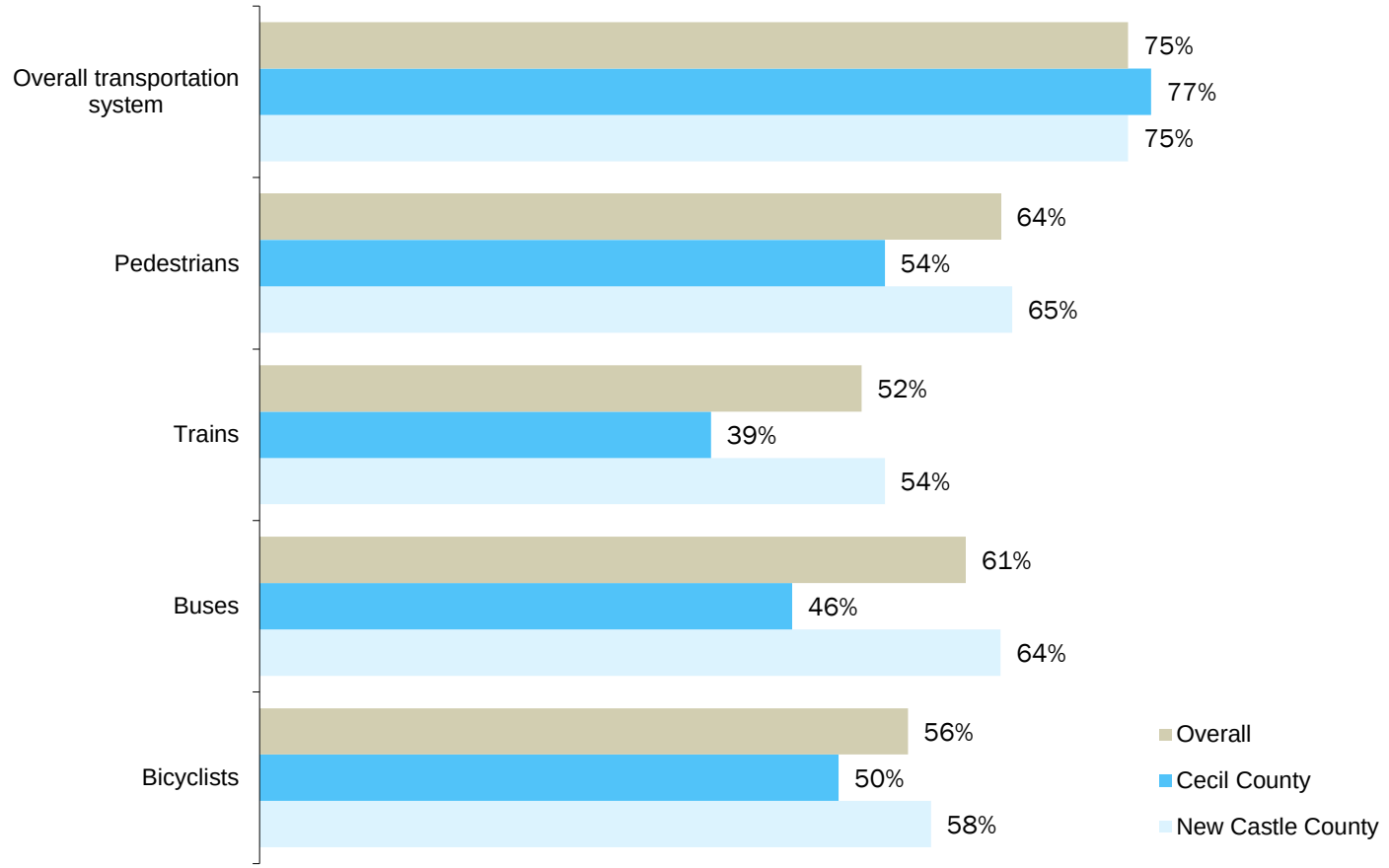
WILMAPCO's 2022 Public Opinion Survey

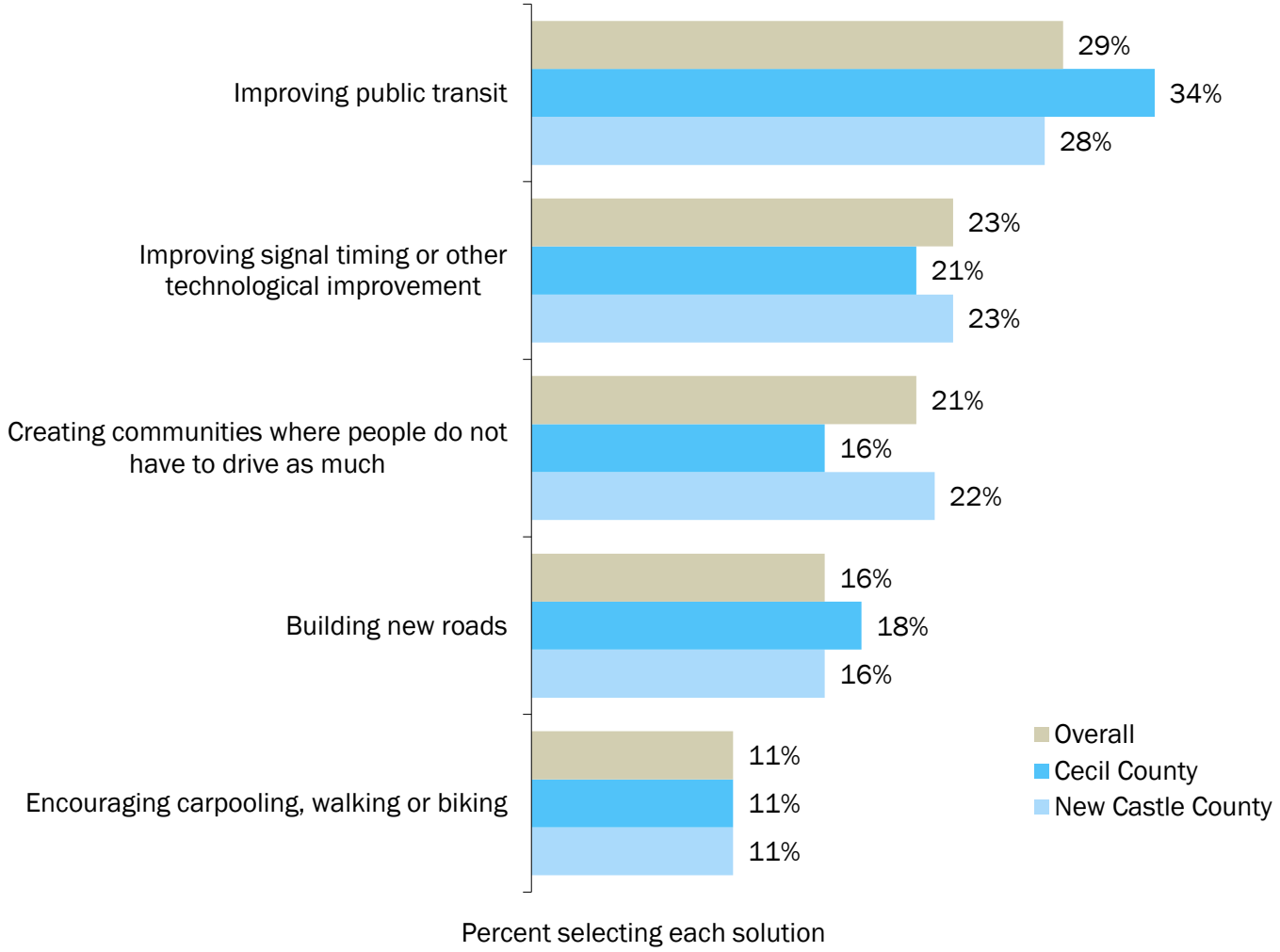
Introduction

- 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

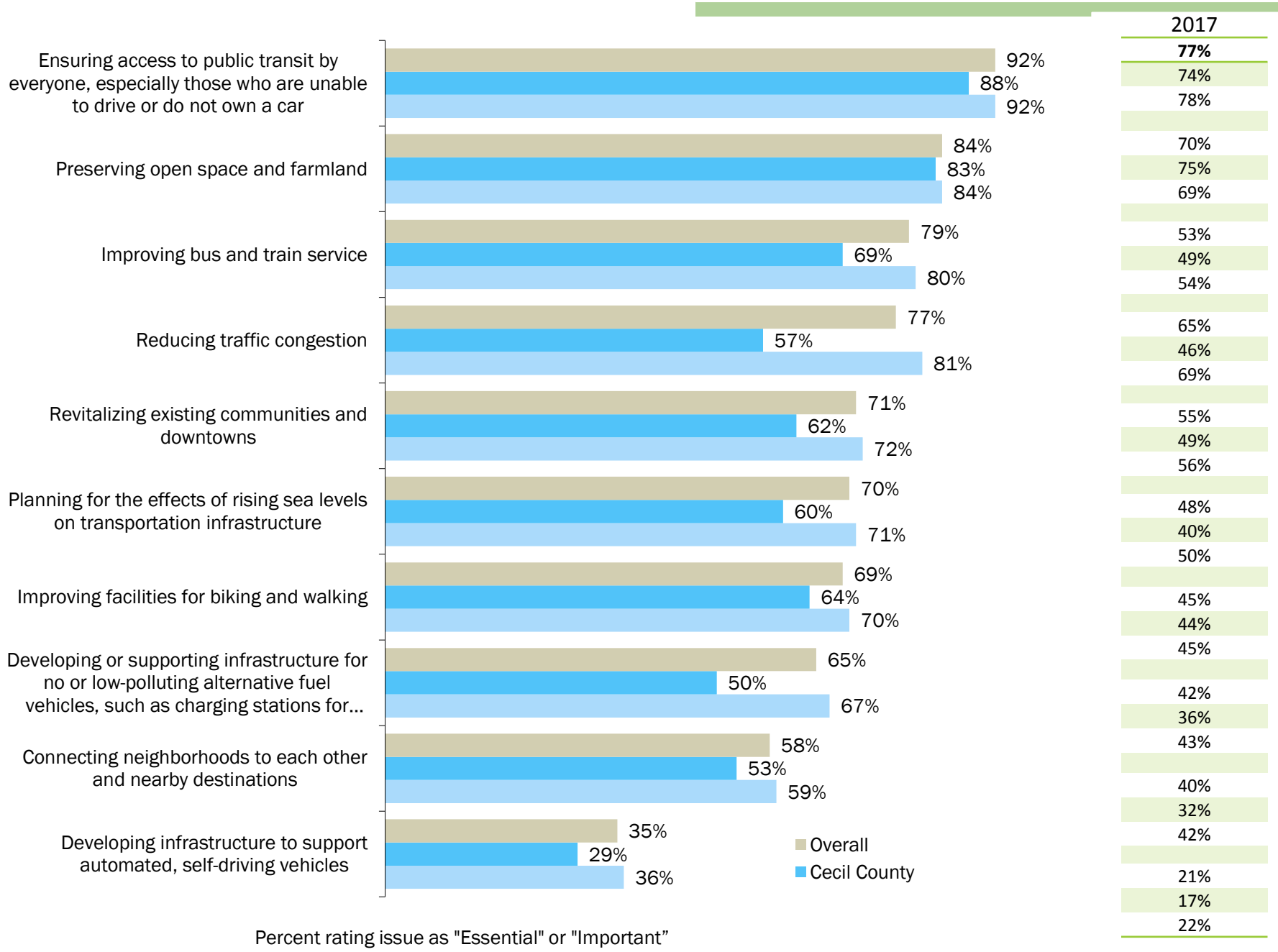


Most Effective Long-Term Solution to Reduce Traffic Congestion



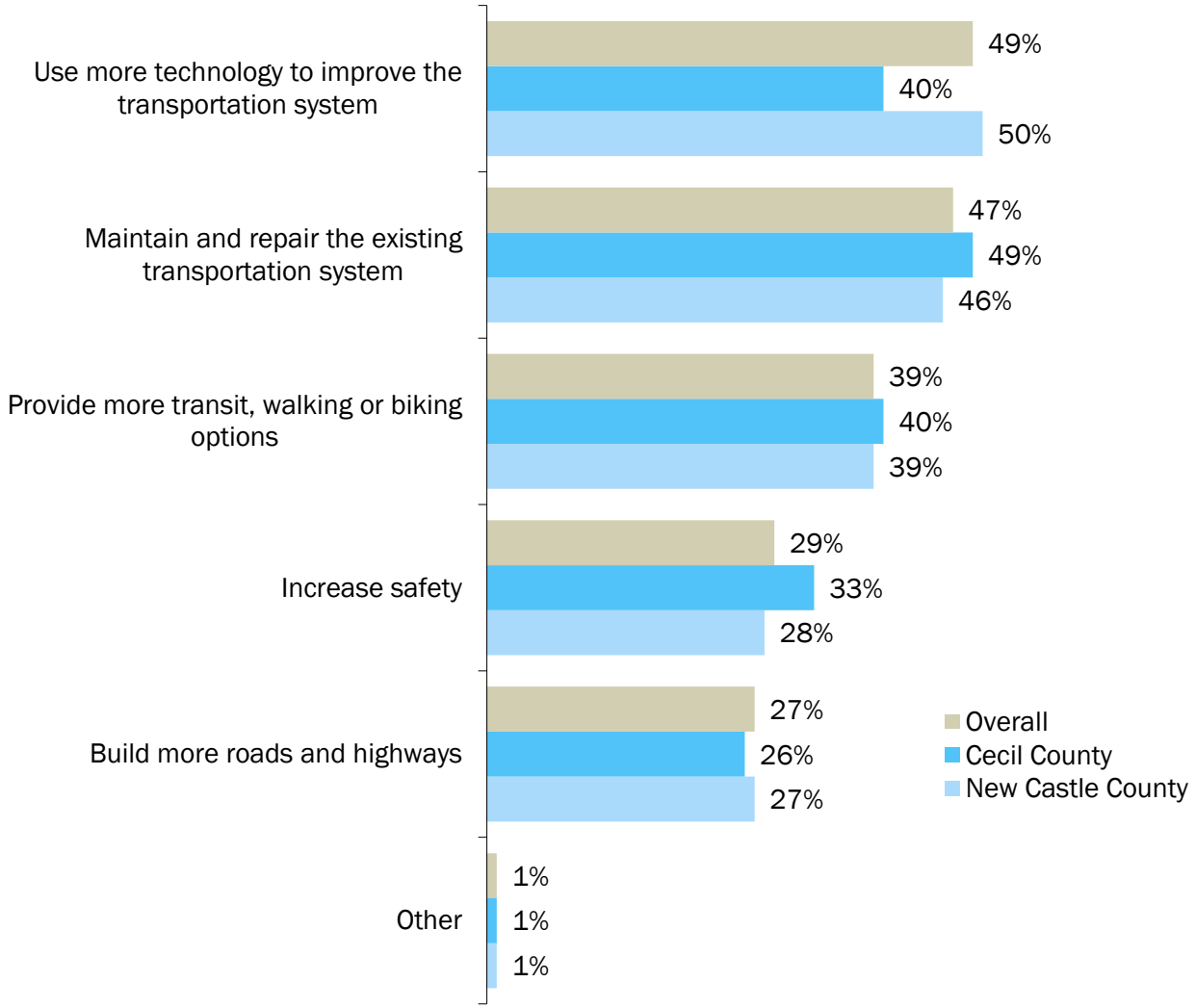
	2017
Improving public transit	26%
	34%
	25%
Improving signal timing or other technological improvement	28%
	29%
	28%
Creating communities where people do not have to drive as much	12%
	10%
	13%
Building new roads	18%
	13%
	18%
Encouraging carpooling, walking or biking	16%
	14%
	16%

Importance of issues



2017
77%
74%
78%
70%
75%
69%
53%
49%
54%
65%
46%
69%
55%
49%
56%
48%
40%
50%
45%
44%
45%
42%
36%
43%
40%
32%
42%
21%
17%
22%

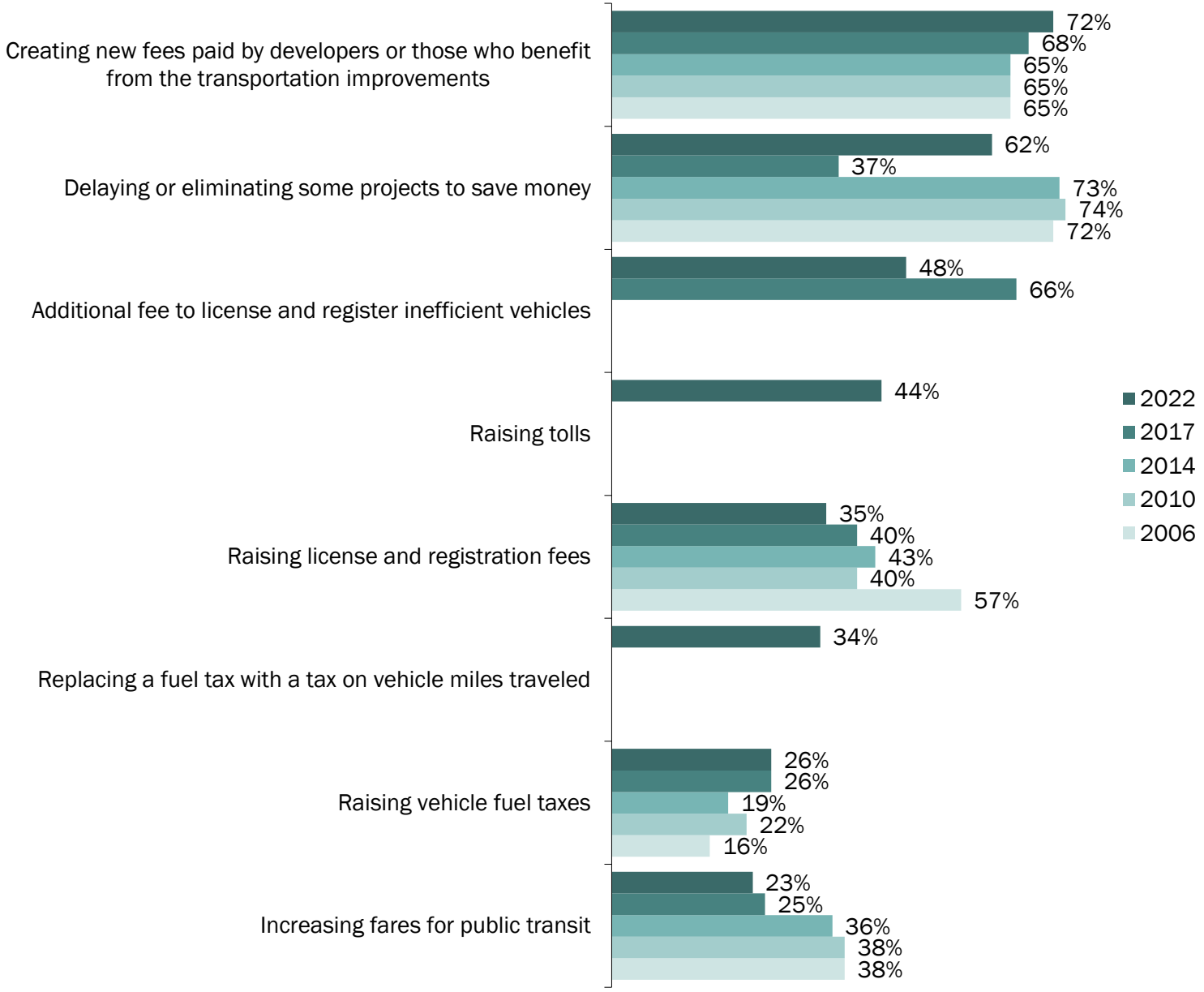
Priority for Funding



	2017
Use more technology to improve the transportation system	52%
	40%
	54%
Maintain and repair the existing transportation system	36%
	42%
	35%
Provide more transit, walking or biking options	39%
	48%
	37%
Increase safety	35%
	38%
	35%
Build more roads and highways	32%
	23%
	33%
Other	4%
	4%
	4%

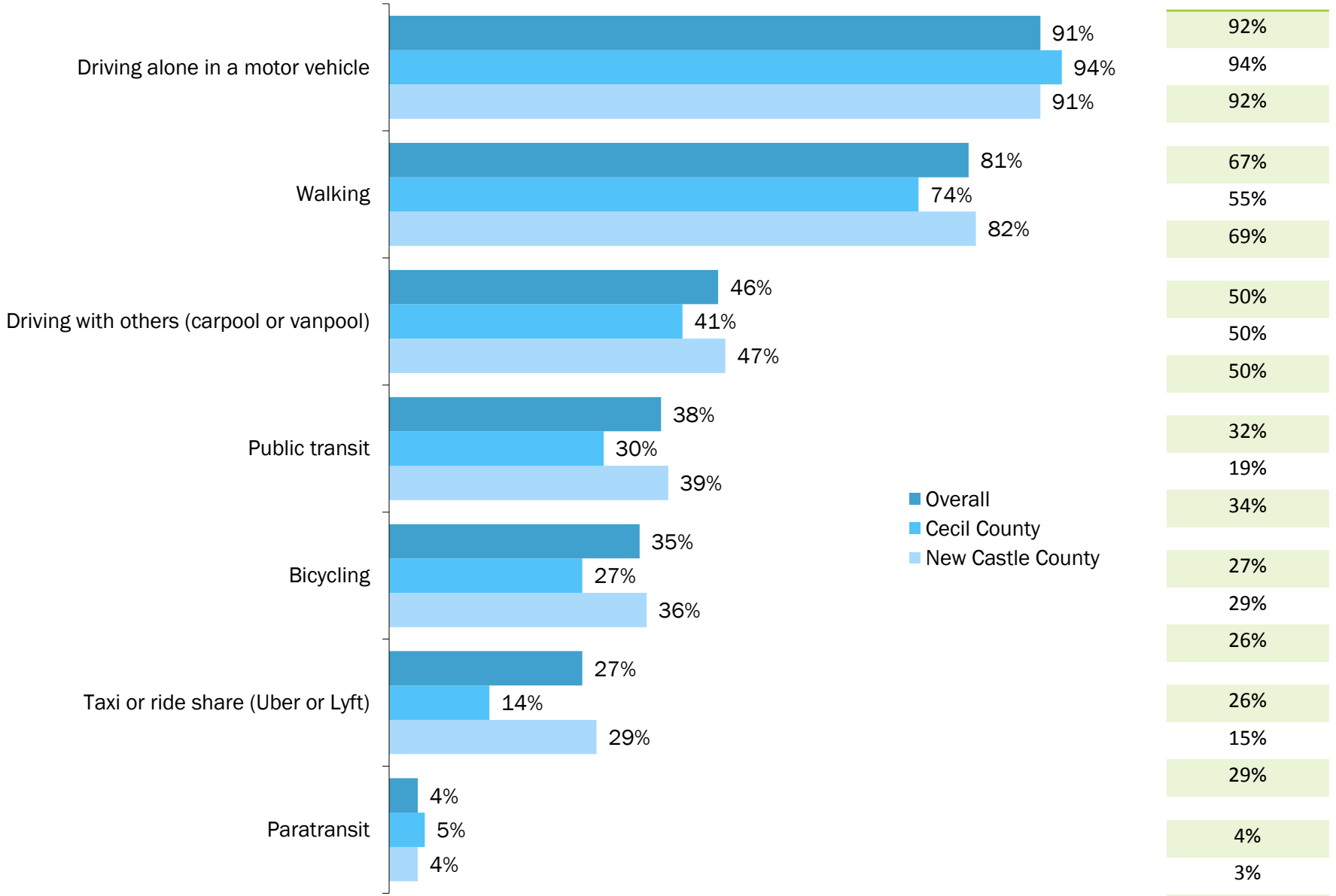
Percent selecting up to two improvements as highest priority

Support for various funding methods



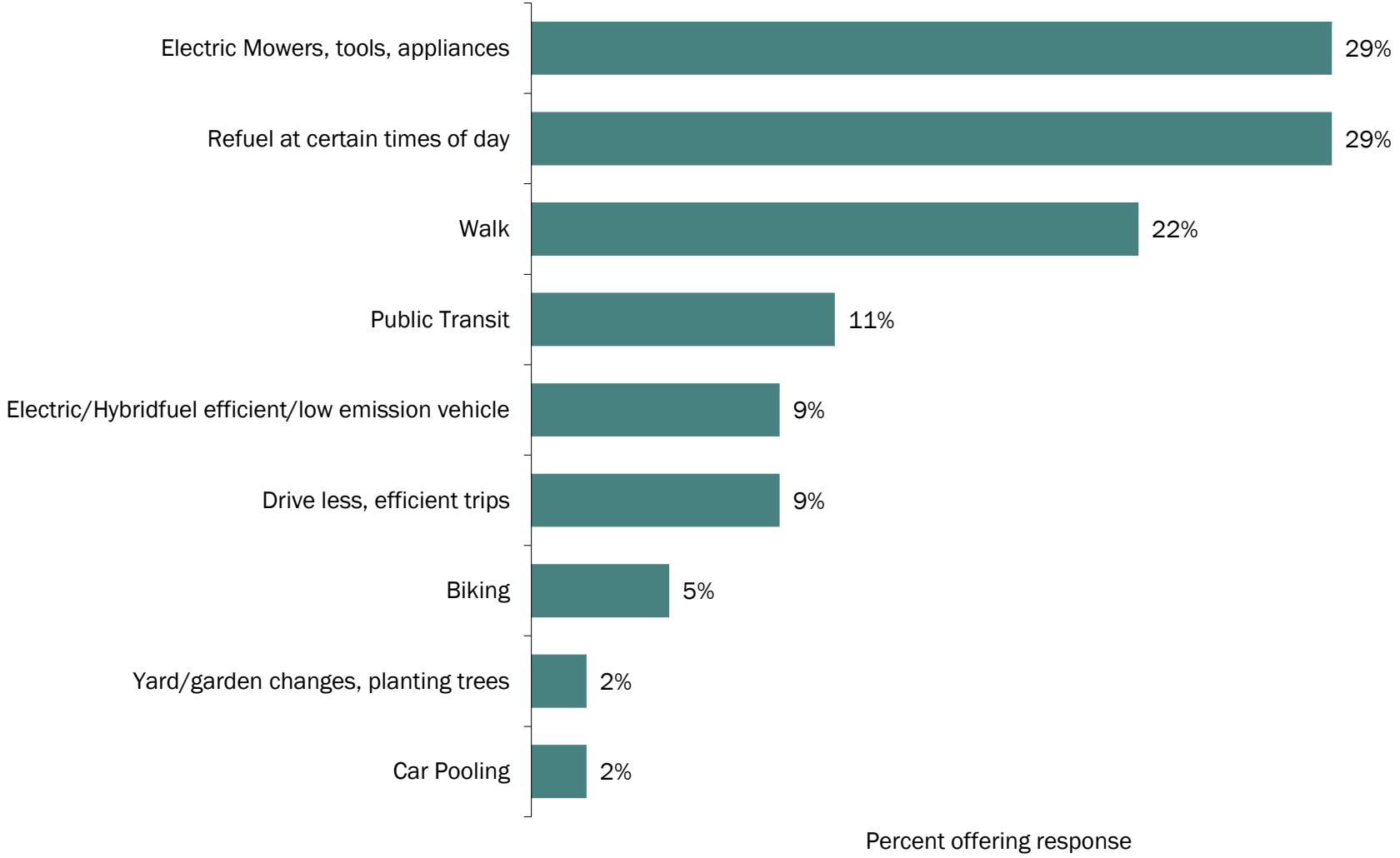
Percent Supporting Funding Method

Mode Choice



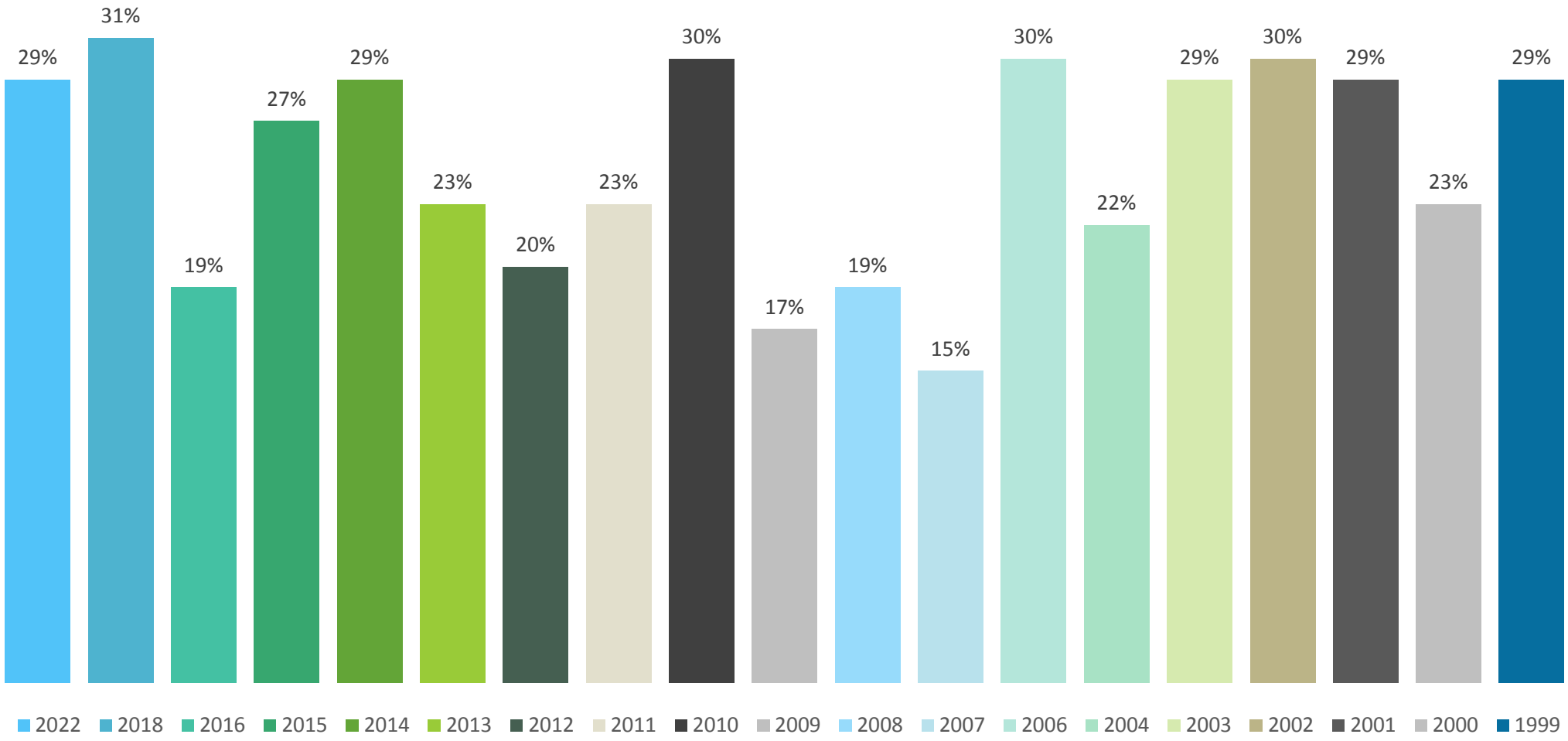
2017
92%
94%
92%
67%
55%
69%
50%
50%
50%
32%
19%
34%
27%
29%
26%
26%
15%
29%
4%
3%
4%

Air Quality Awareness

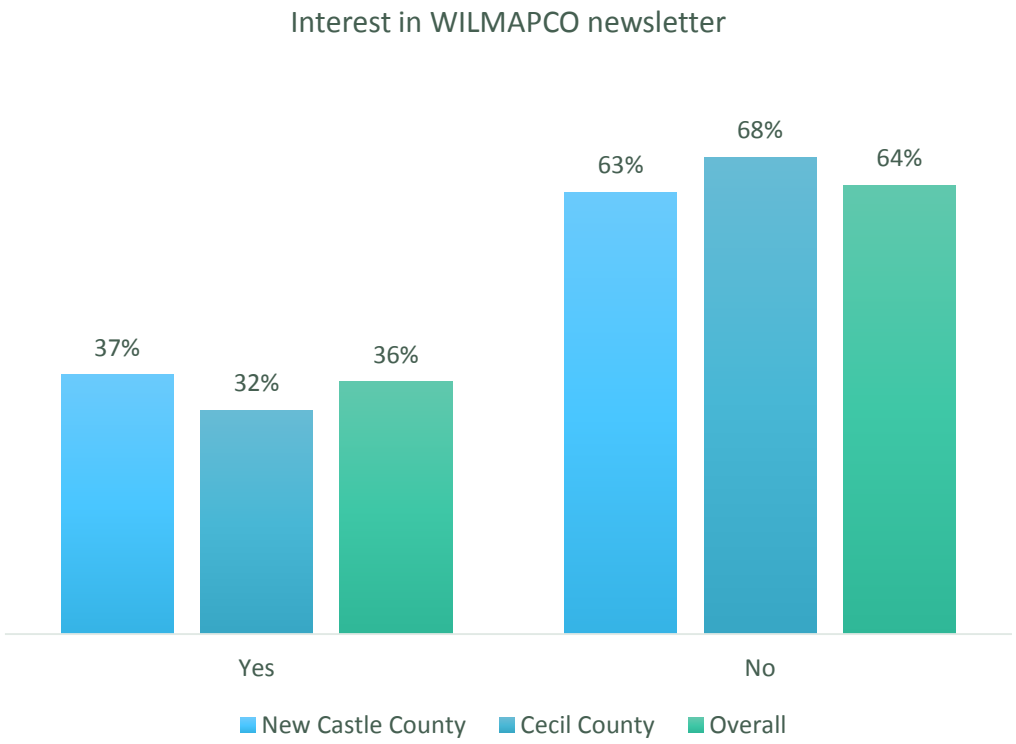


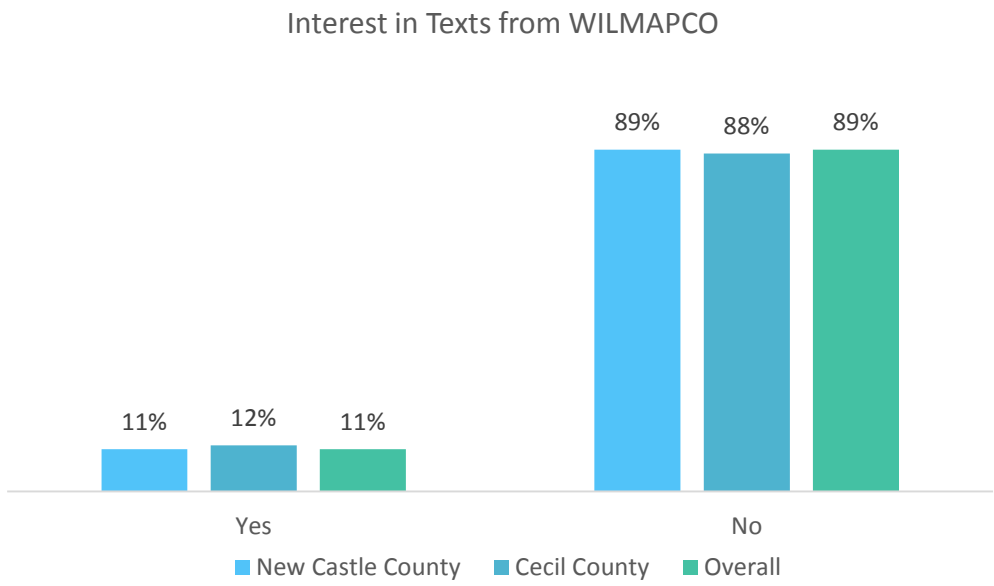
Awareness of the Air Quality Partnership of Delaware has increased among New Castle County residents to 23%, from 17% in 2017.

Familiarity with WILMAPCO

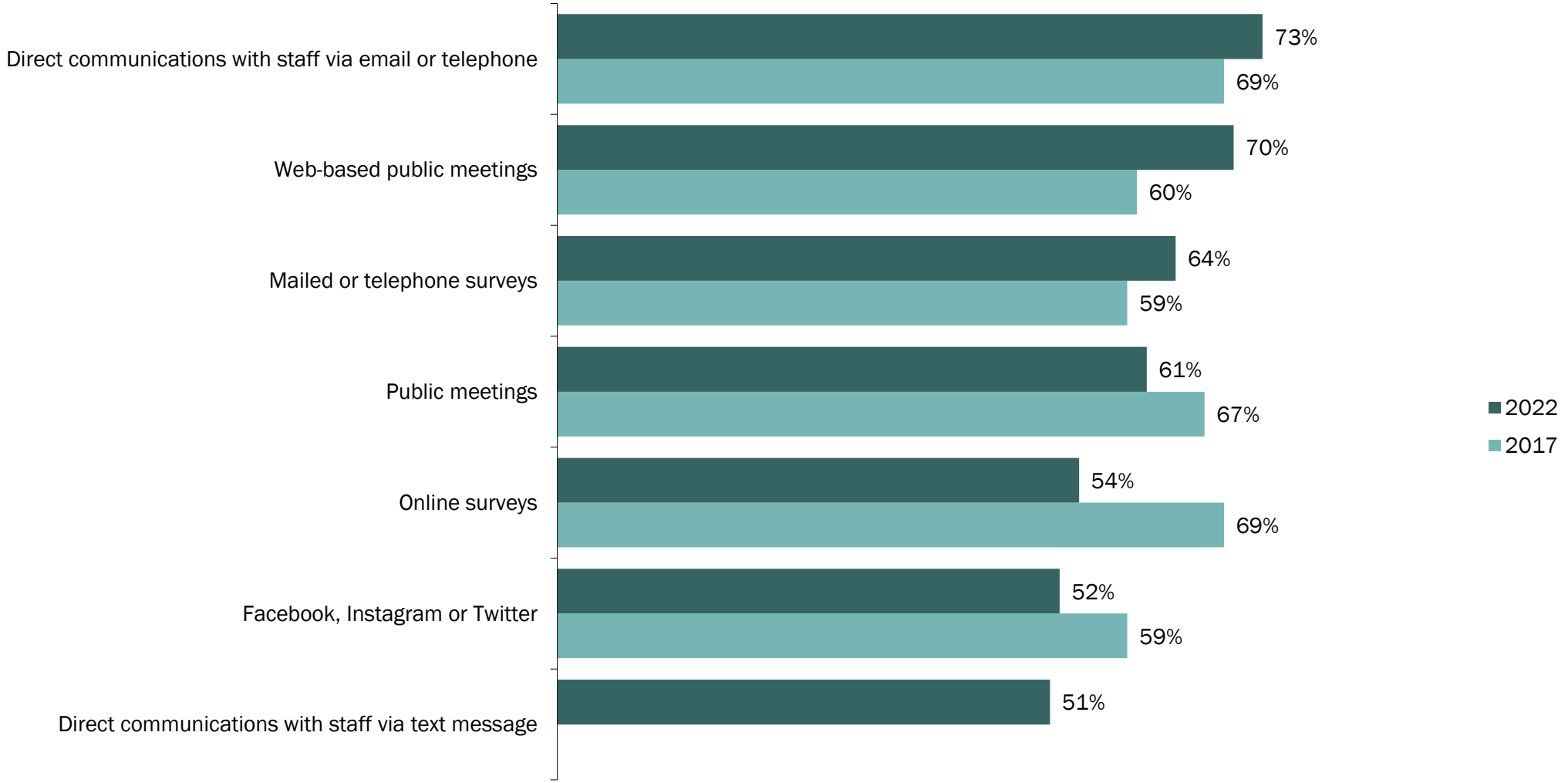


Newsletter & Text Interest

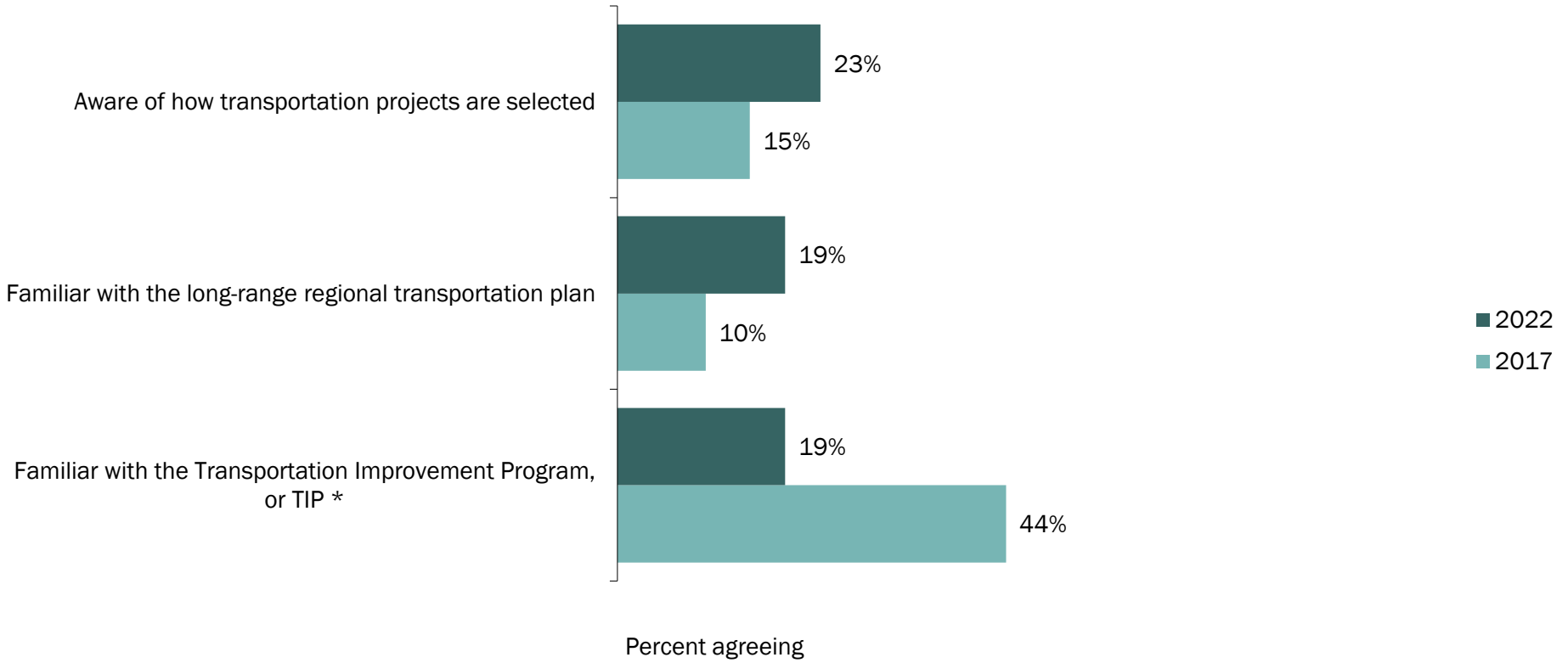




Outreach Strategies



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