

STREET **/// SMART**

Spring 2012 Campaign Survey Evaluation

Prepared for the
Metropolitan Washington Council of Governments
June 2012

PROvuncular
Research & Strategic Insight



About This Survey

- The purpose of this survey is to measure awareness of the Spring 2012 Street Smart pedestrian safety campaign. The survey measures pre- and post-campaign observations about perception of risk, behaviors, awareness of law enforcement activities and awareness of campaign messages.

Methodology

- This was a web-based standard pre/post-test survey with a sample size of $N = 500$ per survey. The pre-survey was administered on the week of March 19, 2012. The post-survey was administered the week of May 6, 2012. The gender of the participants was divided 50-50 between males and females. The sample was pulled from the Metropolitan Washington geographic area in relation to the COG membership footprint. All participants are active drivers. The standard demographic considerations of race, ethnic city, educational level, marital status and household income were collected and found to be reflective of the reported data collected in the U.S. Census. The margin of error is $\pm 4\%$.

Findings

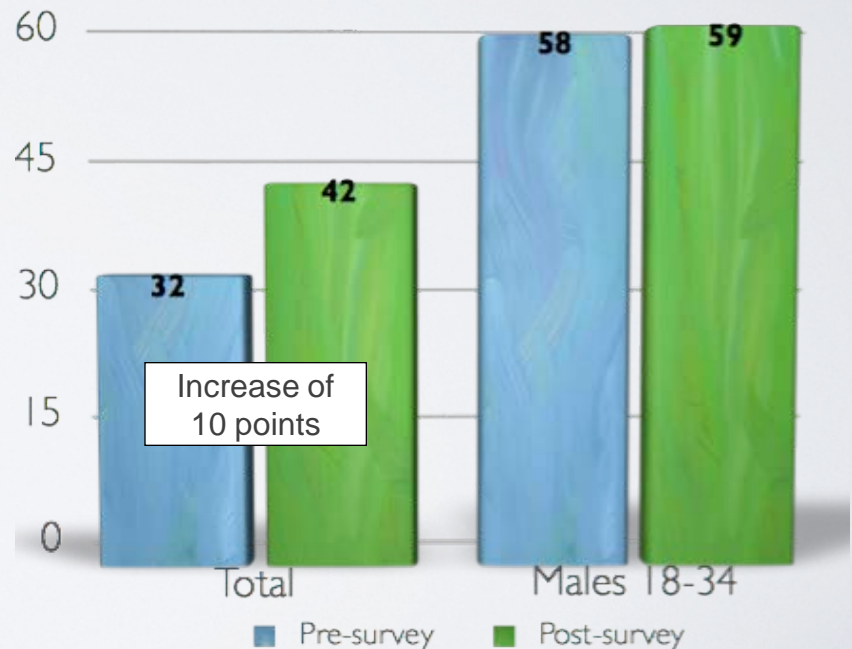
Perception of Risk

- Respondents were asked to rate the most serious traffic safety behaviors:
 - Texting while driving (89%), Aggressive Driving (85%) and Drivers Using Cell Phones (83%) were the top three serious traffic safety issues and remained the same from pre- to post-surveys.
 - Of note, pedestrian-related risky behaviors were rated higher in the post-survey indicating campaign efforts raised perception of risk on these behaviors.

Behavior	Pre-Survey		Post-Survey	
	Total	Males 18-34	Total	Males 18-34
Pedestrians Crossing Against Signal	64%	55%	57%	63%
Pedestrians Jaywalking/Crossing Mid-Block	63%	61%	67%	67%
Pedestrians Using Cell Phones	54%	53%	62%	55%
Pedestrians Texting While Walking	55%	56%	60%	58%

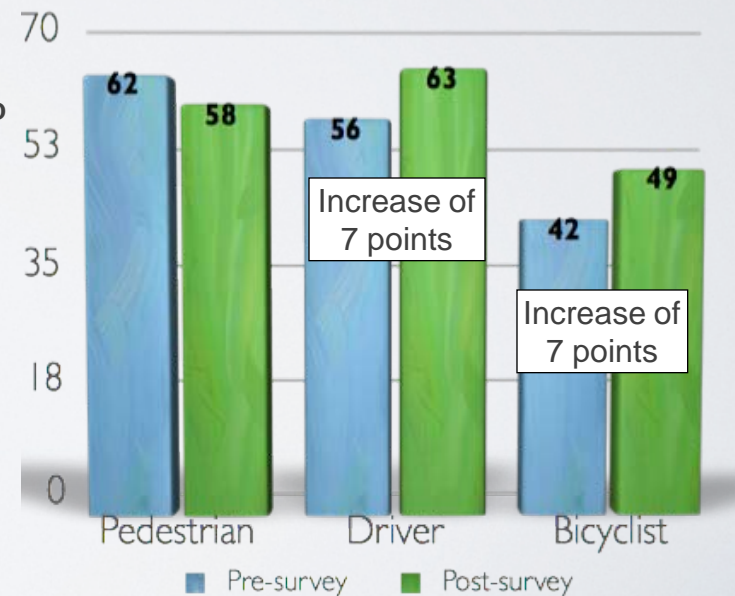
Enforcement

- Respondents were asked: “Have you recently seen or heard about police efforts to enforce pedestrian safety laws?”
 - The general audience showed a 10% increase in enforcement awareness from pre- to post-surveys going from 32% to 42%.
 - Males 18-34 showed sustained high awareness from pre- to post-surveys. The high pre-number indicates the long-term effect of a consistent enforcement message over several campaigns.



Enforcement

- When asked if pedestrian, driver and bicycle related safety laws were strictly enforced, males 18-34 noted high awareness of specific enforcement activities.
 - While enforcement of pedestrians showed a decline within the margin of error, driver and bicyclist enforcement was perceived to increase during the campaign.
 - Pedestrian related: Pre 62% - Post 58%
 - Driver related: Pre 56% - Post 63%
 - Bicyclist related: Pre 42% - Post 49%



Behaviors

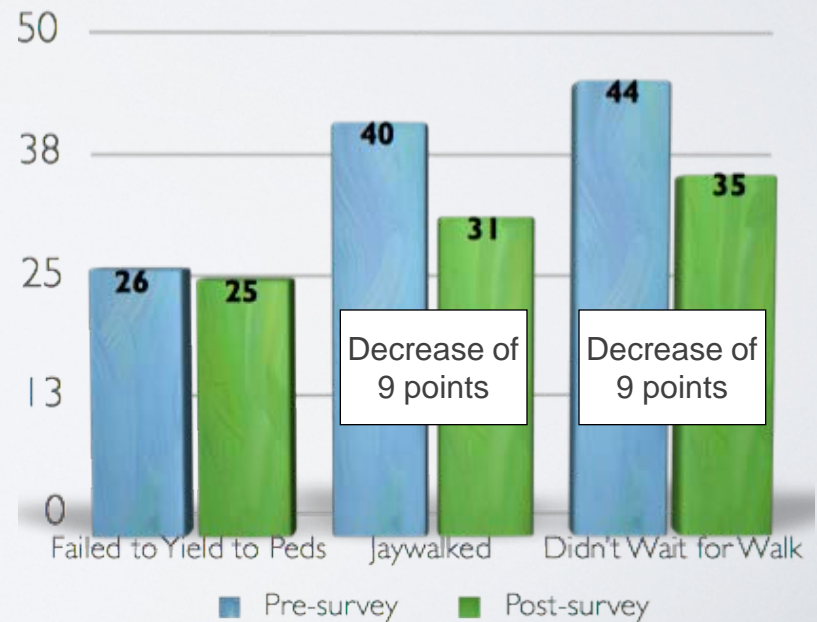
- Awareness of observed risky behavior of pedestrians and bicyclists increased in the post survey among males 18-34. This indicates that the target audience was more aware of these behaviors at the conclusion of the campaign. While driver behaviors remained flat, the audience shows sustained high awareness of these behaviors.
 - Pedestrian jaywalking: Pre 70% - Post 75%
 - Drivers don't yield to pedestrians: Pre 69% - Post 69%
 - Drivers around bicycles: Pre 64% - Post 61%
 - Bicyclists don't observe laws: Pre 58% - post 69%

Behaviors

- Self-reported risky behaviors show improvement of pedestrian behaviors in the post-survey among 18-34 males while driver behavior remained flat. The audience believes they've improved pedestrian behavior over the course of the campaign.

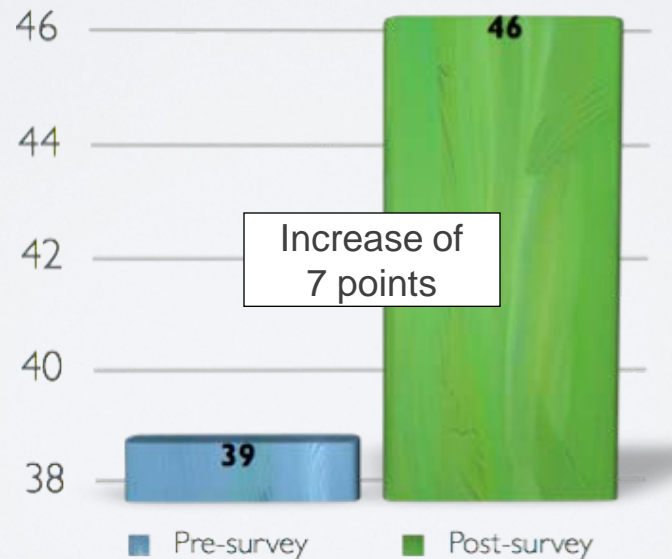
(These questions are phrased in the negative, therefore a decrease in responses is the preferred response.)

- Failed to yield to pedestrians:
Pre 26% - Post 25%
- Jaywalked:
Pre 40% - Post 31%
- Did not wait for walk sign:
Pre 44% - post 35%



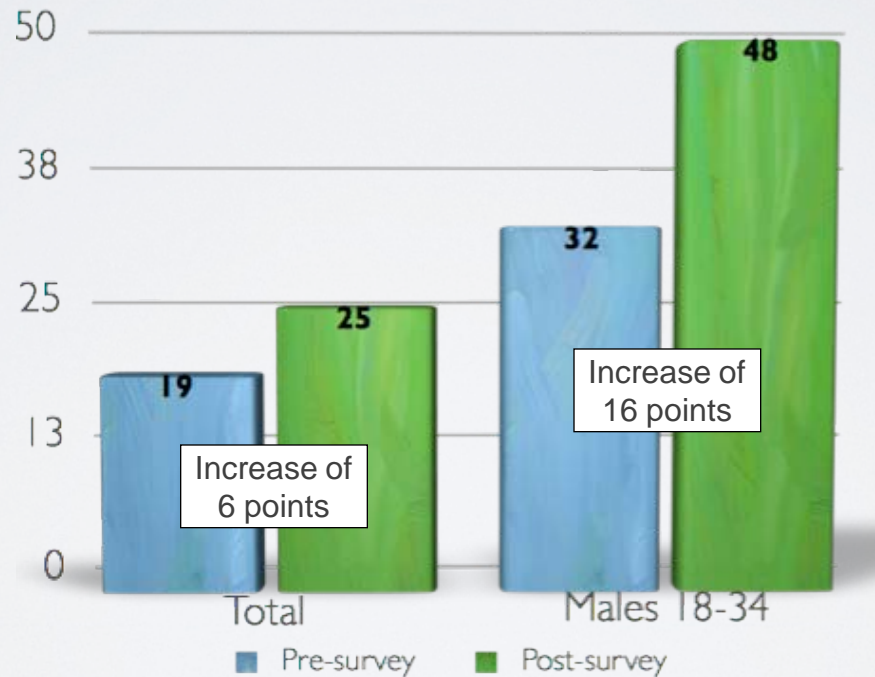
Message Awareness

- When asked if you have recently seen or heard any advertising or news stories about pedestrian safety, 18-34 males showed increased awareness in the post survey.
 - Aware of pedestrian messages in media: Pre 39% - Post 46%



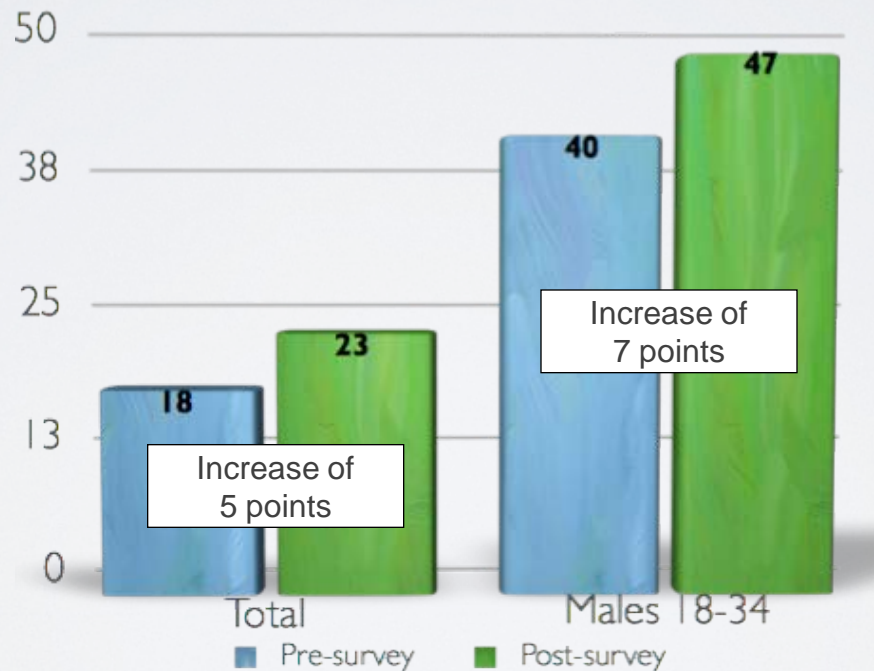
Message Awareness

- Brand awareness of Street Smart related to pedestrian safety showed a significant increase of 16 points among males 18-34.



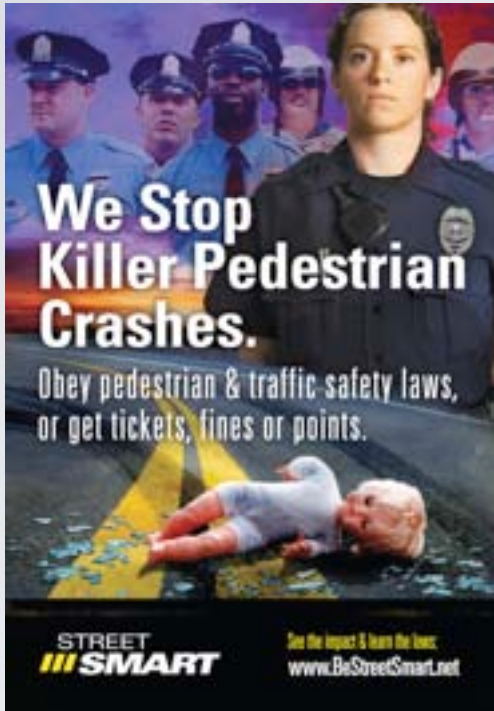
Message Awareness

- Awareness of the primary enforcement message “Obey pedestrian and traffic safety laws or get tickets, fines or points” increased among the target audience in the post survey.

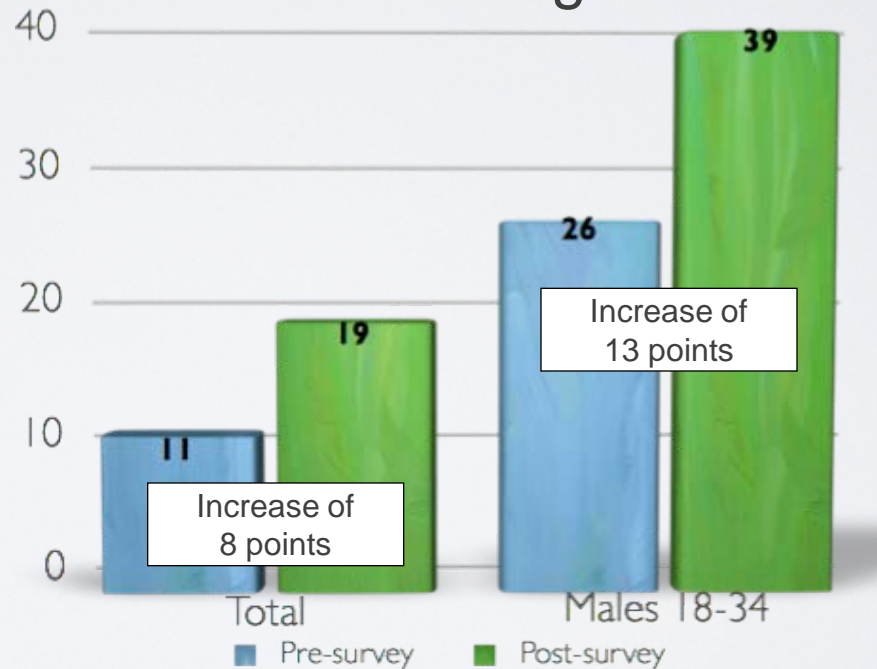


In 2010 the enforcement message showed a 21% awareness when shared with 4 pedestrian safety tips as primary themes. Results support continuing use of a more singular focused message.

Message Awareness



- When asked have you seen this ad, respondents showed significant recall in the post-survey indicating awareness of the outdoor advertising.



Message Awareness

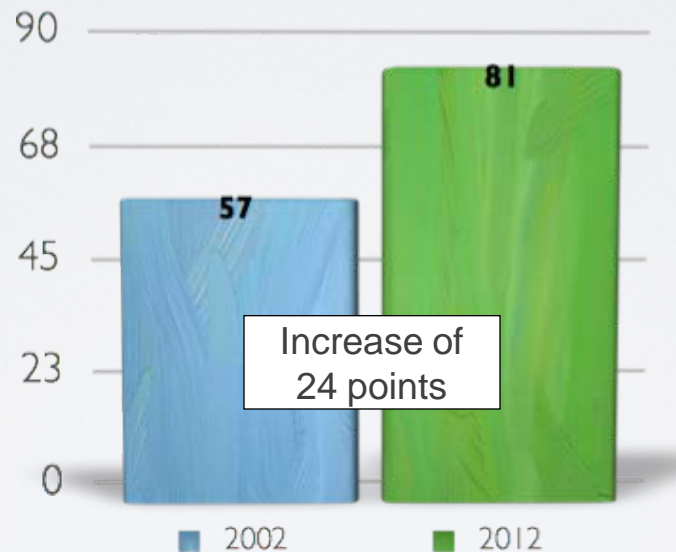
- Net campaign message awareness of 81% shows significant message recall and retention of the pedestrian enforcement message among the general and target audiences.

Progress over time

- The Street Smart Program has been conducting pre- and post-surveys since 2002. During the past 10 years, some questions have been consistently asked in the same manner so we've been able to do some comparisons.
 - Overall campaign awareness has increased significantly.
 - Observed dangerous behaviors has decreased significantly.
 - Awareness of enforcement efforts has increased significantly.

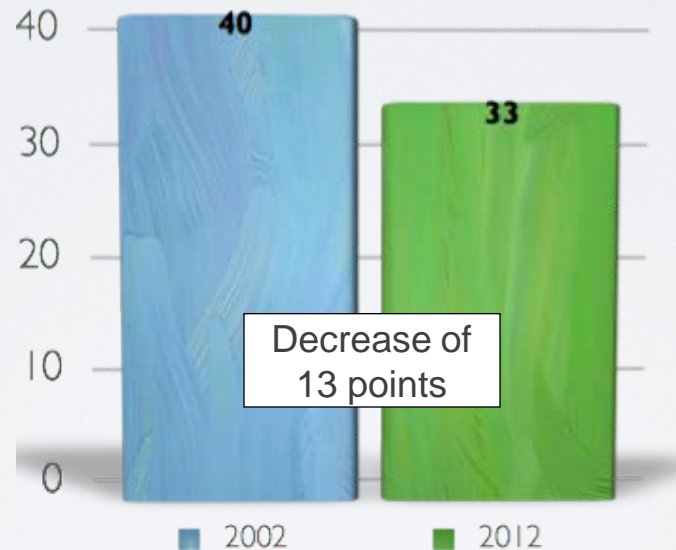
Progress over time

- Total Net Awareness (combined awareness of all campaign messaging):



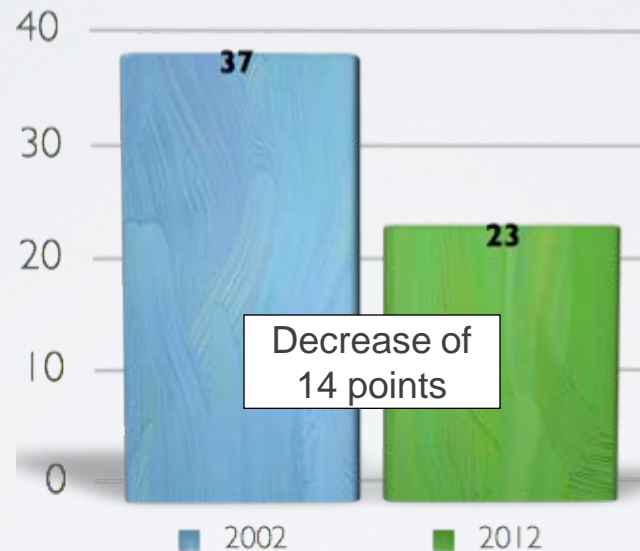
Progress over time

- Observations of pedestrians who “frequently” jaywalk:



Progress over time

- Observations of drivers who “frequently” do not yield to pedestrians:



Progress over time

- Awareness of police efforts to enforce pedestrian traffic safety laws:

