

Pedestrian Survey Report – Highlights



Presented by
Delaware Office of Highway Safety

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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.

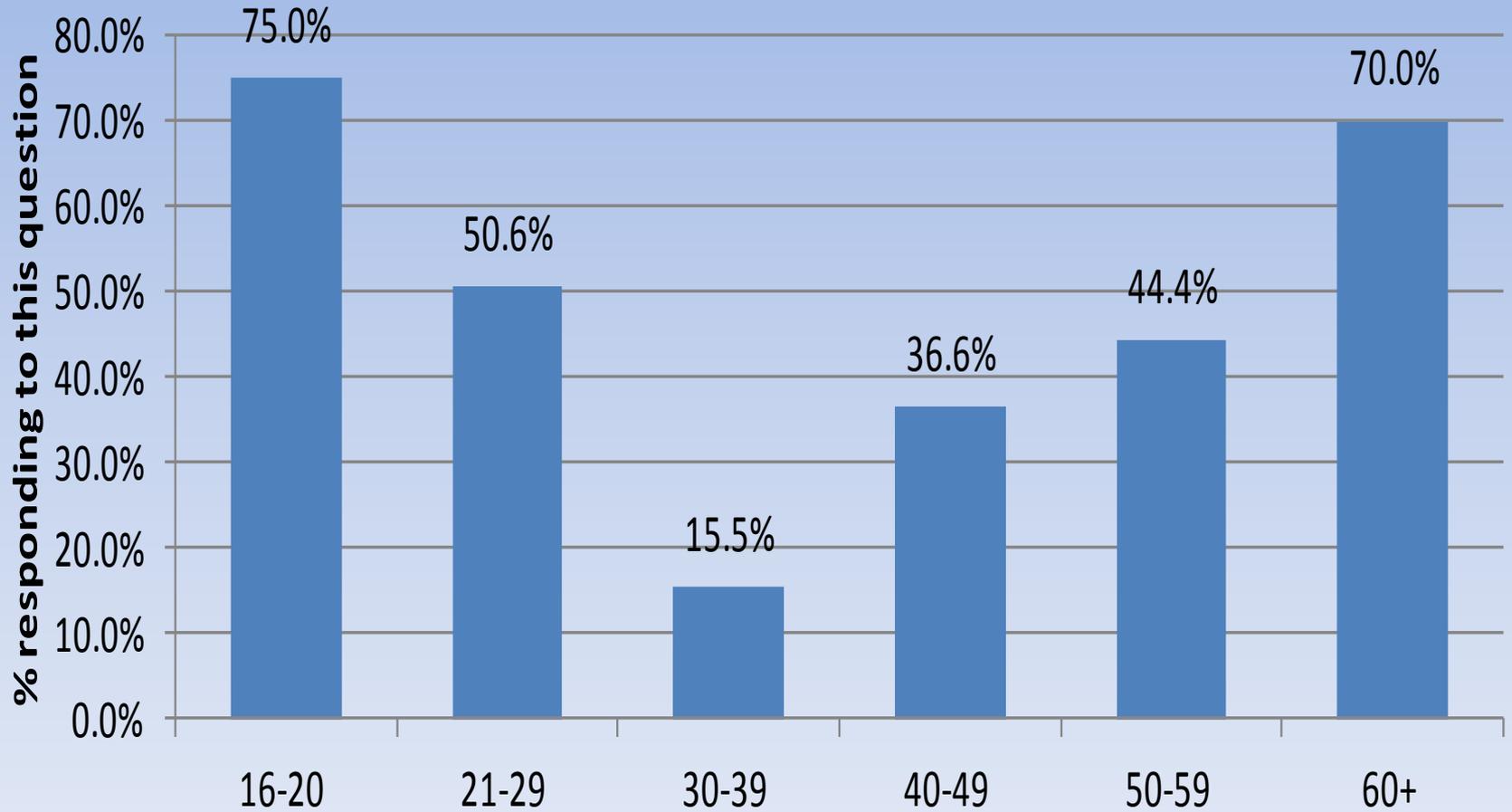
Respondent Characteristics

- ▶ 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.

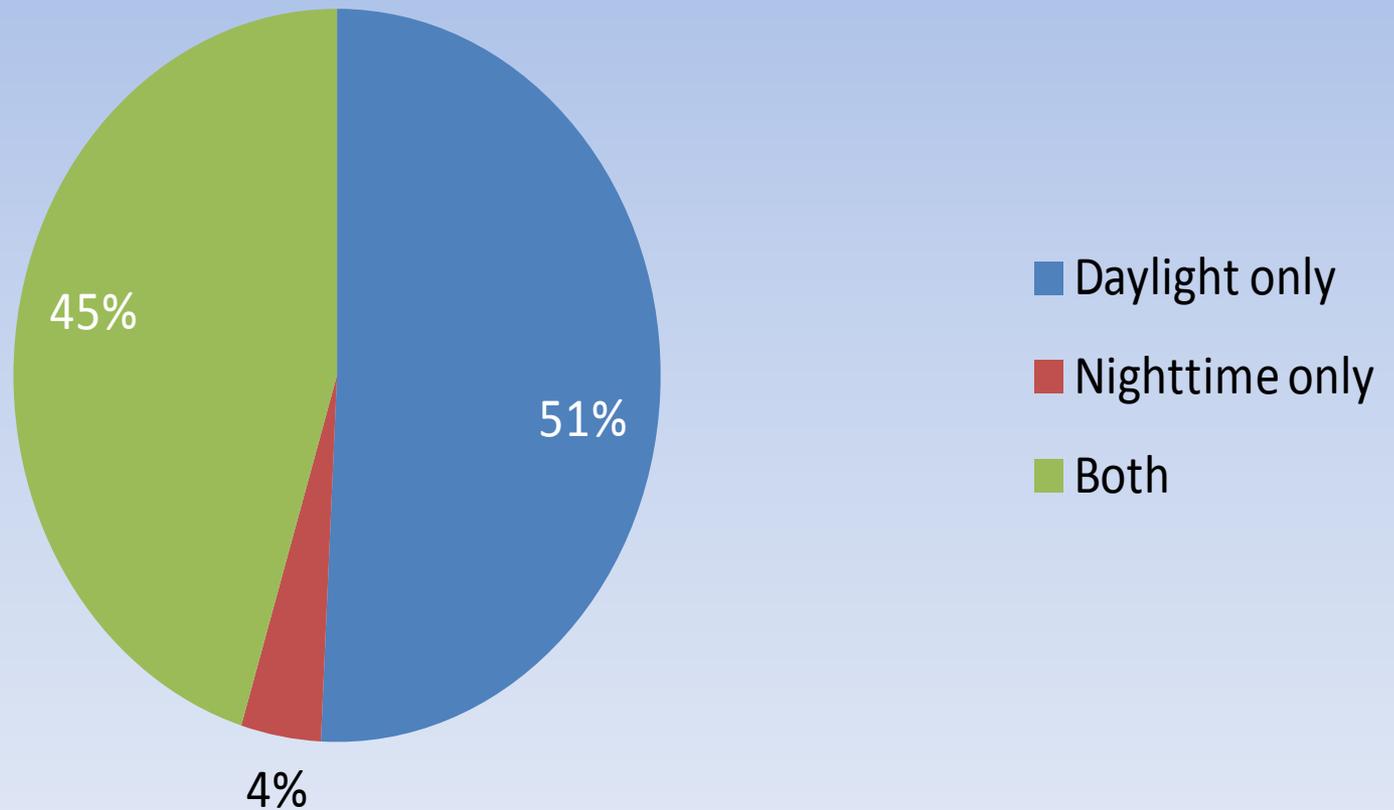
16-20 year old pedestrians

- ▶ 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”

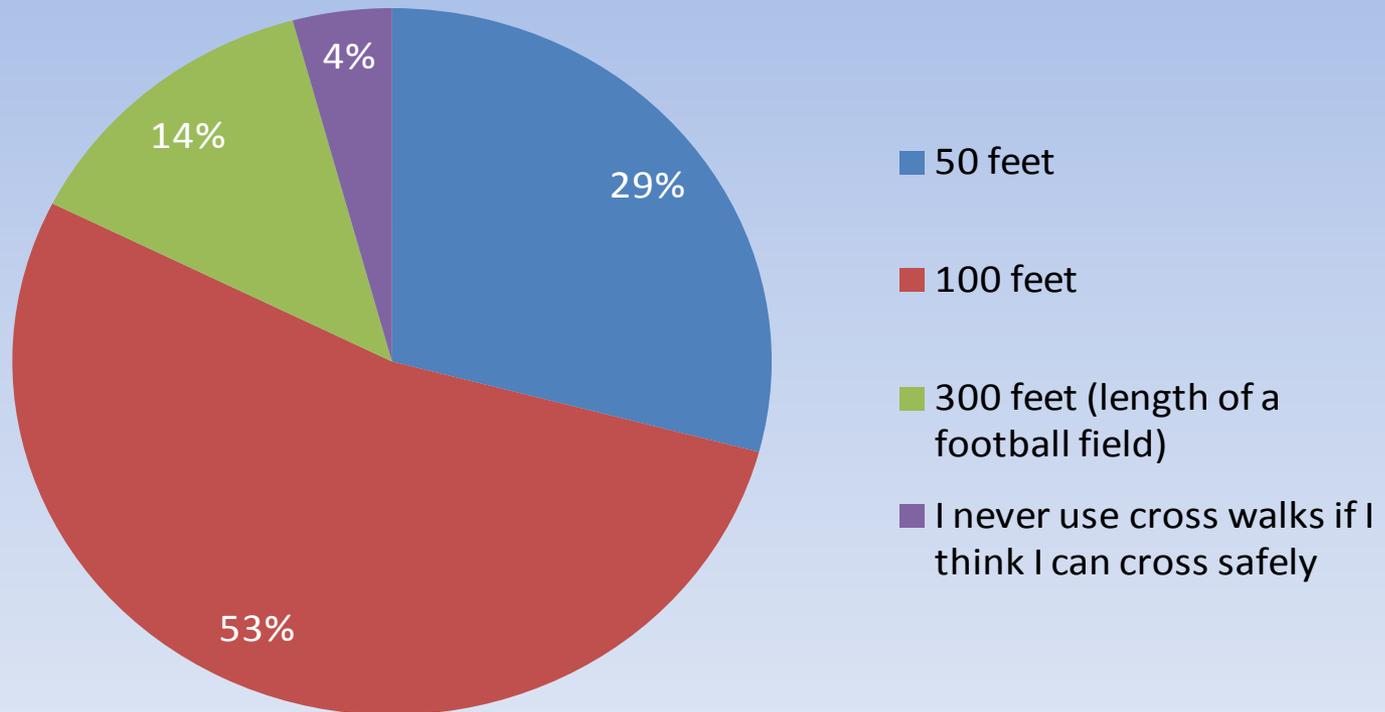
Does not have a drivers license by age



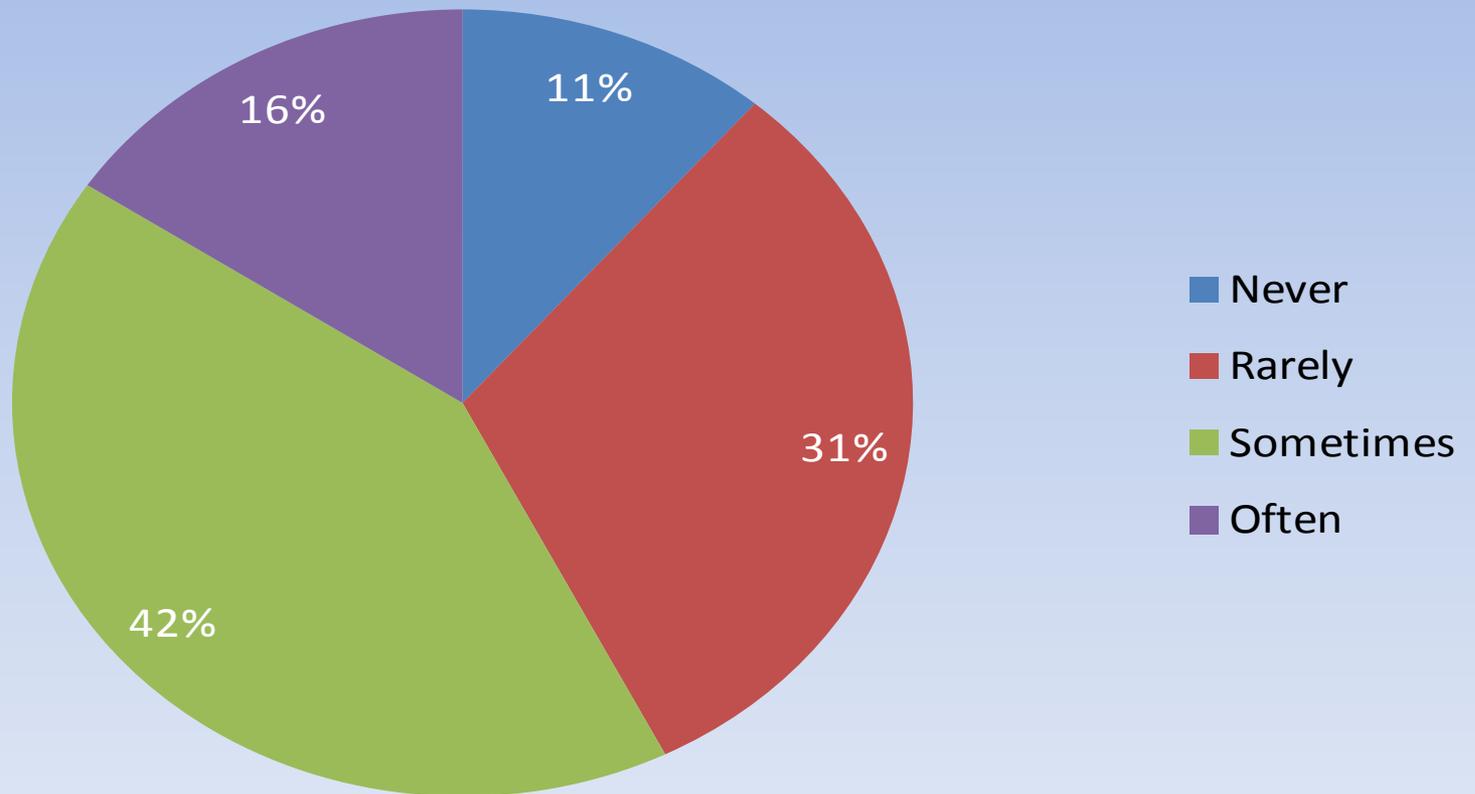
What time of day do you usually walk along these highways?



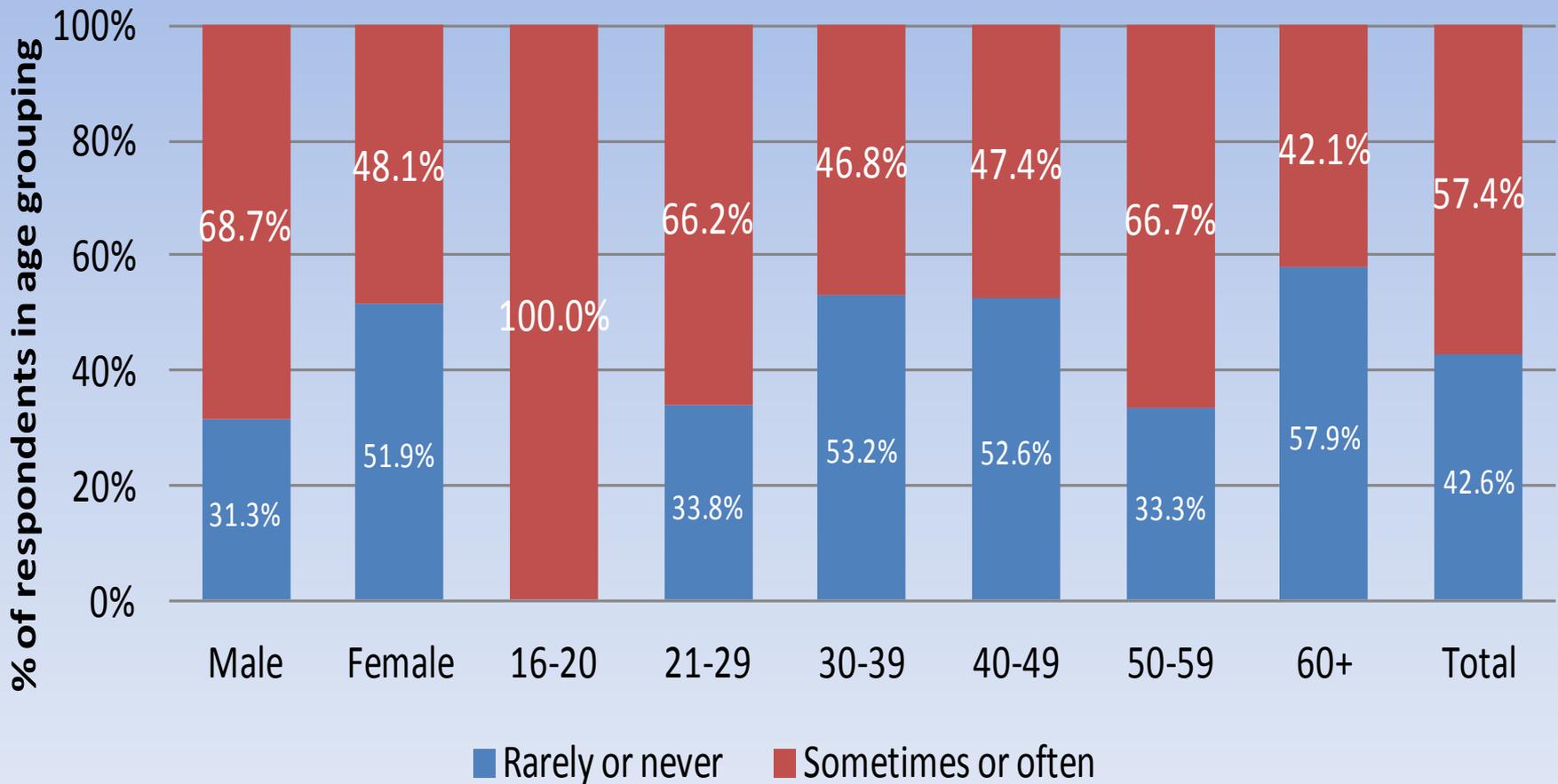
How far are you willing to walk to go to a signaled crosswalk?



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



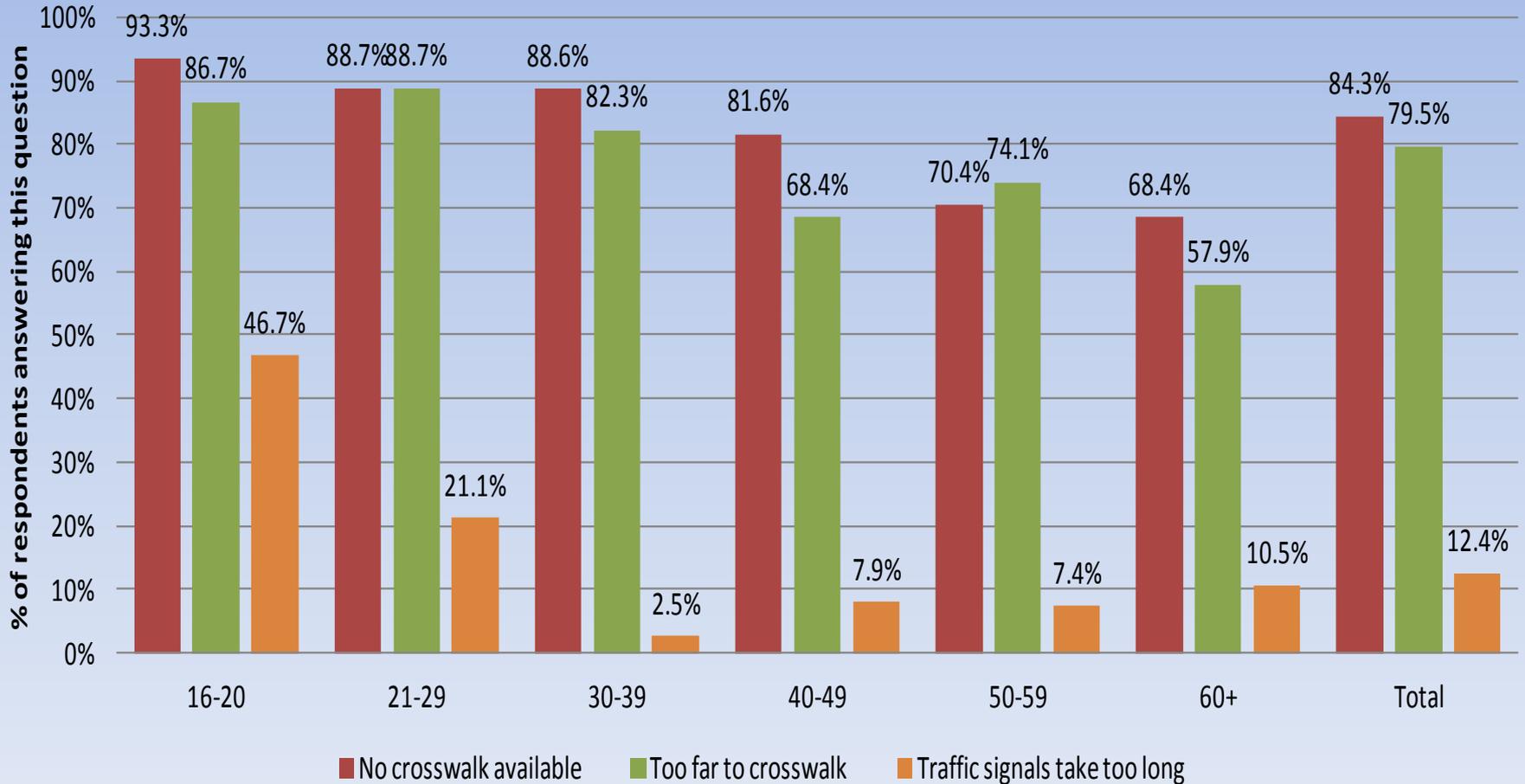
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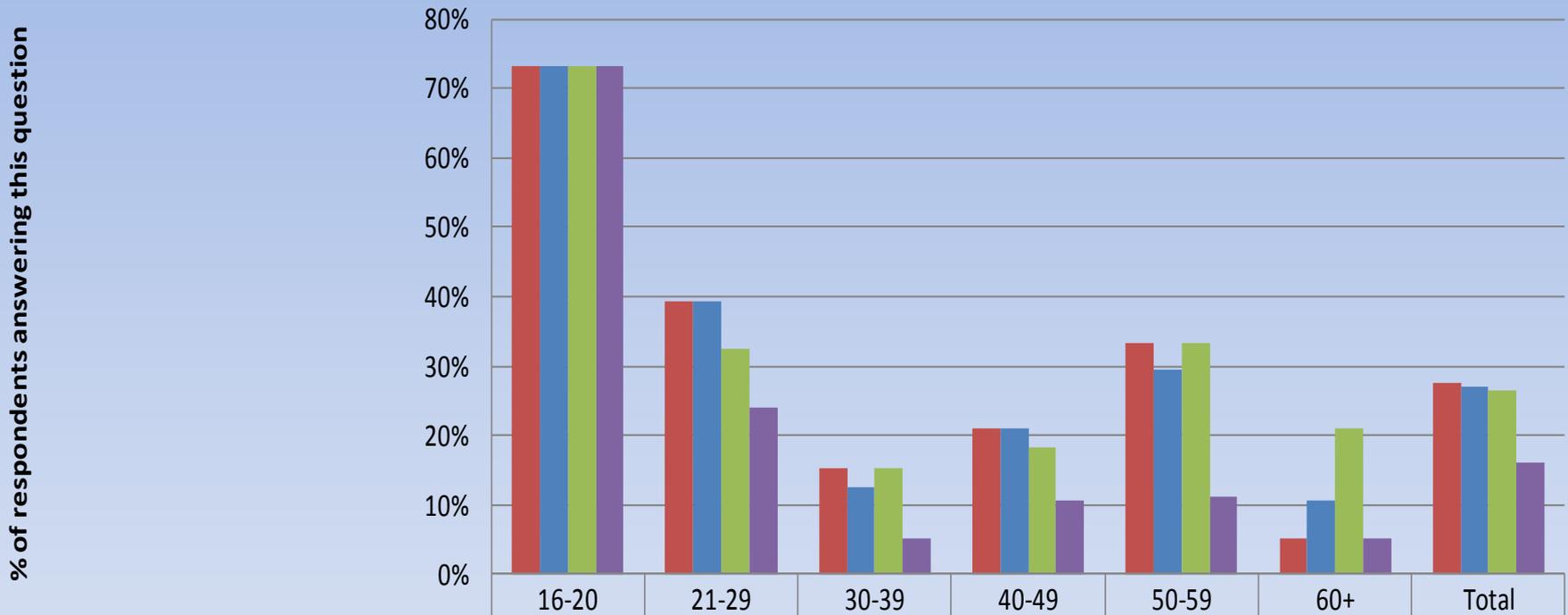
Why do you cross without using traffic signals or crosswalks?

| | Men | Women |
|--|-------|-------|
| Traffic signals take too long | 14.9% | 8.3% |
| Drivers see me and let me cross | 37.3% | 14.8% |
| There are breaks in traffic to let me cross | 36.6% | 13.9% |
| There is a divider in the center so I can stop halfway across if necessary | 35.1% | 13.9% |
| I do it all the time and never had a problem | 22.4% | 8.3% |

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

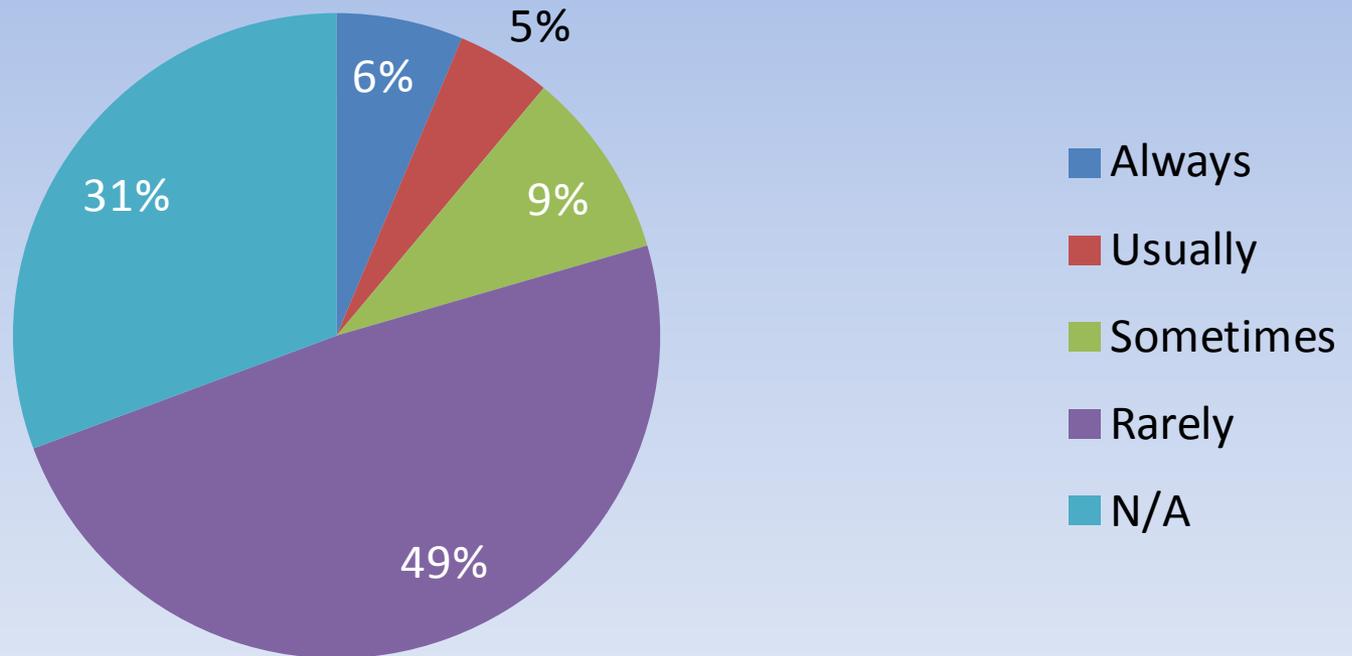


Why do you cross without using traffic lights or cross walks i.e. jaywalk? (Check all that apply) by age



| | 16-20 | 21-29 | 30-39 | 40-49 | 50-59 | 60+ | Total |
|--|-------|-------|-------|-------|-------|-------|-------|
| Drivers see me and let me cross | 73.3% | 39.4% | 15.2% | 21.1% | 33.3% | 5.3% | 27.7% |
| There are breaks in traffic to let me cross | 73.3% | 39.4% | 12.7% | 21.1% | 29.6% | 10.5% | 26.9% |
| There is a divider in the center so I can stop halfway across if necessary | 73.3% | 32.4% | 15.2% | 18.4% | 33.3% | 21.1% | 26.5% |
| I do it all the time and never had a problem | 73.3% | 23.9% | 5.1% | 10.5% | 11.1% | 5.3% | 16.1% |

If you walk along these highways at night how often do you use reflective clothing?



Questions?