Baltimore-Area Pedestrian-Safety Campaign 2019 Attitudes And Awareness Tracking

Post-Campaign Wave Highlights



September 2019





strategic research analytics modeling optimization



Research Approach



Research Objectives

- Measure awareness and recall of the Summer 2019 "Look Alive" campaign.
- Gather information on behaviors and perceptions around safe driving, walking, and biking.
- Understand differences by county and by primary means of transportation.

Research Design

An pre-campaign online survey was administered in May 2019 with a post-campaign survey following in August 2019.

Survey topics included the following:

- Awareness/recall of general advertising or news stories about pedestrian, driver, and bicyclist safety.
- Seriousness of safety issues and trends in their area.
- Perceptions of law enforcement.

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- Perceptions of behaviors for pedestrians, bicyclists, and drivers in their area.
- Self-reported engagement in unsafe behaviors.
- Campaign advertising recall (post-campaign only).



Sampling Qualifications

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Sample was drawn from Baltimore and surrounding counties.

Post-Campaign Wave	Sample
Baltimore City	135
Baltimore County	122
Anne Arundel County	83
Howard County	74
Harford/Carroll Counties	81
Primarily Drive	415
Primarily Walk, Bike, or Use Public Transportation	80





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Advertising/News Recall On Pedestrian/Driver/Bicyclist Safety

Close to half of these Baltimore-area residents have seen or heard advertising or news stories in the past 90 days concerning *pedestrian, driver*, and *bicyclist safety*. When asked about specific recall, more residents mentioned *bicyclist* and *pedestrian safety* than *driver safety*. In open-ended responses, mentions related to *pedestrian safety* increased notably since the last wave.



Advertising/News Recall	Wave 2	Wave 1
Pedestrian Safety (Net)	27%	16%
Pedestrian Crashes (Subnet)	14%	6%
Pedestrian getting hit by a car	11%	5%
Pedestrian safety	7%	2%
Crossing The Street (Subnet)	6%	2%



"Look Alive" Name/Personality Recognition*



About one in ten of these Baltimore-area residents recalled seeing "Look Alive" advertisements in the past three months (aided without images). Most commonly, these residents had seen the advertisements on *TV* (56%) and *online* (29%).





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"Look Alive" Campaign Visually Aided Recall*

When prompted with campaign images, 20% of these Baltimore-area residents recall seeing the ads. Image-aided recall of the "Look Alive" campaign was highest among Baltimore City residents, and among those who use primarily other means of transportation than a car.

Most of these respondents saw the "Look Alive" campaign ads on TV, followed by online, buses and transit shelters.

"Look Alive" Advertisement Stimuli **Recall Seeing Ads** Media Recalled 42% Television BRAKING NEWS: 31% Online Total 80% 20% 27% Bus LOOK ALIVE Transit shelter 17% Baltimore City (A) 24%^E 76% 13% Billboard EYES ON THE ROAD. **Baltimore County** Ad on top of a gas pump 5% 18% 82% (B) Other LOOK ALIVE Anne Arundel 19% 81% County (C) 3% Don't recall **READ THE HAND:** Howard County (D) 22% 78% STEER CLEAR WAIT FOR THE SIGNAL. OF CYCLISTS Harford/Carroll LOOK ALIVE 13% 87%^A HEN PASSING Counties (E) LOOK ALIVE Yes No

> Primarily Drive (F) = 18% Primarily Other (G) = 29%^F



Perceptions Of Behaviors And Trends (Past 3 Years)



As observed in the previous wave, the most concerning behavior is drivers talking, texting/ checking phone while driving. Residents also believe this behavior is happening more often, especially compared to other issues.

Aggressive drivers and drivers exceeding the speed limit also appear as top concerns, and happening more often.

Happening More Often / Less Serious Happening More Often / More Serious Happening More Often Pedestrians Talking, Texting/Checking Cell Phone While Walking Drivers Talking. Texting/Checking Cell Phone While Driving Aggressive Drivers (Following Too Close To Bicyclists, Drivers Running Red Lights Improper Lane Change) end in My Pedestrians Crossing Against And Stop Signs The Walk/Don't Walk Signal Pedestrians Illegally Crossing Drivers Exceeding The Speed Mid-Block Limit Drivers/Vehicles Blocking The Crosswalk Drivers Who Aren't Stopping For Pedestrians Drivers Passing Bicyclists In An Unsafe Manner Bicyclists Running Red Lights Drivers Who Seem To Have And Stop Signs Drivers Driving Too Close To A Been Drinking Happening Bicyclist Less Often Happening Less Often / Less Serious Happening Less Often / More Serious Less More **Seriousness of Problem** Serious Serious SHERRY MATTHEWS GROUP

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Baltimore-Area Pedestrian-Safety Post-Campaign Report

Self-Reporting Of Serious Behaviors





Baltimore-Area Pedestrian-Safety Post-Campaign Report



Additional Funding On Improvements For Safer Walking/Biking

There is strong support for *additional funding on improvements for safer walking and biking*. This is true across all areas, but more so in Anne Arundel County, where support for additional funding increased from 75% to 87% since last wave.





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