

# A Study of the 2004 Street Smart Communications Program

Prepared by Riter Research for:  
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## About Street Smart

- Street Smart is a public awareness program that was launched in October 2002 to change driver and pedestrian behavior in the Washington, DC metropolitan area. The program was based on the recognition that just in the Washington, DC metro area over 2600 injuries and 85 fatalities involved pedestrians and bicyclists in 2001.
- To reduce the number of traffic deaths involving pedestrians, the Metropolitan Washington Council of Government's (MWCOCG) launched the first Street Smart Campaign in October 2002 which consisted primarily of radio, Metro and outdoor transit advertising.

## Street Smart 2004

- To increase public awareness of pedestrian safety and to improve all driver's behavior regarding pedestrians, the MWCOG determined the need to continue the Street Smart program through news media, a public awareness communication campaign, and in some jurisdictions, increased law enforcement activity.
- The 2004 Street Smart campaign was targeted to all drivers in the Washington, DC metro area with a primary audience identified as **male drivers under 35 years of age** who have been identified as the primary offenders in pedestrian safety issues.

# Research Objectives

- Evaluate the 2004 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.
  - Improving both driver and pedestrian behavior.

# Methodology

- Pre - post awareness study
  - 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.

# Ending Sample

## ENDING SAMPLE

	<u>Pre</u>	<u>Post</u>		<u>Pre</u>	<u>Post</u>
<b><u>Region</u></b>			<b><u>Age</u></b>		
DC	12%	12%	18 to 24	11%	6%
Maryland	42	42	25 to 34	14	16
Virginia	39	40	35 to 44	21	25
			45 and older	54	53
<b><u>Race / Ethnicity</u></b>			<b><u>Gender</u></b>		
Caucasian / White	65%	70%	Female	50%	50%
African American	15	14	Male	50	50
Asian American	6	5			
Hispanic / Latin	6	4			

## 2004 Key Dates

- Benchmark Interviews March 15 - 29
- Media Campaign April 4 - May 2
- Post Interviews April 29 - May 5

# 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.
- The following chart shows approximate sample errors for different size subgroups.

# Statistical Reliability

## Maximum Sampling Error @95% Level of Confidence

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<u>Observed percentage near ....</u>	<b>Sample Size of Group</b>		
	<u>300</u>	<u>150</u>	<u>100</u>
Near 50%			
40% or 60%			
30% or 70%			
20% or 80%			
10% or 90%			

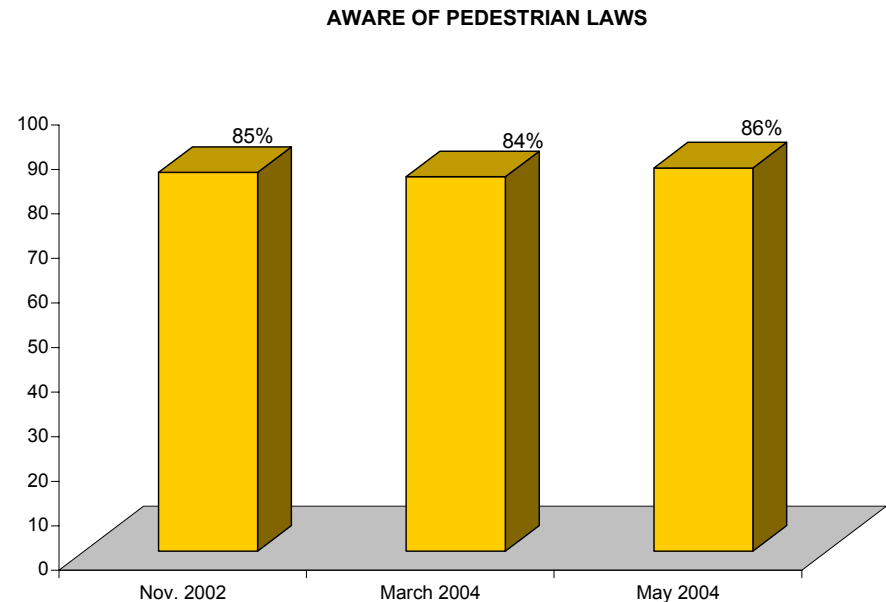
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# Limitations

- The current study is based on a campaign that ran for a short duration (four weeks). Our experience shows that changes in behavior, especially deep-rooted ones such as driving behaviors and attitudes, take a long time to change.
- The campaign ran during a period where much of the media's and public's attention was focused on the War in Iraq. The war effects are unknown.

# Awareness of Law

- At the start of the 2004 Street Smart Campaign, awareness of laws regarding yielding to pedestrians in crosswalks was unchanged from levels observed in 2002.
- At the conclusion of the campaign, awareness of the law was unchanged.



# Pedestrian Behavior

- The incidence of “jaywalkers” has remained unchanged over the past 24 months.
- Drivers are just as likely to report observing pedestrians who walk in the street or jaywalk without concern for motor vehicles at the end of the campaign as they reported prior to it.

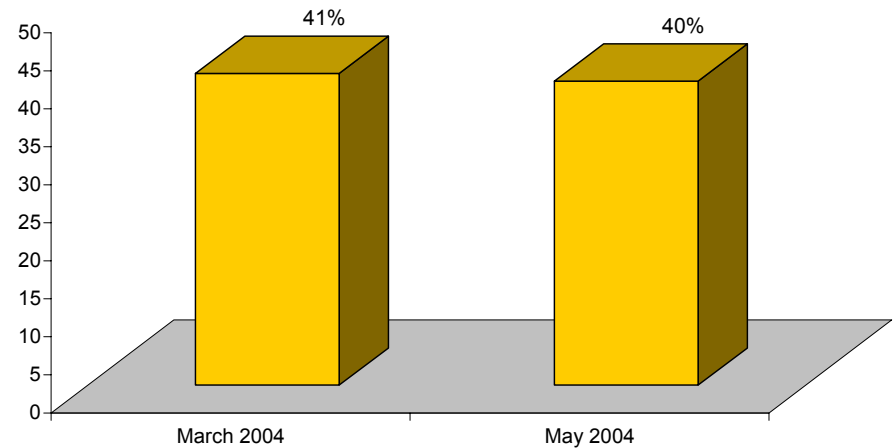
**FREQUENCY OF OBSERVING PEDESTRIANS  
WHO JAYWALK / WALK ONTO ROAD  
WITHOUT LOOKING  
(Past 30 days)**

	<u>Nov. 2002</u>	<u>March 2004</u>	<u>May 2004</u>
Frequently	40%	41%	40%
Occasionally	<u>35</u>	<u>31</u>	<u>34</u>
<b><u>Total Frequently / Occasionally</u></b>	<b><u>75%</u></b>	<b><u>72%</u></b>	<b><u>74%</u></b>
Rarely / Never	25%	26%	25%

# Pedestrian Behavior

- Drivers report they have noticed 'no differences' in pedestrian behavior regarding jaywalking or walking in the road without concern for motor vehicles.

**FREQUENCY OF OBSERVING  
PEDESTRIANS JAYWALKING  
(Past 30 Days)**



# Driver Behavior

- Since 2002, there has been a **notable improvement** in driver behavior regarding **drivers yielding to pedestrians in crosswalks**.
- At the end of the 2004 Street Smart Campaign, observations regarding drivers' behavior was unchanged.

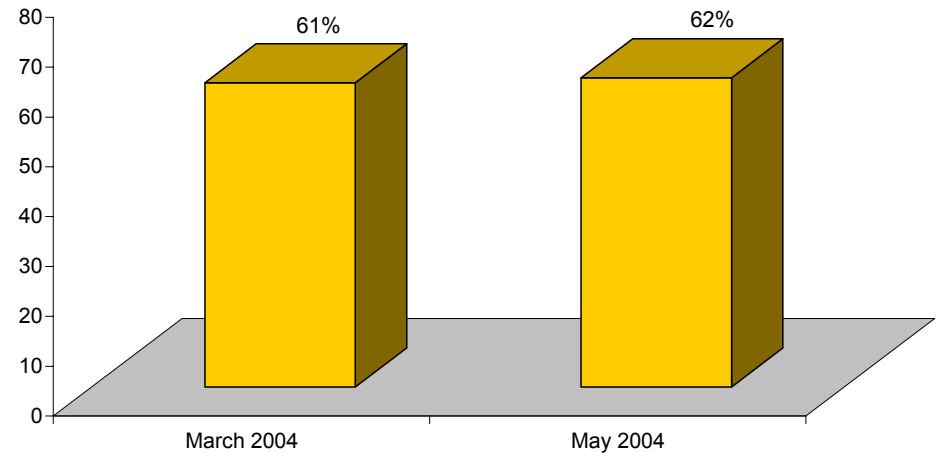
## FREQUENCY OF OBSERVED DRIVERS WHO DO NOT YIELD / STOP FOR PEDESTRIANS (Past 30 Days)

	<u>Nov. 2002</u>	<u>March 2004</u>	<u>May 2004</u>
Frequently	37%	30%	27%
Occasionally	<u>39</u>	<u>31</u>	<u>35</u>
<b><u>Total Frequently / Occasionally</u></b>	<b><u>76%</u></b>	<b><u>61%</u></b>	<b><u>62%</u></b>
Rarely / Never	24%	36%	36%

# Driver Behavior Regarding Yielding to Pedestrians

- At the end of the 2004 Street Smart Campaign, motorists report they were just as likely to frequently observe drivers who ‘did not’ yield to pedestrians in crosswalks during the past 30 days, as reported prior to the campaign launch.

**REPORT "FREQUENTLY" OBSERVING DRIVERS NOT YIELDING TO PEDESTRIANS IN CROSSWALKS (Past 30 Days)**

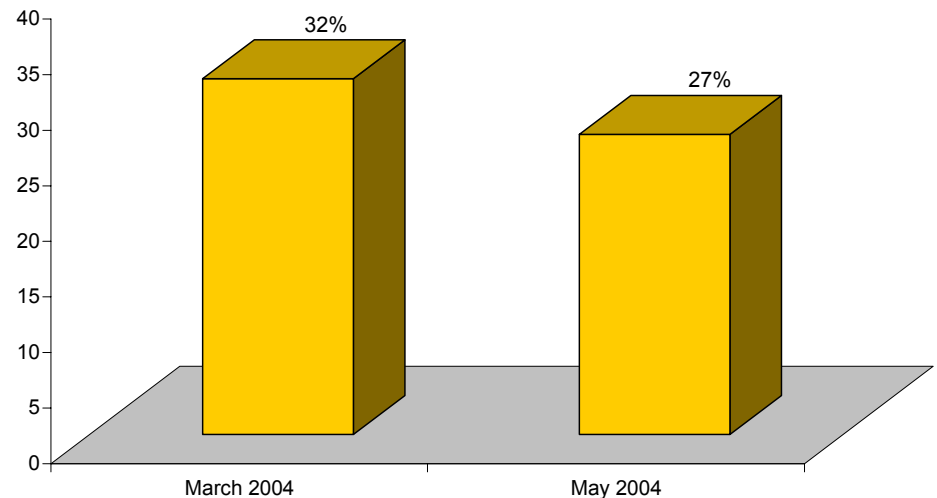




# Driver Behavior To Avoid Pedestrians

- Between the March and May period, 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 declined from 32% to 27%.

REPORTED HAD TO SWERVE TO AVOID PEDESTRIAN



## Who's at Fault

- Most motorists believe that when an crash occurs between a motor vehicle and a pedestrian, that the fault lies with the driver of the vehicle. This was unchanged between waves. Overall levels of belief were unchanged from 2002.

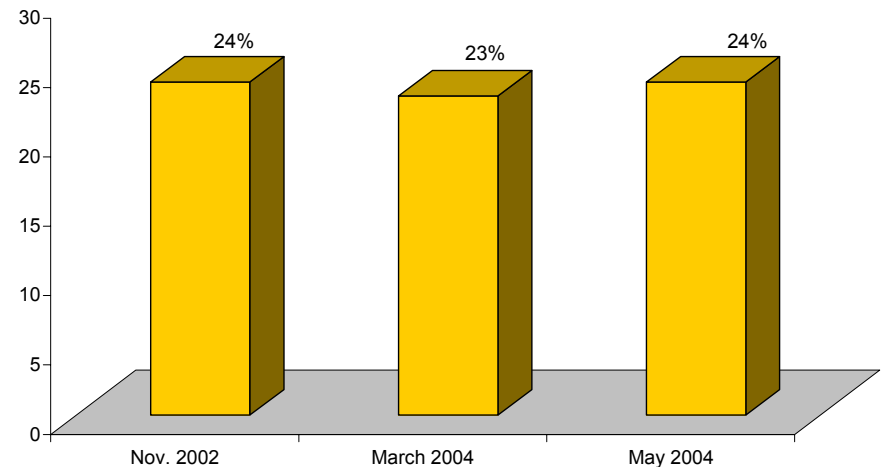
### WHO'S AT FAULT

	<u>Nov. 2002</u>	<u>March 2004</u>	<u>May 2004</u>
Driver	45%	39%	42%
Pedestrian	21	28	25
Both	15	13	12
Not Sure	18	20	21

# Police Efforts

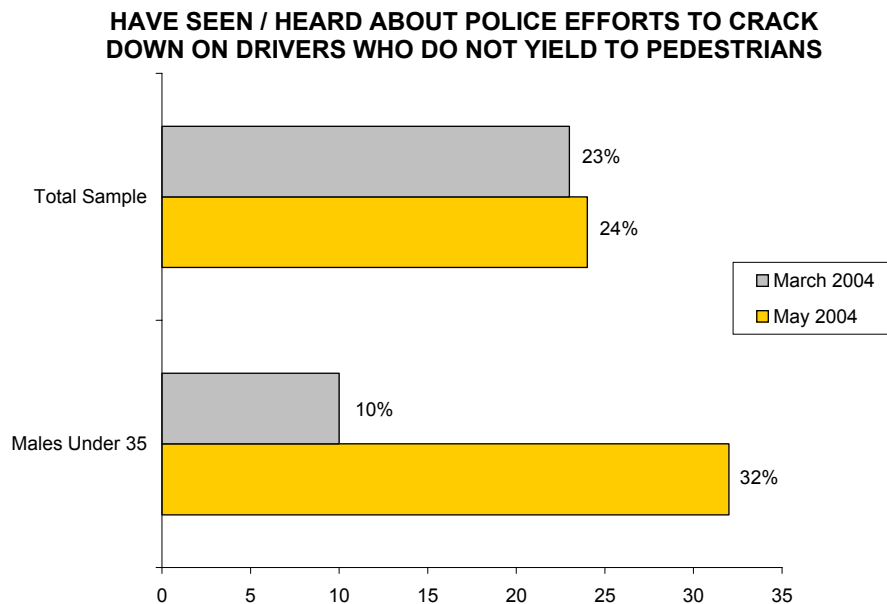
- Comparison of baseline and post measurement indicates that awareness of police efforts to crackdown on drivers who do not yield to pedestrians is unchanged between 2002 and the start of the 2004 campaign.
- Overall awareness of police efforts to crackdown on drivers who do not yield to pedestrians in crosswalks was unchanged between the March and May period.

**HEARD ABOUT POLICE EFFORTS TO CRACKDOWN ON DRIVERS WHO DO NOT YIELD TO PEDESTRIANS**



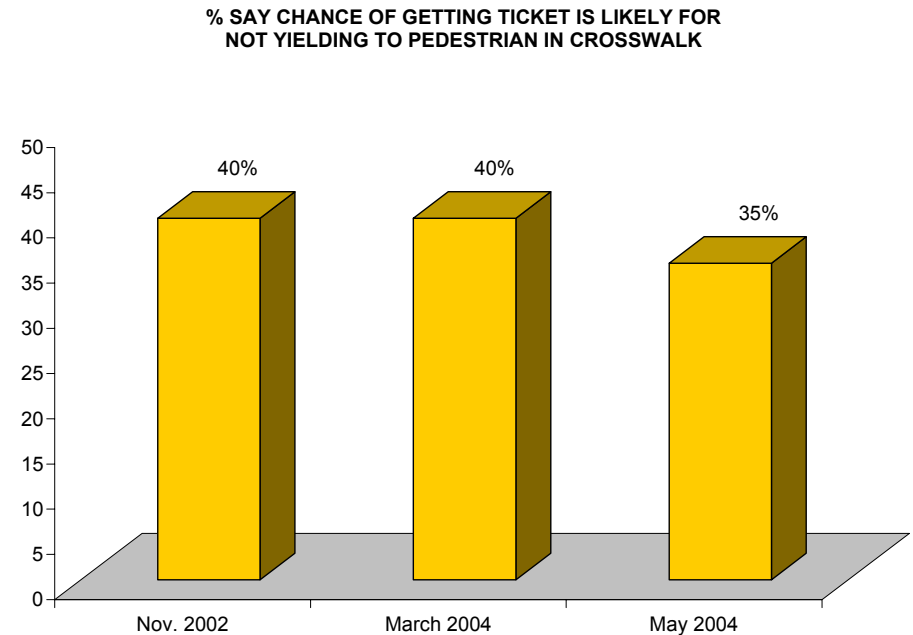
# Police Efforts

- Among target male drivers under 35 years of age, awareness of police efforts to crackdown on drivers who did not yield to pedestrians increased 22 points ... from 10% to 32% ... between April and May 2004.



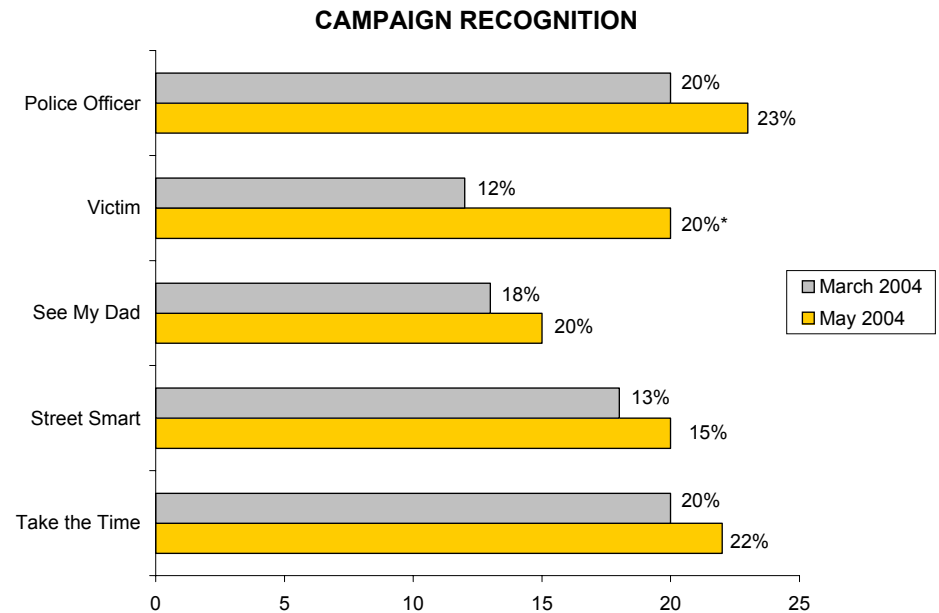
# Police Enforcement

- Between the 2004 baseline and post measurement, the proportion of motorists who believe they would get a ticket for not yielding to a pedestrian in a crosswalk is 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 (47% vs. 48%).



# Campaign Recognition... Total Sample

- Awareness for all Street Smart executions increased slightly between March and May 2004.
- “*Victim*” showed the greatest increase in terms of campaign recognition.



*\*Difference is significant between periods.*

## Campaign Recognition... Males Under 35

- The most notable changes in campaign recognition were recorded for the campaign target group -- males under 35.

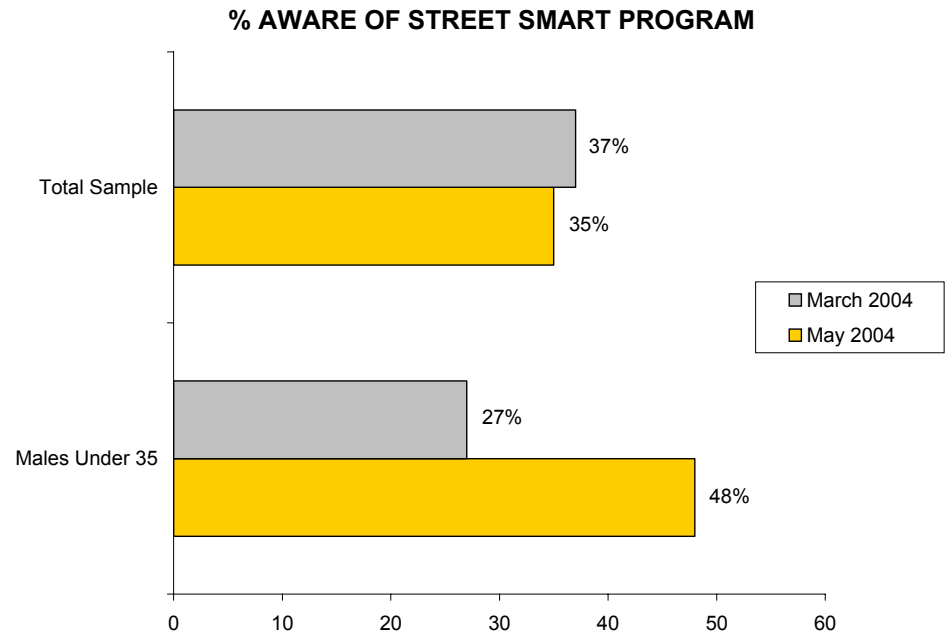
### HAVE RECENTLY SEEN / HEARD É.

	Total Sample		Target Audience Ģ Males under 35	
	March 2004	May 2004	March 2004	May 2004
ĢStreet Smart, Watch OutÓ	18%	20%	20%	32%
Police Officer	20	23	13	29
Victim	12	20	3	29*
See My Dad	13	15	13	19
Take the Time	20	22	13	32*

*\*Difference significant between periods.*

# Street Smart Campaign Awareness

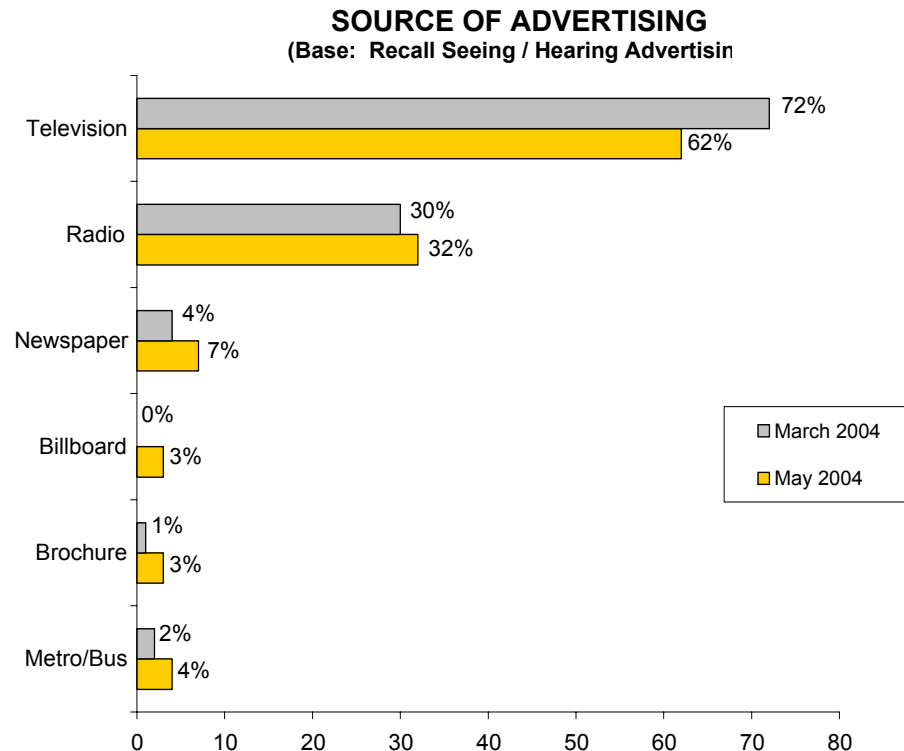
- Overall awareness of hearing about the Street Smart Program or about cracking down on enforcement of drivers who do not yield to pedestrians in crosswalks did not change, **but among target drivers -- males under 35 -- awareness increased significantly.**





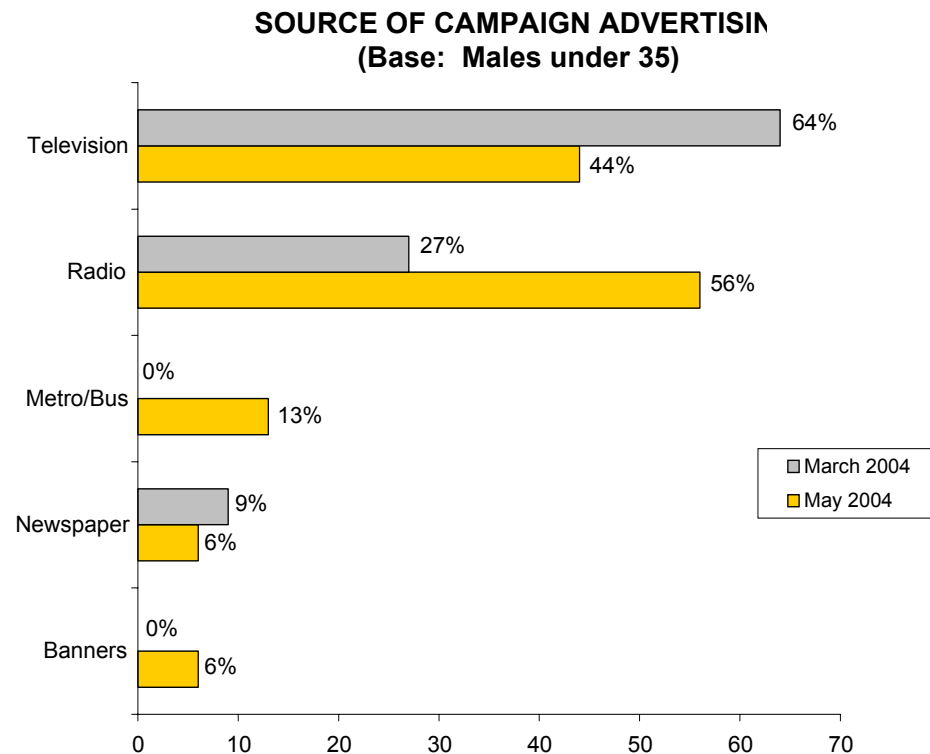
## Source of Advertising... Total Sample

- 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.



# Source of Advertising... Males Under 35

- Among the target prospects for the Street Smart Campaign, awareness of the campaign can be attributed to radio.



## Conclusion

- Although there was a significant increase in awareness of the Street Smart Campaign among male drivers under 35, this did not translate into reported changes in behavior or beliefs of consequences if they violate the law.
- The public is very aware of laws pertaining to yielding to pedestrians in crosswalks; however, in spite of this knowledge, they readily report it is not likely that drivers will get a ticket for the infraction or law violation.