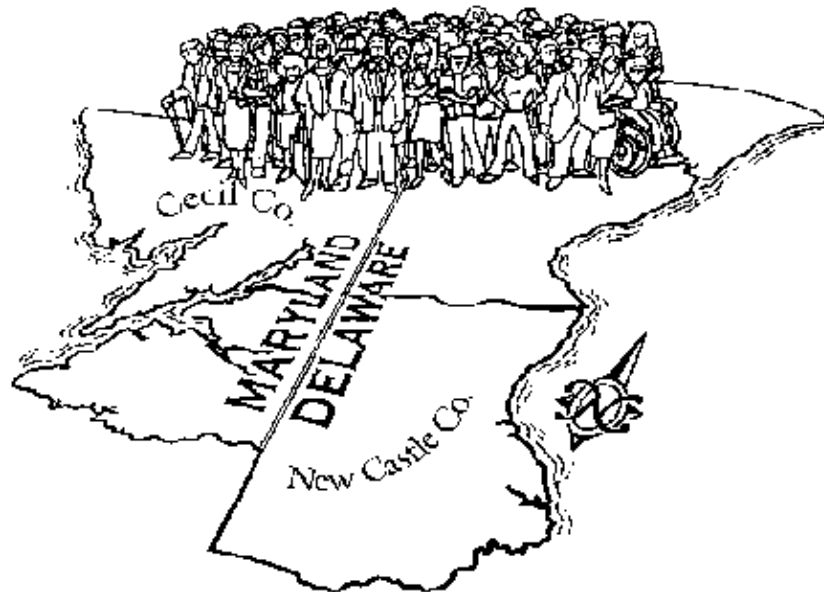


WILMAPCO

2011 Public Opinion Survey Results Summary



*Survey completed by National Research Center, Inc.
Report created by WILMAPCO July 2011*

www.wilmapco.org/survey-results

September 30, 2011

WILMAPCO

About the Survey

PURPOSE

The Wilmington Area Planning Council (WILMAPCO) conducts a Public Opinion Survey annually, to understand how 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 twelfth annual survey we have 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 just 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 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 June 8, and June 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.

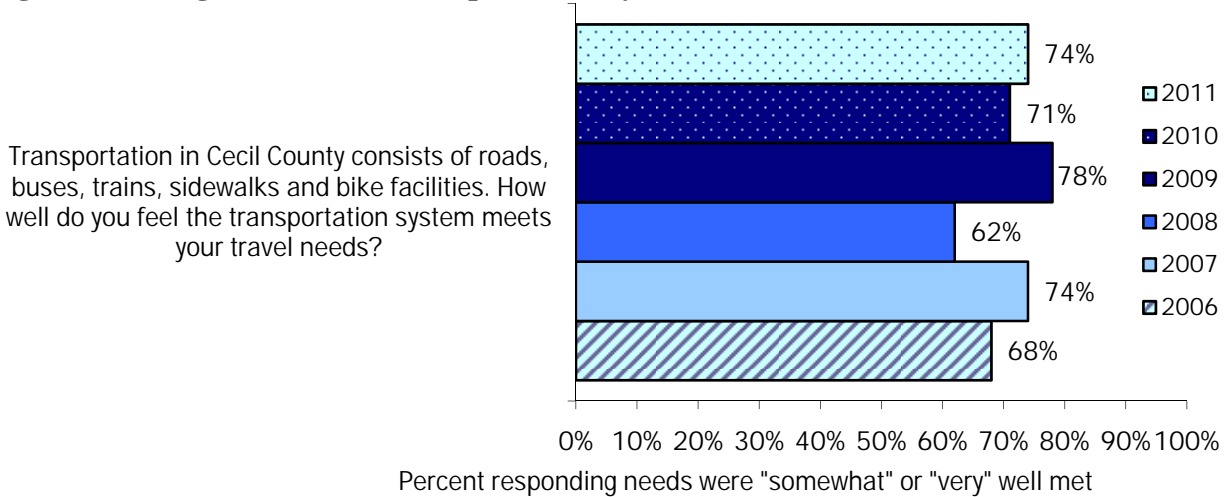
This is a summary providing highlights of the survey. If you would like more details on the complete report, please contact:

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Perceptions of the Transportation System

Those interviewed were asked how well they felt the transportation system meets their travel needs. About three-quarters of respondents reported feeling that their transportation needs were “somewhat” or “very” well met in 2011, similar to results from the last two surveys in 2010 and 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 (64%) thought they were “excellent” or “good” (see Figure 2), similar to recent years. The portion of respondents who felt that the condition of county roads and highways had gotten worse (14%) was similar to recent years (see Figure 3), as was the proportion of respondents who said they had noticed improvements made by the State to the transportation system.

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

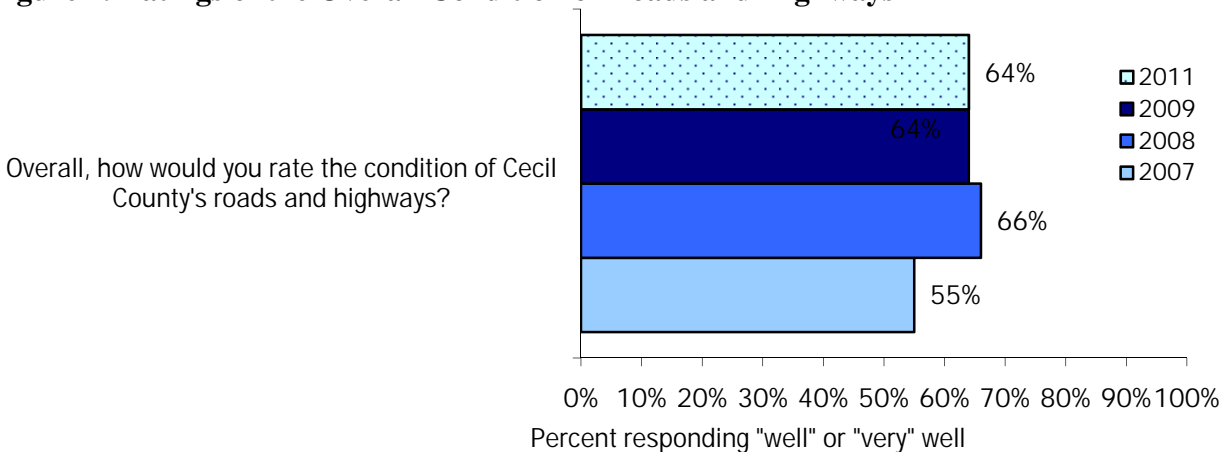
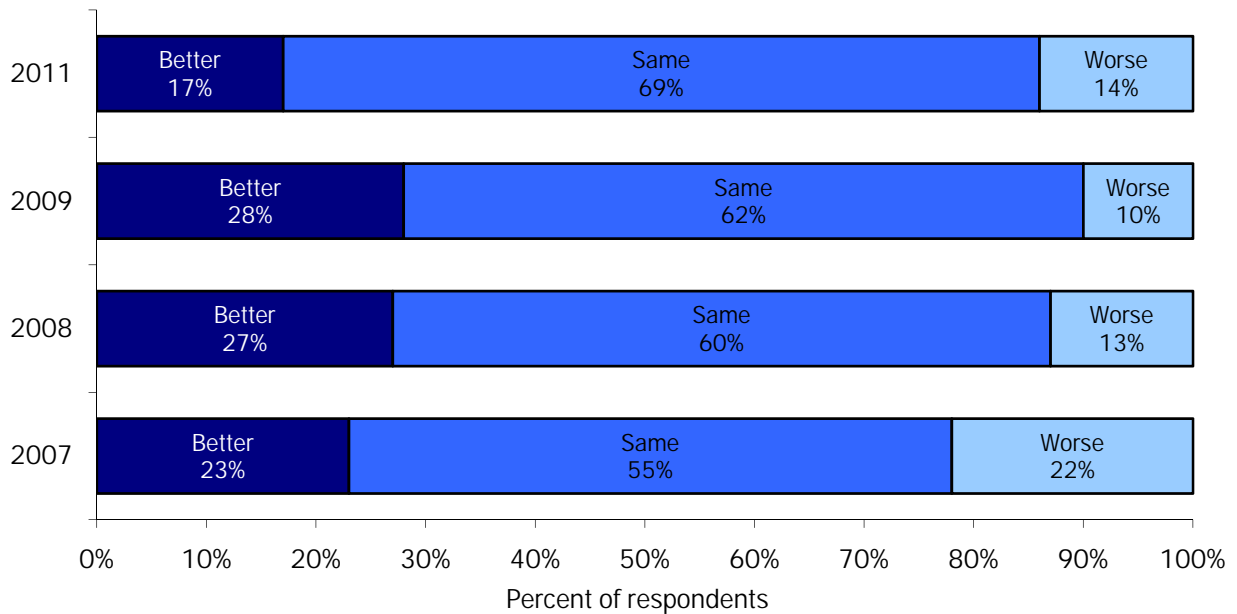


Figure 3. Ratings of the Condition of Roads and Highways by Year

In the past few years, would you say the condition of Cecil County's roads and highways has gotten better, worse or stayed the same?



Perceptions of Congestion

Employed respondents were asked how often they experienced traffic congestion during their work commute. A similar proportion of respondents in 2011 reported finding themselves in traffic congestion compared to 2008 and 2009 (see Figure 4). Respondents were 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. Respondents in 2011 and 2010 were somewhat more likely to indicate their commute times would decrease without congestion compared to 2009 (see Figure 5).

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

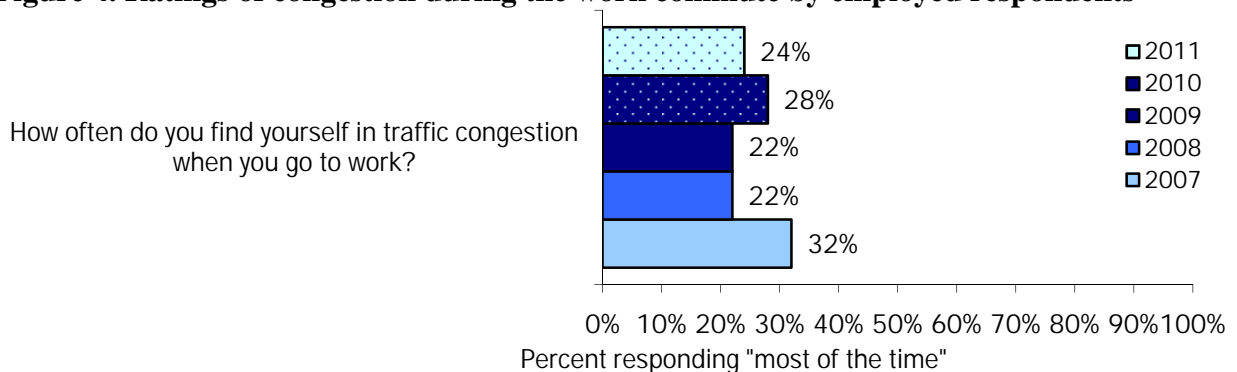
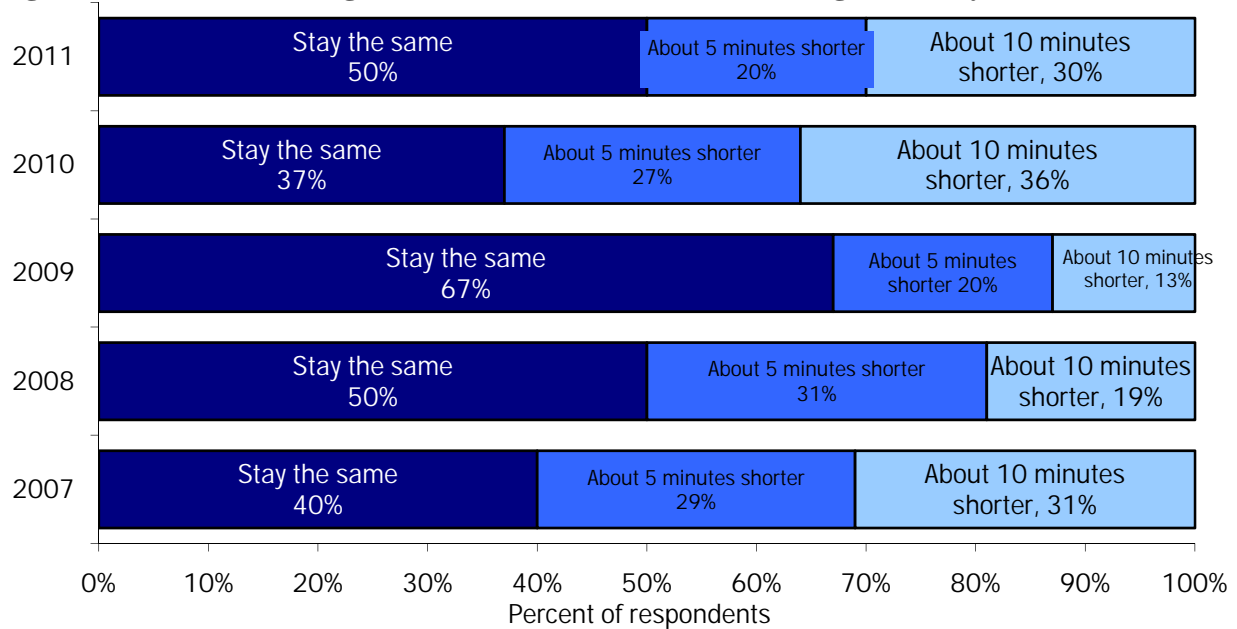


Figure 5. Perceived Change in Commute without Traffic Congestion* by Year



Residents' Mode Choice

In general, Cecil County residents feel like they do not have a lot of transportation options; in 2011, 85% of respondents reported they have “few” options. This represents a return to 2008 and 2007 levels (see Figure 6). Respondents’ assessment of the job the government is doing in improving accessibility to alternative modes of transportation was rather low; close to 9 in 10 respondents felt government agencies were doing a “fair” or “poor” job, similar to ratings given in 2009 (see Figure 7).

Figure 6. Perceptions of Availability of Transportation Options by Year

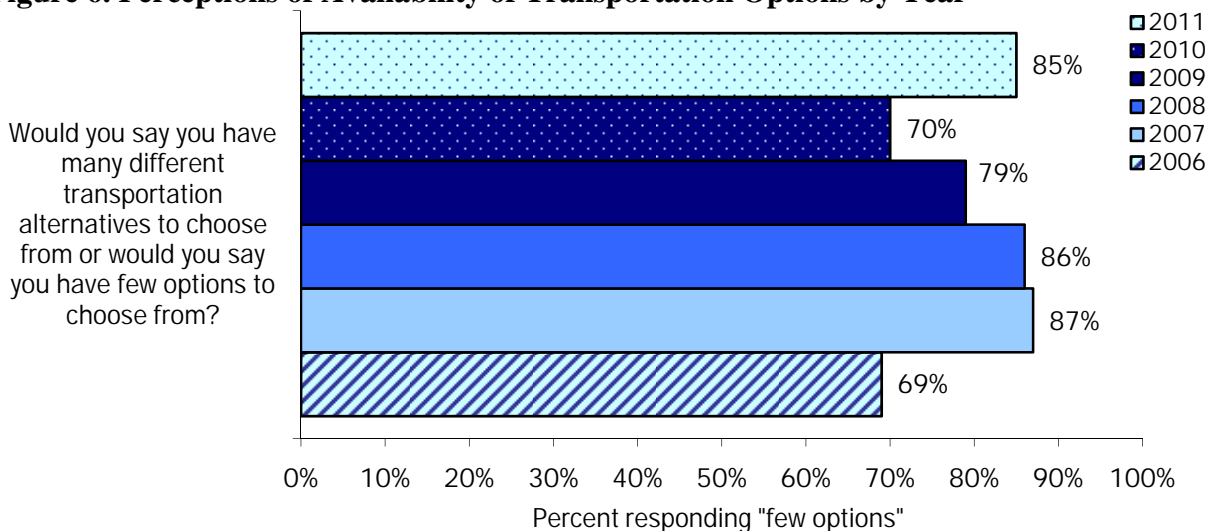
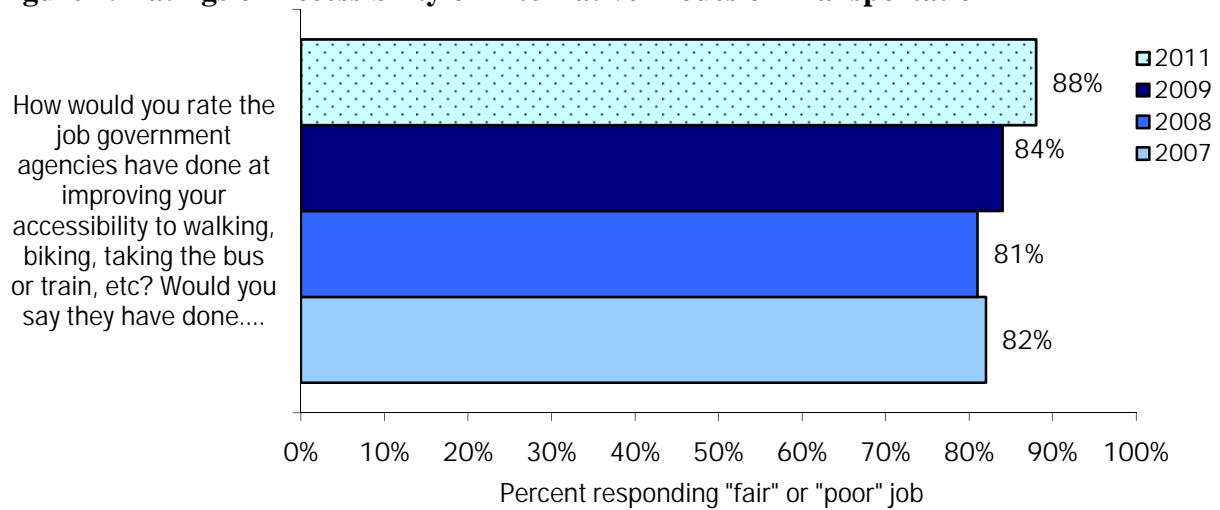


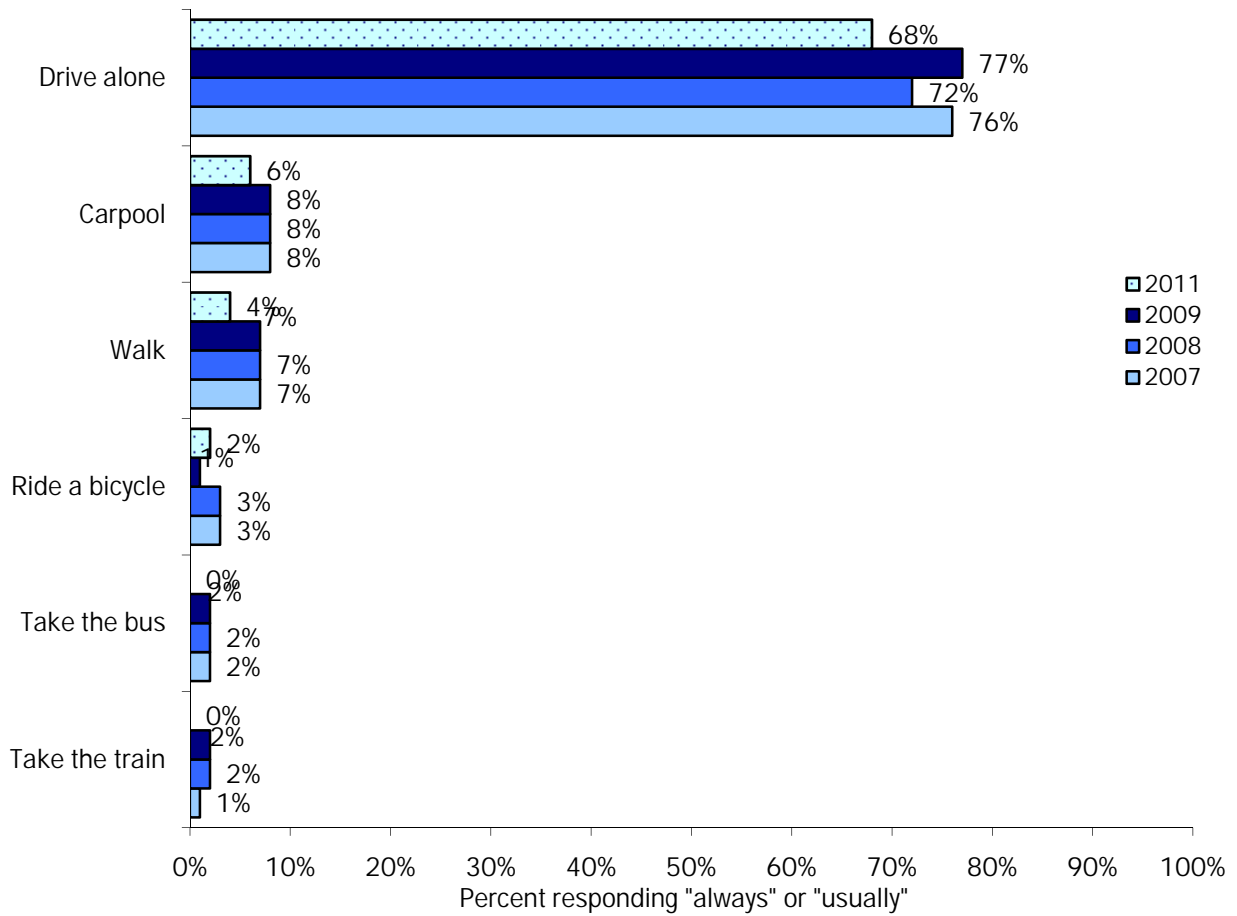
Figure 7. Ratings of Accessibility of Alternative Modes of Transportation



For most respondents, the vast majority of trips they made were made by driving alone (see Figure 8). Among employed respondents, 94% reported that they usually drove alone for the work commute, similar to the proportion observed in all survey years. Employed respondents were asked whether their type of employment permitted them to work out of their home. About a quarter of employed respondents reported being able to do so. Of those, 76% were able to telecommute from work and 19% were in a home-based business.

Figure 8. Respondents' Mode Use by Year

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



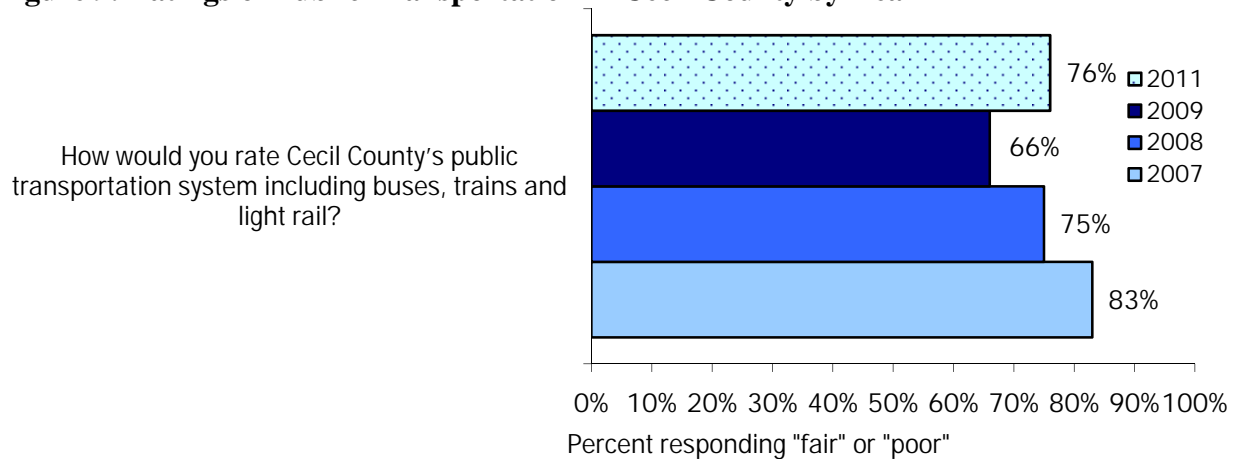
Respondents were asked whether they had used any public transportation in the last month. About 8 in 10 respondents said they had not used any mass transit in the last month; and any particular bus or train had been used by 1% to 2% of respondents, as in recent years. However, Amtrak had been used by 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 whether the mass transit system had gotten better, gotten worse or stayed about the same during the past few years, the proportion of respondents in 2011 that thought it had deteriorated (4%) was similar to 2009 and 2008 results (5% and 3%, respectively).

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



Familiarity With WILMAPCO and Preferred Methods of Feedback

About 2 in 10 survey participants in 2011 said they were familiar with WILMAPCO. When asked how they would rate their opportunities to participate in transportation planning, most respondents (84%) considered their opportunities to be just “fair” or “poor” (see Figure 10). There was no clear consensus on the preferred way to communicate with planners. About a third of respondents stated they preferred using a web site. The favorability of public meetings increased in 2011, from 25% of respondents in 2009 to 33% in 2011 (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

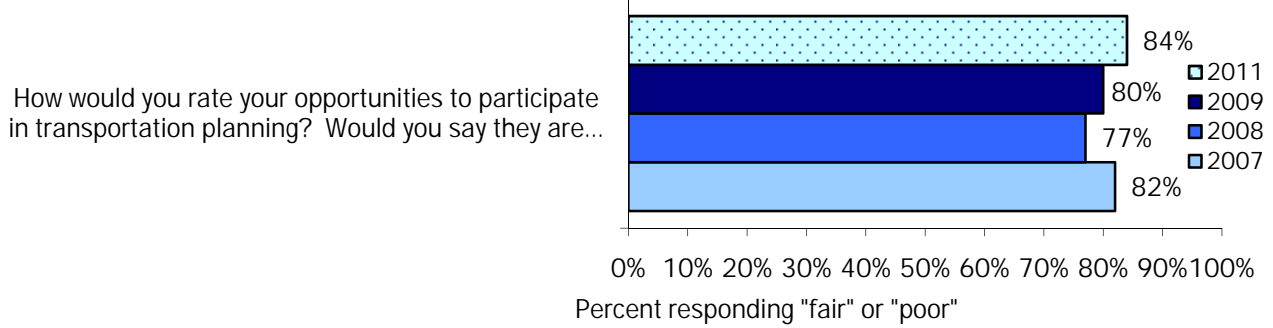
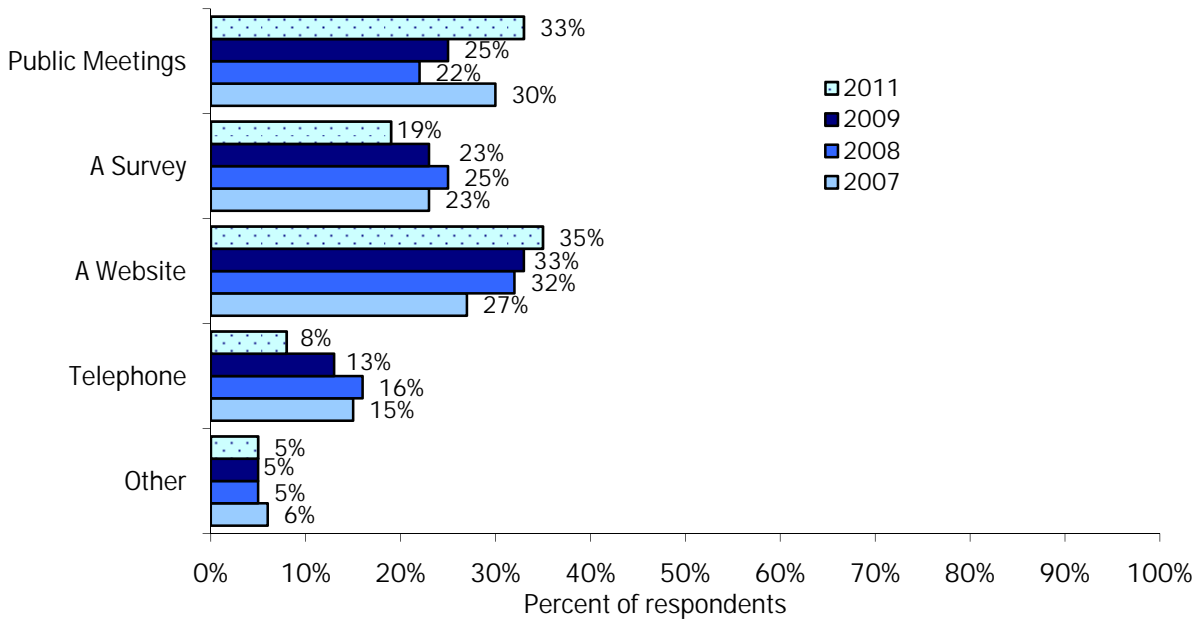


Figure 11. Respondents' Preferred Method for Providing Feedback to Planners by Year

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



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.