

WILMAPCO's 2012 Public Opinion Survey Results

Survey Methodology

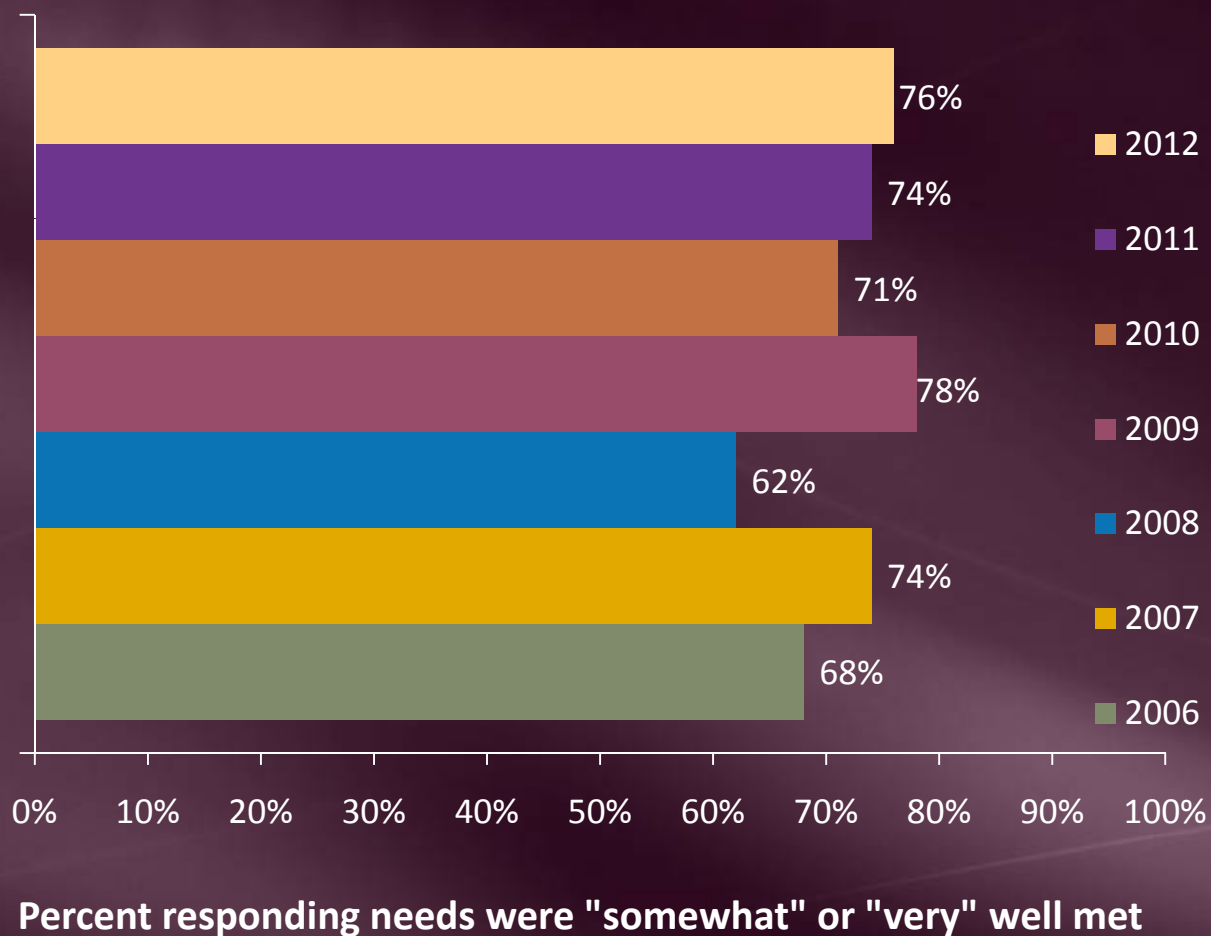
- Telephone Survey using Randomly Selected Numbers
- 600 Completed Surveys
- Ages 18 or Older
- Approximately 12 Minutes
- Margin of Error of +/- 4%
- 20% Response Rate

Survey Purpose

- Perceptions about Transportation and Planning
- Use of Various Modes
- Preferences for Growth and Development
- Familiarity with WILMAPCO

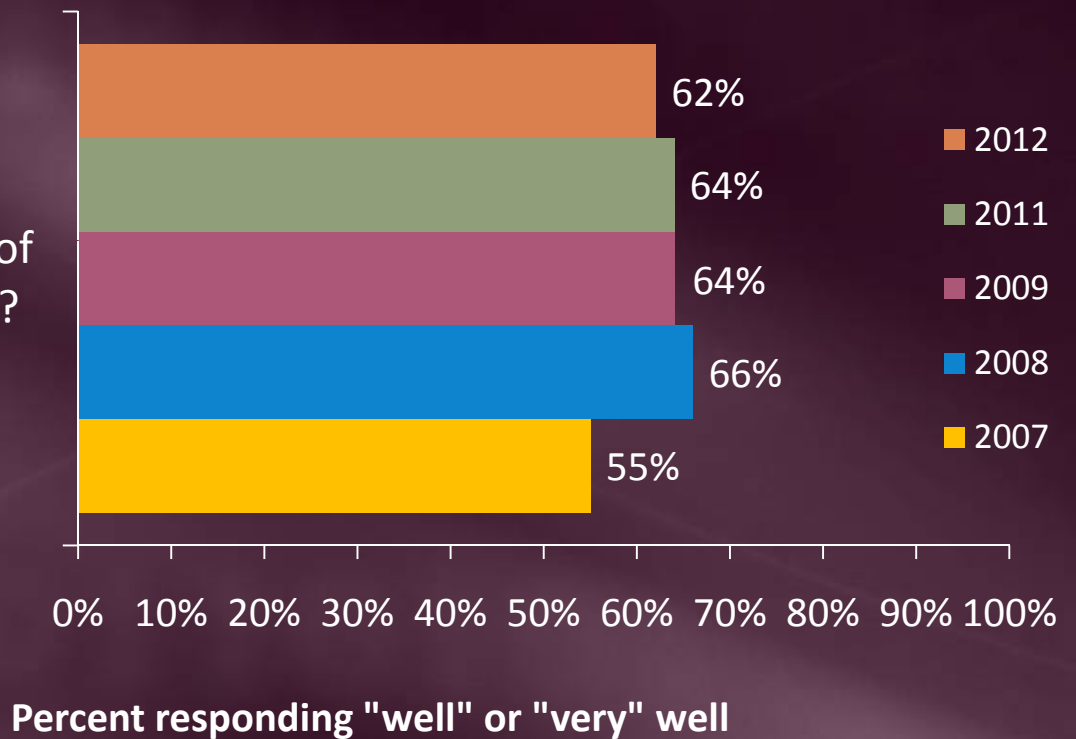
Ratings of Current Transportation System

How well do you feel the transportation system meets your travel needs?



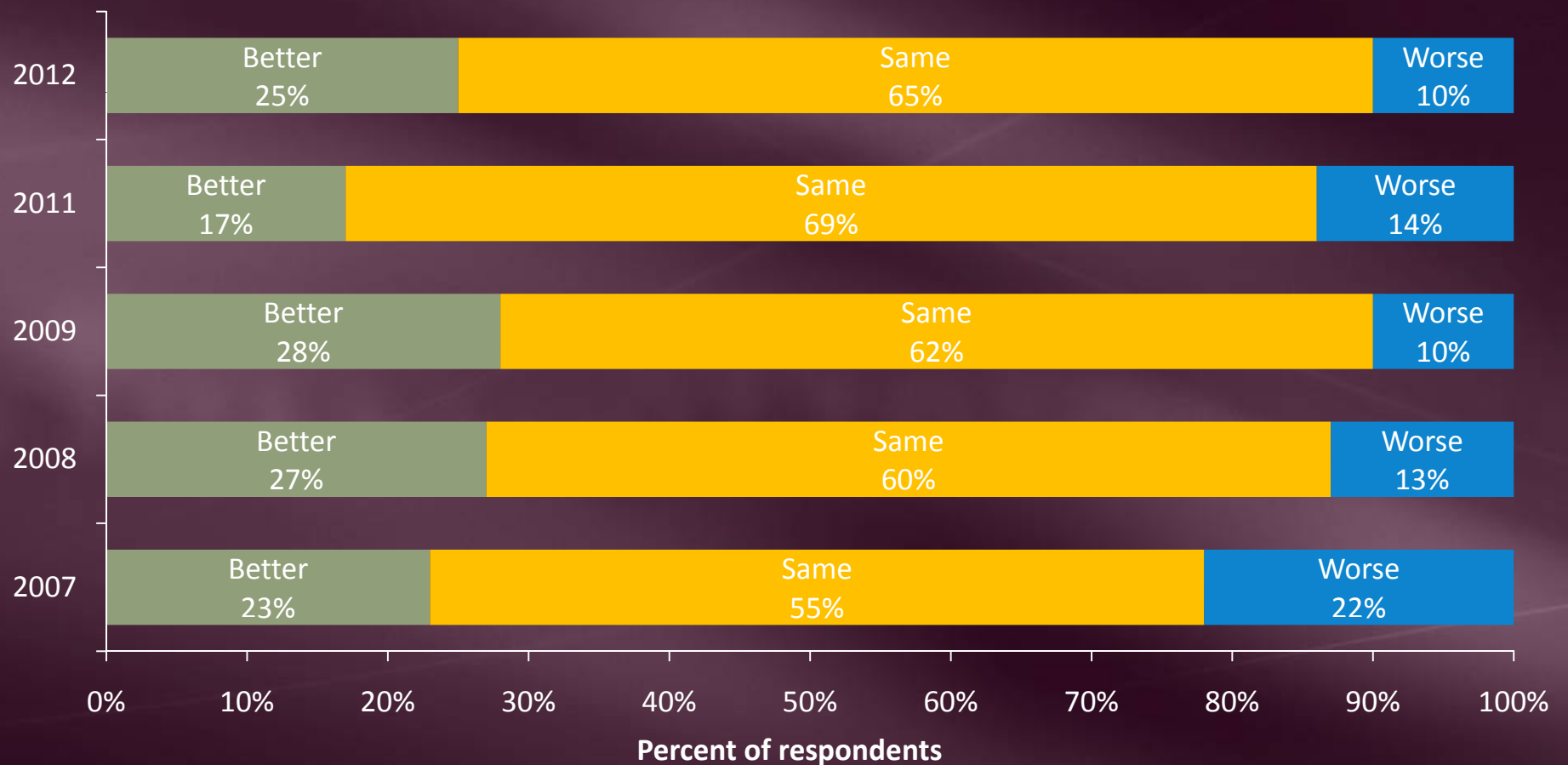
Ratings of the Overall Condition of Roads and Highways

How would you rate the condition of Cecil County's roads and highways?

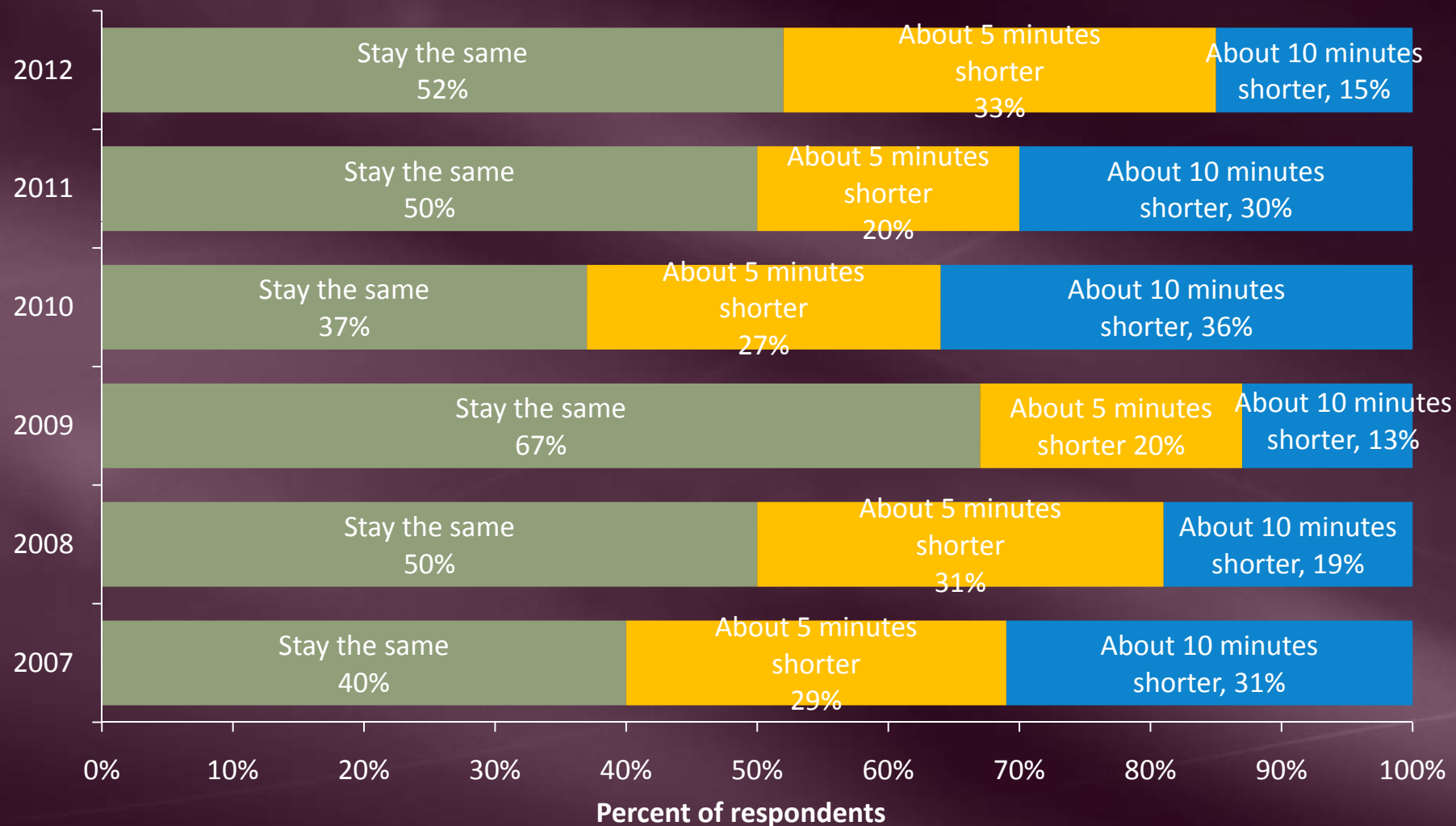


Ratings of the Condition of Roads and Highways

Would you say the condition of Cecil County's roads and highways has gotten better, worse or stayed the same?

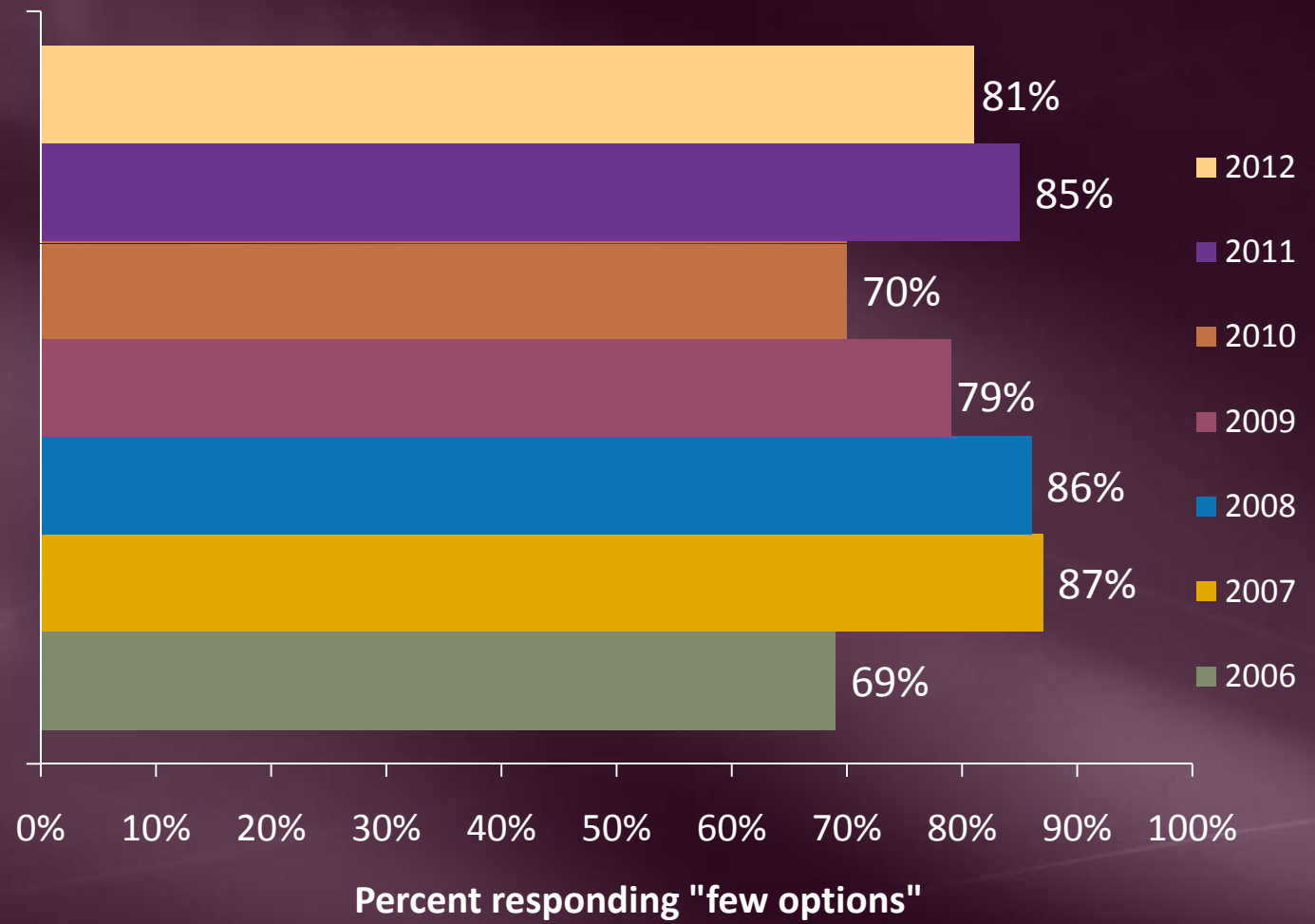


Perceived Change in Commute without Traffic Congestion



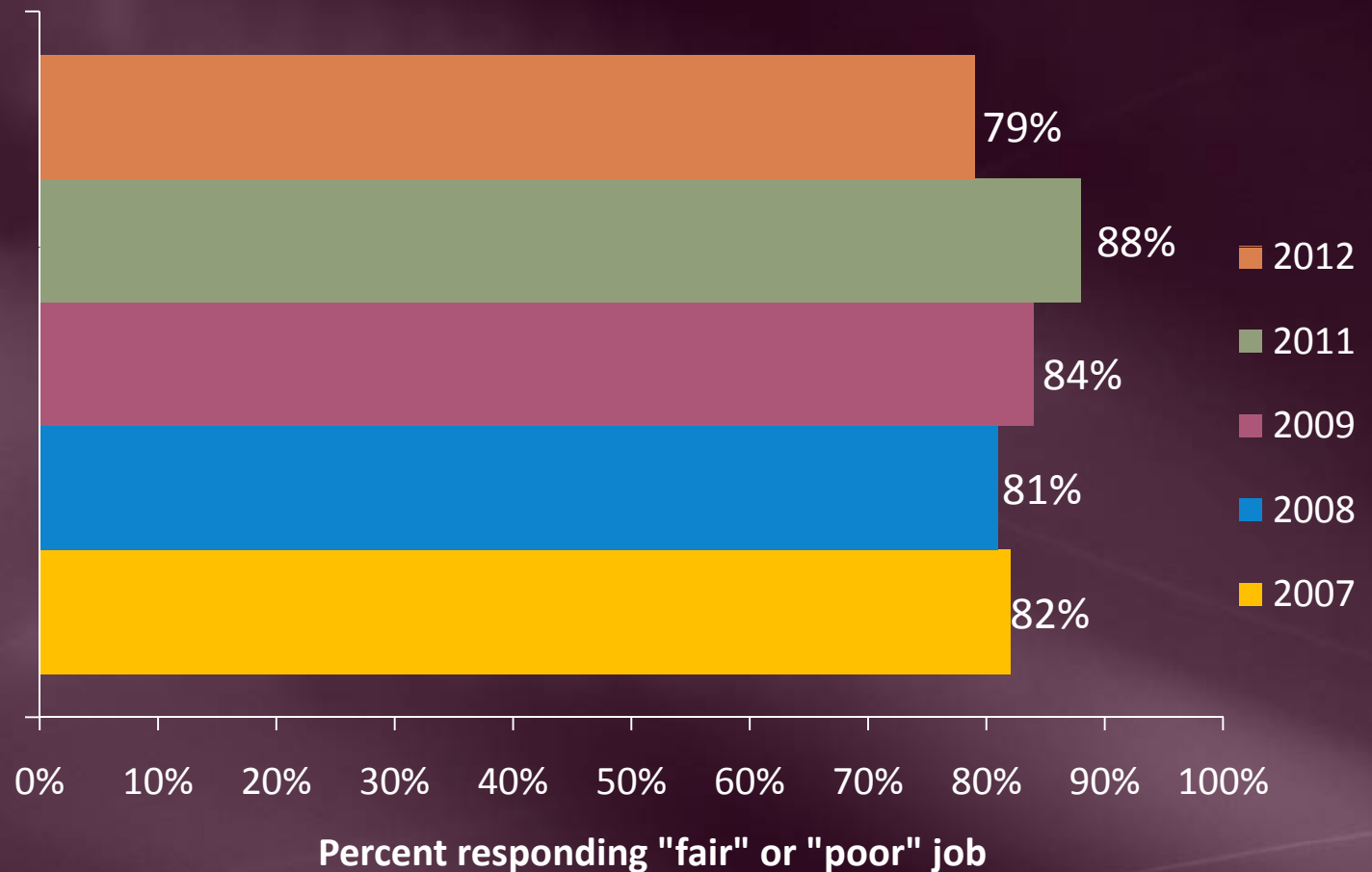
Perceptions of Availability of Transportation Options

Would you say you have many different transportation alternatives to choose from?



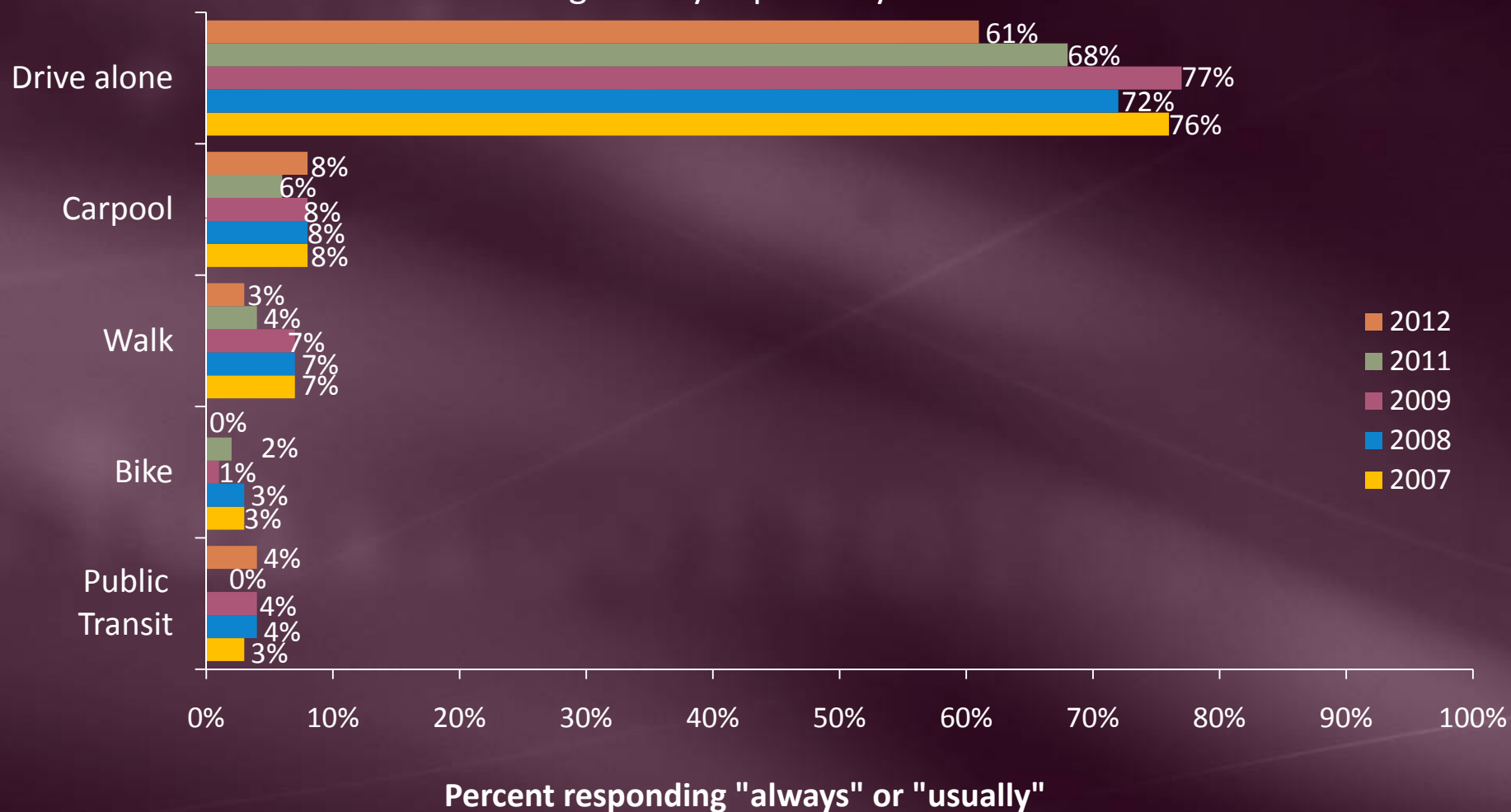
Ratings of Accessibility of Alternative Modes of Transportation

How would you rate the job government agencies have done at improving your accessibility to walking, biking, taking the bus or train, etc?



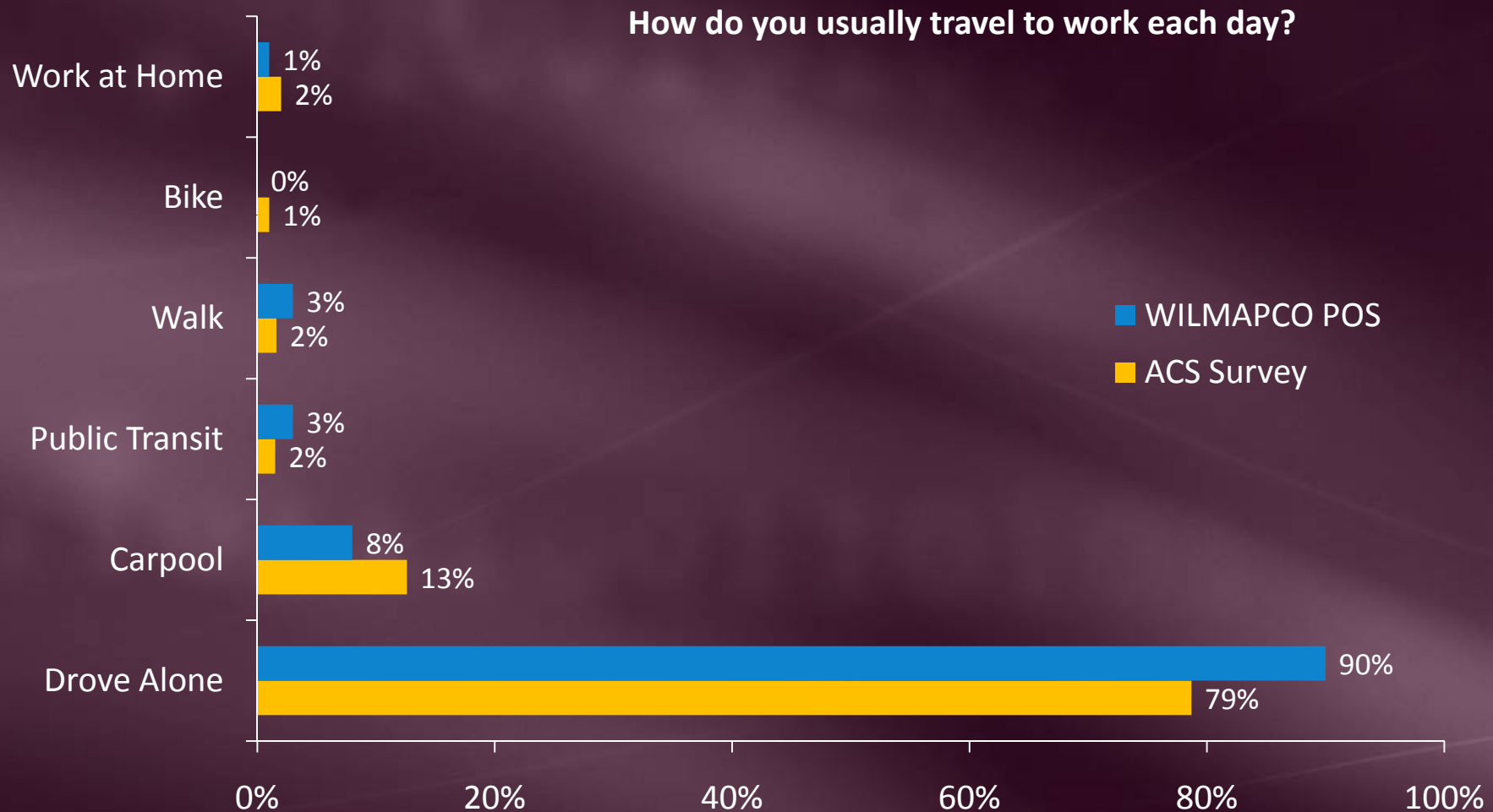
Respondents' Mode Use

Thinking back over the past month, how often did you do each of the following for any trips that you made?

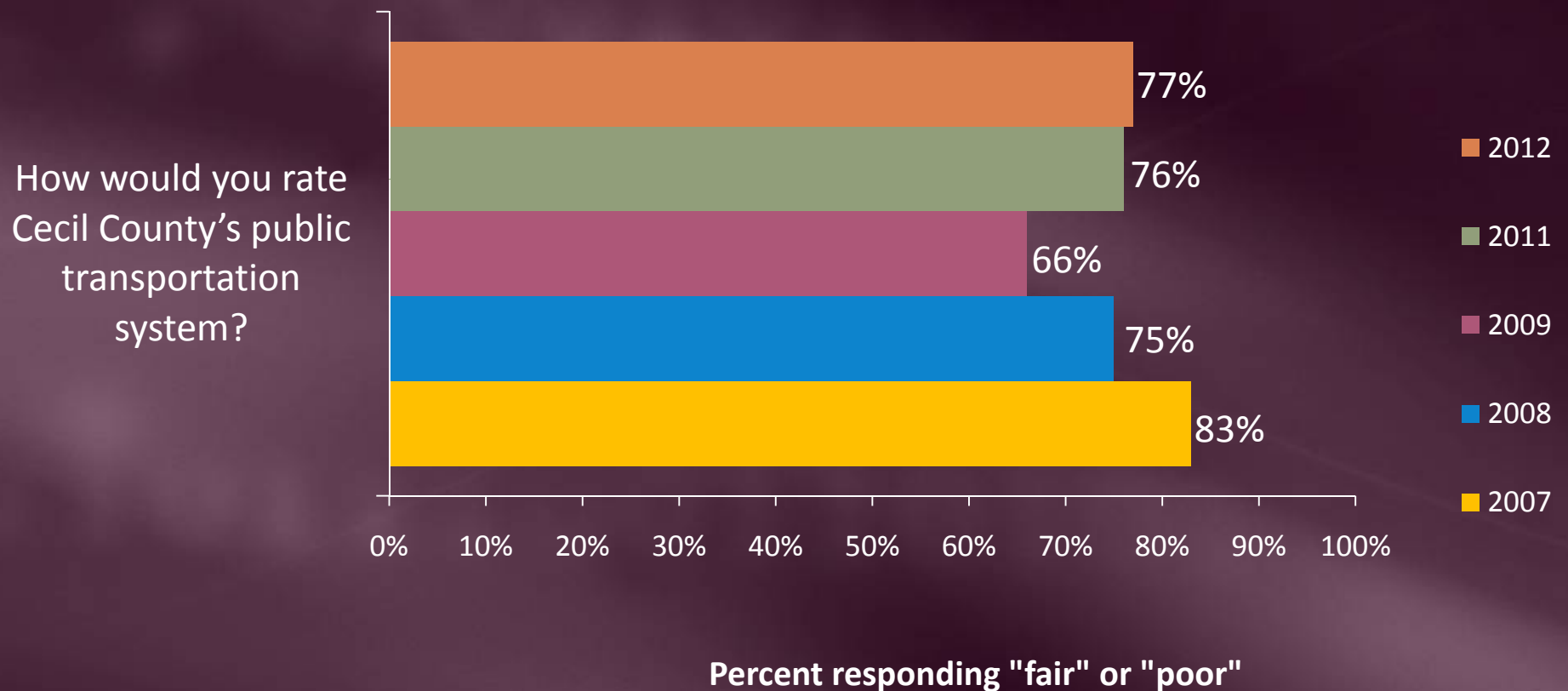


Mode Share Comparison

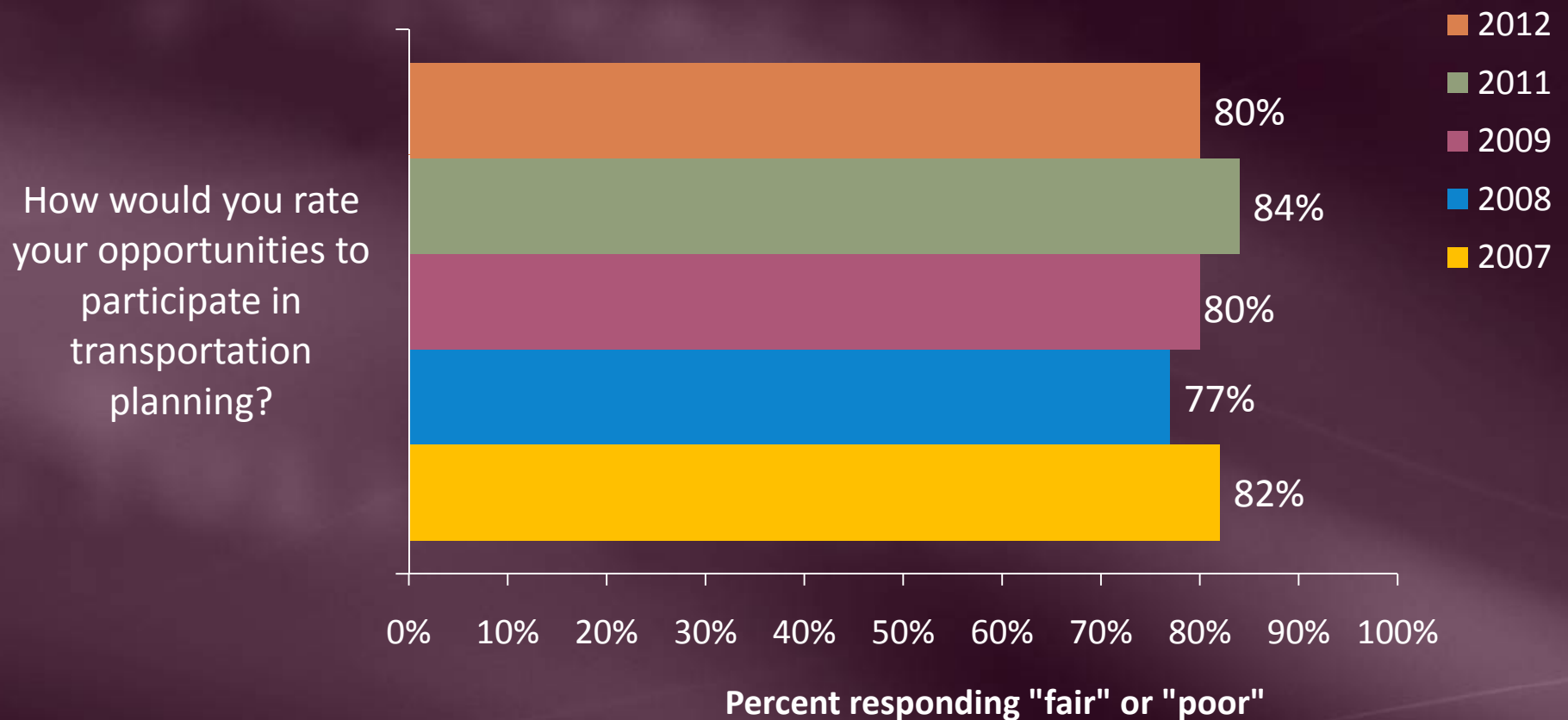
ACS vs POS (3-year average)



Ratings of Public Transportation in Cecil County

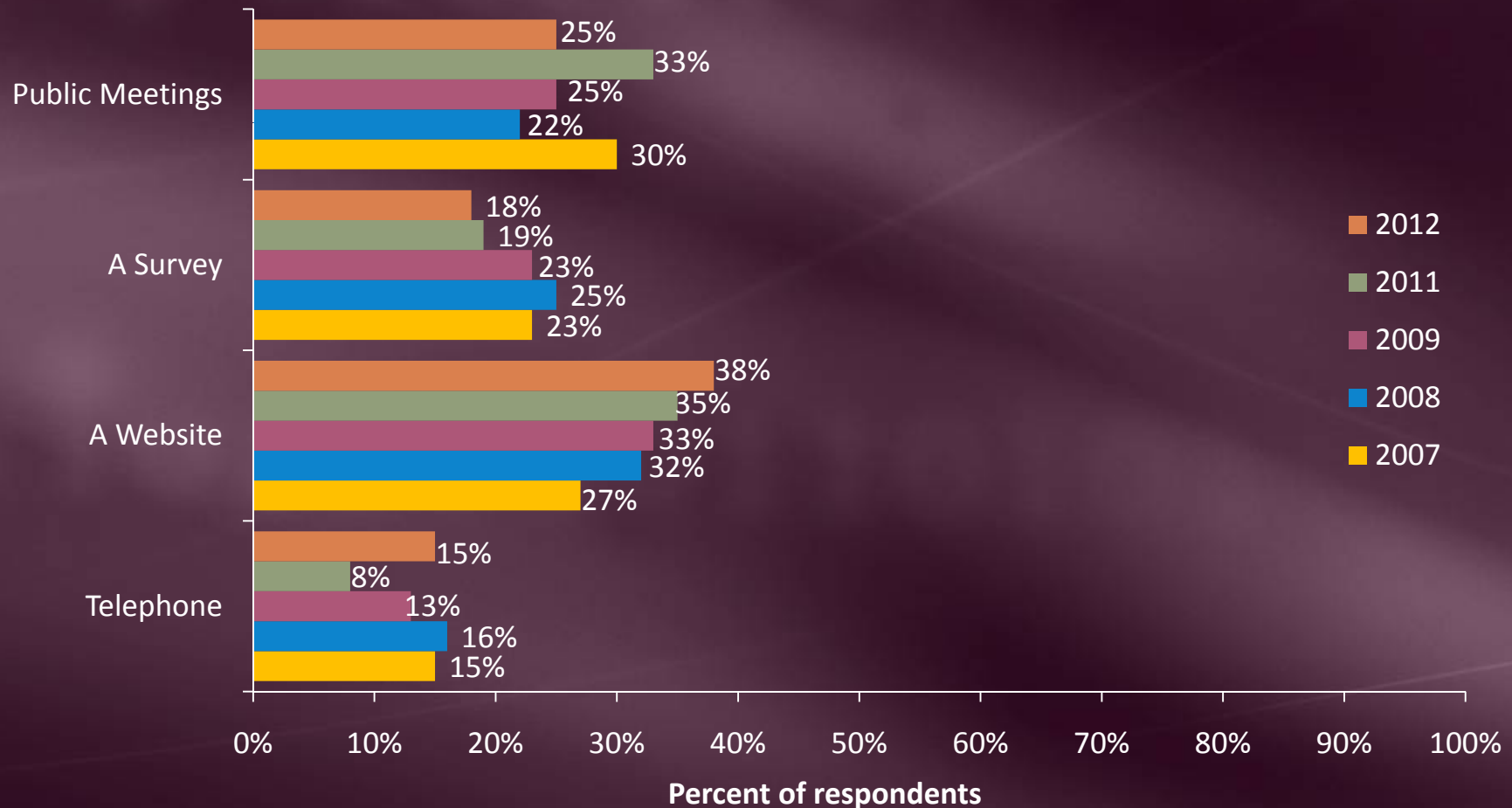


Ratings of Opportunities to Participate in Transportation Planning

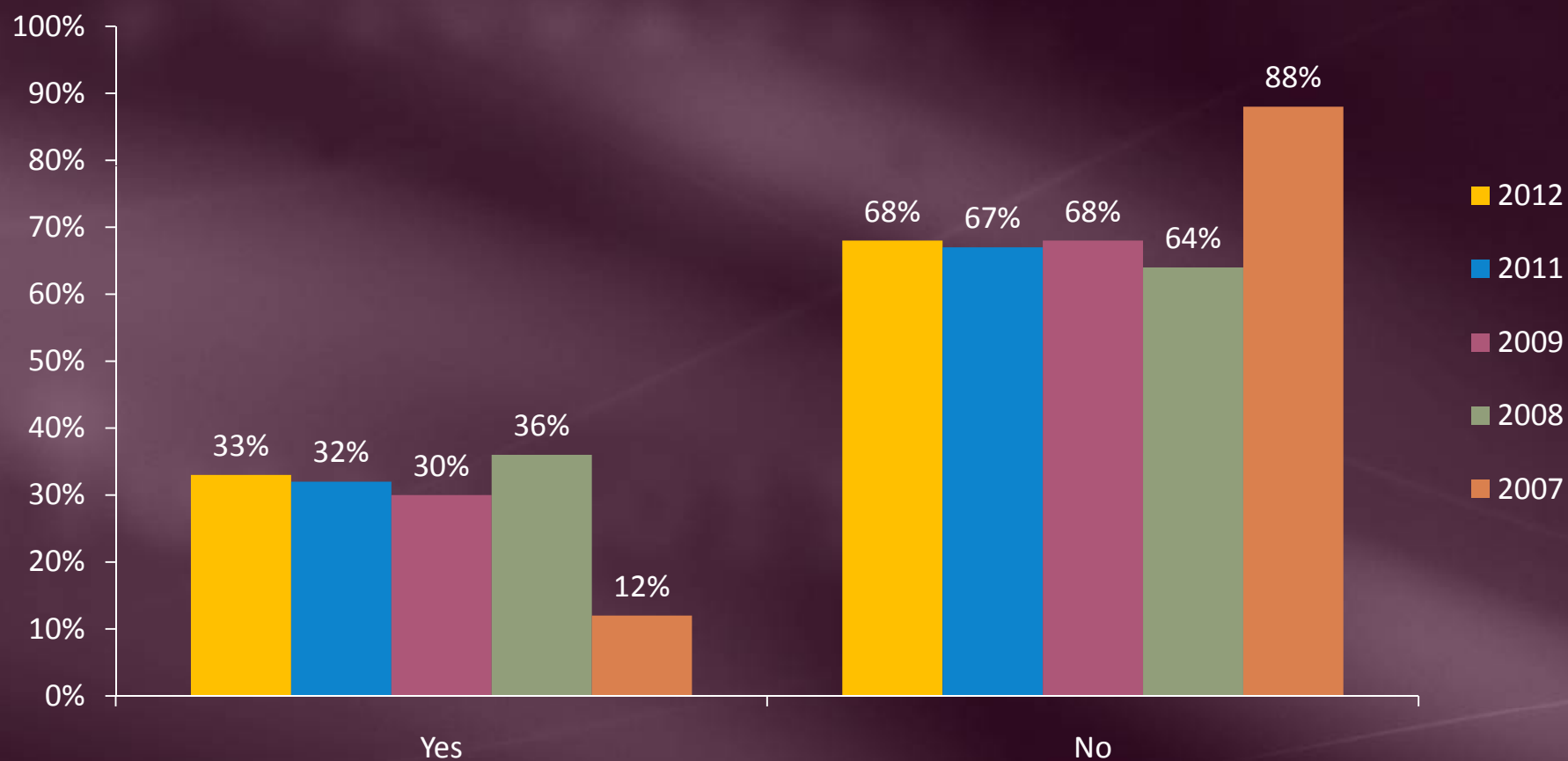


Respondents' Preferred Method for Providing Feedback to Planners

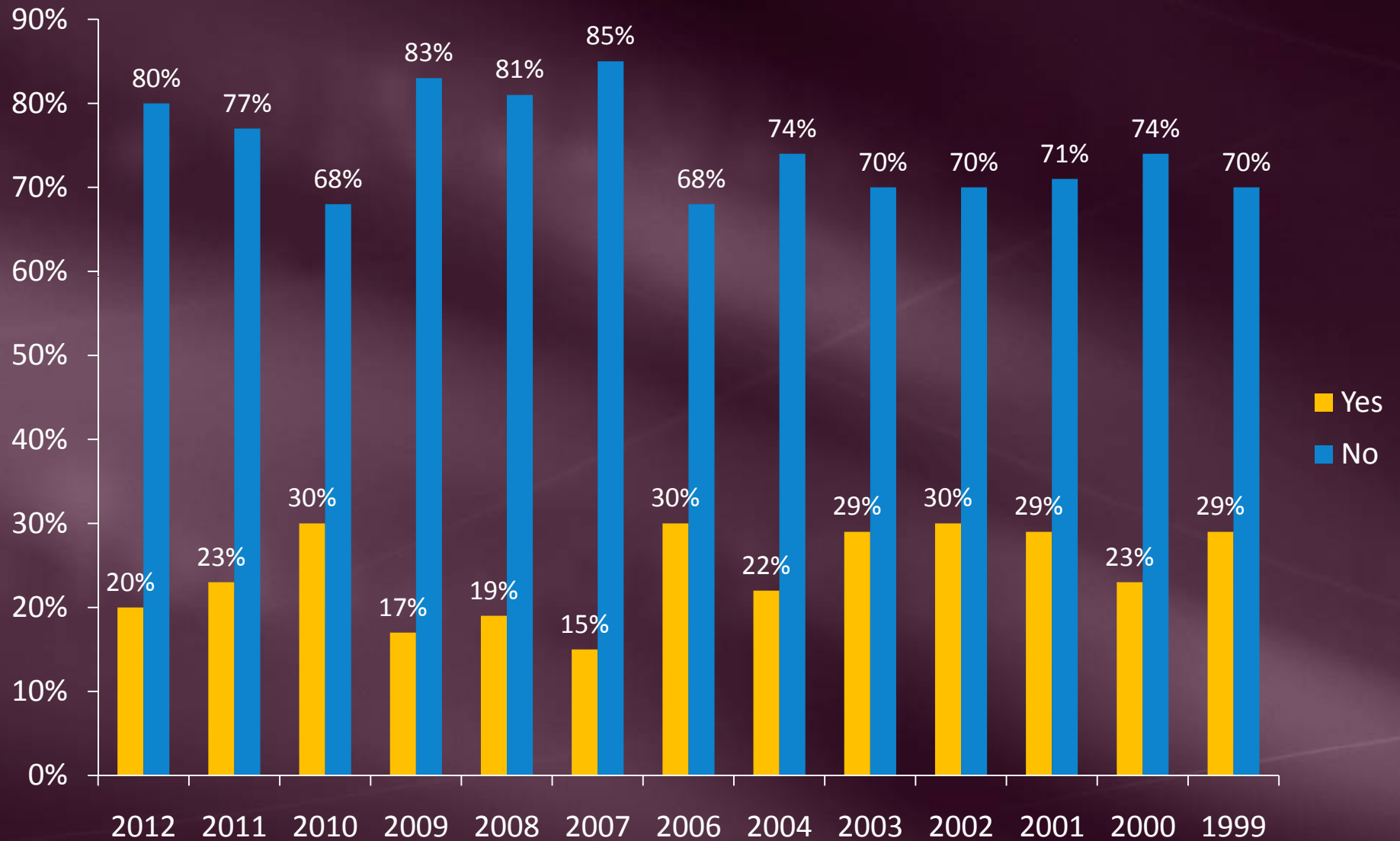
In your opinion, what is the best way for you to provide feedback to planners on transportation issues?



Interest in Receiving Information from WILMAPCO



Familiarity with WILMAPCO



Demographics

- 65% between the ages of 30 and 64
- 92% white
- 30% earn between \$40,000 and \$80,000
- 38% earn over \$80,000
- 30% of respondents completed some college
- 21% earning a degree
- 54% lived in Cecil County for more than 20 years

Questions?

More info:

wilmapco.org/survey-results