

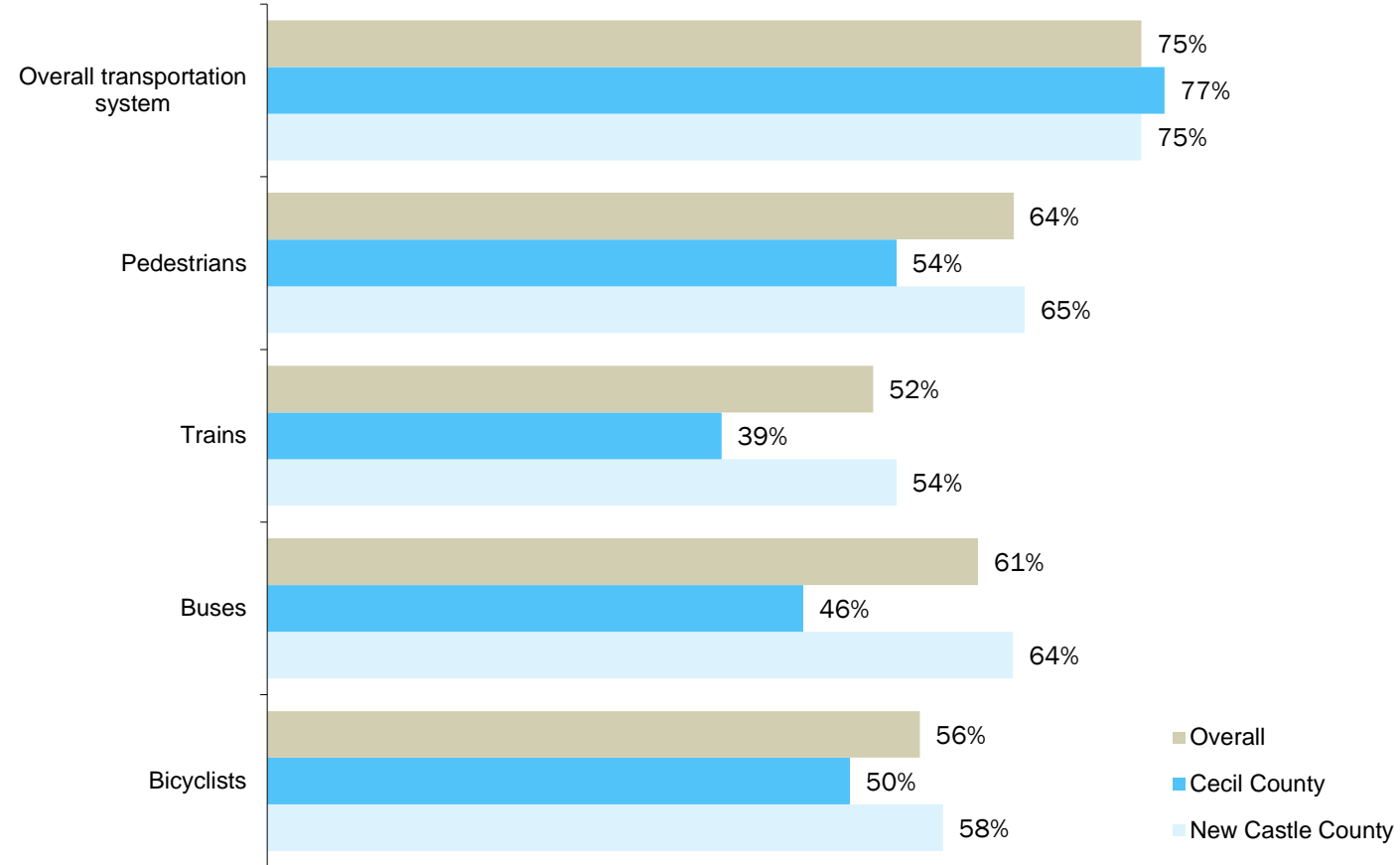
WILMAPCO's 2022 Public Opinion Survey



Introduction

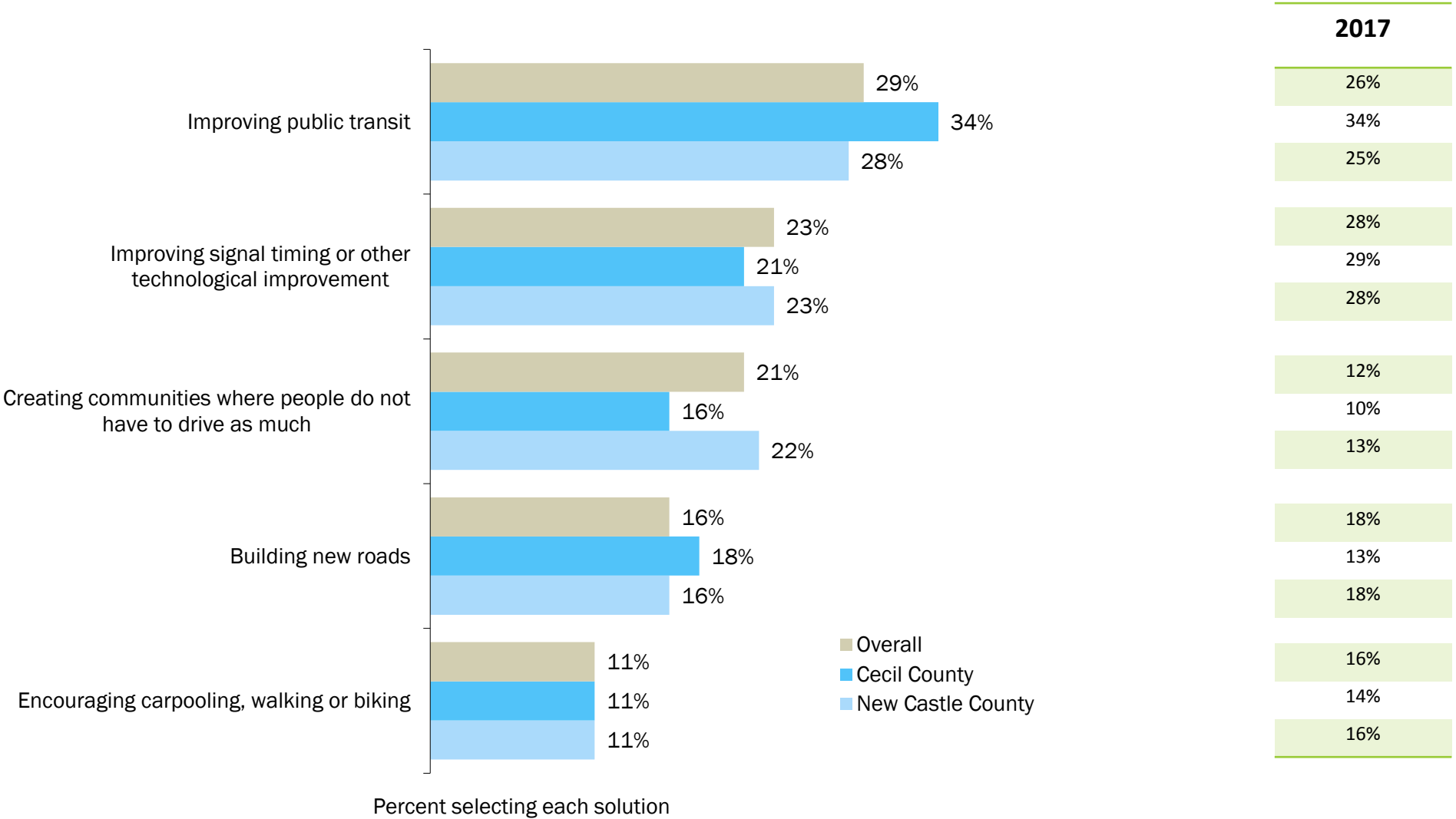
- Every 4 years – Inform RTP Updates
- Random sample 600 residents (landline & cell)
- Confidence level 95%
- Conducted since 1997
- Demographic quotas

Perceived Effectiveness of the Transportation System

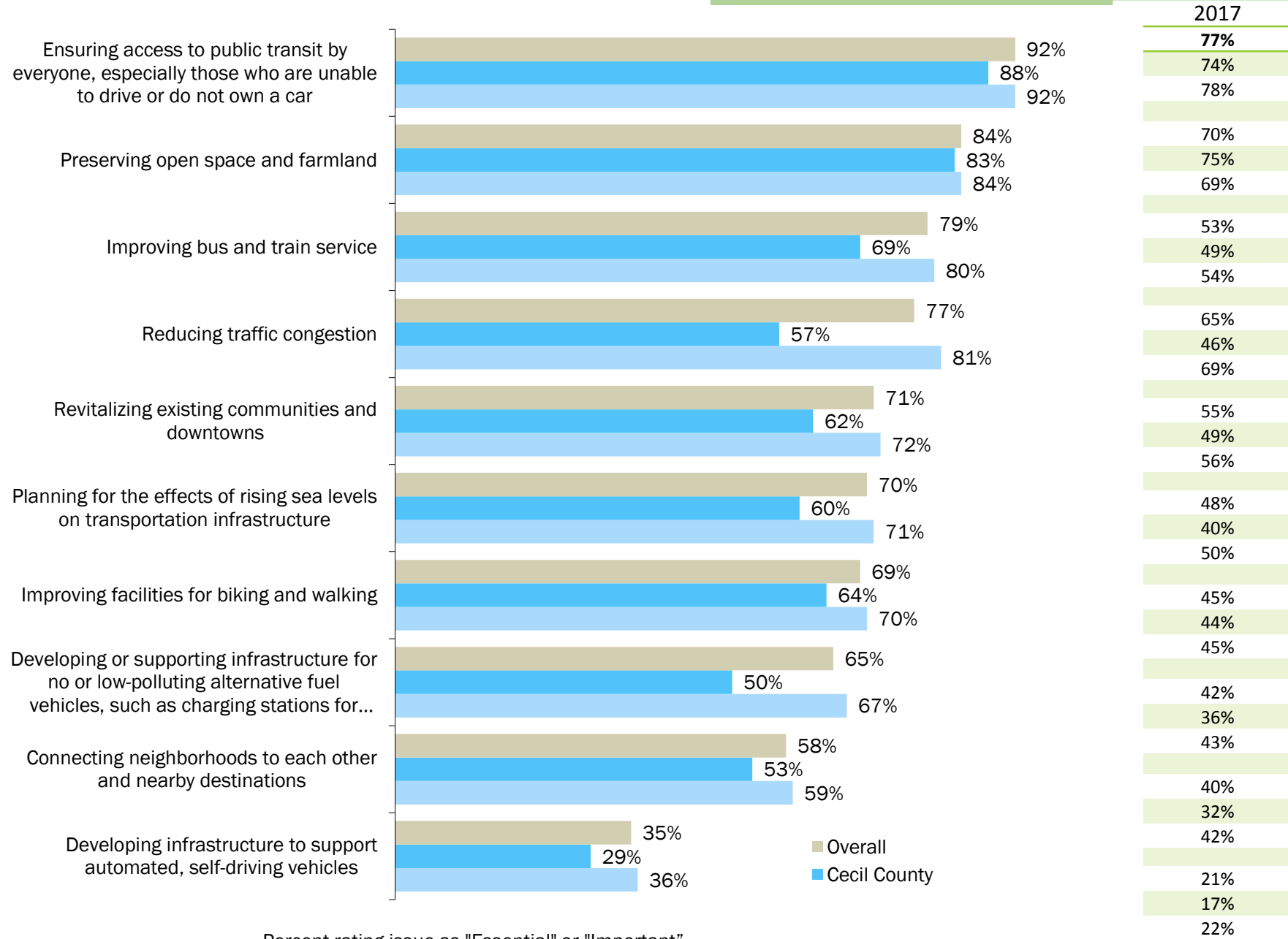


Percent saying "very" or "somewhat" well

Most Effective Long-Term Solution to Reduce Traffic Congestion

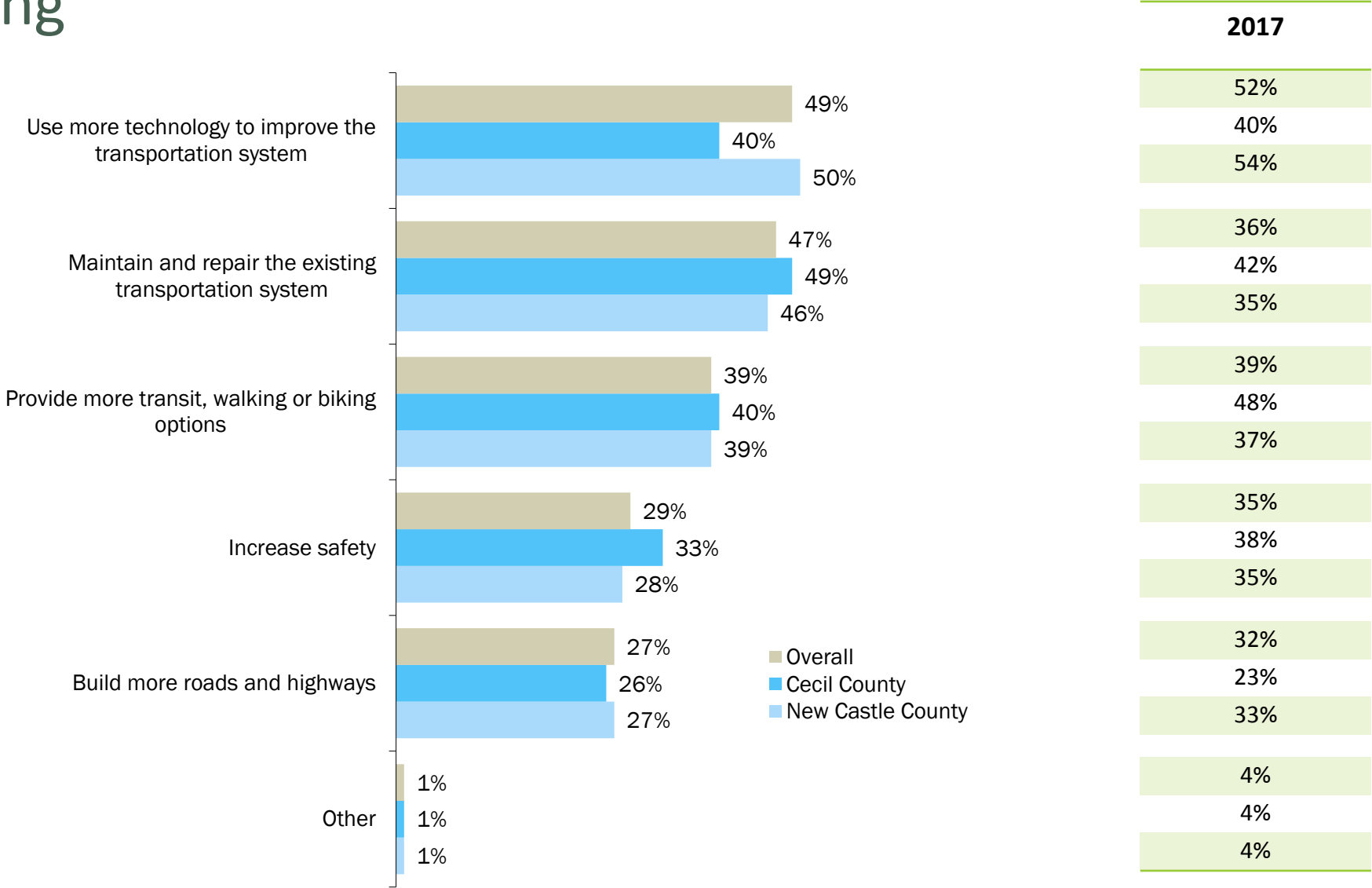


Importance of issues



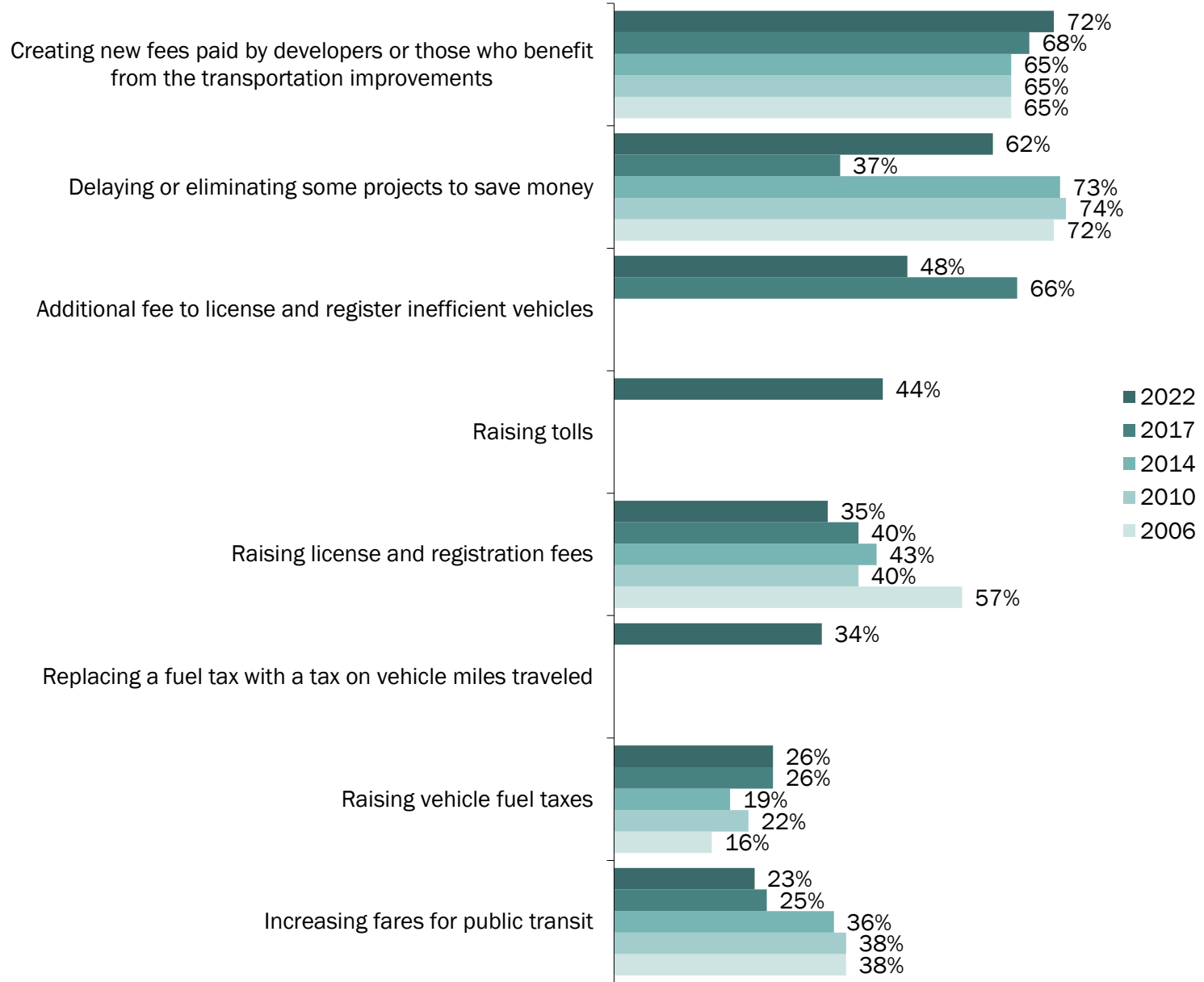
Percent rating issue as "Essential" or "Important"

Priority for Funding



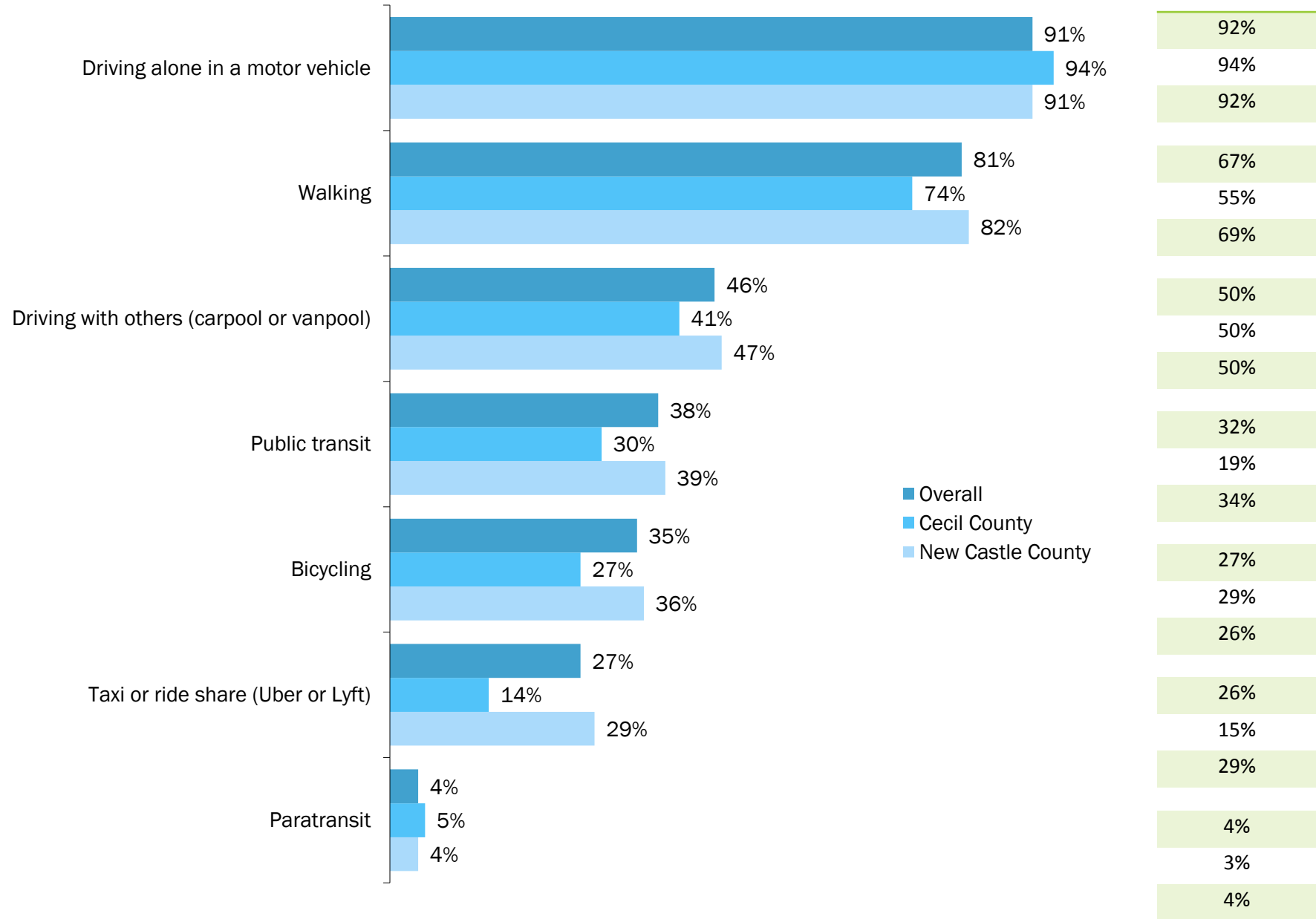
Percent selecting up to two improvements as highest priority

Support for various funding methods



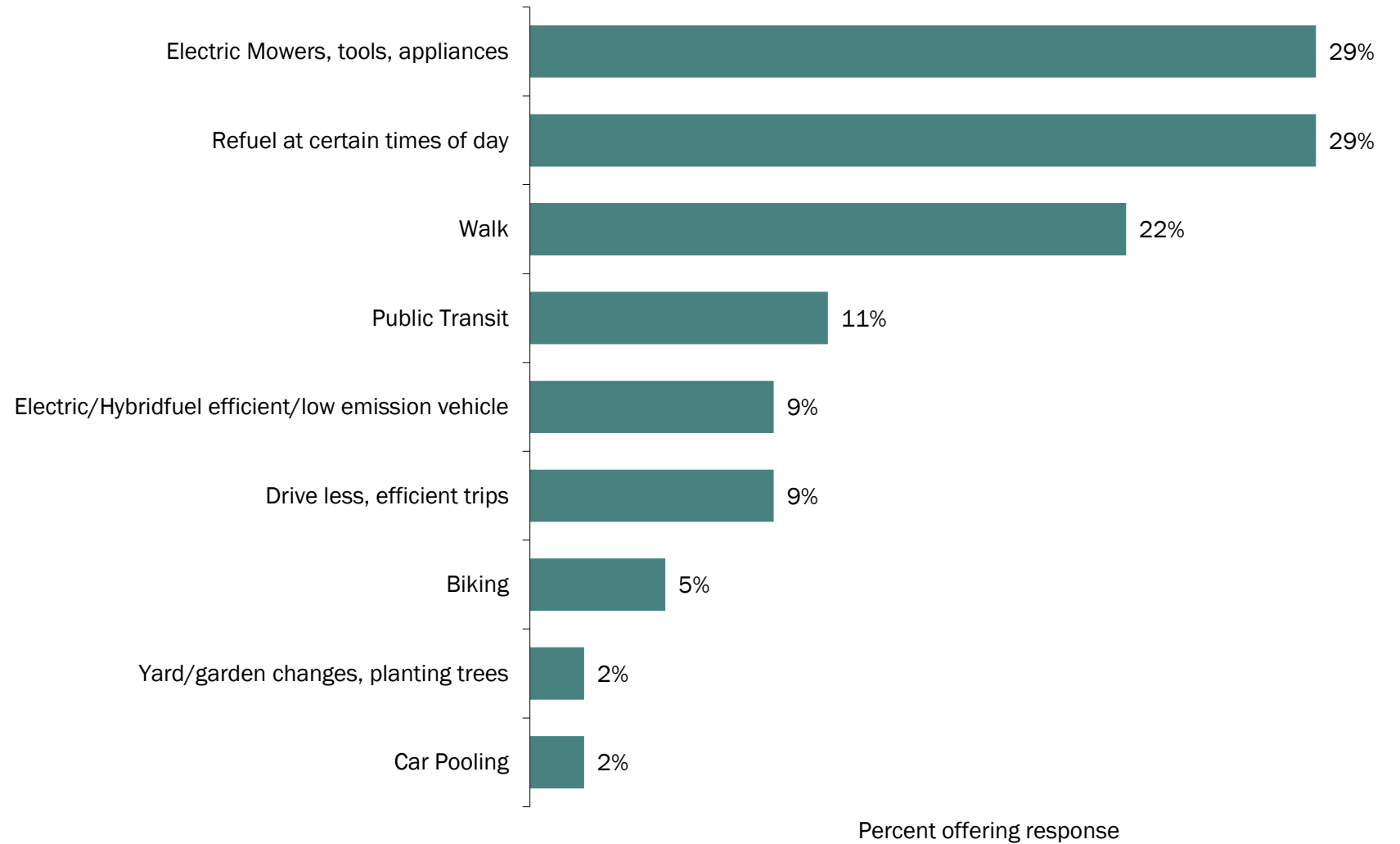
Percent Supporting Funding Method

Mode Choice



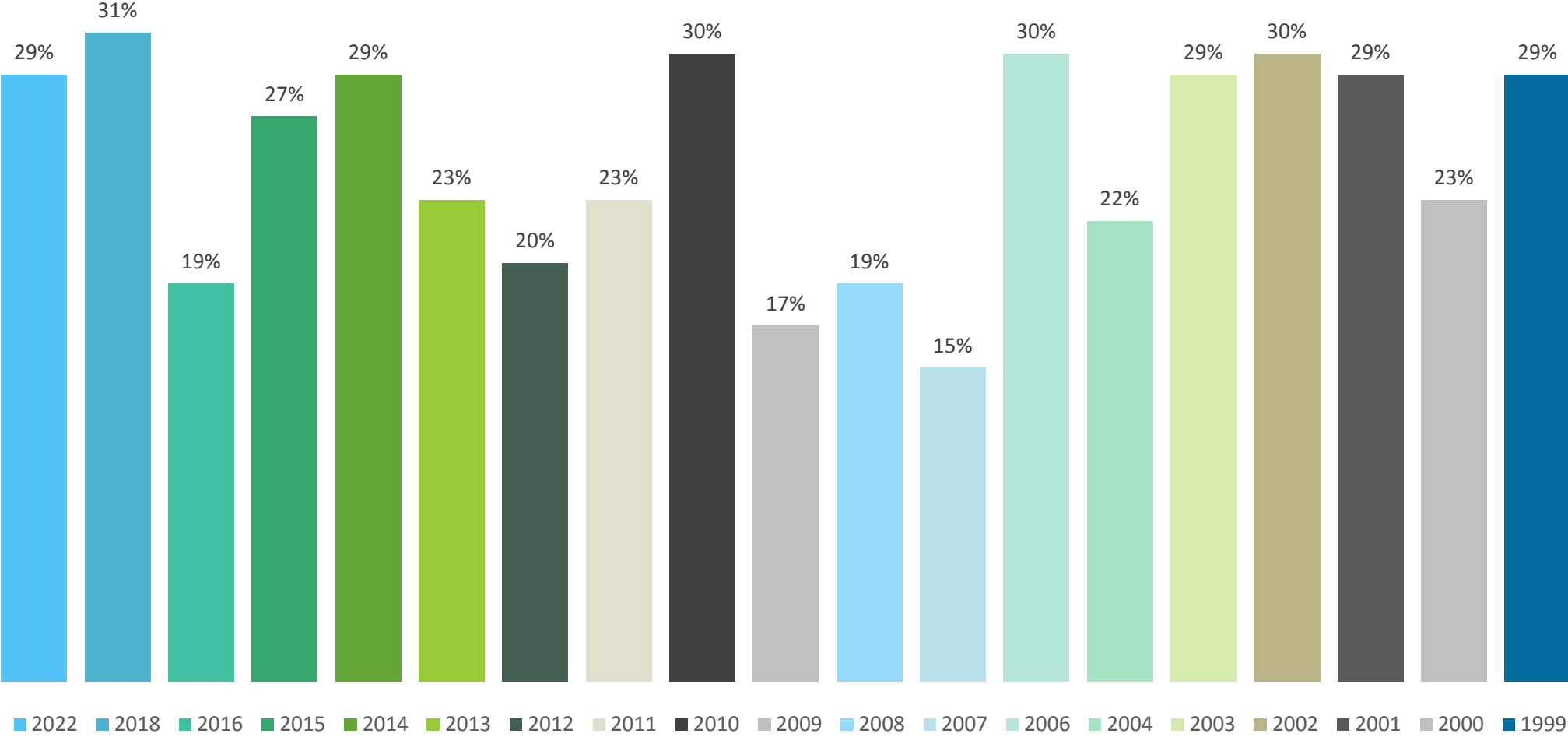
Percent "Ever" using mode of transportation

Air Quality Awareness



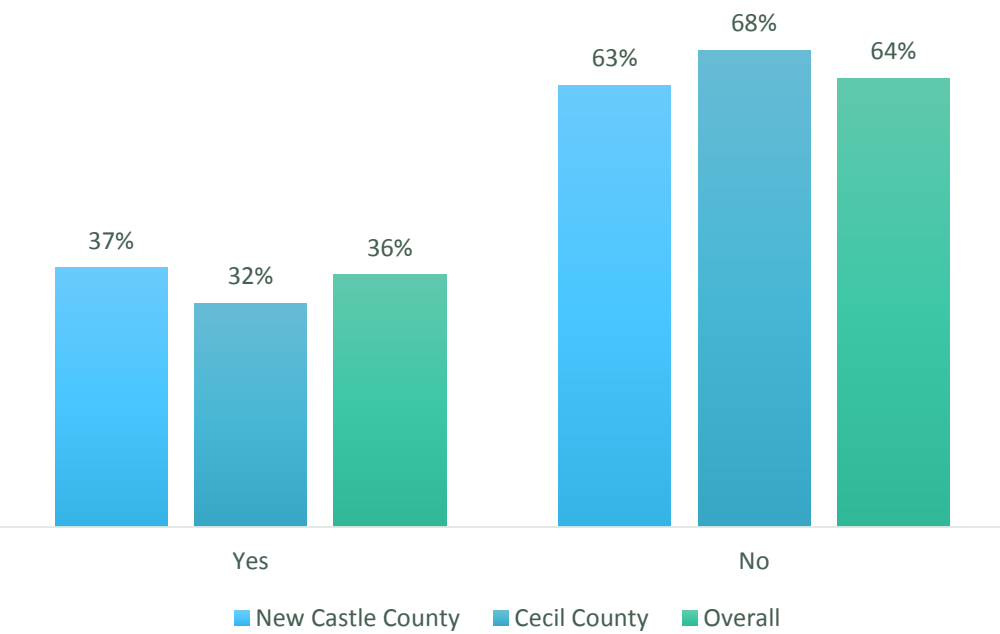
Awareness of the Air Quality Partnership of Delaware has increased among New Castle County residents to 23%, from 17% in 2017.

Familiarity with WILMAPCO

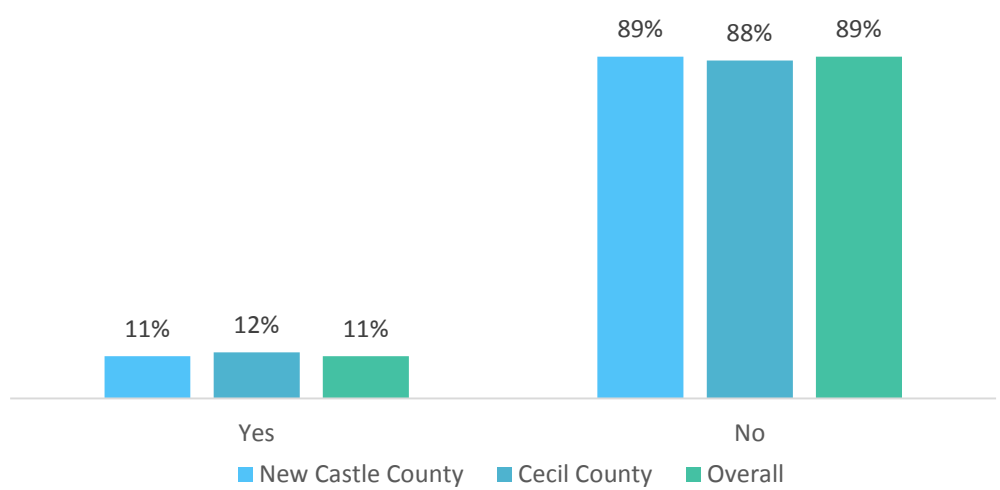


Newsletter & Text Interest

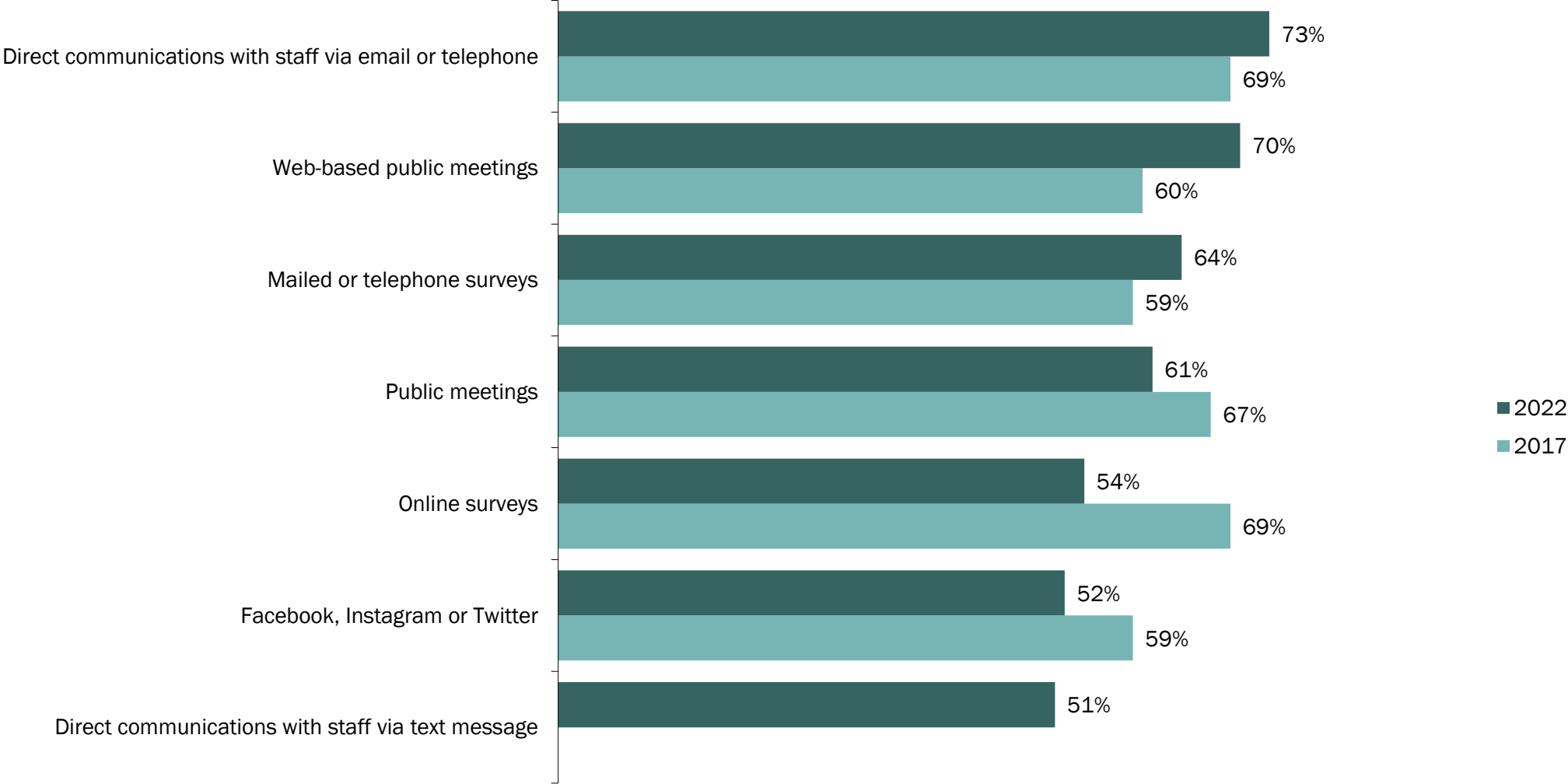
Interest in WILMAPCO newsletter



Interest in Texts from WILMAPCO

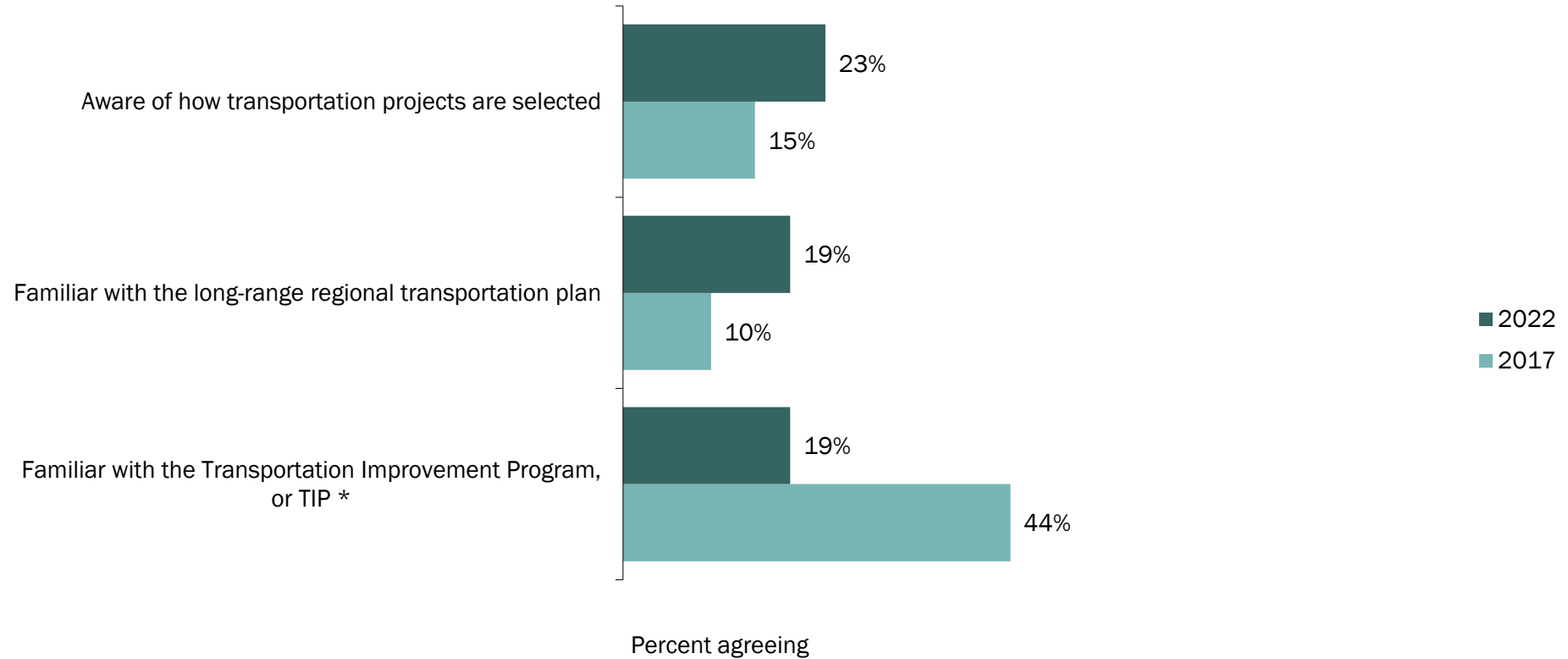


Outreach Strategies



Percent rating method as effective

Awareness of transportation planning process



Demographics

2022 POS	NCC	CC	2020 ACS	NCC	CC
Hispanic	10%	4%		9%	3%
Black	24%	7%		26%	6%
White	56%	86%		55%	89%
Age 18-34	14%	11%		20%	18%
Age 35-54	46%	48%		25%	26%
Age 55+	39%	41%		29%	30%
Under \$25K	8%	8%		15%	13%
\$25-\$50K	19%	23%		19%	18%
\$50-\$100K	32%	29%		31%	32%
Over \$100K	41%	40%		36%	37%

www.wilmapco.org/survey-results