

Solving the Puzzle

Pavement Priorities and Budgets

Michigan Drivers Demand Long-Term Road Fixes, Prefer Concrete

According to a statewide public opinion poll, a majority of Michigan drivers—customers of the road systems that connect our counties, cities, towns and businesses—strongly favors long-term over short-term road fixes.

The vast majority of Michigan voters said they prefer long-term fixes even when it means a larger up-front investment of road dollars. In addition, a three-quarters majority favors long-term road repair solutions even when it means longer delays in daytime traffic during construction.

Overall, Michigan voters expressed an overwhelming preference for concrete as the paving material of choice for Michigan's roads and highways. And 74 percent of those who favor concrete prefer it because concrete lasts longer.

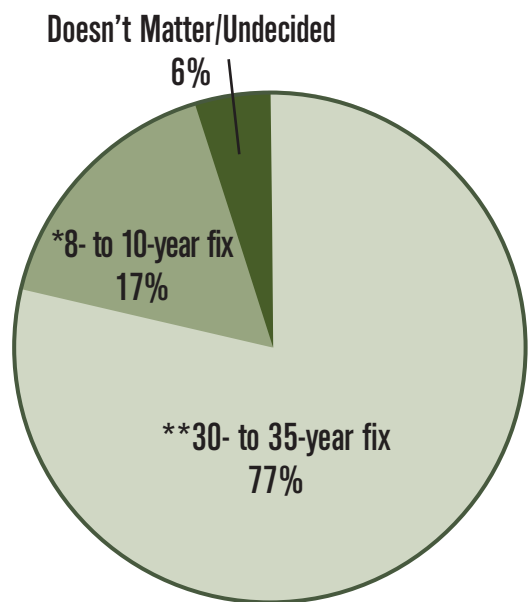
EPIC-MRA, a Lansing-based marketing research firm, conducted the public opinion poll for the Michigan Concrete Paving Association (MCPA) from September through October 1998. The poll was conducted with a randomly selected, representative sample of 600 registered voters throughout the State of Michigan.



There were three objectives for the poll:

- Understand the public's sentiments about road construction;
- Determine the public's preferences for long-term versus short-term solutions to road construction;
- Determine the public's preference between asphalt and concrete paving materials.

Preference for Type of Fix Taking into Account Construction Delays



* No daytime lane closure.

** Requires lane closure.



Participants were questioned about their attitudes toward kinds of fixes and the resulting delays typically caused by road construction. They were provided with definitions of the terms “Long-term Fix” and “Short-term Fix,” as follows:

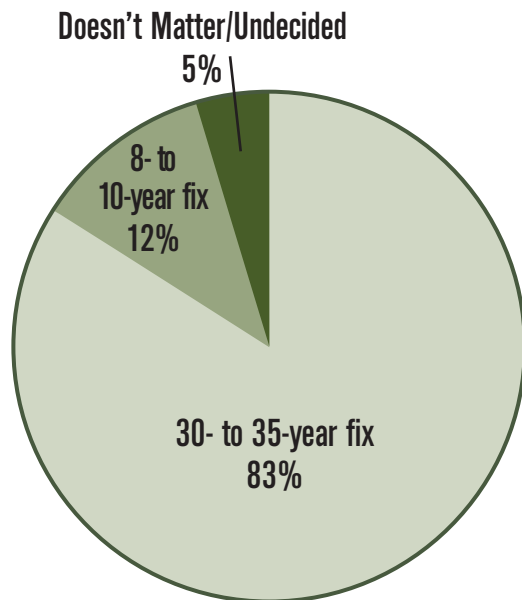
- Long-term Fix: Lasts 30-35 years; costs more initially; causes 2-3 months of lane closures.
- Short-term Fix: Lasts 8-10 years; costs less initially; causes minimal delays in daytime hours.

EPIC-MRA found that, in general, the public strongly favors long-term over short-term solutions, and has a strong preference for concrete pavement because it lasts longer.

Michigan voters are willing to invest more money up front and are willing to bear daytime traffic delays in order to gain long-term solutions to road repair and construction and maintenance.

The EPIC-MRA study makes it very clear that Michigan’s road customers prefer long-term fixes by a very wide margin.

Preference for Type of Fix Taking into Account Cost & Investment



Preference for Type of Paving Material

