

A Study of the 2006 Street Smart Communications Program

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Council of Governments
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About Street Smart

- Street Smart is a public awareness program that was launched in October 2002 to increase public awareness of pedestrian safety and to improve all driver's behavior regarding pedestrians. The initial campaign, as well as subsequent campaigns each year, consist of an approximately 4 to 6 week flight of public service announcements that focus on pedestrian safety.

Research Objectives

- Evaluate the 2006 Street Smart public awareness campaign in terms of:
 - Increasing public awareness of pedestrian safety, in general, and regarding pedestrian laws in crosswalks in particular.
 - Increasing public awareness of police enforcement regarding yielding to pedestrians in crosswalks.
 - Measuring changes in beliefs, behavior regarding pedestrian safety in crosswalks and on roadways since the launch of the 2002 Street Smart initiative.

Methodology

- The study was conducted using a traditional pre - post awareness methodology:
 - 300 interviews conducted prior to Street Smart Campaign and 300 conducted at end of campaign.
 - Motorists selected at random from DC, Maryland, and Virginia that comprise the DC metropolitan area.
 - Sample is in proportion to the population that resides in DC metropolitan area included in the study.

2006 Key Dates

- Benchmark Interviews March 15 - 17
- Media Campaign March 20 - April 16
- Post Interviews April 21 - 25

Within the report, the benchmark period is referenced as the March period, and the post period is referenced as the April period.

Data Presentation

- Unless indicated, tables and charts contained within the report are based on those asked a specific question. Tables and charts within the report may not total 100% due to (a) rounding, (b) multiple answers allowed in some instances, (c) exclusion of no answer percentages, and (d) not all answers being shown.
- Results within the report will show overall results as well as results for the target group -- males under 35 years of age, when meaningful observations are observed.

Data Presentation

- The maximum expected sampling error at the 95% level of confidence is plus or minus 5.8%. For sub-groups, the maximum error will be larger than the total sample.

Conclusion

- There was a significant increase in awareness of the Street Smart Campaign that talks about the need for drivers to watch out for pedestrians and bicyclists.
- Aware of PSA for Street Smart Campaign
 - Males under 35 increased from 11% in March to 40 % in April 2006. A net increase of 29%.
 - The general audience increased from 15% in March to 26% in April 2006. A net increase of 11%.

Conclusion

- While the campaign shows no short-term changes in behavior, long-term changes in motorist and pedestrian behavior have emerged, specifically:
 - The frequency of observing pedestrians who frequently jaywalk or walk into the roadway without concern for motor vehicles has improved.
 - In 2002, 40% of motorists frequently observed pedestrians either jaywalking or walking into the roadway without concern for motor vehicles vs. 30% in 2006.
 - Observing drivers who do not yield to pedestrians in crosswalks has improved. In 2002, 76% of motorists reported they ‘frequently / occasionally’ observed drivers who did not yield to pedestrians in crosswalks vs. 54% in 2006.

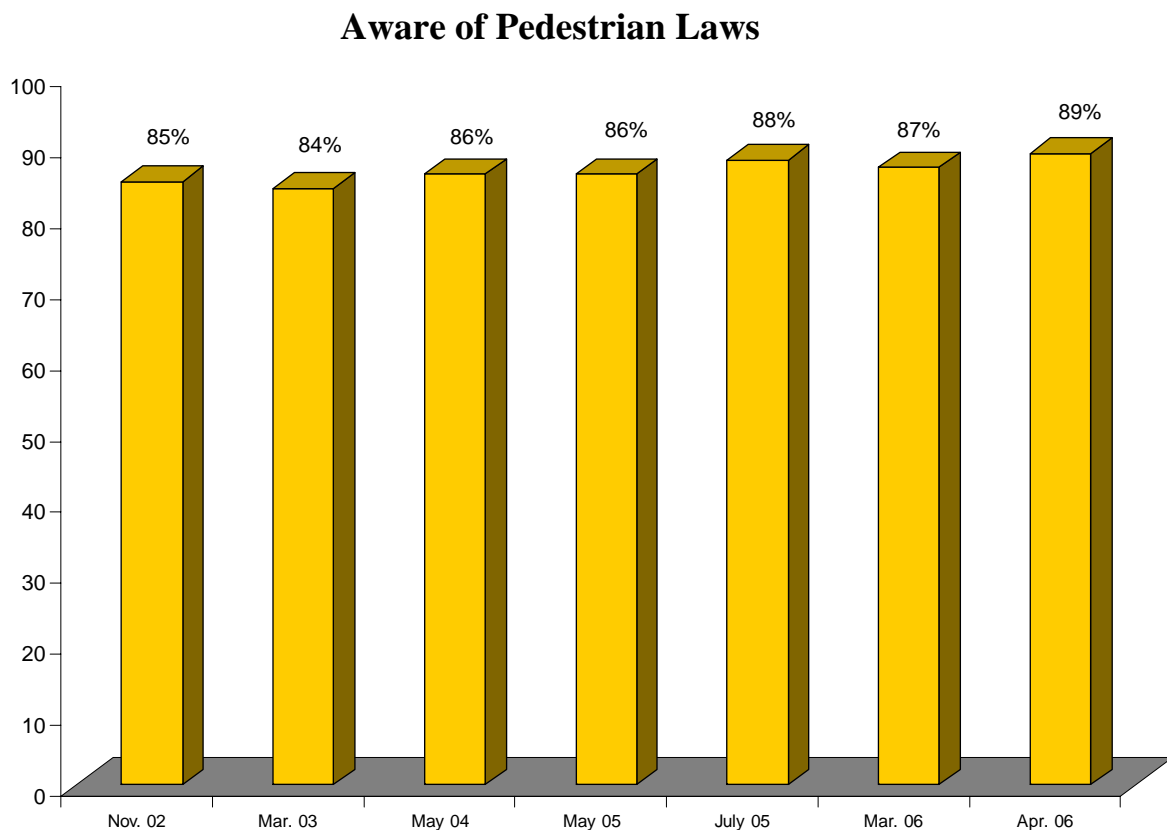
Conclusion

- Drivers in 2006 were less likely to have had to swerve to avoid a pedestrian who was jaywalking or walking on the highway without concern for vehicle traffic in 2006 than in 2004 -- 32% vs. 14%.
- The public is very aware of laws pertaining to yielding to pedestrians in crosswalks; however, motorists readily report it is not likely that drivers will get a ticket for the infraction or law violation.

Highlights

Awareness of Law

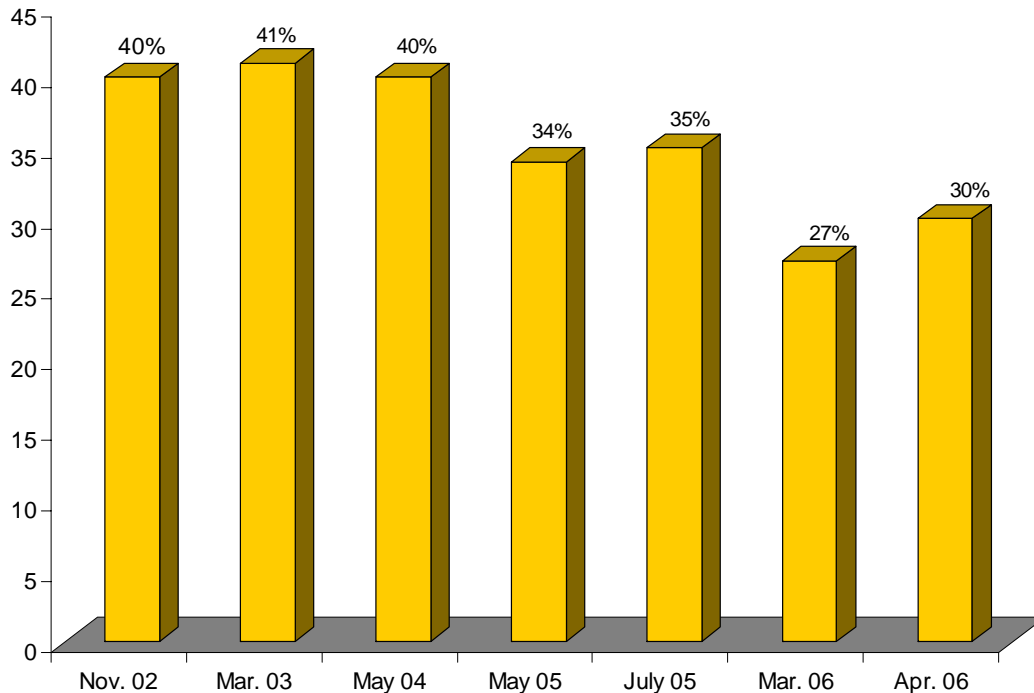
- Since 2002, awareness of laws regarding yielding to pedestrians in crosswalks is unchanged and is at a plateau where nearly all motorists are aware of laws relating to drivers needing to yield to pedestrians in crosswalks.



Pedestrian Behavior

- There has been a significant improvement in pedestrian behavior regarding jaywalking, etc. since the launch of the Street Smart Program in 2002. Drivers in 2006 are less likely to observe a pedestrian walking out into the road or jay-walking without concern for motor vehicles than in 2002.
- Between the benchmark and post waves, the incidence of observing jaywalkers, etc., was unchanged.

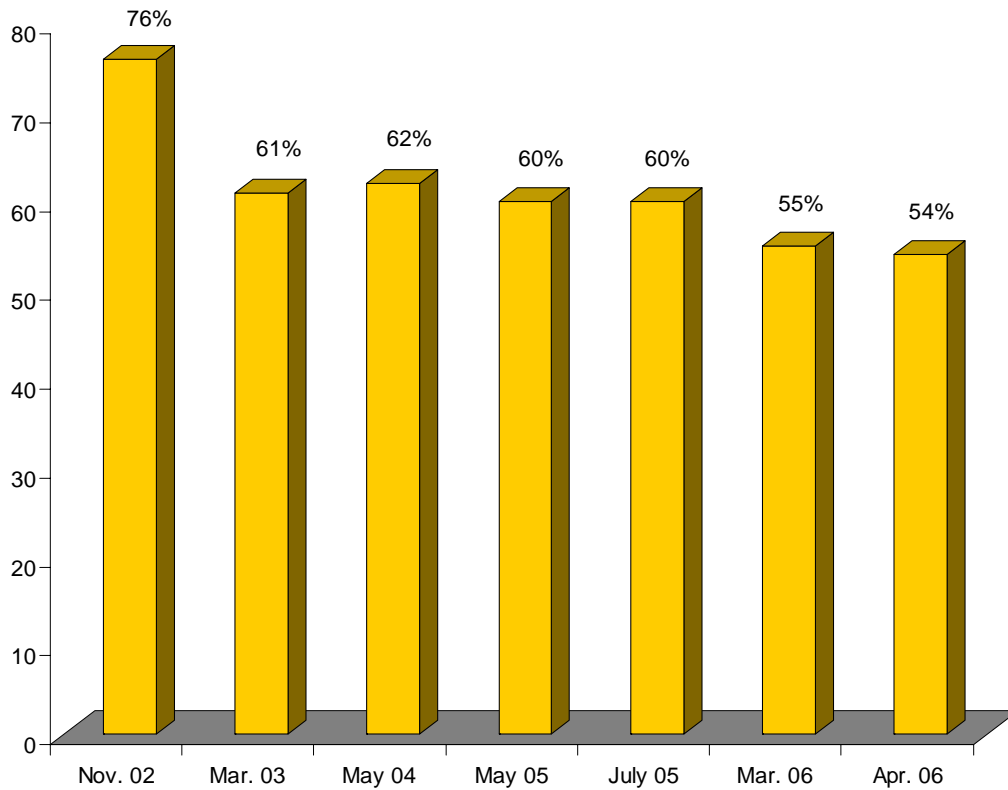
**Frequently Observe Pedestrians Jaywalking
(Past 30 Days)**



Driver Behavior Regarding Yielding to Pedestrians

- In 2006, motorists report they were less likely to frequently observe drivers who 'did not' yield to pedestrians in crosswalks than in 2005.
- Between the March 2006 and April 2006 waves, there was no change in driver's observing motorists who 'did not' yield to pedestrians in crosswalks.

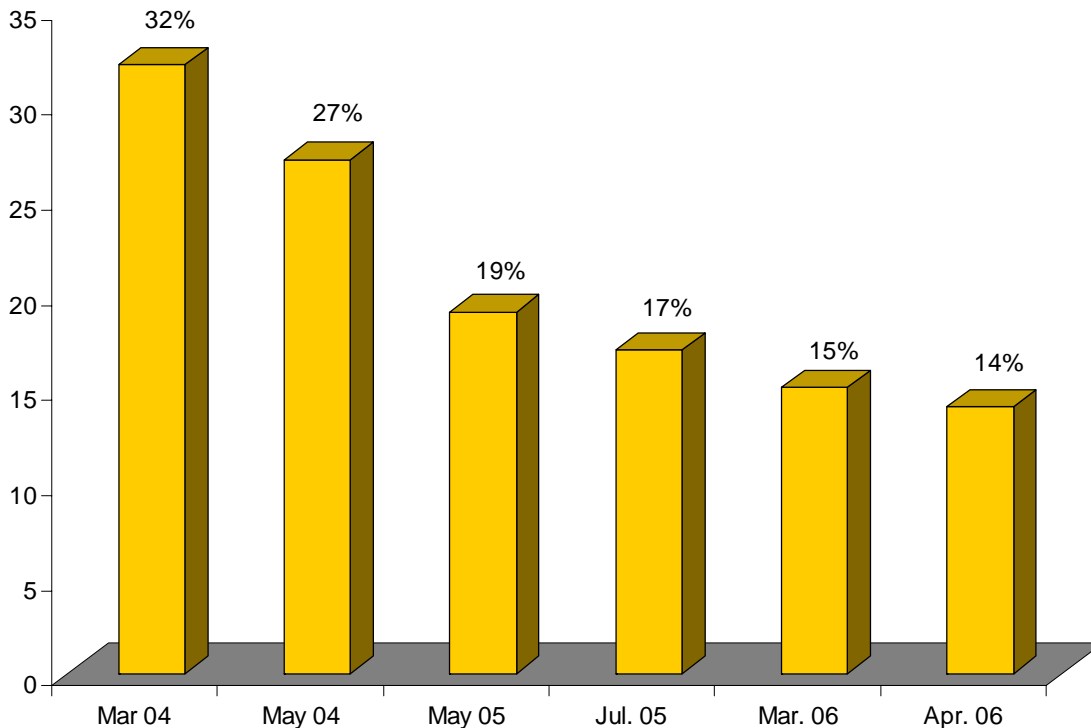
Report 'Frequently / Occasionally' Observing Drivers Not Yielding to Pedestrians in Crosswalk (Past 30 Days)



Driver Behavior To Avoid Pedestrians

- The proportion of drivers who reported they had to ‘suddenly swerve’ to avoid hitting a pedestrian who was jaywalking or walking without concern for vehicle traffic continues to decline.
- The reported incidence of drivers reporting they had to swerve to avoid a pedestrian declined in 2006 to 14% from 19% in May 2005 -- in improvement of 5 points.

**Reported Had to Swerve to Avoid Pedestrian*
(Past 7 Days)**

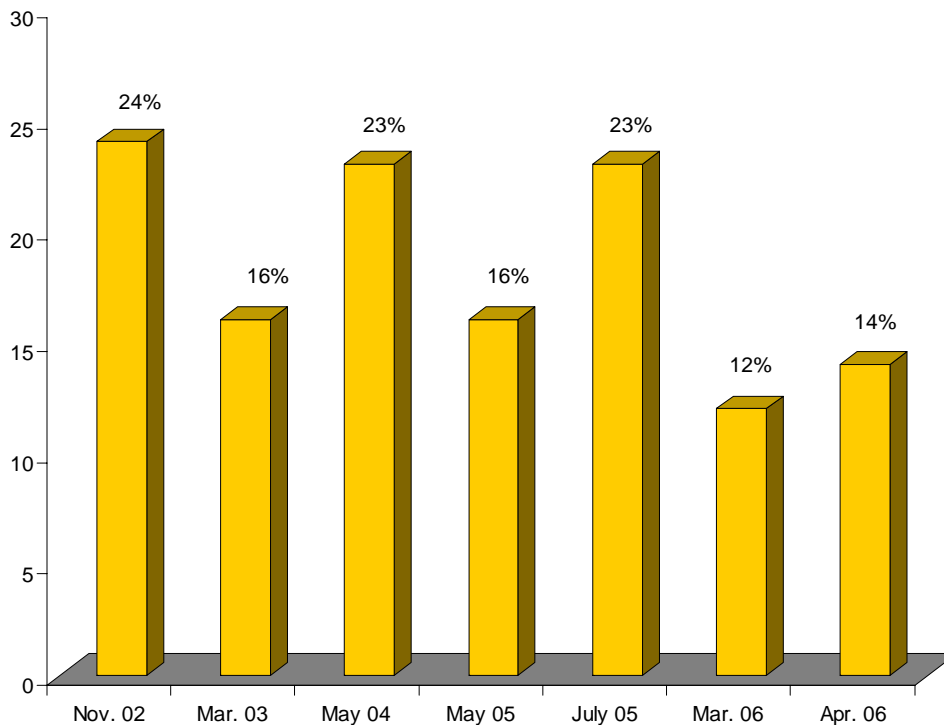


*Not asked in Nov. 2002

Police Efforts

- Overall awareness of police efforts to crackdown on drivers who do not yield to pedestrians in crosswalks increased from 12% in March 2006 to 14% in April 2006.
- The increase in awareness between the pre and post waves is consistent with observations from 2004, i.e., awareness increased during the campaign period regarding police enforcement.

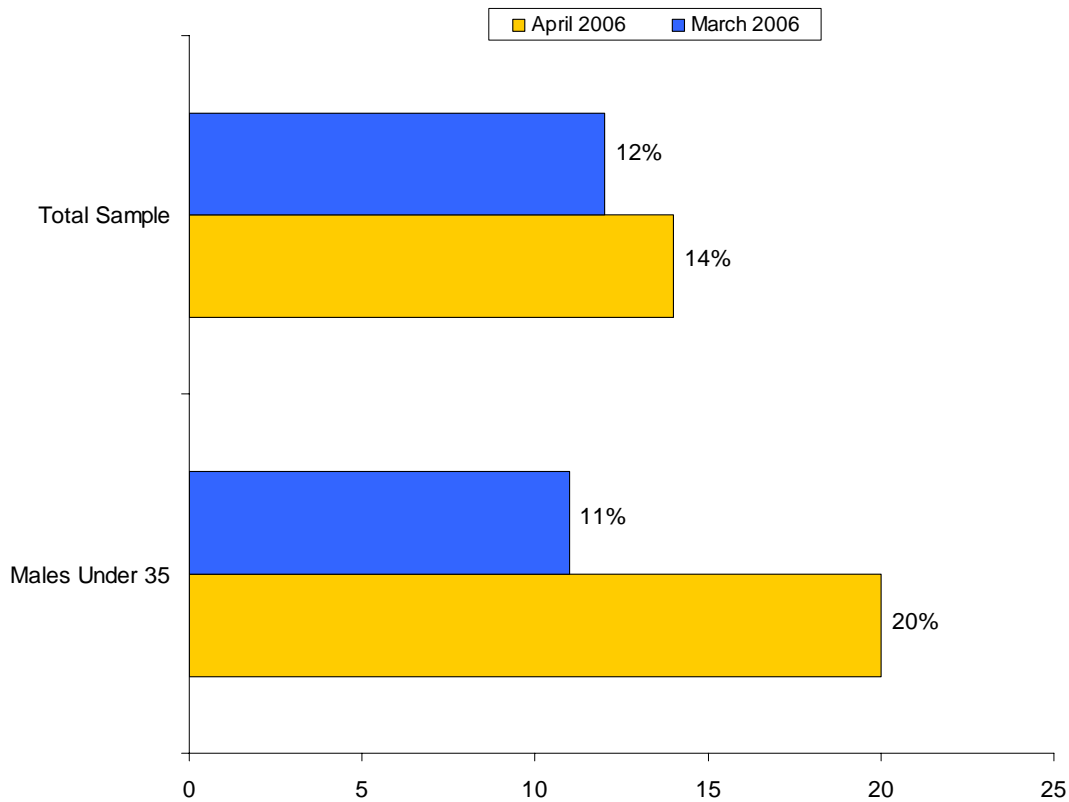
Heard About Police Efforts to Crackdown on Drivers Who Do Not Yield to Pedestrians



Police Efforts

- Between March and April 2006, among target male drivers under 35 years of age, awareness of police efforts to crackdown on drivers who did not yield to pedestrians increased 9 points ... from 11% to 20%.

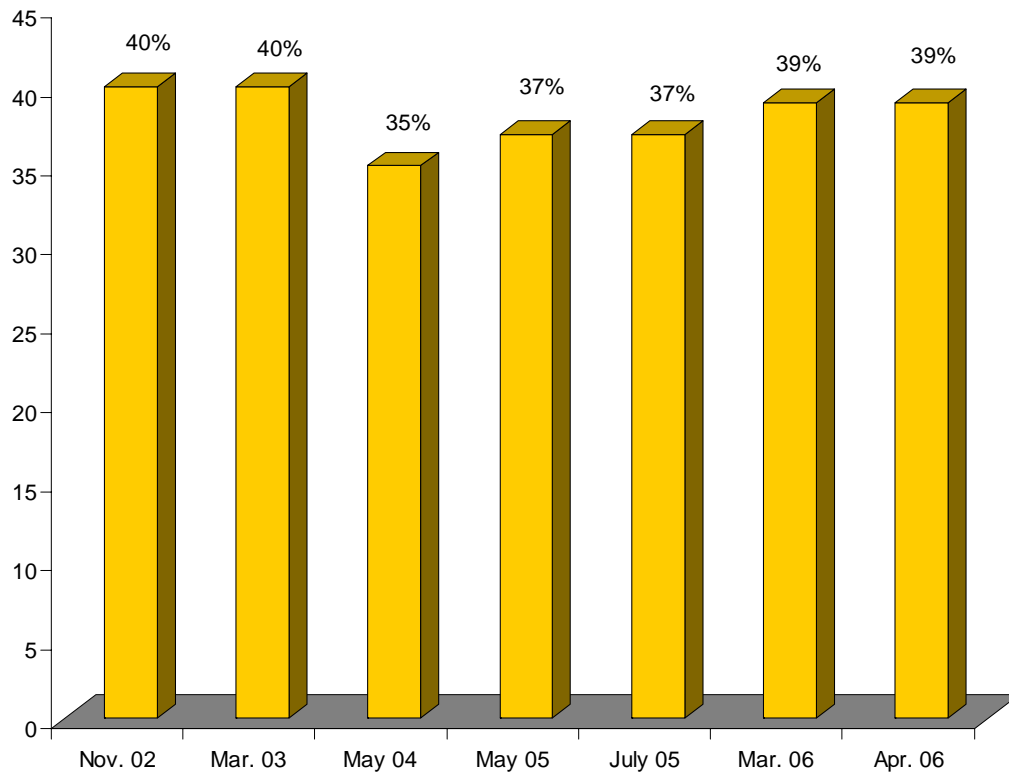
Have Seen / Heard About Police Efforts to Crack Down on Drivers Who Do Not Yield to Pedestrians



Police Enforcement

- Between the 2005 baseline and post measurement, the proportion of motorists who believe they would get a ticket for not yielding to a pedestrian in a crosswalk remained unchanged.
- Among male drivers under 35, there was no change in beliefs about getting a ticket for not yielding to a pedestrian in a crosswalk (32% vs. 32%).

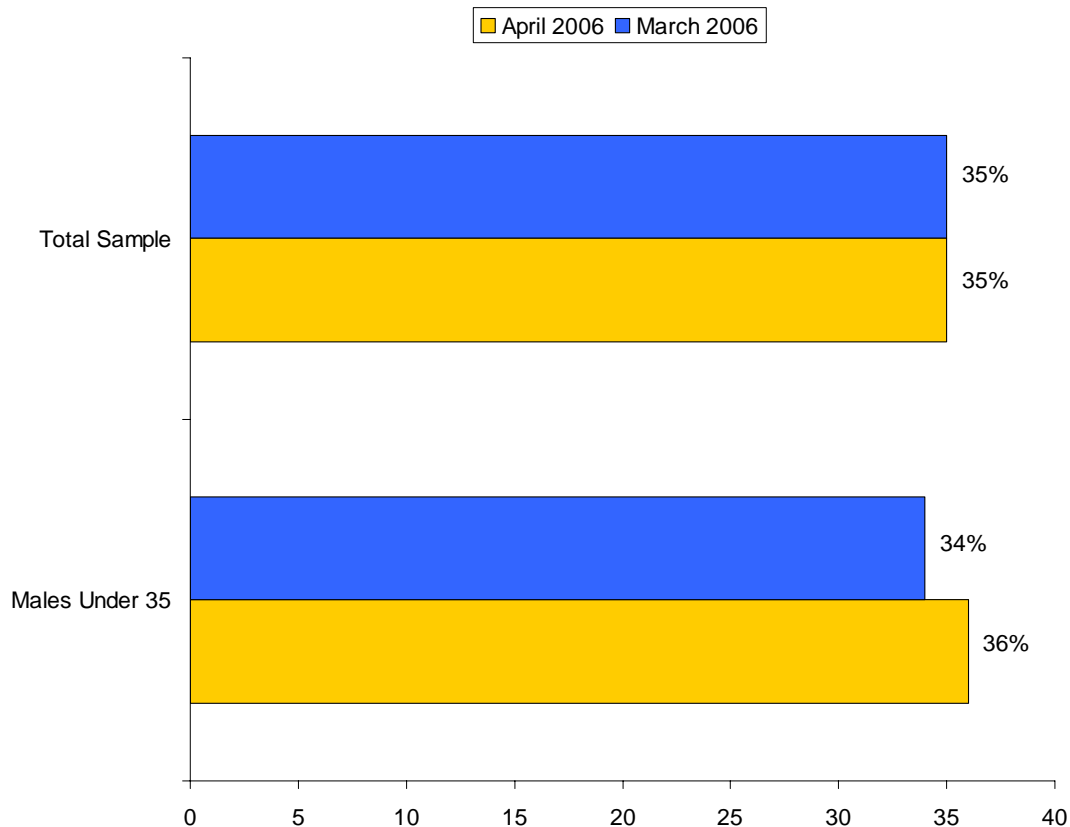
**% Say Chance of Getting Ticket is Likely For
Not Yielding to Pedestrian in Crosswalk**



Strict Police Enforcement

- Only one in three drivers believe that police in their area enforce the 'yield to pedestrian law' either 'very' or 'somewhat strictly' prior to the campaign. At the end of the campaign, these views were unchanged among the total sample.
- Among males under 35, beliefs about strict enforcement is also unchanged.

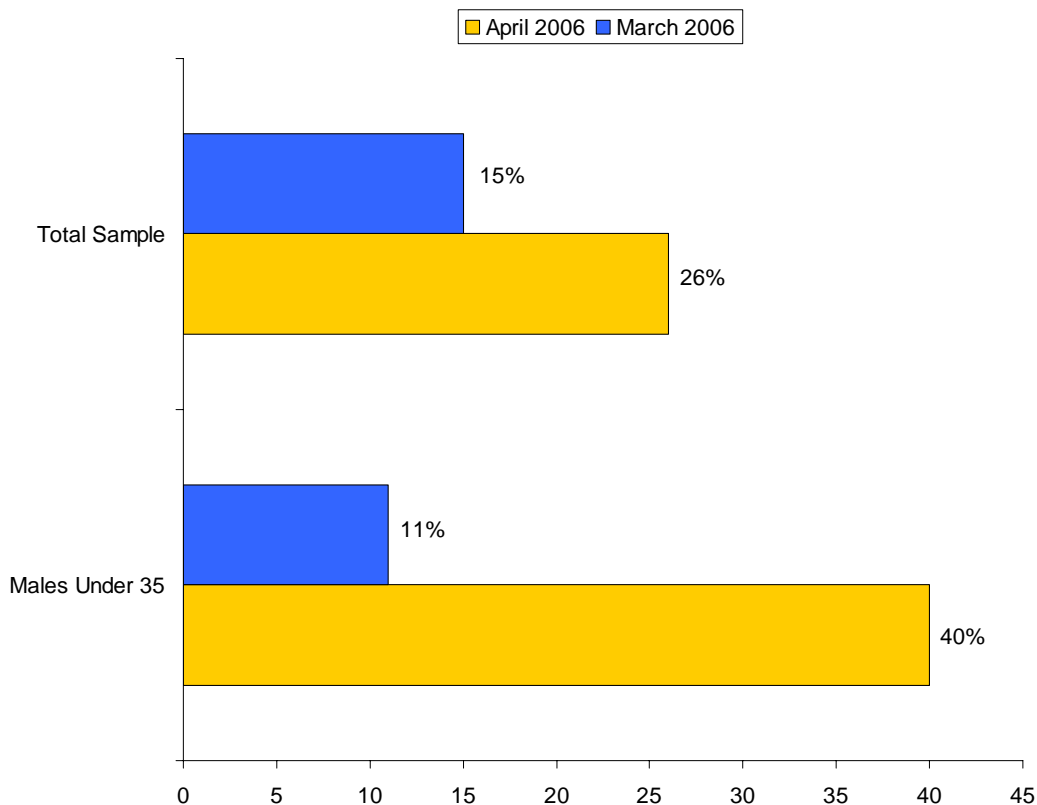
Believe Police Enforce Yield to Pedestrian Law



Street Smart Campaign Awareness

- Between the March and April period, overall awareness of hearing about the Street Smart Program or about cracking down on enforcement of drivers who do not yield to pedestrians in crosswalks increased from 15% to 26%
- Among target drivers -- males under 35 -- awareness increased 29 points from 11% to 40%.

% Aware of Street Smart Program



Campaign Recognition

- Motorists’ awareness of specific messages varied widely from a reported aided awareness of 32% for ‘Pay attention. Stop for pedestrians.’ to 16% for ‘Pay attention around big vehicles’ at the end of the campaign period.

HAVE RECENTLY SEEN / HEARD ...

	<u>March 06</u>	<u>April 06</u>
An ad or outdoor message that says, “Pay attention. Look before your cross.”	28%	32%
An ad or outdoor message that says, “Pay attention. Stop for pedestrians.”	32	31
“Drivers and pedestrians need to pay attention. Pedestrians use crosswalks. Look before you cross. Drivers – stop for pedestrians. Be Street Smart. Obey the law – or risk a ticket, or worse.”	24	29
An ad or outdoor message that says, “Pay attention. Watch for bicyclists.”	23	26
“Pedestrians – need to be aware that – big vehicles have bigger blind spots, make wide turns, and need more time to stop. Pay attention. Look before you cross. Be street smart. Obey the law – or risk a ticket, or worse.”	23	24
“Drivers and cyclists – need to be aware. Drivers – watch for bicyclists – follow the rules of the road. Everyone – pay attention. Be street smart. Obey the law – or risk a ticket, or worse.”	22	21
An ad or outdoor message that says, “Pay attention around big vehicles.”	14	16

Source of Advertising

- Motorists aware of the Street Smart Campaign were not sure where they had seen or heard the campaign; both broadcast and radio were cited frequently followed by outdoor billboards and Metro posters.

Source of Advertising
(Base: Recall Seeing / Hearing Advertising)

