

# Traffic Safety Perception

May 8, 2018

Prepared for:





# About the Research

## Background and Objectives

- Causewave Community Partners along with a variety of community organizations are working to address the problem with traffic safety associated with driver and non-driver behaviors. As part of this effort, an integrated campaign including both messaging and programmatic elements is being developed.
- In order to support the process a community perceptions study was conducted.

*In order to be representative of 18-70 year old residents of Monroe County, New York, results were weighted as needed for education, age by gender, household income, race/ethnicity, marital status and region (city/non-city). This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.*



## Methodology

### WHO

All respondents were adults:

- Age 18-70
- Reside in Monroe County

### HOW MANY

500 total respondents

- 175 city residents
- 325 non-city residents

### WHEN

- March 22 to April 8, 2018

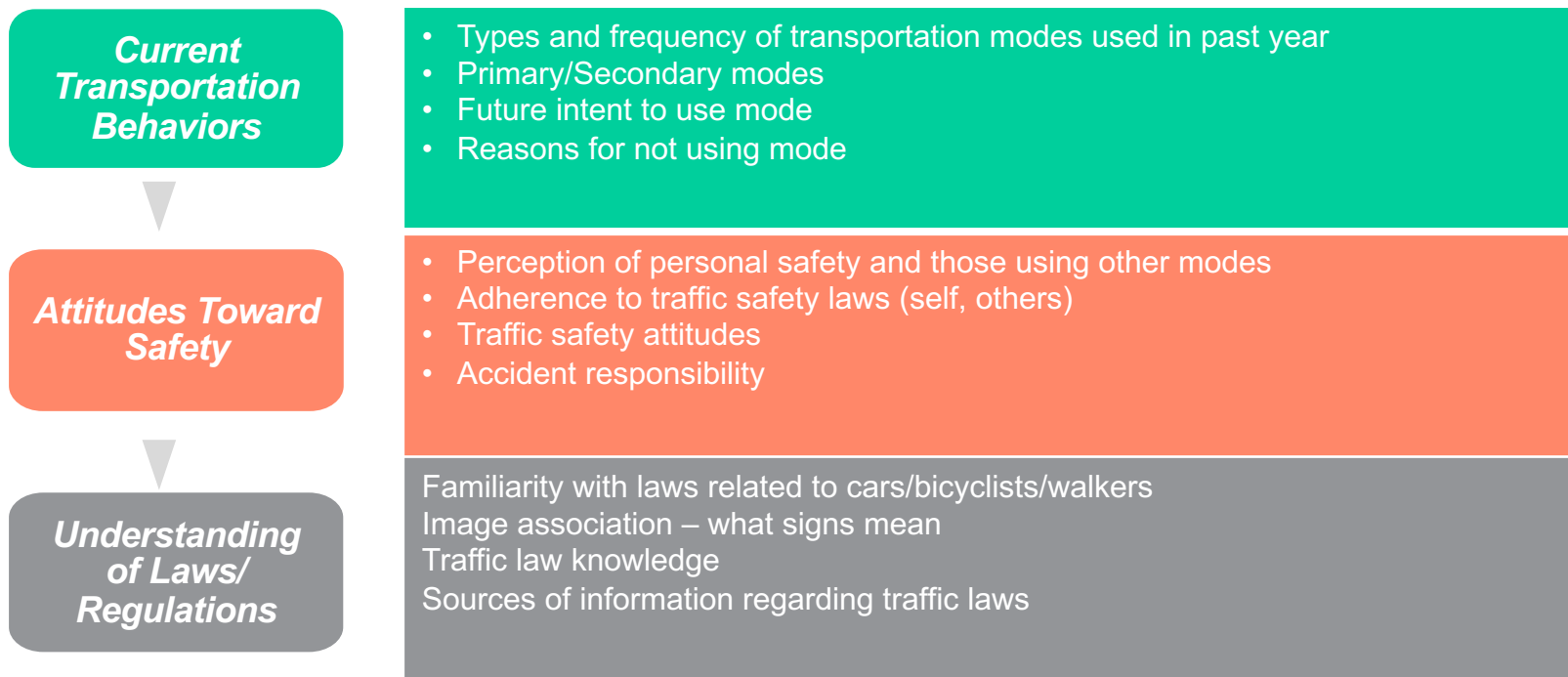
### HOW

- Via self-administered online survey among panel members who agreed to participate in surveys.



# Questionnaire Design

The questionnaire flow is outlined below:



# Summary

Attitudes toward traffic safety reveal several themes:

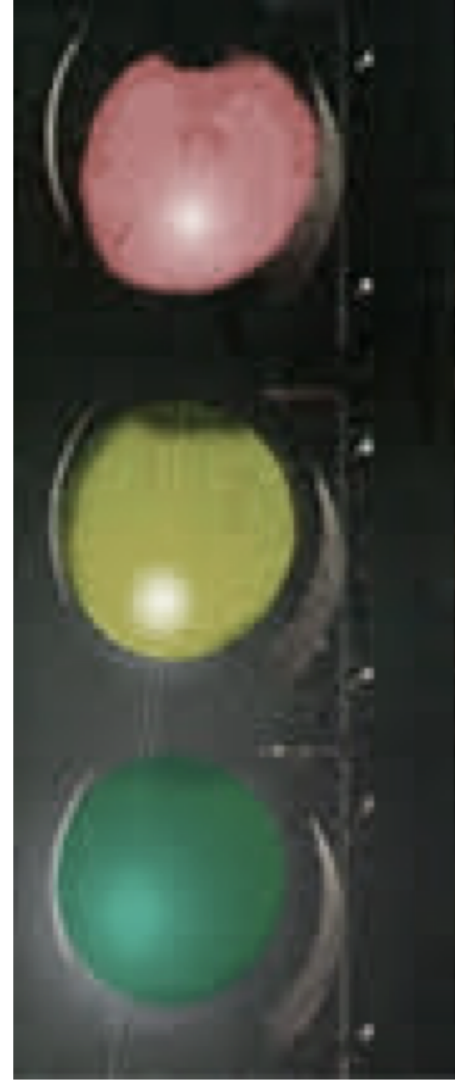
- There is a strong agreement that everyone should feel safe on the road and that it is a shared resource for all modes of transportation.
- There is concern about the safety of bicyclists, overall and among bicyclists themselves.
- Infrastructure is seen as a potential barrier to keeping everyone safe.

Drivers, while supporting safety for all on the roads, acknowledge that they often do not follow traffic safety laws and support the theory that drivers are often at fault in accidents between vehicles and bicyclists/pedestrians.

Community members report more limited knowledge of traffic safety laws related to bicyclists and pedestrians. Traffic signs/markers that include “instructions” are more likely to convey that intended rule/regulation.

The above indicate that there may be an openness to messages related to *safety for all on the roads* given that community members have strong support of the idea, but acknowledge a lack of information about and adherence to traffic safety laws for all modes of transportation.

- Local news media is seen as a credible way to get information about traffic safety and could be leveraged to spread the word. The DMV also is seen as having a role in disseminating information.



# Detailed Findings

- **Attitudes Toward Safety**
- **Understanding of Laws/Regulations**
- **Current Transportation Behaviors**

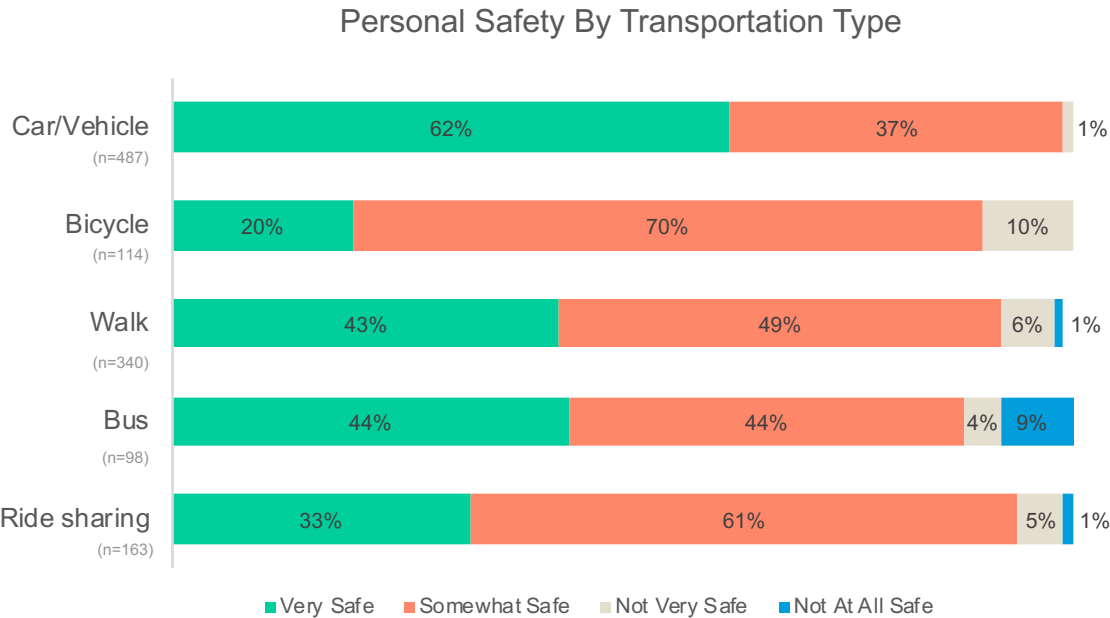
# Detailed Findings

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# Personal Safety by Mode

Those who use a car, walk or use ride sharing generally feel safe. Bicyclists are least likely to feel very safe, although the majority feel somewhat safe. While the majority of those riding the bus feel safe, about 1-in-10 indicate the do not feel safe at all.

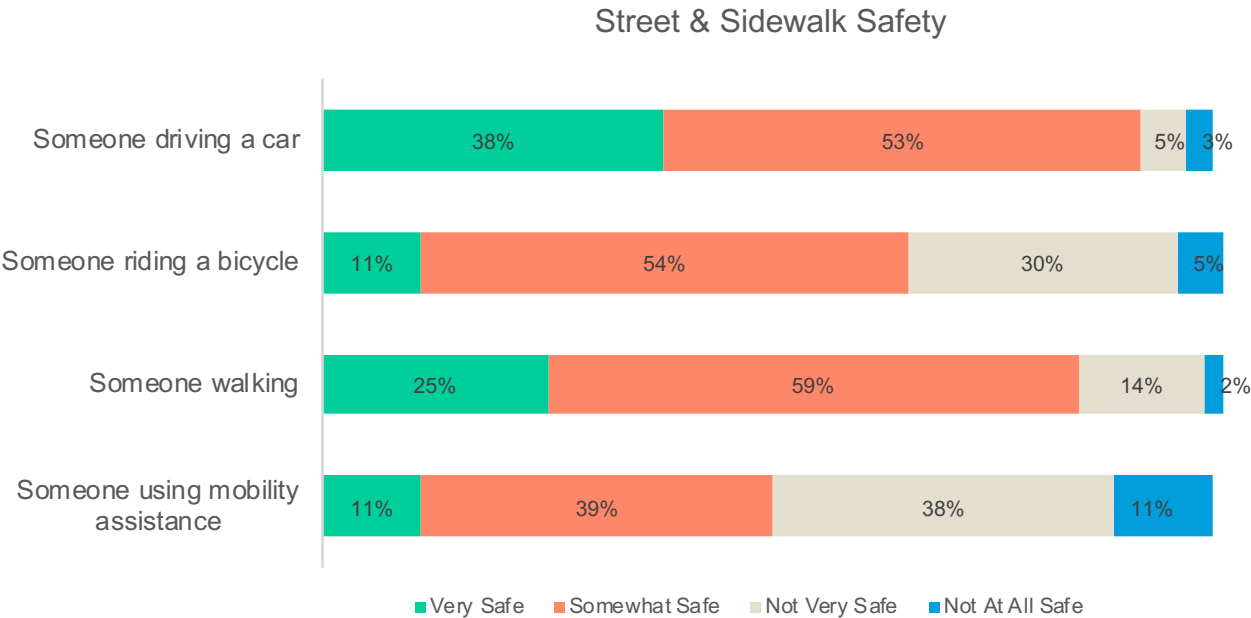


Base: Varies based on mode used  
Q805. How safe do you feel when using each of these types of transportation? (Not at all safe, Not very safe, Somewhat safe, Very safe)



# Streets and Sidewalks Safety

Residents feel that bicyclists and those using mobility assistance are the least safe on the streets and sidewalks.



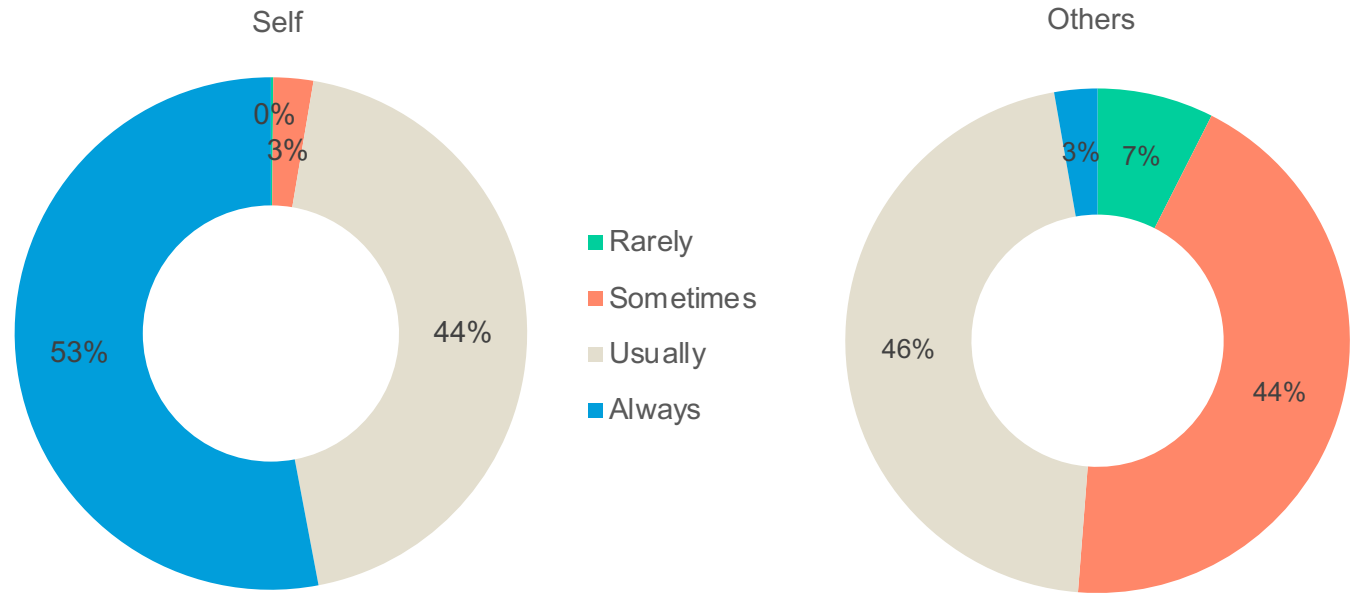
Base: All respondents (n=500)  
Q810. In general, how safe do you feel the streets and sidewalks are for...? (Not at all safe, Not very safe, Somewhat safe, Very safe)





# Follow Traffic Safety Laws: Self vs. Others

While half of drivers admit they do not always follow traffic safety laws, they have a much harsher evaluation of other drivers, indicating that only 3% always follow the laws.

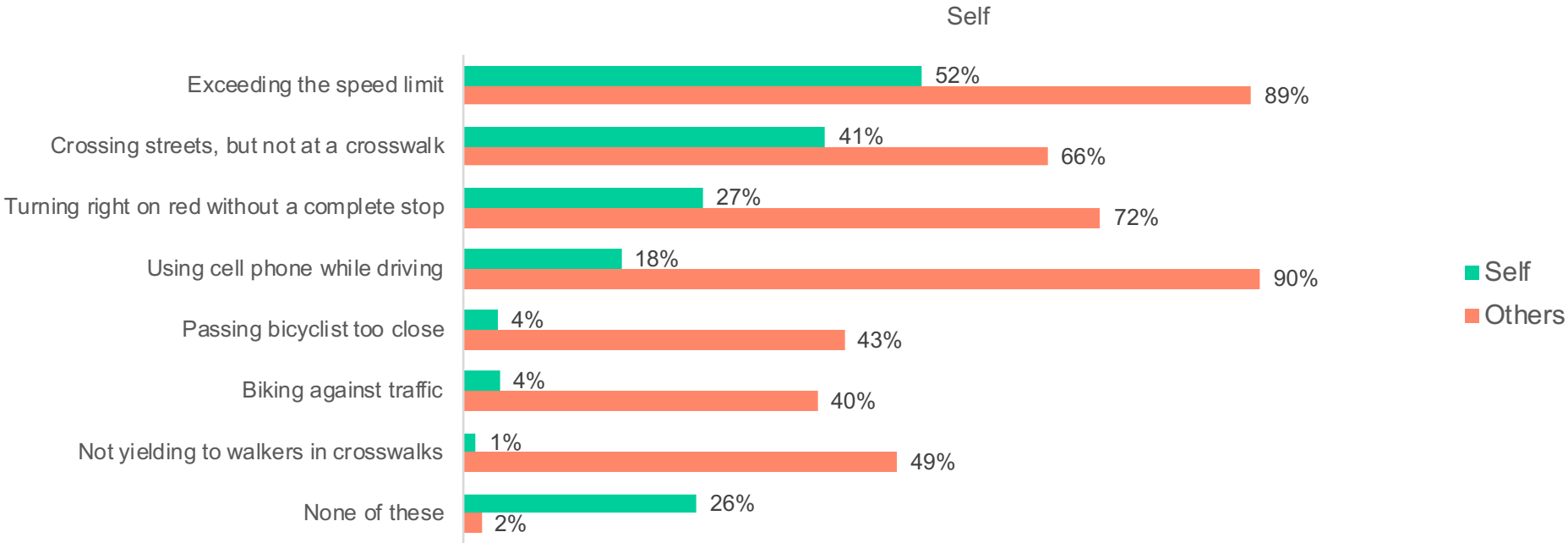


Base: All respondents (n=500)  
Q815. Which of the following best describes how often you follow traffic safety laws? (Rarely, Sometimes, Usually, Always)  
Q817. Which of the following best describes how often other people follow traffic safety laws? (Rarely, Sometimes, Usually, Always)  
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# Adherence to Safety Traffic Laws

Drivers self report they often exceed the speed limit and cross where there isn't a crosswalk. They find fault with other drivers for excessive speed and using a cell phone while driving.

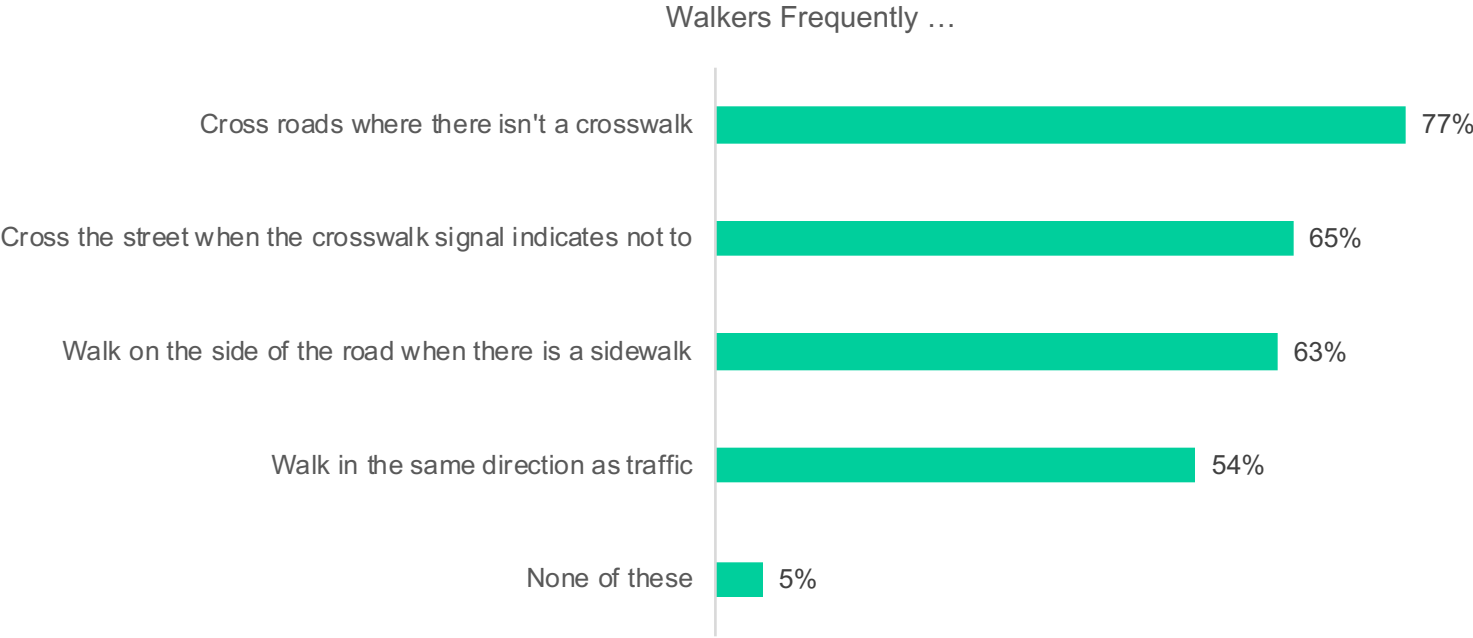


Base: All respondents (n=500)  
Q820. Which, if any, of these actions do you frequently find yourself doing?  
Q823. Which, if any, of these actions do you frequently find other people doing? Select all that apply.  
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# Walkers Frequently Do

There is a high level of agreement that walkers often do not obey safety procedures and frequently walk against traffic, walk in the road when there is a sidewalk and cross when the signal says not to.



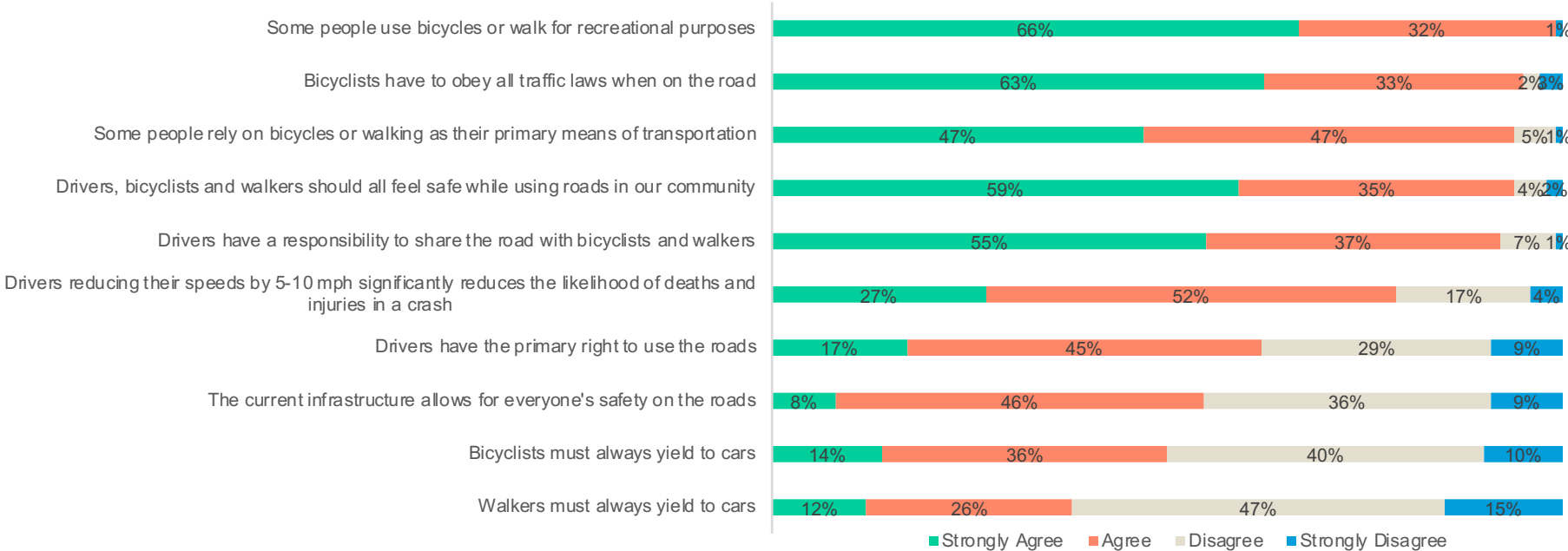
Base: All respondents (n=500)  
Q825. Now, please think about walkers, including yourself and other walkers. Which, if any, do you believe walkers frequently do?



# Attitudes Toward Traffic and Transportation

Almost 6-in-10 support the idea that everyone should feel safe using the roads. There is a clear understanding that drivers need to share the road. However, only about half of residents feel the current infrastructure allows for everyone’s safety.

## Traffic and Transportation Statements



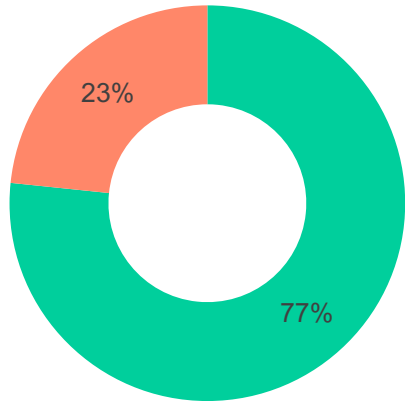
Base: All respondents (n=500)  
Q830. Below is a list of statements related to traffic and transportation. Please indicate how strongly you agree or disagree with each statement (Strongly disagree, Disagree, Agree, Strongly Agree).



# Accident Responsibility

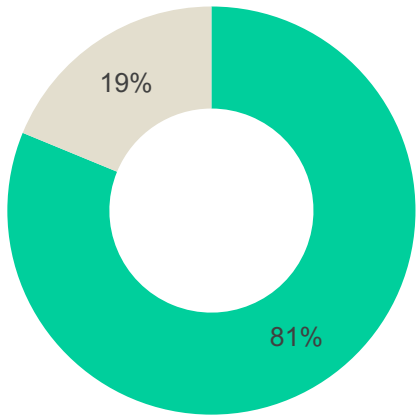
Residents generally assign fault for an accident to the driver for both bicycle and pedestrian accidents.

Crash Involving Driver and Bicyclist



■ The driver     ■ The bicyclist

Crash Involving Driver and Walker



■ The driver     ■ The person walking

Base: All respondents (n=500)  
Q835. If there was a crash involving a driver and a bicyclist, who do you believe is at fault the majority of the time?  
Q840. If there was a crash involving a driver and someone walking, who do you believe is at fault the majority of the time?  
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Three common themes emerge as concerns: behavior/attitude, violation of laws, infrastructure concerns.

People don't follow the rules, both when driving and biking (mostly driving). And lots of people are distracted or just not paying attention.

**Lack of knowledge about the rules of the road - most people don't seem to even know the laws that they should be following when walking/driving/cycling (such as which side of the street you should be on if you're walking or biking).**

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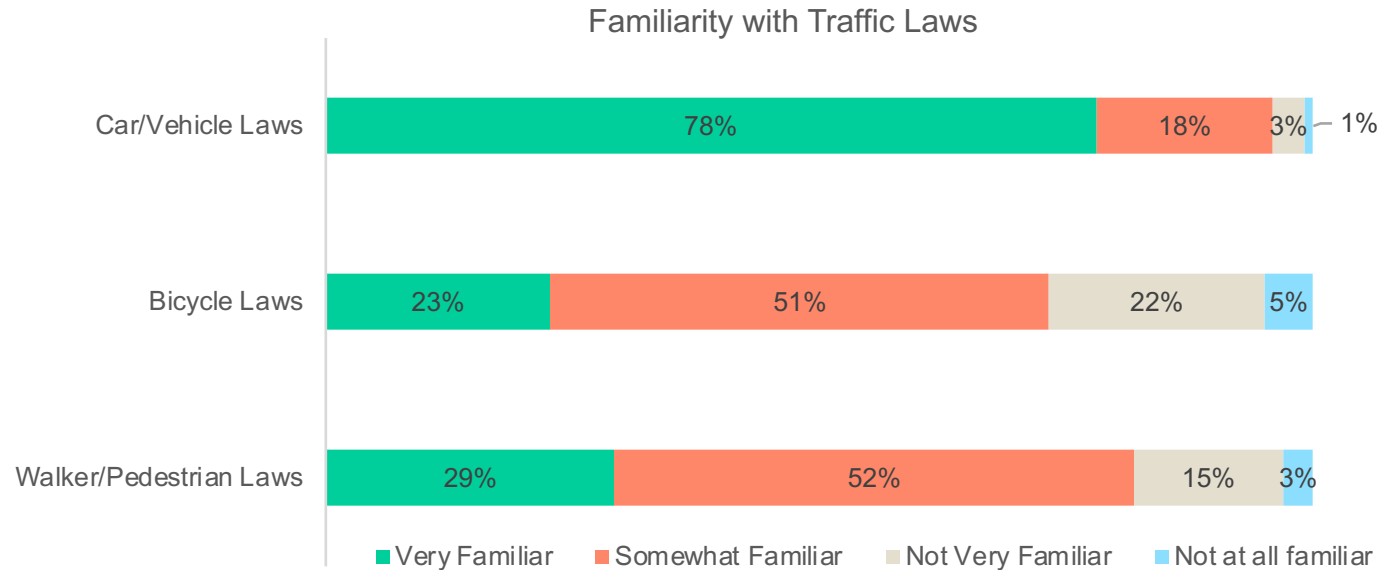
# Detailed Findings

- Attitudes Toward Safety
- **Understanding of Laws/Regulations**
- Current Transportation Behaviors



# Familiarity with Traffic Laws

While most residents have a high level of familiarity with traffic laws related to cars, only one-quarter say they are very familiar with laws related to bicycles and walkers.



Base: All respondents (n=500)  
Q1005. How familiar are you with traffic laws related to...? (Not at all familiar, Not very familiar, Somewhat familiar, Very familiar)









# What Does the Sign Mean?

Contraflow Bike Lane  
(Only bicycles may use this lane and travel in this direction on the street)

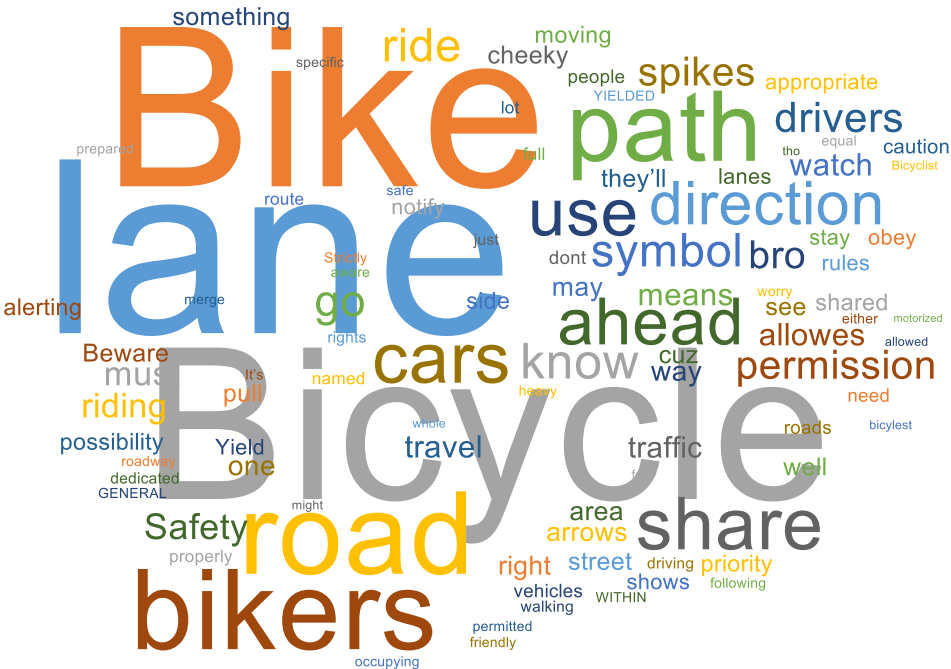


Base: All respondents (n=249)  
Q1010 Below are several signs that you may see along roads. Please indicate in the space next to each image what it means to you. Please be as specific as possible.



# What Does the Sign Mean?

Share The Road – advisory not regulatory  
(Drivers can expect bicyclists in the travel lane)



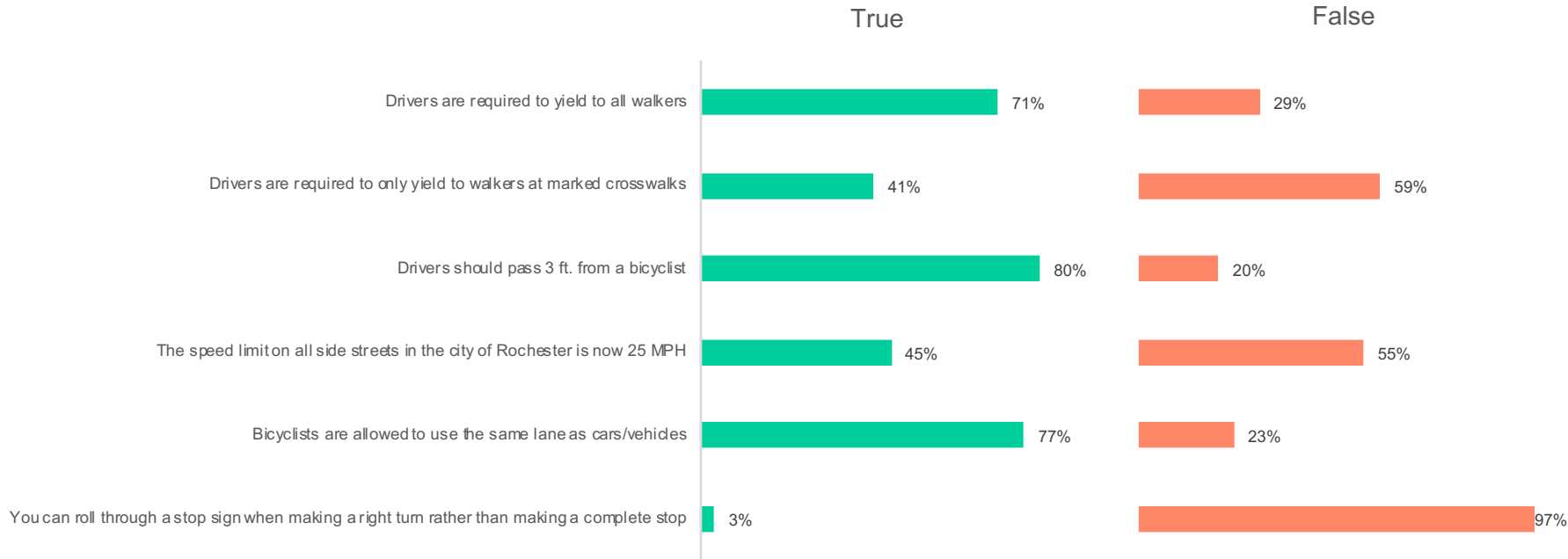
Base: All respondents (n=251)

Q1010 Below are several signs that you may see along roads. Please indicate in the space next to each image what it means to you. Please be as specific as possible.



# Statements Related to Traffic Laws: True or False

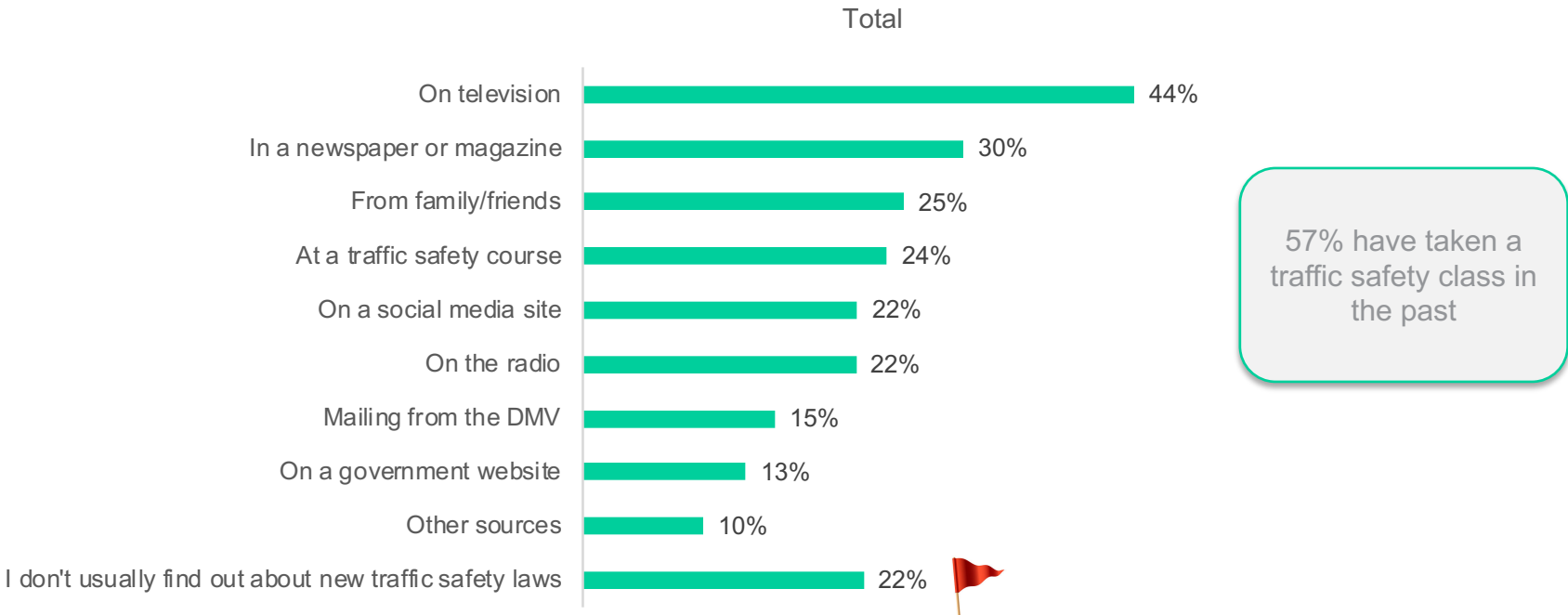
Residents clearly understand that you cannot roll through a stop sign. There is also strong agreement that drivers should yield to walkers, bicyclists can use the same lane as cars and that drivers should pass at least 3ft from bicyclists. Knowledge is mixed about drivers only having to yield in crosswalks and the speed limit on the side streets of the city being 25MPH.





# Sources of Information about New Traffic Laws

Media sources are the most frequently mentioned sources of information regarding new traffic safety laws. Almost one-quarter of drivers says they don't find out about new traffic safety laws.



Base: All respondents (n=500)  
Q1020: Where do you typically find out about new traffic laws?  
Q1030: Have you ever taken a traffic safety course after receiving your license?  
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Local news programming and DMV outreach are the two most prominent ways drivers would like to be engaged to learn about new laws.



Best Was to Stay Informed	%
Local news programming (TV, online, radio)	27
DMV (mail, emails, website)	24
Email	13
Mail/Direct Mail	11
Websites/Internet	9
Newspaper/ Magazine	8
Social media postings	7
Television	6

Q1025 As a licensed driver, it's your responsibility to stay up to date on traffic safety laws. What is the best way to keep you informed about new traffic laws?

# Detailed Findings

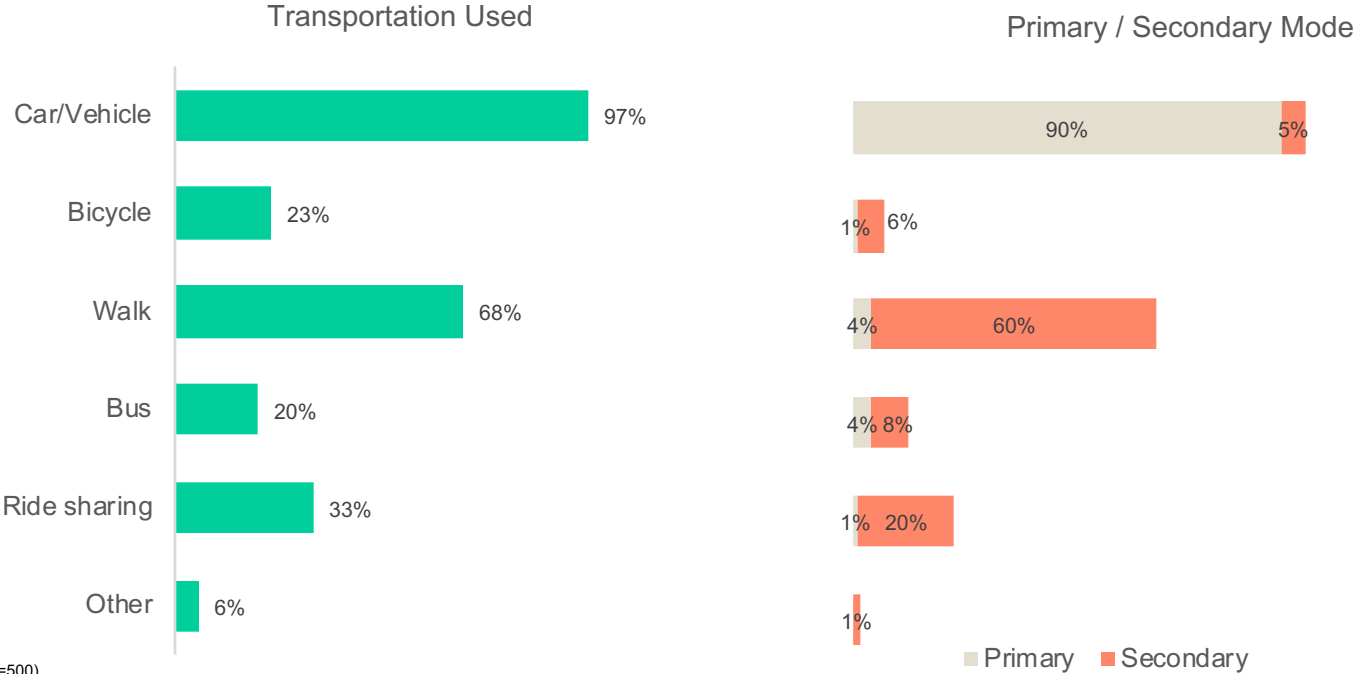
- Attitudes Toward Safety
- Understanding of Laws/Regulations
- **Current Transportation Behaviors**





# Primary and Secondary Modes

Almost all respondents use a car and a majority also walk. Ride sharing has been used by one-third of residents.



Base: All respondents (n=500)  
Q705. Thinking about the past year, what types of transportation did you use?  
Q710. What is your primary mode of transportation?  
Q715. What is your secondary mode of transportation?  
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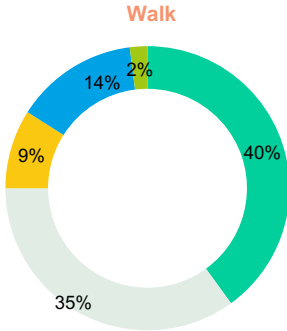
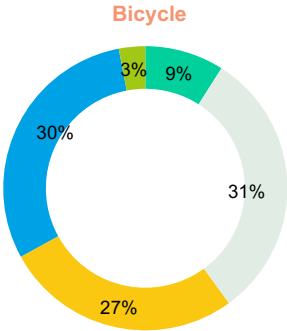
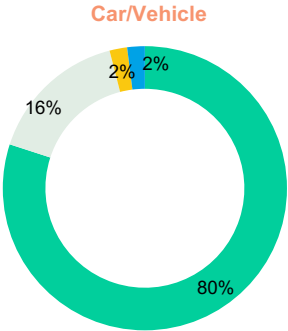
# Mode Frequency

Cars and walking have the highest daily frequency of all the modes.

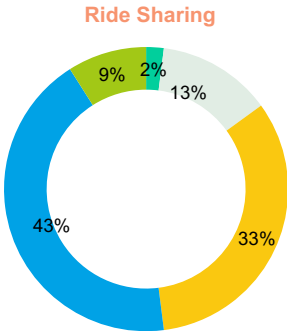
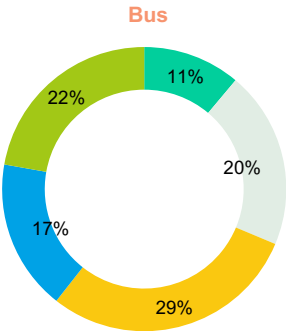
About 4-in-10 indicate they use a bicycle at least 1x week.

3-in-10 rely on bus services as part of their weekly transportation.

Ride sharing, while not generally the primary or secondary mode of transportation, is use on a less frequent basis.



- Daily
- Weekly
- Monthly
- Several times a year
- Less than 1x year



Base: Varies based on mode  
Q720. You previously indicated that you use the following types of transportation. How often do you use each?

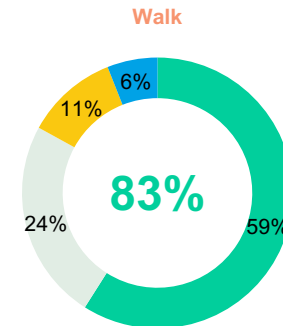
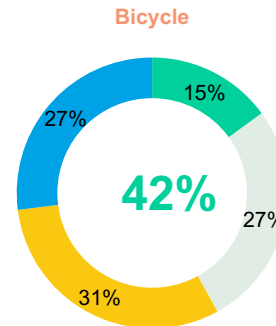
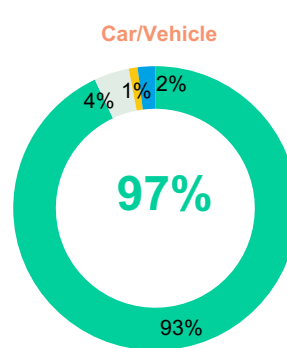
# Future Use of Transportation Type

Similar to current usage, car/vehicle or walking will be the most used transportation types.

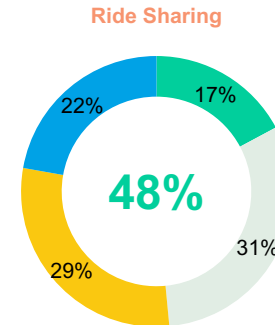
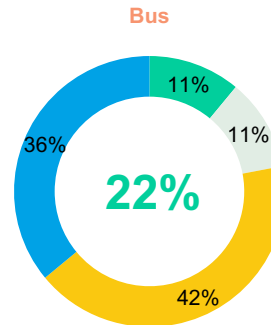
Residents are least likely to indicate they will use a bus in the future.

Slightly less than half indicate they will use a bicycle or ride sharing.

With the exception of cars, which almost everyone currently uses, and bus, future intent to use the other modes shows room for gains.



- Definitely Will
- Probably Will
- Probably Will Not
- Definitely Will Not



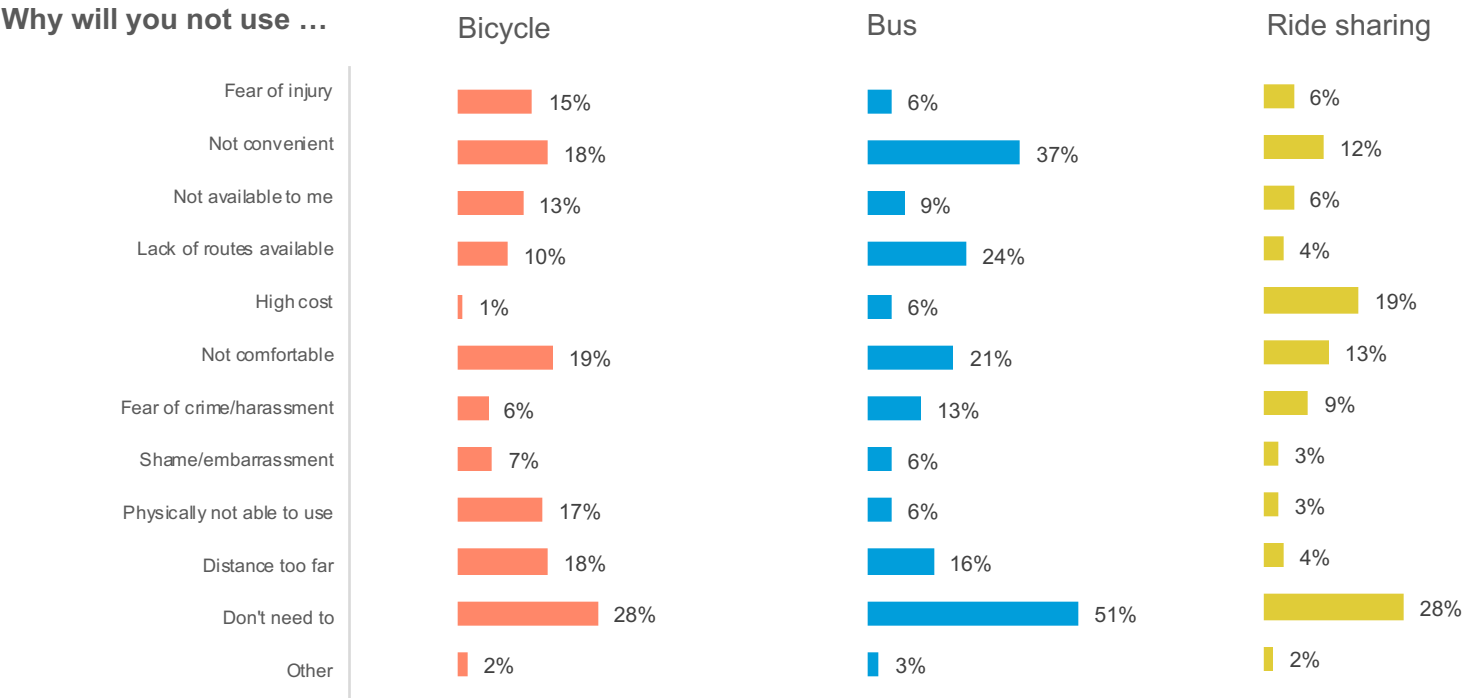
Base: All respondents (n=500)

Q730. How likely are you to use each of the following types of transportation in the next 12 months?(Definitely will not, Probably will not, Probably will, Definitely will)



# Why Not Likely?

Not needing to is the most frequent reasons given for not using a specific mode which means residents feel they have alternatives. Convenience and comfort come up for bicycle and bus. High costs is a key driver of not using ride sharing.



Base: Respondents Not Likely to Use Q735. Why will you not use each of the following types of transportation this year?

Note: Car/vehicle and Walking not shown due to small sample sizes

# Appendix



# Demographics (Total)

Gender	Total
Male	49%
Female	51%
Age	Total
18-34	32%
35-44	17%
45-54	18%
55-64	20%
65-70	12%
Household Income	Total
Less than \$50K	37%
\$50K-\$99K	31%
\$100K or more	24%
Prefer not to answer	7%

Marital Status	Total
Never married	37%
Married/Living with partner	48%
Divorced/Separated/Widowed	16%
Education	Total
Less than HS degree	4%
HS degree to >4 year college degree	57%
4 year college degree or more	40%
Race	Total
White	77%
Hispanic	7%
Black or African American	11%
Other	5%