Traffic Safety Perception

Prepared for:

May 8, 2018
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.

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.

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.
Questionnaire Design

The questionnaire flow is outlined below:

**Current Transportation Behaviors**

- Types and frequency of transportation modes used in past year
  - Primary/Secondary modes
  - Future intent to use mode
  - Reasons for not using mode

**Attitudes Toward Safety**

- Perception of personal safety and those using other modes
  - Adherence to traffic safety laws (self, others)
  - Traffic safety attitudes
  - Accident responsibility

**Understanding of Laws/Regulations**

- Familiarity with laws related to cars/bicyclists/walkers
- Image association – what signs mean
- Traffic law knowledge
- Sources of information regarding traffic laws
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

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

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.

**Personal Safety By Transportation Type**

- **Car/Vehicle**
  - Very Safe: 62%
  - Somewhat Safe: 37%
  - Not Very Safe: 1%
  - Not At All Safe: 0%
  - (n=487)

- **Bicycle**
  - Very Safe: 20%
  - Somewhat Safe: 70%
  - Not Very Safe: 10%
  - Not At All Safe: 0%
  - (n=114)

- **Walk**
  - Very Safe: 43%
  - Somewhat Safe: 49%
  - Not Very Safe: 6%
  - Not At All Safe: 1%
  - (n=340)

- **Bus**
  - Very Safe: 44%
  - Somewhat Safe: 44%
  - Not Very Safe: 4%
  - Not At All Safe: 9%
  - (n=98)

- **Ride sharing**
  - Very Safe: 33%
  - Somewhat Safe: 61%
  - Not Very Safe: 5%
  - Not At All Safe: 1%
  - (n=163)

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

**Street & Sidewalk Safety**

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Very Safe</th>
<th>Somewhat Safe</th>
<th>Not Very Safe</th>
<th>Not At All Safe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Someone driving a car</td>
<td>38%</td>
<td>53%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Someone riding a bicycle</td>
<td>11%</td>
<td>54%</td>
<td>30%</td>
<td>5%</td>
</tr>
<tr>
<td>Someone walking</td>
<td>25%</td>
<td>59%</td>
<td>14%</td>
<td>2%</td>
</tr>
<tr>
<td>Someone using mobility assistance</td>
<td>11%</td>
<td>39%</td>
<td>38%</td>
<td>11%</td>
</tr>
</tbody>
</table>

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)
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.

- Exceeding the speed limit: 52% self, 89% others
- Crossing streets, but not at a crosswalk: 41% self, 66% others
- Turning right on red without a complete stop: 27% self, 72% others
- Using cell phone while driving: 18% self, 90% others
- Passing bicyclist too close: 4% self, 43% others
- Biking against traffic: 4% self, 40% others
- Not yielding to walkers in crosswalks: 1% self, 49% others
- None of these: 2% self, 26% others

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.
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 Towards Safety

Walkers Frequently …

- Cross roads where there isn’t a crosswalk: 77%
- Cross the street when the crosswalk signal indicates not to: 65%
- Walk on the side of the road when there is a sidewalk: 63%
- Walk in the same direction as traffic: 54%
- None of these: 5%
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.

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).
Attitudes Towards Safety

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: 77%
- The bicyclist: 23%

Crash Involving Driver and Walker

- The driver: 81%
- The person walking: 19%

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?
What Concerns You Most about Traffic Safety in Our Community?

Three common themes emerge as concerns: behavior/attitude, violation of laws, infrastructure concerns.

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).

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

People driving while using their phones.
Detailed Findings

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

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.

<table>
<thead>
<tr>
<th></th>
<th>Very Familiar</th>
<th>Somewhat Familiar</th>
<th>Not Very Familiar</th>
<th>Not at all familiar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car/Vehicle Laws</td>
<td>78%</td>
<td>18%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Bicycle Laws</td>
<td>23%</td>
<td>51%</td>
<td>22%</td>
<td>5%</td>
</tr>
<tr>
<td>Walker/Pedestrian Laws</td>
<td>29%</td>
<td>52%</td>
<td>15%</td>
<td>3%</td>
</tr>
</tbody>
</table>
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.

**Yield to Pedestrian in Crosswalk**

Base: All respondents (n=252)
Understanding of Laws/Regulations

What Does the Sign Mean?

Crosswalk
(Drivers must yield to pedestrians)

Base: All respondents (n=248)

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?

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)

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.

Base: All respondents (n=251)
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.

**True**

- Drivers are required to yield to all walkers: 71%
- Drivers should pass 3 ft. from a bicyclist: 80%
- Bicyclists are allowed to use the same lane as cars/vehicles: 77%

**False**

- Drivers are required to only yield to walkers at marked crosswalks: 41%
- The speed limit on all side streets in the city of Rochester is now 25 MPH: 45%
- You can roll through a stop sign when making a right turn rather than making a complete stop: 3%
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 say they don’t find out about new traffic safety laws.

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>On television</td>
<td>44%</td>
</tr>
<tr>
<td>In a newspaper or magazine</td>
<td>30%</td>
</tr>
<tr>
<td>From family/friends</td>
<td>25%</td>
</tr>
<tr>
<td>At a traffic safety course</td>
<td>24%</td>
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<tr>
<td>On a social media site</td>
<td>22%</td>
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<tr>
<td>On the radio</td>
<td>22%</td>
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<tr>
<td>Mailing from the DMV</td>
<td>15%</td>
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<tr>
<td>On a government website</td>
<td>13%</td>
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<tr>
<td>Other sources</td>
<td>10%</td>
</tr>
<tr>
<td>I don't usually find out about new traffic safety laws</td>
<td>22%</td>
</tr>
</tbody>
</table>

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?

57% have taken a traffic safety class in the past
Best Way to Stay Informed about Traffic Laws

Local news programming and DMV outreach are the two most prominent ways drivers would like to be engaged to learn about new laws.

<table>
<thead>
<tr>
<th>Best Way to Stay Informed</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local news programming (TV, online, radio)</td>
<td>27</td>
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<tr>
<td>DMV (mail, emails, website)</td>
<td>24</td>
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<tr>
<td>Email</td>
<td>13</td>
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<tr>
<td>Mail/Direct Mail</td>
<td>11</td>
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<tr>
<td>Websites/Internet</td>
<td>9</td>
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<tr>
<td>Newspaper/ Magazine</td>
<td>8</td>
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<tr>
<td>Social media postings</td>
<td>7</td>
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<tr>
<td>Television</td>
<td>6</td>
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</table>

Base: All respondents (n=500)
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
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.

Q710. What is your primary mode of transportation?
Q715. What is your secondary mode of transportation?

Base: All respondents (n=500)

Transportation Used

- Car/Vehicle: 97%
- Bicycle: 23%
- Walk: 68%
- Bus: 20%
- Ride sharing: 33%
- Other: 6%

Primary / Secondary Mode

- Primary: Car/Vehicle (90%), Bicycle (6%), Walk (60%), Bus (4%), Ride sharing (1%), Other (1%)
- Secondary: Car/Vehicle (5%), Bicycle (6%), Walk (40%), Bus (4%), Ride sharing (8%), Other (20%)
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.

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

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.

**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)
Current Transportation Behaviors

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.

Why will you not use …

<table>
<thead>
<tr>
<th>Mode</th>
<th>Fear of injury</th>
<th>Not convenient</th>
<th>Not available to me</th>
<th>Lack of routes available</th>
<th>High cost</th>
<th>Not comfortable</th>
<th>Fear of crime/harassment</th>
<th>Shame/embarrassment</th>
<th>Physically not able to use</th>
<th>Distance too far</th>
<th>Don’t need to</th>
<th>Other</th>
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</thead>
<tbody>
<tr>
<td>Bicycle</td>
<td>15%</td>
<td>18%</td>
<td>13%</td>
<td>10%</td>
<td>1%</td>
<td>19%</td>
<td>6%</td>
<td>7%</td>
<td>17%</td>
<td>18%</td>
<td>28%</td>
<td>2%</td>
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<tr>
<td>Bus</td>
<td>6%</td>
<td>9%</td>
<td>6%</td>
<td>6%</td>
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<td>6%</td>
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<td>6%</td>
<td>6%</td>
<td>16%</td>
<td>51%</td>
<td>3%</td>
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<tr>
<td>Ride sharing</td>
<td>6%</td>
<td>12%</td>
<td>6%</td>
<td>4%</td>
<td>19%</td>
<td>13%</td>
<td>9%</td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
<td>28%</td>
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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
<table>
<thead>
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<th>Demographics (Total)</th>
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<tbody>
<tr>
<td><strong>Gender</strong></td>
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<td><strong>Household Income</strong></td>
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<td><strong>Marital Status</strong></td>
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<td><strong>Education</strong></td>
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<td><strong>Race</strong></td>
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