Pedestrian Survey Report – Highlights

Presented by
Delaware Office of Highway Safety

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Data and Program Analyst

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Why do a survey?

- Delaware has one of the worst pedestrian fatality rates in the country.
  - Between 2011 and 2015, pedestrian fatalities nearly doubled (19 → 36)

- Holes within crash data

- Lack of recent research into pedestrian behavior
Methodology

- Office of Highway Safety partnered with AB+C and The Delaware Research Company to conduct the survey.
- 267 completed responses but not all questions were answered.
- A surveyor was placed onto DART buses targeting high pedestrian crash roadways.
  - Kirkwood Highway
  - Dupont Highway (New Castle County)
  - US Route 40
Methodology (cont.)

- Statistical reliability with a confidence level of 95%
- Confidence interval or 5.9%
- Additionally, this survey targeted pedestrians using DART buses. This survey does not represent pedestrians who do not use the DART system.
Respondent Characteristics

- 45.3% were women and 54.7% were men.
- Two-thirds were under the age of 40.
- Two in five do not possess a driver’s license.
- More than four in five own a cell phone.
16-20 year old pedestrians

- Three in four did not have a driver’s license.
- More likely to walk along highways at night
- This group was more likely to listen to headphones while walking
- Does not believe risky behavior is dangerous
- Almost all responded that they cross highways without using traffic signals or crosswalks
  - Responded that signals take too long
  - They jaywalk because they “do it all the time and never had a problem”
Does not have a drivers license by age

% responding to this question

- 16-20: 75.0%
- 21-29: 50.6%
- 30-39: 15.5%
- 40-49: 36.6%
- 50-59: 44.4%
- 60+: 70.0%

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What time of day do you usually walk along these highways?

- Daylight only: 51%
- Nighttime only: 4%
- Both: 45%
How far are you willing to walk to go to a signaled crosswalk?

- 50 feet: 29%
- 100 feet: 53%
- 300 feet (length of a football field): 14%
- I never use cross walks if I think I can cross safely: 4%

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How often do you cross these highways without using traffic signals or cross walks (Jaywalk)?

- Never: 16%
- Rarely: 11%
- Sometimes: 42%
- Often: 31%
How often do you cross these highways without using traffic signals or cross walks (Jaywalk)?

<table>
<thead>
<tr>
<th>Age Grouping</th>
<th>Rarely or never</th>
<th>Sometimes or often</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>31.3%</td>
<td>68.7%</td>
</tr>
<tr>
<td>Female</td>
<td>51.9%</td>
<td>48.1%</td>
</tr>
<tr>
<td>16-20</td>
<td>100.0%</td>
<td>0%</td>
</tr>
<tr>
<td>21-29</td>
<td>33.8%</td>
<td>66.2%</td>
</tr>
<tr>
<td>30-39</td>
<td>53.2%</td>
<td>46.8%</td>
</tr>
<tr>
<td>40-49</td>
<td>52.6%</td>
<td>47.4%</td>
</tr>
<tr>
<td>50-59</td>
<td>33.3%</td>
<td>66.7%</td>
</tr>
<tr>
<td>60+</td>
<td>57.9%</td>
<td>42.1%</td>
</tr>
<tr>
<td>Total</td>
<td>42.6%</td>
<td>57.4%</td>
</tr>
</tbody>
</table>

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Why do you cross without using traffic signals or crosswalks?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic signals take too long</td>
<td>14.9%</td>
<td>8.3%</td>
</tr>
<tr>
<td>Drivers see me and let me cross</td>
<td>37.3%</td>
<td>14.8%</td>
</tr>
<tr>
<td>There are breaks in traffic to let me cross</td>
<td>36.6%</td>
<td>13.9%</td>
</tr>
<tr>
<td>There is a divider in the center so I can stop halfway across if necessary</td>
<td>35.1%</td>
<td>13.9%</td>
</tr>
<tr>
<td>I do it all the time and never had a problem</td>
<td>22.4%</td>
<td>8.3%</td>
</tr>
</tbody>
</table>
Why do you cross without using traffic lights or cross walks i.e. jaywalk? (Check all that apply) by age

- No crosswalk available
- Too far to crosswalk
- Traffic signals take too long

% of respondents answering this question

<table>
<thead>
<tr>
<th>Age Group</th>
<th>No crosswalk available</th>
<th>Too far to crosswalk</th>
<th>Traffic signals take too long</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-20</td>
<td>86.7%</td>
<td>88.7%</td>
<td>93.3%</td>
</tr>
<tr>
<td>21-29</td>
<td>82.3%</td>
<td>88.7%</td>
<td>88.6%</td>
</tr>
<tr>
<td>30-39</td>
<td>81.6%</td>
<td>68.4%</td>
<td>21.1%</td>
</tr>
<tr>
<td>40-49</td>
<td>74.1%</td>
<td>70.4%</td>
<td>68.4%</td>
</tr>
<tr>
<td>50-59</td>
<td>68.4%</td>
<td>74.1%</td>
<td>57.9%</td>
</tr>
<tr>
<td>60+</td>
<td>57.9%</td>
<td>10.5%</td>
<td>12.4%</td>
</tr>
<tr>
<td>Total</td>
<td>84.3%</td>
<td>79.5%</td>
<td>12.4%</td>
</tr>
</tbody>
</table>

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Why do you cross without using traffic lights or cross walks i.e. jaywalk? (Check all that apply) by age

<table>
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<th>% of respondents answering this question</th>
<th>16-20</th>
<th>21-29</th>
<th>30-39</th>
<th>40-49</th>
<th>50-59</th>
<th>60+</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drivers see me and let me cross</td>
<td>73.3%</td>
<td>39.4%</td>
<td>15.2%</td>
<td>21.1%</td>
<td>33.3%</td>
<td>5.3%</td>
<td>27.7%</td>
</tr>
<tr>
<td>There are breaks in traffic to let me cross</td>
<td>73.3%</td>
<td>39.4%</td>
<td>12.7%</td>
<td>21.1%</td>
<td>29.6%</td>
<td>10.5%</td>
<td>26.9%</td>
</tr>
<tr>
<td>There is a divider in the center so I can stop halfway across if necessary</td>
<td>73.3%</td>
<td>32.4%</td>
<td>15.2%</td>
<td>18.4%</td>
<td>33.3%</td>
<td>21.1%</td>
<td>26.5%</td>
</tr>
<tr>
<td>I do it all the time and never had a problem</td>
<td>73.3%</td>
<td>23.9%</td>
<td>5.1%</td>
<td>10.5%</td>
<td>11.1%</td>
<td>5.3%</td>
<td>16.1%</td>
</tr>
</tbody>
</table>
If you walk along these highways at night how often do you use reflective clothing?

- Always: 31%
- Usually: 6%
- Sometimes: 9%
- Rarely: 49%
- N/A: 5%

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Questions?