



MOORE INFORMATION

OPINION RESEARCH • STRATEGIC ANALYSIS

June 12, 2007

TO: Interested Parties
FROM: Bob Moore, Kelly Middendorff, Jill Dehlin
RE: Transportation System Ratings

This spring, Moore Information commissioned a national survey to explore public attitudes about several key issues, including transportation. We want to share what we learned.

Nationally, voters have mixed reactions when it comes to the quality of the transportation system in their own metropolitan areas. Specifically, when asked to rate their local transportation system, described as roads, transit, sidewalks, bike ways and transportation services, 35% of voters rated them as excellent/good, 32% rated them average, and 29% give their transportation system a below average or poor rating.

Perhaps the most interesting finding is the higher levels of dissatisfaction among voters in the Pacific region than elsewhere in the nation (the Pacific region includes Alaska, California, Oregon, Hawaii and Washington) - Pacific voters are the most likely to give their transportation system low marks (40% below average/poor). Other significant differences include the North Central region's positive ratings of their transportation systems and the South's average ratings. The following table reflects these regional differences:

Transportation System Ratings By Region

	USA	Pacific	Mtns./ Plains	North Central	South	NE	Portland Metro (2005)	Seattle area (2002)
Excellent/good	35%	32%	38%	46%	23%	34%	61%	11%
Average	32%	25%	32%	27%	42%	33%	21%	29%
Below avg./ poor	29%	40%	23%	25%	31%	29%	16%	58%

Overall, these findings are in marked contrast to a 2005 survey of Portland, Oregon metro area residents and a 2002 survey of Seattle metro area residents. Indeed, a majority of Portland metro area residents rated their transportation system as excellent/good (61%), and only 21% rated the system as average and 16% rated it as below average/poor. By comparison, Seattle metro area residents are largely unimpressed with their transportation system, with 11% rating the system excellent/good, 29% as average and 58% below average/poor.

For a detailed set of cross tabs or if you have any questions, please contact us at 503.221.3100.

These data are from a poll conducted among a representative sample of 800 voters nationwide, by Moore Information, Inc. The potential sampling error is plus or minus 4% at the 95% confidence level. The interviews were conducted February 6-8, 2007.

Moore Information is a premier opinion research and strategic analysis firm specializing in politics, government and public affairs. We offer our clients and friends insight and information on key issues and measurements on a regular basis, sharing our interpretations and strategic analyses of the data. If you wish to receive additional information regarding this Moore Insight or receive future Moore Insights, please contact us at www.moore-info.com/contactus.

To view previous Moore Insights, please go to www.moore-info.com/mooreinsights