



Puget Sound Regional Council



Regional Safety Survey

Puget Sound Regional Council

April 2025

DRAFT

- ▶ Survey of residents in King, Snohomish, Pierce, and Kitsap counties
- ▶ Survey conducted March 3 – 12, 2025 in English and Spanish
- ▶ Mixed-mode telephone and web (email-/text-to-web) methodology
 - Phone interviews conducted by trained, professional interviewers; landlines and mobile phones included
 - Email and text message invitations to complete the survey online
- ▶ 2,000 interviews; overall effective margin of error ± 2.8 percentage points
 - King County: $n=750$; effective MoE= ± 3.9
 - North King/Seattle: $n=255$; MoE= ± 6.1
 - East King: $n=241$; MoE= ± 6.3
 - South King: $n=254$; MoE= ± 6.2
 - Pierce County: $n=500$; MoE= ± 4.4
 - Snohomish County: $n=450$; MoE= ± 4.6
 - Kitsap County: $n=300$; MoE= ± 5.7

Please note that due to rounding, some percentages may not add up to exactly 100%.

- ▶ Traffic congestion, public transit, and road maintenance are dominant concerns in the region when it comes to transportation.
- ▶ While not as top-of-mind, residents are concerned about road safety. Improving safety for road users is a priority to residents across the region—especially for drivers, but also for pedestrians and bicyclists.
- ▶ Residents tend to see other drivers' behaviors as a bigger contributor to safety problems than lack of safety infrastructure.
- ▶ That said, most support changes to the built environment when connected to how those changes can alter driver behaviors and build safer driving into the system.



Top-of-Mind Transportation Priorities

Most Important Transportation Problem

Traffic and public transportation issues top the list of transportation problems in Puget Sound, with over a quarter of residents mentioning each.

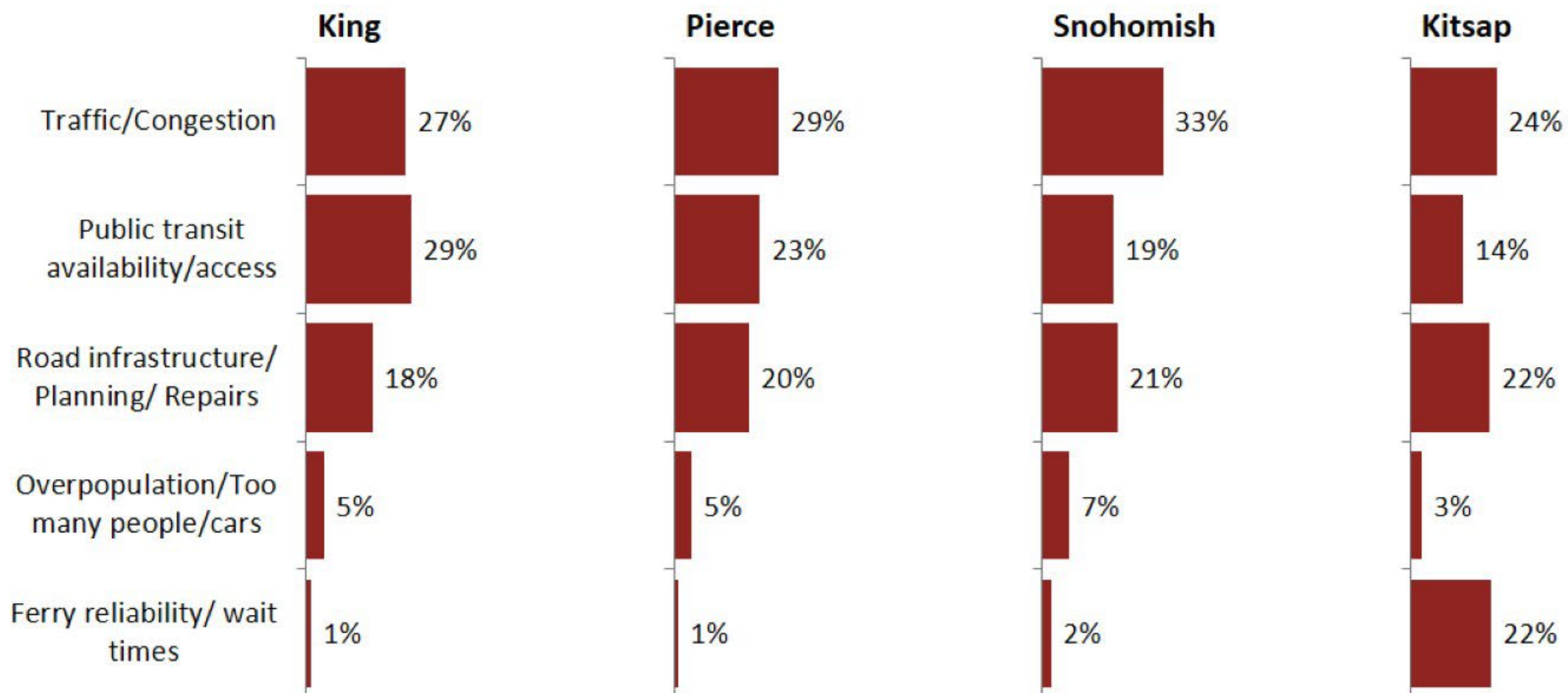
Thinking about all of the ways people get around Puget Sound, what do you think is the most important transportation problem facing the Puget Sound region today?



(Open-ended question; verbatim responses coded into categories)

Most Important Transportation Problem

Traffic is a top-of-mind concern across counties, while public transportation is more of a concern in King County. Ferry-related issues are mentioned by about one-in-five Kitsap residents.



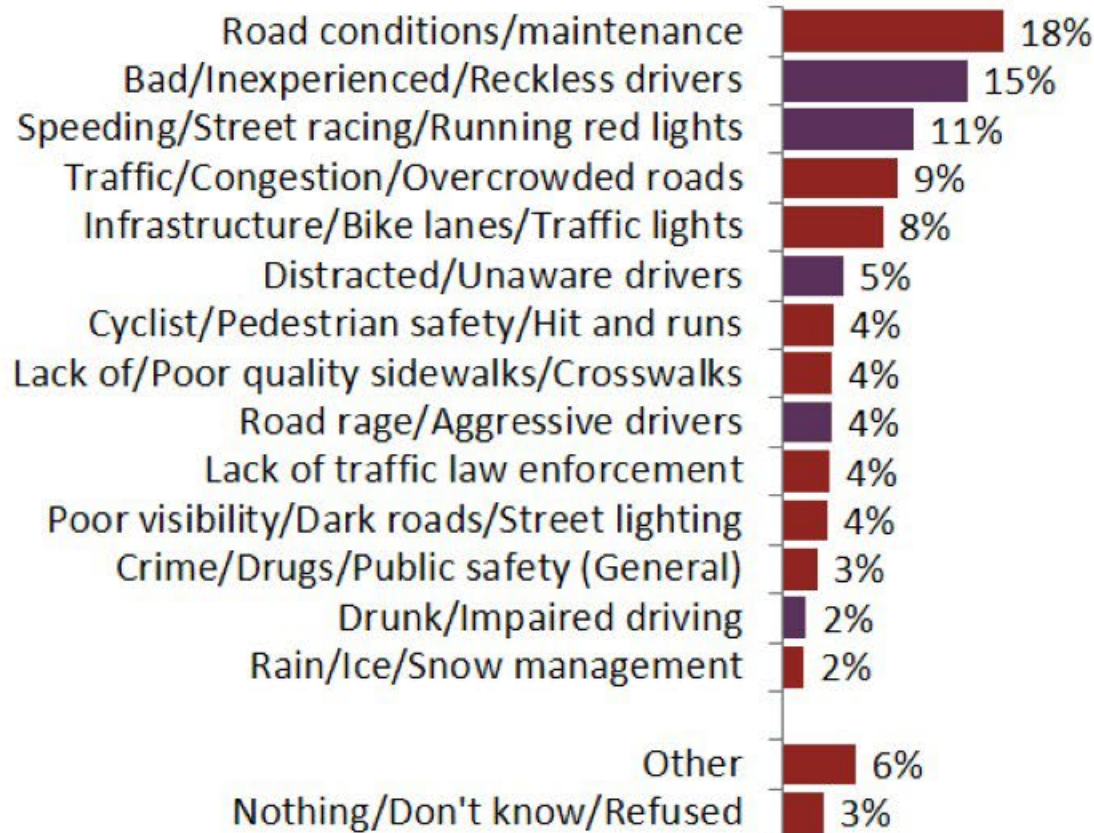
Q2. Thinking about all of the ways people get around Puget Sound, what do you think is the most important transportation problem facing the Puget Sound region today?

(Open-ended question; verbatim responses coded into categories; only top responses shown)

Biggest Local Road Safety Concern

About 1-in-5 residents say road conditions/maintenance are their biggest local road safety concern. A third reference other drivers' behavior.

When you think about how you get around where you live, what is your biggest concern when it comes to safety on our roads?

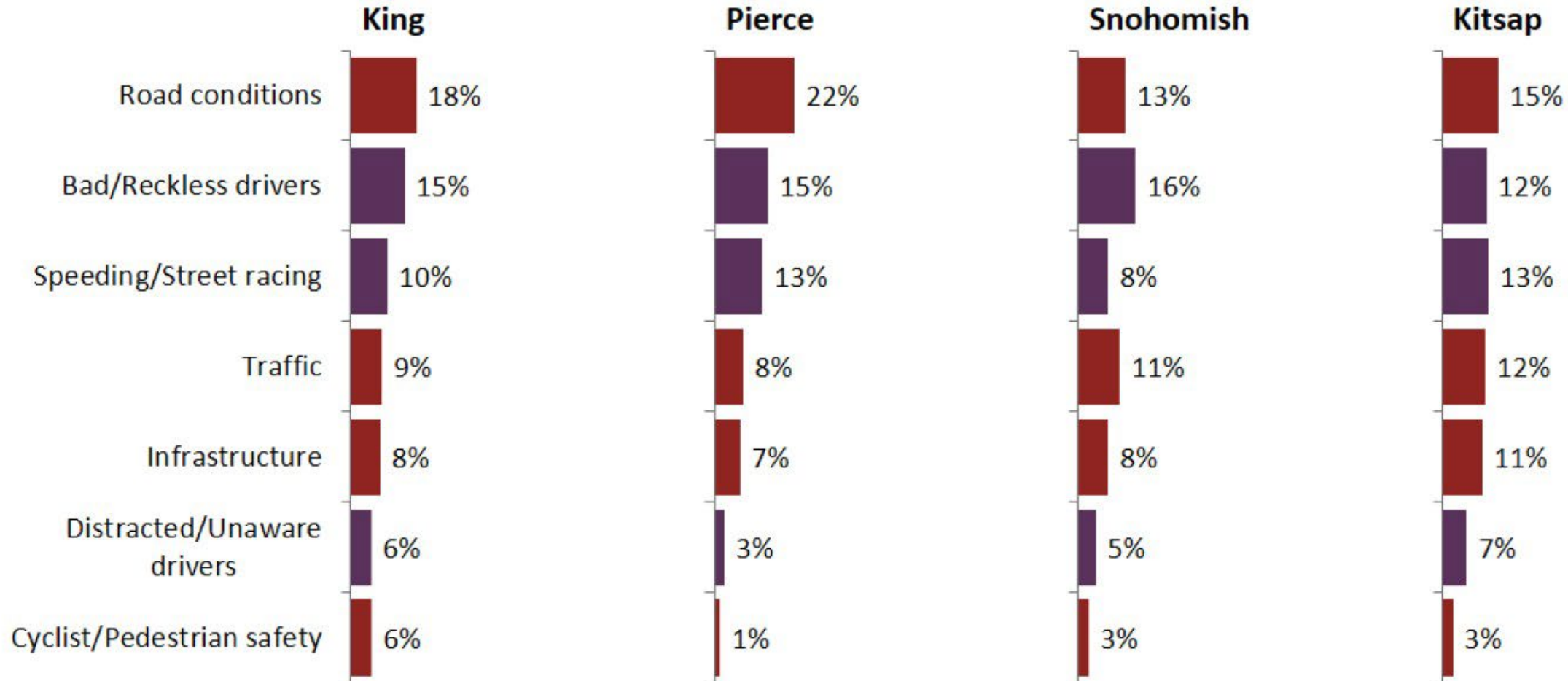


36% are about
drivers or bad
driving behavior

*(Open-ended
question; verbatim
responses coded
into categories)*

Biggest Local Road Safety Concern

The top 5 local road safety concerns are consistent across counties.



NOTE: Category labels shortened for readability

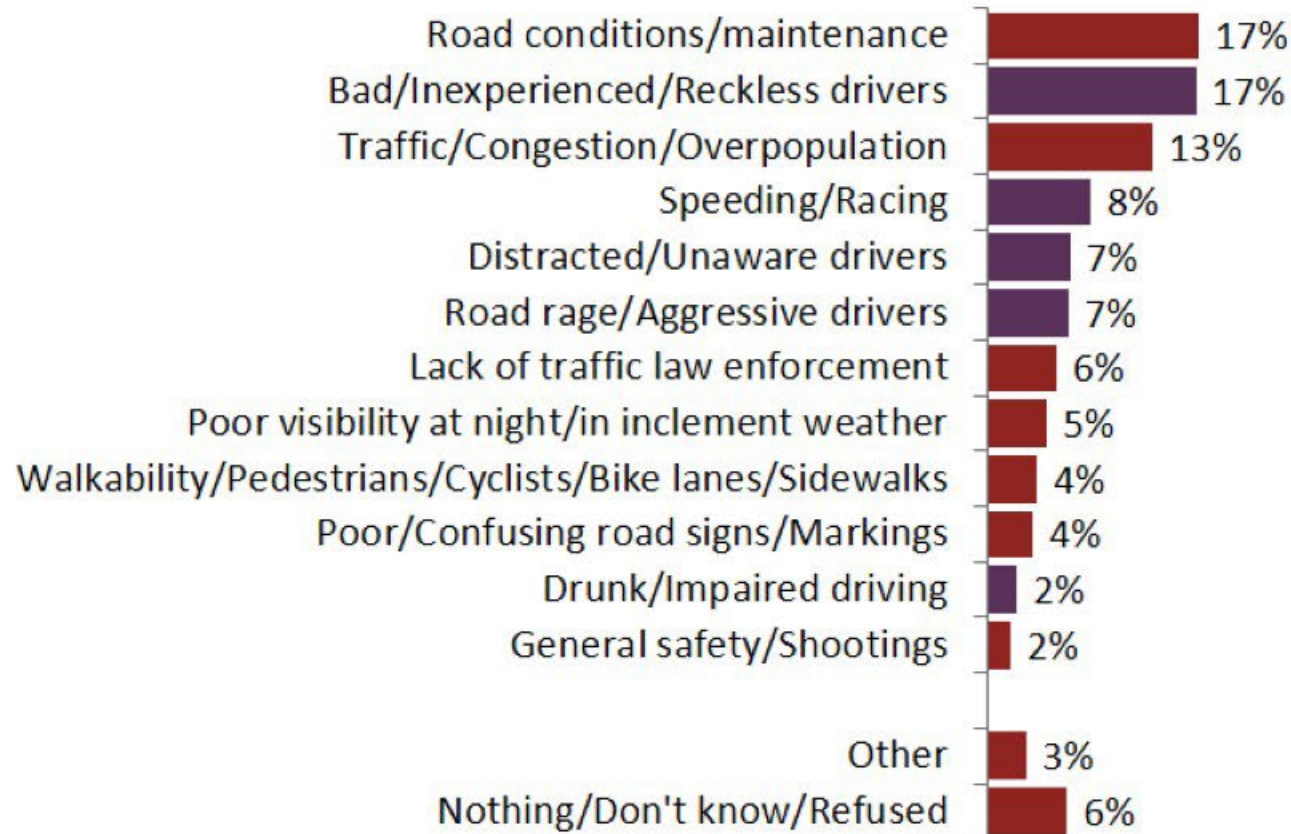
Q3. When you think about how you get around where you live, what is your biggest concern when it comes to safety on our roads?

(Open-ended question; verbatim responses coded into categories; only top responses shown)

Biggest Regional Road Safety Concern

*Over a third of residents mention other drivers' behavior as their biggest concern when it comes to regional road safety.
Around one-in-six mention road conditions.*

When you think about all other trips you make around the greater Puget Sound region, what is your biggest concern when it comes to safety on our roads?

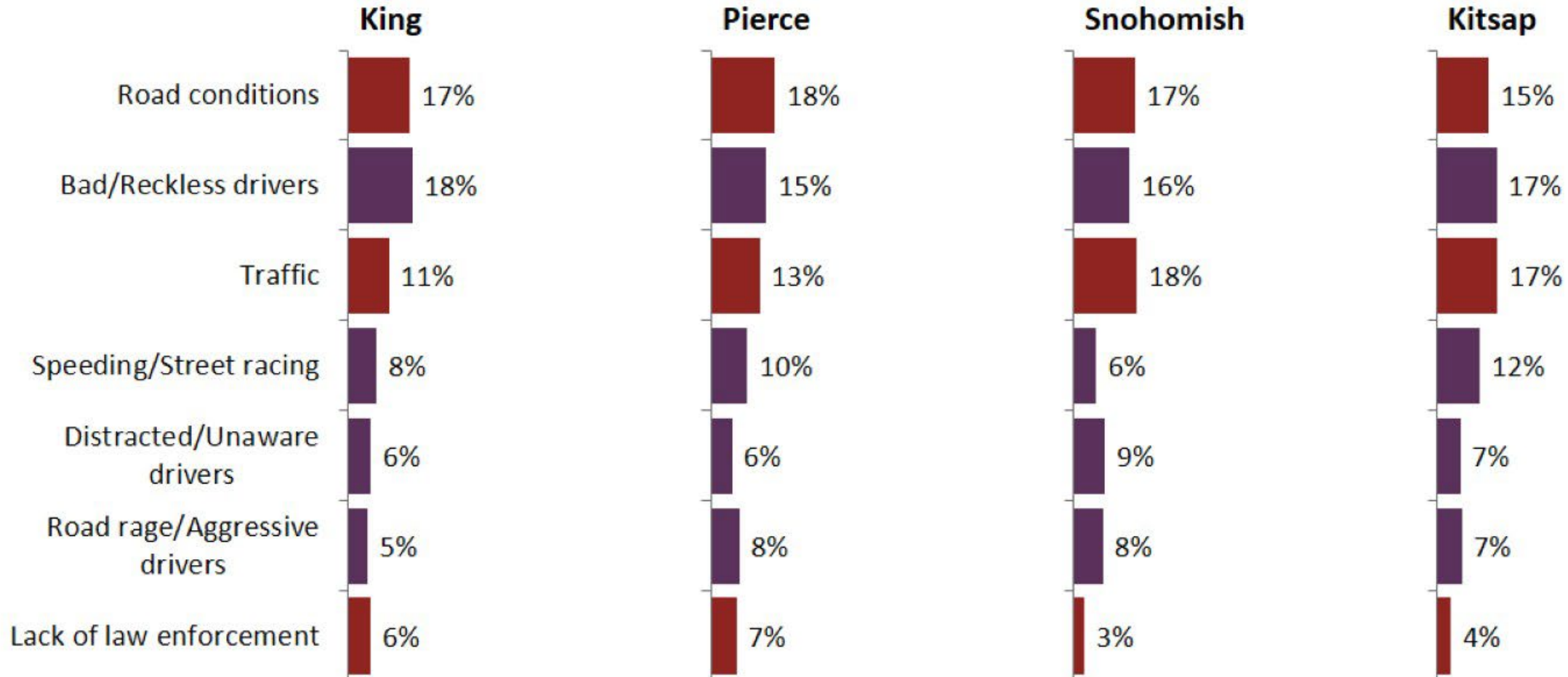


41% are about
drivers or bad
driving behavior

*(Open-ended
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responses coded
into categories)*

Biggest Regional Road Safety Concern

Regional concerns are fairly similar across counties. Speeding and Street racing is a bit more of a concern to Kitsap and Pierce residents.



NOTE: Category labels shortened for readability

Q4. When you think about all other trips you make around the greater Puget Sound region, what is your biggest concern when it comes to safety on our roads?

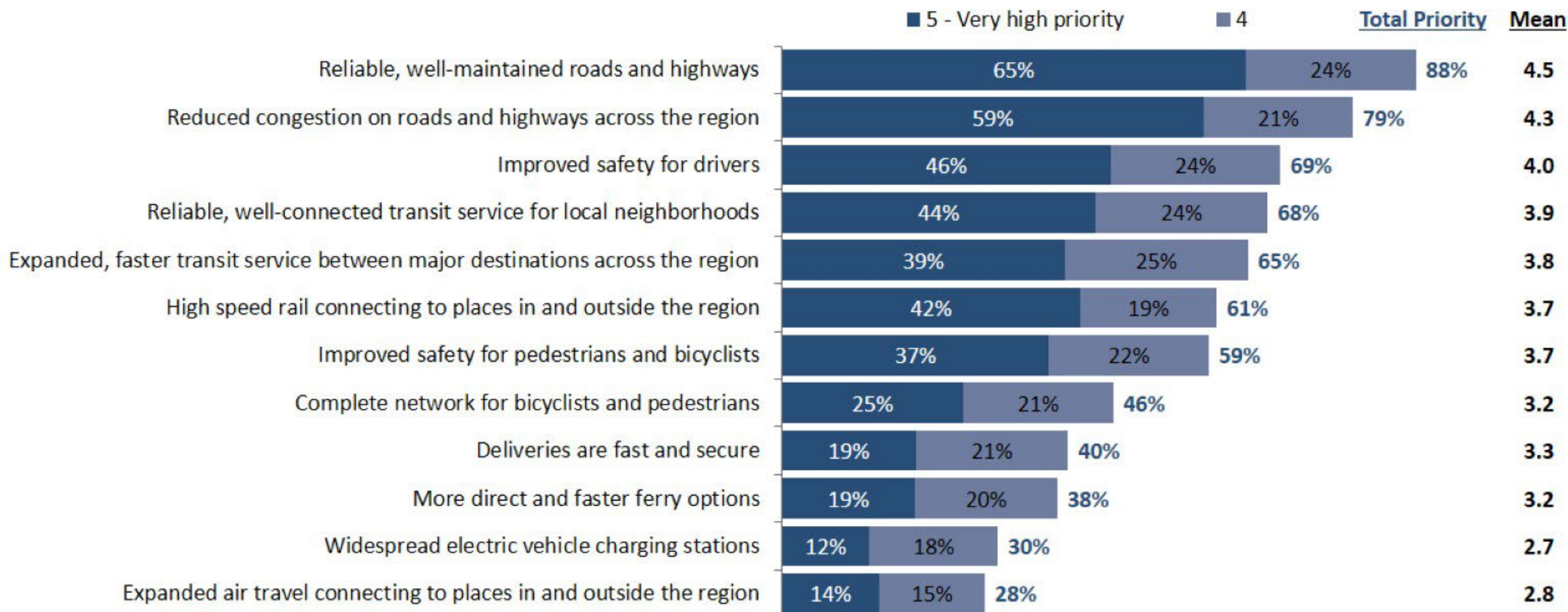
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Transportation Priorities

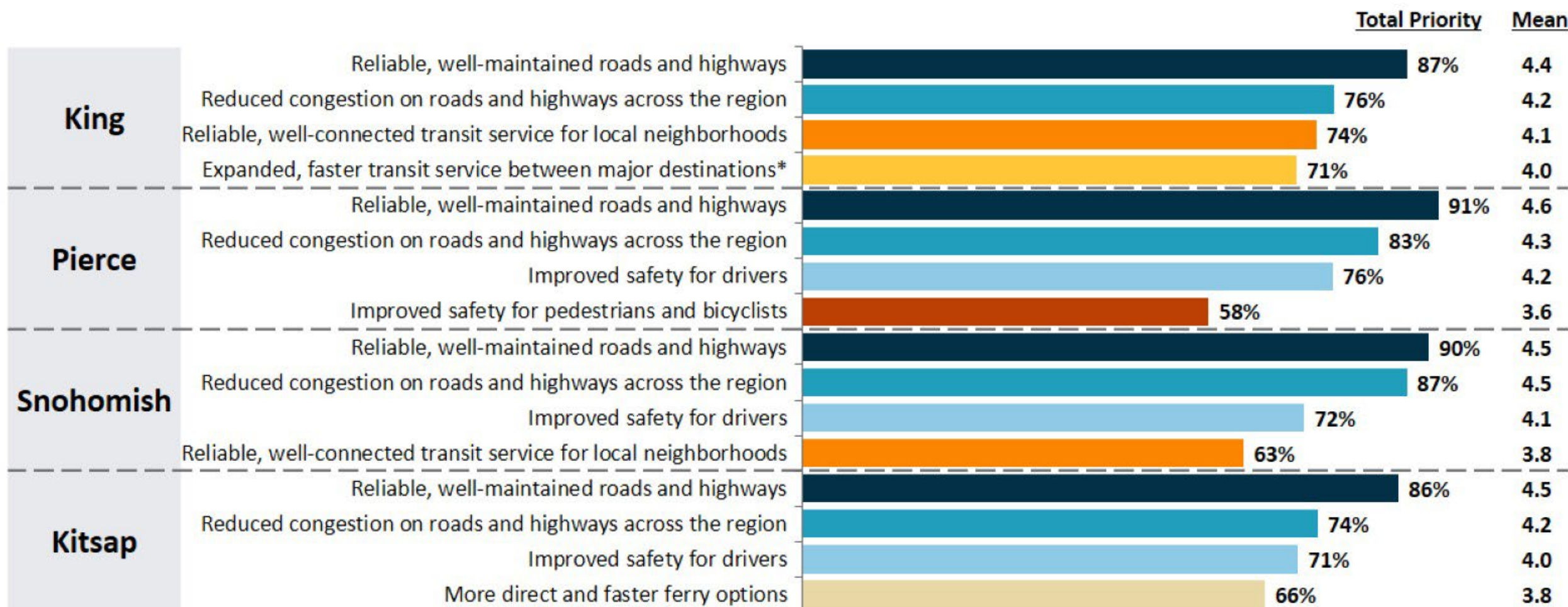
Transportation Priorities

Reliable, well-maintained roads and highways and reduced traffic across the region are the top two priorities for residents across Puget Sound.



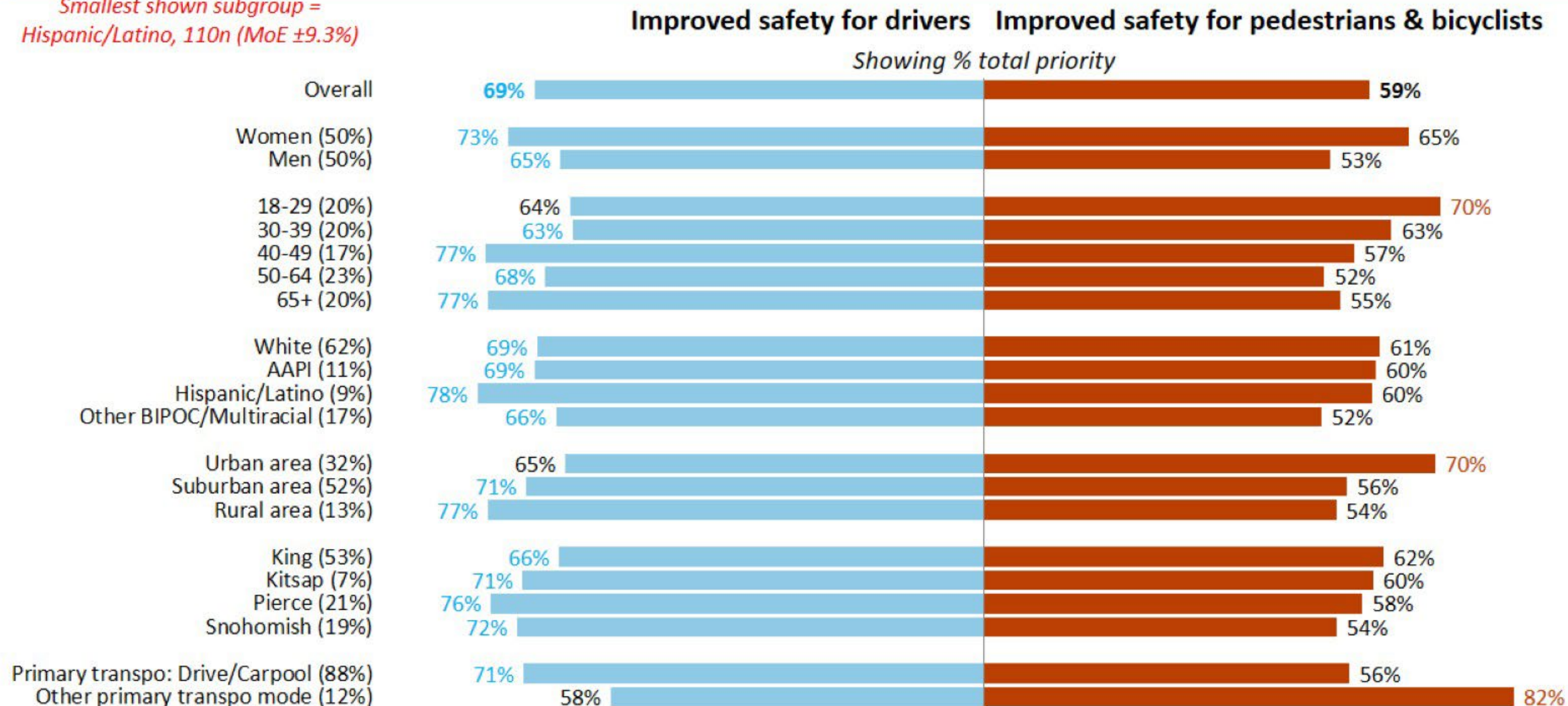
Top Transportation Priorities by County

The top two highest rated priorities are consistent across counties. Transit service-related issues beat out driver safety in King County.



Safety Priorities by Subgroups

*Smallest shown subgroup =
Hispanic/Latino, 110n (MoE ±9.3%)*



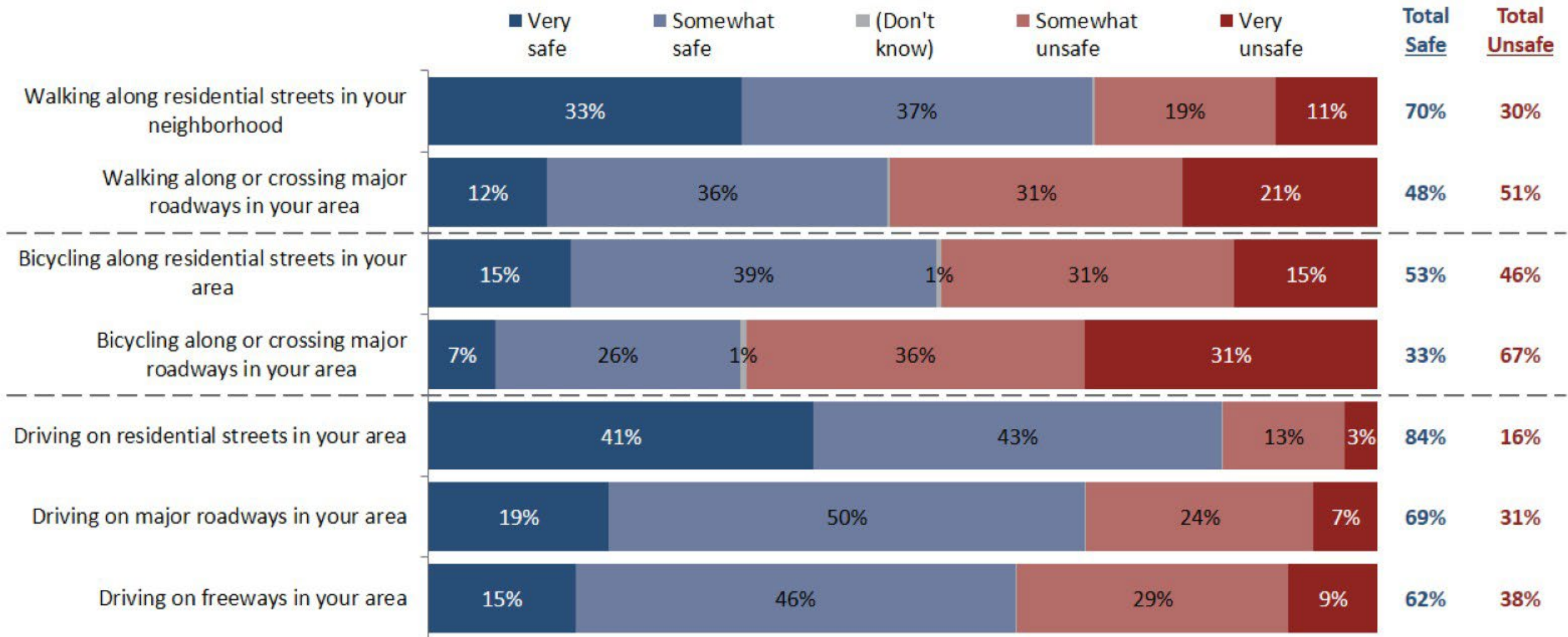
Q13/Q14. The Puget Sound region continues to grow and create more demands on the transportation system. Thinking about the transportation system in our area, please rate how much of a priority you feel each of the following should be for transportation in the central Puget Sound region.



Road Safety Perceptions

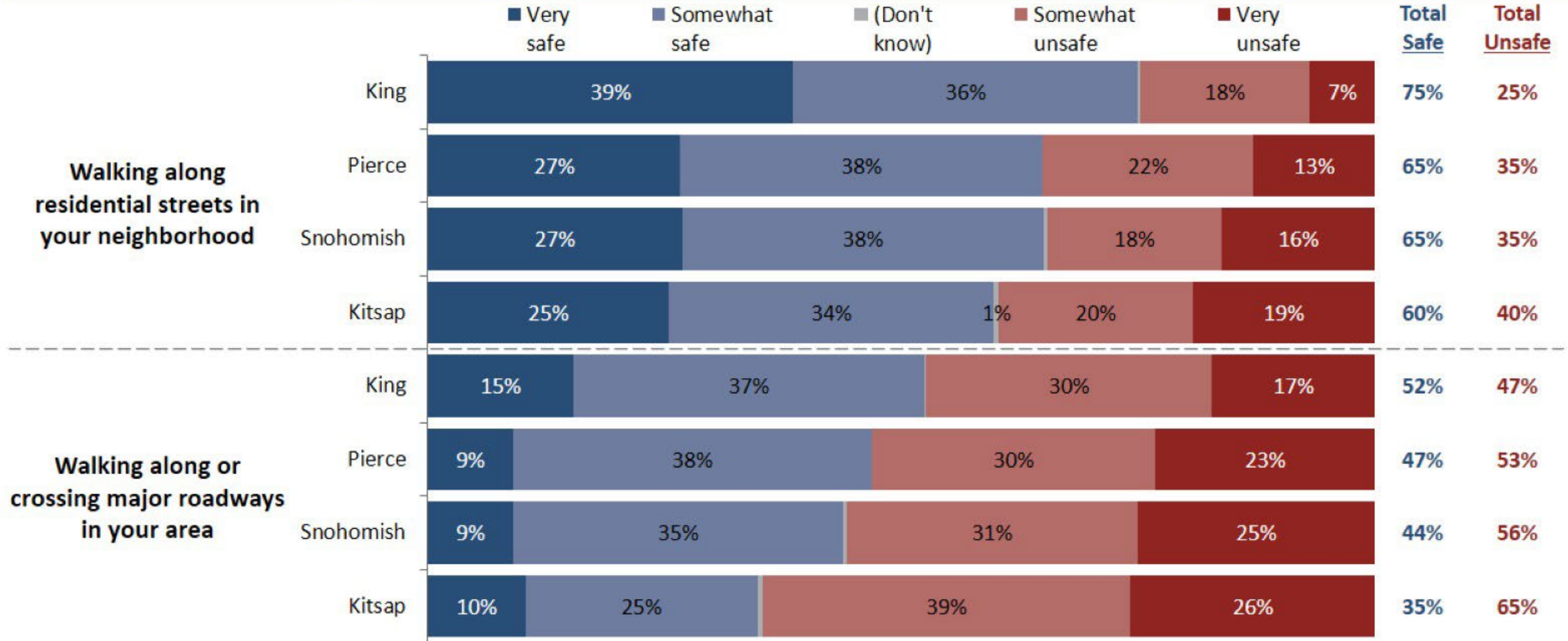
Perceived Safety

Across modes, residents tend to feel safest moving around residential streets. Majorities feel unsafe walking or bicycling along or crossing major roadways.



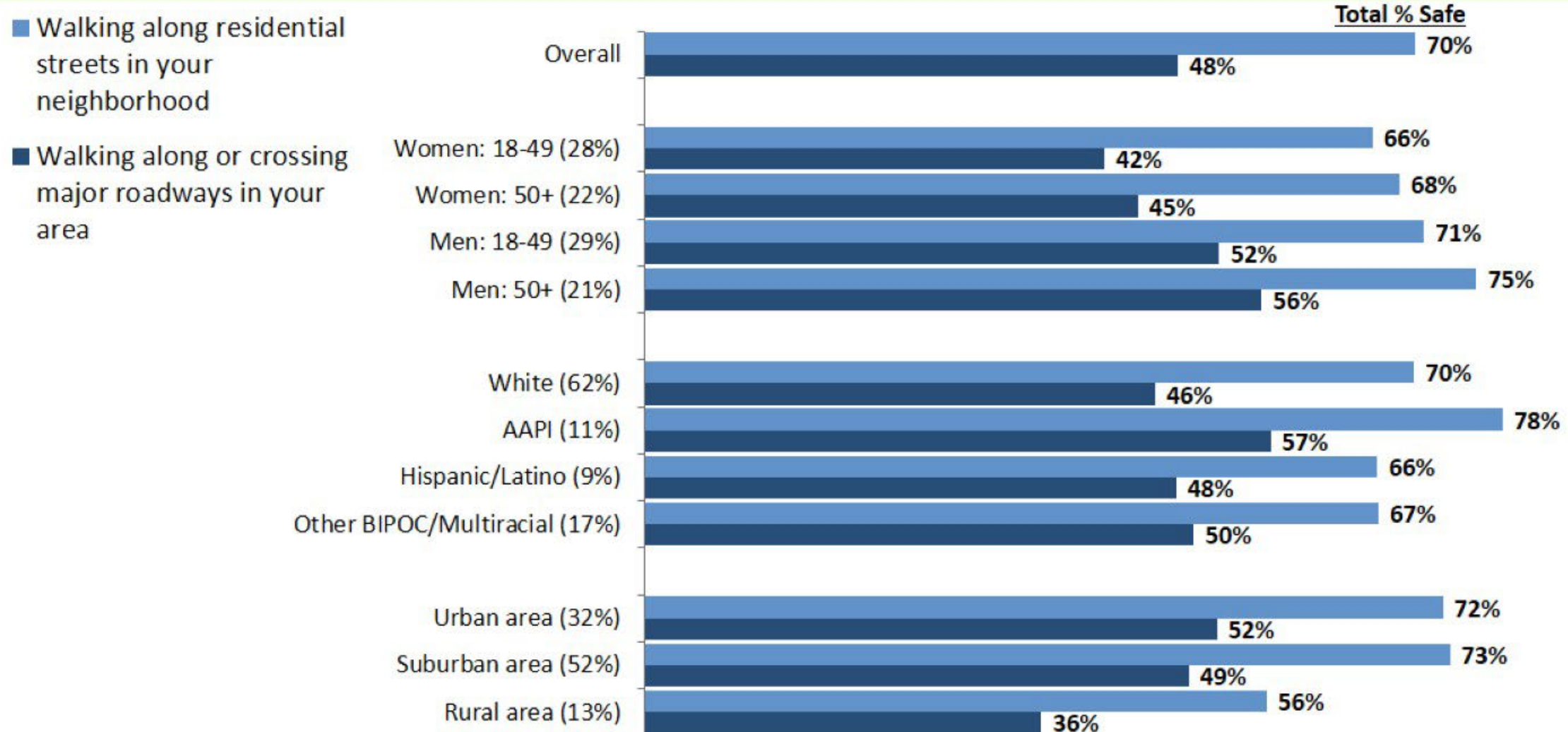
Perceived Walking Safety by County

Only about a quarter of Pierce, Snohomish, and Kitsap residents say they feel very safe walking along residential streets in their neighborhoods, and about one-in-ten feel very safe walking along major roadways.



Perceived Safety Walking by Subgroups

Rural residents feel less safe walking on both major roadways and residential streets than those in urban and suburban areas.

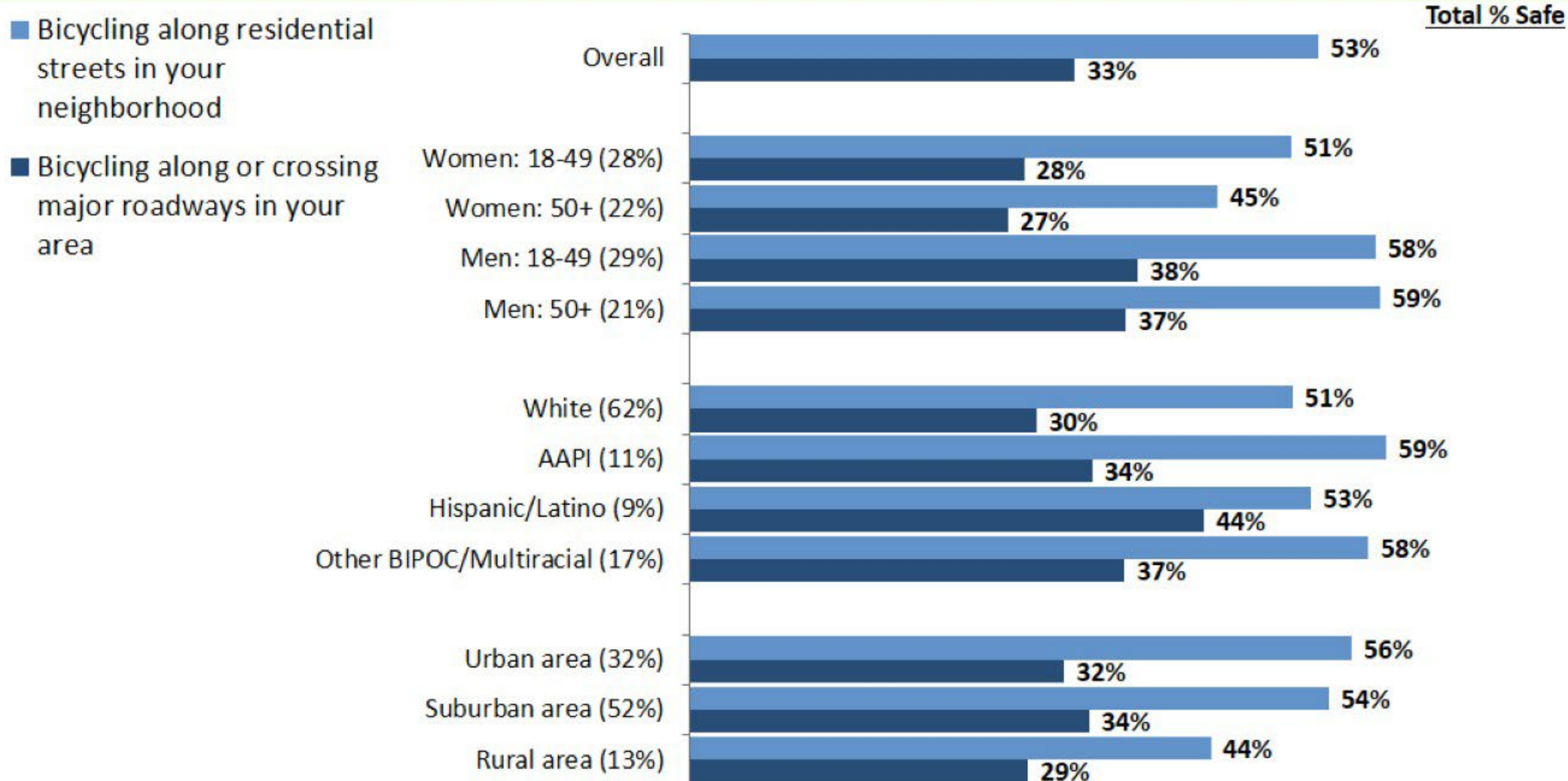


Q20-Q21. Please indicate how safe you would rate each of the following with respect to road safety.

Smallest shown subgroup = Hispanic/Latino, 110n (MoE ±9.3%)

Perceived Safety Bicycling by Subgroups

Women report feeling less safe biking than men, especially along major roadways.

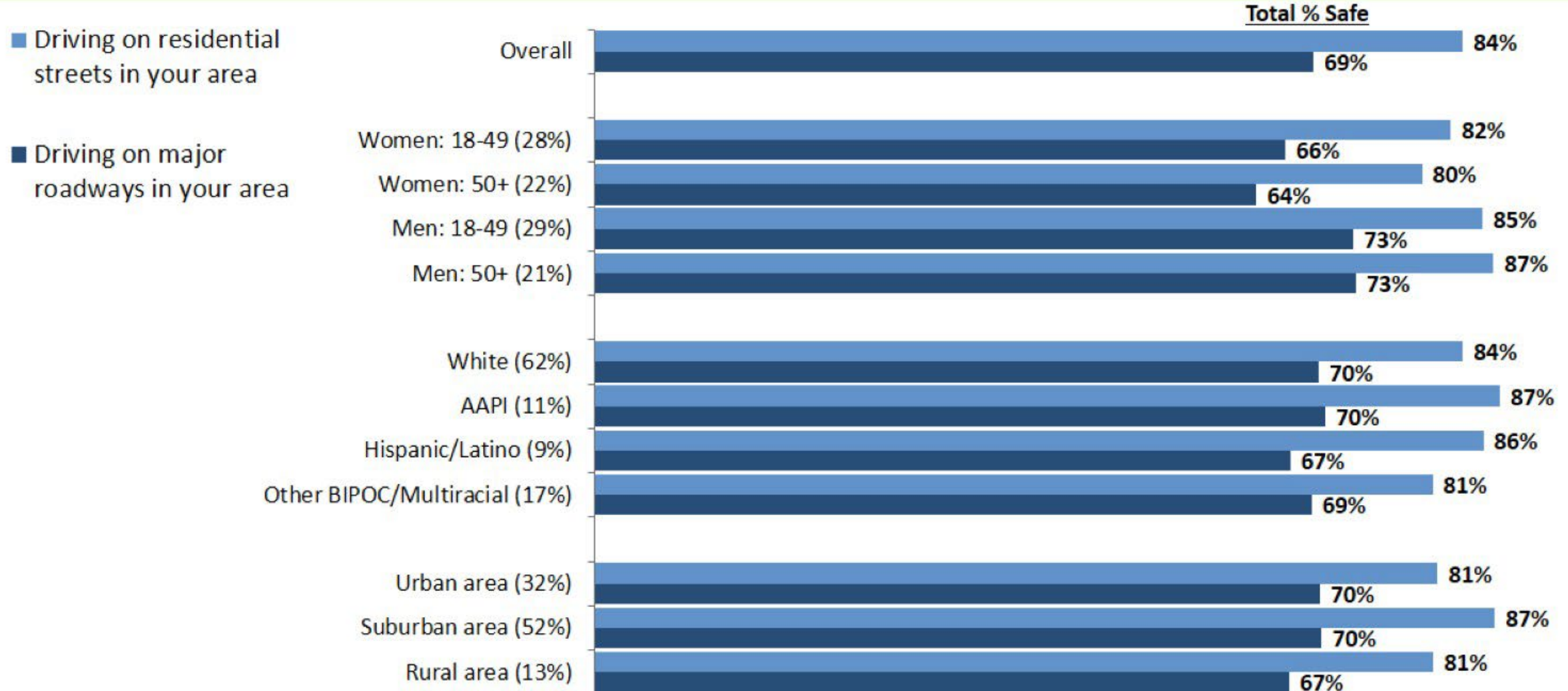


Q22-Q23. Please indicate how safe you would rate each of the following with respect to road safety.

Smallest shown subgroup = Hispanic/Latino, 110n (MoE ±9.3%)

Perceived Safety Driving by Subgroups

Women tend to feel less safe than men driving on major roadways.

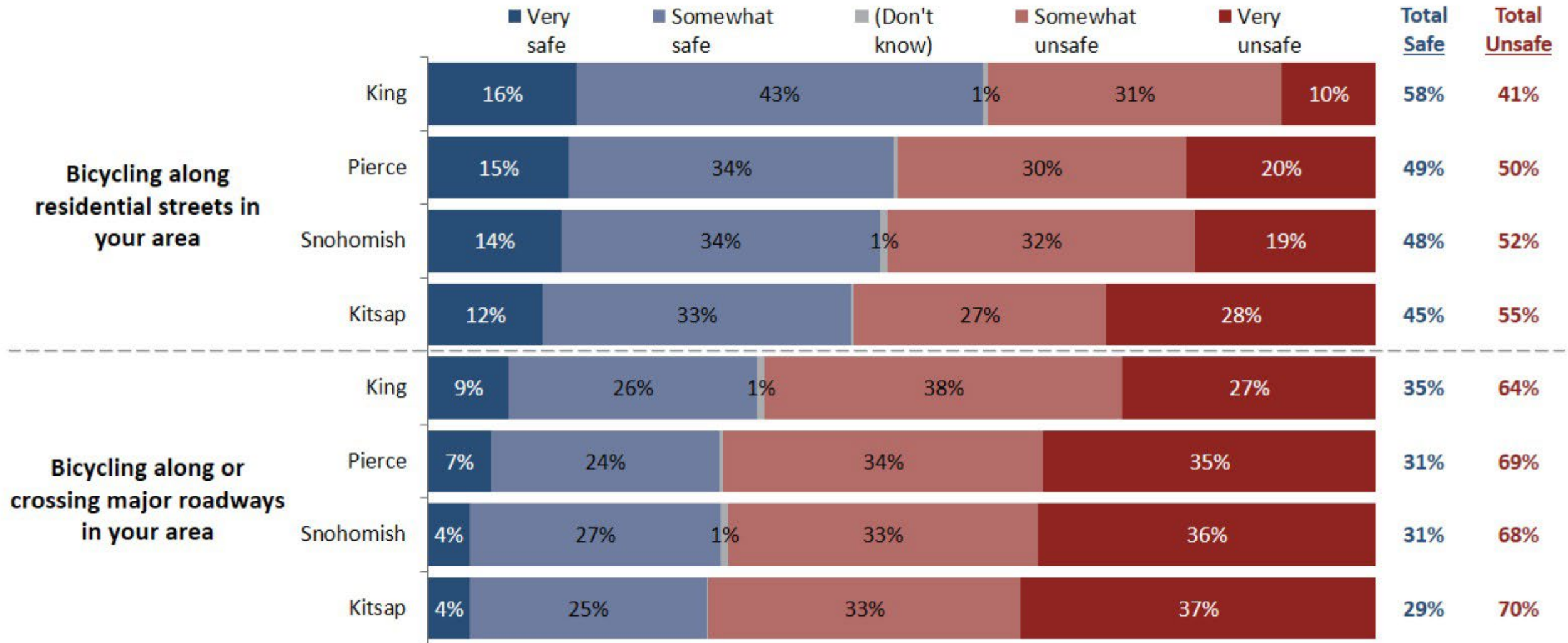


Q24-Q26. Please indicate how safe you would rate each of the following with respect to road safety.

Smallest shown subgroup = Hispanic/Latino, 110n (MoE ±9.3%)

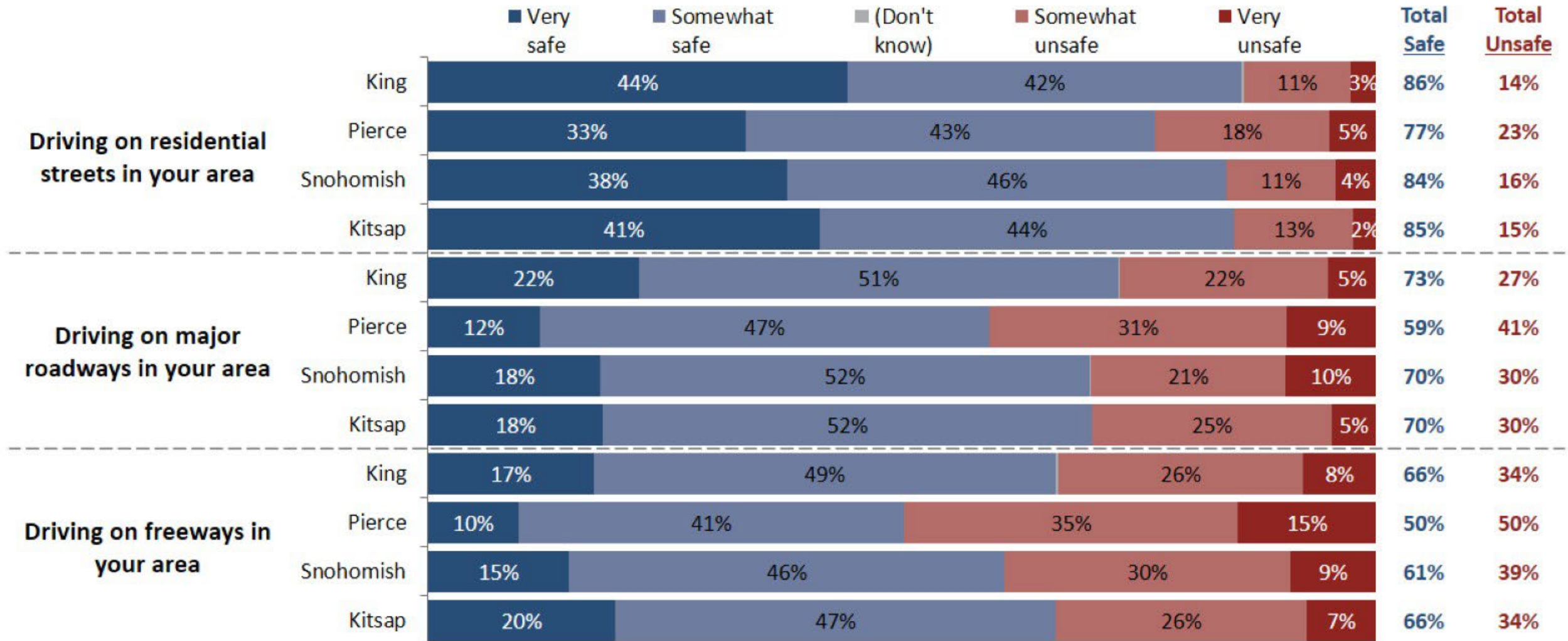
Perceived Biking Safety by County

Outside of King County, less than half of residents say they feel safe bicycling along residential streets.



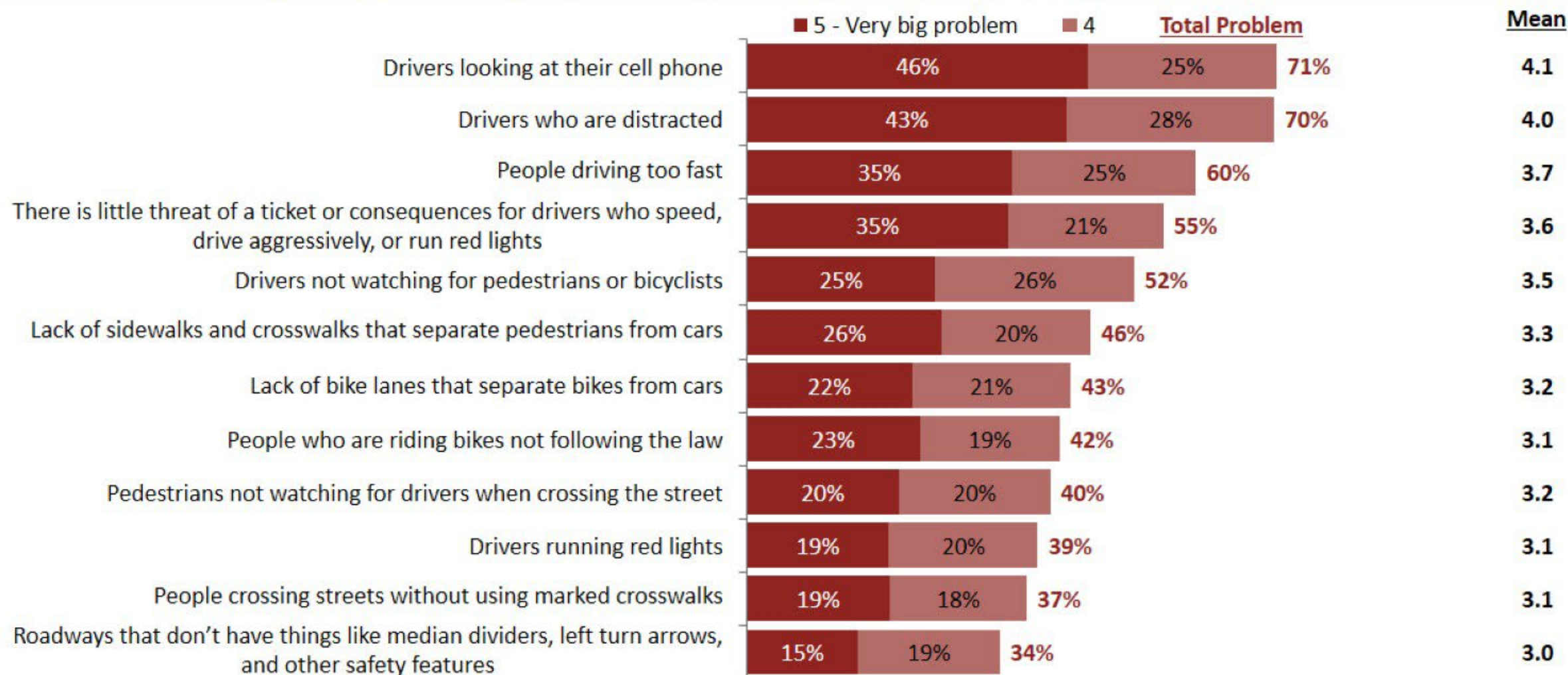
Perceived Driving Safety by County

Residents of Pierce County tend to be most concerned about driving safety on all road types compared to other counties.



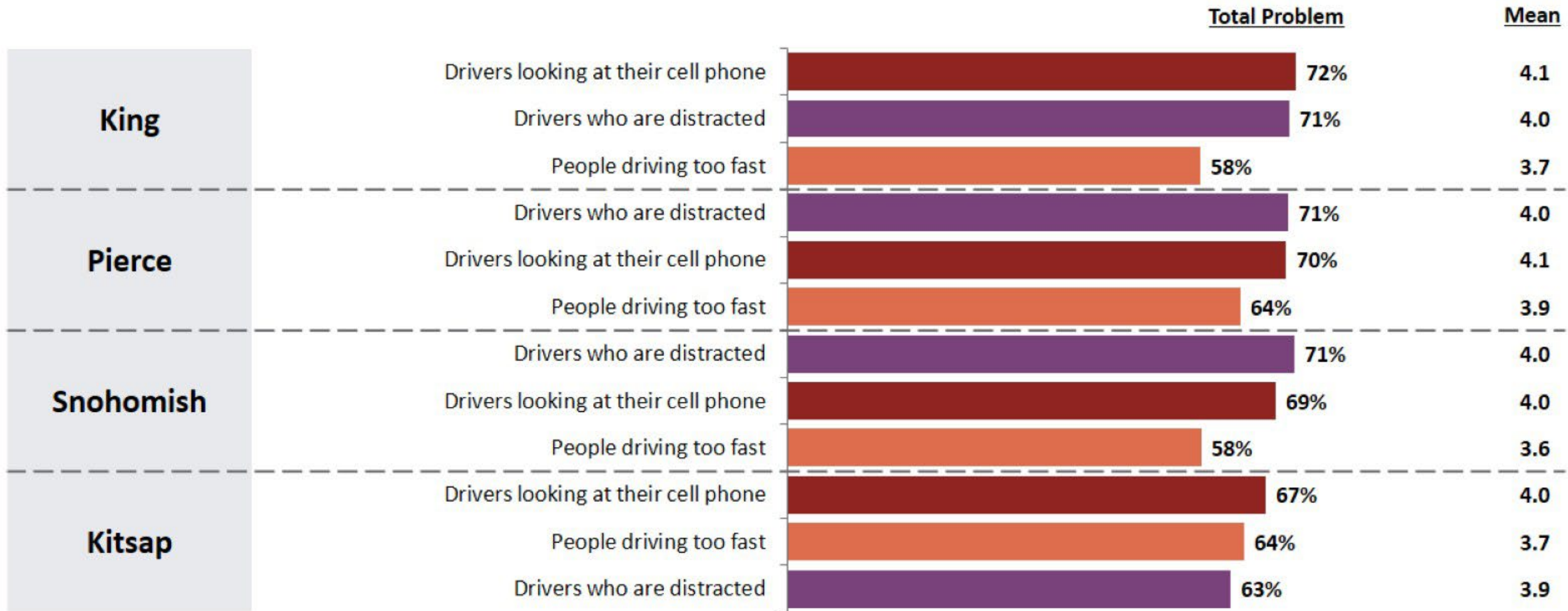
Road Safety Problems

About 70% of residents say distracted driving and drivers looking at their phones are problems, and about a third say speeding and lack of enforcement for unsafe driving are very big problems.



Top Road Safety Problems by County

The top 3 problems are consistent across counties, though order varies.

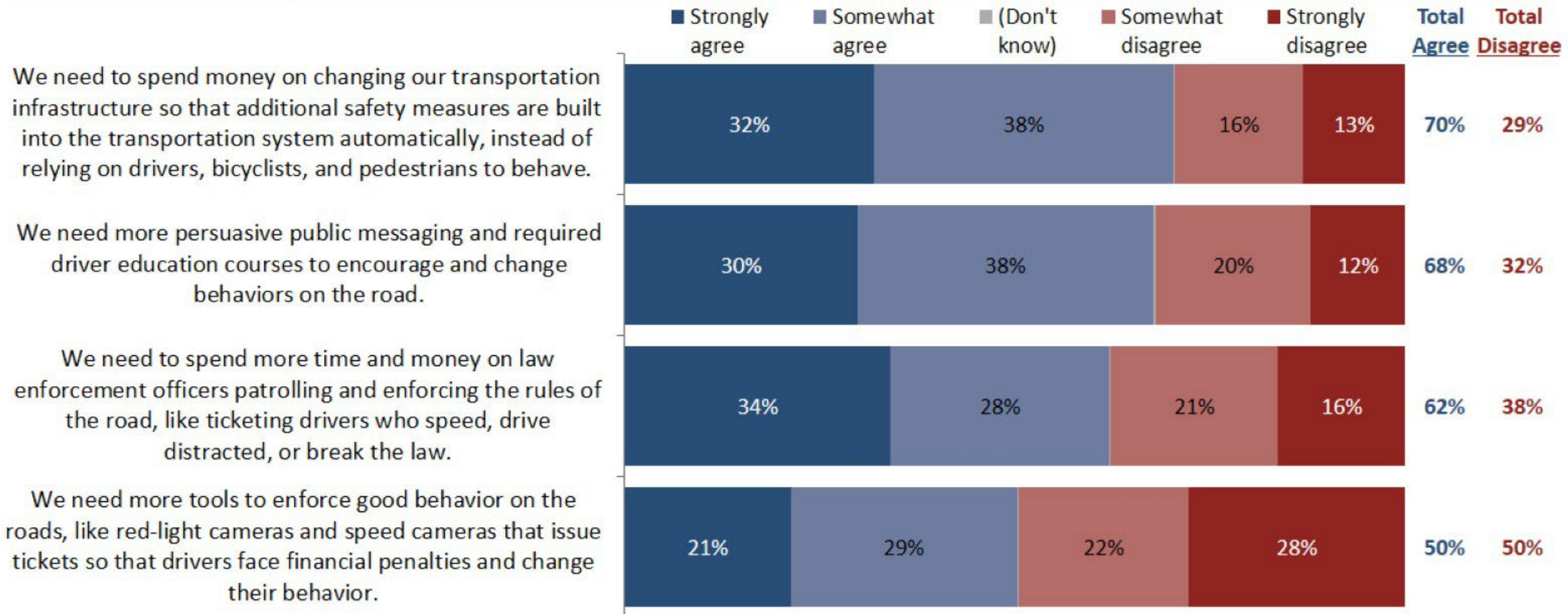




Road Safety Priorities

Road Safety Investment Priorities

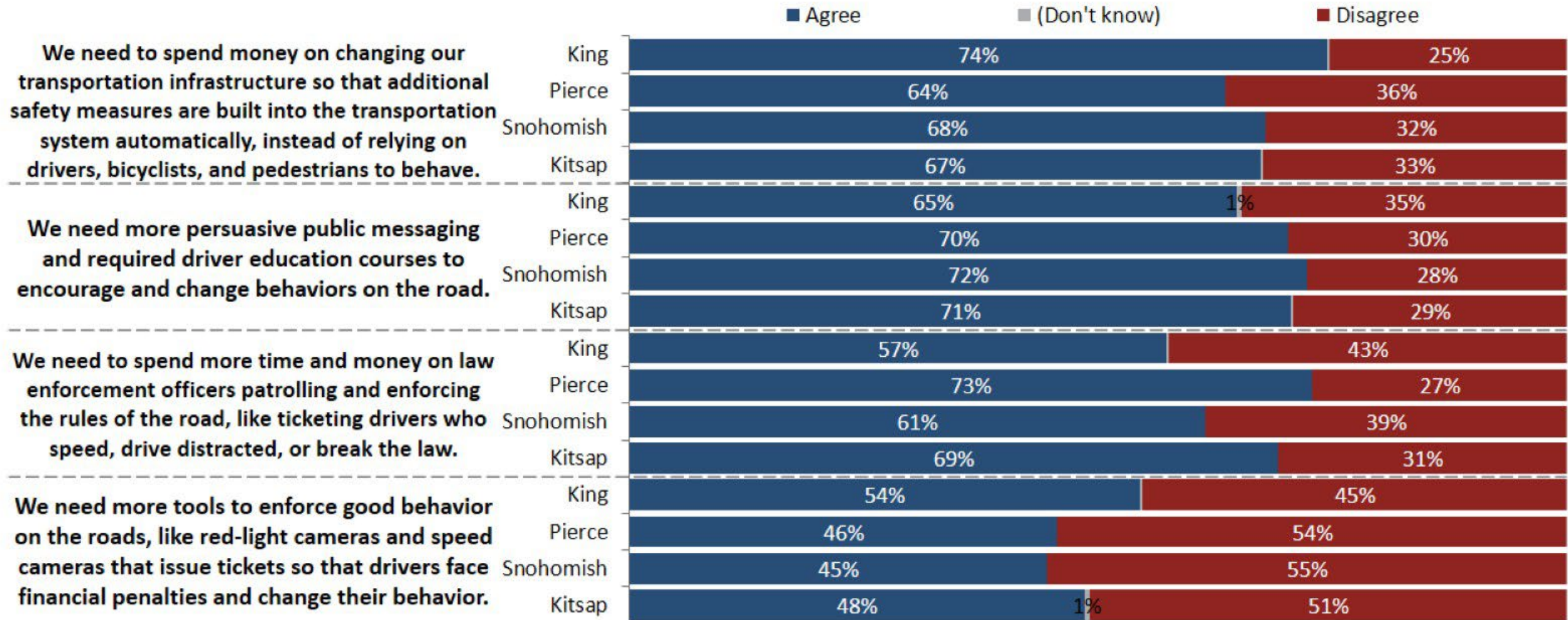
Residents are open to changing the built environment. A third strongly agree we need to spend money on changing transportation infrastructure and 7-in-10 overall agree. They also see a need for more education and enforcement.



Q39-Q42. We have to make choices when it comes to how we spend dollars on transportation. Next are a series of statements. Please indicate whether you agree or disagree with each.

Road Safety Investment Priorities by County

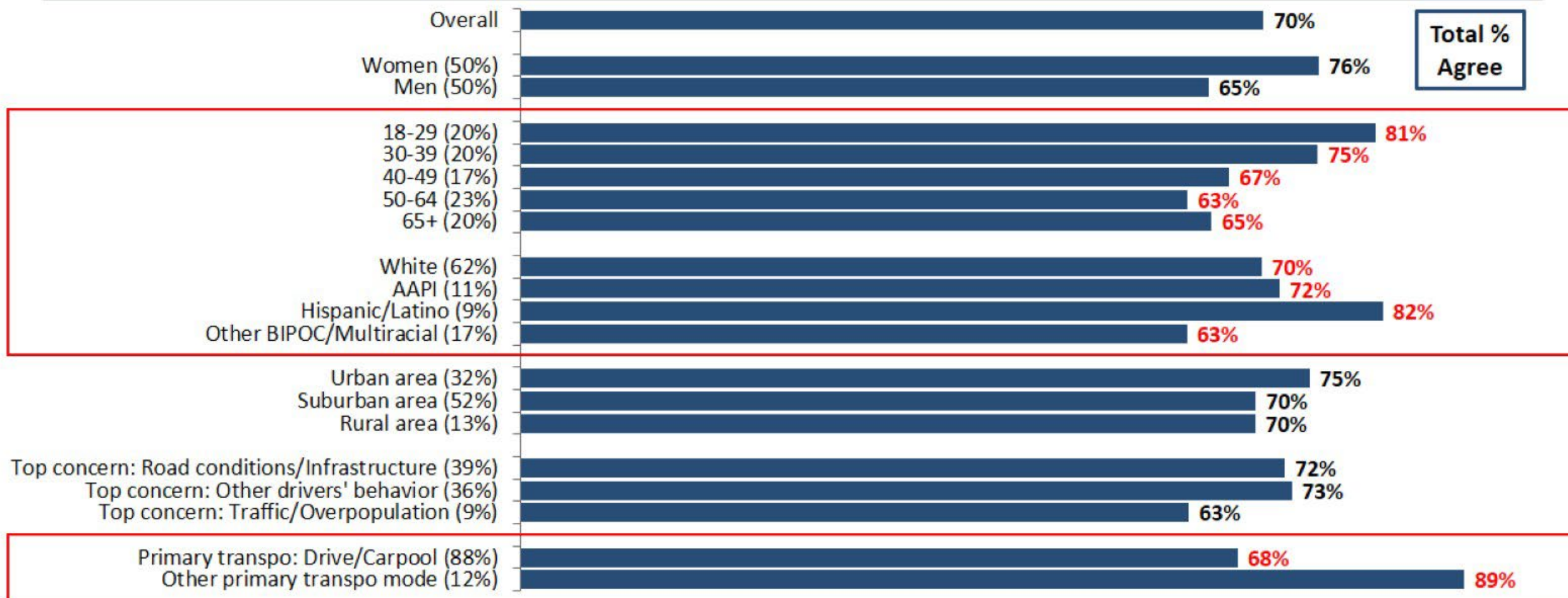
Law enforcement funding is most popular in Pierce and Kitsap counties, where about 7-in-10 say they agree there is a need.



Infrastructure Statement by Subgroups

Younger residents, Hispanic/Latinos, and those who do not drive are more likely to support changing infrastructure.

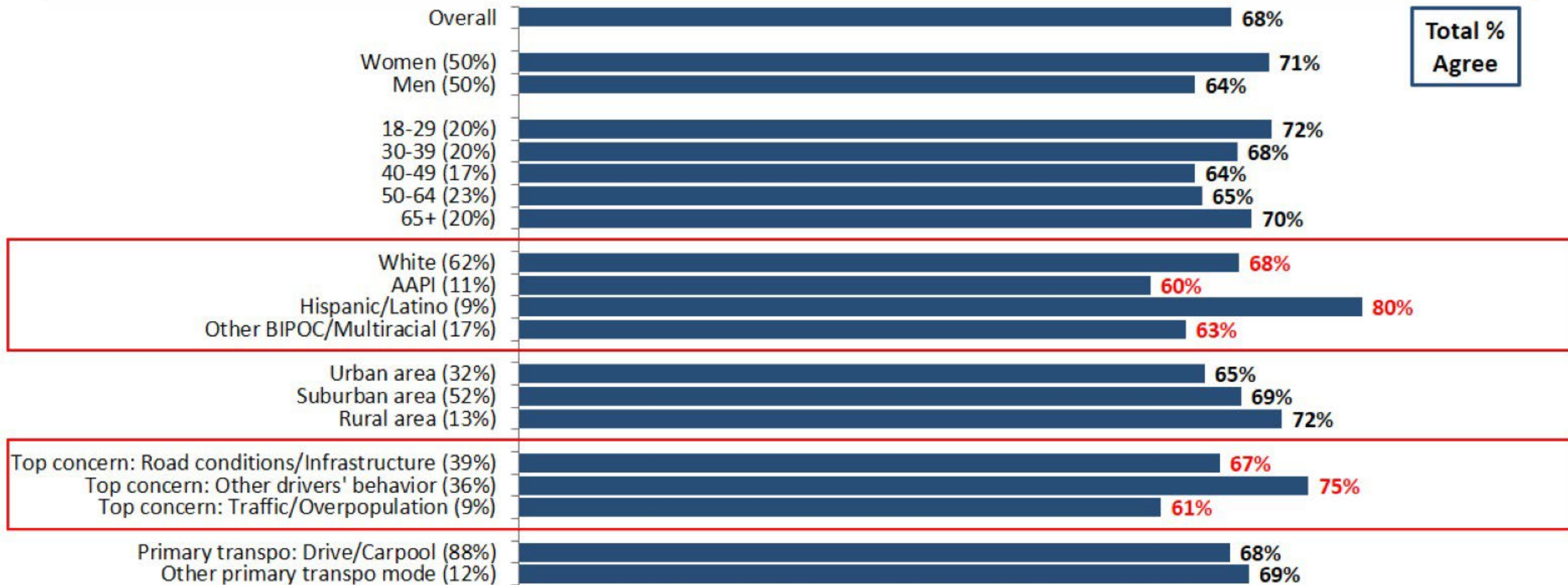
We need to spend money on changing our transportation infrastructure so that additional safety measures are built into the transportation system automatically, instead of relying on drivers, bicyclists, and pedestrians to behave.



Messaging & Education Statement by Subgroups

Hispanic/Latino residents and those concerned with other drivers' behavior are most likely to see a need for public messaging.

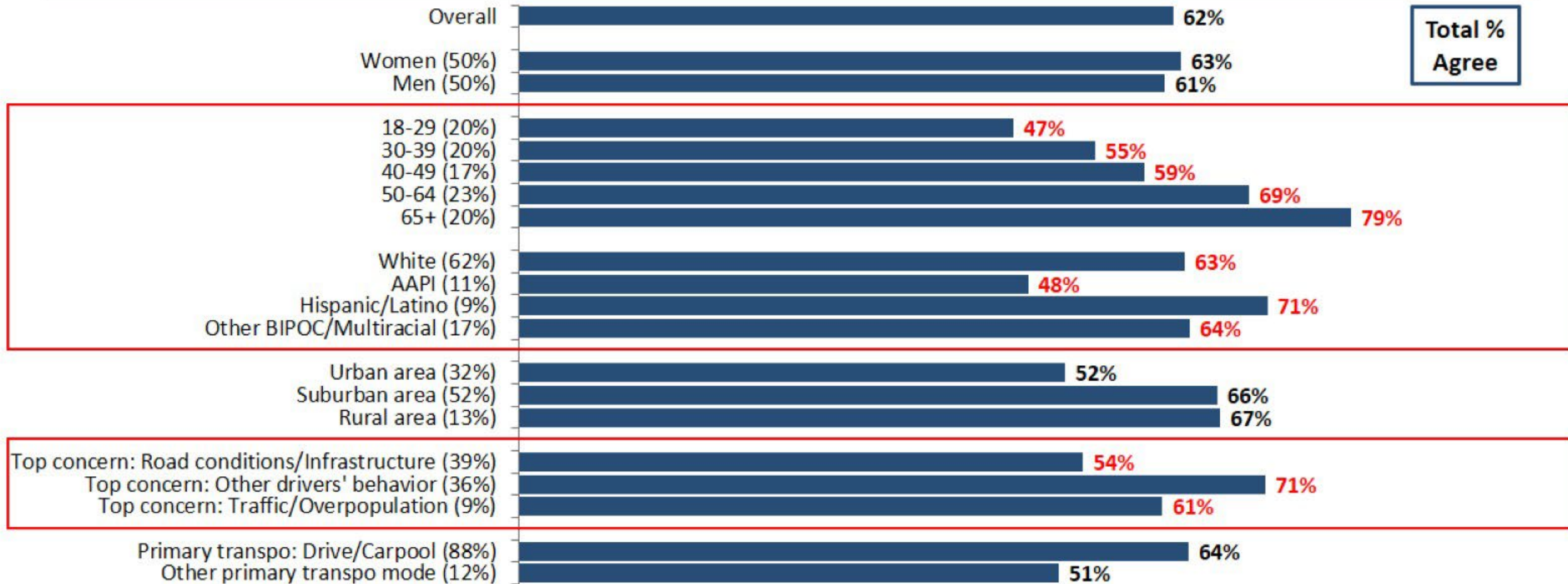
We need more persuasive public messaging and required driver education courses to encourage and change behaviors on the road.



Officers Statement by Subgroups

An increase in age is clearly associated with increasing support for additional law enforcement officers.

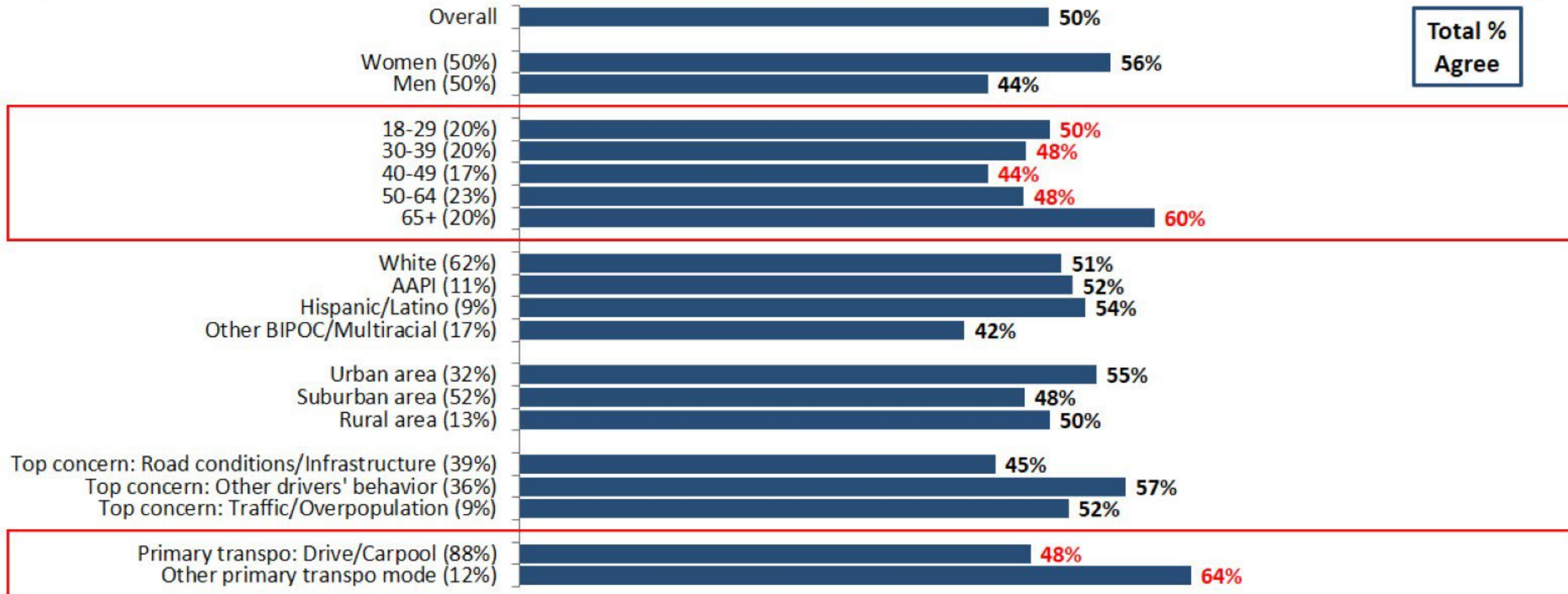
We need to spend more time and money on law enforcement officers patrolling and enforcing the rules of the road, like ticketing drivers who speed, drive distracted, or break the law.



Enforcement Tools Statement by Subgroups

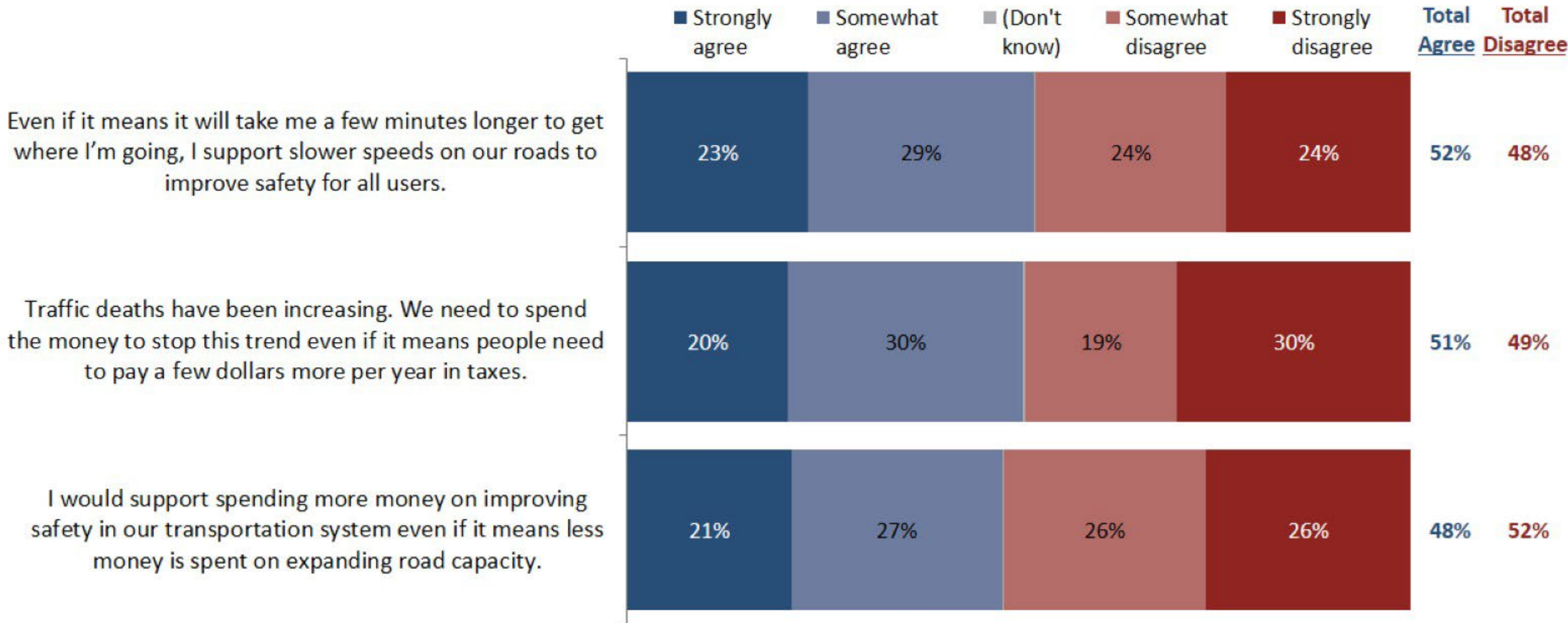
Older residents tend to be more open to tools like automated enforcement.

We need more tools to enforce good behavior on the roads, like red-light cameras and speed cameras that issue tickets so that drivers face financial penalties and change their behavior.



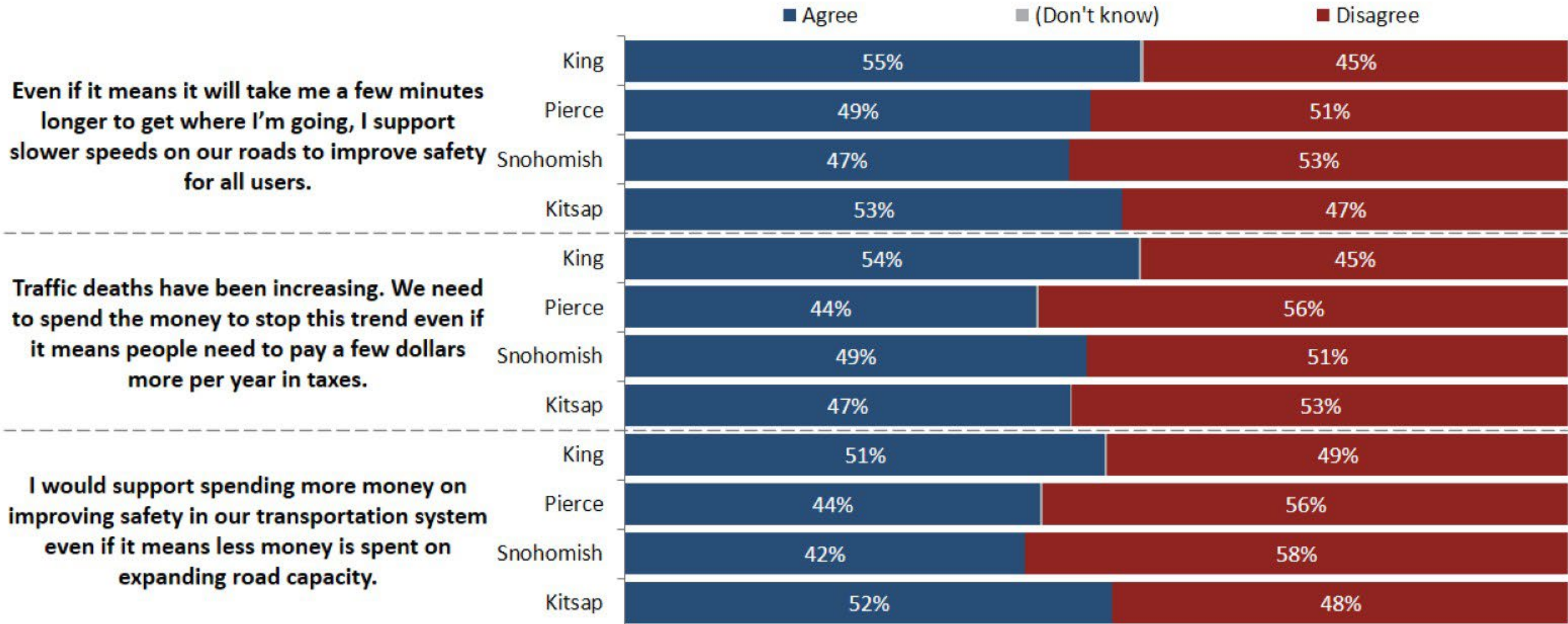
Road Safety Tradeoffs

About half of residents agree with prioritizing road safety over travel times and expanding road capacity.



Road Safety Tradeoffs by County

About half of residents across counties prioritize safety across tradeoffs.



Slower Speeds Statement by Subgroups

Women are more willing than men to reduce speeds to improve safety for everyone.

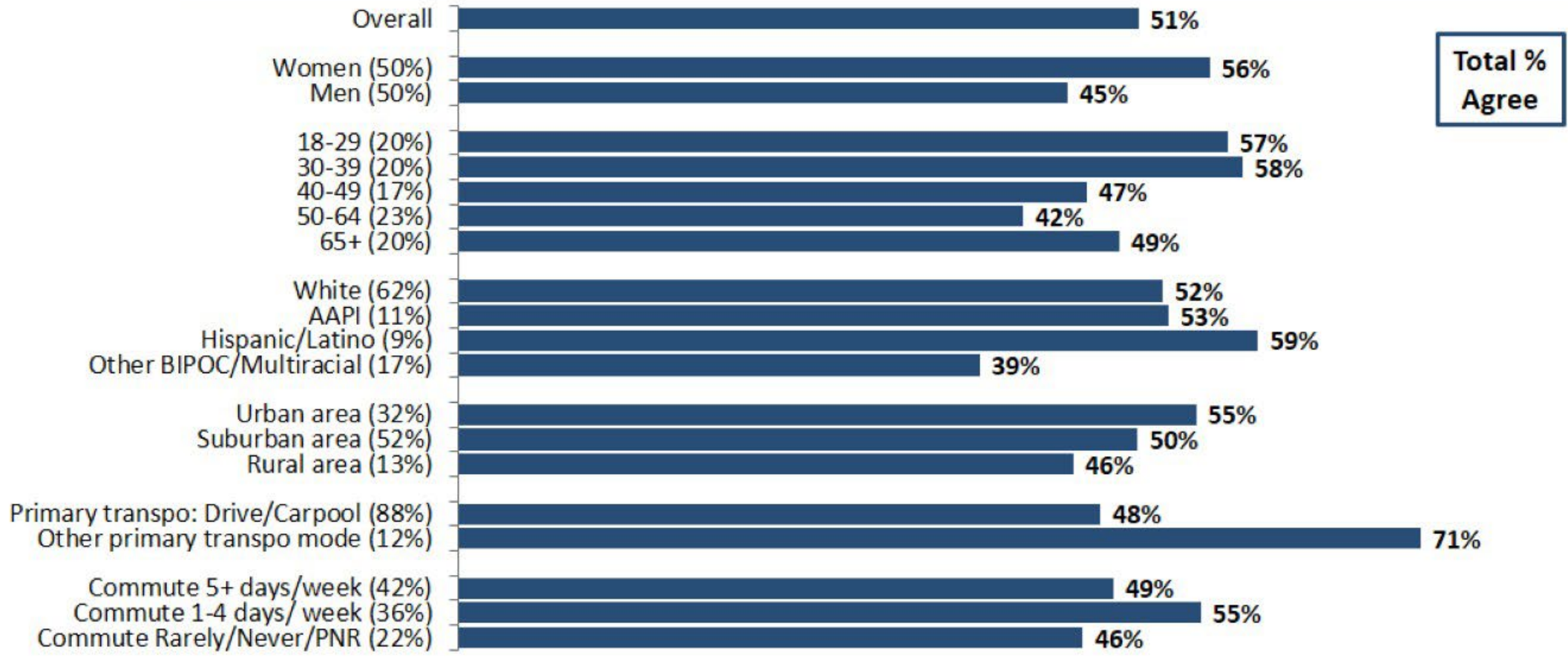
Even if it means it will take me a few minutes longer to get where I'm going, I support slower speeds on our roads to improve safety for all users.



Traffic Deaths Statement by Subgroups

Non-drivers, Hispanic/Latino residents, and younger residents tend to be more supportive of spending more money to prevent traffic deaths.

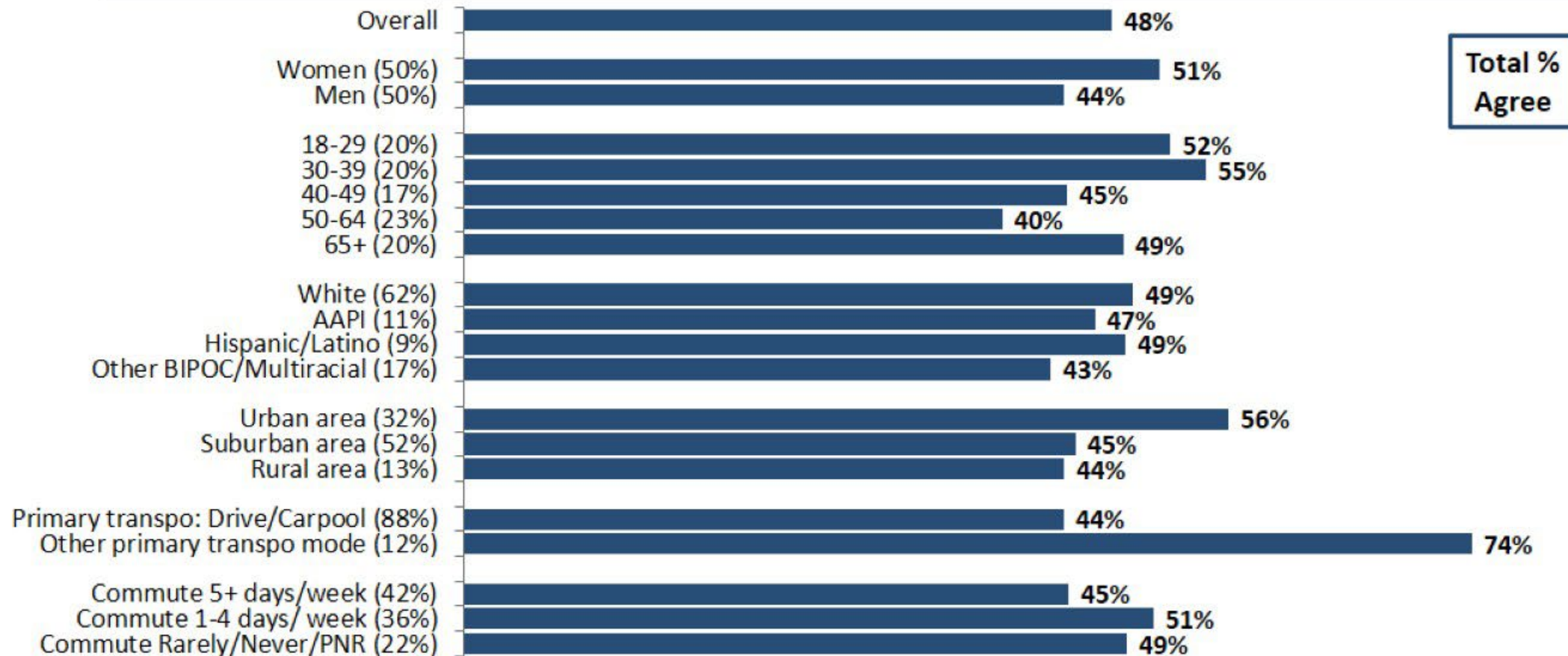
Traffic deaths have been increasing. We need to spend the money to stop this trend even if it means people need to pay a few dollars more per year in taxes.



Road Capacity Statement by Subgroups

Non-drivers and urban residents are most willing to improve safety at the expense of expanding road capacity.

I would support spending more money on improving safety in our transportation system even if it means less money is spent on expanding road capacity.

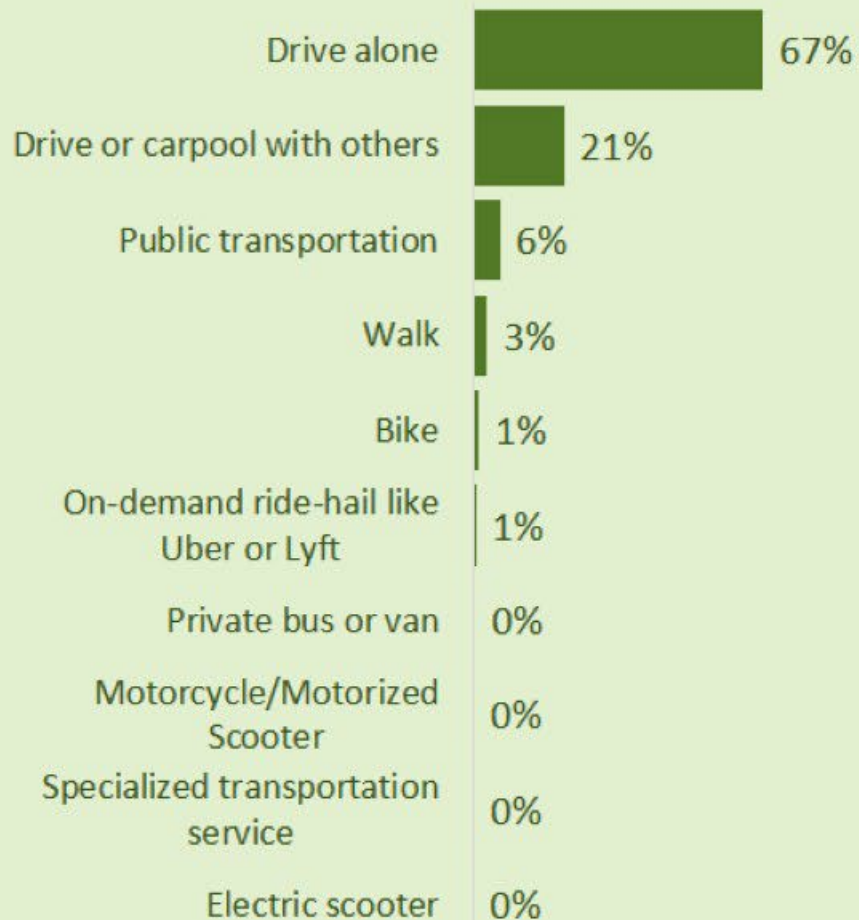




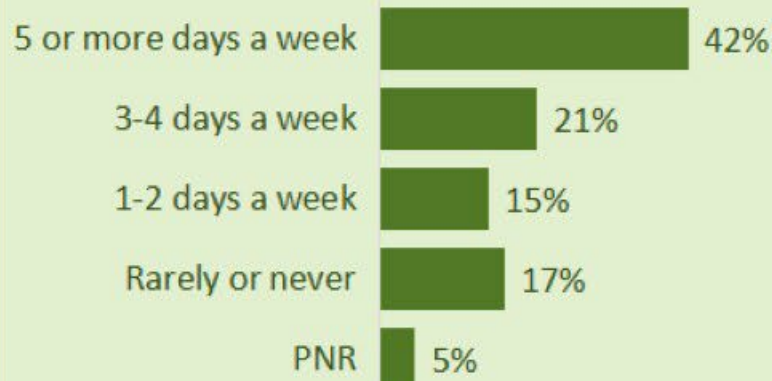
Demographics

Transportation Demographics

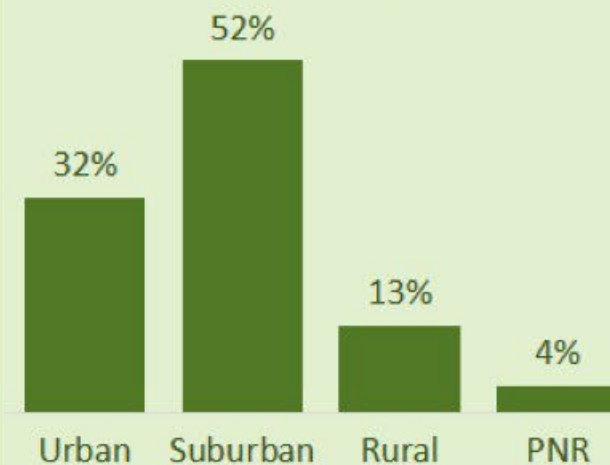
Of the ways you get around, what do you consider your primary mode, meaning the one you use the most often?



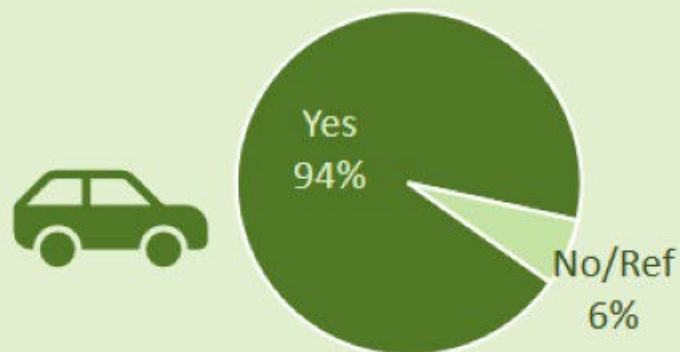
Do you commute for work, school, or some other regular activity...



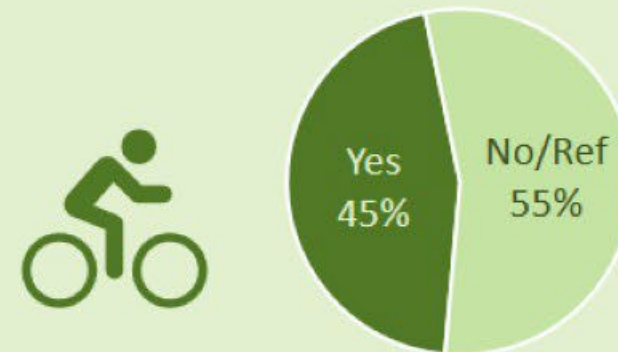
Community Type



Do you own or have regular access to a car that you can drive?

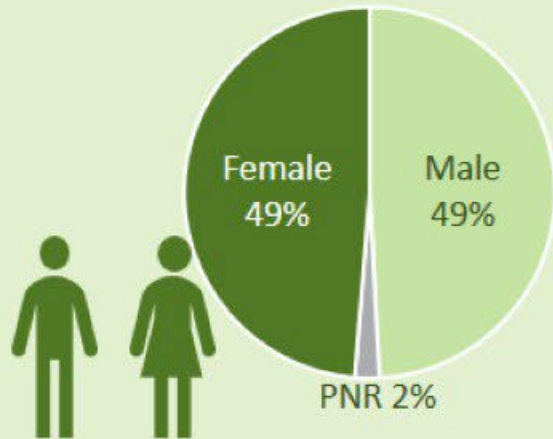


Do you own or have regular access to a bicycle that you can use?

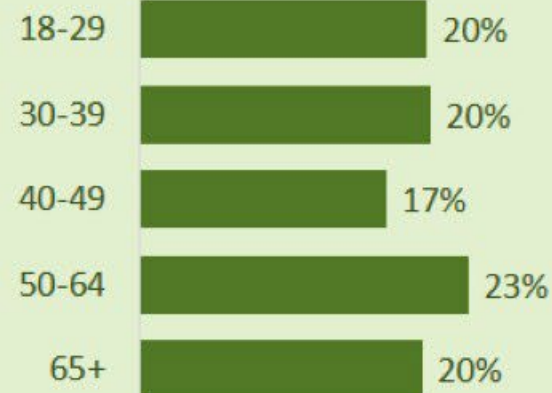


Respondents' Demographic Profile

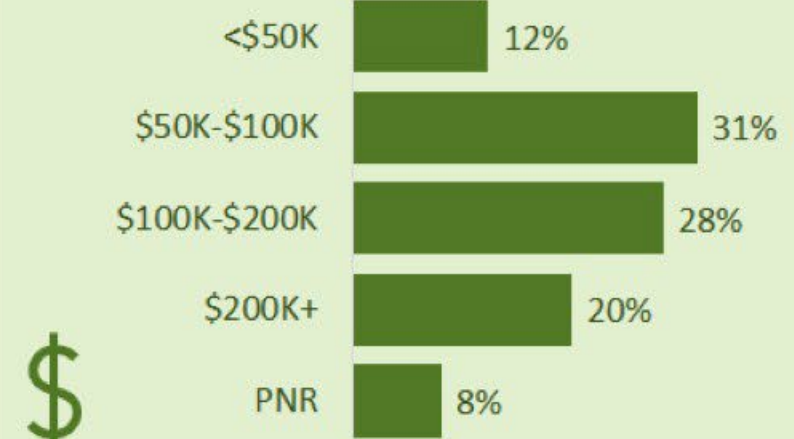
Gender



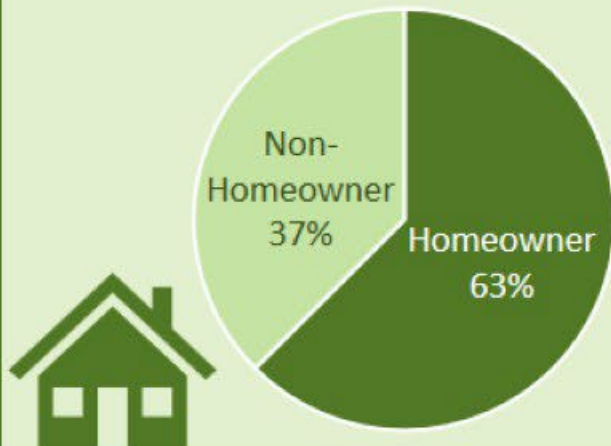
Age



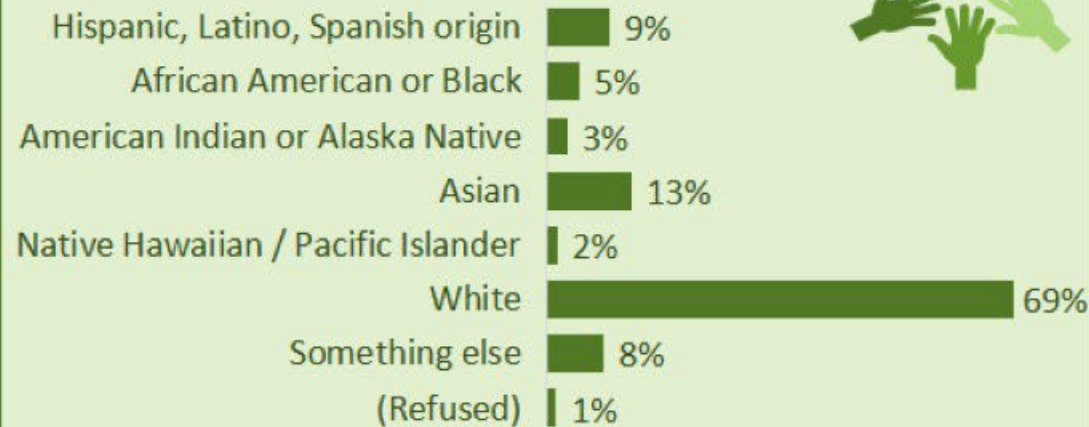
Income



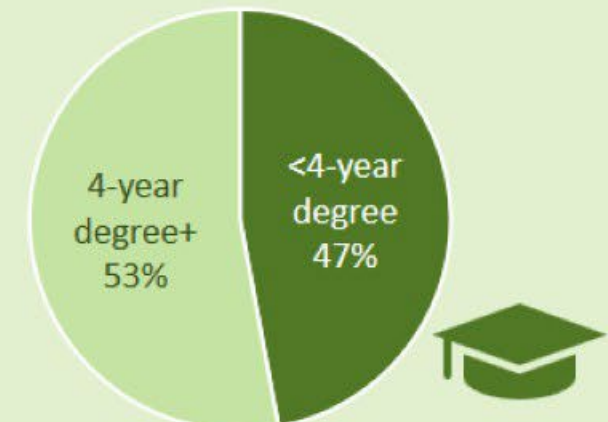
Homeownership



Ethnicity



Education





Ian Stewart

ian@emcresearch.com

206.204.8032

Sianna Ziegler

sianna@emcresearch.com

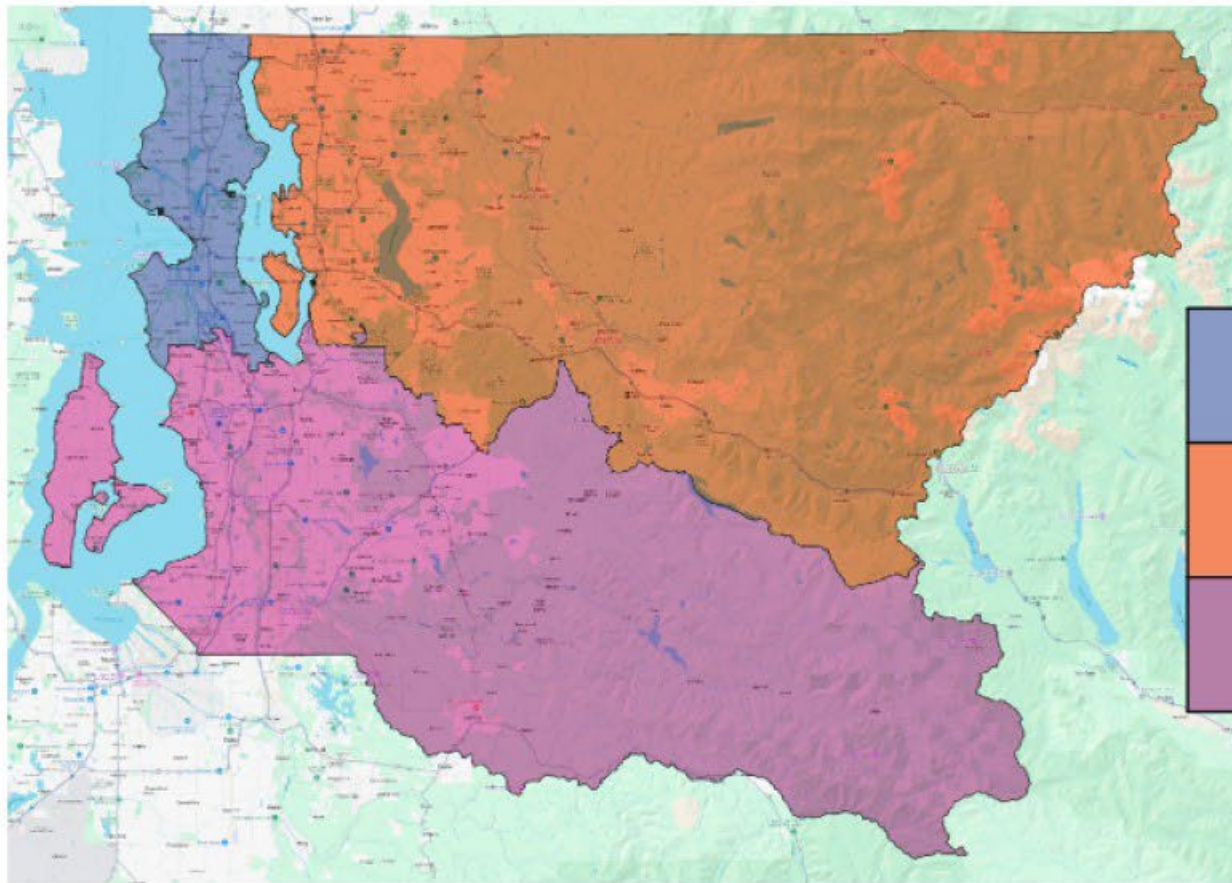
206.204.8045

Emerson Rogers

erogers@emcresearch.com



Appendix: Results by County



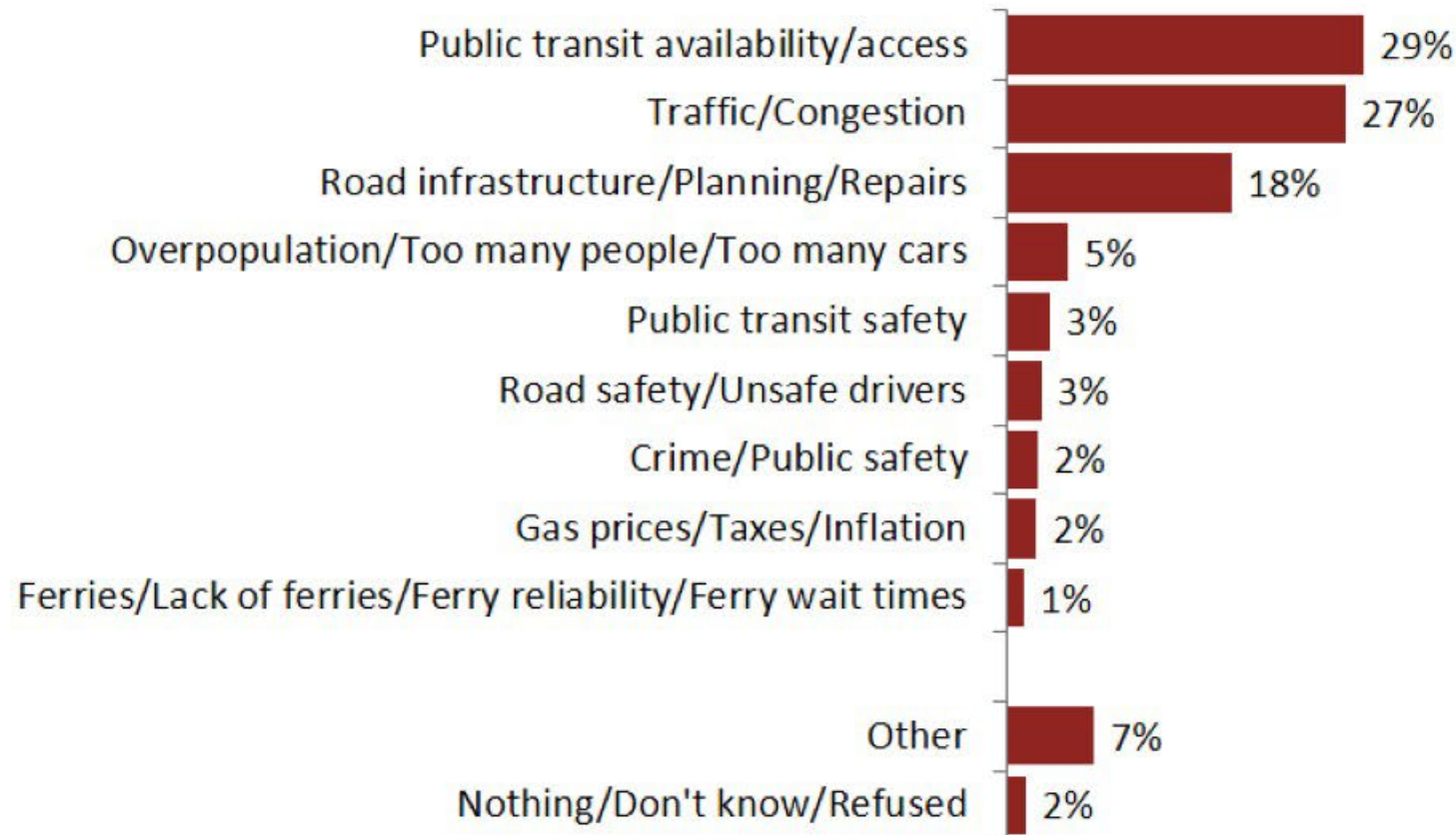
North King/Seattle (21%) <i>n</i> =255; <i>MoE</i> = ± 6.1
East King (14%) <i>n</i> =241; <i>MoE</i> = ± 6.3
South King (18%) <i>n</i> =254; <i>MoE</i> = ± 6.2



King County
n=750; *effective MoE*= $\pm 3.9\%$ pts

Most Important Transportation Problem

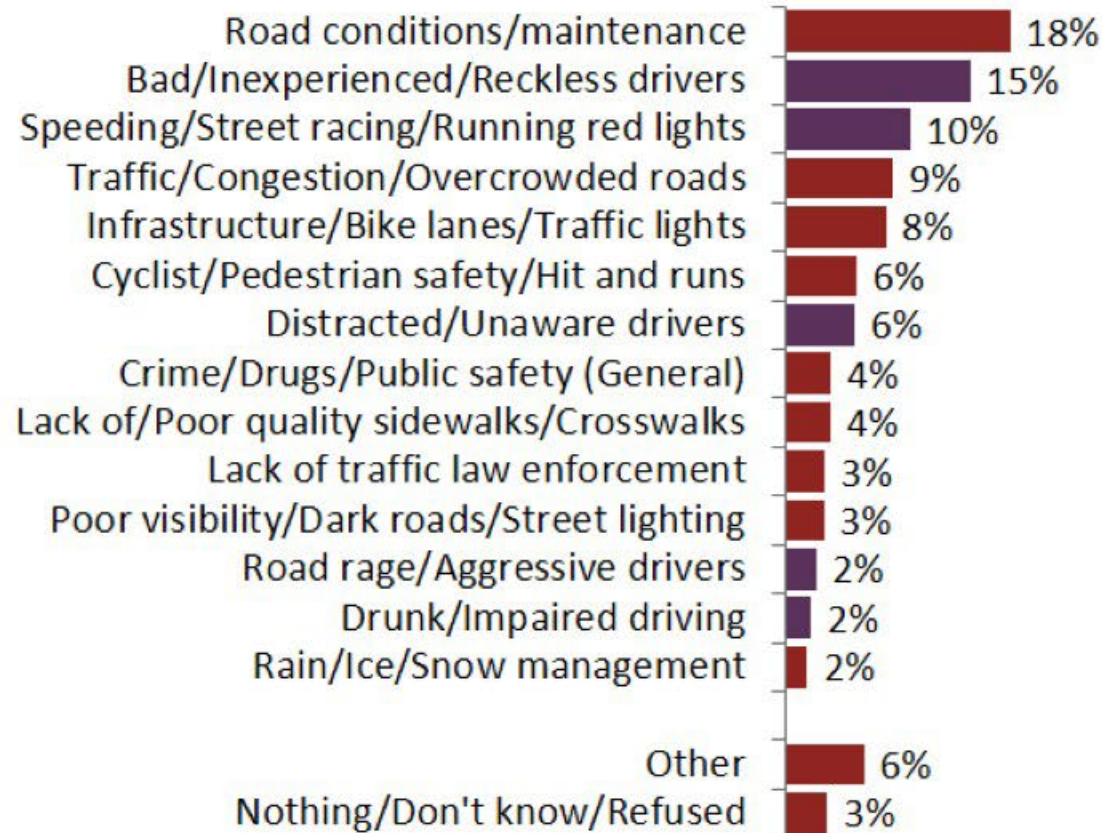
Thinking about all of the ways people get around Puget Sound, what do you think is the most important transportation problem facing the Puget Sound region today?



*(Open-ended
question; verbatim
responses coded
into categories)*

Biggest Local Road Safety Concern

When you think about how you get around where you live, what is your biggest concern when it comes to safety on our roads?

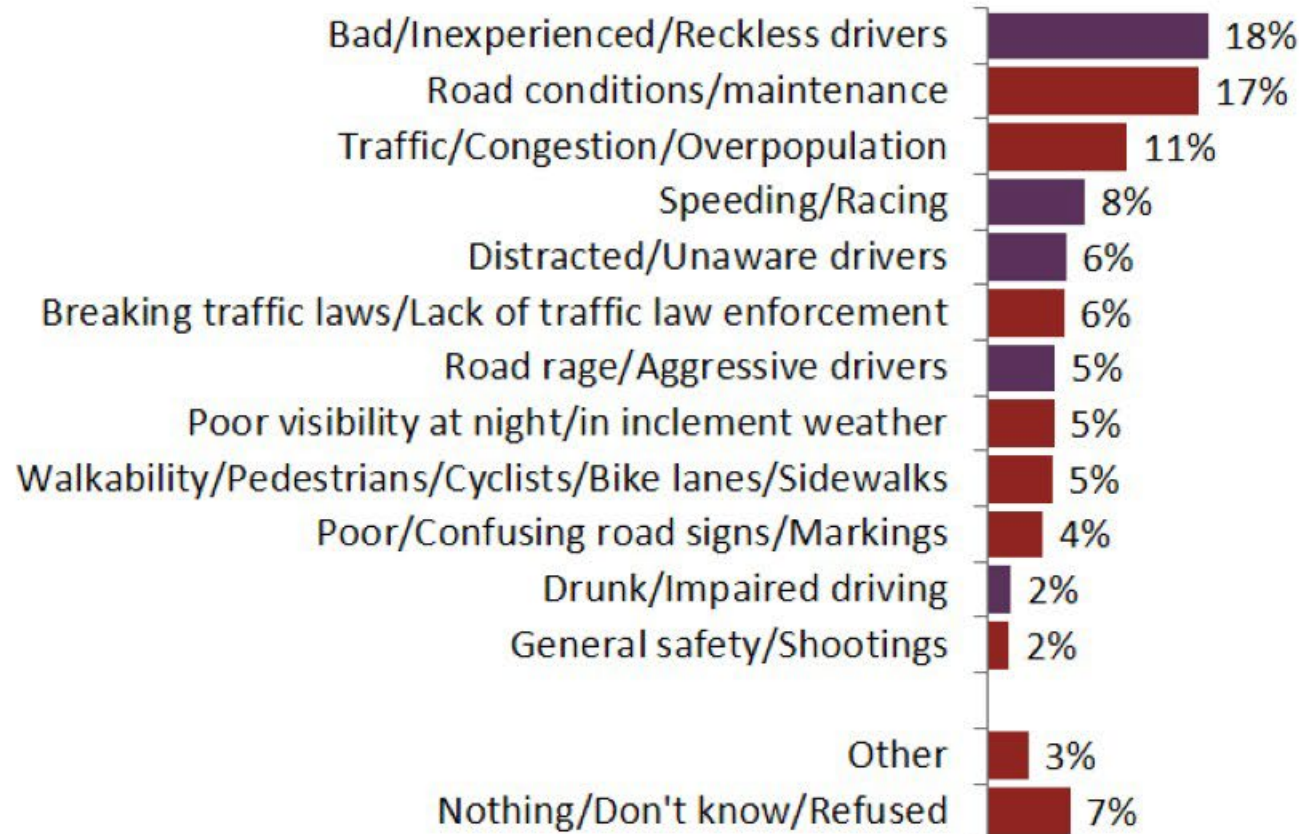


35% are about
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Biggest Regional Road Safety Concern

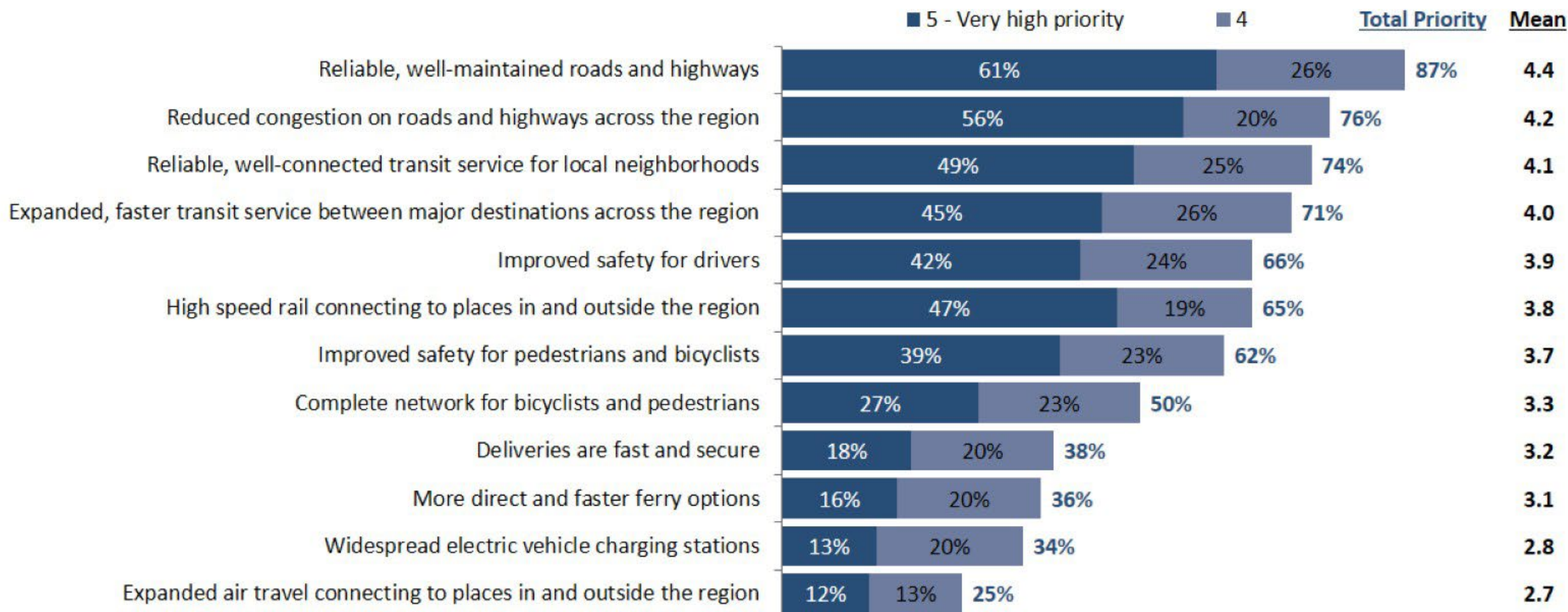
When you think about all other trips you make around the greater Puget Sound region, what is your biggest concern when it comes to safety on our roads?



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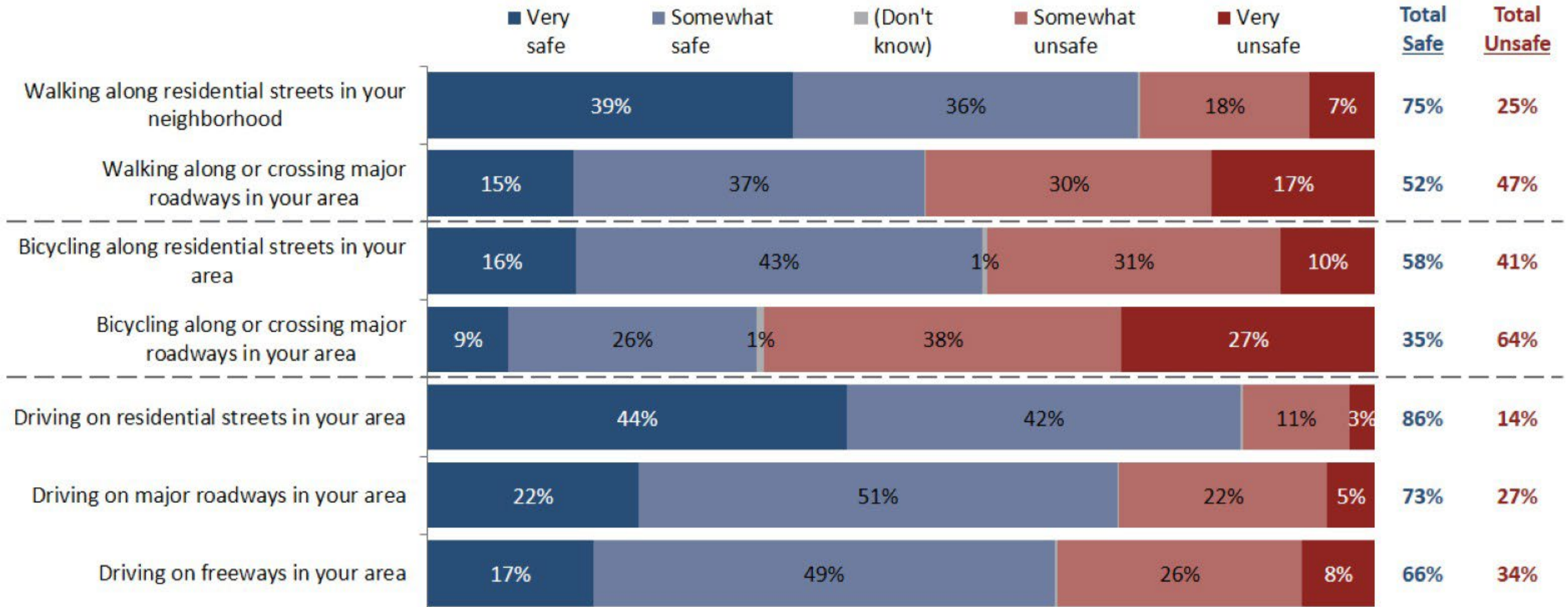
*(Open-ended
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Transportation Priorities



Q8-Q19. The Puget Sound region continues to grow and create more demands on the transportation system. Thinking about the transportation system in our area, please rate how much of a priority you feel each of the following should be for transportation in the central Puget Sound region.

Perceived Safety

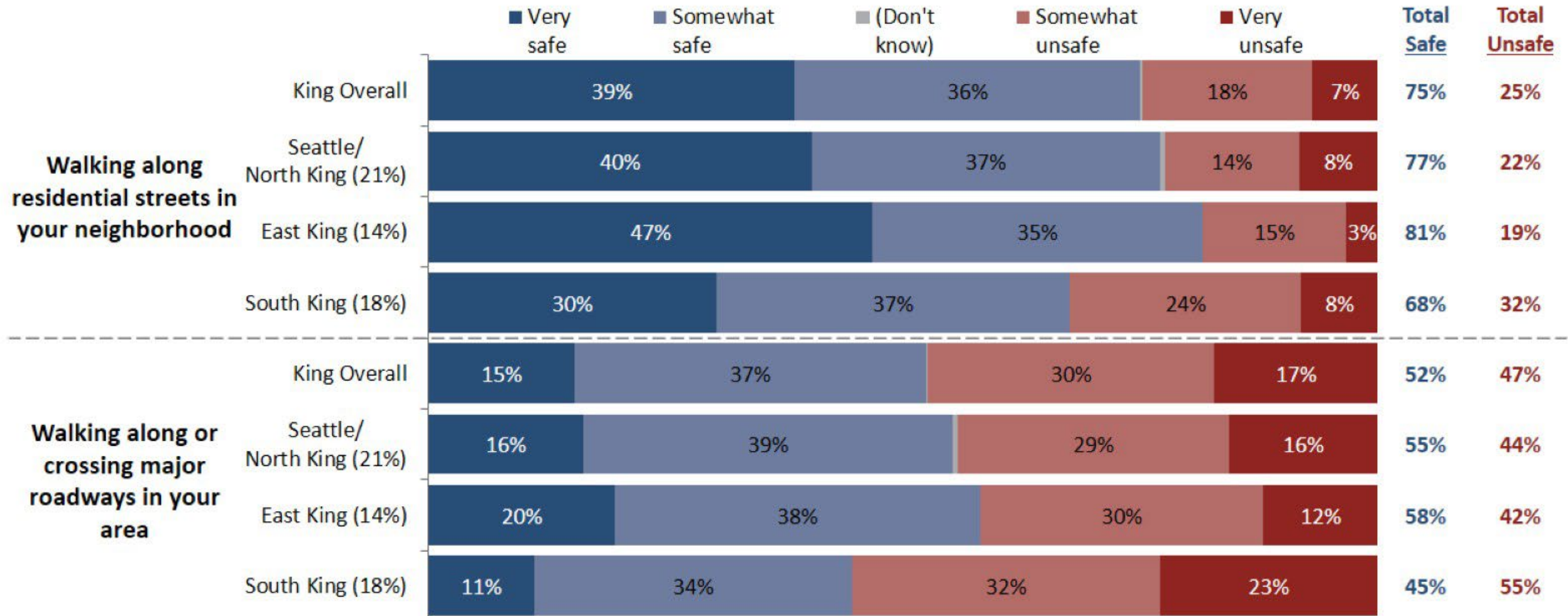


KING COUNTY; MoE= ±3.9

Q20-Q26. Please indicate how safe you would rate each of the following with respect to road safety.

25-9215 PSRC Report DRAFT | 47

Perceived Walking Safety by Region

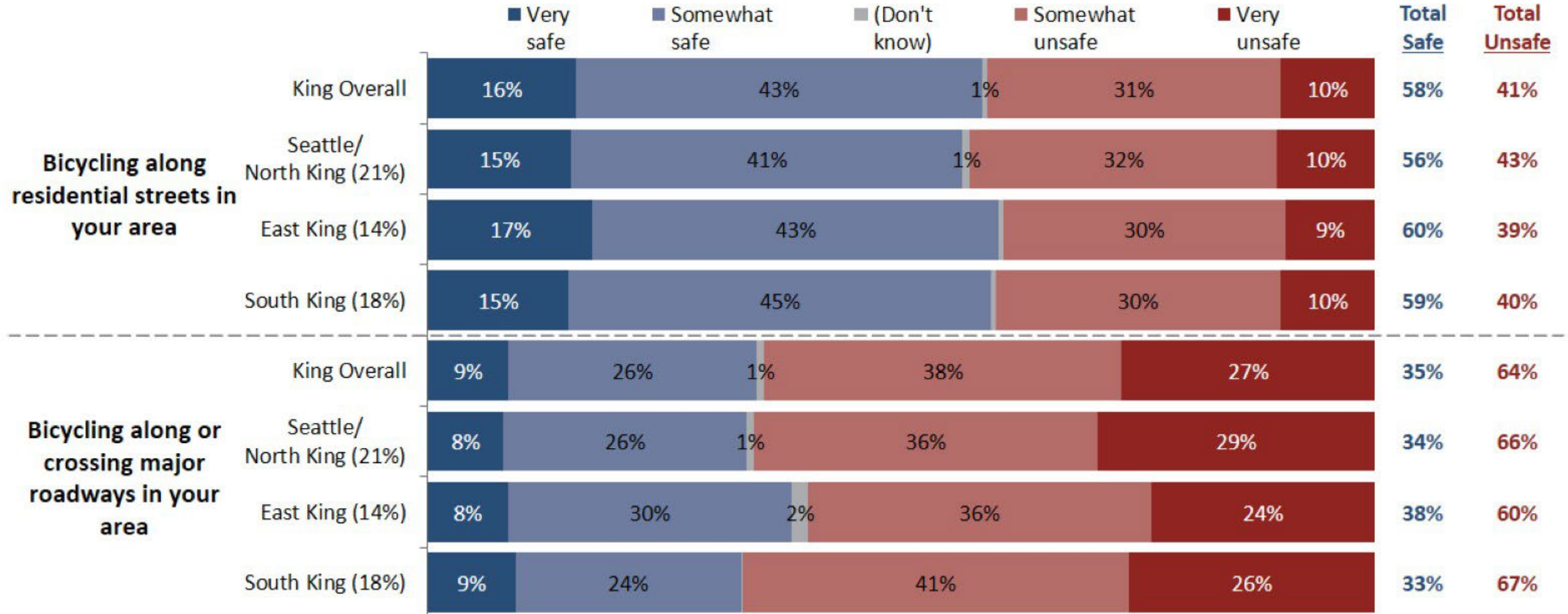


KING COUNTY; MoE= ±3.9

Q20-Q21. Please indicate how safe you would rate each of the following with respect to road safety.

25-9215 PSRC Report DRAFT | 48

Perceived Biking Safety by Region

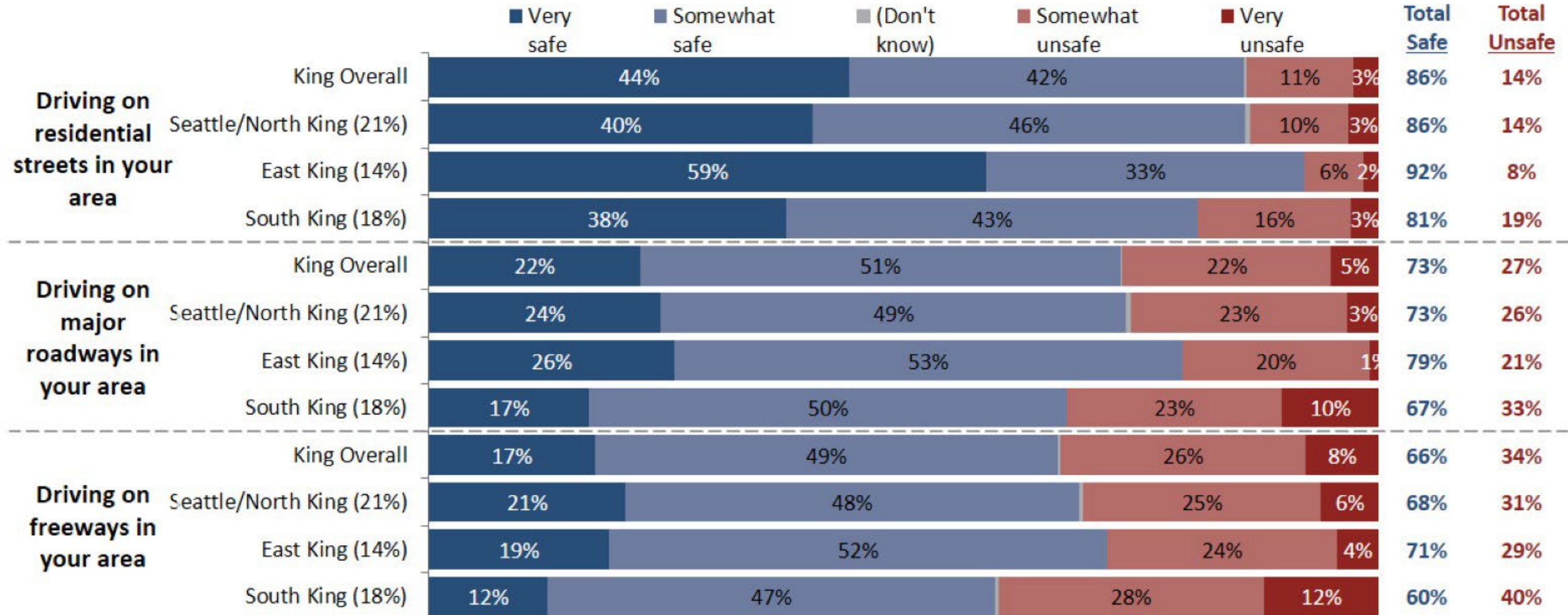


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Q22-Q23. Please indicate how safe you would rate each of the following with respect to road safety.

25-9215 PSRC Report DRAFT | 49

Perceived Driving Safety by Region

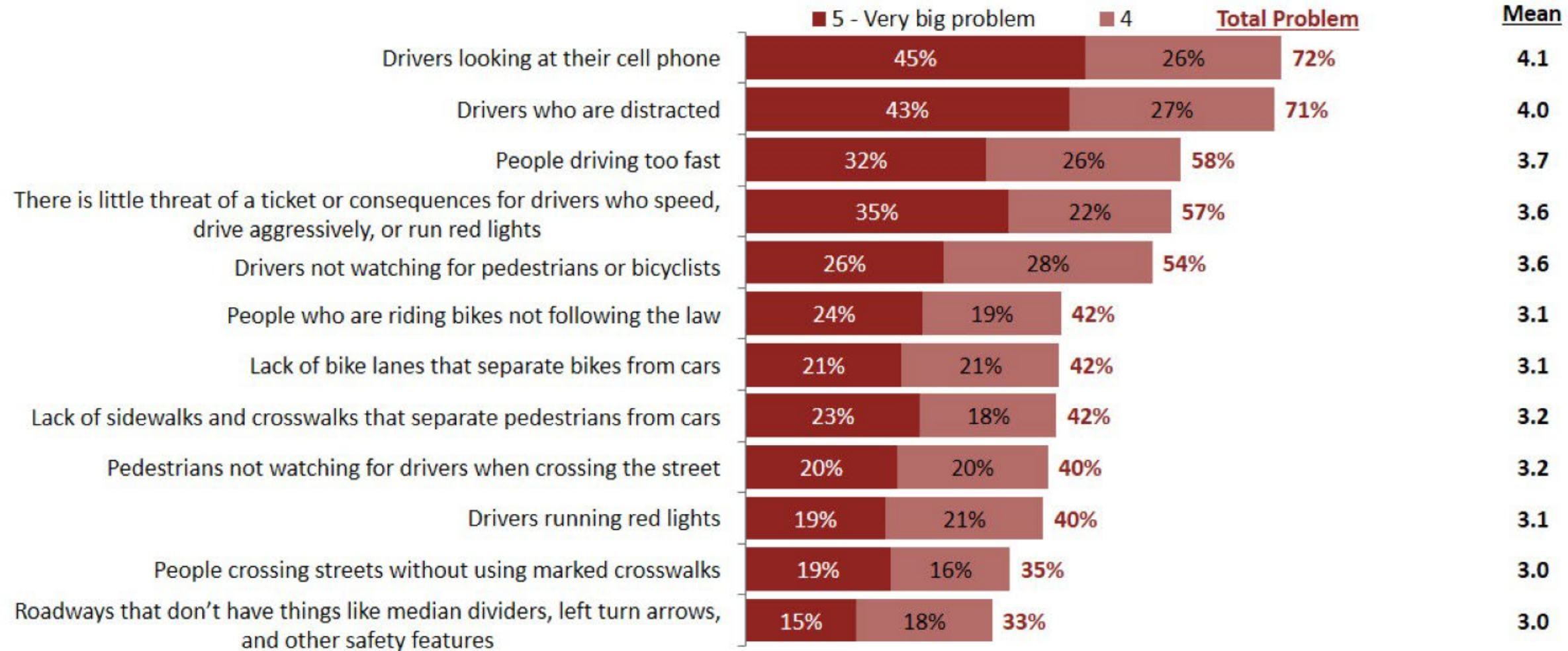


KING COUNTY; MoE= ±3.9

25-9215 PSRC Report **DRAFT** | 50

Q24-Q26. Please indicate how safe you would rate each of the following with respect to road safety.

Road Safety Problems

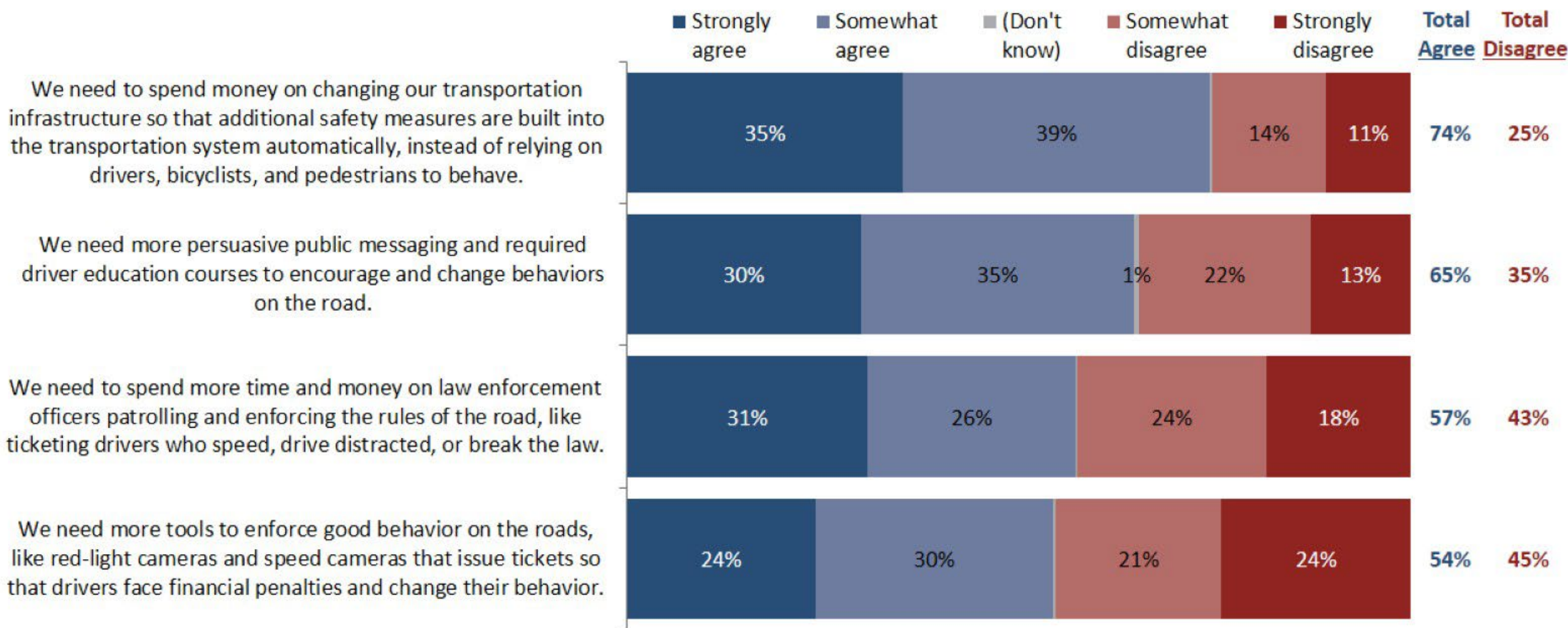


KING COUNTY; MoE= ±3.9

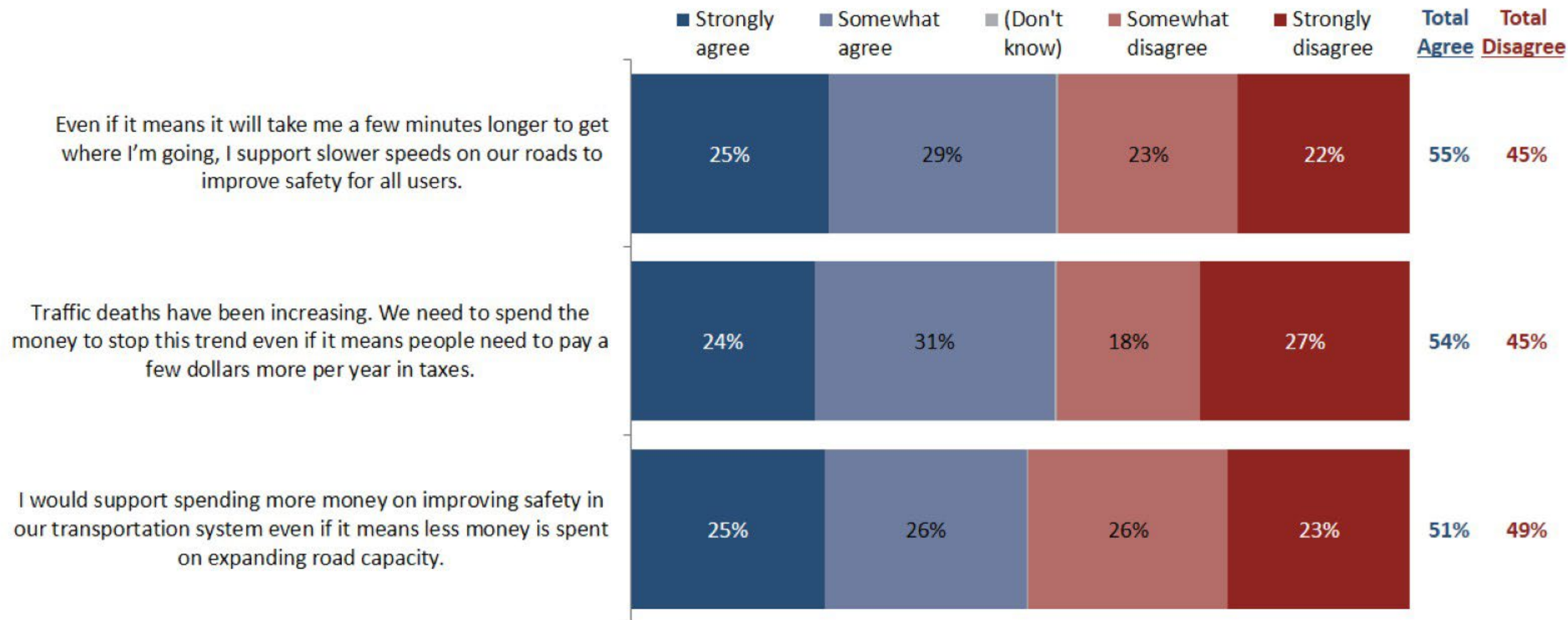
25-9215 PSRC Report **DRAFT** | 51

Q27-Q38. For the following items, please indicate how much of a problem each one is when it comes to road safety in your area.

Road Safety Investment Priorities



Road Safety Tradeoffs



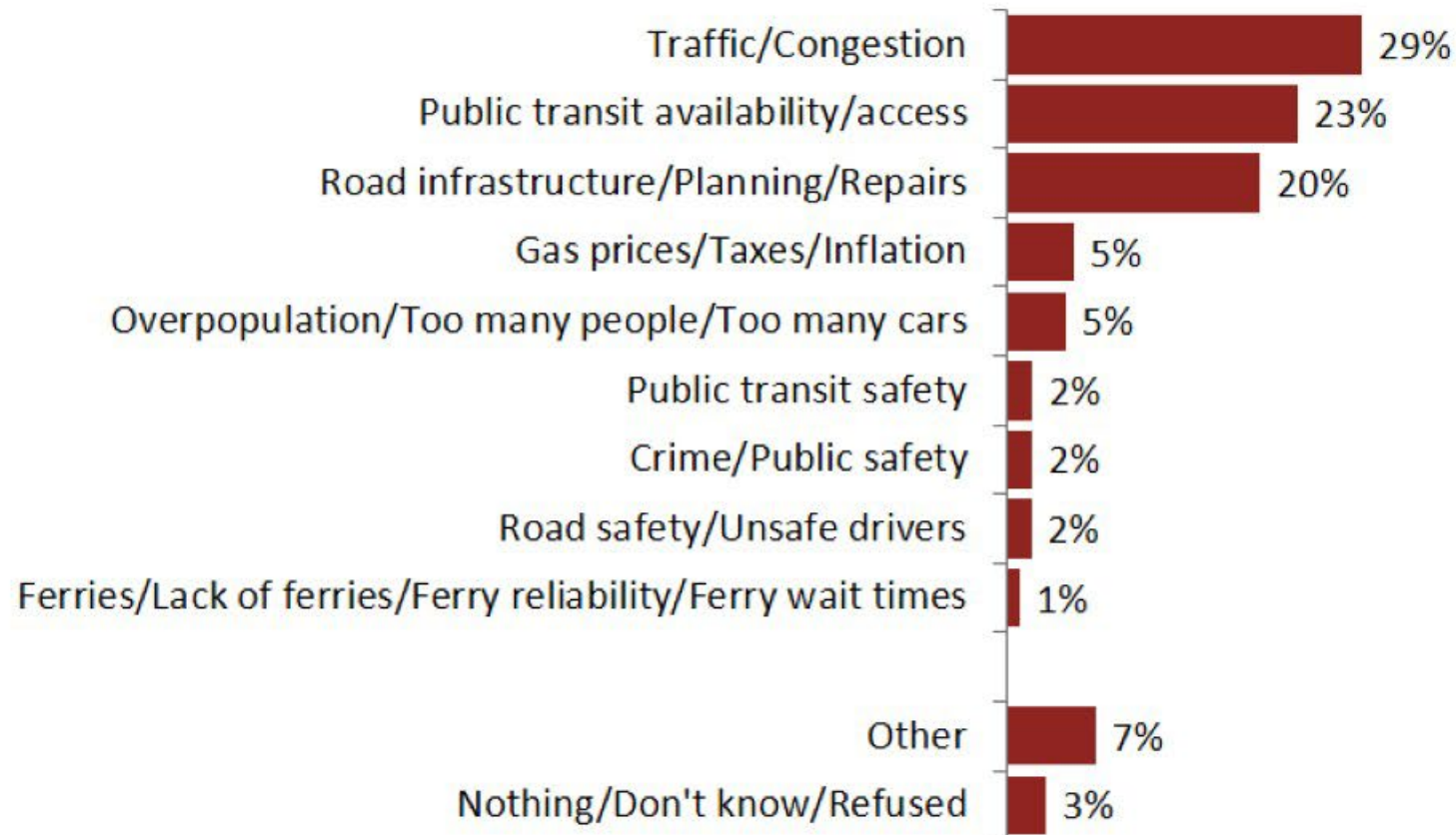
Q43-Q45. We have to make choices when it comes to how we spend dollars on transportation. Next are a series of statements. Please indicate whether you agree or disagree with each.



Pierce County
 $n=500$; MoE= $\pm 4.4\%$ pts

Most Important Transportation Problem

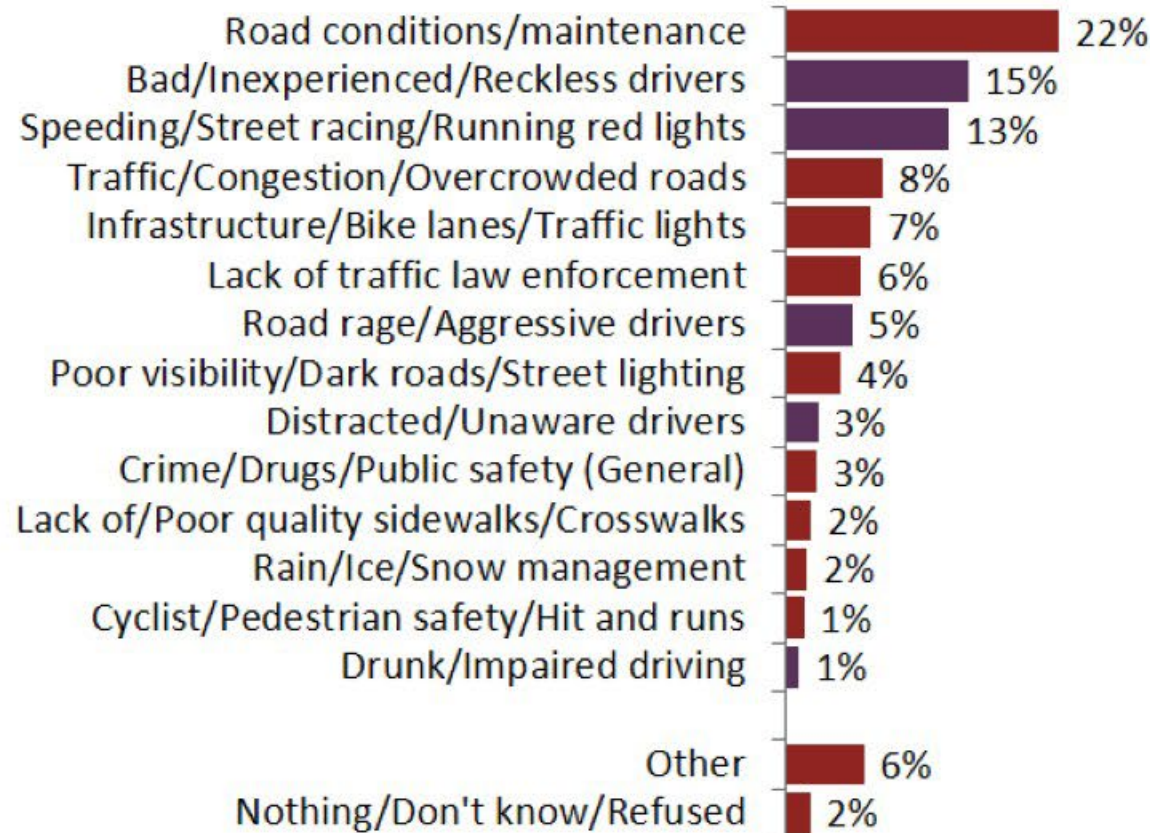
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Biggest Local Road Safety Concern

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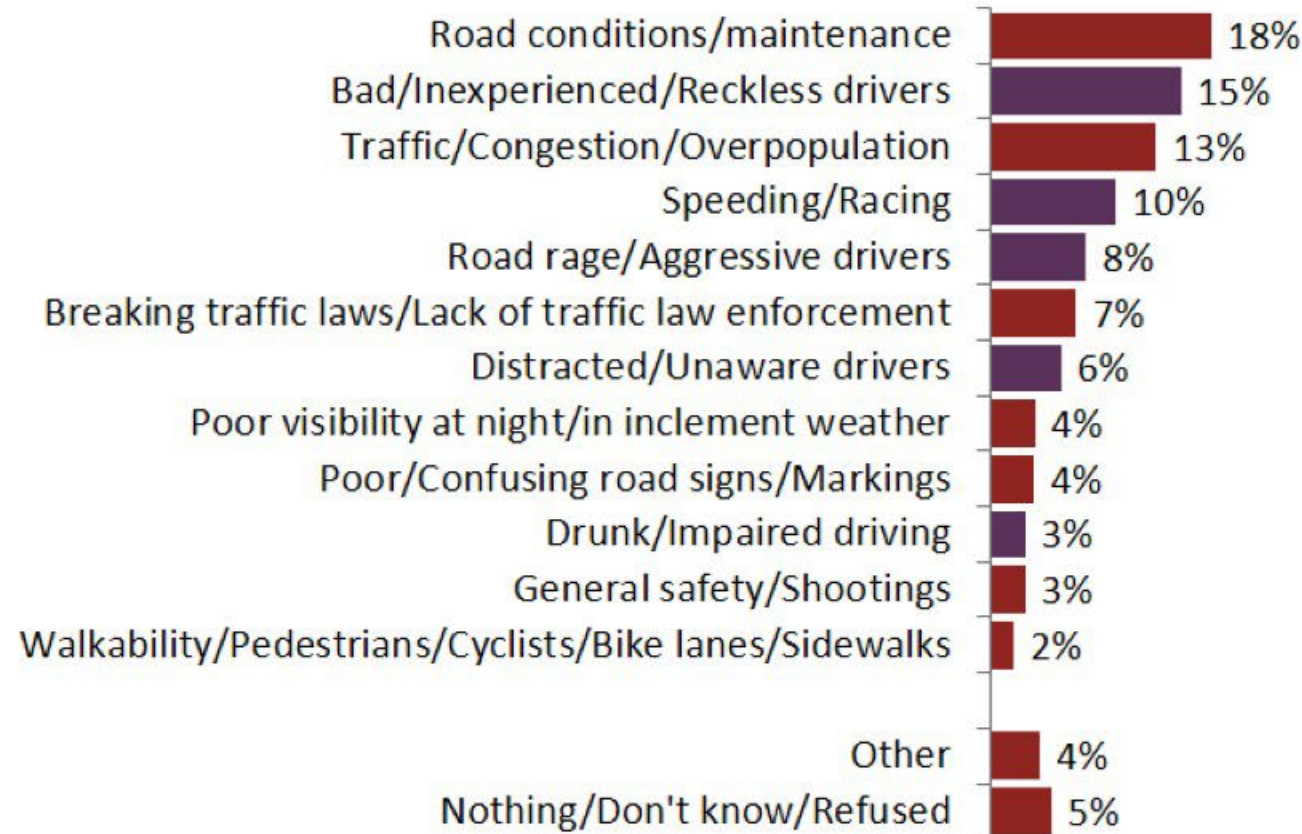


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Biggest Regional Road Safety Concern

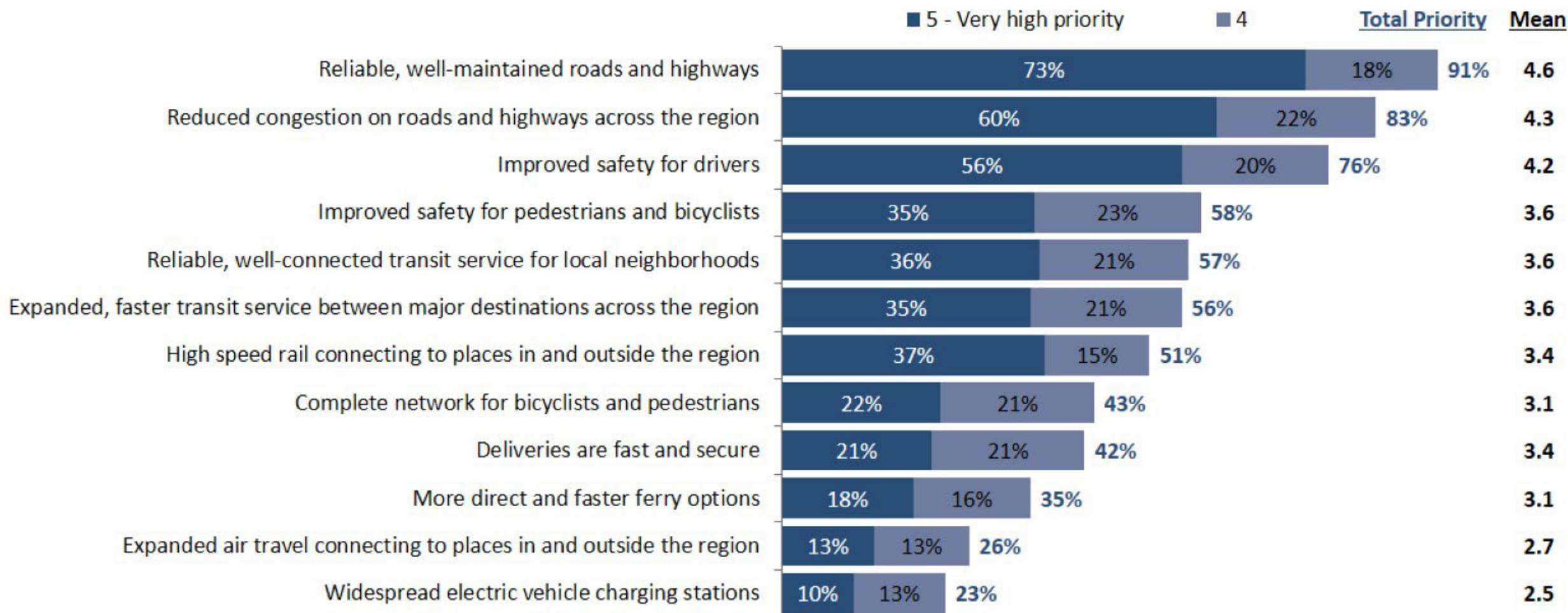
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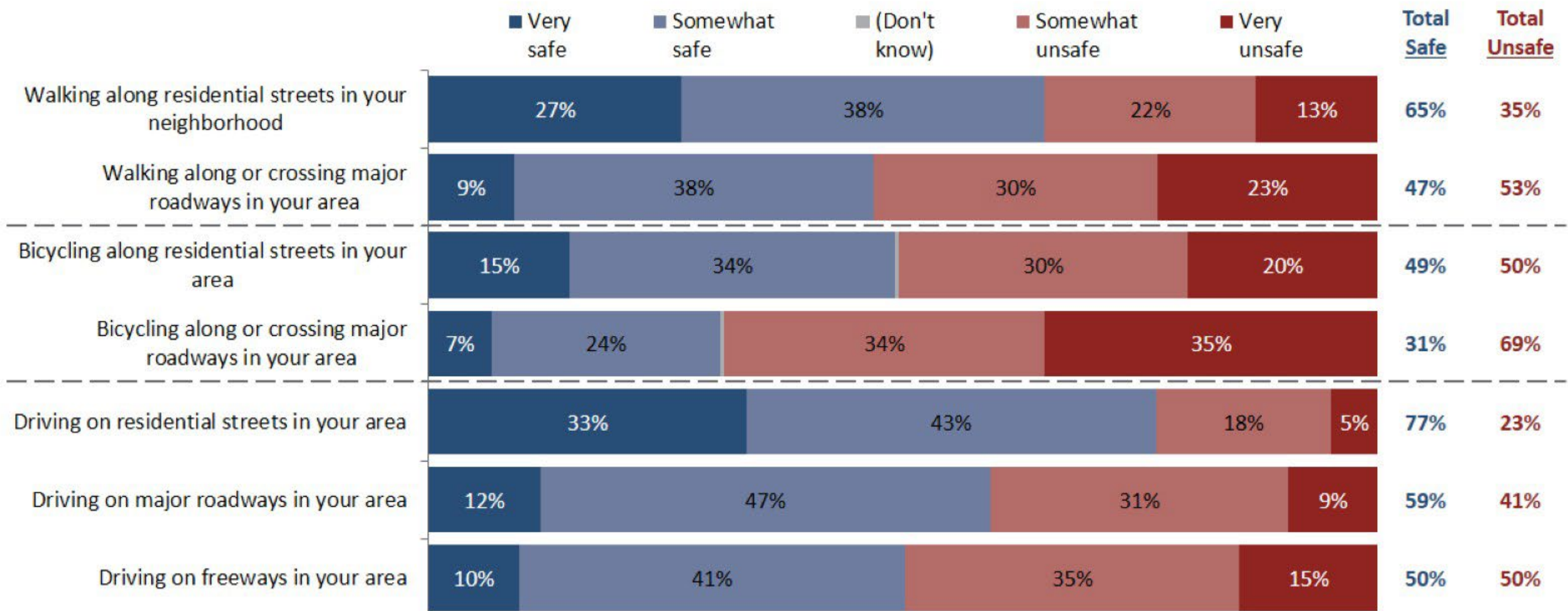
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Transportation Priorities



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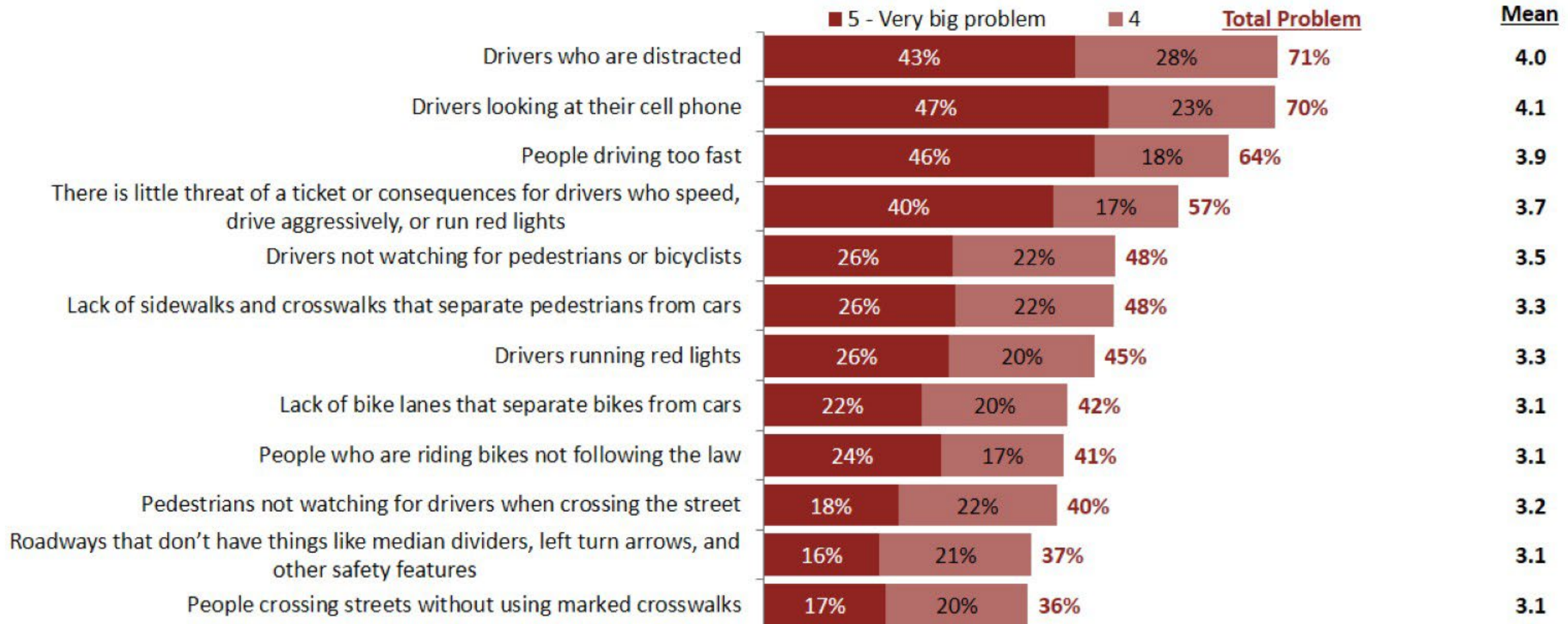
Perceived Safety



PIERCE COUNTY; MoE= ±4.4

Q20-Q26. Please indicate how safe you would rate each of the following with respect to road safety.

Road Safety Problems

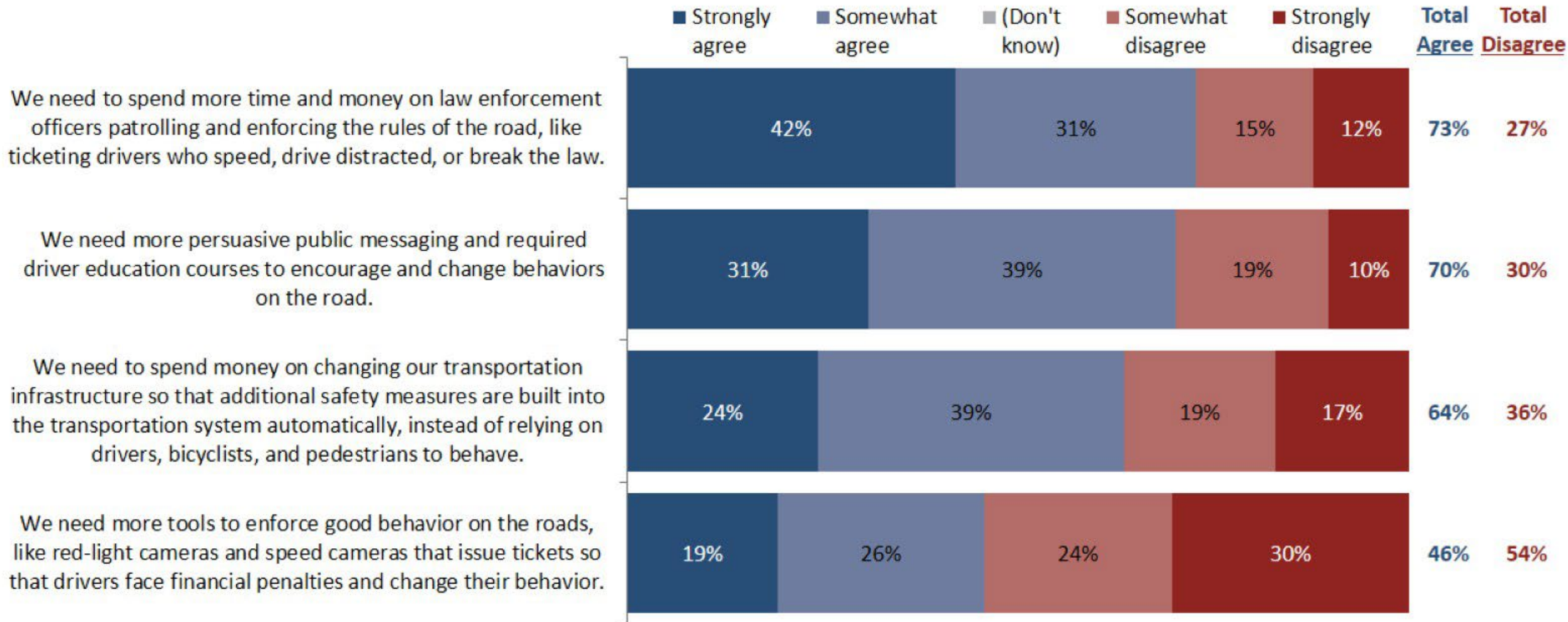


PIERCE COUNTY; MoE= ±4.4

25-9215 PSRC Report **DRAFT** | 60

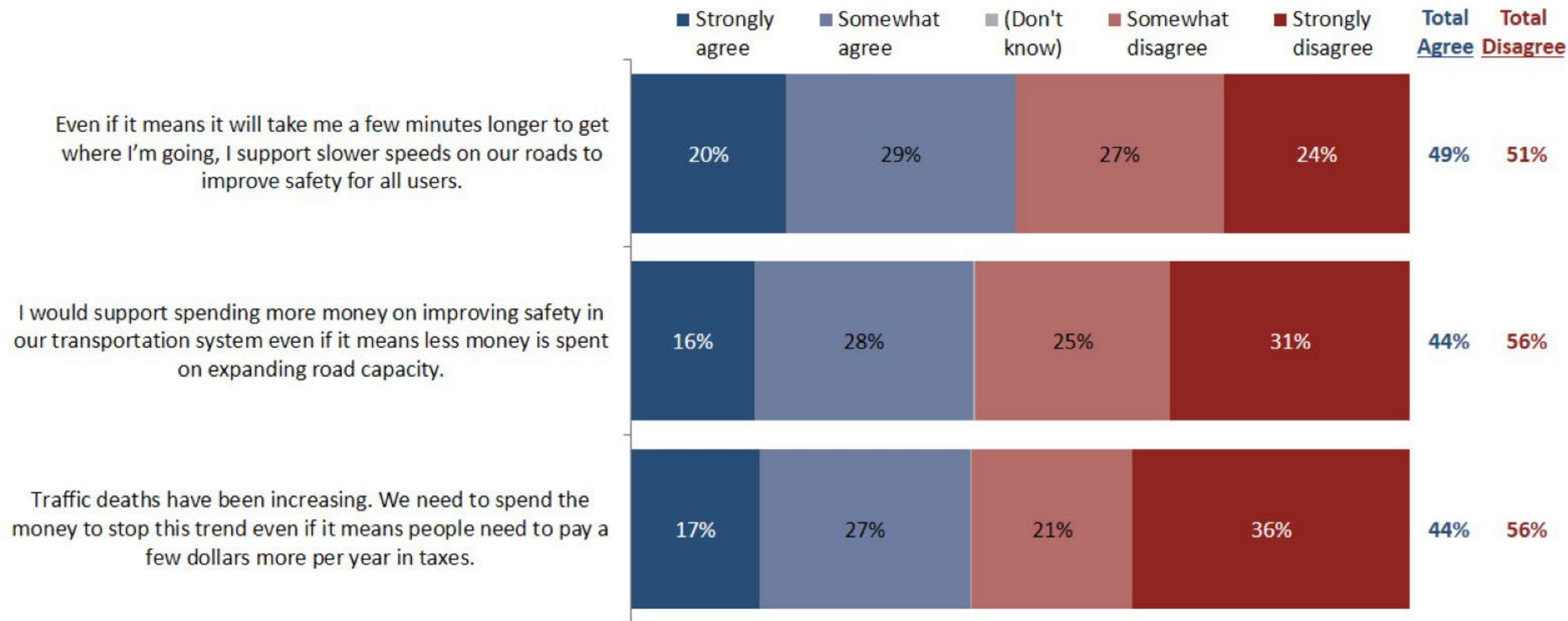
Q27-Q38. For the following items, please indicate how much of a problem each one is when it comes to road safety in your area.

Safety Investment Priorities



Q39-Q42. We have to make choices when it comes to how we spend dollars on transportation. Next are a series of statements. Please indicate whether you agree or disagree with each.

Road Safety Tradeoffs



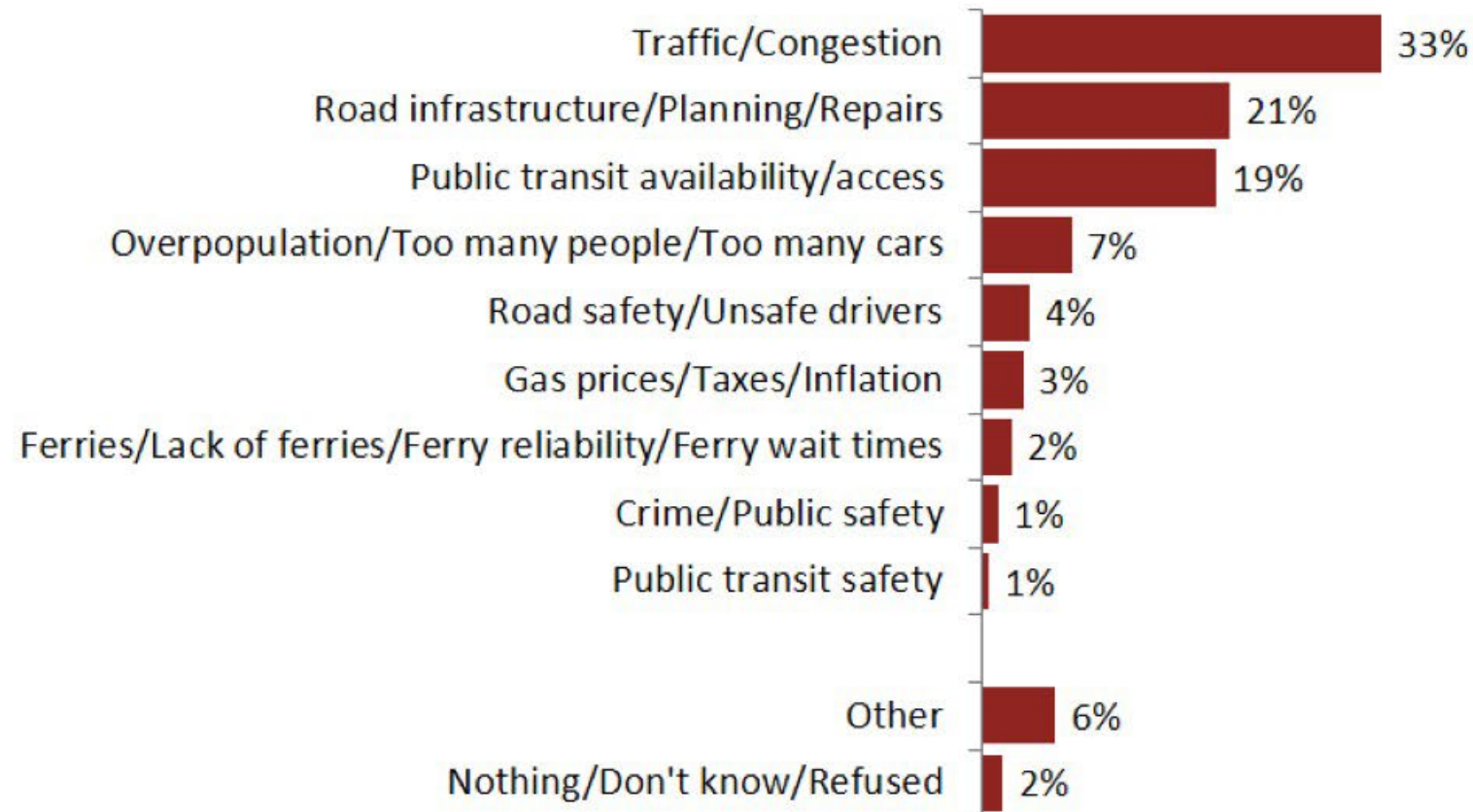
Q43-Q45. We have to make choices when it comes to how we spend dollars on transportation. Next are a series of statements. Please indicate whether you agree or disagree with each.



Snohomish County
n=450; MoE= $\pm 4.6\%$ pts

Most Important Transportation Problem

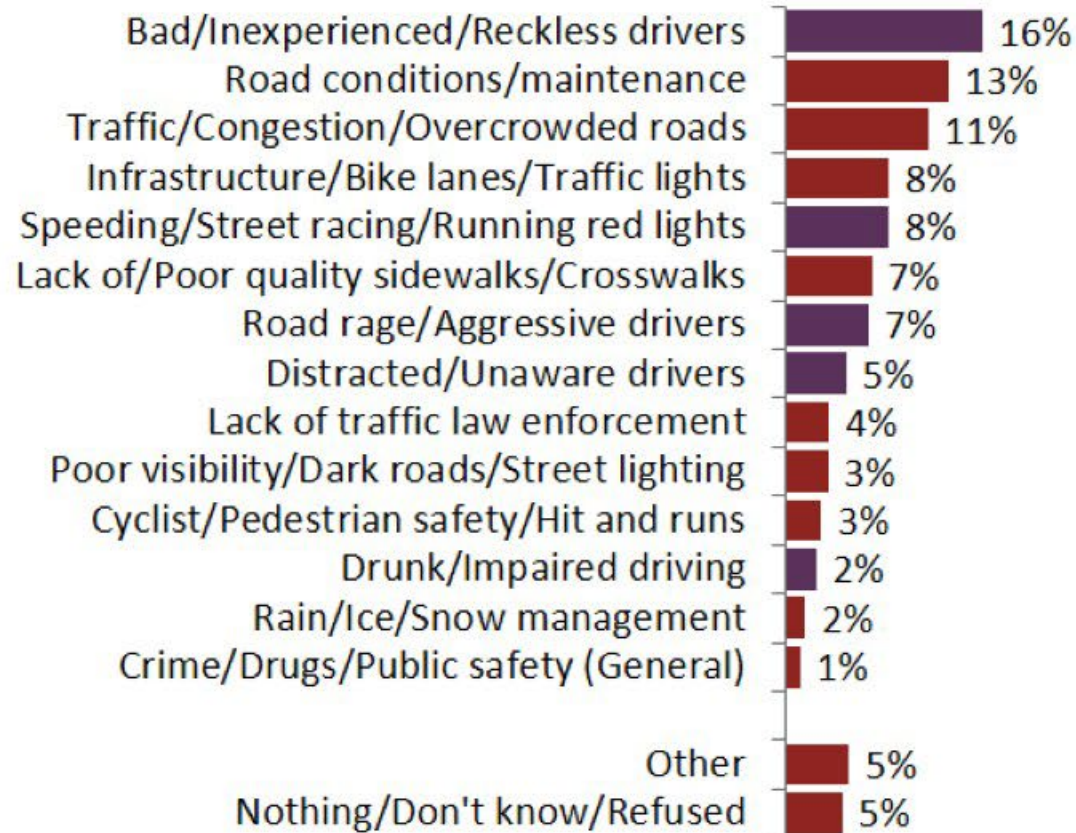
Thinking about all of the ways people get around Puget Sound, what do you think is the most important transportation problem facing the Puget Sound region today?



*(Open-ended
question; verbatim
responses coded
into categories)*

Biggest Local Road Safety Concern

When you think about how you get around where you live, what is your biggest concern when it comes to safety on our roads?

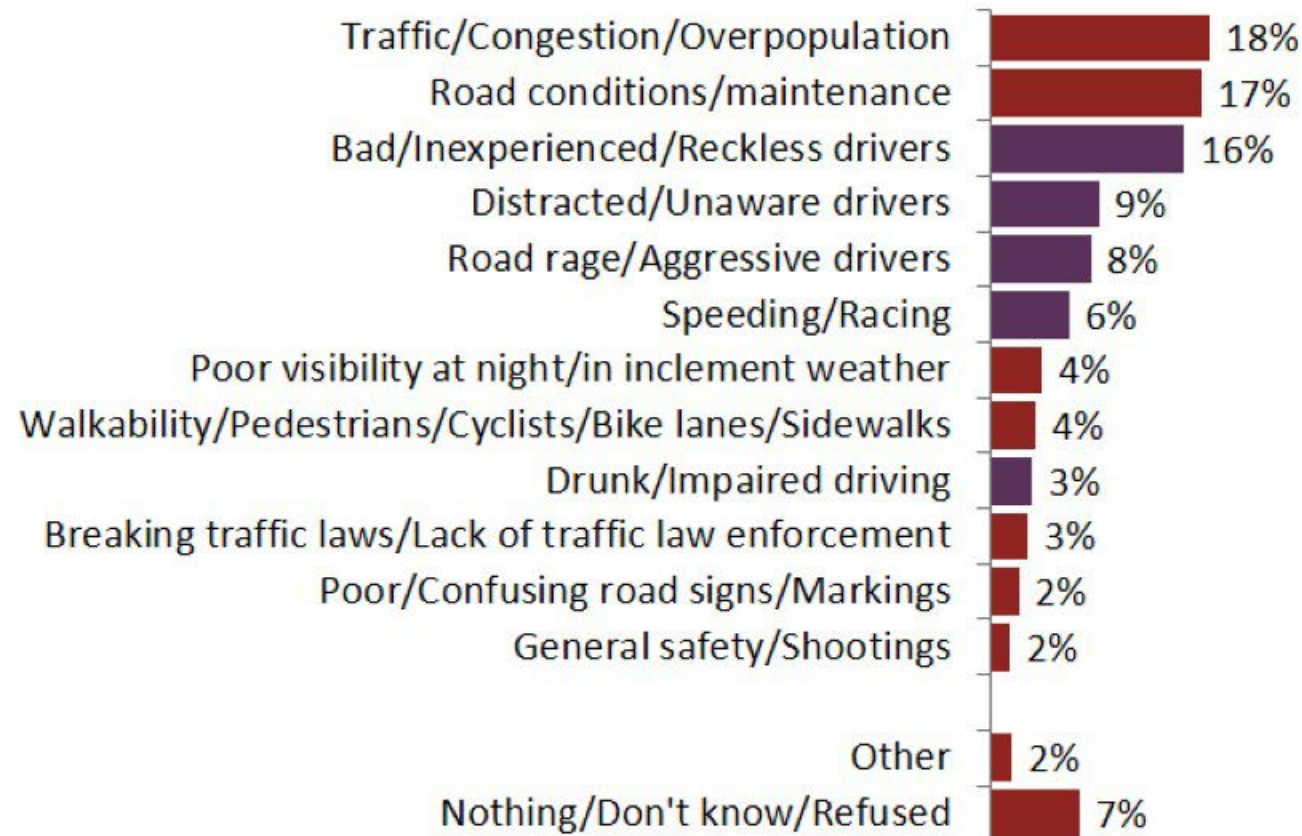


38% are about
drivers or bad
driving behavior

*(Open-ended
question; verbatim
responses coded
into categories)*

Biggest Regional Road Safety Concern

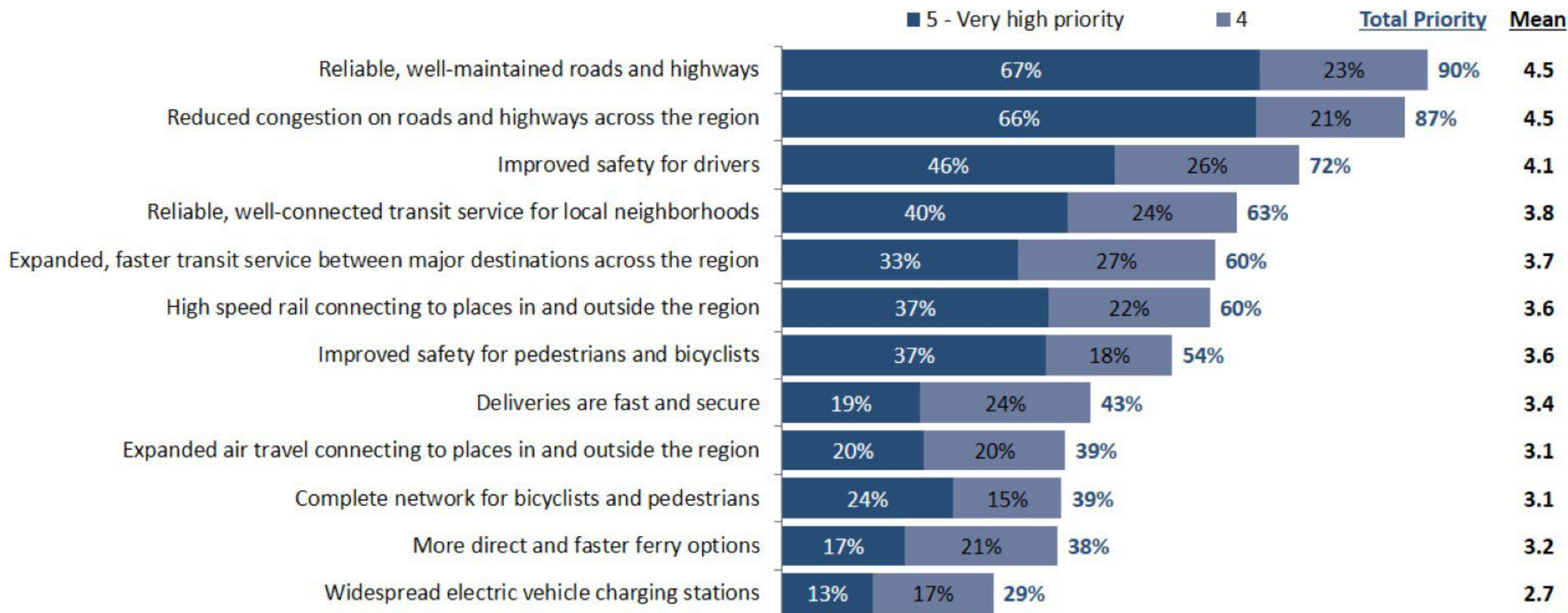
When you think about all other trips you make around the greater Puget Sound region, what is your biggest concern when it comes to safety on our roads?



42% are about
drivers or bad
driving behavior

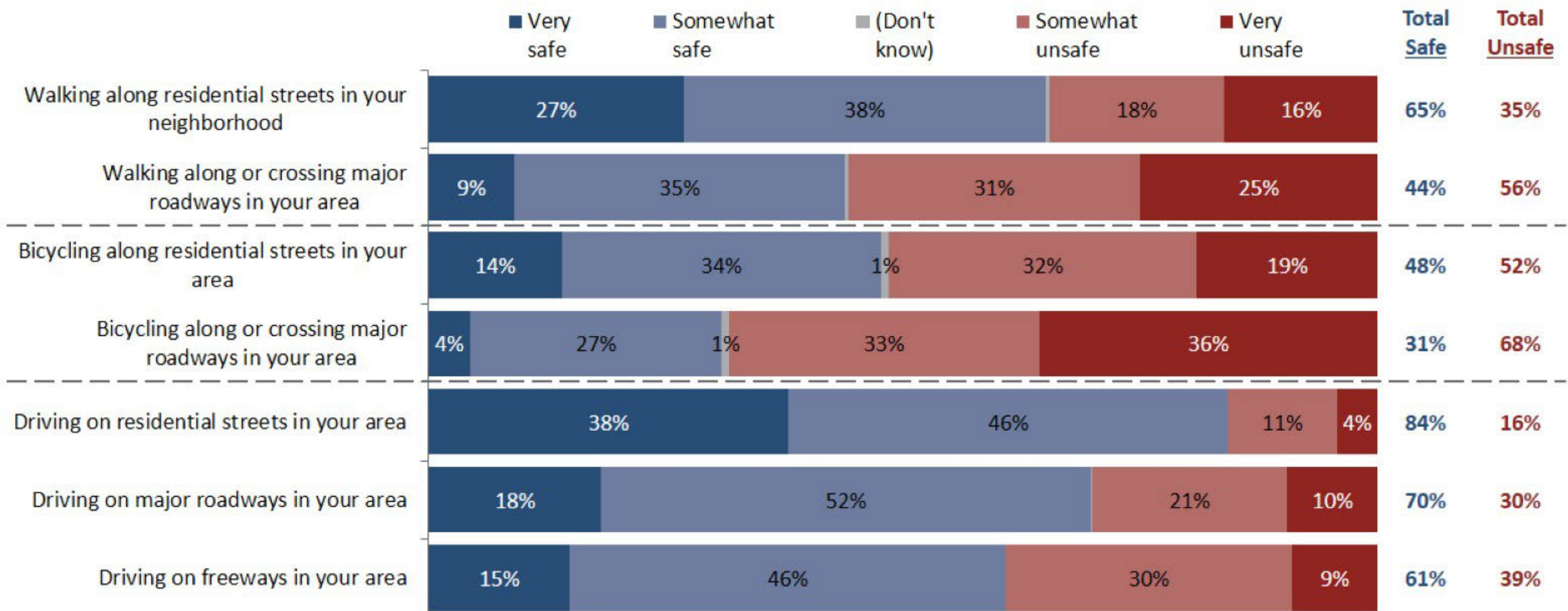
*(Open-ended
question; verbatim
responses coded
into categories)*

Transportation Priorities



Q8-Q19. The Puget Sound region continues to grow and create more demands on the transportation system. Thinking about the transportation system in our area, please rate how much of a priority you feel each of the following should be for transportation in the central Puget Sound region.

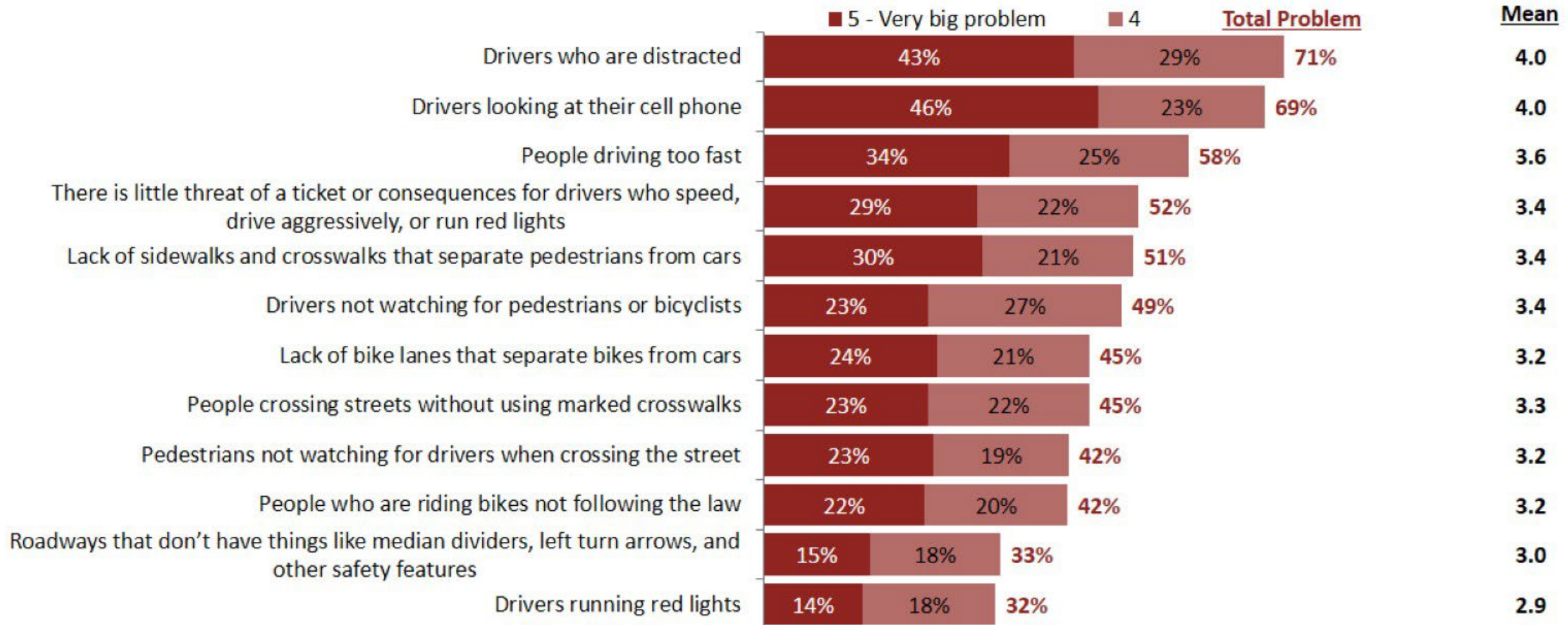
Perceived Safety



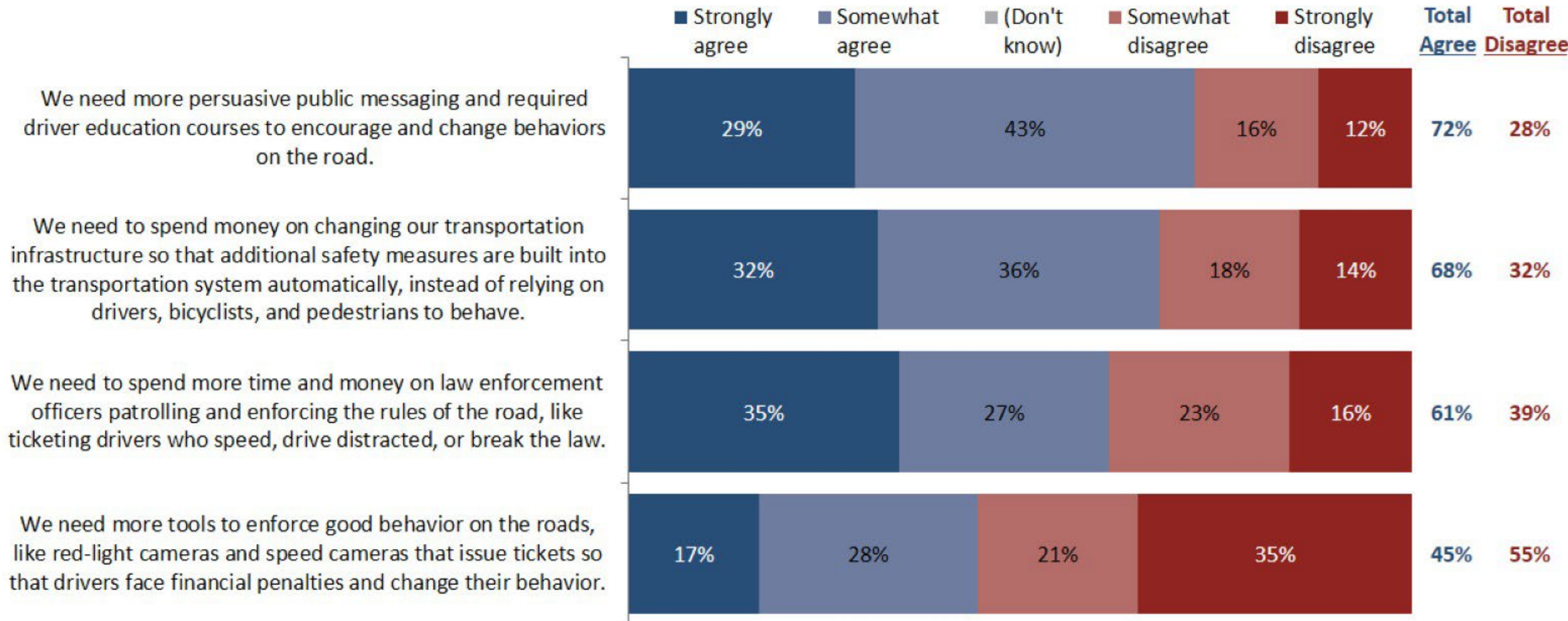
SNOHOMISH COUNTY; MoE= ±4.6

Q20-Q26. Please indicate how safe you would rate each of the following with respect to road safety.

Road Safety Problems

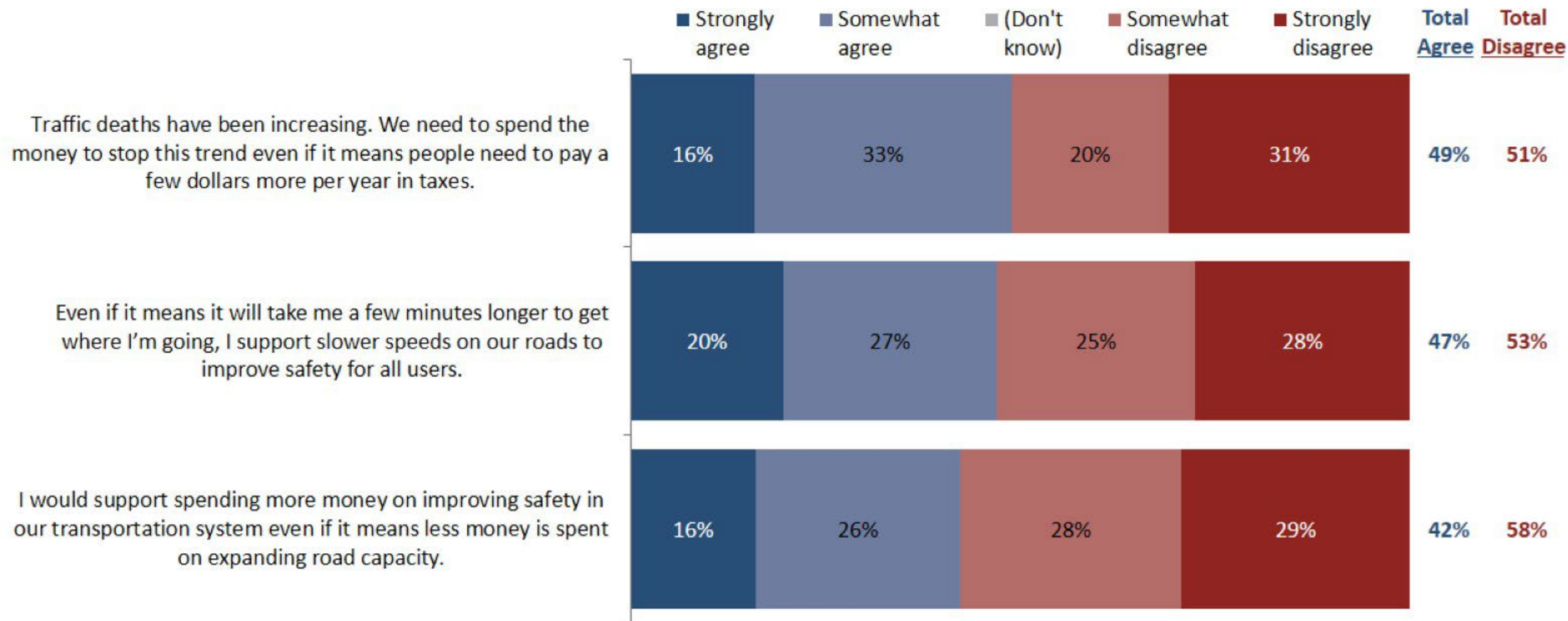


Safety Investment Priorities



Q39-Q42. We have to make choices when it comes to how we spend dollars on transportation. Next are a series of statements. Please indicate whether you agree or disagree with each.

Road Safety Tradeoffs



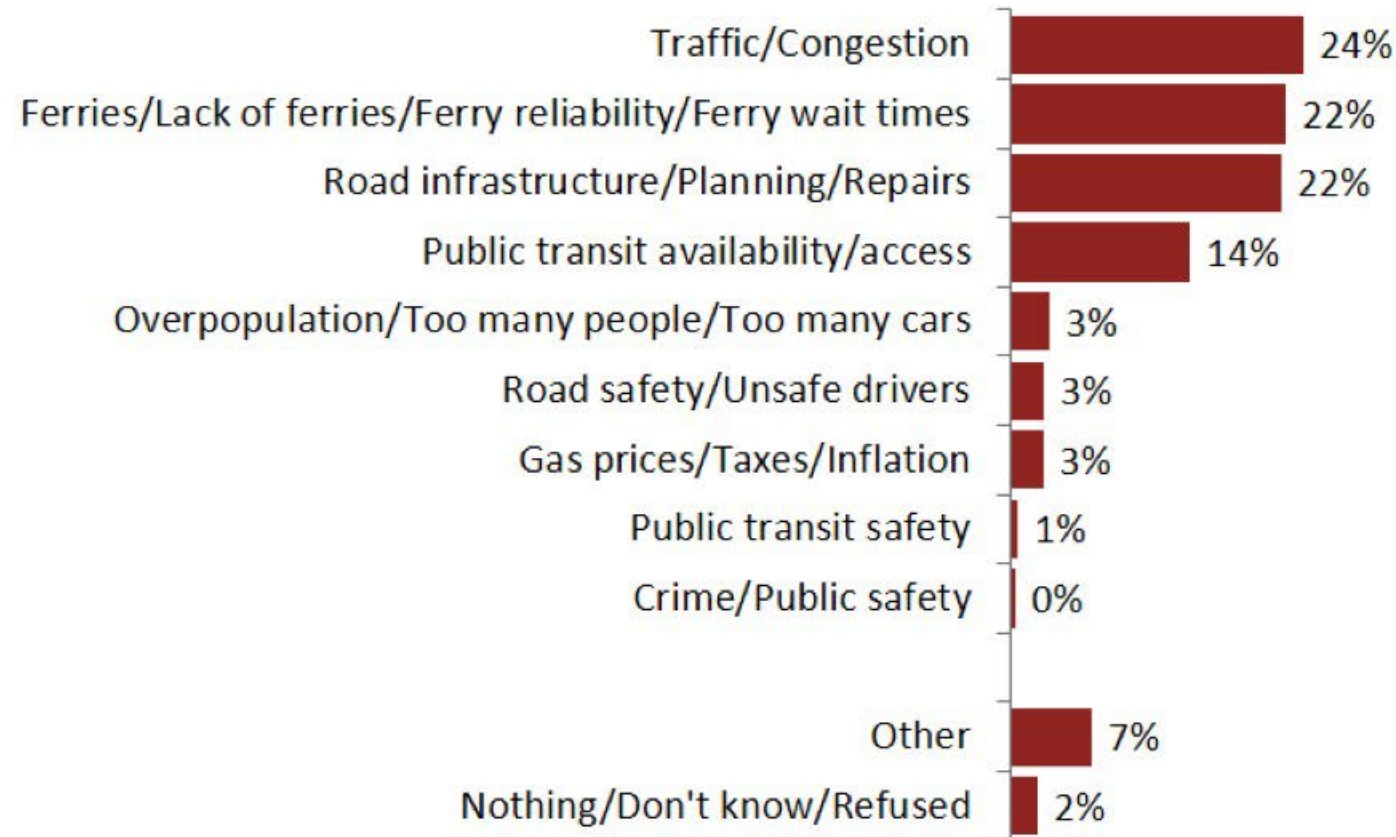
Q43-Q45. We have to make choices when it comes to how we spend dollars on transportation. Next are a series of statements. Please indicate whether you agree or disagree with each.



Kitsap County
n=300; MoE= $\pm 5.7\%$ pts

Most Important Transportation Problem

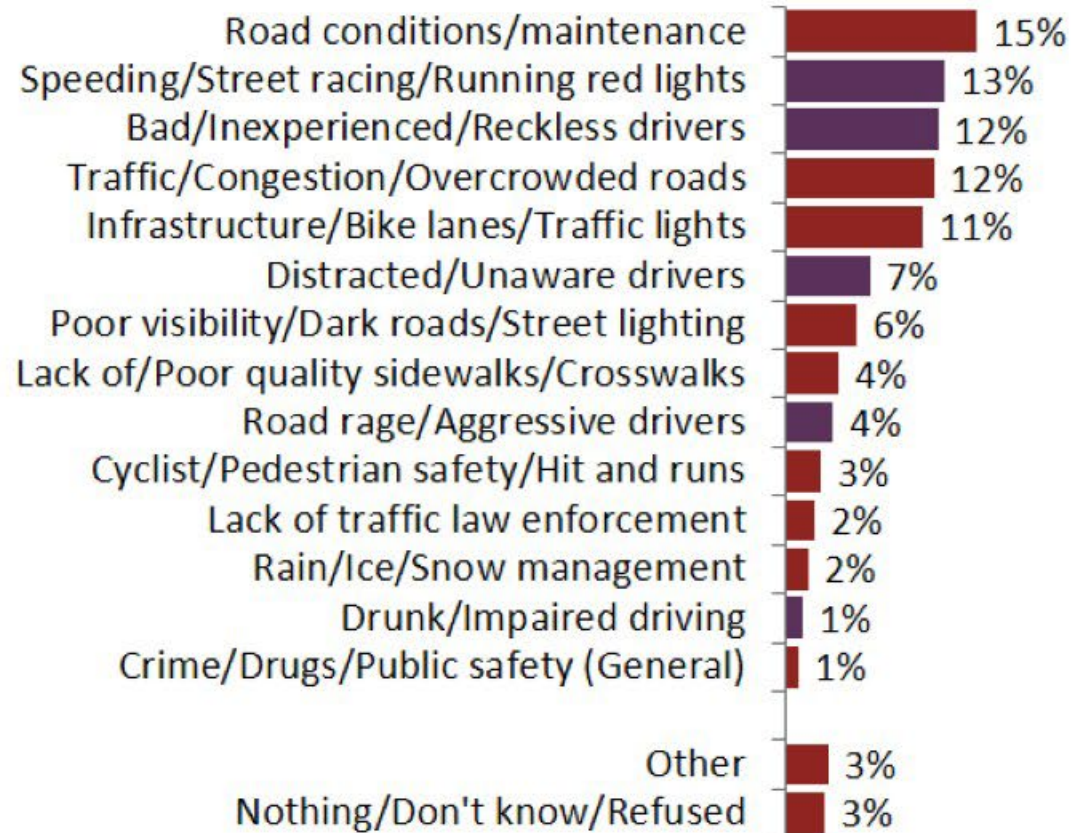
Thinking about all of the ways people get around Puget Sound, what do you think is the most important transportation problem facing the Puget Sound region today?



*(Open-ended
question; verbatim
responses coded
into categories)*

Biggest Local Road Safety Concern

When you think about how you get around where you live, what is your biggest concern when it comes to safety on our roads?

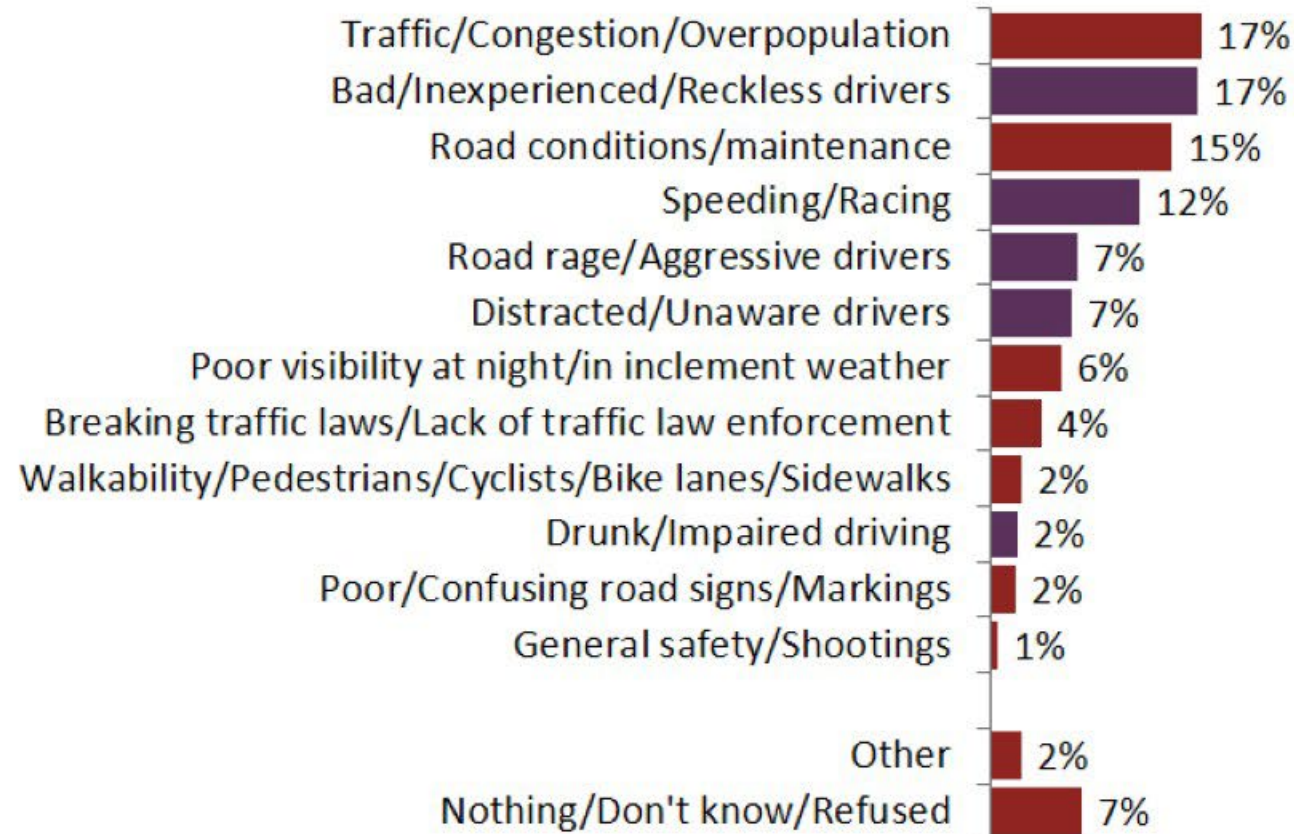


37% are about
drivers or bad
driving behavior

*(Open-ended
question; verbatim
responses coded
into categories)*

Biggest Regional Road Safety Concern

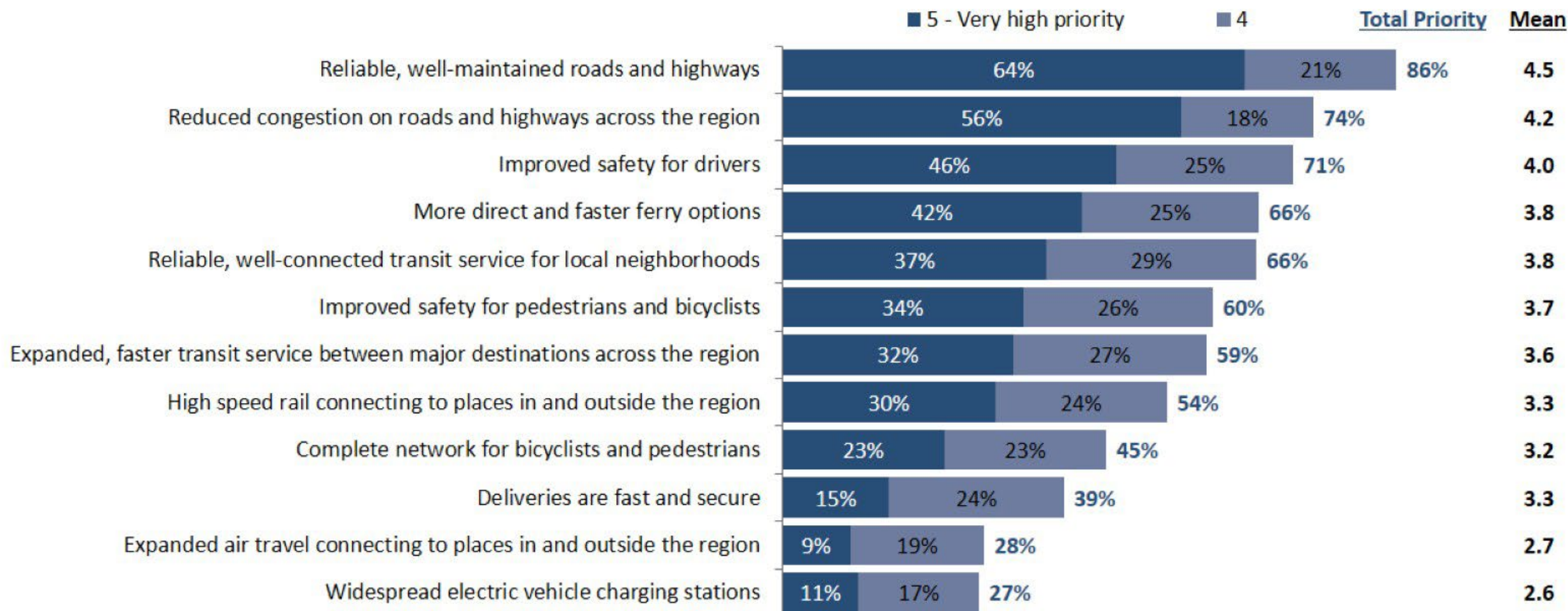
When you think about all other trips you make around the greater Puget Sound region, what is your biggest concern when it comes to safety on our roads?



44% are about
drivers or bad
driving behavior

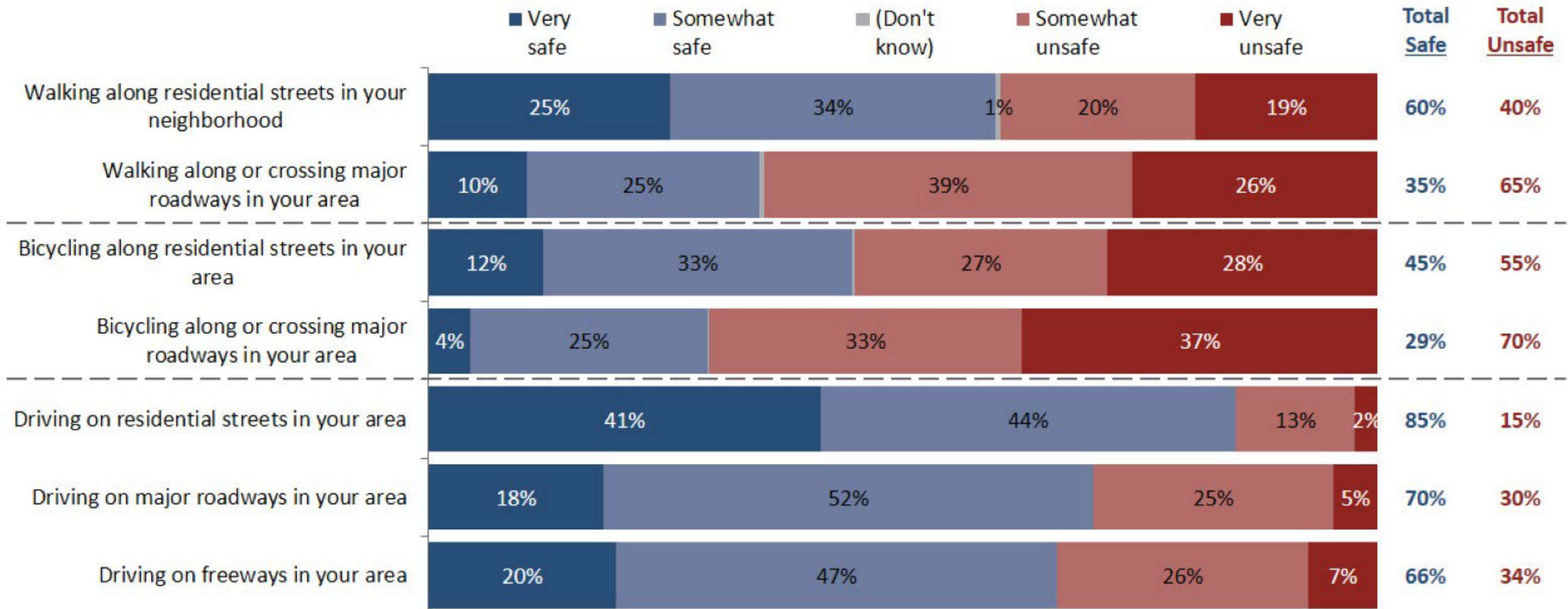
*(Open-ended
question; verbatim
responses coded
into categories)*

Transportation Priorities



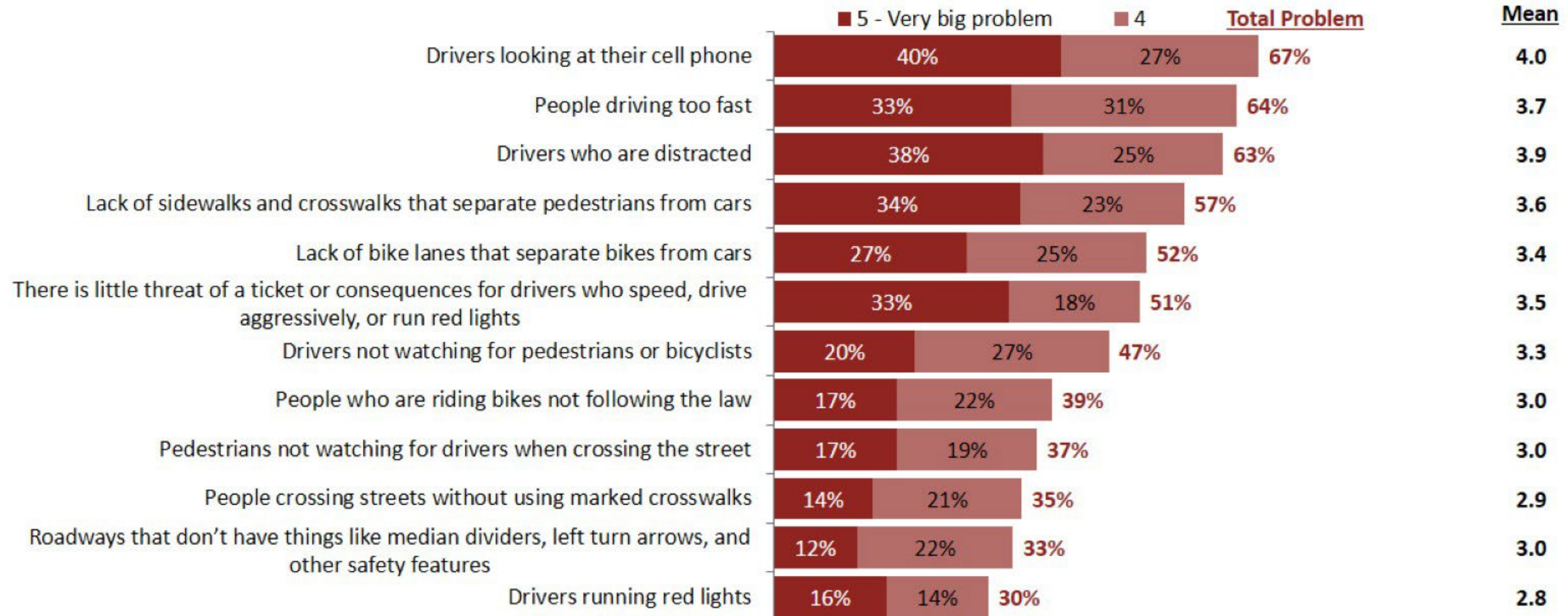
Q8-Q19. The Puget Sound region continues to grow and create more demands on the transportation system. Thinking about the transportation system in our area, please rate how much of a priority you feel each of the following should be for transportation in the central Puget Sound region.

Perceived Safety



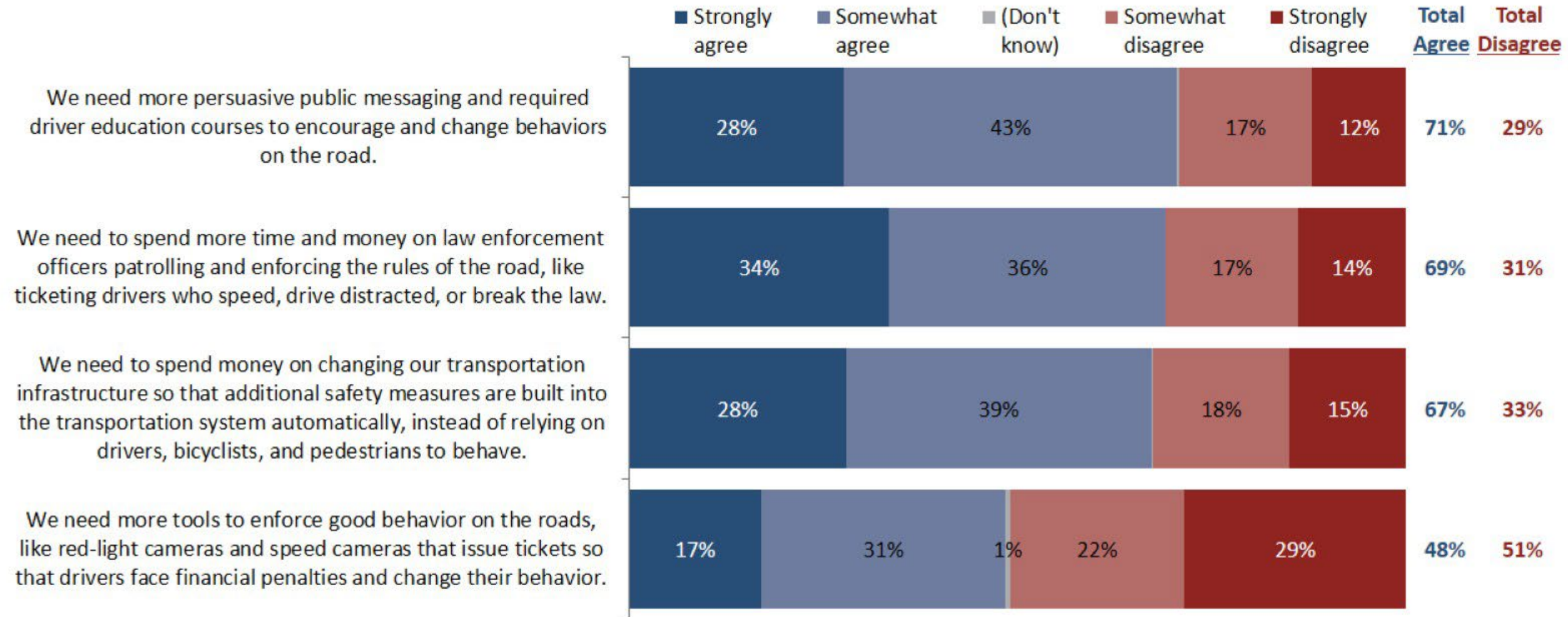
KITSAP COUNTY; MoE= ±5.7

Road Safety Problems



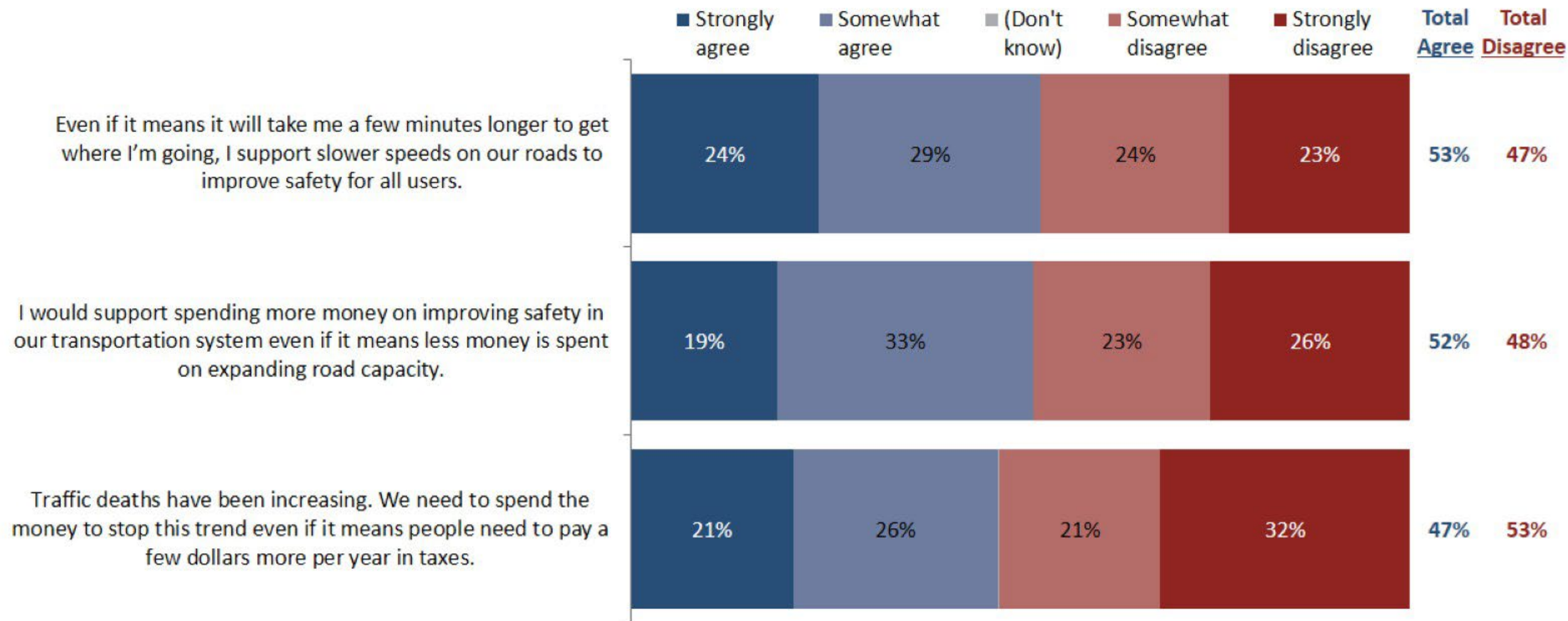
KITSAP COUNTY; MoE= ±5.7

Safety Investment Priorities



Q39-Q42. We have to make choices when it comes to how we spend dollars on transportation. Next are a series of statements. Please indicate whether you agree or disagree with each.

Road Safety Tradeoffs



Q43-Q45. We have to make choices when it comes to how we spend dollars on transportation. Next are a series of statements. Please indicate whether you agree or disagree with each.