

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

Post-Campaign Wave Highlights



September 2019



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

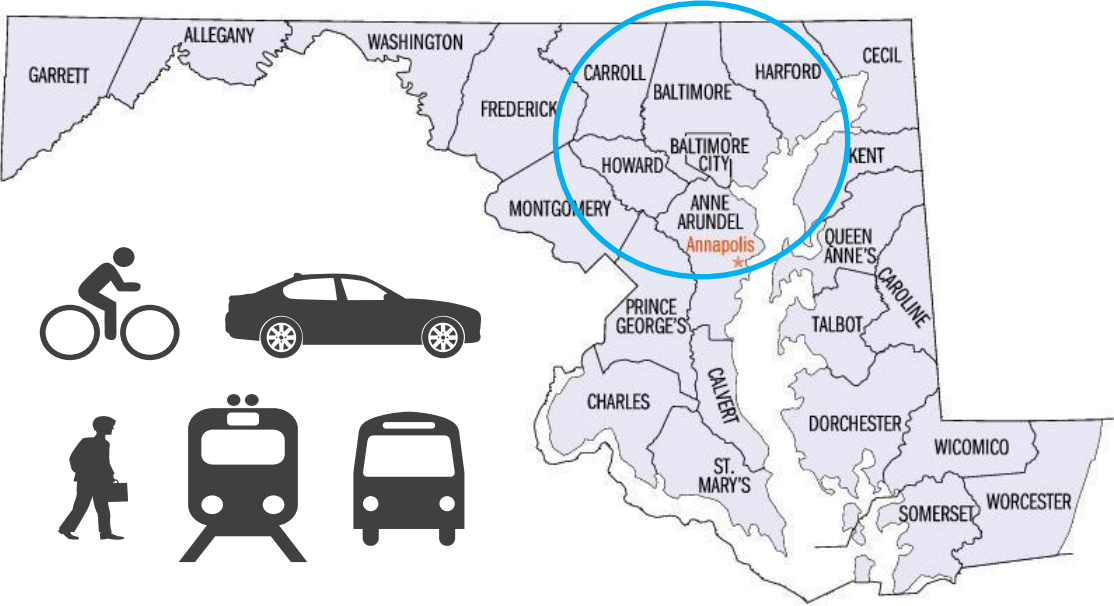
- An pre-campaign online survey was administered in May 2019 with a post-campaign survey following in August 2019.
- Survey topics included the following:
 - Awareness/recall of general advertising or news stories about pedestrian, driver, and bicyclist safety.
 - Seriousness of safety issues and trends in their area.
 - Perceptions of law enforcement.
 - 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



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



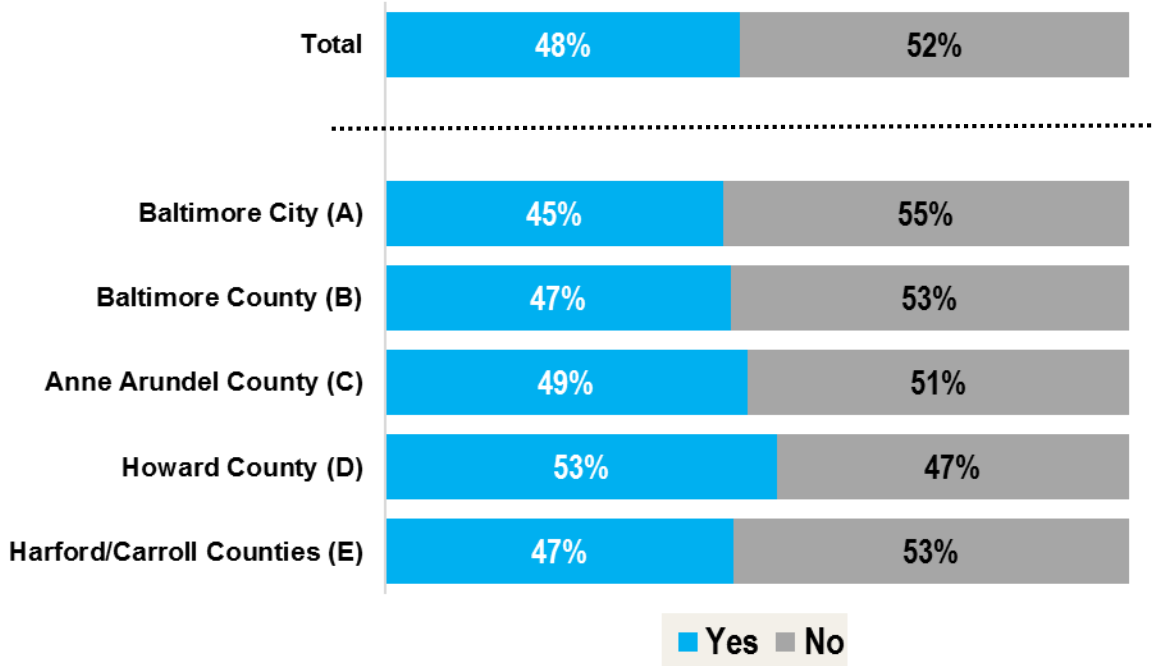
Advertising/News Recall On Pedestrian/Driver/Bicyclist Safety



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



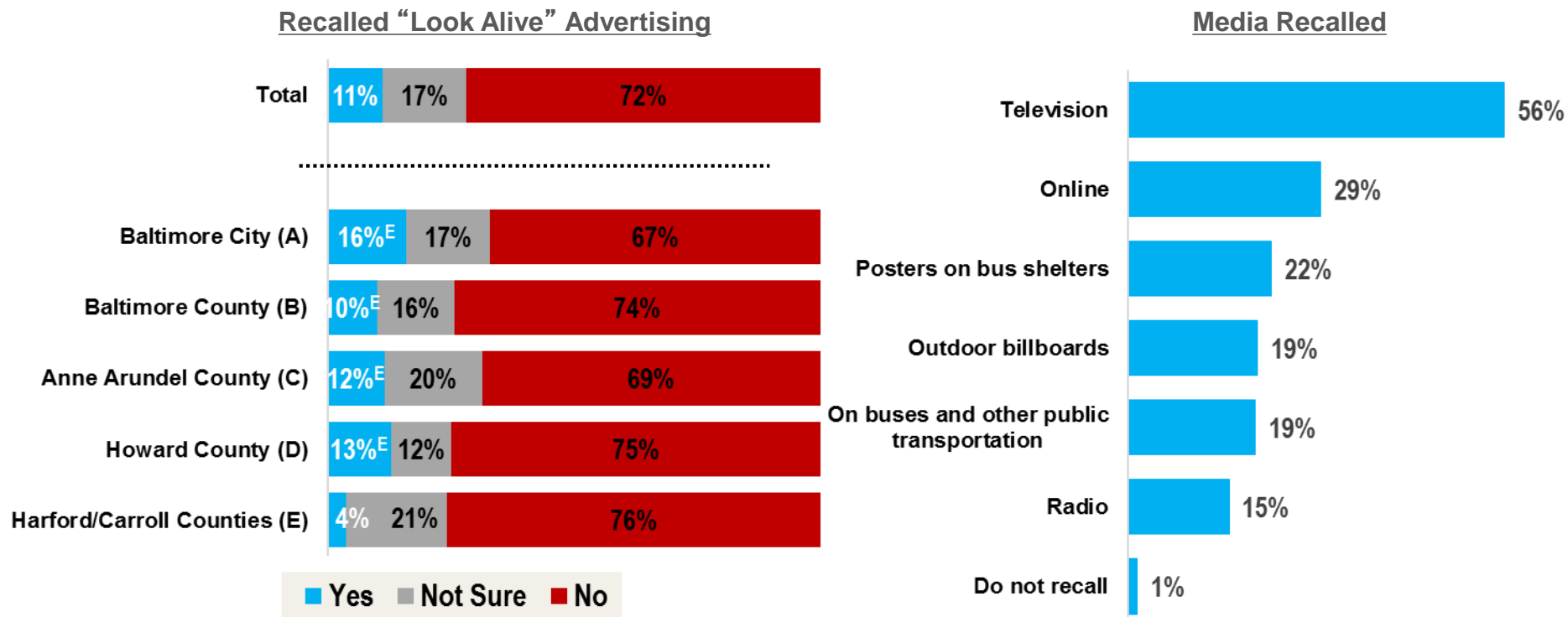
Advertising/News Recall	Wave 2	Wave 1
Pedestrian Safety (Net)	27%	16%
<i>Pedestrian Crashes (Subnet)</i>	14%	6%
Pedestrian getting hit by a car	11%	5%
Pedestrian safety	7%	2%
<i>Crossing The Street (Subnet)</i>	6%	2%

“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%).



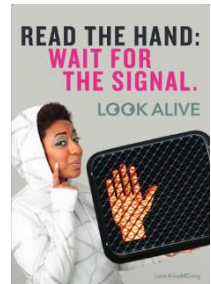
“Look Alive” Campaign Visually Aided Recall*



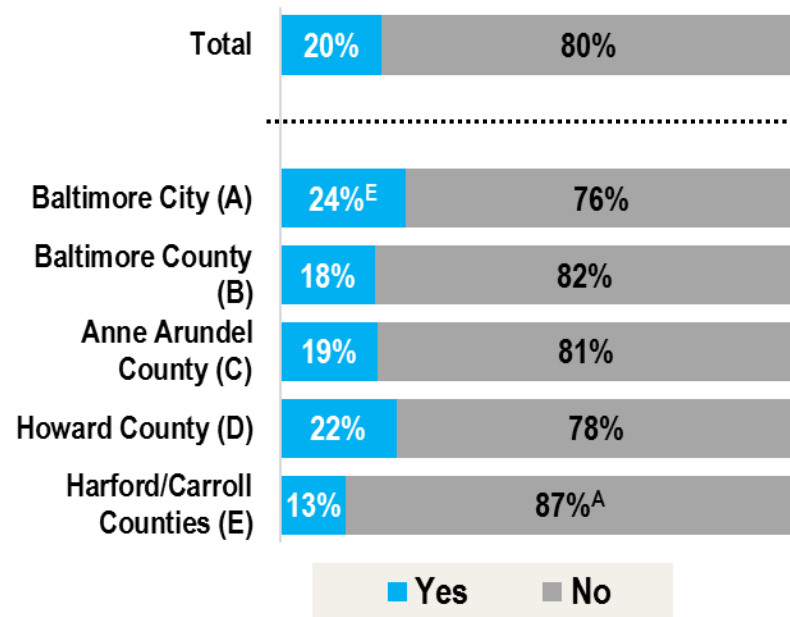
When prompted with campaign images, 20% of these Baltimore-area residents recall seeing the ads. Image-aided recall of the “Look Alive” campaign was highest among Baltimore City residents, and among those who use primarily other means of transportation than a car.

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

“Look Alive” Advertisement Stimuli

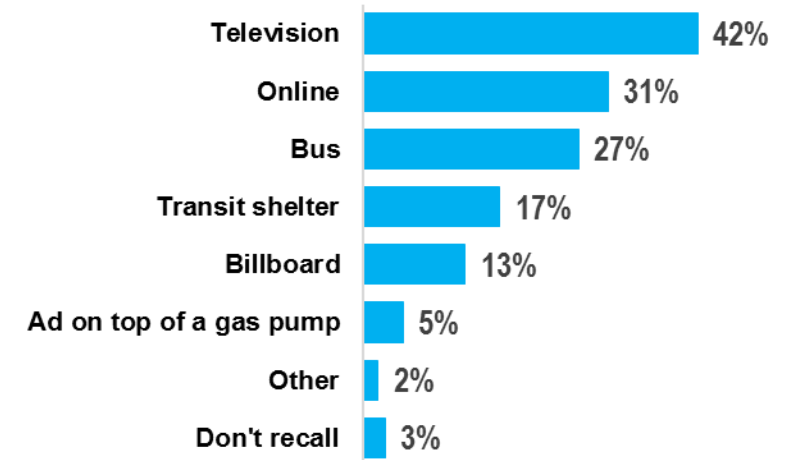


Recall Seeing Ads



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

Media Recalled

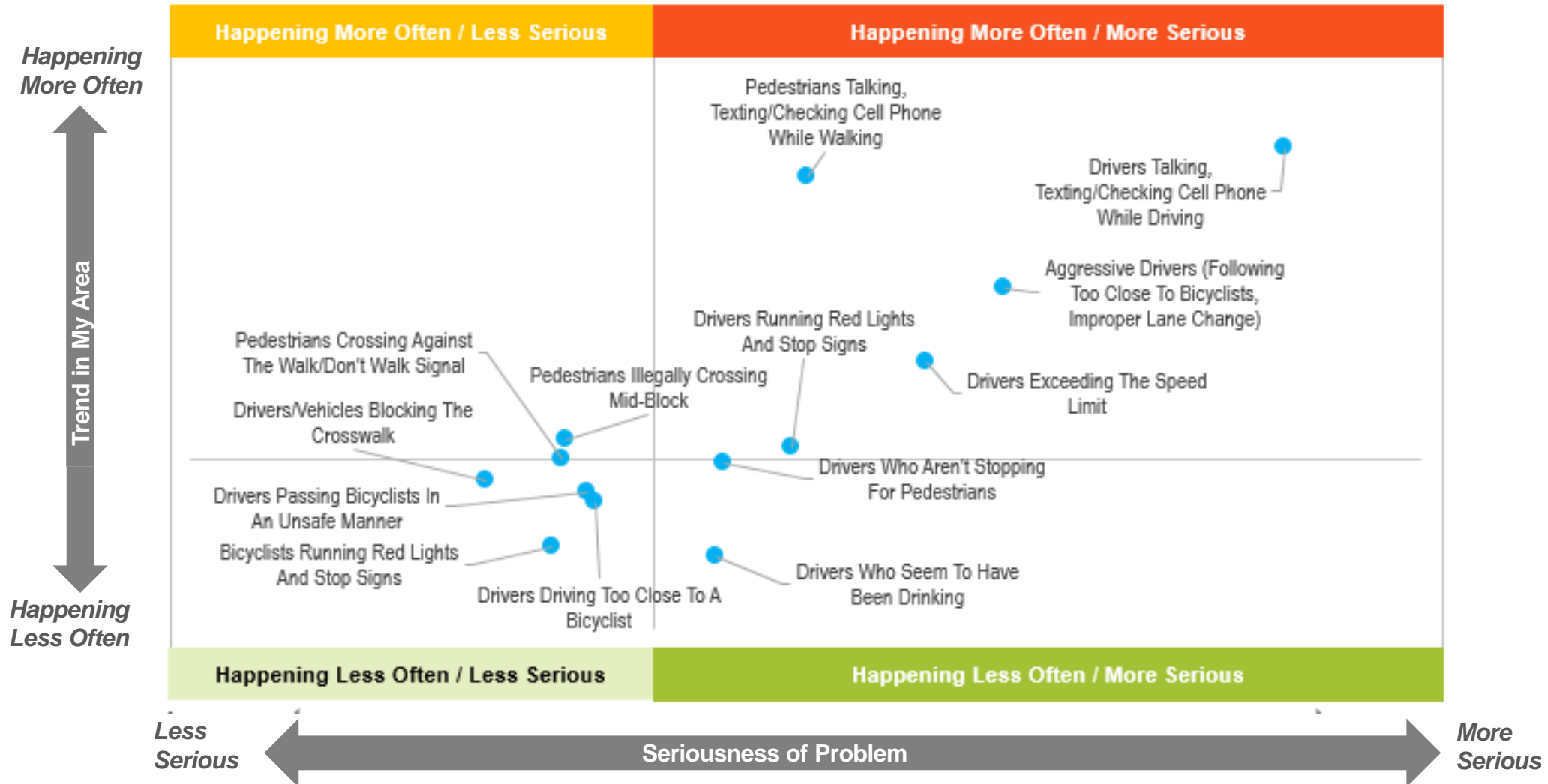


Perceptions Of Behaviors And Trends (Past 3 Years)



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.

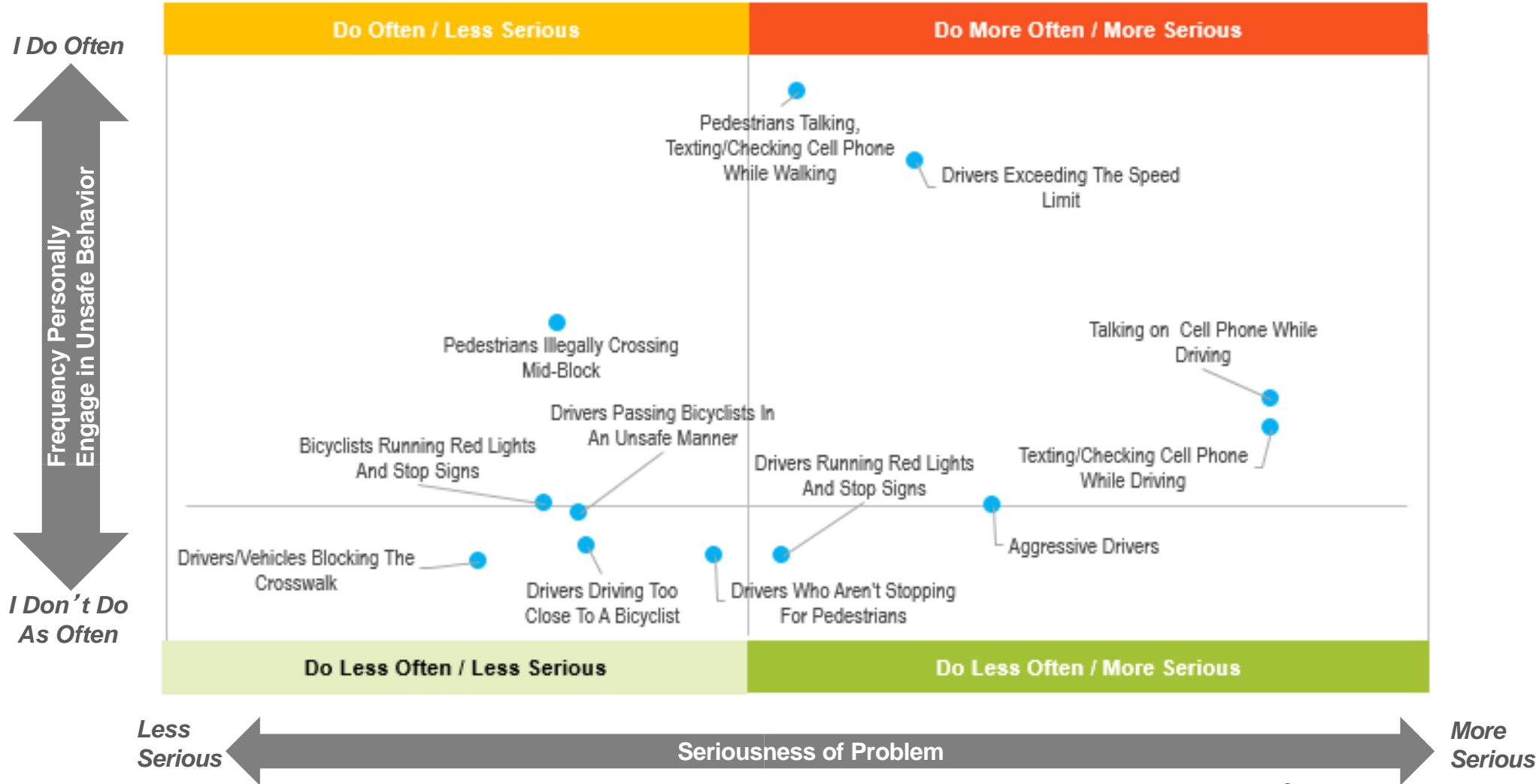


Self-Reporting Of Serious Behaviors



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.



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.

