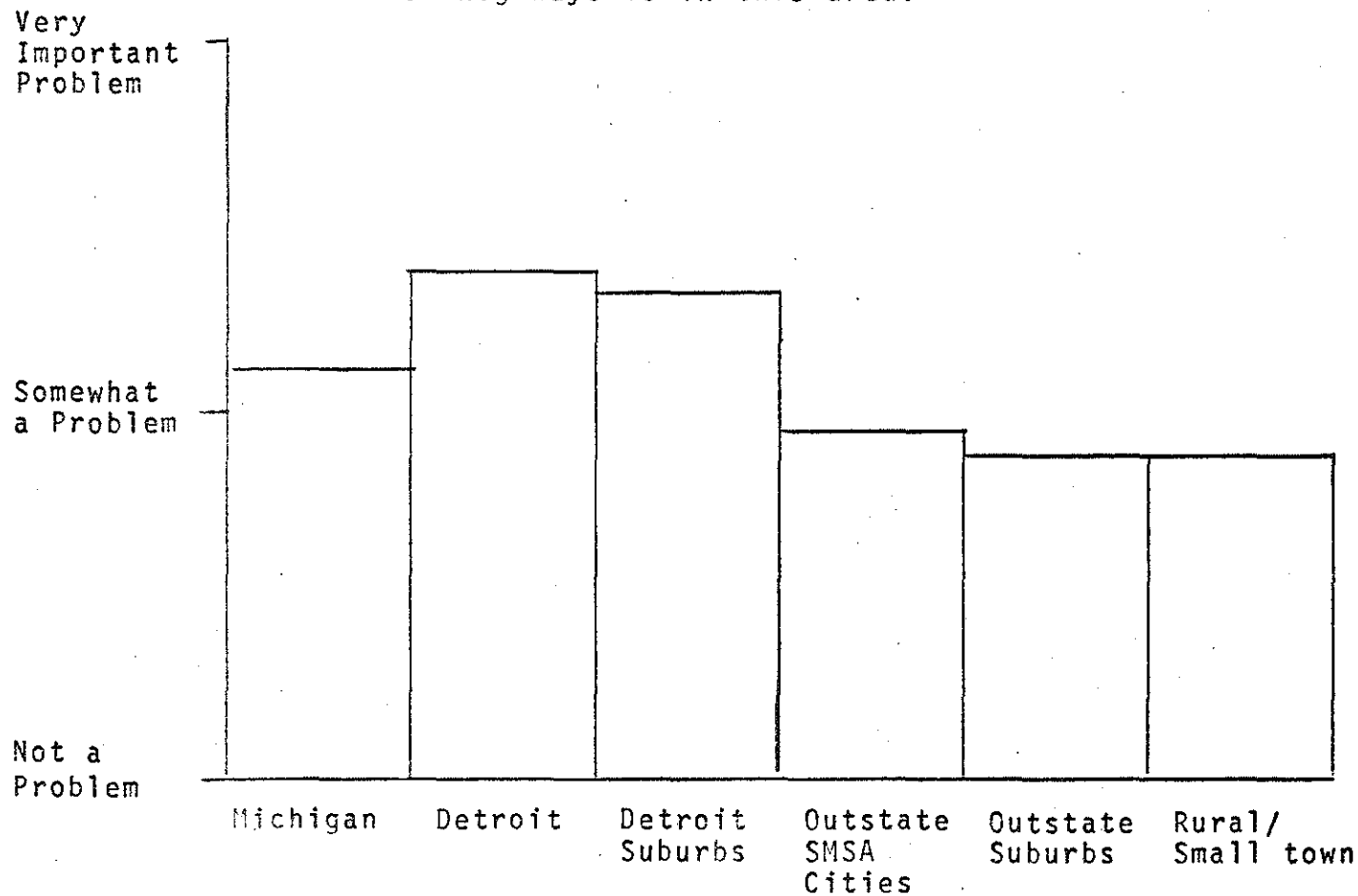


Figure 4 How important a problem do you think "not enough highways to move traffic rapidly" is in this area?

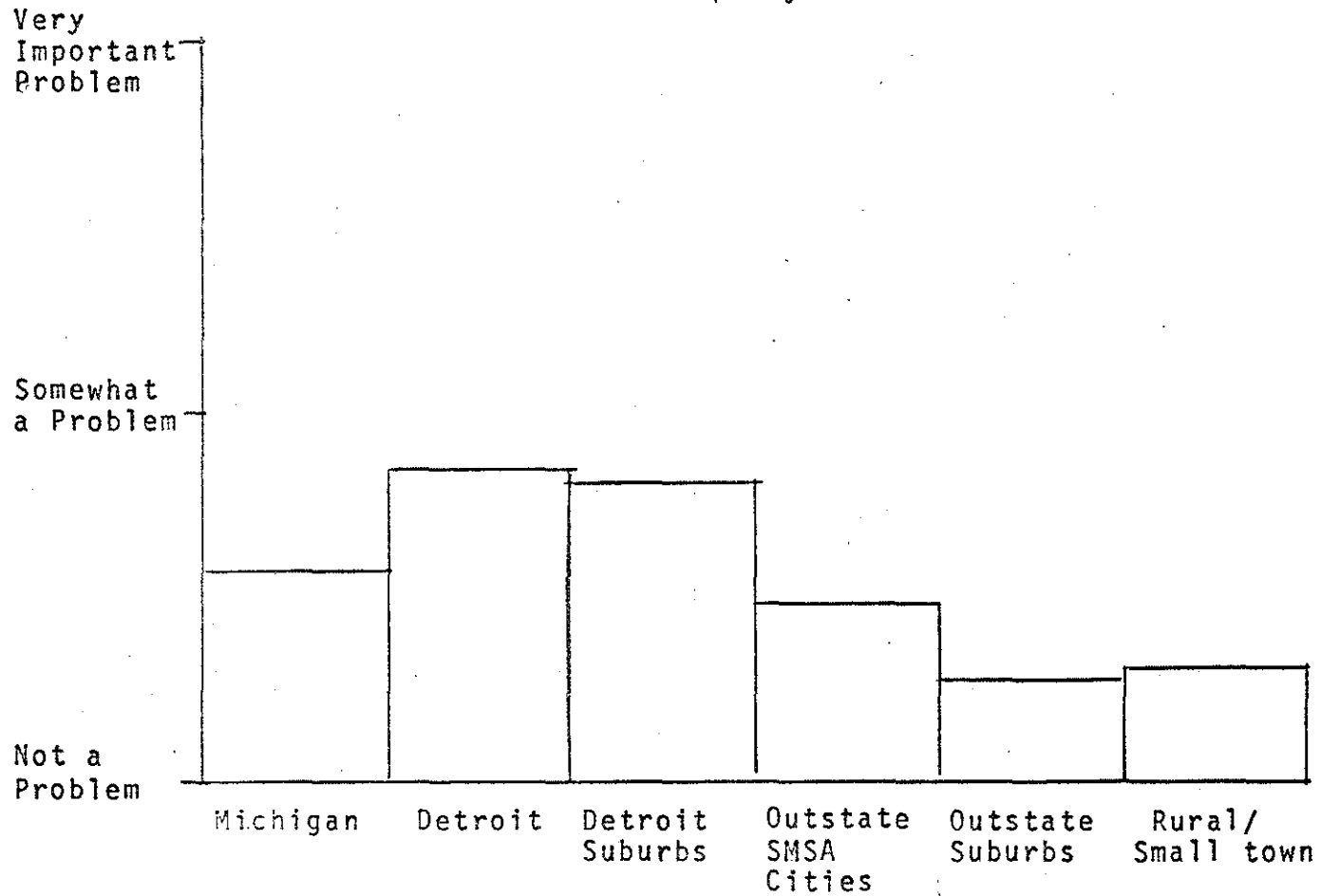
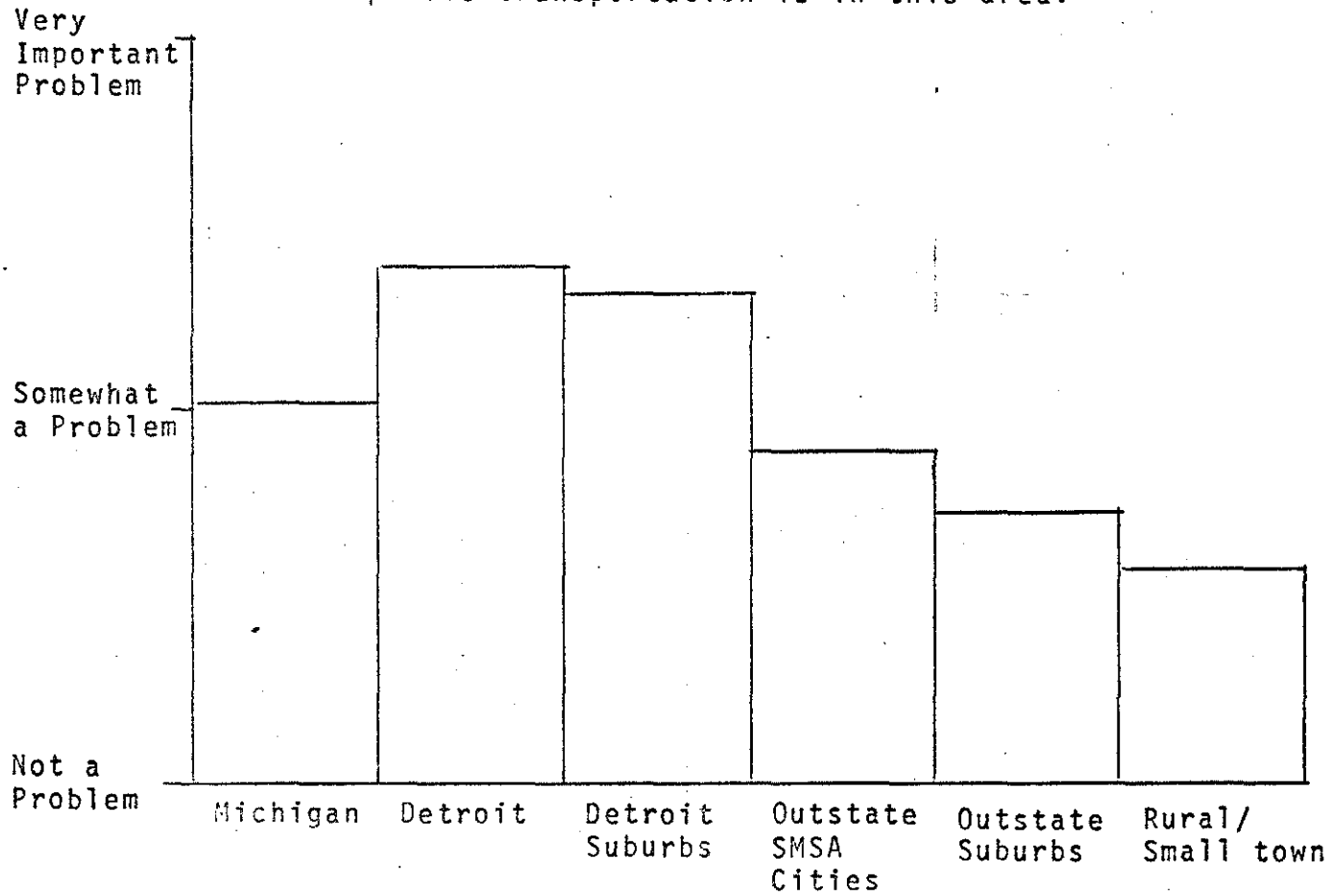


Figure 5 How important a problem do you think lack of adequate public transportation is in this area?



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Another way of looking at how Michigan residents perceive the balance and needs of highway and public transportation is by having them agree or disagree with some attitudinal statements about each. As Figure 6 shows, there is agreement in the Detroit area and the outstate cities, but disagreement in the rest of the outstate areas that "This area needs a good public transportation system because the roads and freeways are too crowded already." In less populated areas this is not a reason for public transportation because roads are not crowded.

However, everyone is in high agreement everywhere that "A good public bus system is needed so that people who have no cars available to them would have ready transportation." (Figure 7)

Figure 8 shows that Michigan residents disagree that "Improving public transportation will hurt the sale of cars." This disagreement extends even to the households where someone is employed in the auto industry.

Figure 9 shows Michigan residents put highways ahead of public transportation. This time there is slight overall agreement with the idea, "Roads and highways around here should be improved even if it means spending less money on public transportation. This is consistent with the problem ratings where maintenance of highways was rated more of a problem than lack of public transportation.

Figure 6 This area needs a good public transportation system because the roads/freeways are too crowded already

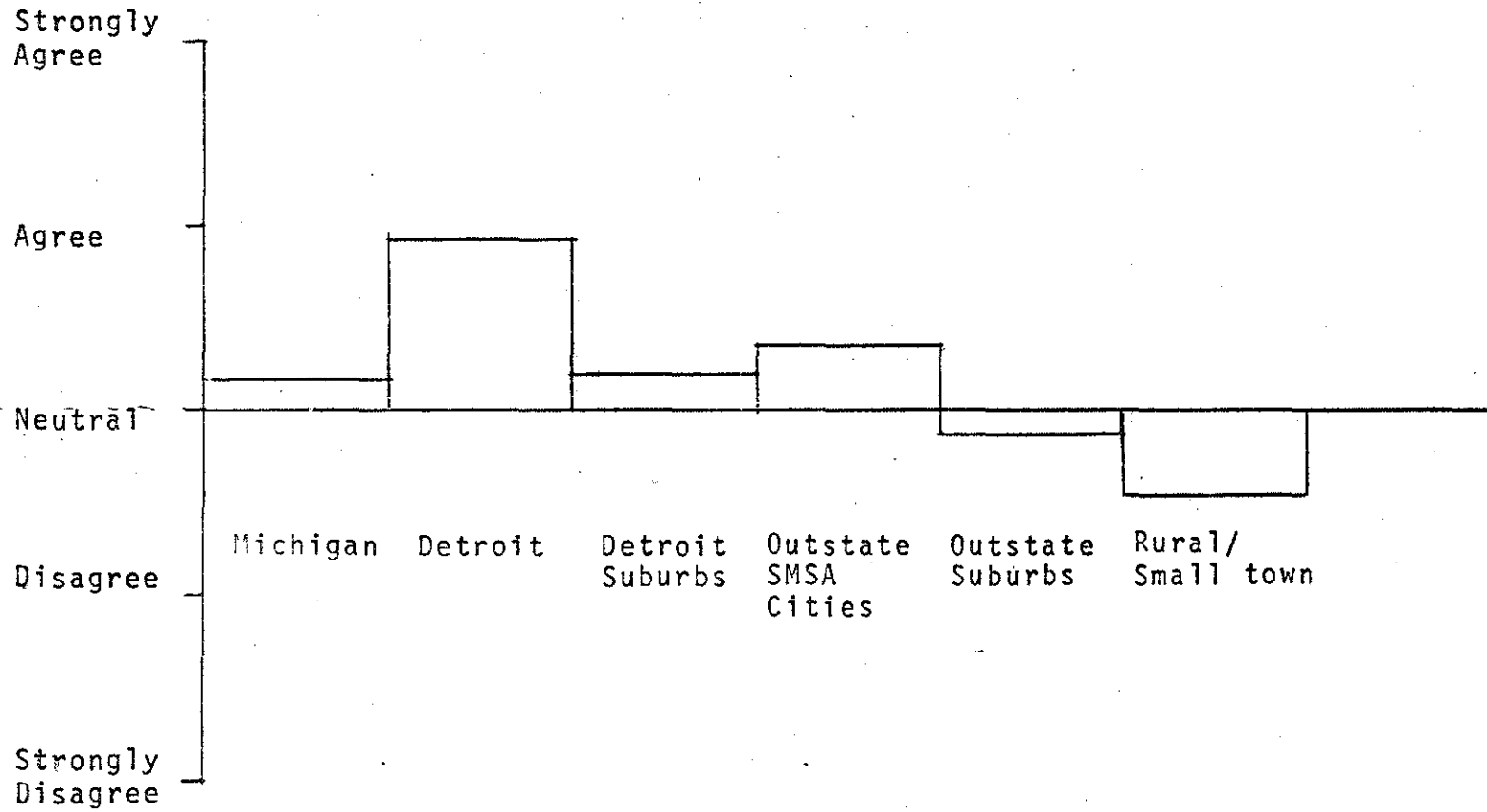


Figure 7 A good public bus system is needed so that people who have no cars available to them would have ready transportation.

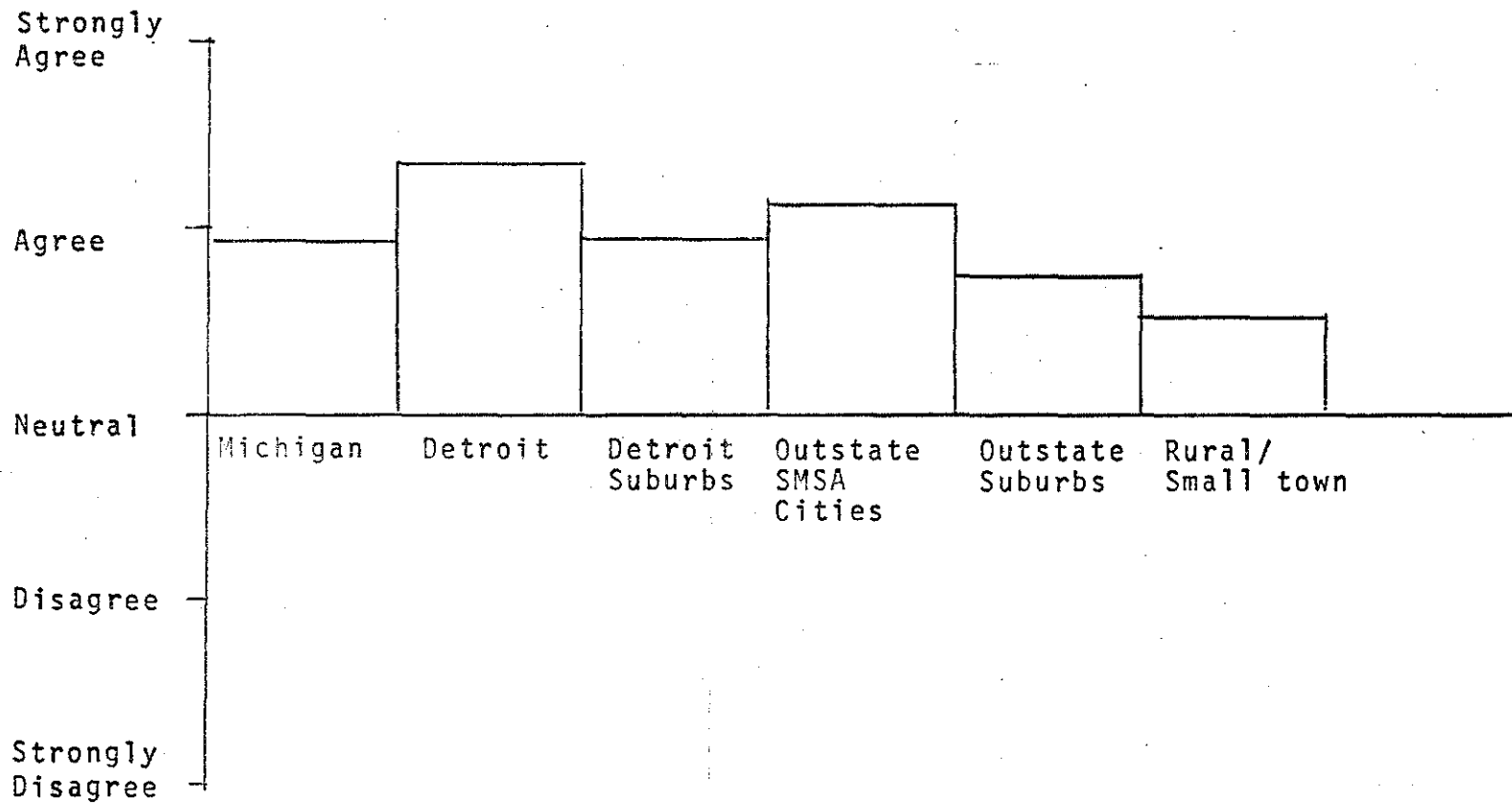
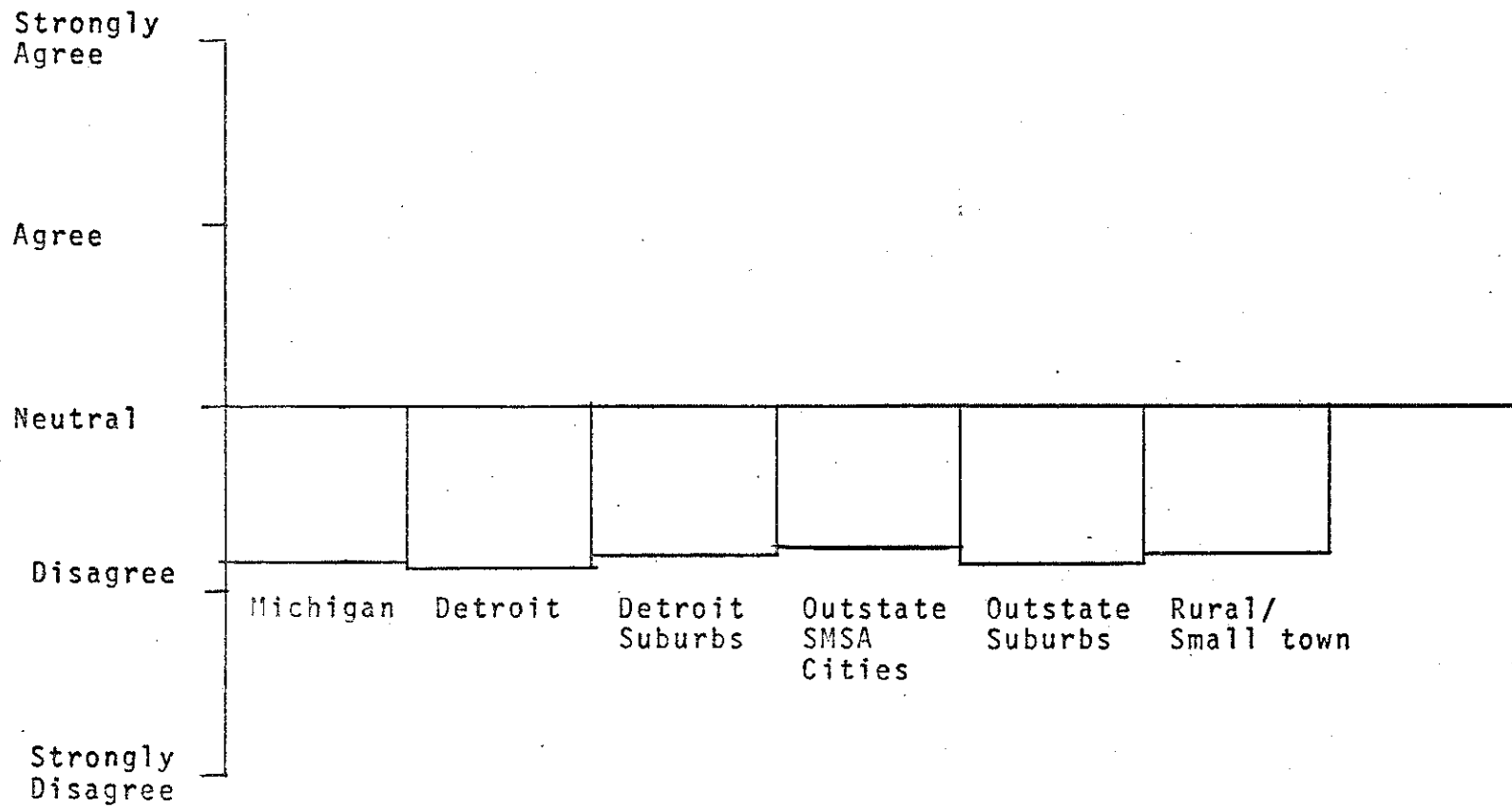
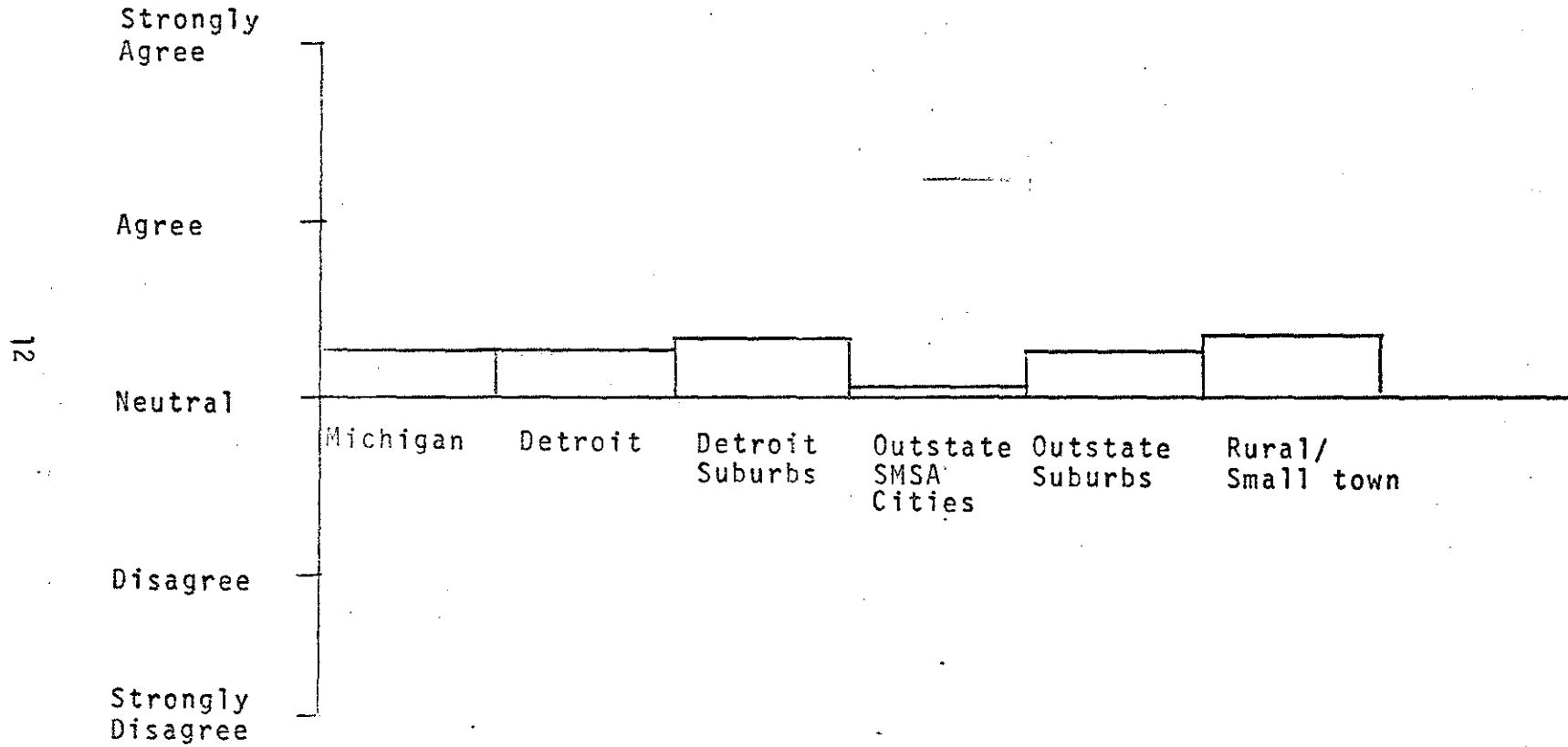


Figure 8 Improving public transportation will hurt the sale of cars



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Figure 9 Roads and highways around here should be improved even if it means spending less on public transportation.



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Only 11% of employed persons in Michigan use public transportation to get to work and only 15% of all persons use it more than once a month. Only half can get where they want to go on public transportation.

Seven out of 10 employed persons in Michigan, and nearly the same proportion (67%) among those who work in the auto industry think improving public transportation would have no effect on their jobs. Most of the rest would welcome improved public transportation as an easier or cheaper alternative way to get to work.

Michigan residents see the main benefits of public transportation as saving gasoline, being able to get around without a car and reducing pollution.

(Table 1-1)

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Table 1-1

Now, I'm going to read you some possible benefits of public transportation. After I read each one, please tell me how important you believe that benefit is. Do you think it is very important, somewhat important, or not at all important.

	<u>Total</u>	<u>Detroit</u>	<u>Detroit Suburbs</u>	<u>SEMTA Area</u>	<u>Out-state SMSA Cities</u>	<u>Outstate Suburbs</u>	<u>Rural</u>
<u>Saving or conserving gasoline</u>							
Very important	58%	61%	64%	64%	61%	60%	41%
Somewhat important	30	23	25	24	29	32	44
Not at all important	9	12	11	11	8	7	9
Don't know	<u>2</u>	<u>4</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>1</u>	<u>6</u>
	100%	100%	100%	100%	100%	100%	100%
<u>Being able to get around without a car</u>							
Very important	54%	71%	53%	60%	54%	47%	48%
Somewhat important	32	20	33	29	32	38	34
Not at all important	13	6	14	11	12	14	15
Don't know	<u>1</u>	<u>2</u>	<u>--</u>	<u>1</u>	<u>3</u>	<u>1</u>	<u>3</u>
	100%	100%	100%	100%	100%	100%	100%
<u>Reducing pollution</u>							
Very important	52%	57%	56%	57%	53%	52%	37%
Somewhat important	31	31	26	28	34	32	41
Not at all important	13	6	16	11	8	15	17
Don't know	<u>3</u>	<u>5</u>	<u>2</u>	<u>3</u>	<u>5</u>	<u>1</u>	<u>5</u>
	100%	100%	100%	100%	100%	100%	100%
<u>Saving people money by replacing the need for second and third cars</u>							
Very important	37%	46%	36%	40%	41%	24%	36%
Somewhat important	36	29	37	33	37	34	46
Not at all important	23	19	25	22	18	21	27
Don't know	<u>4</u>	<u>6</u>	<u>3</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>
	100%	100%	100%	100%	100%	100%	100%
BASE	(1001)	(171)	(320)	(521)	(120)	(229)	(160)

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Despite the concern previously expressed for maintenance of highways, if Michigan residents were each given \$100,000 to spend to improve transportation, twice as many would spend it on public transportation improvements as would spend it on highway or automobile improvements. Almost all know how to spend such a sum -- only 9% "don't know."

Table 1-2

If you were given \$100,000 to improve transportation in this area, what would you spend it on? (Multiple answers allowed)

Highway/Automobile improvements.....		40%
Repair road/highways improved	37	
Better lights/stop lights	2	
Snow removal/cleaner alleys/streets	1	
Public transportation improvements.....		65%
Improve bus system/better/more buses	18	
Dial-A-Ride service	8	
Improve railroads/commuter train/AMTRAK	6	
Service for handicapped/senior citizens	6	
Increase the bus runs/frequency of bus	4	
Better service (unspecified)	4	
Expand the bus routes/cover more areas	4	
Mass transit system/rapid transit	4	
Transportation system	3	
Better maintained buses/repair/cleaner	2	
Better scheduling/buses run regular	2	
Minibuses	1	
Adequate shelters/heated shelters	1	
Buses closer to home	1	
Pollution from buses/ventilation	1	
Other.....		8%
Air service/air travel	1	
Bike trails	1	
All other	6	
Don't know.....		9%

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Michigan residents appear schizophrenic about the balance between public transportation and highway travel. Actually they want both. They seem to think they have enough highways, but not enough maintenance of them. Those in the cities -- Detroit area or outstate -- also want better public transportation.

When asked if the emphasis of the Department of State Highways and Transportation should be on highways or on balanced transportation -- highways plus public transportation -- the vote was overwhelmingly for the latter.

Table 1-3

One of the departments in the Executive Branch of the Michigan government is the Department of State Highways and Transportation. Do you think the emphasis of that department should be on highways or should it be on balanced transportation -- highways plus public transportation?

Emphasis on highways	22%
Emphasis on balance of highways plus public transportation	70
Don't know	8
	<hr/> 100%

CHAPTER TWO: THE TRANSPORTATION MICHIGAN RESIDENTS USE

How do Michigan residents transport themselves to places they have to go in order to carry on life's daily activities? How do they move from home to store; from store to store; from school to work and back again through the myriads of places required and desired in today's life to fulfill the responsibilities and the needs of their daily existence? In short, what means of transportation, public and privately owned, are available to Michigan residents today? Can Michigan residents catch buses, do they drive everywhere, commute to work by train, call Dial-a-Ride or are some of them immobile for lack of a means to traverse the distances they may need to go? What means of mobility are available to Michigan citizens and for what purposes do they utilize whatever means are available?

Transportation to Work

The first use and need for transportation is to get to work. The modes the 1278 employed persons age 16 and over in the 1000 households where interviews were conducted use are shown in Table 2-1.

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Mode of Travel to Work by Employed

Table 2-1

	-----Age-----								-----Area-----				
	Total Employed	16-17	18-24	25-34	35-44	45-54	55-64	65+	Detroit	Detroit Suburbs	Outstate SMSA cities	Other Suburban	Rural
<u>Total Employed</u>													
Bus	9%	7%	9%	11%	8%	7%	13%	19%	29%	8%	14%	5%	3%
Car alone	77	63	77	77	77	81	75	46	67	82	63	80	76
Car pool	12	16	11	14	11	13	13	4	10	13	14	13	11
Other	6	16	7	3	7	3	5	31	7	3	15	5	8
BASE	(1278)	(43)	(253)	(310)	(244)	(269)	(128)	(26)					
<u>Males Employed</u>													
Bus	8	8	4	10	8	6	12	12					
Car alone	80	68	80	77	84	84	78	53					
Car pool	12	20	10	15	9	11	11	--					
Other	4	8	6	3	4	2	3	29					
BASE	(816)	(25)	(137)	(203)	(160)	(178)	(92)	(17)					
<u>Females Employed</u>													
Bus	12	6	14	14	7	10	17	33					
Car alone	71	56	72	79	65	73	67	33					
Car pool	14	11	13	10	13	17	19	11					
Other	9	28	9	4	13	7	8	33					
BASE	(458)	(18)	(114)	(107)	(84)	(90)	(36)	(9)					

Car Alone

Michigan residents travel to their places of employment almost solely by their own cars (77%). The usage of the automobile to and from work in the motor state occurs by majorities of all licensed age groups from 16 to 64. At 65 years, there is a sharp decline from the 75% who say they drive to work to a plurality (46%) of those 65 years and over who still work say they get to work by car alone.

While majorities of citizens across all areas of the state use the automobile as their predominate means for getting to and from their jobs, usage is highest among those residents in Detroit suburbs (82%) and lowest among those residents in cities outstate (63%). There is a small difference between men (80%) and women (71%) participating in the common occurrence of driving to work.

Car Pool

Among the employed, the second most frequent means of getting to and from work is the car pool. Twelve percent (12%) of Michigan's employed citizens utilize car pools with no significant differences by most age or sex groups, but slightly higher usage among employed women over 45.

Bus

Buses are third behind the automobile with only 9% usage as the predominant means for the employed to get to work. Buses are utilized chiefly by the old (55+) (22%) and those in Detroit (29%) and other Michigan cities (14%).

Among those predominantly using non-bus means of getting to and from work, incidental bus usage is very low. Only 4% of all those whose main means of transportation to work is by auto indicate they ever use a bus.

Only 1% of citizens utilizing car pools ever mention riding a bus to work.

Among the 9% who go to work regularly by bus are 29% of Detroiters. Eight percent (8%) of Detroiters use the bus 30 or more trips per month to get to work.

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Table 2-2

Percent of all employed who ever use bus and frequency of using it.

<u>Predominate Mode to Work</u>	<u>Total Employed</u>	<u>City of Detroit</u>	<u>Detroit Suburbs</u>	<u>Other Cities</u>	<u>Other Suburbs</u>	<u>Rural</u>
<u>Bus</u>	9%	29%	8%	14%	5%	3%
0-1 times	3	7	4	4	2	1
2-6 times	1	2	1	--	*	*
7-12 times	1	3	--	2	*	--
13-29 times	2	6	1	2	--	1
30 times or more	2	8	1	5	*	
<u>Car Alone</u>	77	67	82	63	80	76
<u>Ever use bus</u>						
Yes	4	10	5	6	3	1
<u>If yes, ask:</u>						
0-1 times	3	5	3	4	2	1
2-6 times	1	1	1	--	*	*
7-12 times	*	2	--	--	--	--
13-29 times	*	1	*	--	--	--
30 times and over	*	--	*	2	--	--
<u>Car Pool</u>	12	10	13	14	13	11
<u>Ever use bus</u>						
Yes	1	3	1	--	*	1
<u>If yes, ask:</u>						
0-1 times	*	1	1	--	--	--
2-6 times	--	--	--	--	--	--
7-12 times	*	1	--	--	*	--
13-29 times	*	1	--	--	--	1
30 times and over						
<u>Other</u>	6	7	3	15	5	8
<u>Ever use bus</u>						
Yes	*	1	--	1	--	--
<u>If yes, ask:</u>						
0-1 times	--	--	--	--	--	--
2-6 times	*	1	--	--	--	--
7-12 times	--	--	--	--	--	--
13-29 times	--	--	--	--	--	--
30 times and over	*	1	--	1	--	--
BASE	(1278)	(165)	(461)	(125)	(304)	(223)
*Less than 1%						

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Distance to Work:

In terms of distances between their home and employment, two-thirds of employed residents across the state travel less than 10 miles to work one-way each day. One-quarter go less than 2 miles, but one-third go 11 or more.

Availability and Use of Public Transportation

Today in Michigan, public buses are the most available means of public transportation. Table 2-3 shows the public transportation residents report they have in their areas. Fifty-six percent (56%) say they know public buses are available where they live. The greatest availability of public buses is in Detroit and the outstate cities where more than 9 out of every 10 citizens indicate the presence of public bus facilities. The greatest utilization of bus systems throughout Michigan, is among Detroit residents, where 51% have at some time used the buses.

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Table 2-3

Which of the following types of public transportation do you know are available in the area where you live?

Would you use this regularly if available?

	<u>Total</u>	<u>Detroit</u>	<u>Detroit Suburbs</u>	<u>SEMTA Area</u>	<u>Out-state SMSA cities</u>	<u>Outstate Suburbs</u>	<u>Rural</u>
<u>Public Buses</u>							
Available to:	56%	99%	61%	75%	93%	28%	9%
Ever used (total of all who give no. of ride answers)	16	51	5	22	25	3	4
Not available, but think would regularly use	12	--	12	9	3	21	15
<u>Dial-A-Ride</u>							
Available to:	22	5	20	18	38	18	35
Ever used	2	--	*	*	6	1	5
Not available, but think would regularly use	23	41	25	30	15	18	14
<u>Commuter Train</u>							
Available to:	9	5	12	12	32	3	--
Ever used	*	--	--	1	4	--	--
Not available, but think would regularly use	24	35	30	30	18	19	12
BASE	(1001)	(171)	(320)	(521)	(120)	(229)	(160)

*Less than 1% mention

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Detroit suburbs, outstate suburbs and rural areas display the lowest usage of public buses, with rural usage understandably low. Only 9% of rural and small town residents have public bus transportation available.

While one out of every five Michigan residents says Dial-A-Ride is available in his area, this is highest (38%) among outstate city residents and rural residents. Only five percent (5%) of Detroit's residents say it is available, reflecting the realistic lack of this service except for some special cases. Although one in five in the state has Dial-A-Ride available, only 2% have ever used it. Its largest utilization is where it is available in outstate cities and rural areas.

Commuter train service is known to be available to only a small percentage (9%) of Michigan residents. However, in the outstate cities' area, 32% say it is available. They may be confusing commuter trains with inter-city trains. Usage of commuter trains is less than 1% of all population.

Throughout the state, Dial-A-Ride service and commuter train service are presently the most desired unavailable service. Almost one out of every four citizens says he would like to see them available and indicates that if they were available, he or she might regularly use them. The desire for Dial-A-Ride and commuter train service is highest among residents in the southeastern Michigan SEMTA area.

The desire for public bus service where it doesn't exist is highest among outstate suburban residents and rural residents.

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As mentioned previously in regard to bus usage, utilization, where it is available, is fairly low (16%), except in Detroit where 51% use buses in any particular month (Table 2-4).

Table 2-4

Use of Public Buses

	<u>Total</u>	<u>Detroit</u>	<u>Detroit Suburbs</u>	<u>SEMTA Area</u>	<u>Out-state SMSA cities</u>	<u>Outstate Suburbs</u>	<u>Rural</u>
<u>Bus Ridership</u>							
Usual number of rides (one-way trips per month)							
1 Ride	2%	6%	1%	3%	1%	*%	1%
2-6 rides	6	19	3	9	8	3	1
7-12 rides	3	9	1	4	6	*	1
13-29 rides	2	7	*	3	4	--	1
30 or more rides	<u>3</u>	<u>10</u>	<u>*</u>	<u>3</u>	<u>6</u>	<u>*</u>	<u>--</u>
Total % Ever Use	16%	51%	5%	22%	25%	3%	4%
BASE	(558)	(170)	(196)	(393)	(112)	(65)	(15)

*Less than 1% mention

Where public transportation is used, it is used more for going shopping than for commuting to work (Table 2-5). Those who don't have public transportation available but want it would also like it most for shopping purposes, (Table 2-6)

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Table 2-5

For what purposes do you use public transportation? Do you use it for . . . (More than 1 response allowed)
 (asked only of public transportation users)

	----- Ridership -----			----- Area -----					
	Total Users	Occasional Users (2-12)	Frequent Users (13 or more)	Detroit	Detroit Suburbs	SEMTA Area	Outstate SMSA cities	Outstate Suburbs	Rural
Going to work	26%	12%	54%	28%	25%	28%	29%	23%	13%
Going to school	12	6	25	13	6	14	17	8	--
Shopping	57	61	54	64	38	61	51	54	50
Appointments	44	43	50	49	13	42	43	23	69
Pleasure	28	31	35	31	19	29	23	31	31
BASE	(169)	(98)	(48)	(89)	(16)	(115)	(35)	(13)	(16)

MARKET OPINION RESEARCH

Table 2-6

For what purposes would you want to use public transportation if it were available? (Reasons would use by those who have no public transportation but would use if available. More than 1 response allowed)

	----- Area -----					
	<u>Detroit</u>	<u>Detroit Suburbs</u>	<u>SEMTA Area</u>	<u>Outstate SMSA cities</u>	<u>Outstate Suburbs</u>	<u>Rural</u>
Going to work	34%	28%	31%	35%	43%	32%
Going to school	10	8	10	32	13	22
Shopping	56	45	50	65	52	51
Appointments	58	21	35	39	33	62
Pleasure	34	23	26	45	21	43
BASE	(77)	(123)	(209)	(31)	(84)	(37)

MARKET OPINION RESEARCH

Even where some form of public transportation is available, two-thirds of the state's residents indicate that the available public transportation does not go to most places they want to go. Only in Detroit (73%) and the outstate cities' areas (50%) do citizens in substantial numbers feel that public transportation contributes to their mobility with routing that meets their needs.

Table 2-7

Does public transportation go most of the places you want to go?

	<u>Total</u>	<u>Detroit</u>	<u>Detroit Suburbs</u>	<u>SEMTA Area</u>	<u>Out-state SMSA cities</u>	<u>Outstate Suburbs</u>	<u>Rural</u>
Yes	37%	73%	23%	42%	50%	21%	35%
No/Don't know	63	26	77	58	50	79	65
	100%	100%	100%	100%	100%	100%	100%
BASE	(910)	(171)	(310)	(511)	(120)	(188)	(121)

Present Use of Public Transportation for Shopping

Eighty percent (80%) of Michigan residents do their grocery shopping within five miles of their homes. With the exception of residents living in outstate suburbs, at least one out of five feels it would be possible to utilize some form of public transportation to do this grocery shopping.

In actual fact, however, only about 4% of those who shop within 5 miles do utilize public transportation to do so. Adding in those who go more than 5 miles to get their groceries, over the whole state only 35% can get to the grocery store they use by public transportation but only 6% ever do so. (Table 2-8)

MARKET OPINION RESEARCH

Thinking about where people in this household do most of their shopping for groceries, how many miles would that be from this household?

Can you get to that place where you shop for groceries by public transportation?

Table 2-8

	Total	Detroit	Detroit Suburbs	SEMTA Area	Out-state SMSA cities	Outstate Suburbs	Rural
<u>0-2 Miles</u>	51%	57%	61%	60%	52%	41%	38%
Yes, can go on public transportation	21	34	17	25	36	9	23
Sometimes use	2	5	3	3	3	*	2
No, can't go on public transportation	30	23	44	36	16	31	16
<u>3-5 Miles</u>	29	26	30	29	33	25	31
Yes, can go on public transportation	9	18	5	10	24	5	1
Sometimes use	2	7	1	3	4	*	1
No, can't go on public transportation	20	8	25	18	9	21	31
<u>6-10 Miles</u>	11	9	6	8	13	21	8
Yes, can go on public transportation	3	6	1	3	6	3	1
Sometimes use	1	3	--	1	1	--	--
No, can't go on public transportation	8	4	5	4	7	18	7
<u>11-15 Miles</u>	4	4	1	2	--	7	9
Yes, can go on public transportation	1	1	1	1	--	*	3
Sometimes use	*	1	*	*	--	--	--
No, can't go on public transportation	3	2	1	1	--	7	6
<u>16-25 Miles</u>	4	4	1	1	--	5	12
Yes, can go on public transportation	1	3	--	1	--	1	--
Sometimes use	*	2	--	1	--	--	--
No, can't go on public transportation	3	1	1	*	--	4	--
<u>Over 25 Miles</u>	1	--	*	--	1	1	2
Yes, can go on public transportation	*	--	--	--	1	--	--
Sometimes use	--	--	--	--	--	--	--
No, can't go on public transportation	1	--	*	--	--	1	2
<u>Total who can get shopping on public transportation</u>	35%	90%	24%	64%	67%	17%	26%
<u>Total who sometimes use</u>	6%	16%	4%	9%	8%	1%	3%
BASE	(1001)	(171)	(320)	(521)	(120)	(229)	(160)

*Less than 1% mention

MARKET OPINION RESEARCH

For more major shopping trips for clothing, furniture, and appliances, a substantial number of residents (71%) indicate that they could do such shopping using public transportation. However, this number is greatly inflated by the presence of such urbanized areas as Detroit and the outstate cities. Although seven out of 10 could use public transportation for major shopping, only 11% ever do so (Table 2-9).

Michigan residents go further for major shopping than for grocery shopping, but such shopping is done in locations within 10 miles of their homes.

MARKET OPINION RESEARCH

Table 2-9

Thinking about where people in this household do most of their shopping for clothes, furniture, appliances, how many miles would that be from this household?

Can you get to that place where you shop for clothes and furniture and appliances by public transportation?

(IF YES) Do you sometimes use public transportation to get there?

	Total	Detroit	Detroit SEMTA Suburbs	Area	Outstate SMSA cities	Outstate Suburbs	Rural
<u>0-2 Miles</u>	24%	20%	25%	24%	32%	15%	32%
Yes, can go on public transportation	13	18	8	12	27	4	18
Sometimes use	3	9	1	4	4	*	4
No, can't go on public transportation	11	3	16	11	5	11	14
<u>3-5 Miles</u>	32	30	41	38	44	21	26
Yes, can go on public transportation	15	25	14	20	33	8	2
Sometimes use	4	12	2	5	8	1	--
No, can't go on public transportation	17	4	26	18	11	13	24
<u>6-10 Miles</u>	20	29	19	23	16	27	4
Yes, can go on public transportation	7	21	2	9	11	4	1
Sometimes use	3	13	*	5	3	1	--
No, can't go on public transportation	13	7	17	13	4	22	3
<u>11-15 Miles</u>	9	8	7	7	3	18	9
Yes, can go on public transportation	3	5	1	2	3	3	3
Sometimes use	1	3	--	1	3	1	--
No, can't go on public transportation	7	2	6	5	--	15	6
<u>16-25 Miles</u>	9	8	4	5	1	14	18
Yes, can go on public transportation	2	6	1	3	--	3	--
Sometimes use	*	2	--	1	--	--	--
No, can't go on public transportation	7	2	9	2	1	11	18
<u>Over 25 Miles</u>	5	5	3	2	3	5	11
Yes, can go on public transportation	1	4	--	2	--	1	--
Sometimes use	*	2	--	1	--	*	--
No, can't go on public transportation	4	1	3	1	3	4	11
<u>Total who could get shopping on public transportation</u>	71%	79%	27%	48%	74%	23%	24%
<u>Total who sometimes use public transportation</u>	11%	41%	3%	16%	17%	3%	4%
BASE	(1001)	(171)	(320)	(521)	(120)	(229)	(160)

*Less than 1% mention

Inter-City Public Transportation

Inter-city modes of public transportation are generally available (within 50 miles) of at least a majority of the state's residents. Passenger trains service AMTRAK, seems to be the least available means of inter-city public transportation through the state. Substantial majorities indicate the availability of such services as commercial long distance bus service and scheduled airline service.

However, while availability is fairly widespread, utilization of these means of transportation trails substantially behind. The greatest utilization of inter-city transportation is of commercial airline service, predominantly in the outstate-city areas with AMTRAK usage being the lowest utilized overall (4%), although more highly utilized in the outstate cities' areas but especially low (1%) in rural areas. (Table 2-10)

MARKET OPINION RESEARCH

Table 2-10

Inter-City Transportation

	<u>Total</u>	<u>Detroit</u>	<u>Detroit Suburbs</u>	<u>SEMTA Area</u>	<u>Out-state SMSA cities</u>	<u>Outstate Suburbs</u>	<u>Rural</u>
<u>Do you know if passenger railroad service, AMTRAK, is available from a station within 50 miles of this household?</u>							
Available	51%	61%	51%	57%	55%	65%	14%
Ever used	4	5	3	3	14	3	1
<u>Do you know if commercial long distance bus service (Greyhound type) is available within 50 miles of this household?</u>							
Available	91%	94%	82%	87%	96%	97%	93%
Ever used	12	23	5	11	19	10	10
<u>Do you know if scheduled airline service is available from an airport within 50 miles of this household?</u>							
Available	85%	91%	76%	83%	96%	97%	71%
Ever used	24	25	25	27	36	21	18

CHAPTER THREE: WHAT MICHIGAN CITIZENS THINK ABOUT BUSES

Quite naturally, what Michigan residents think about buses or other public transportation modes is going to be determined by what they know and the particular kinds of relationships and interactions they have.

Perceptions of Advantages and Disadvantages of Bus Transportation

When asked their opinion of the biggest advantage of riding public transportation, the greatest advantage is attributed to "cheaper to use/saves money/less expensive." One-quarter think of public transportation as cheaper. It is interesting to note, however, that Detroit/SEMTA area residents, who have bus service, are less likely to think of bus transportation as a less expensive form of transportation than outstate residents do. Frequent riders of buses however, are more likely to feel that it is less expensive.

The second and third perceived advantages of public transportation are that it "reduces parking problems/no parking" (13% mention) and is an alternative to driving, "You don't have to drive" (11%).

The principal disadvantage of public transportation is perceived as: "time scheduling - never on time/late." While one-third of all residents think this, 58% of frequent users of buses find scheduling a disadvantage. Other disadvantages mentioned at much lower proportions include: "Time consuming/takes too long/goes slow," "walking to and from bus/not close enough" as well as a variety of others.

MARKET OPINION RESEARCH

With reference to the distance most Michigan residents would be willing to travel from their house to catch a bus or other means of public transportation, 45% stipulate 3 blocks as the maximum distance they are willing to go, although this figure rises to 64% among the most frequent riders of buses. Understandably, there are significant differences in residents by age groups, with young people 16-24 more willing to walk farther than older citizens.

Table 3-1

What is the maximum distance from your household you are willing to go to get a bus or other public transportation?

	<u>Total</u>
One block	16%
Two blocks	18
Three blocks	11
Four blocks	9
Five blocks	4
Six blocks	3
Seven blocks	1
Eight blocks	1
Nine or more blocks	<u>3</u>
	79%
One mile	7%
Two miles	3
Three miles	1
Four miles	*
Five miles	3
Six miles	*
Seven miles	*
Eight miles	*
Nine or more miles	<u>6</u>
	22%
BASE	(1001)

*Less than 1% mention

MARKET OPINION RESEARCH

For bus service or any public transportation to be convenient to potential users, it needs to be close to their places of residence and destination, and also scheduled at frequent intervals. Figure 9 shows the maximum number of minutes Michigan residents are willing to wait for a bus, and the length of time they are willing to spend riding to get to work and to go shopping.

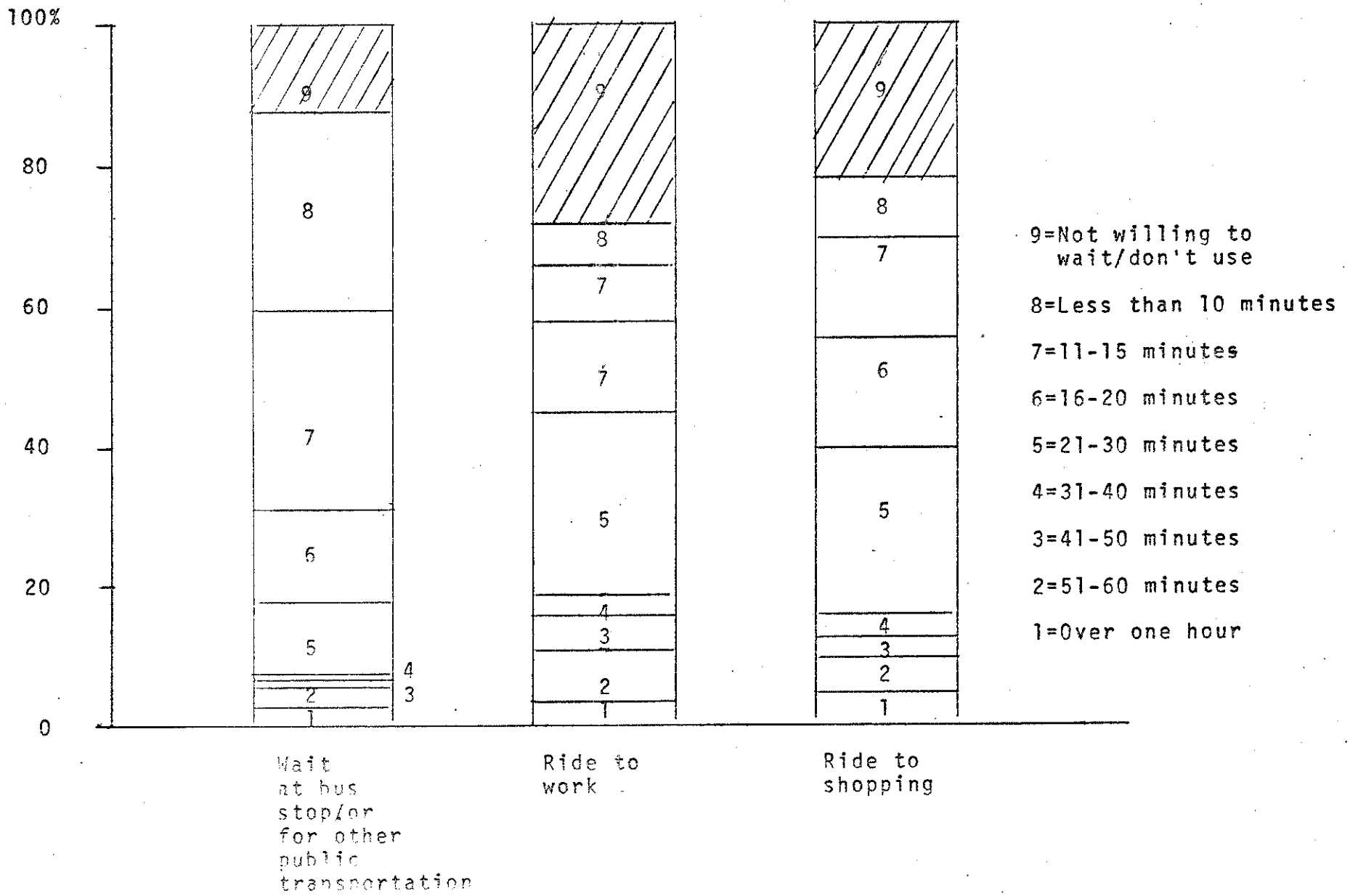
One aspect of riding public transportation is the interaction the rider has with other riders and the bus driver. Few people agree with statements that they don't like other riders and most disagree. Riders and non-riders are very much alike on this.

The majority of Michigan residents have found bus drivers helpful and friendly, but this is far more true among those who ride often.

There exists a small 12% minority core of absolutists who steadfastly maintain that they will never ride public buses. No possible improvement could be made by public transportation that would entice them aboard, and it is clear that this is an attitudinal bias that crosses all demographic groups. It is the same consistent proportions among the young, the middle-aged, the old, the employed, the non-employed, the white collar worker and the blue collar worker and even to some extent disregards race. About half as many non-white (6%) as white residents (13%) hold this view.

Geographically, however, fewer Detroit residents hold this view (where most buses are found) than do rural residents (where fewer buses are located).

Figure 9 Time willing to wait or ride (maximum)



MARKET OPINION RESEARCH

Table 3-2

I am going to read you some statements people in this area have made about public transportation. Some of these you will agree with and some you will disagree with. As I read each statement, tell me whether you strongly agree, agree, disagree, or strongly disagree with the statement.

	<u>Total</u>	<u>Non-Users (0-1 rides/mo)</u>	<u>Occasional Users (2-12 rides/mo)</u>	<u>Frequent Users (13 or more rides/mo)</u>
<u>I don't always like the kind of people who sit down next to me on the bus</u>				
Strongly agree	3%	4%	2%	6%
Agree	<u>15</u>	<u>18</u>	<u>18</u>	<u>17</u>
Total Agree	18%	22%	20%	23%
<u>I don't like to ride on a bus with people I don't know</u>				
Strongly agree	*	1	--	--
Agree	<u>3</u>	<u>3</u>	<u>2</u>	<u>--</u>
	3%	4%	2%	--
<u>When I ride the bus, the bus drivers are usually friendly and helpful</u>				
Strongly agree	11	9	21	27
Agree	<u>42</u>	<u>42</u>	<u>46</u>	<u>44</u>
Total Agree	53%	51%	67%	71%
<u>I'll never travel by public buses no matter how much they improve the service</u>				
Strongly agree	4	3	5	--
Agree	<u>8</u>	<u>9</u>	<u>3</u>	<u>--</u>
Total Agree	12%	12%	8%	--
BASE	(1001)	(515)	(98)	(48)

*Less than 1% mention

MARKET OPINION RESEARCH

Most of those with public transportation available know how to find schedules for it.

Table 3-3

If you needed to find out the schedule for a bus or other transportation available in this area, where would you go for information?

	<u>Total</u>	<u>Non-Users (0-1 rides)</u>	<u>Occasional Users (2-12 rides)</u>	<u>Frequent Users (12 rides or more)</u>
Phone bus/Transportation company	63%	63%	57%	69%
Get schedule from bus/Transportation company	23	20	35	25
Can't get information	1	1	3	2
All others	6	6	5	8
Don't know	<u>12</u>	<u>14</u>	<u>6</u>	<u>4</u>
	100%	100%	100%	100%
BASE	(661)	(515)	(98)	(48)

Public Transportation If Gas Gets More Expensive

Rising gasoline prices would be an incentive to some to consider using public transportation. Statewide, it appears that the cost of gasoline would have to go up to \$1.00 a gallon in order to encourage at least 50% of the residents throughout the state to ever consider using the bus or another mode of public transportation more often. At 75¢ a gallon, young people (16-24) are more

MARKET OPINION RESEARCH

positively disposed toward considering public transportation than any other age groups are. At \$1.25, two-thirds of residents would consider public transportation use but older persons still are more reluctant than others.

MARKET OPINION RESEARCH

Table 3-4

Would you consider using the bus or public transportation more often if the gas prices went up to . . .

	Area -----						Age -----					
	Total	Detroit	Detroit Suburbs	SEMTA Area	Outstate SMSA cities	Outstate Suburbs	Rural	16-24	25-34	35-54	55-64	65+
<u>\$0.75 per gallon</u>												
Yes	49%	44%	47%	46%	56%	55%	49%	62%	45%	50%	42%	44%
No/Don't know	48	47	52	50	44	45	51	37	54	47	54	53
No car/Doesn't apply	<u>1</u>	<u>2</u>	<u>1</u>	<u>1</u>	--	*	--	--	*	<u>1</u>	<u>1</u>	<u>1</u>
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<u>\$1.00 per gallon</u>												
Yes	60%	51%	58%	56%	59%	68%	61%	76%	59%	58%	53%	49%
No/Don't know	37	39	41	40	37	31	38	23	40	39	43	46
No car/Doesn't apply	<u>1</u>	<u>2</u>	<u>1</u>	<u>1</u>	--	*	--	--	*	<u>1</u>	<u>1</u>	<u>1</u>
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<u>\$1.25 per gallon</u>												
Yes	65%	57%	62%	60%	63%	72%	71%	78%	66%	64%	57%	55%
No/Don't know	32	35	37	36	33	27	28	22	32	34	37	41
No car/Doesn't apply	<u>1</u>	<u>2</u>	<u>1</u>	<u>1</u>	--	*	--	--	*	<u>1</u>	<u>1</u>	<u>1</u>
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BASE	(1001)	(171)	(320)	(521)	(120)	(229)	(160)	(181)	(222)	(307)	(131)	(148)

*Less than 1% mention

CHAPTER FOUR: TAX SUPPORT FOR PUBLIC TRANSPORTATION

Approximately half of Michigan residents are willing to support public transportation with local tax dollars, and a slightly higher proportion (56%-57%) are willing to support it with state and federal tax dollars. Of course, measures of willingness by general questions on a survey are not the same as a vote on a bonding or tax proposal. One should view the proportions shown in Table 4-1 as the maximum willingness to support public transportation. These proportions would probably drop in situations where the voter had to make decisions to spend specific sums of tax monies.

MARKET OPINION RESEARCH

Table 4-1

Are you willing to support public transportation with . . .

	<u>Total</u>	<u>Detroit</u>	<u>Detroit Suburbs</u>	<u>SEMTA Area</u>	<u>Out-state SMSA cities</u>	<u>Outstate Suburbs</u>	<u>Rural</u>
<u>Local tax dollars</u>							
Yes, willing	51%	51%	47%	52%	68%	52%	44%
No/Don't know	49	49	53	48	33	48	56
<u>State tax dollars</u>							
Yes, willing	57	58	58	61	68	56	46
No/Don't know	43	42	42	39	33	44	54
<u>Federal (U.S.) tax dollars</u>							
Yes, willing	56	66	58	64	62	51	45
No/Don't know	44	34	42	36	38	49	55
BASE	(1001)	(171)	(320)	(521)	(120)	(229)	(160)

MARKET OPINION RESEARCH

What are the people like who are willing to use state tax dollars for public transportation? The answer is "not very different from all persons age 16 and over in Michigan." In fact, a demographic profile of all persons 16 and over and those who are willing to support transportation with state tax funds shows similar proportions in every demographic group (Table 4-2). The slight edges on higher education and income and more in SEMTA area are so slight as to not be statistically significant.

MARKET OPINION RESEARCH

Table 4-2

Demographic profile of those willing to give state tax support to public transportation

	<u>Total</u>	<u>Willing To Support Public Transportation State Tax</u>	<u>Base</u>
	100%	100%	(1001)
<u>Type of Area</u>			
Detroit	17%	18%	(171)
Detroit suburbs	32	56	(320)
SEMTA area	52	56	(521)
Outstate SMSA cities	12	14	(120)
Outstate suburbs	23	23	(229)
Rural/Small town	16	13	(160)
<u>Education</u>			
Grade school or less	12	9	(117)
Some high school	18	15	(180)
Graduated high school	36	36	(356)
Post high school/Vocational/ Technical	4	4	(45)
Some college	16	18	(160)
Graduated college	9	11	(89)
Post graduate work	5	6	(48)
<u>Race</u>			
Black	13	15	(135)
White	85	83	(851)
Spanish-American	1	1	(6)
Native American/American Indian	*	1	(4)
Other	*	*	(5)
<u>Income</u>			
\$0-\$2,999	4	4	(41)
\$3,000-\$4,999	8	6	(77)
\$5,000-\$5,999	5	5	(46)
\$6,000-\$6,999	4	4	(36)
\$7,000-\$9,999	10	9	(99)
\$10,000-\$14,999	21	24	(210)
\$15,000-\$24,999	23	25	(234)
\$25,000 and over	12	13	(118)

* Less than 1% mention

/Continued

MARKET OPINION RESEARCH

Table 4-2, Continued

	<u>Total</u>	<u>Willing To Support Public Transportation State Tax</u>	<u>Base</u>
<u>Sex</u>			
Male	50%	50%	(498)
Female	50	50	(503)
<u>Age</u>			
16-17	3	3	(32)
18-24	15	17	(149)
25-34	22	26	(222)
35-44	15	15	(149)
45-54	16	17	(158)
55-64	12	10	(130)
65 and over	15	12	(148)

MARKET OPINION RESEARCH

The form of public transportation Michigan citizens are most willing to support is anything which assists the aged or handicapped (See Table 4-3). Two-thirds would be willing to see more tax dollars spent for the transportation of these groups.

Four out of 10 are willing to see more tax monies go to railroads throughout the state, to secondary roads outside of cities and towns and to streets within cities and towns. Secondary roads are more important to those in outstate suburbs, small towns and rural areas than in Detroit.

One-third want more tax dollars spent on local bus systems, though those in rural/small town areas have low interest in these.

The least interest for allocating tax dollars on transportation goes to freeways in metropolitan areas, interstate and main highways between cities and to Dial-A-Ride bus systems. Only one-quarter would provide more tax support for these.

MARKET OPINION RESEARCH

Table 4-3

Public transportation is supported by both the fares of the people who ride on it and by local, state and federal taxes. Do you feel more tax dollars, the same tax dollars as now, or less tax dollars should be spent on the following kinds of transportation?

	Total	Detroit	Detroit Suburbs	SEMTA Area	Out-state SMSA cities	Outstate Suburbs	Rural
<u>Local bus system</u>							
More	35%	46%	39%	43%	38%	32%	18%
Same	32	23	31	28	34	39	33
Less	21	20	23	20	13	20	25
Don't know	12	11	7	9	15	8	24
<u>Transportation for the aged</u>							
More	63	57	76	69	55	64	49
Same	24	24	15	19	28	25	40
Less	6	11	4	6	7	6	4
Don't know	6	8	4	6	11	5	7
<u>Transportation for the handicapped</u>							
More	67	70	79	75	56	63	55
Same	21	13	13	14	24	25	36
Less	6	9	5	6	5	6	3
Don't know	6	9	3	5	15	6	6
<u>Railroads throughout Michigan</u>							
More	39	36	41	41	40	37	42
Same	28	21	30	26	22	34	29
Less	19	18	20	18	18	20	18
Don't know	14	25	9	15	20	10	11
<u>Freeways in metro areas</u>							
More	24	26	33	30	16	23	12
Same	45	44	40	43	53	50	46
Less	23	19	24	21	20	21	31
Don't know	7	10	3	6	12	6	11
<u>Interstate, state, & main highways between cities</u>							
More	24	23	27	25	17	25	23
Same	54	50	51	53	59	60	53
Less	15	13	18	15	16	12	16
Don't know	7	14	4	7	8	3	9
<u>Secondary roads outside of cities and towns</u>							
More	38	25	37	32	28	46	51
Same	45	40	46	46	52	45	44
Less	10	15	12	13	12	7	3
Don't know	7	19	5	9	9	2	3

MARKET OPINION RESEARCH

Continued, Table 4-3

Public transportation is supported by both the fares of the people who ride on it and by local, state and federal taxes. Do you feel more tax dollars, the same tax dollars as now, or less tax dollars should be spent on the following kinds of transportation?

	Total	Detroit	Detroit SEMTA Suburbs Area	Out- state SMSA cities	Outstate Suburbs	Rural	
<u>Streets in cities and towns</u>							
More	39%	52%	41%	47%	48%	27%	
Same	48	28	44	37	38	64	
Less	9	11	12	11	7	6	
Don't know	4	8	3	5	7	3	
<u>Dial-A-Ride bus systems</u>							
More	28	25	37	34	27	15	
Same	32	25	25	26	27	47	
Less	16	18	17	16	14	16	
Don't know	24	33	20	25	33	23	
BASE	(1001)	(171)	(320)	(521)	(120)	(229)	(160)

Transportation for Handicapped and Senior Citizens

Given the willingness of the public to support transportation for the handicapped and the aged, how much demand is there for such transportation and what is the usage now?

Handicapped:

Ten percent of households have someone in them who is physically, mentally or emotionally handicapped. Only one-fifth of these handicapped persons are using public transportation now. The reasons the remaining four-fifths don't use it are almost evenly divided between lack of need, lack of availability, and physical disabilities which prevent use. (Table 4-4)

Table 4-4

Is anyone in this household handicapped (physical/mental/emotional)?

Yes	10%
No	90

(If Yes) Does he/she use public transportation?

Yes	19%
No	81

(If doesn't use public transportation) Why Not?
(More than one answer allowed)

Has no need for public transportation	42%
No public transportation available	36
Cannot get up steps	17
Cannot stand and wait	17
All other reasons	10

MARKET OPINION RESEARCH

Senior Citizens:

One-quarter of Michigan households have residents age 60 or over and only one-quarter of these use public transportation. Over half of those who don't use it don't need it, but one-third don't have it available.

Table 4-5

Is anyone in this household age 60 or over?

Yes	25%
No	75

(If Yes) Does he/she use public transportation?

Yes	27%
No	73

(If doesn't use public transportation) Why not?
(more than one answer allowed)

Has no need for public transportation	54%
No public transportation available	31
Cannot get up steps	5
Cannot stand and wait	7
All other reasons	4

In recent years a number of transportation improvements have been proposed in Michigan, improvements which would require state funds but would bring federal funds to the state. Currently, Michigan residents are highly in favor of federal/state projects which would improve railroad service, bus service, and develop biking and hiking trails. They are not in favor of a rapid rail transit system for Detroit. (Table 4-6) Even Detroiters split on this issue, with half in favor and half opposed. Only 18% of those in Wayne, Oakland and Macomb counties who favor building a rapid rail system are sure they would actually use it.

MARKET OPINION RESEARCH

Now, I would like to ask you a few questions about transportation that would benefit the whole state. These are improvements to transportation which would require state funds, but such funds would bring in federal funds to Michigan.

	Total	Detroit	Detroit SEMTA Suburbs Area	Outstate SMSA cities	Outstate Suburbs	Rural
<u>Do you favor or oppose statewide improvements to railroad (both passenger and freight systems)?</u>						
Favor	69%	74%	64%	68%	70%	75%
Oppose	21	13	25	21	22	20
Don't know	9	12	11	11	8	5

<u>Do you favor or oppose developing more statewide biking, hiking and horse-back riding trails and paths?</u>						
Favor	68	57	72	67	69	71
Oppose	24	30	23	25	23	22
Don't know	8	13	5	8	7	8

<u>Do you favor or oppose statewide improvements to bus systems?</u>						
Favor	70	81	77	79	73	55
Oppose	20	8	17	14	18	32
Don't know	10	11	6	7	9	13

<u>Do you favor or oppose additional bus systems in suburban areas of South-eastern Michigan?</u>						
Favor	57	61	77	71	56	23
Oppose	27	26	19	21	21	45
Don't know	16	12	4	7	23	33

<u>Do you favor or oppose building a rapid rail transit system underground or above ground in Detroit?</u>						
Favor	30	49	41	41	17	16
Oppose	35	40	42	38	24	29
Don't know	35	11	18	21	59	55
BASE	(1001)	(171)	(320)	(521)	(120)	(160)

(ASK ONLY THOSE IN WAYNE, OAKLAND, MACOMB WHO FAVOR RAPID RAIL)

<u>Would you use such a rapid rail transit system if it were built in Detroit? Would you use it often (at least twice per week), sometimes or never?</u>				
Often	18%	27%	12%	8%
Sometimes	5	4	5	5
Never	23	29	19	23
Don't know	62	49	69	62
BASE	(213)	(83)	(130)	(213)

CHAPTER FIVE: SEMTA/DOT

Awareness of SEMTA and DOT

A 56% majority of residents of the seven-county area covered by the Southeastern Michigan Transportation Authority* have heard of SEMTA. However, 44% say they have never heard of it either by its full name or the initials S-E-M-T-A.

Awareness is slightly higher in the Detroit suburbs (61%), and among the frequent riders of public transportation (62%).

Most SEMTA area residents (54%), including a significant number of bus riders (59%), do not know enough about SEMTA to be able to rate their overall impression of it. However, a plurality (35%) of those with an opinion have a very to somewhat favorable impression of SEMTA.

Table 5-1

Is your overall impression of SEMTA

Very favorable	9%	
Favorable	14	35% positive
Somewhat favorable	12	
Not very favorable	4	
Unfavorable	3	11% negative
Very unfavorable	4	
Don't know	54	
	<u>100%</u>	

*Wayne, Oakland, Macomb, Monroe, Livingston, Washtenaw and St. Clair Counties

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The largest number of comments as to what SEMTA does are associated with buses and bus service.

In comparison to SEMTA, DSR/DOT has an overwhelming awareness level of 95% in the seven-county area. Only 5% of this area's residents indicated they had not heard of the "DSR" or "DOT."

CHAPTER SIX: SUMMARY

Citizen priorities for improvements in transportation in the State of Michigan currently put improvements in highways and their maintenance first; improvements in public transportation second. This is a car-oriented state, but one in which residents increasingly recognize the need for good public transportation, especially if they live anywhere other than in rural areas.

While there is concern for better maintenance and improvement of existing roads and highways, there is little support for the building of new ones. In particular, there is little demand for the building of more metropolitan freeways or interstate highways.

Although Michigan residents give highway maintenance more priority than they give public transportation, if they were responsible for spending money for transportation improvements -- particularly on bus systems -- and four out of 10 would spend them on highways.

Citizens think the Department of State Highways and Transportation should emphasize a balance of highways plus public transportation.

Despite the fact that one in every four households has some job related to the automotive industry, neither the persons in these households nor others in the Michigan public think improving public transportation will hurt the sale of cars or affect their own jobs negatively. A small group think improved

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public transportation would affect their jobs positively by providing a cheaper or more convenient means to travel to work.

Approximately two-thirds of Michigan residents have some access to public transportation, though for many this is infrequently scheduled service. Over half (56%) have buses available and another one-quarter (22%) have Dial-A-Ride.

Usage of public transportation in Michigan is currently low, because of lack of availability, infrequent schedules, or because the transportation doesn't go to the places citizens want to reach. Only 16% ever use the bus and only 2% use the newer Dial-A-Ride mode. The major usage is for going shopping.

Eighty-nine percent of employed persons in the state go to work by car alone (77%) or car pool (12%). Only 9% travel to work by bus but 29% of City of Detroit employed residents do.

Most Michigan citizens aren't willing to wait more than 15 minutes for a bus, so any improvements in public transportation need to focus on provision of frequent service. However, if gasoline prices rise, more will consider using public transportation.

Half of the state's households have a railroad station for access to inter-city trains within 50 miles, but nine out of 10 have commercial airports and long distance bus service within 50 miles.

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Michigan citizens are split whether to favor or oppose the use of tax dollars for public transportation. The edge is 57% in favor of supporting such transportation with state tax dollars.

Particular aspects get high support. The highest of these are transportation for the elderly and handicapped. Next most popular are improvements in railroads and bus systems.

The building of a rapid rail system for Detroit -- either above or below ground -- is essentially unpopular. Even in Detroit, as many oppose as favor a rapid rail system.

In summary: Michigan residents will support:

Improvements and maintenance of highways

Improvements to bus systems

Improvements in railroads

They will oppose:

Building a rapid rail system in Detroit

Building more metropolitan freeways or
interstate highways