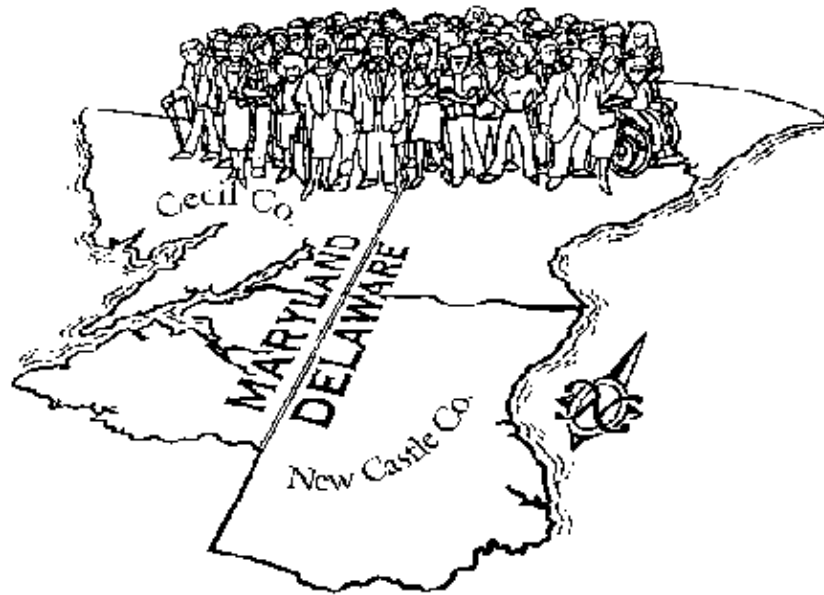


WILMAPCO

2012 Public Opinion Survey Results Summary



*Survey completed by National Research Center, Inc.
Report created by WILMAPCO July 2012*

www.wilmapco.org/survey-results

October 1, 2012

WILMAPCO

About the Survey

PURPOSE

The Wilmington Area Planning Council (WILMAPCO) conducts an annual Public Opinion Survey, to increase its understanding how the residents of New Castle County, Delaware and Cecil County, Maryland feel about local transportation and land use issues, and the policies and strategies contained in the Regional Transportation Plan (RTP). This is the thirteenth annual survey WILMAPCO has conducted. The survey is conducted in Cecil County every year, while in New Castle County it is conducted every four years, concurrent with RTP Updates. This year only Cecil County was surveyed. The survey identifies:

- Perceptions about transportation and transportation planning
- Use of public transit, bicycle, and pedestrian modes
- Preferences for growth and development
- Familiarity with air quality issues
- WILMAPCO

PROCESS

The survey was conducted through telephone interviews using randomly selected telephone numbers. Surveyors interviewed 600 Cecil County residents, ages 18 years and older. Aspen Media and Market Research, a survey call center, conducted the interviews between July 8, and July 15. Each survey took approximately 12 minutes. Interview responses were imported into a dataset for analysis by National Research Center, Inc. The sample selection has a 95 percent confidence level and a sampling error of plus or minus four percent. Surveyors had a response rate of approximately 17 percent.

RESULTS

The results summarize responses about satisfaction with the system, travel modes, perception of congestion, transportation and land use strategies, and demographics of those surveyed. The results are provided with comparisons of previous years, when applicable.

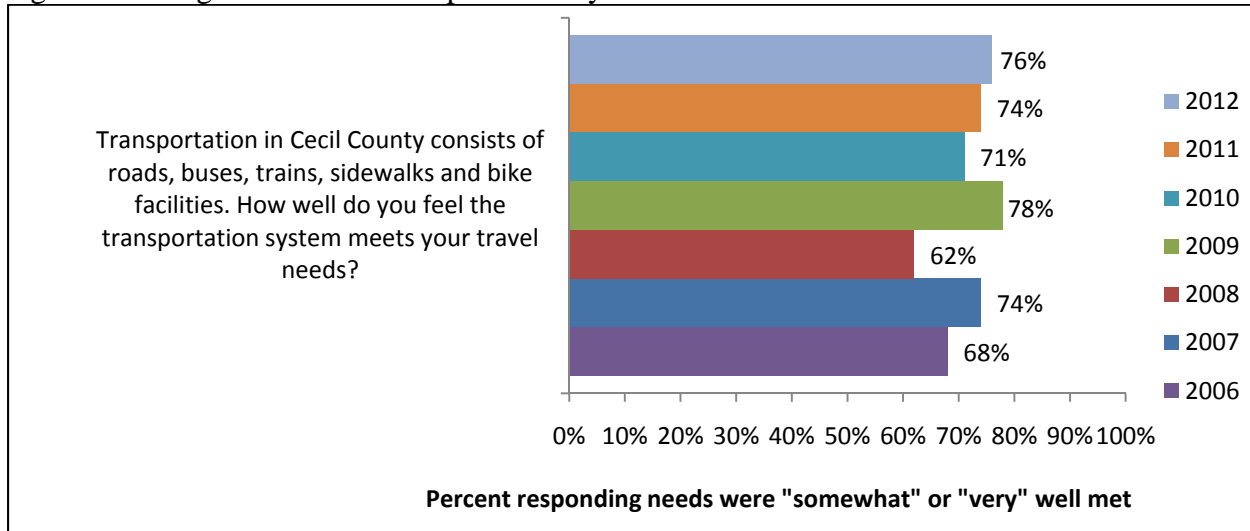
This is a summary providing highlights of the survey. If you would like more details on the complete report, please contact:

*Randi Novakoff, Outreach Manager
(302) 737-6205 x111
rnovakoff@wilmapco.org*

Perceptions of the Transportation System

Those interviewed were asked how well they felt the current transportation system meets their travel needs. About three quarters of respondents reported that their transportation needs were met “somewhat” or “very” well in 2012, similar to levels reported since 2009.

Figure 1. Ratings of Current Transportation System



When asked to rate the condition of roads and highways in Cecil County, almost two-thirds of respondents (62%) thought they were “excellent” or “good” (see **Error! Not a valid bookmark self-reference.**), similar to recent years and reflecting a plateau since an increase from 2007 to 2008. The portion of respondents who felt that the condition of county roads and highways had gotten better (25%) was slightly higher than in 2011 (17%), although the proportion has remained relatively stable since 2007 (see Figure 3). There was also a modest uptick in the proportion of respondents saying they had noticed improvements made by the State to the transportation system in 2012 (38%) compared to 2011 (28%).

Figure 2. Ratings of the Overall Condition of Roads and Highways

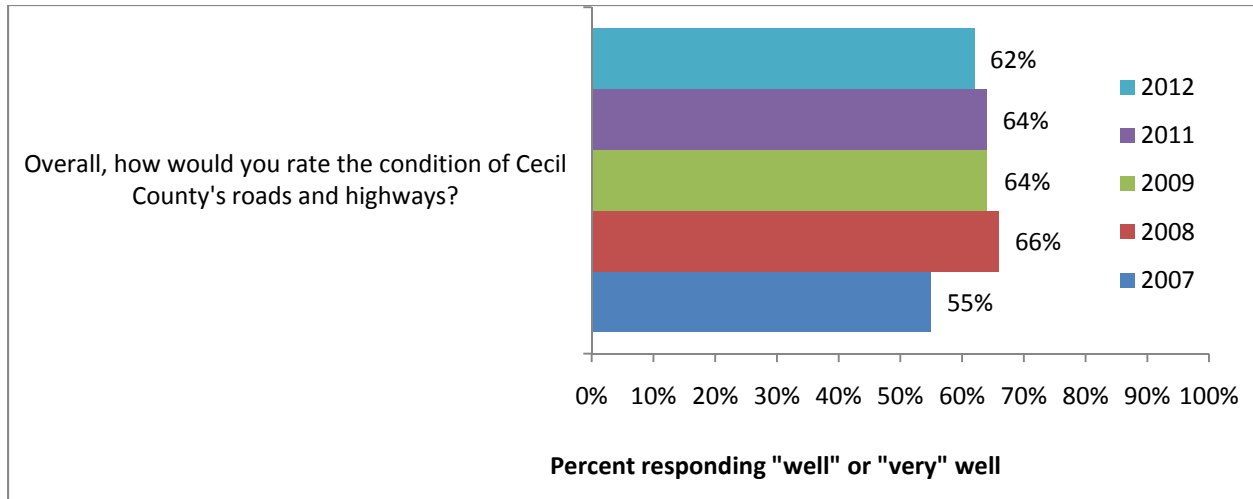
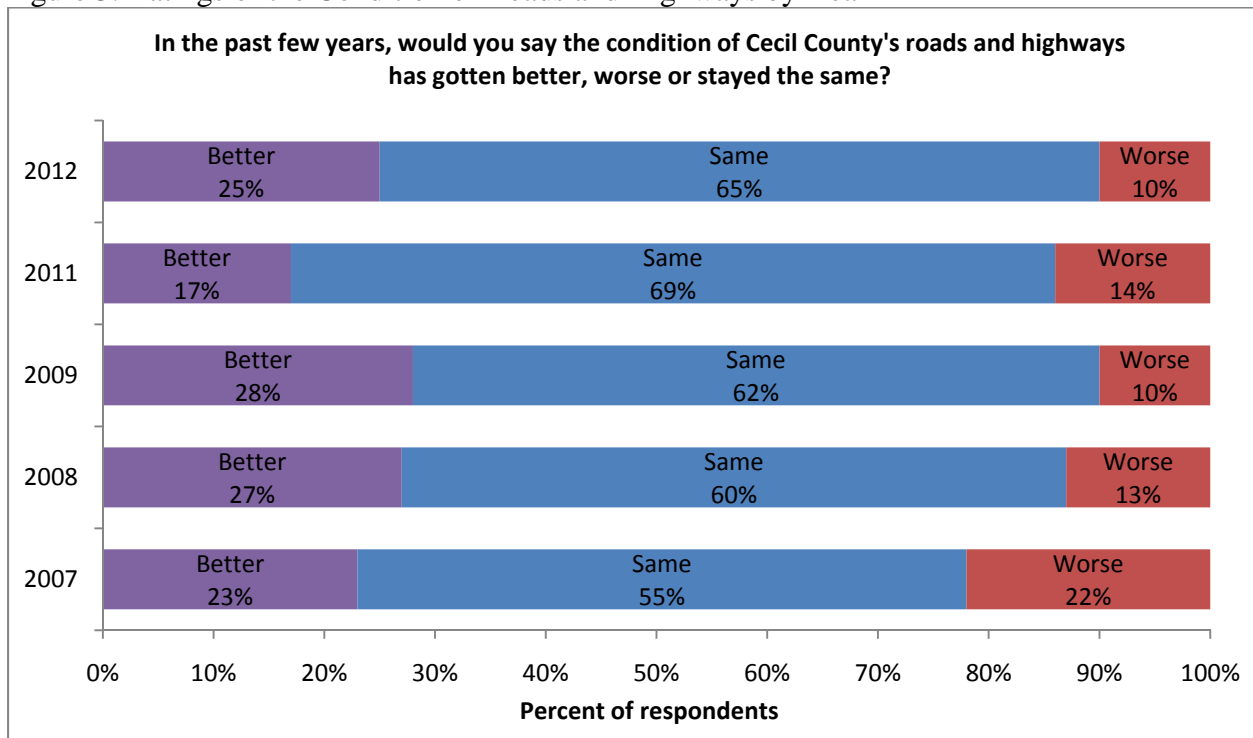


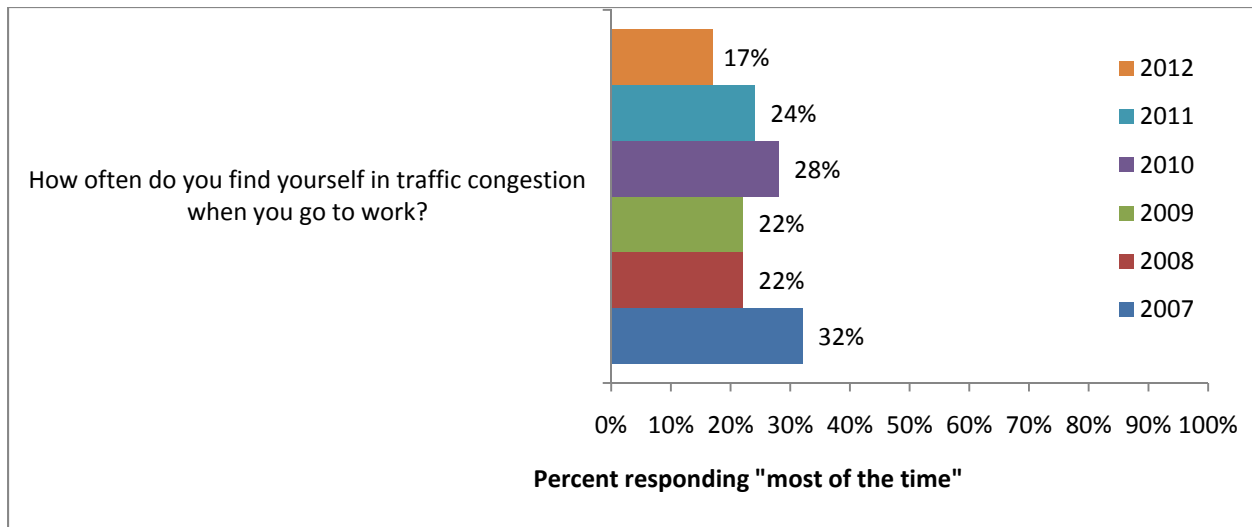
Figure 3. Ratings of the Condition of Roads and Highways by Year



Perceptions of Congestion

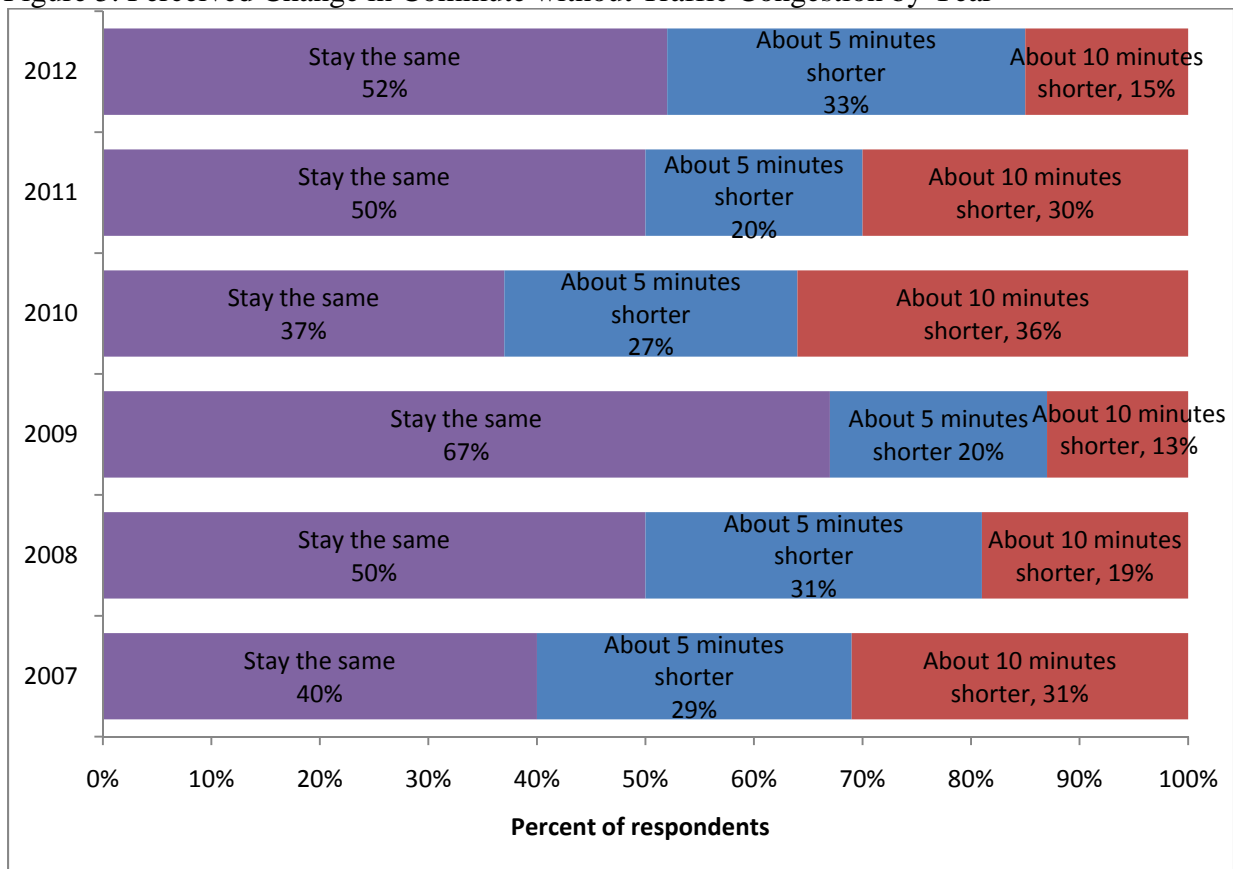
Employed respondents were asked how often they experienced traffic congestion during their work commute. In 2012, the smallest proportion of respondents (17%) reported finding themselves in traffic congestion since the start of this project (see **Error! Not a valid bookmark self-reference.**).

Figure 4. Ratings of congestion during the work commute by employed respondents



Respondents were also asked two questions related to the lengths of their commutes: one asked the average length and the other asked how long their commute would be if there was no congestion. The responses between these questions were compared to gauge the perceived change in the length of the commute. As in 2011, half of respondents indicated that their commute time would not change. Shorter changes in commuting times were more common among respondents who indicated a perceived change (see **Error! Not a valid bookmark self-reference.**).

Figure 5. Perceived Change in Commute without Traffic Congestion by Year



Residents' Mode Choice

In general, Cecil County residents felt like they did not have a lot of transportation options; in 2012, 81% of respondents reported they have “few” options. This proportion was on par with perceptions reported in 2011 (see Figure 6). Respondents’ assessment of the job the government has done in improving accessibility to alternative modes of transportation was better than ratings in 2011, but still low; 8 in 10 respondents felt government agencies were doing only a “fair” or “poor” job (see Figure 7).

Figure 6. Perceptions of Availability of Transportation Options by Year

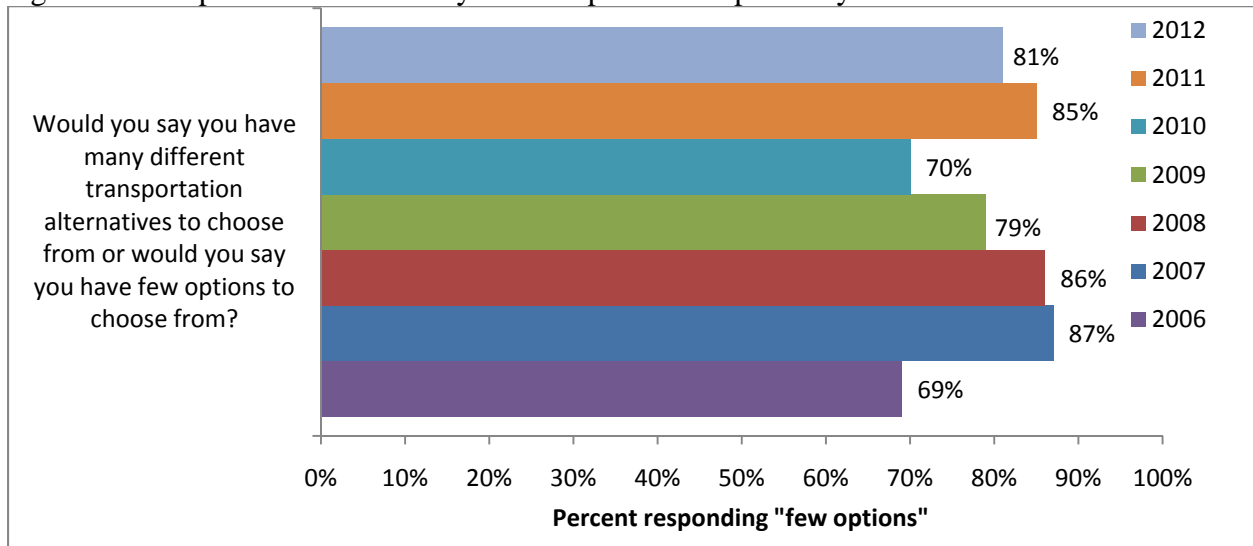
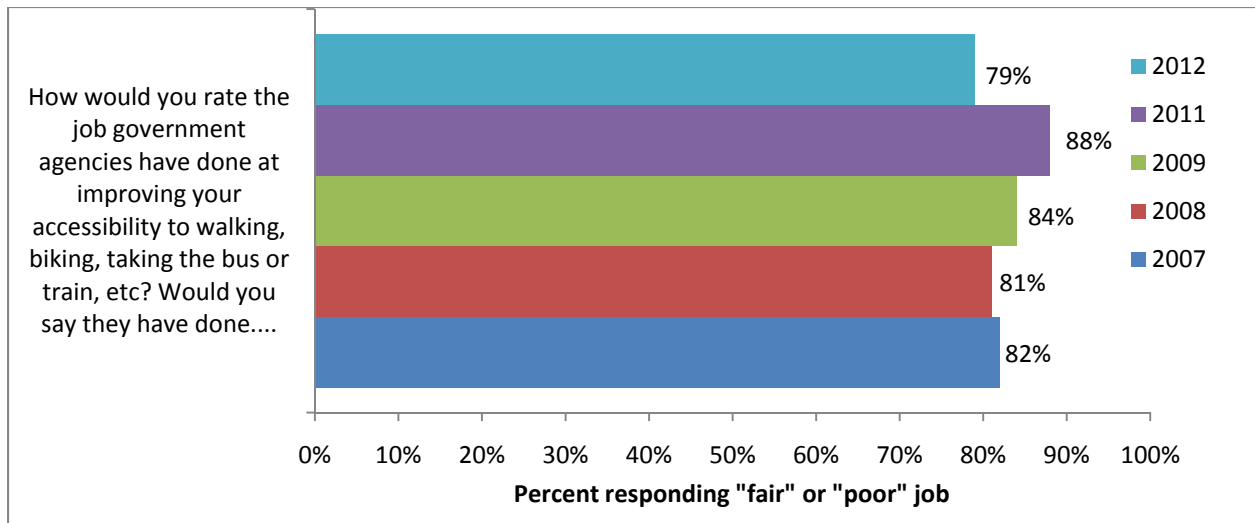
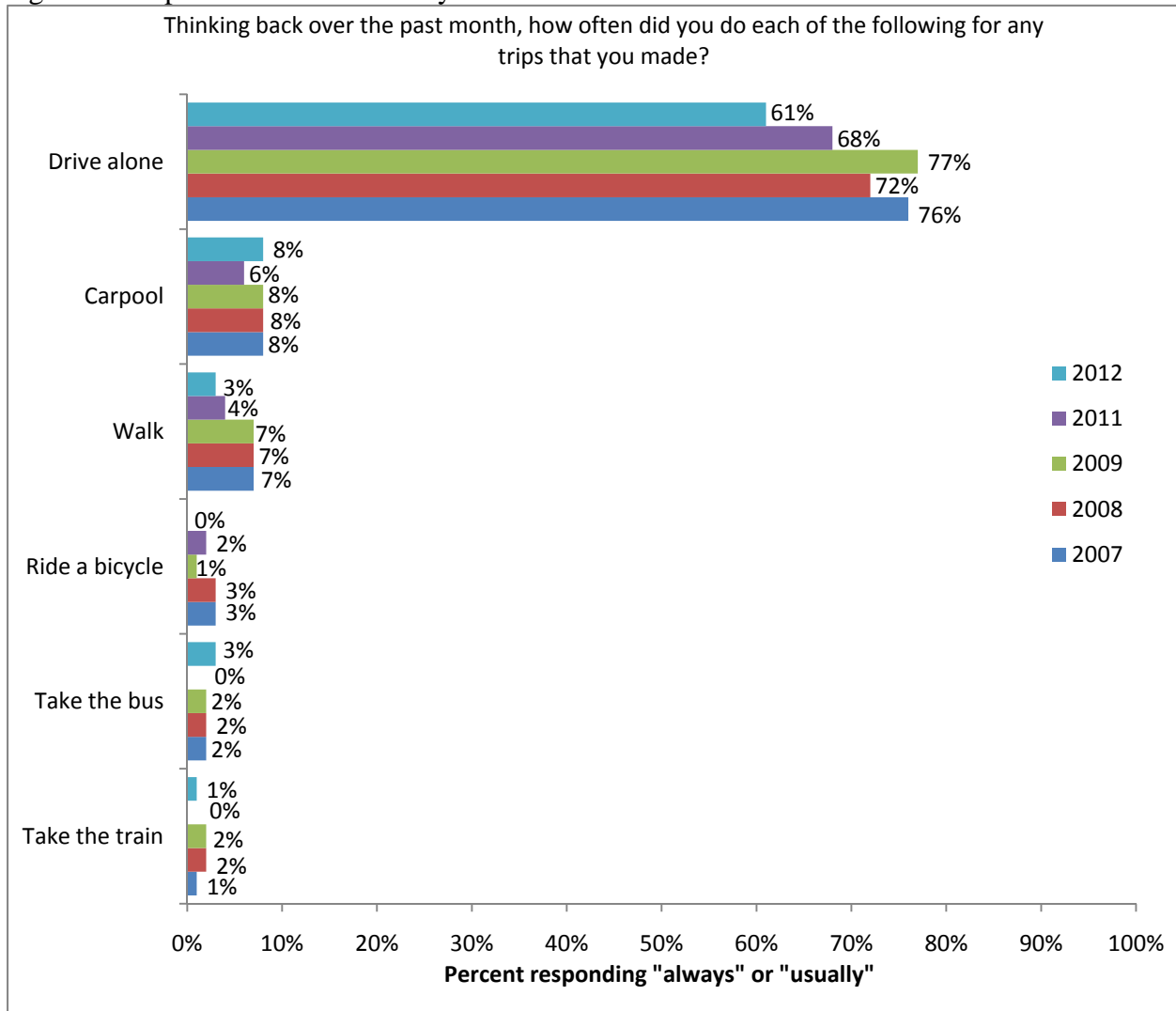


Figure 7. Ratings of Accessibility of Alternative Modes of Transportation



As in previous years, the majority of respondents “always” or “usually” drove alone (see **Error! Not a valid bookmark self-reference.**). This, however, has been on the decline since 2009.

Figure 8. Respondents' Mode Use by Year



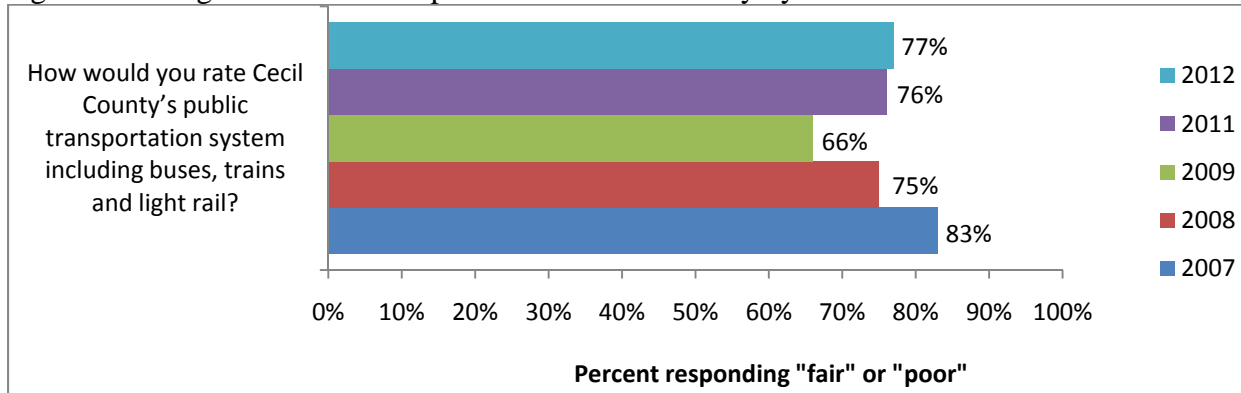
Respondents were asked whether they had used any public transportation in the last month. About 8 in 10 respondents said they had not used any mass transit in the last month; and any particular bus or train had been used by 1% to 2% of respondents, as in recent years. However, Amtrak had been used by 8% of respondents in 2011, the highest proportion observed since 2006, when 13% of Cecil County respondents reported having used Amtrak.

Ratings of Public Transportation (Mass Transit)

When asked to rate the public transportation system in Cecil County, respondents gave lower ratings in 2011 (76% "fair" or "poor") than in 2009 (66%) (see Figure 9). However, in 2011, all respondents were asked to rate public transportation, while in previous years, only users of the system were asked to rate it.

When asked to rate the public transportation system in Cecil County, respondents gave similar ratings in 2012 (77% “fair” or “poor”) as in 2011 (76%) (see Figure 9). When asked whether the mass transit system had gotten better, gotten worse or stayed about the same over the past few years, the proportion of respondents in 2012 that thought it had deteriorated (3%) was similar to 2011 results (4%).

Figure 9. Ratings of Public Transportation in Cecil County by Year



Familiarity With WILMAPCO and Preferred Methods of Feedback

About 1 in 5 survey participants said they were familiar with WILMAPCO, similar to previous years surveyed. When asked how they would rate their opportunities to participate in transportation planning, most respondents (80%) considered their opportunities to be only “fair” or “poor” (see **Error! Not a valid bookmark self-reference.**). There was no clear consensus on the preferred way to communicate with planners. However, the use of a web site has continued to gain in popularity since 2007. On the other hand, the favorability of public meetings dipped in 2012, from 33% of respondents in 2011 to 25% in 2012 (see Figure 11).

Although the ratings of opportunities to participate in transportation planning were low, about one-third of those completing the survey said they were interested in receiving free newsletters or public meeting announcements from WILMAPCO regarding future transportation plans in their area.

Figure 10. Ratings of Opportunities to Participate in Transportation Planning by Year

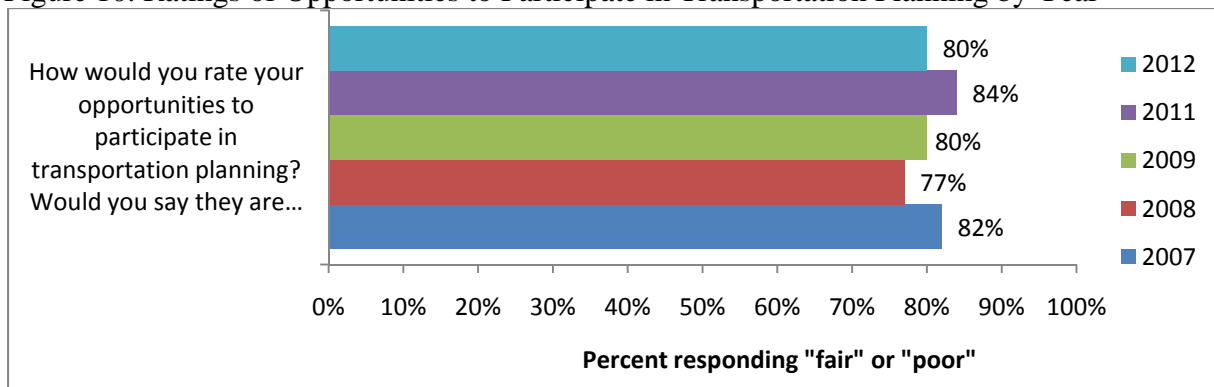
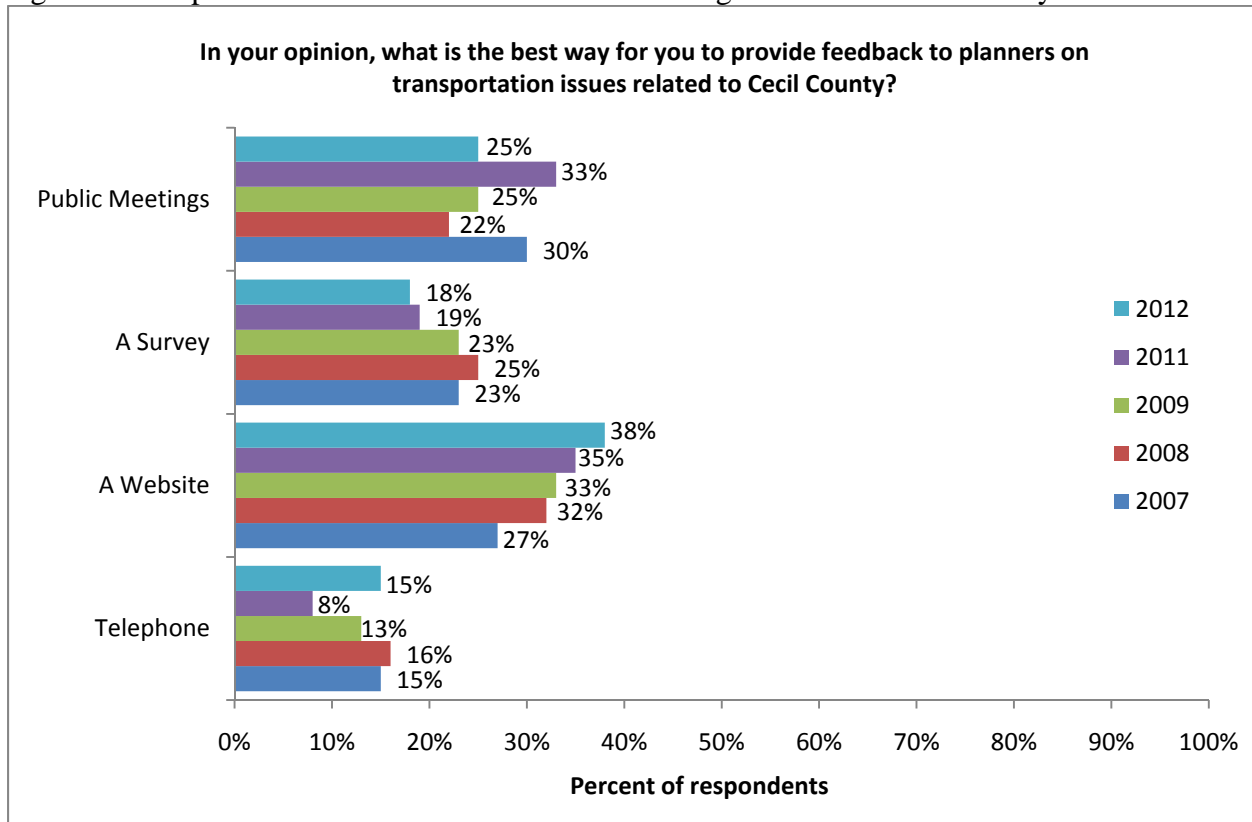


Figure 11. Respondents' Preferred Method for Providing Feedback to Planners by Year



Demographics

As in previous years, sixty-five percent of those surveyed were between the ages of 30 and 64. The vast majority of whom (91%) identify themselves as being white. Thirty-four percent earn between \$40,000 and \$80,000 per year, and 43% earn over \$80,000. About one third of respondents surveyed had completed some college, with 21% earning a degree. Nearly half of those surveyed (48%) have lived in their homes for more than 20 years.