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

Post-Campaign Wave Final Report

September 18, 2019

Decision Analyst
strategic research ■ analytics ■ modeling ■ optimization

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Research Objectives

Research Objectives

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

This report reflects the post-campaign wave, conducted from August 6 through August 21, 2019. Comparisons are included to the pre-campaign wave, conducted in May 2019.

Research Design

Research Approach

- An online survey was administered in August 2019 (post-campaign) preceded by pre-campaign wave in May. All survey participants reside in Baltimore City and the surrounding counties.

- Survey topics included the following:
  - Awareness and recall of general advertising or news stories about pedestrian, driver, and bicyclist safety.
  - Seriousness of safety issues and trends in their area.
  - Perceptions of behaviors for pedestrians, bicyclists, and drivers in their area.
  - Strictness of law enforcement regarding pedestrians, bicyclists, and drivers.
  - Engagement in unsafe behaviors.
  - Campaign advertising recall (post-campaign wave only).

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

Analysis

- Results were analyzed in total, by area, and by means of transportation (drive vs. all other).

- Significant differences in key metrics, at the 90% confidence level, are noted by area/segment and will be noted in the post-campaign report between the two campaign waves.

- Data was weighted to more closely match the area demographics.

- A sample augment was used to attain a readable base of non drivers as primary means of transportation.

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Sampling Qualifications

Sample was drawn from Baltimore and surrounding counties.

Sample Frame:

- Respondents must reside in one of five cities/counties in Maryland:
  - Baltimore City
  - Baltimore County
  - Anne Arundel County
  - Howard Country
  - Harford or Carroll County

- Primarily drive, walk/bike, or take public transportation as the main mode of transportation.

- Males and females, aged 25 to 49 years old.

- Data in this report to 50/50 male/female, and by county to match the pre-campaign wave.

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Management Summary
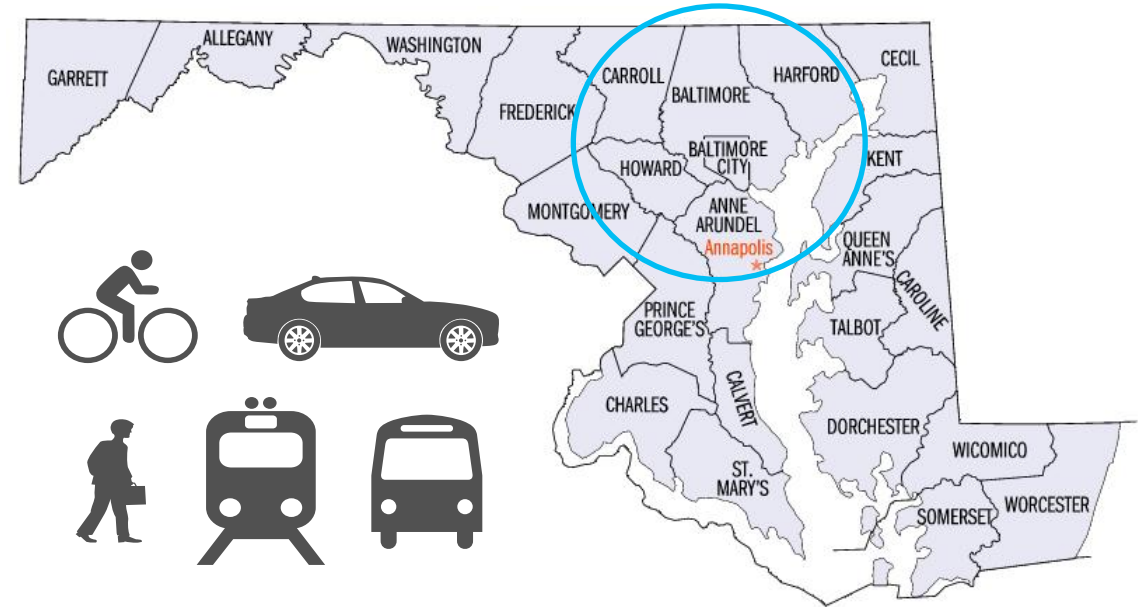
Key Findings

Seriousness Of Behaviors And Trends (Past 3 Years)

Self-Reporting Of Serious Behaviors

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Key Findings

- About half of the Baltimore-area residents recalled advertising or news stories about *pedestrian, driver*, and *bicyclist safety*. This was fairly even across areas. There was no significant change in where residents recalled seeing advertisements or news stories since the pre-campaign wave. However, among those respondents who recalled seeing advertisements, ads or news about *pedestrian safety* were mentioned significantly more often this wave.

- Fewer than 1 in 5 of these Baltimore-area residents have seen advertising in the past 90 days concerning *pedestrian safety*—notably less in Harford/Carroll Counties compared to the other areas.

- Roughly 1 in 10 of these Baltimore-area residents recalled seeing "Look Alive" ads in the past 3 months. After being prompted with images from the campaign, 20% recalled seeing the advertisements.
  - *Image-aided ad recall was highest in Baltimore City, where 24% of the residents recalled seeing the campaign ads.*
  - *29% of those who primarily use something other than a car for transportation recalled the campaign, while only 18% of drive-primarily recalled the campaign.*
  - *42% of those who recalled seeing ads for the "Look Alive" campaign saw it on TV, 31% saw it online, 27% on a bus, and 17% in a transit shelter.*

- Compared to the pre-campaign wave, these Baltimore-area residents perceived *speeding*, *using cell phones while driving* or *walking* and *blocking the crosswalk* to be more serious than they did in May.

- More residents now, compared to the previous wave, perceive an upward trend in unsafe behaviors over the past three years; the change since May is most notable for:
  - *Pedestrians talking, texting/checking phone while walking* (66% see it "more often," +6 percentage points).
  - *Pedestrians illegally crossing mid-block* (39% see it "more often," +6 percentage points).
  - *Drivers running red lights and stop signs* (39% see it "more often," +7 percentage points).
  - *Pedestrians crossing against the walk/don't walk signal* (37% see it "more often," +5 percentage points).
  - *Drivers passing bicyclists in an unsafe manner* (34% see it "more often," +6 percentage).
  - *Drivers driving too close to bicyclists* (33% see it "more often," +9 percentage).

- 31% of these residents think that biking in the area is "not safe at all," a 6-percentage point uptick since the last wave. There was no significant change on how these Baltimore-area residents viewed safety for *pedestrians* and *drivers.*
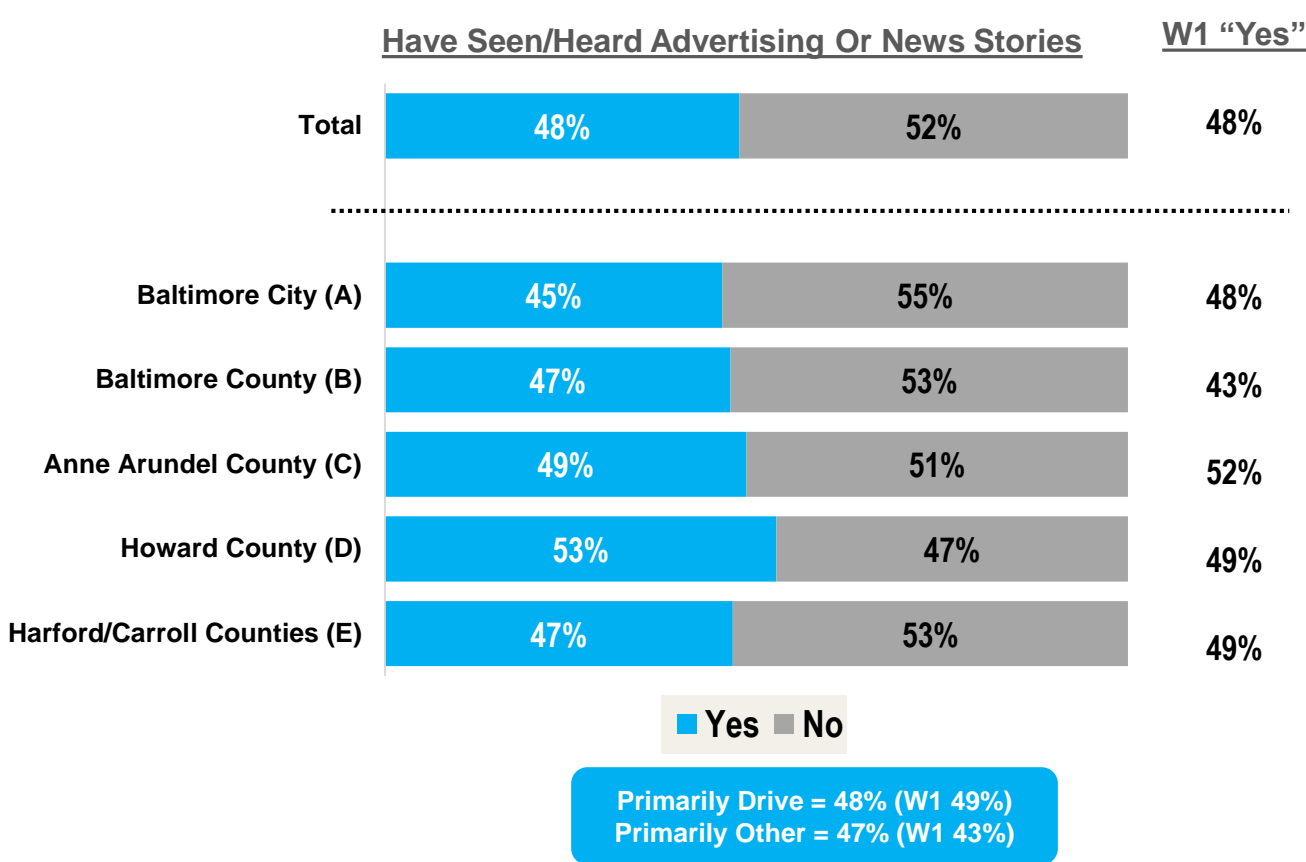
Advertising Recall

Advertising/News Recall On Pedestrian/Driver/Bicyclist Safety

Pedestrian Safety Message Recall

Campaign Recall (Post-Campaign Wave Only)

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.
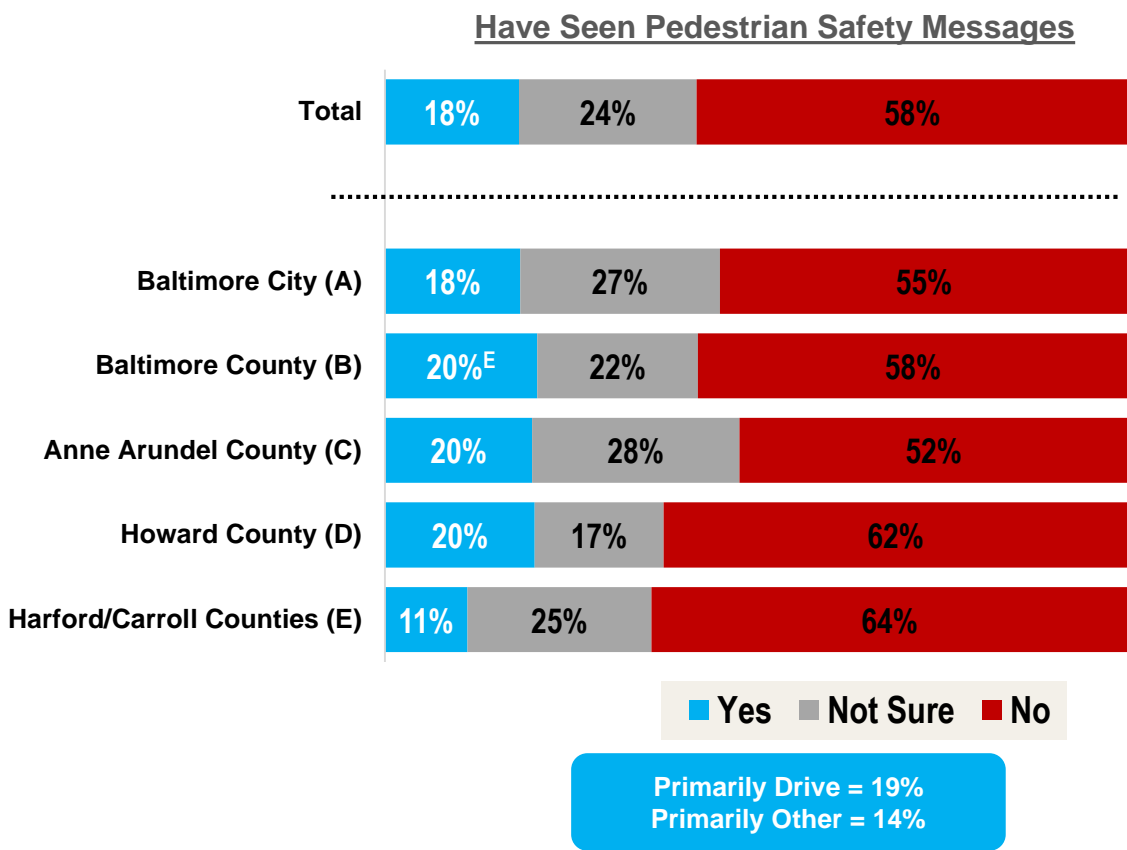
Have Seen/Heard Advertising Or News Stories

	Yes	No	W1 "Yes"
Total	48%	52%	48%
Baltimore City (A)	45%	55%	48%
Baltimore County (B)	47%	53%	43%
Anne Arundel County (C)	49%	51%	52%
Howard County (D)	53%	47%	49%
Harford/Carroll Counties (E)	47%	53%	49%

Primarily Drive = 48% (W1 49%)
Primarily Other = 47% (W1 43%)

Advertising/News Recall	W2	W1
Bicyclist Safety (Net)	**29%**	**30%**
Bike Lanes (Subnet)	8%	10%
Installing more bike lanes/bike lane advocacy	5%	6%
Bicyclist getting hit/killed	7%	3%
Be aware of bicyclists	6%	6%
Bicycle safety	5%	4%
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%
Driver Safety (Net)	**19%**	**21%**
Drivers need to look out for pedestrians/pedestrians using crosswalks	5%	5%
Not using your phone while driving/Dangers of texting and driving	5%	4%
To buckle up	**5%**	**1%**
Slogans (Net)	10%	11%
"Share the road"	9%	9%
Miscellaneous comments where ad seen/heard (exclusive	7%	5%
Safety/Advocating safety/safety guidelines	6%	3%

Pedestrian Safety Message Recall*

Fewer than 1 in 5 of these Baltimore-area residents have seen messaging in the past 90 days concerning *pedestrian safety*.

When asked about specific safety messaging, roughly 1 in 3 residents mentioned *pedestrian safety*, notably more than for *driver* and *bicyclist safety.*

Have Seen Pedestrian Safety Messages

	Yes	Not Sure	No
Total	18%	24%	58%
Baltimore City (A)	18%	27%	55%
Baltimore County (B)	20%E	22%	58%
Anne Arundel County (C)	20%	28%	52%
Howard County (D)	20%	17%	62%
Harford/Carroll Counties (E)	11%	25%	64%

■ **Yes** ■ **Not Sure** ■ **No**

Primarily Drive = 19%
Primarily Other = 14%

Pedestrian Safety Message Recall	
Pedestrian Safety (Net)	**34%**
Crossing The Street (Subnet)	*16%*
Advising pedestrians to look before crossing the street	7%
Pedestrian safety	7%
Miscellaneous comments where ad seen/heard (exclusive)	10%
Driver Safety (Net)	**9%**
Visual Elements (Net)	**8%**
Bicyclist Safety (Net)	**8%**
Be aware of your surroundings/Stay alert/Be mindful	5%
Safety/Advocating safety/safety guidelines	5%

Q13A. Do you recall seeing any pedestrian safety messages in the past three months?
Q13B. What do you remember about the pedestrian safety messages you've seen in the past three months? *Shows mentions of 5% or greater.
A/B/C/D/E/F/G indicates significantly higher than other areas/segments at the 90% confidence level.
Base: Total (n=495);); Baltimore City (n=135); Baltimore County (n=122); Anne Arundel County (n=83); Howard County (n=74); Harford/Carroll Counties (n=81); Primarily Drive (n=415); Primarily Other (n=80); Have Seen Pedestrian Safety Messages (n=85)
Source: Statistical Tables 101 and 102, Banner 1 Weighted. * Not asked in pre-campaign wave.

"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%).

Have Seen "Look Alive" Advertising Campaign

	Yes	Not Sure	No
Total	11%	17%	72%
Baltimore City (A)	16%E	17%	67%
Baltimore County (B)	10%E	16%	74%
Anne Arundel County (C)	12%E	20%	69%
Howard County (D)	13%E	12%	75%
Harford/Carroll Counties (E)	4%	21%	76%

■ Yes ■ Not Sure ■ No

Primarily Drive (F) = 11%
Primarily Other (G) = 10%
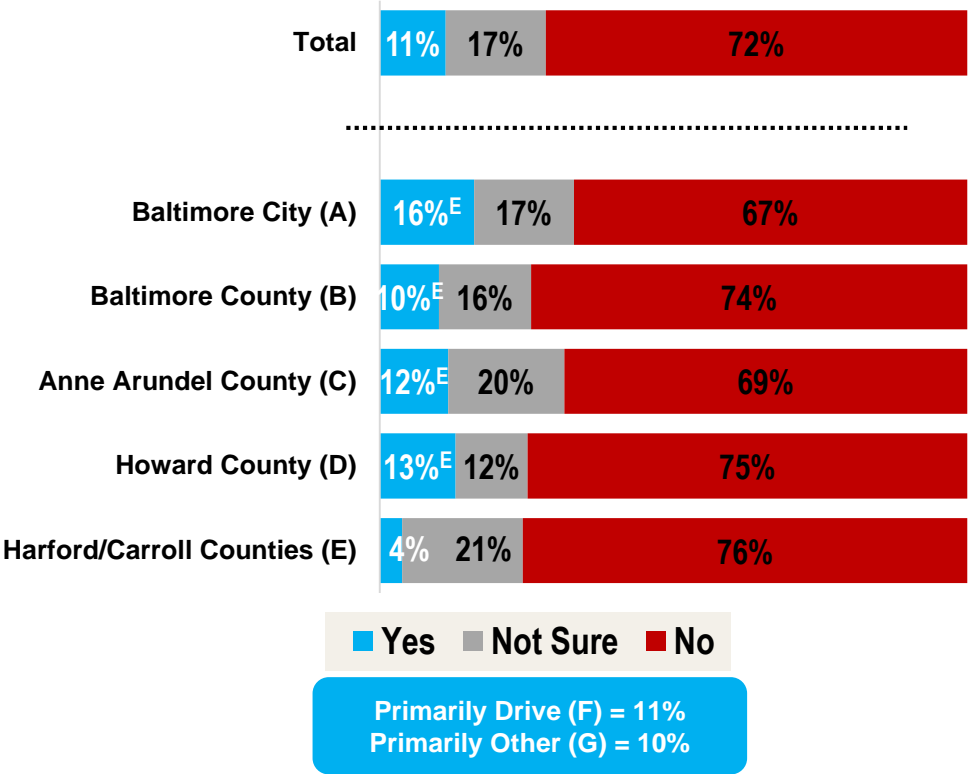
Where have seen "Look Alive" Ad Campaign

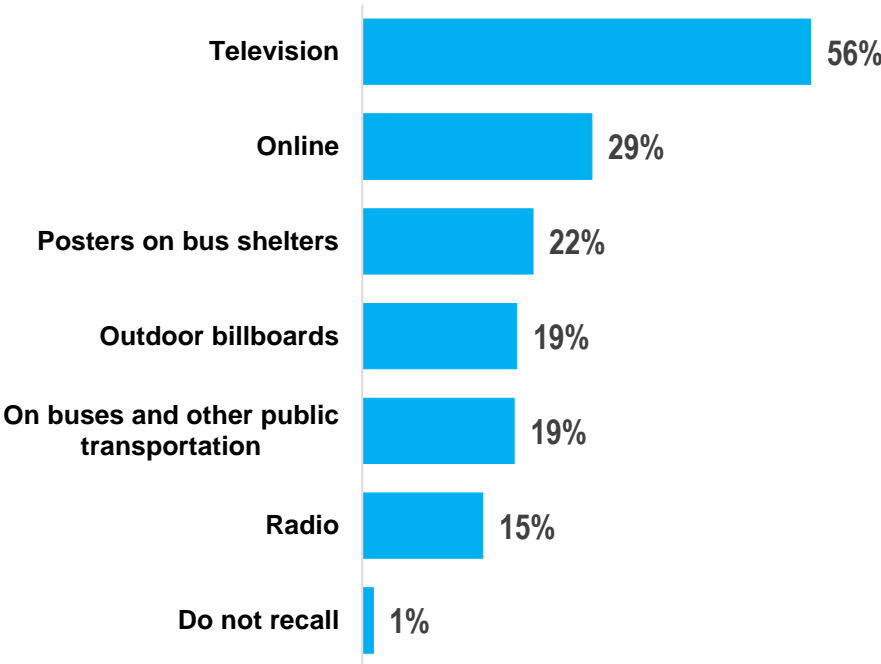|	
Television	56%
Online	29%
Posters on bus shelters	22%
Outdoor billboards	19%
On buses and other public transportation	19%
Radio	15%
Do not recall	1%

"Look Alive" Recall**

Pedestrian Safety (Net)	**39%**
Crossing The Street (Subnet)	28%
Advising pedestrians to look up from their phones when walking/crossing the street	9%
Pedestrian safety	9%
Visual Elements (Net)	**25%**
The safety light/signal-crossing lady/in white dress	12%
All other presentation comments	13%

Q13BB. Do you recall seeing any advertising for the "Look Alive" Signal Woman pedestrian safety campaign in the past three months?
Q13C. Where do you recall seeing or hearing the advertising for the "Look Alive" Signal Woman campaign?
Q13D. Please briefly describe what you recall the advertising saying. *Shows mentions of 9% or greater ** Caution: small base size.
A/B/C/D/E/F/G indicates significantly higher than other areas/segments at the 90% confidence level.
Base: Total (n=495); Baltimore City (n=135); Baltimore County (n=122); Anne Arundel County (n=83); Howard County (n=74); Harford/Carroll Counties (n=81); Primarily Drive (n=415); Primarily Other (n=80); Have Seen "Look Alive" campaign (n=52)
Source: Statistical Tables 103, 104 and 105 Banner 1 Weighted. * Not asked in pre-campaign wave. ** Caution: small base size.

"Look Alive" Campaign 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
(A TV Spot Was Also Shown)

Have Seen These Ads In The Past Month

	Yes	No
Total	20%	80%
Baltimore City (A)	24%[E]	76%
Baltimore County (B)	18%	82%
Anne Arundel County (C)	19%	81%
Howard County (D)	22%	78%
Harford/Carroll Counties (E)	13%	87%[A]

■ Yes ■ No
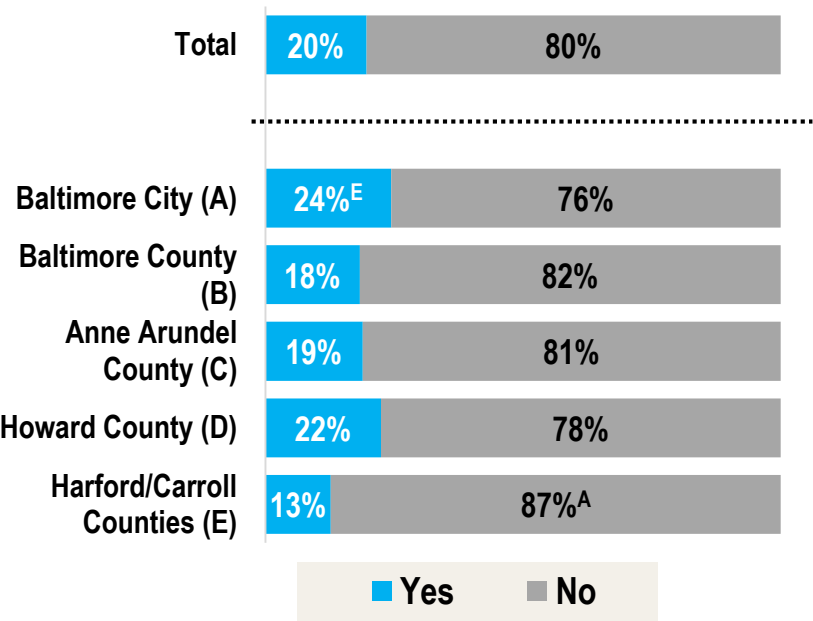
Primarily Drive (F) = 18%
Primarily Other (G) = 29%[F]

Where Have Seen These "Look Alive" Ad Campaign**

Television	42%
Online	31%
Bus	27%
Transit shelter	17%
Billboard	13%
Ad on top of a gas pump	5%
Other	2%
Don't recall	3%
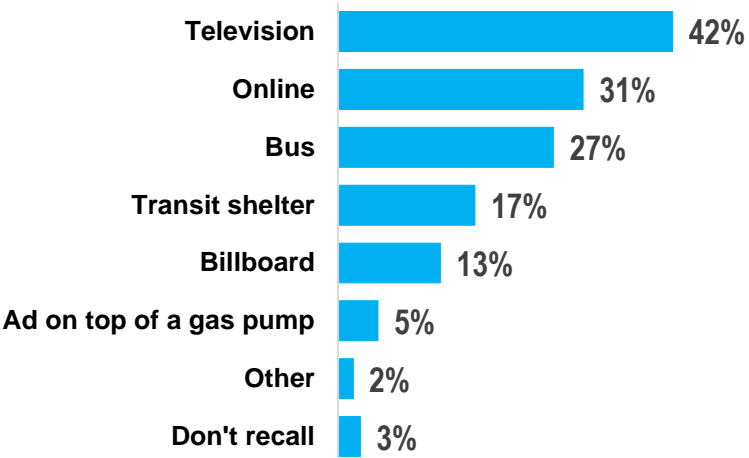
Older residents (35 to 49 years) were significantly more likely to have seen the ads: 23% recall, versus 16% among 25-to-34 year-olds.**

Among those who have seen the ads, older residents skewed directionally higher for TV and transit shelter. Younger residents skewed higher for bus, billboard, and gas pump. None of the media type differences were significant by age group.

Q13E. Have you seen this ad in the past month?
Q13F. Where did you see the ad?
A/B/C/D/E/F/G indicates significantly higher than other areas/segments at the 90% confidence level.
Base: Total (n=495); Baltimore City (n=135); Baltimore County (n=122); Anne Arundel County (n=83); Howard County (n=74); Harford/Carroll Counties (n=81); Primarily Drive (n=415); Primarily Other (n=80); Have Seen "Look Alive" campaign (n=52)
* Not asked in pre-campaign wave. ** Caution: small base sizes.
Source: Statistical Tables 106 and 107 Banner 1 Weighted

Perceptions Of Traffic Issues

Seriousness Of Traffic Issues

Unsafe Behavior Trends

Safety Of Streets By Transportation Type

Agreement With Traffic Statements

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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

Happening Less Often

Trend in My Area

Pedestrians Talking, Texting/Checking Cell Phone While Walking

Drivers Talking, Texting/Checking Cell Phone While Driving

Aggressive Drivers (Following Too Close To Bicyclists, Improper Lane Change)

Pedestrians Crossing Against The Walk/Don't Walk Signal

Drivers Running Red Lights And Stop Signs

Pedestrians Illegally Crossing Mid-Block

Drivers Exceeding The Speed Limit

Drivers/Vehicles Blocking The Crosswalk

Drivers Who Aren't Stopping For Pedestrians

Drivers Passing Bicyclists In An Unsafe Manner

Bicyclists Running Red Lights And Stop Signs

Drivers Driving Too Close To A Bicyclist

Drivers Who Seem To Have Been Drinking

Happening Less Often / Less Serious

Happening Less Often / More Serious

Less Serious

More Serious

Seriousness of Problem

Self-Reporting Of Serious Behaviors

Talking, texting/checking cell phone while walking and *exceeding the speed limit while driving* were the top two behaviors residents admitted to doing "often," with speeding being the more serious offense.

Some behaviors while driving (especially related to phone use) are seen as more serious, but not admitted to as often.

I Do Often

I Don't Do As Often

Frequency Personally Engage in Unsafe Behavior

Do Often / Less Serious

Do More Often / More Serious

Do Less Often / Less Serious

Do Less Often / More Serious

Pedestrians Talking, Texting/Checking Cell Phone While Walking

Drivers Exceeding The Speed Limit

Talking on Cell Phone While Driving

Pedestrians Illegally Crossing Mid-Block

Drivers Passing Bicyclists In An Unsafe Manner

Bicyclists Running Red Lights And Stop Signs

Drivers Running Red Lights And Stop Signs

Texting/Checking Cell Phone While Driving

Drivers/Vehicles Blocking The Crosswalk

Drivers Driving Too Close To A Bicyclist

Drivers Who Aren't Stopping For Pedestrians

Aggressive Drivers

Less Serious

More Serious

Seriousness of Problem

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Perceived Seriousness Of Traffic Issues

Phone distractions among drivers are a "very serious" issue for almost three-fourths of area residents. This is followed by *aggressive driving* and *exceeding the speed limit.*

Phone distractions, exceeding the speed limit, pedestrians talking/checking phones while walking, and *drivers blocking the crosswalk* are seen as "very serious" at a significantly higher rate than in the pre-campaign wave.

Perceived Level Of Seriousness Of Issue

W1 Top Box

Issue	Very Serious	Somewhat Serious	Not Very Serious	Not At All Serious	W1 Top Box
Drivers talking, texting/checking cell phone while driving	73%^	22%	4%	1%	67%
Aggressive drivers	60%	24%	13%	4%	56%
Drivers exceeding the speed limit	56%^	30%	11%	3%	50%
Pedestrians talking, texting/checking cell phone while walking	50%^	30%	17%	3%	42%
Drivers running red lights and stop signs	49%	27%	20%	4%	47%
Drivers who aren't stopping for pedestrians	46%	28%	19%	6%	48%
Drivers who seem to have been drinking	46%	25%	23%	6%	47%

■ Very Serious ■ Somewhat Serious ■ Not Very Serious ■ Not At All Serious

W1 Top Box

Issue	Very Serious	Somewhat Serious	Not Very Serious	Not At All Serious	W1 Top Box
Drivers driving too close to a bicyclist	40%	35%	20%	6%	39%
Drivers passing bicyclists in an unsafe manner	39%	33%	23%	5%	41%
Pedestrians illegally crossing mid-block	38%	35%	19%	8%	34%
Pedestrians crossing against the walk/don't walk signal	38%	33%	23%	6%	35%
Bicyclists running red lights and stop signs	38%	23%	29%	10%	39%
Drivers/vehicles blocking the crosswalk	34%^	35%	24%	7%	28%

■ Very Serious ■ Somewhat Serious ■ Not Very Serious ■ Not At All Serious

Q3. Below is a list of driver, bicyclist, and pedestrian behaviors. In your area, how serious of a problem is each of these?
Base: Total W2 (n=495); Total W1 (n=438)
Source: Statistical Tables 8-20, Banner 1 Weighted, Banner 2 Weighted
^/v significantly higher or lower than wave 1 at the 90% confidence level.

Perceived Seriousness Of Traffic Issues By Area/Type

Concern over these issues is generally higher in Baltimore City, Baltimore County, and among those who walk, bike, or take public transportation, compared to those who primarily drive to destinations.

Issue Is *Very Serious*	Baltimore City (A)	Baltimore County (B)	Anne Arundel County (C)	Howard County (D)	Harford/ Carroll Counties (E)	Primarily Drive (F)	Primarily Other (G)
Drivers talking, texting/checking cell phone while driving	75%^	77%	73%	67%	74%	72%	81%F^
Aggressive drivers (following too close to bicyclists, improper lane change)	58%	63%D	68%D^	49%	59%	59%	64%
Drivers exceeding the speed limit	55%D	60%D	68%AD	41%	55%D	54%	65%F
Pedestrians talking, texting/checking cell phone while walking	53%E	50%	59%E^	46%	41%	51%^	46%
Drivers running red lights and stop signs	55%CD	58%CD^	40%	41%	48%	47%	61%F^
Drivers who aren't stopping for pedestrians	50%D	54%D	42%	33%	46%D	44%	59%F
Drivers who seem to have been drinking	47%	47%	41%	39%	53%D	44%	54%F
Drivers driving too close to a bicyclist	44%	45%	35%	33%	40%	37%	53%F
Drivers passing bicyclists in an unsafe manner	46%D	44%D	37%	29%	37%	37%	55%F
Pedestrians illegally crossing mid-block	53%BCDE^	38%E	36%	34%	25%	36%	49%F
Pedestrians crossing against the walk/don't walk signal	49%CDE^	47%CDE	28%	28%	31%	36%	50%F
Bicyclists running red lights and stop signs	43%C	38%	29%v	36%	41%	37%	42%
Drivers/vehicles blocking the crosswalk	43%DE	36%	34%	27%	29%	33%^	44%F^

Q3. Below is a list of driver, bicyclist, and pedestrian behaviors. In your area, how serious of a problem is each of these?
Base: Total (n=495); Baltimore City (n=135); Baltimore County (n=122); Anne Arundel County (n=83); Howard County (n=74); Harford/Carroll Counties (n=81); Primarily Drive (n=415); Primarily Other (n=80);
A/B/C/D/E/F/G indicates significantly higher than other areas/segments at the 90% confidence level. Red box indicates significantly higher than at least 2 other areas.
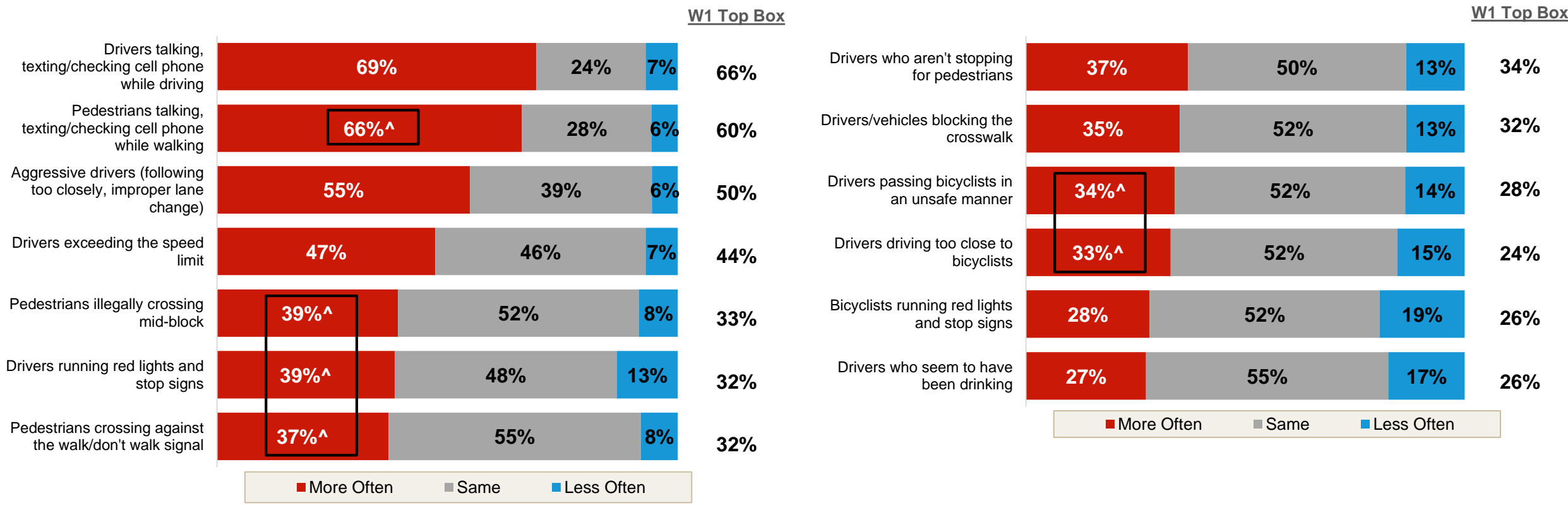Source: Statistical Table 22, Banner 1 Weighted
^/v significantly higher or lower than wave 1 at the 90% confidence level.

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Perceived Trends In Unsafe Behaviors

Talking, texting/checking a cell phone while driving or *walking* is a major concern for these residents, with about two-thirds seeing a trend upward in the past three years.

Several unsafe behaviors were reported more than in the previous wave—the largest increase was for *drivers driving too close to bicyclists* (+9 percentage points).

Trends In Unsafe Behaviors (Past 3 Years)

W1 Top Box

Behavior	More Often	Same	Less Often	W1 Top Box
Drivers talking, texting/checking cell phone while driving	69%	24%	7%	66%
Pedestrians talking, texting/checking cell phone while walking	66%^	28%	6%	60%
Aggressive drivers (following too closely, improper lane change)	55%	39%	6%	50%
Drivers exceeding the speed limit	47%	46%	7%	44%
Pedestrians illegally crossing mid-block	39%^	52%	8%	33%
Drivers running red lights and stop signs	39%^	48%	13%	32%
Pedestrians crossing against the walk/don't walk signal	37%^	55%	8%	32%

■ More Often ■ Same ■ Less Often

Behavior	More Often	Same	Less Often	W1 Top Box
Drivers who aren't stopping for pedestrians	37%	50%	13%	34%
Drivers/vehicles blocking the crosswalk	35%	52%	13%	32%
Drivers passing bicyclists in an unsafe manner	34%^	52%	14%	28%
Drivers driving too close to bicyclists	33%^	52%	15%	24%
Bicyclists running red lights and stop signs	28%	52%	19%	26%
Drivers who seem to have been drinking	27%	55%	17%	26%

■ More Often ■ Same ■ Less Often

Q4. Over the past three years, do you believe these behaviors are happening less often, more often, or staying about the same in your area?
Base: Total W2 (n=495); Total W1 (n=438)
Source: Statistical Tables 8-20, Banner 1 Weighted, Banner 2 Weighted
^/v significantly higher or lower than wave 1 at the 90% confidence level.

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Perceived Trends In Unsafe Behaviors By Area/Type

A large percentage of Anne Arundel County residents see *cell phone use while driving* "more often" compared to three years ago. The trend is notably less pronounced in Baltimore City and Harford/Carroll Counties.

Aggressive driving was cited most often in Anne Arundel County.

Happening *More Often* (Past 3 Years)	Baltimore City (A)	Baltimore County (B)	Anne Arundel County (C)	Howard County (D)	Harford/ Carroll Counties (E)	Primarily Drive (F)	Primarily Other (G)
Drivers talking, texting/checking cell phone while driving	65%	74%	77%^{AE}	69%	64%	69%	70%$^{\wedge}$
Pedestrians talking, texting/checking cell phone while walking	70%$^{\wedge}$	69%	67%	64%	60%	65%	72%$^{\wedge}$
Aggressive drivers (following too closely, improper lane change)	51%	60%$^{\wedge}$	65%$^{ADE\wedge}$	49%	49%	54%	59%
Drivers exceeding the speed limit	46%	53%	51%$^{\wedge}$	43%	43%$^{\vee}$	47%	51%
Pedestrians illegally crossing mid-block	45%^{C}	44%^{C}	31%	37%	35%	38%	45%$^{\wedge}$
Drivers running red lights and stop signs	42%	43%	40%$^{\wedge}$	33%	34%	37%	45%$^{\wedge}$
Pedestrians crossing against the walk/don't walk signal	46%^{CDE}	43%$^{CDE\wedge}$	31%	31%	31%	35%	51%$^{F\wedge}$
Drivers who aren't stopping for pedestrians	43%^{E}	35%	38%	37%	31%	35%	47%^{F}
Drivers/vehicles blocking the crosswalk	36%	33%	46%$^{BDE\wedge}$	28%	32%	34%	40%^{F}
Drivers passing bicyclists in an unsafe manner	34%	35%	46%$^{ADE\wedge}$	27%	27%	31%	52%$^{F\wedge}$
Drivers driving too close to bicyclists	37%	34%$^{\wedge}$	36%$^{\wedge}$	30%	26%	31%$^{\wedge}$	43%$^{F\wedge}$
Bicyclists running red lights and stop signs	37%^{BC}	23%	23%	26%	29%	27%	33%$^{\wedge}$
Drivers who seem to have been drinking	27%	34%^{CD}	23%	18%	32%^{D}	26%	37%^{F}

Q4. Over the past three years, do you believe these behaviors are happening less often, more often, or staying about the same in your area?
Base: Total (n=495); Baltimore City (n=135); Baltimore County (n=122); Anne Arundel County (n=83); Howard County (n=74); Harford/Carroll Counties (n=81); Primarily Drive (n=415); Primarily Other (n=80);
A/B/C/D/E/F/G indicates significantly higher than other areas/segments at the 90% confidence level. Red box indicates significantly higher than at least 2 other areas.
Source: Statistical Table 42, Banner 1 Weighted
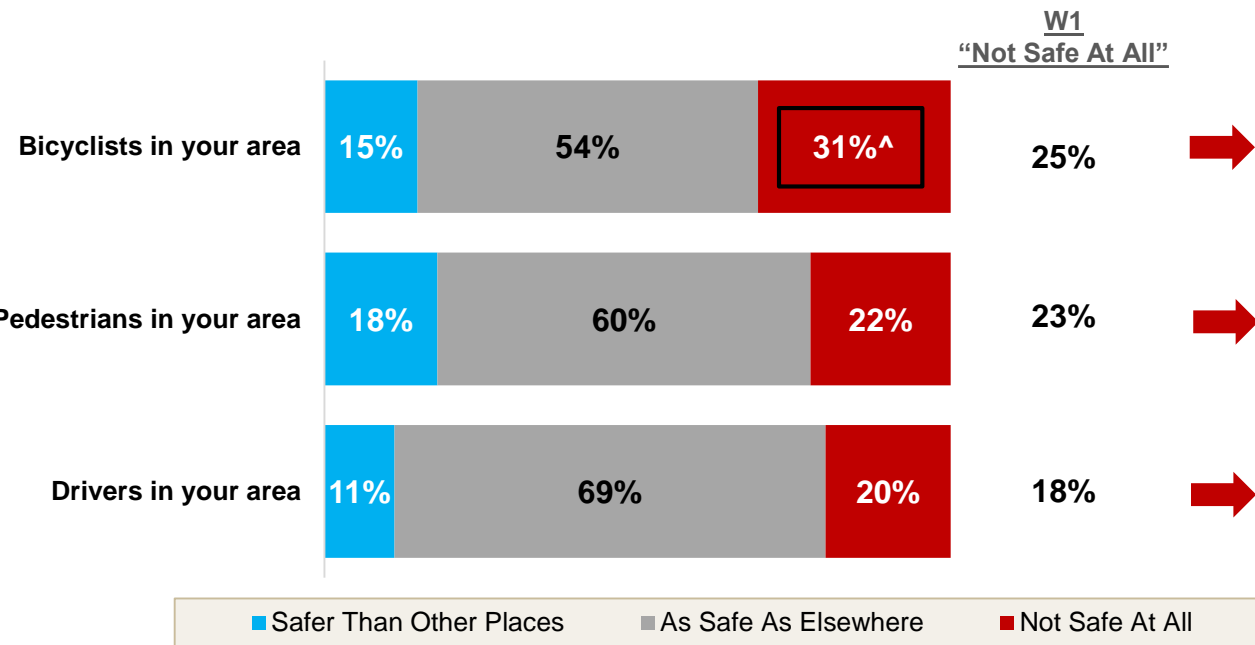^/v significantly higher or lower than wave 1 at the 90% confidence level.

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Safety Of Streets By Transportation Type

> *Bicyclist traffic is* seen as "not safe at all" by at least 24% of residents in all areas. Residents in Baltimore City and Baltimore County have significantly more concerns about *bicyclist safety*.
>
> Those who walk, bike, or take public transportation are somewhat more likely to have safety concerns—although not significantly more than drivers.

Safety Comparison To Other Places

	Safer Than Other Places	As Safe As Elsewhere	Not Safe At All	W1 "Not Safe At All"
Bicyclists in your area	15%	54%	31%^	25%
Pedestrians in your area	18%	60%	22%	23%
Drivers in your area	11%	69%	20%	18%

- Safer Than Other Places
- As Safe As Elsewhere
- Not Safe At All

Not Safe At All

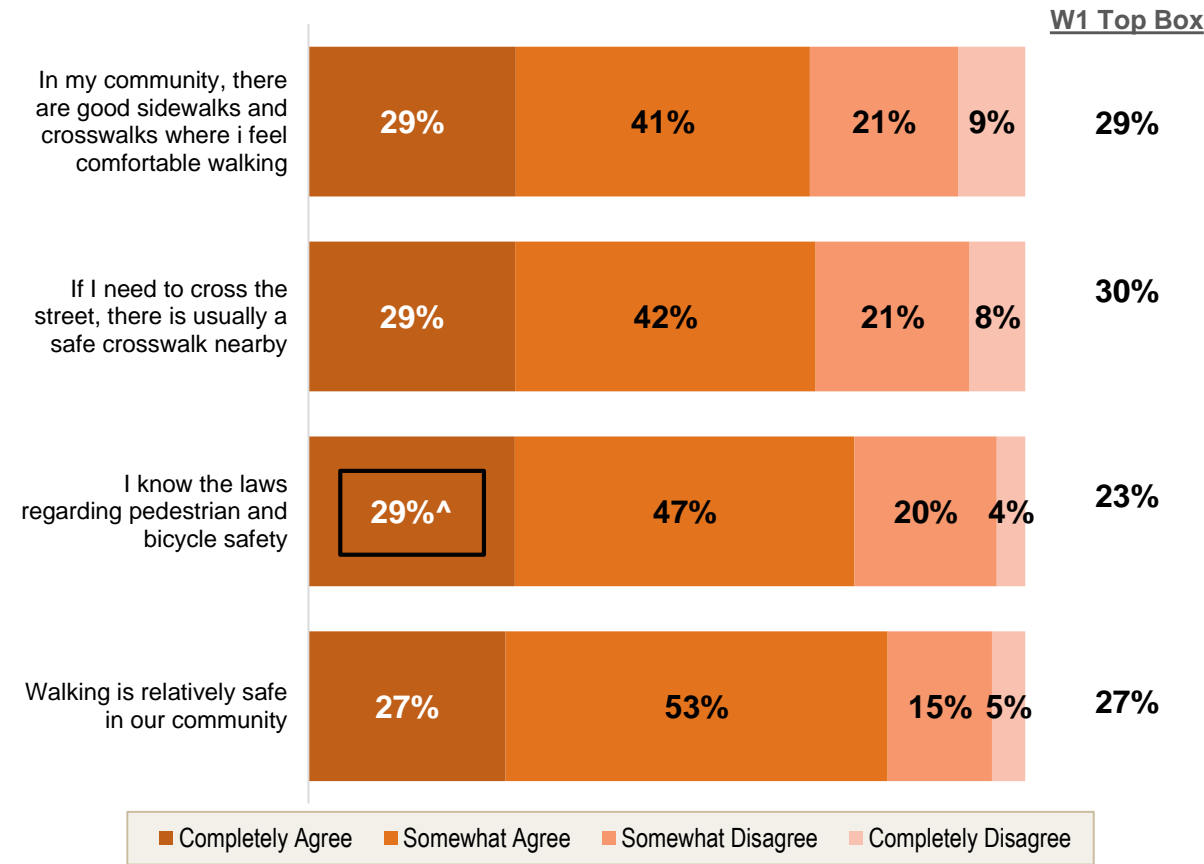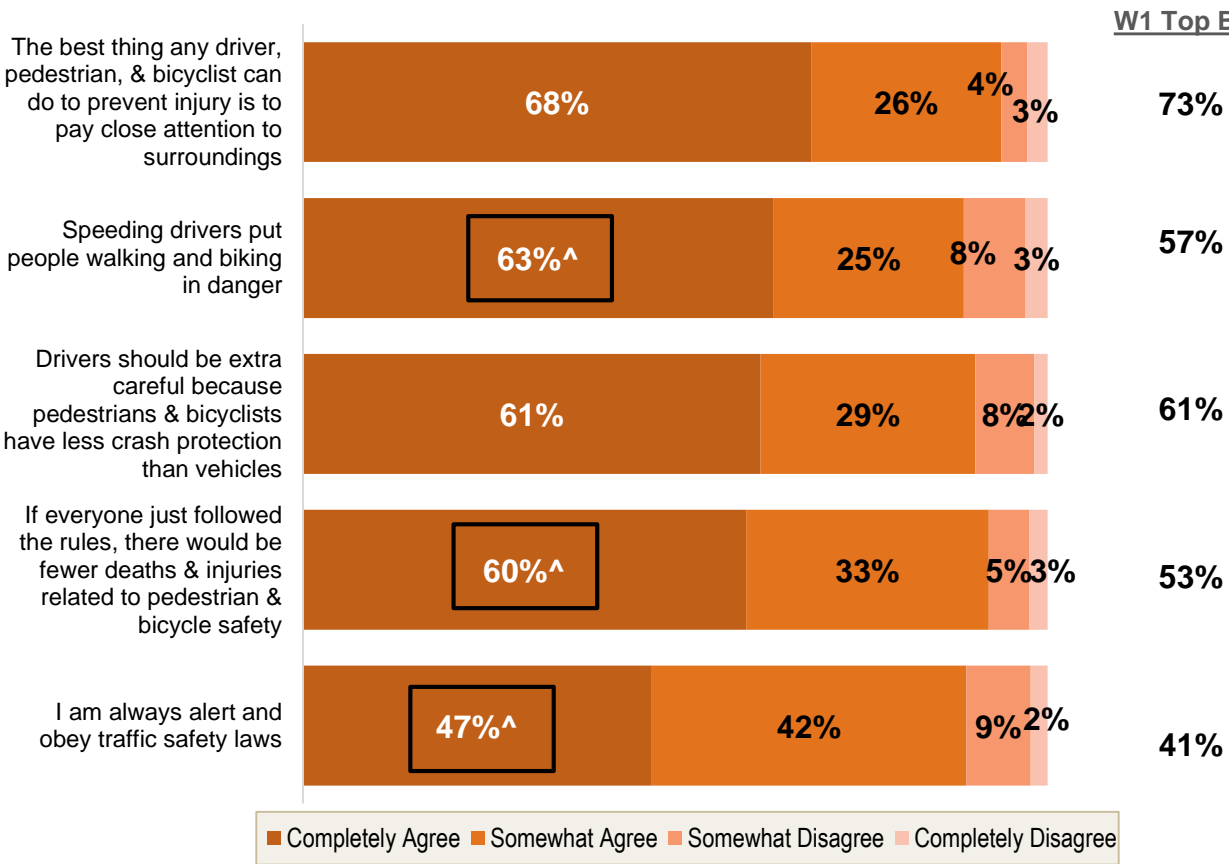|	Baltimore City (A)	Baltimore County (B)	Anne Arundel County (C)	Howard County (D)	Harford/ Carroll Counties (E)	Primarily Drive (F)	Primarily Other (G)
	35%^{C}	41%^{CDE}^	24%	24%^	26%	30%^	35%
	28%^{CDE}	29%^{CDE}	17%	16%	18%	21%	28%
	27%^{DE}	26%^{DE}^	21%^{D}	10%	12%	20%	23%

Q5. How safe do you think the streets are for...?
Base: Total W2 (n=495); Total W1 (n=438); Baltimore City (n=135); Baltimore County (n=122); Anne Arundel County (n=83); Howard County (n=74); Harford/Carroll Counties (n=81); Primarily Drive (n=415); Primarily Other (n=80);
A/B/C/D/E/F/G indicates significantly higher than other areas/segments at the 90% confidence level.
^/v significantly higher or lower than wave 1 at the 90% confidence level.
Source: Statistical Tables 45-47, Banner 1 Weighted, Banner 2 Weighted

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Agreement With Traffic Statements

> Aspects around driver *attention, not speeding* and *carefulness* continue to resonate the most with residents.
>
> Compared to the pre-campaign wave, more of these Baltimore-area residents agree with *speeding drivers put people walking and biking in danger, if everyone just followed the rules, there would be fewer deaths and injuries, I am always alert and obey traffic safety laws,* and *I know the laws regarding pedestrian and bicycle safety.*

W1 Top Box (left chart)

Statement	Completely Agree	Somewhat Agree	Somewhat Disagree	Completely Disagree	W1 Top Box
The best thing any driver, pedestrian, & bicyclist can do to prevent injury is to pay close attention to surroundings	68%	26%	4%	3%	73%
Speeding drivers put people walking and biking in danger	63%^	25%	8%	3%	57%
Drivers should be extra careful because pedestrians & bicyclists have less crash protection than vehicles	61%	29%	8%	2%	61%
If everyone just followed the rules, there would be fewer deaths & injuries related to pedestrian & bicycle safety	60%^	33%	5%	3%	53%
I am always alert and obey traffic safety laws	47%^	42%	9%	2%	41%

W1 Top Box (right chart)

Statement	Completely Agree	Somewhat Agree	Somewhat Disagree	Completely Disagree	W1 Top Box
In my community, there are good sidewalks and crosswalks where i feel comfortable walking	29%	41%	21%	9%	29%
If I need to cross the street, there is usually a safe crosswalk nearby	29%	42%	21%	8%	30%
I know the laws regarding pedestrian and bicycle safety	29%^	47%	20%	4%	23%
Walking is relatively safe in our community	27%	53%	15%	5%	27%

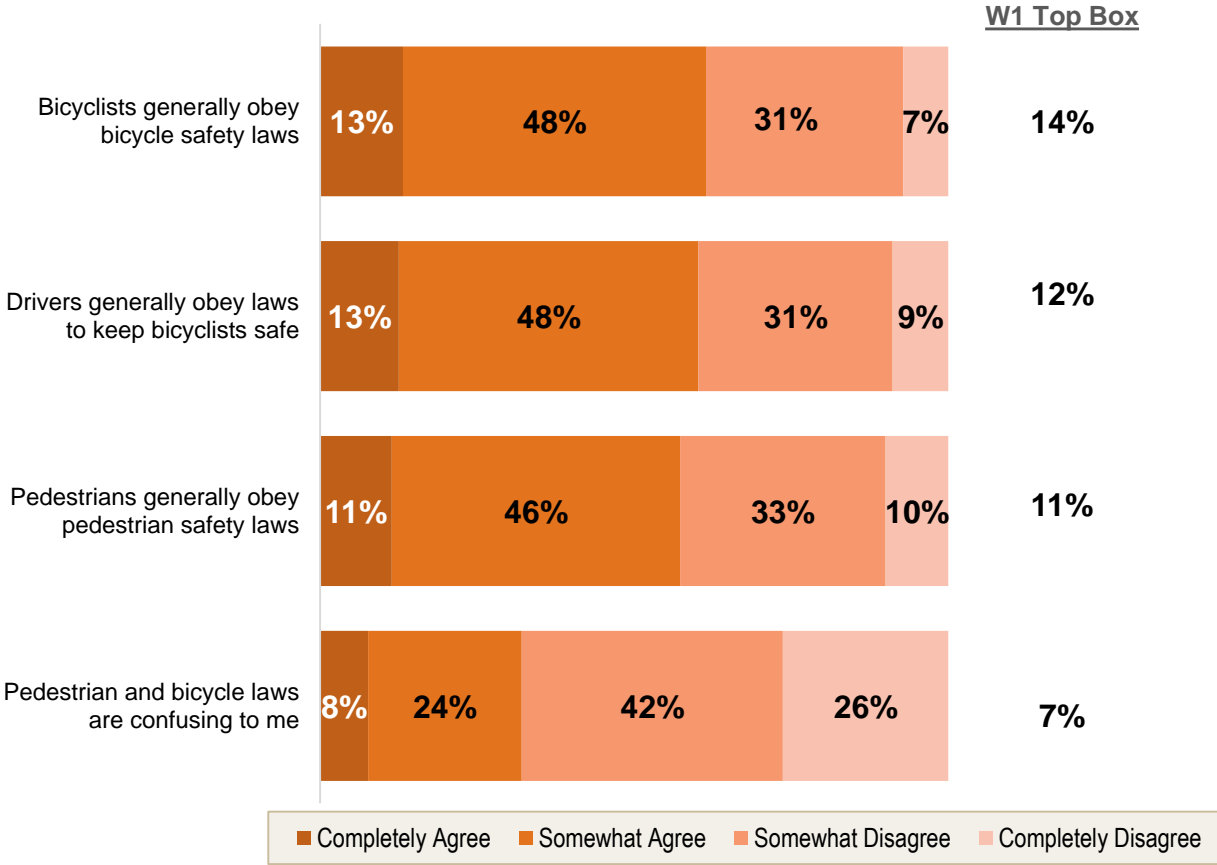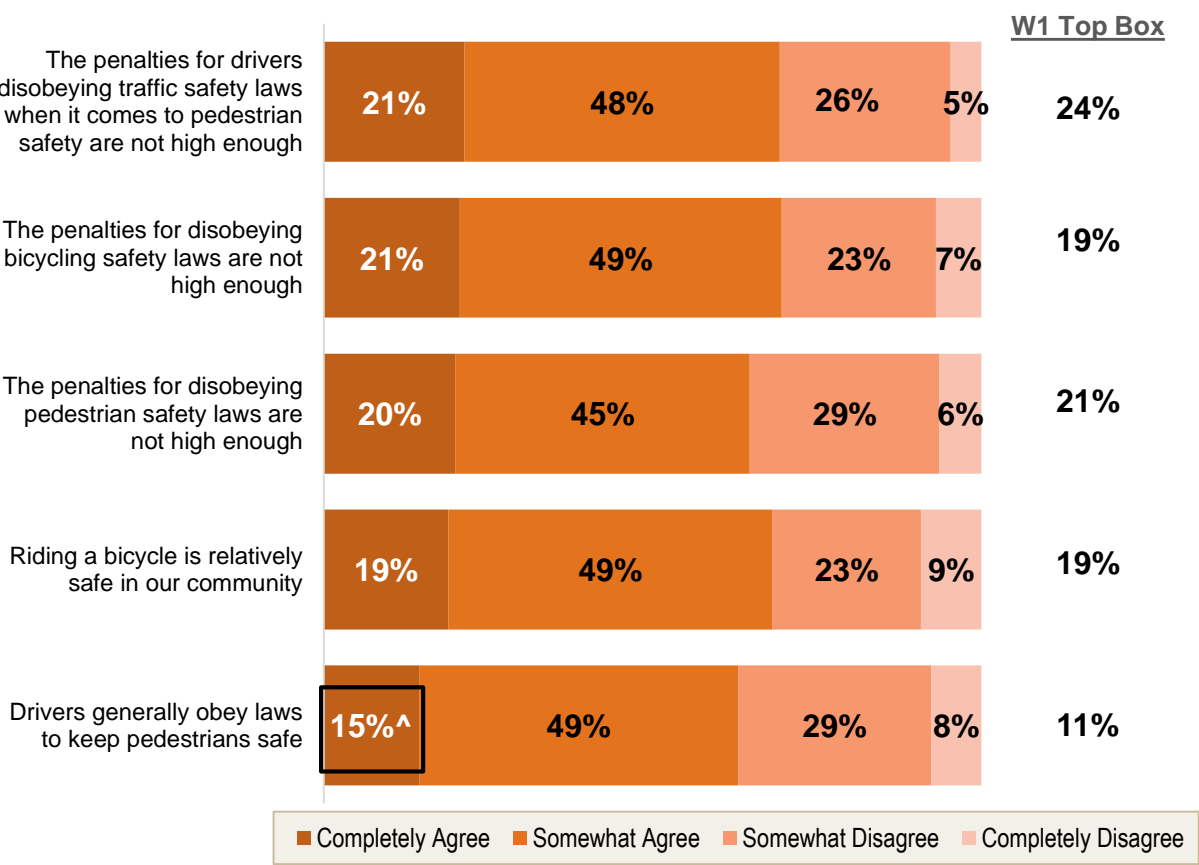Legend: ■ Completely Agree ■ Somewhat Agree ■ Somewhat Disagree ■ Completely Disagree

Q6. How much do you agree or disagree with the following statements?
Base: Total W2 (n=495); Total W1 (n=438)
^/v significantly higher or lower than wave 1 at the 90% confidence level.
Source: Statistical Tables 52-69, Banner 1 Weighted, Banner 2 Weighted

Agreement With Traffic Statements (Continued)

Relatively few "completely agree" that *drivers, bicyclists*, and *pedestrians obey safety laws*, but the perception that *drivers generally obey laws to keep pedestrians safe* increased since the pre-campaign wave.

W1 Top Box

Statement	Completely Agree	Somewhat Agree	Somewhat Disagree	Completely Disagree	W1 Top Box
The penalties for drivers disobeying traffic safety laws when it comes to pedestrian safety are not high enough	21%	48%	26%	5%	24%
The penalties for disobeying bicycling safety laws are not high enough	21%	49%	23%	7%	19%
The penalties for disobeying pedestrian safety laws are not high enough	20%	45%	29%	6%	21%
Riding a bicycle is relatively safe in our community	19%	49%	23%	9%	19%
Drivers generally obey laws to keep pedestrians safe	15%^	49%	29%	8%	11%
Bicyclists generally obey bicycle safety laws	13%	48%	31%	7%	14%
Drivers generally obey laws to keep bicyclists safe	13%	48%	31%	9%	12%
Pedestrians generally obey pedestrian safety laws	11%	46%	33%	10%	11%
Pedestrian and bicycle laws are confusing to me	8%	24%	42%	26%	7%

Legend: ■ Completely Agree ■ Somewhat Agree ■ Somewhat Disagree ■ Completely Disagree

Q6. How much do you agree or disagree with the following statements?
Base: Total W2 (n=495); Total W1 (n=438)
^/v significantly higher or lower than wave 1 at the 90% confidence level.
Source: Statistical Tables 52-69, Banner 1 Weighted, Banner 2 Weighted

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Agreement With Traffic Statements By Area/Type

Compared to other areas, those in Baltimore County and in Anne Arundel County were more likely to cite *speeding drivers* as an area of concern.

Residents of Howard County and Baltimore City are less concerned with the sidewalks and crosswalks in their communities, while residents in Howard County are more likely to feel that *walking is safe in the community* (43% completely agree).

Completely Agree With Statement	Baltimore City (A)	Baltimore County (B)	Anne Arundel County (C)	Howard County (D)	Harford/Carroll Counties (E)	Primarily Drive (F)	Primarily Other (G)
The best thing any driver, pedestrian, & bicyclist can do to prevent injury is to pay close attention to surroundings	65%	65%	71%	70%	71%	67%	74%
Speeding drivers put people walking and biking in danger	61%	69%^D	68%^D^	54%	64%	63%^	64%
Drivers should be extra careful because pedestrians & bicyclists have less crash protection than vehicles	61%	62%	57%	62%	65%	61%	67%
If everyone just followed the rules, there would be fewer deaths & injuries related to pedestrian & bicycle safety	61%	58%	68%^D	54%	56%	59%	65%
I am always alert and obey traffic safety laws	50%^	47%	42%	43%	51%	46%^	51%
In my community, there are good sidewalks and crosswalks where I feel comfortable walking	33%^E	24%	30%	38%^BE	21%	28%	32%
If I need to cross the street, there is usually a safe crosswalk nearby	35%	27%	26%	30%	25%	27%	39%^F
I know the laws regarding pedestrian and bicycle safety	25%	22%	32%	35%^B	33%^	28%	31%
Walking is relatively safe in our community	27%	19%	24%	43%^ABCE	26%	27%	33%

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Agreement With Traffic Statements By Area/Type (Continued)

In Harford/Carroll Counties, where fewer use something other than a car as a primary means of transportation, notably more residents would like to see *higher penalties for disobeying pedestrian safety laws.*

Completely Agree With Statement	Baltimore City (A)	Baltimore County (B)	Anne Arundel County (C)	Howard County (D)	Harford/Carroll Counties (E)	Primarily Drive (F)	Primarily Other (G)
The penalties for drivers disobeying traffic safety laws when it comes to pedestrian safety are not high enough	18%[v]	26%	22%	18%	24%	21%	25%
The penalties for disobeying bicycling safety laws are not high enough	20%[D]	20%	28%[D]	11%	24%[D]	21%	20%
The penalties for disobeying pedestrian safety laws are not high enough	22%	22%	14%	14%	27%[CD]	19%	24%
Riding a bicycle is relatively safe in our community	18%	12%	22%[B]	26%[B]	19%	19%	19%
Drivers generally obey laws to keep pedestrians safe	15%	14%	13%	17%	15%	14%	18%
Bicyclists generally obey bicycle safety laws	10%	16%	13%	15%	13%	13%	12%
Drivers generally obey laws to keep bicyclists safe	15%	10%	17%	10%	11%	13%	12%
Pedestrians generally obey pedestrian safety laws	11%	10%	14%	12%	10%	11%	16%
Pedestrian and bicycle laws are confusing to me	8%	6%	8%	11%	6%	7%	10%

Q6. How much do you agree or disagree with the following statements?
Base: Total (n=495); Baltimore City (n=135); Baltimore County (n=122); Anne Arundel County (n=83); Howard County (n=74); Harford/Carroll Counties (n=81); Primarily Drive (n=415); Primarily Other (n=80)
A/B/C/D/E/F/G indicates significantly higher than other areas/segments at the 90% confidence level.
^/v significantly higher or lower than wave 1 at the 90% confidence level.
Source: Statistical Table 71, Banner 1 Weighted

Law Enforcement

Awareness Of Recent Safety Enforcement Efforts

Enforcement Of Traffic Laws

Engagement In Unsafe Behaviors

Additional Funding On Improvements For Safer Walking/Biking

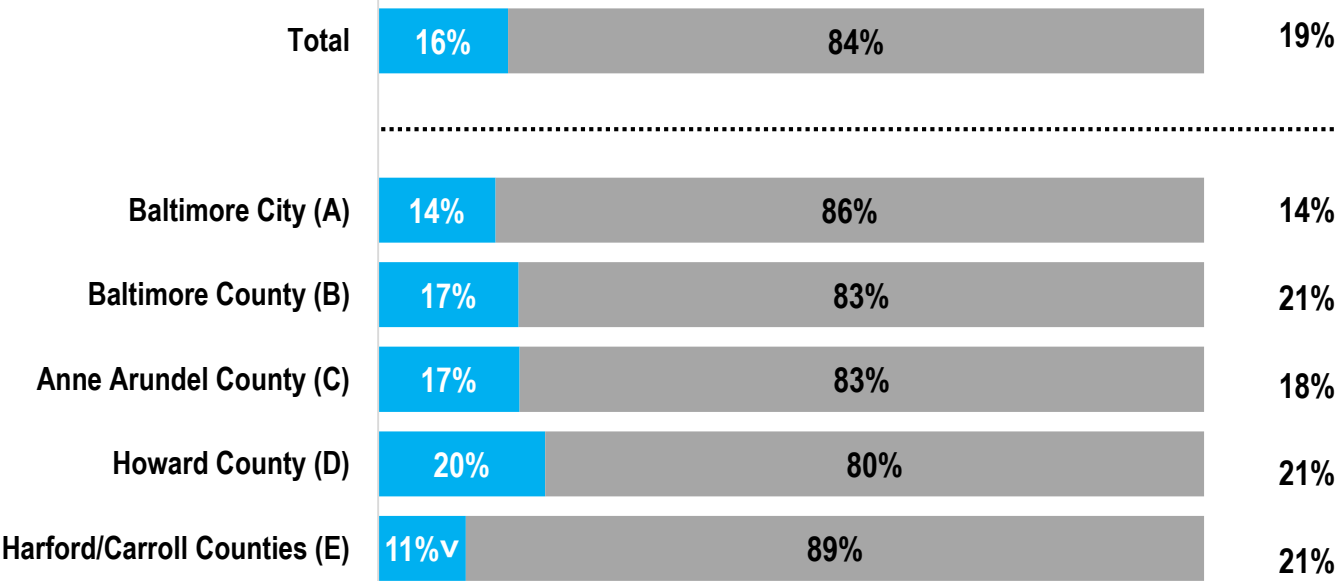Decision Analyst

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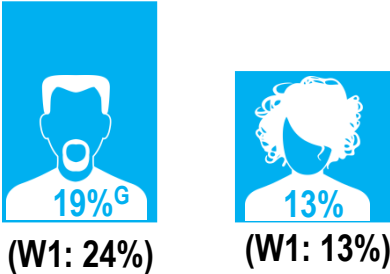# Awareness Of Recent Safety Enforcement Efforts

16% of residents recalled police efforts to enforce pedestrian safety laws in the past 90 days, a slight decline since the last wave.

Recall of these efforts was lowest in Harford/Carroll Counties, with a notable decrease since the last wave. Awareness was notably higher among *men* than *women*.

Aware Of Police Efforts To Enforce Pedestrian Safety Law (Past 90 Days)

W1 "Yes"

	Yes	No	W1 "Yes"
Total	16%	84%	19%
Baltimore City (A)	14%	86%	14%
Baltimore County (B)	17%	83%	21%
Anne Arundel County (C)	17%	83%	18%
Howard County (D)	20%	80%	21%
Harford/Carroll Counties (E)	11%∨	89%	21%

■ Yes ■ No

19%[G] (W1: 24%)

13% (W1: 13%)

Primarily Drive = 16% (W1: 20%)
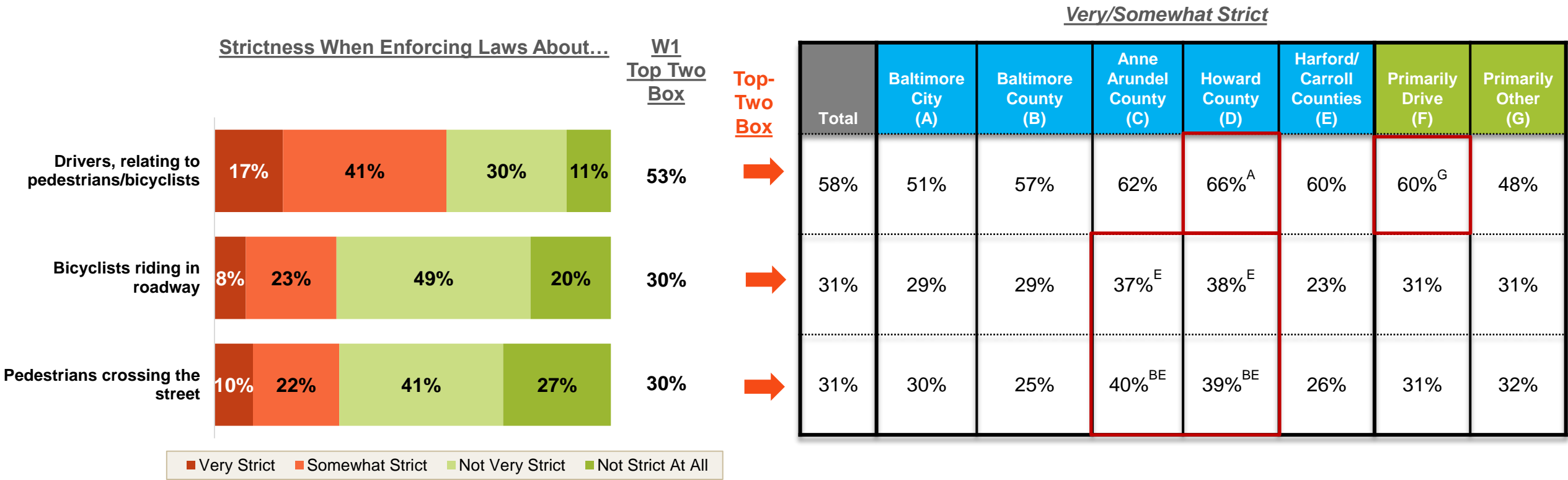**Primarily Other = 15% (W1: 15%)**

Q7. In the past 90 days, have you seen or heard about police efforts to enforce pedestrian safety laws?
Base: Total W2 (n=495); Total W1 (n=438); Baltimore City (n=135); Baltimore County (n=122); Anne Arundel County (n=83); Howard County (n=74); Harford/Carroll Counties (n=81); Primarily Drive (n=415); Primarily Other (n=80)
A/B/C/D/E/F/G indicates significantly higher than other areas/segments at the 90% confidence level.
^/∨ significantly higher or lower than wave 1 at the 90% confidence level.
Source: Statistical Table 77, Banner 1 Weighted, Banner 2 Weighted

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Enforcement Of Traffic Laws

Almost 60% believe that the police are strict about enforcing *driver laws related to pedestrians/bicyclists*—more strict than enforcing laws about *bicyclists riding in roadways* or *pedestrians crossing the street*.

In terms of strictness, residents of Anne Arundel and Howard Counties skew significantly higher than either Baltimore County or Harford/Carroll Counties on *laws relating to bicyclists riding in the roadway* and *pedestrians crossing the street.*

Strictness When Enforcing Laws About…

	W1 Top Two Box
Drivers, relating to pedestrians/bicyclists — 17% / 41% / 30% / 11%	53%
Bicyclists riding in roadway — 8% / 23% / 49% / 20%	30%
Pedestrians crossing the street — 10% / 22% / 41% / 27%	30%

Legend: ■ Very Strict ■ Somewhat Strict ■ Not Very Strict ■ Not Strict At All

Very/Somewhat Strict

Top-Two Box	Total	Baltimore City (A)	Baltimore County (B)	Anne Arundel County (C)	Howard County (D)	Harford/ Carroll Counties (E)	Primarily Drive (F)	Primarily Other (G)
Drivers, relating to pedestrians/bicyclists	58%	51%	57%	62%	66%[A]	60%	60%[G]	48%
Bicyclists riding in roadway	31%	29%	29%	37%[E]	38%[E]	23%	31%	31%
Pedestrians crossing the street	31%	30%	25%	40%[BE]	39%[BE]	26%	31%	32%

Q8. How strict are the police when enforcing laws pertaining to pedestrians crossing the roadway? Q9. How strict are the police when enforcing laws for drivers related to pedestrians and bicyclists?
Q10. How strict are the police when enforcing laws pertaining to bicyclists riding in the roadway?
Base: Total W2 (n=495); Total W1 (n=438); Baltimore City (n=135); Baltimore County (n=122); Anne Arundel County (n=83); Howard County (n=74); Harford/Carroll Counties (n=81); Primarily Drive (n=415); Primarily Other (n=80)
A/B/C/D/E/F/G indicates significantly higher than other areas/segments at the 90% confidence level.
^/v significantly higher or lower than wave 1 at the 90% confidence level
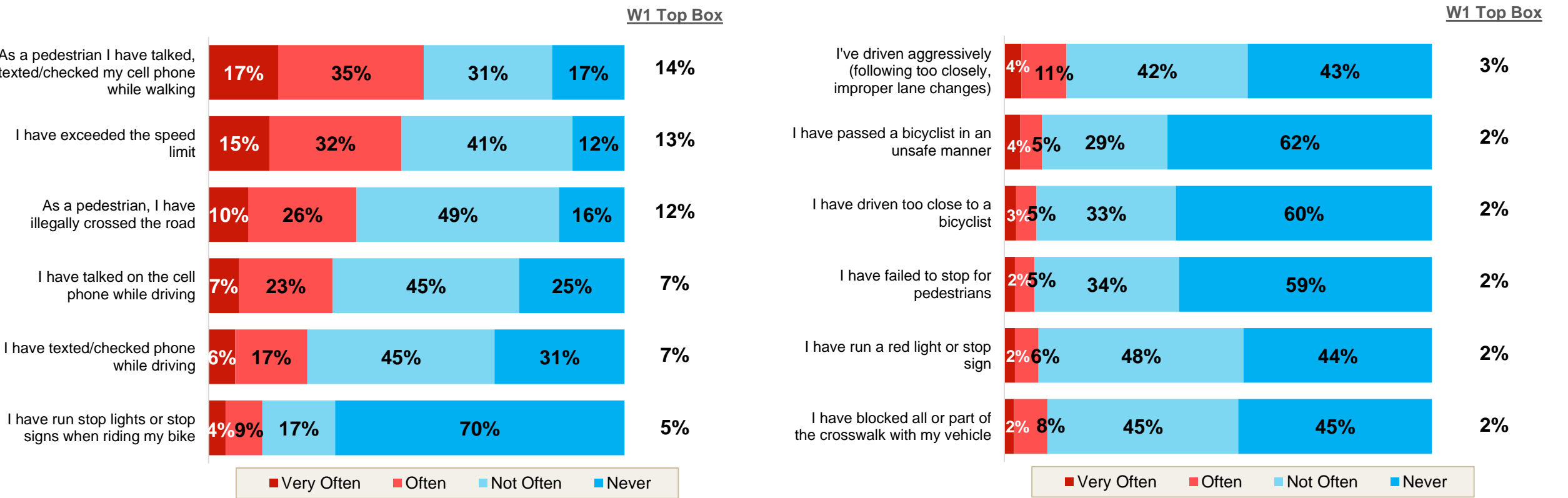Source: Statistical Tables 78-80, Banner 1 Weighted, Banner 2 Weighted

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Self-Reported Engagement In Unsafe Behaviors

Over half indicated that *as a pedestrian I have talked, texted/checked my cell phone while walking.* Almost as many admit to *speeding.*

Relatively few admitted to unsafe behaviors such as *driving aggressively, unsafe passing, driving too close to a bicyclist, not stopping for pedestrians,* or *running a red light* or *stop sign.*

Frequency Of Unsafe Behaviors

Behavior	Very Often	Often	Not Often	Never	W1 Top Box
As a pedestrian I have talked, texted/checked my cell phone while walking	17%	35%	31%	17%	14%
I have exceeded the speed limit	15%	32%	41%	12%	13%
As a pedestrian, I have illegally crossed the road	10%	26%	49%	16%	12%
I have talked on the cell phone while driving	7%	23%	45%	25%	7%
I have texted/checked phone while driving	6%	17%	45%	31%	7%
I have run stop lights or stop signs when riding my bike	4%	9%	17%	70%	5%

Behavior	Very Often	Often	Not Often	Never	W1 Top Box
I've driven aggressively (following too closely, improper lane changes)	4%	11%	42%	43%	3%
I have passed a bicyclist in an unsafe manner	4%	5%	29%	62%	2%
I have driven too close to a bicyclist	3%	5%	33%	60%	2%
I have failed to stop for pedestrians	2%	5%	34%	59%	2%
I have run a red light or stop sign	2%	6%	48%	44%	2%
I have blocked all or part of the crosswalk with my vehicle	2%	8%	45%	45%	2%

■ Very Often ■ Often ■ Not Often ■ Never

Q11. Below is a list of driver, bicyclist, and pedestrian behaviors. Please indicate how often you engage in these activities.
Base: Total W2 (n=495); Total W1 (n=438)
^/v significantly higher or lower than wave 1 at the 90% confidence level
Source: Statistical Tables 81-92, Banner 1 Weighted, Banner 2 Weighted

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Self-Reported Engagement In Unsafe Behaviors By Area/Type

Those who primarily drive were more likely to self-report most of the unsafe behaviors.

There were some notable skews by area, but residents of Harford/Carroll Counties admit engaging in these unsafe behaviors less frequently than those in other areas.

Engage In Behavior *Very Often/Often*	Baltimore City (A)	Baltimore County (B)	Anne Arundel County (C)	Howard County (D)	Harford/ Carroll Counties (E)	Primarily Drive (F)	Primarily Other (G)
As a pedestrian I have talked, texted/checked my cell phone while walking	51%	56%E	49%	59%E^	43%	51%	57%^
I have exceeded the speed limit	37%	50%A	51%A	56%AE	42%	49%G	29%
As a pedestrian, I have illegally crossed the road	44%E	36%E	32%	40%E	22%	36%	34%
I have talked on the cell phone while driving	27%	28%	31%	40%ABE	25%	31%G	21%^
I have texted/checked phone while driving	23%	24%	27%	28%	18%	25%G	16%
I've driven aggressively (following too closely, improper lane changes)	10%	16%	16%	22%AE	10%	15%	9%
I have run stop lights or stop signs when riding my bike	19%E	12%E	13%E	13%E	5%	13%	15%
I have blocked all or part of the crosswalk with my vehicle	8%	12%^	13%	13%	6%	11%G	4%
I have passed a bicyclist in an unsafe manner	8%	10%	8%	13%E	5%	10%G	4%
I have run a red light or stop sign	9%E	7%	10%E	12%E	2%	8%	6%
I have driven too close to a bicyclist	10%E	6%E	9%E	11%E	1%	8%	4%
I have failed to stop for pedestrians	7%	7%	8%	11%E	3%	8%G	1%

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.

Would Support Additional Funding   **W1 "Yes"**

	Yes	No	W1 "Yes"
Total	75%	25%	75%
Baltimore City (A)	72%	28%C	77%
Baltimore County (B)	73%	27%C	78%
Anne Arundel County (C)	87%ABDE^	13%	75%
Howard County (D)	74%	26%C	66%
Harford/Carroll Counties (E)	73%	27%C	79%

Primarily Drive = 77% (W1: 76%)
Primarily Other = 69% (W1: 74%)

■ **Yes** ■ **No**
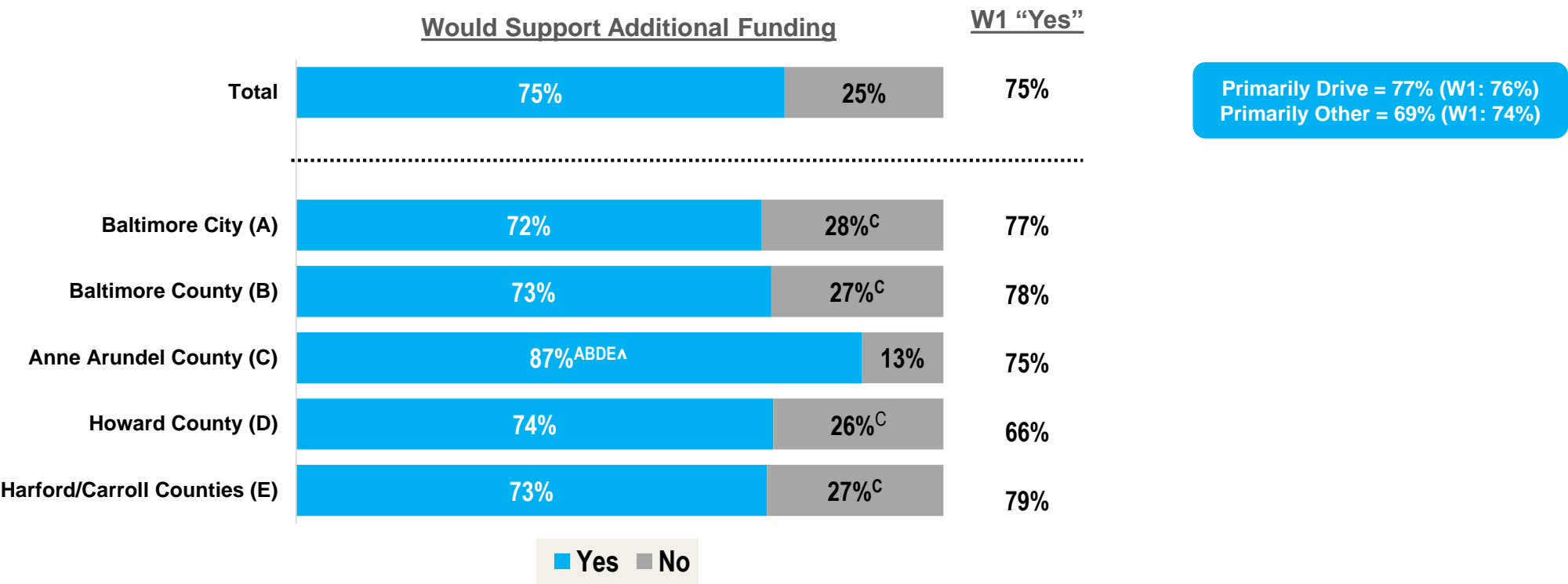
Q12. Would you support additional funding to be spent on improvements that make it easier and safer to walk and bike in your community?
Base: Total W2 (n=495); Total W1 (n=438); Baltimore City (n=135); Baltimore County (n=122); Anne Arundel County (n=83); Howard County (n=74); Harford/Carroll Counties (n=81); Primarily Drive (n=415); Primarily Other (n=80)
A/B/C/D/E/F/G indicates significantly higher than other areas/segments at the 90% confidence level.
^/v significantly higher or lower than wave 1 at the 90% confidence level
Source: Statistical Table 100, Banner 1 Weighted, Banner 2 Weighted

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Transportation Profile

Primary Means Of Transportation

Miles Driven In Past Year

Pedestrian/Bicyclist Crash History

Frequency Of Transportation Methods

Reasons For Biking

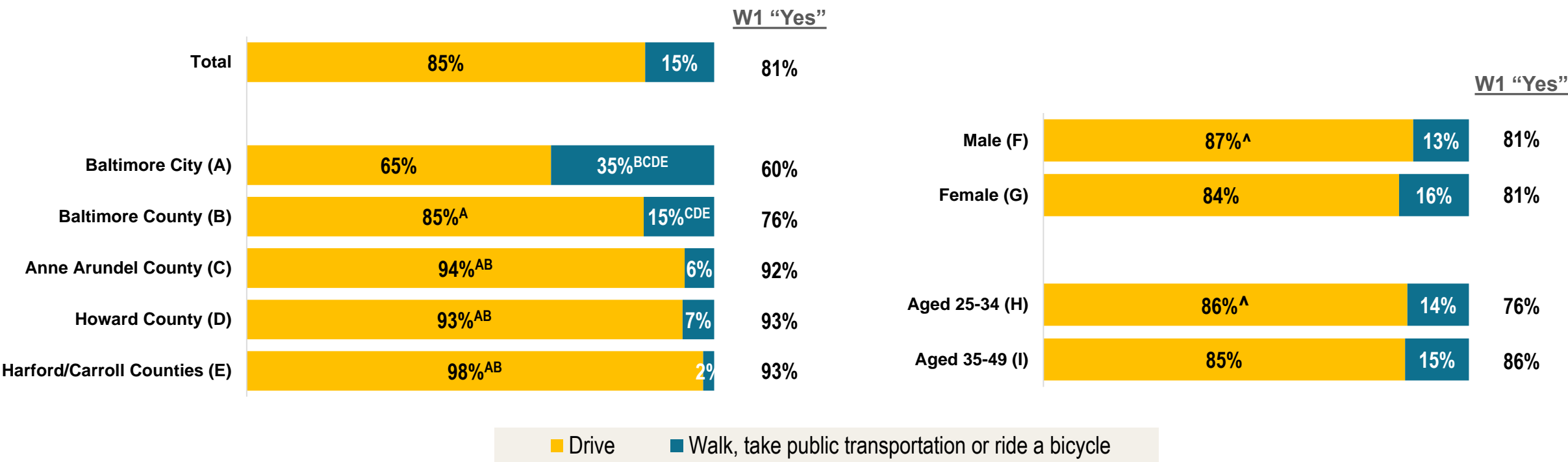Decision Analyst

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Primary Means Of Transportation

A vast majority of those surveyed in Anne Arundel, Howard, and Harford/Carroll Counties reported primarily driving to destinations. The rate of walking, biking, or taking public transportation was much higher in Baltimore City—where over one in three use other means of transportation than driving.

To Get Where I Am Going, I Primarily…

W1 "Yes"

Segment	Drive	Walk, take public transportation or ride a bicycle	W1 "Yes"
Total	85%	15%	81%
Baltimore City (A)	65%	35%BCDE	60%
Baltimore County (B)	85%A	15%CDE	76%
Anne Arundel County (C)	94%AB	6%	92%
Howard County (D)	93%AB	7%	93%
Harford/Carroll Counties (E)	98%AB	2%	93%
Male (F)	87%^	13%	81%
Female (G)	84%	16%	81%
Aged 25-34 (H)	86%^	14%	76%
Aged 35-49 (I)	85%	15%	86%

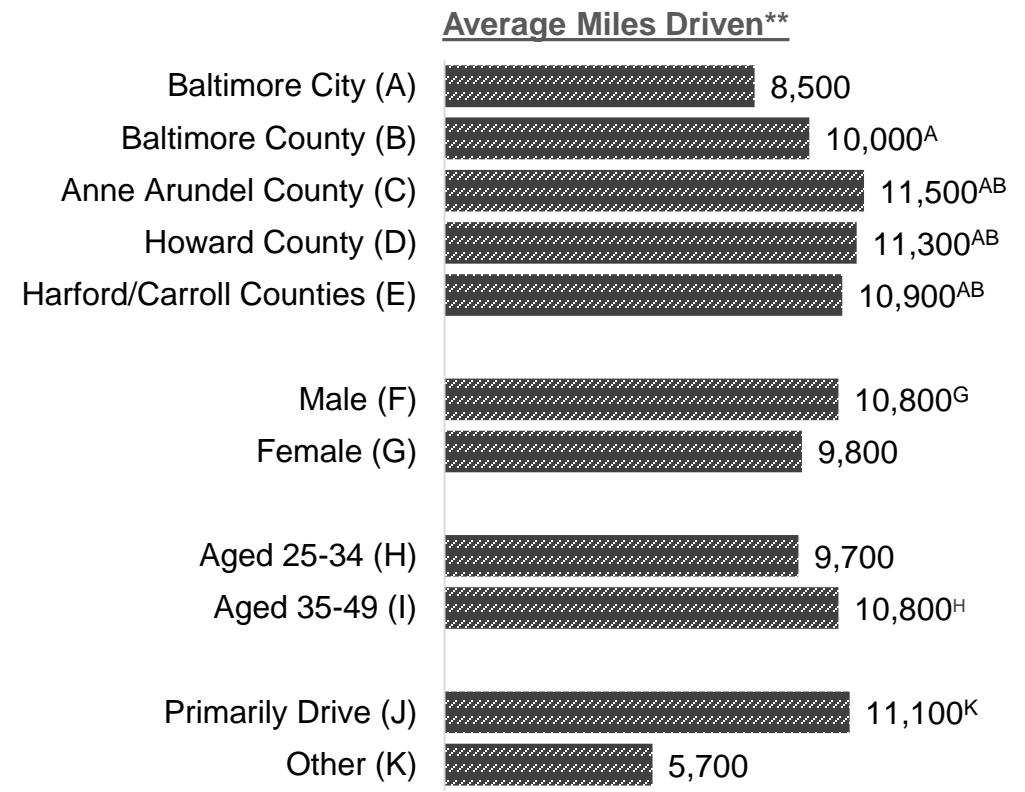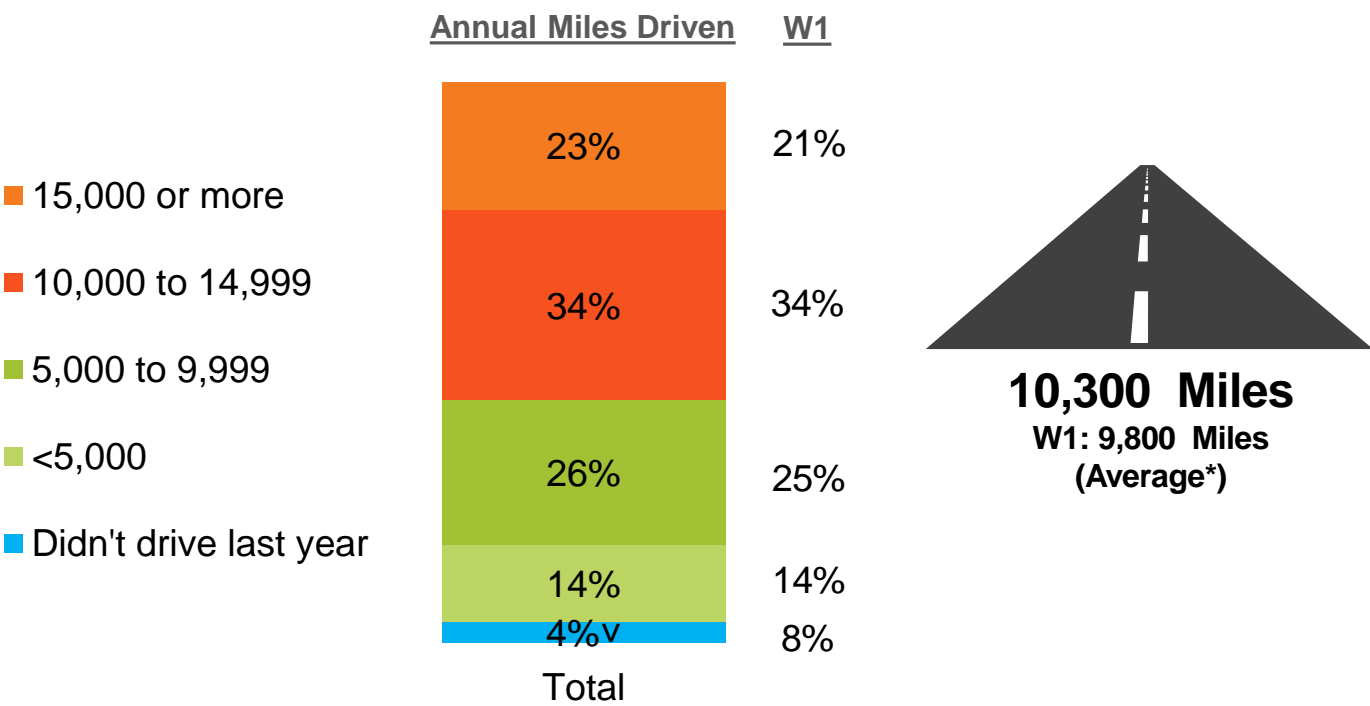Legend: ■ Drive   ■ Walk, take public transportation or ride a bicycle

S5. Please select the statement that best describes you.
Base: Total W2 (n=495); Total W1 (n=438); Baltimore City (n=135); Baltimore County (n=122); Anne Arundel County (n=83); Howard County (n=74); Harford/Carroll Counties (n=81); Male (n=201); Female (n=294); Aged 25-34 (n=230); Aged 35-49 (n=265)
A/B/C/D/E/F/G/H/I indicates significantly higher than other areas/segments at the 90% confidence level.
^/v significantly higher or lower than wave 1 at the 90% confidence level
Source: Statistical Table 5, Banner 1 Weighted, Banner 2 Weighted

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Miles Driven In Past Year

Residents of Anne Arundel, Howard, and Harford/Carroll Counties reported significantly more miles driven per year than those in the immediate Baltimore area.
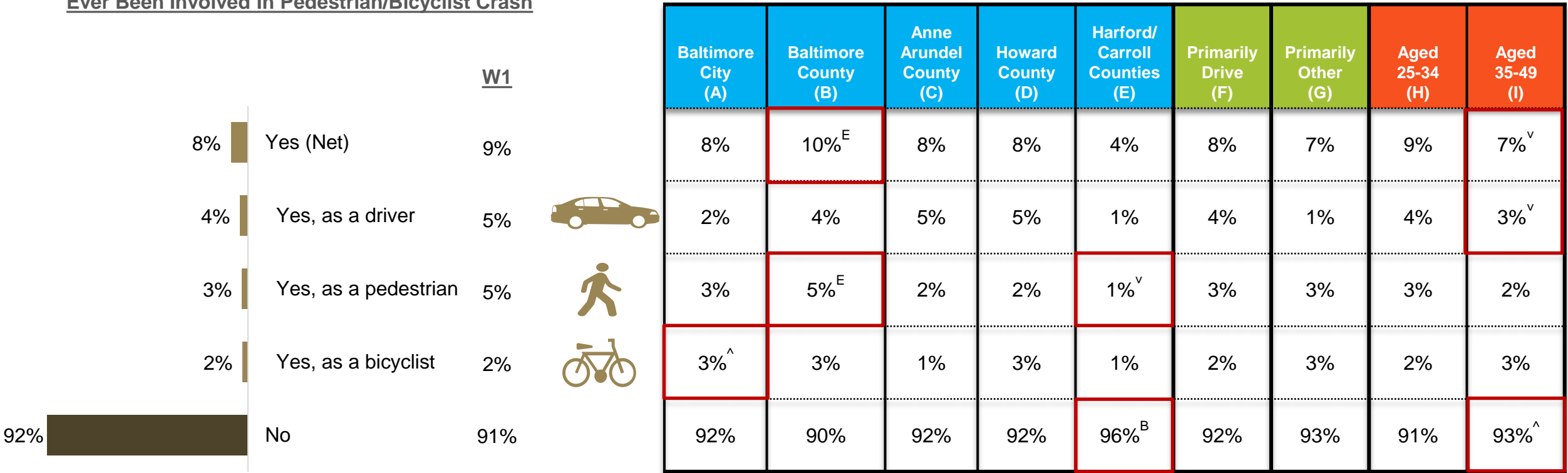
Annual Miles Driven   **W1**

- 🟧 15,000 or more
- 🟥 10,000 to 14,999
- 🟩 5,000 to 9,999
- 🟨 <5,000
- 🟦 Didn't drive last year

	Total	W1
15,000 or more	23%	21%
10,000 to 14,999	34%	34%
5,000 to 9,999	26%	25%
<5,000	14%	14%
Didn't drive last year	4%v	8%

10,300 Miles
W1: 9,800 Miles
(Average*)

Average Miles Driven**

Baltimore City (A)	8,500
Baltimore County (B)	10,000[A]
Anne Arundel County (C)	11,500[AB]
Howard County (D)	11,300[AB]
Harford/Carroll Counties (E)	10,900[AB]
Male (F)	10,800[G]
Female (G)	9,800
Aged 25-34 (H)	9,700
Aged 35-49 (I)	10,800[H]
Primarily Drive (J)	11,100[K]
Other (K)	5,700

Q14. Approximately how many miles did you drive last year?
Base: Total W2 (n=495); Total W1 (n=438); Baltimore City (n=135); Baltimore County (n=135); Anne Arundel County (n=83); Howard County (n=74); Harford/Carroll Counties (n=81);
Male (n=201); Female (n=294); 25-34 (n=230); 35-49 (n=265); Primarily Drive (n=415); Primarily Other (n=80)
A/B/C/D/E/F/G/H/I/J/K indicates significantly higher than other areas/segments at the 90% confidence level.
Source: Statistical Table 108, Banner 1 Weighted, Banner 2 Weighted
^/v significantly higher or lower than wave 1 at the 90% confidence level
*Rounded to nearest 100 miles

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Pedestrian/Bicyclist Crash History

Relatively few reported ever being involved in a *pedestrian* or *bicyclist crash.*

Ever Been Involved In Pedestrian/Bicyclist Crash

	W1	Baltimore City (A)	Baltimore County (B)	Anne Arundel County (C)	Howard County (D)	Harford/ Carroll Counties (E)	Primarily Drive (F)	Primarily Other (G)	Aged 25-34 (H)	Aged 35-49 (I)
8% Yes (Net)	9%	8%	10%E	8%	8%	4%	8%	7%	9%	7%v
4% Yes, as a driver	5%	2%	4%	5%	5%	1%	4%	1%	4%	3%v
3% Yes, as a pedestrian	5%	3%	5%E	2%	2%	1%v	3%	3%	3%	2%
2% Yes, as a bicyclist	2%	3%^	3%	1%	3%	1%	2%	3%	2%	3%
92% No	91%	92%	90%	92%	92%	96%B	92%	93%	91%	93%^

Q15. Have you ever been involved in a pedestrian or bicyclist crash?
Base: Total W2 (n=495); Total W1 (n=438); Baltimore City (n=135); Baltimore County (n=135); Anne Arundel County (n=83); Howard County (n=74); Harford/Carroll Counties (n=81);
Male (n=201);Female (n=294); 25-34 (n=230); 35-49 (n=265); Primarily Drive (n=415); Primarily Other (n=80)
A/B/C/D/E/F/G/H/I indicates significantly higher than other areas/segments at the 90% confidence level. Red box indicates significantly higher than at least 2 other areas.
^/v significantly higher or lower than wave 1 at the 90% confidence level
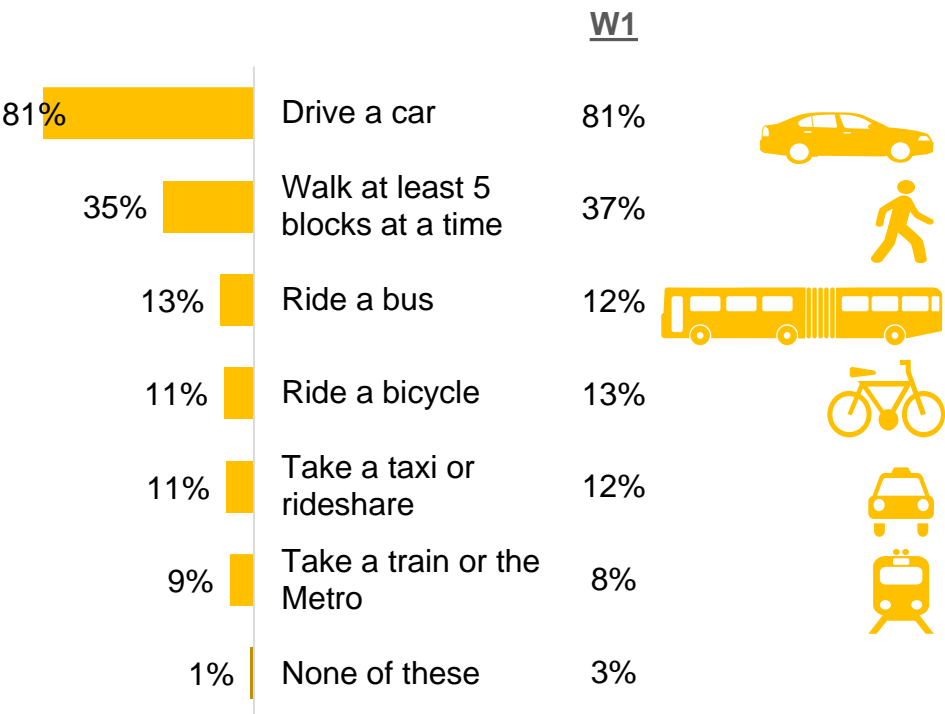Source: Statistical Table 109, Banner 1 Weighted, Banner 2 Weighted

Frequency Of Transportation Methods

The frequency of walking, biking, taking public transportation, or taxi/rideshare is much more common in Baltimore City than in other areas.

All of the methods of transportation, except for driving, are more common among men than women.

Do At Least 3 Times A Week

	W1		Baltimore City (A)	Baltimore County (B)	Anne Arundel County (C)	Howard County (D)	Harford/ Carroll Counties (E)	Primarily Drive (F)	Primarily Other (G)	Male (H)	Female (I)	Aged 25-34 (J)	Aged 35-49 (K)
Drive a car	81%		62%	80%^A	88%^A	88%^A	96%^ABCD	92%^Gv	18%	81%	82%	83%	80%
Walk at least 5 blocks at a time	37%		45%^DE	37%^E	38%^E	30%	20%	29%	67%^F	41%^I	28%	32%	37%
Ride a bus	12%		23%^CDE	18%^CDE	6%	9%	4%	6%	50%^F	16%^I	10%	13%	13%^^
Ride a bicycle	13%		13%^E	14%^E	12%	12%	6%	11%	14%	17%^I	6%	12%	11%
Take a taxi or rideshare	12%		22%^BCDE	8%	7%	8%	5%	8%	27%^F	14%^I	7%^v	11%	10%
Take a train or the Metro	8%		13%^E	10%^E	9%^E^^	11%^E	2%	6%^^	26%^F	12%^I	7%	8%	11%
None of these	3%		2%^C	2%	0%^v	1%	1%	2%^G	0%^v	1%	2%	1%	1%

Bar chart values (left): Drive a car 81%; Walk at least 5 blocks at a time 35%; Ride a bus 13%; Ride a bicycle 11%; Take a taxi or rideshare 11%; Take a train or the Metro 9%; None of these 1%

Q16. Which of the following, if any, do you do at least three times a week?
Base: Total W2 (n=495); Total W1 (n=438); Baltimore City (n=135); Baltimore County (n=135); Anne Arundel County (n=83); Howard County (n=74); Harford/Carroll Counties (n=81);
Male (n=201); Female (n=294); 25-34 (n=230); 35-49 (n=265); Primarily Drive (n=415); Primarily Other (n=80)
A/B/C/D/E/F/G/H/I indicates significantly higher than other areas/segments at the 90% confidence level.
^/v significantly higher or lower than wave 1 at the 90% confidence level
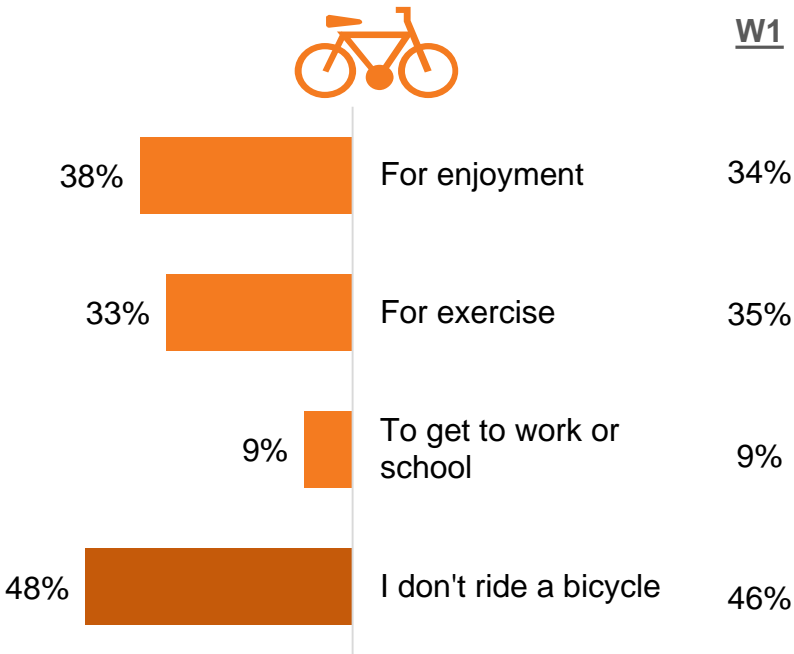
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Reasons For Biking

Slightly more indicated they ride a bike *for enjoyment* than they do *for exercise*. Riding a bike *to get to school or work* is much more common in Baltimore City than in other areas.

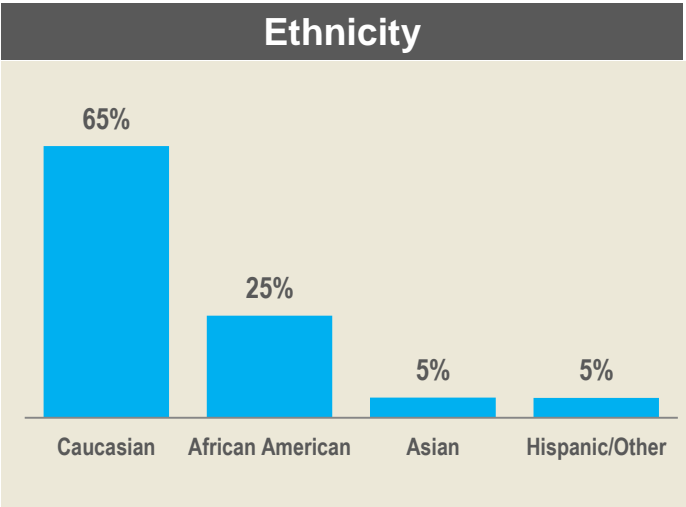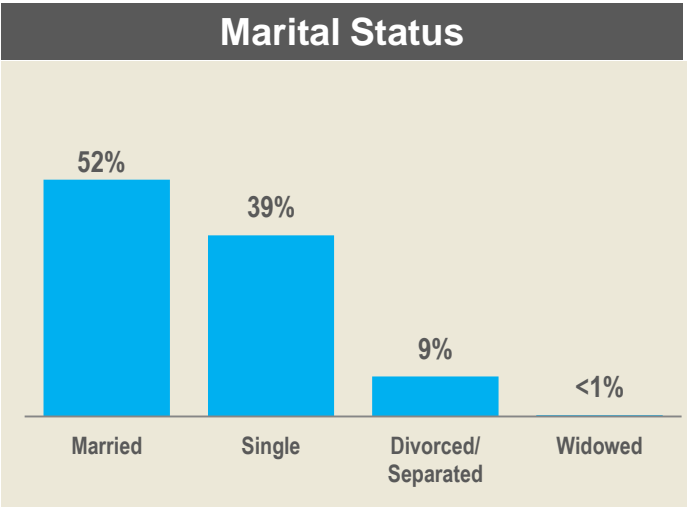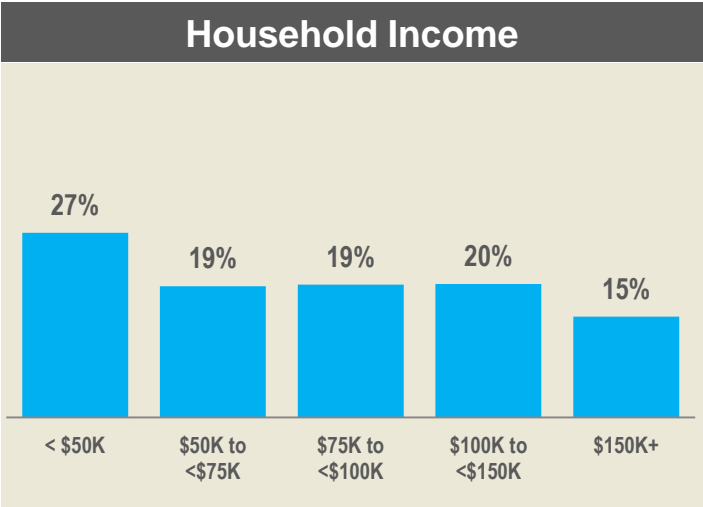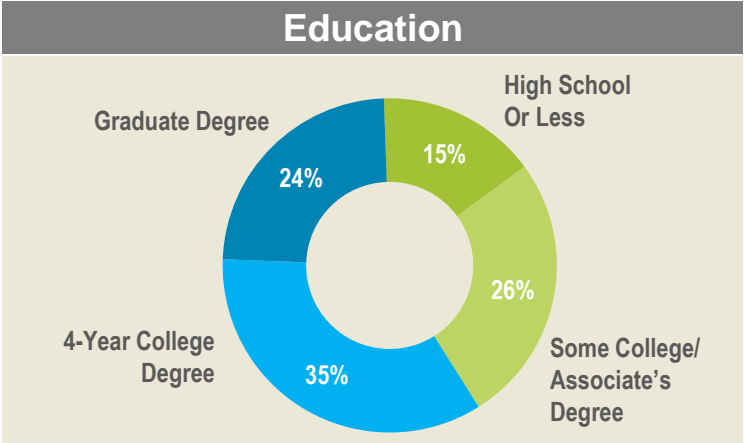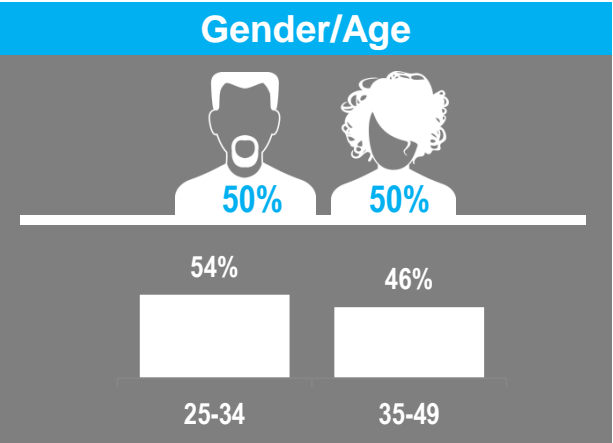*Men* reported riding a bike significantly more often than *women*.

	W1	Baltimore City (A)	Baltimore County (B)	Anne Arundel County (C)	Howard County (D)	Harford/ Carroll Counties (E)	Primarily Drive (F)	Primarily Other (G)	Male (H)	Female (I)
For enjoyment — 38%	34%	30%	41%A	53%ABDE^	33%	35%	38%	35%	49%I^	27%
For exercise — 33%	35%	29%	38%E	46%ADE	31%	22%	33%	32%	41%I	26%
To get to work or school — 9%	9%	11%E	9%	9%	8%	5%	7%	15%F	13%I	4%
I don't ride a bicycle — 48%	46%	55%BC^	44%C	31%	54%C	53%C	47%	51%	34%	61%H^

Q17. Please indicate if you ride a bicycle for any of the following reasons.
Base: Total W2 (n=495); Total W1 (n=438); Baltimore City (n=124); Baltimore County (n=109); Anne Arundel County (n=89); Howard County (n=84); Harford/Carroll Counties (n=89); Primarily Drive (n=422); Primarily Other (n=73); 25-34 (n=226); 35-49 (n=269)
A/B/C/D/E/F/G/H/I indicates significantly higher than other areas/segments at the 90% confidence level. Red box indicates significantly higher than at least 2 other areas.
^/v significantly higher or lower than wave 1 at the 90% confidence level
Source: Statistical Table 111, Banner 1 Weighted, Banner 2 Weighted

Respondent Profile

Respondent Profile

Gender/Age

50% / 50%

54% 25-34
46% 35-49

Education

- Graduate Degree 24%
- High School Or Less 15%
- Some College/ Associate's Degree 26%
- 4-Year College Degree 35%

Household Income

- < $50K: 27%
- $50K to <$75K: 19%
- $75K to <$100K: 19%
- $100K to <$150K: 20%
- $150K+: 15%

Marital Status

- Married: 52%
- Single: 39%
- Divorced/ Separated: 9%
- Widowed: <1%

Ethnicity

- Caucasian: 65%
- African American: 25%
- Asian: 5%
- Hispanic/Other: 5%

Decision Analyst

Baltimore-Area Pedestrian-Safety Post-Campaign Report

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