

Solving the Puzzle

Pavement Priorities and Budgets

Home Owners Prefer Concrete Streets

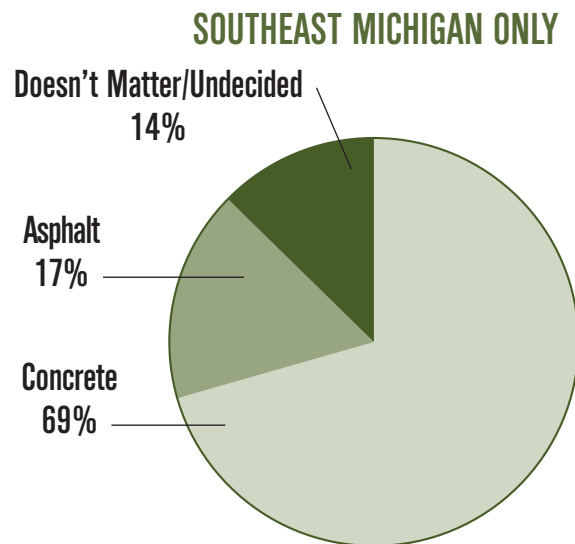
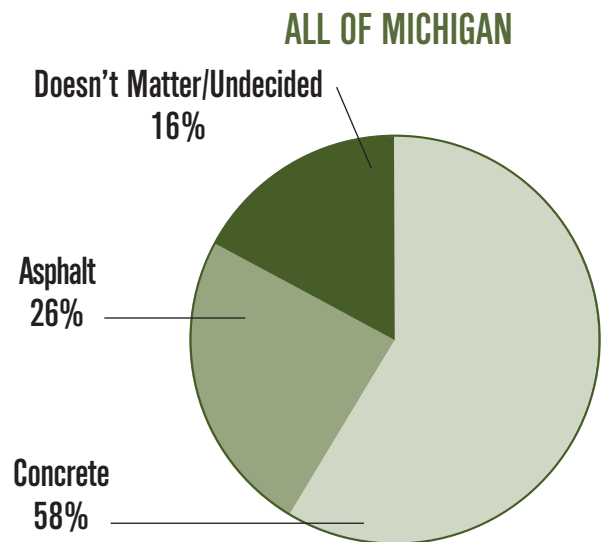
Michigan home owners clearly prefer concrete for their streets, according to a public opinion poll conducted by EPIC-MRA, a Lansing-based marketing research firm. Considering this preference, local officials, builders and developers should carefully consider concrete as the paving material of choice when designing subdivisions.

The EPIC-MRA poll, conducted for the Michigan Concrete Paving Association (MCPA), found that, by a wide margin, Michigan residents favor the appearance of concrete and think it's the best value for the money because it lasts longer than asphalt.

A random sample of 600 registered voters throughout Michigan was surveyed. An additional 284 Southeast Michigan residents were added to the sample in order to look at that area of the state specifically. Results were tabulated for all of Michigan, as well as for the group of respondents who reside in Southeast Michigan.*

When asked about appearance, 58 percent said they prefer the appearance of concrete, especially color. Only 26 percent prefer the appearance of asphalt. Of Southeast Michigan residents, 69 percent said they prefer the color and appearance of concrete roads.

Preferred Pavement Material Considering Appearance



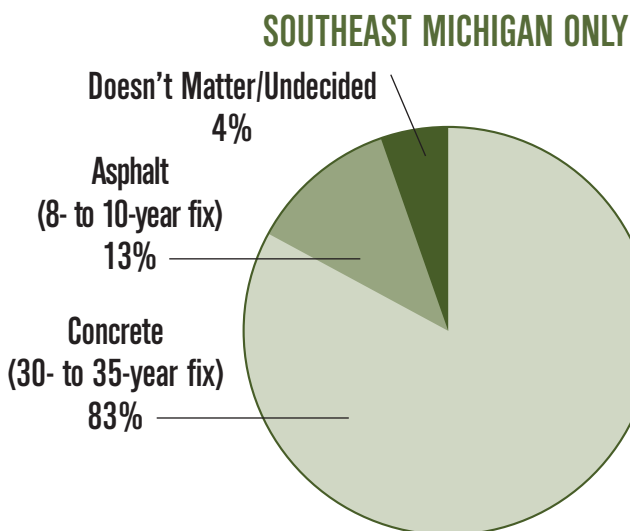
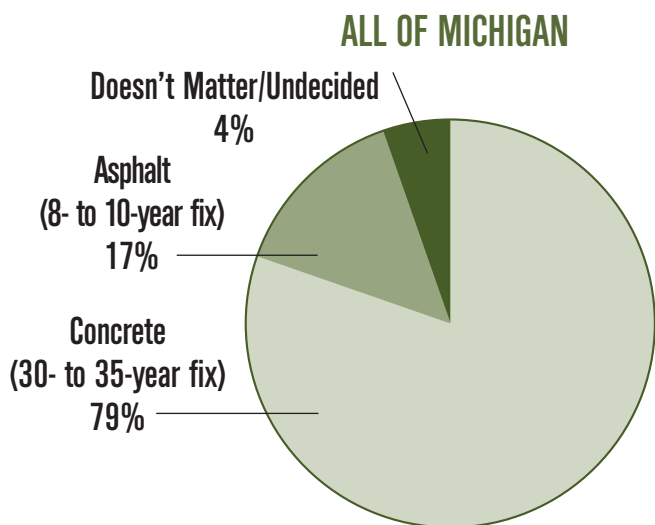
*Oakland, Macomb and Western Wayne County.

Considering the issue of cost vs. durability, residents overwhelmingly preferred concrete—even though concrete is typically 10 percent to 20 percent more expensive initially*—because it lasts 30-35 years or more. Seventy-nine percent of Michigan residents said they would prefer concrete, given the trade-off between initial costs and durability. In Southeast Michigan, 83 percent said they would prefer concrete.

When asked to consider ALL aspects of the two paving materials—appearance, cost, and durability—77 percent of

*For equivalent pavement designs.

Preferred Pavement Material Considering Cost vs. Durability



those surveyed said they would prefer concrete roads if they were moving into a new neighborhood. In Southeast Michigan, 84 percent said they would prefer concrete, considering its color, cost and durability.

Consumers are aware that roads not built to last will cost them considerably more when it comes time for major repairs or rebuilding. In the competitive residential marketplace, concrete adds value for customers seeking neighborhoods that will still look good for years to come. Research clearly shows that concrete is the paving material of choice for new home buyers.

Preferred Pavement Material Considering Appearance, Cost, and Durability

