

Halifax Regional Municipality

2015 Heads Up Halifax Post-Campaign Study

Final Report

January 2016

*Prepared for Halifax Regional
Municipality by:*



HALIFAX

Background & Objectives

The Halifax Regional Municipality commissioned Corporate Research Associates Inc. (CRA) to conduct the **2015 Heads Up Halifax Post Campaign Study**. Unlike previous iterations of this study that involved pre- and post-wave analysis of the campaign, this year a single evaluation was conducted shortly after the conclusion of the campaign. The overall purpose of this research was to understand residents' perceptions of their responsibility in ensuring safety on the roads, as well as to assess the impact of a new advertising campaign on the topic of road safety. More specifically, consistent with previous iterations, this research aimed to:

- *Determine how residents define their role in traffic safety;*
- *Assess overall concern for safety when travelling in Halifax, for drivers, pedestrians and cyclists;*
- *Assess how residents' choice of transportation mode may or may not impact their views;*
- *Assess residents' behaviour when using crosswalks in Halifax;*
- *Assess resident awareness of 2015 'Heads Up Halifax' Campaign and Crosswalk Safety Awareness Day;*
- *Determine who residents believe has responsibility for traffic safety; and*
- *Determine if there have been any behaviour changes among residents, as a result of the campaign.*

In fulfillment of the study objectives a total of 406 online surveys were collected with adult residents of Halifax. Specifically, respondents included a mix of demographics including representation across urban and rural communities within Halifax. The survey was conducted from December 14th to December 21st, several days after the conclusion of the campaign, and the average survey length was 12.5 minutes.

Aided and unaided questions were posed to residents of the Municipality in order to determine awareness. Aided questions were designed to include a list of possible answers offered as prompts to respondents to aid in their recall. Alternatively, unaided questions were designed to gather only top-of-mind responses from residents, and therefore included no prompts. Note, a few of the survey questions were based on the 2014 *Crosswalk Safety Study* survey. Where possible, comparisons to the post-wave results from this year, and the 2014 post-wave study were made to gauge possible changes to public opinion on certain issues.

This detailed report provides an Executive Summary of the findings, a Detailed Analysis of the study results, as well as a Study Methodology. Appended to the report is a copy of the survey (Appendix A), as well as tabular results for each question (Appendix B). Consistent with previous iterations of this report, tabular results for each question are broken down by key demographic subgroups.

Executive Summary

Results of the **2015 Heads Up Halifax Post-Campaign Study** reveal continued strong support for the Heads Up Halifax campaign, with a clear indication that the topic of traffic safety remains a key concern among citizens. Moreover, there is evidence of the campaign's efficacy over time, with a greater portion of residents viewing Halifax as a safe place to travel compared to one year ago, and a decrease in the frequency of 'close calls' reported.

While a notable majority of residents has recently seen or heard advertisements or messaging related to pedestrian, cyclist or driver safety, the **campaign continues to have only modest levels of recall**. Indeed, only one-quarter of residents reported awareness of 'Crosswalk Safety Awareness Day' prior to the survey. Moreover, three-in-ten residents indicated having seen at least one of two 'Heads Up Halifax' video ads, while fewer than two-in-ten noted having seen or read one of the three Crosswalk Safety Awareness Day print ads. That said, for those who have seen the campaign, **there was low wear-out**.

The 2015 television **campaign performed well on various metrics**, with most residents offering some level of agreement that the ads were an effective way to raise awareness about crosswalk safety issues, made them more concerned about crosswalk safety, and made them more aware of staying alert when traveling in Halifax. Overall, the campaign is **clearly held in high regard**, with eight-in-ten residents holding a favourable view of the 'Heads Up Halifax' videos. Moreover, the vast majority offered some level of support for the Halifax Regional Municipality's efforts in sponsoring advertising concerning the importance of crosswalk safety. That said, **sponsor identification of the television ads was relatively low**, with fewer than two-in-ten being able to correctly identify the Municipality as the sponsor of the television ads. This suggests there is an opportunity to heighten brand linkage in the campaign to increase sponsor awareness.

Results show that the **message link for the television ads was relatively strong**. Indeed, opinions regarding the overall purpose of the campaign were generally on target with residents typically associating the main message of the videos to be encouraging residents to pay attention when travelling, being aware of your surroundings when commuting, that traffic safety is a shared responsibility, and to avoid distractions while commuting.

Despite virtually all residents perceiving themselves as being actively aware of their surroundings, and widespread public perception that motorists are generally safe when travelling Halifax, **there remain higher levels of concern regarding pedestrian and cyclist safety**. Indeed, four-in-ten residents view the City as being an unsafe place for pedestrians, while six-in-ten view it as being an unsafe place for pedestrians.

Executive Summary (cont.)

It warrants mention that nearly half admit that road and sidewalk safety is generally **only top-of-mind when they see, hear or read about someone getting injured**. It is important to note however, the portion of residents who view Halifax as being a less safe place to travel compared with one year ago has decreased notably since 2014. Further, the average number of ‘close calls’ that residents report having been involved in either as a driver or as a pedestrian has also decreased notably this year.

Few residents were able to provide unaided suggestions on how the campaign could be improved. That said, among those who did provide a response, the most common suggestions for improvement related to increased promotion of the campaign and increasing the strength and graphic appeal of the ads. Other more tactical suggestions for improvement related to pedestrians and drivers being more vigilant, law enforcement, and making crosswalks more visible.

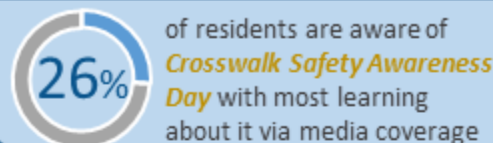
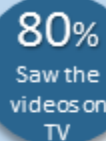
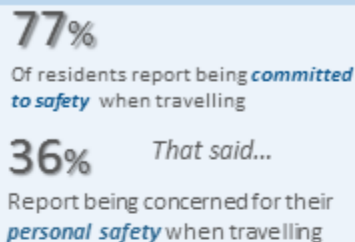
Finally, overall, results show that **the ‘Heads Up Halifax’ Campaign remains highly supported by residents and continues to perform reasonably well year-over-year**. There does, however, appear to be continued opportunities to build upon the campaign and further encourage the adoption of safety measures, particularly given the campaign’s limited exposure and gaps in perceptions between those aware and unaware of the campaign.

** The infographic on the following page offers a one-page visual summary of key 2015 results.*

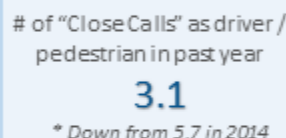
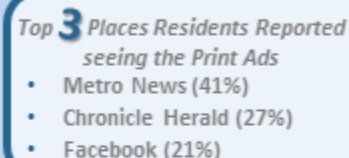
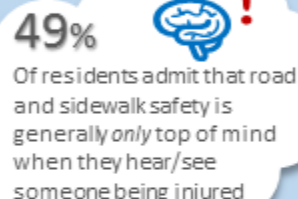
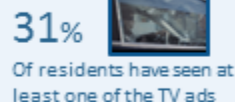
2015 Heads Up Halifax Campaign Research Study

Summary of Results

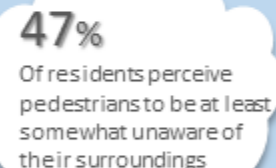
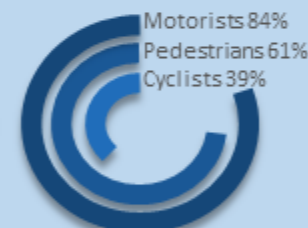
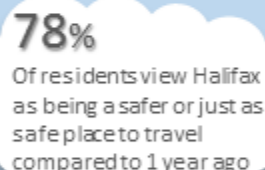
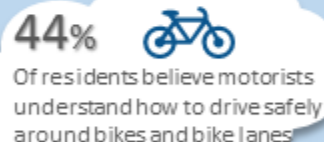
Methodology: 406 online surveys with Halifax Municipality residents: Dec. 14-21, 2015



Previous Exposure to the Heads Up Halifax Campaign



% of Residents Viewing Halifax as a safe place for travel for...



**Modes of
Transportation**

Perceptions of Road
/ Sidewalk Safety

Perceptions of
Drivers / Pedestrians

Awareness of
Safety Ads

Crosswalk Safety
Awareness Day

Awareness of
Heads Up Ads

Modes of Transportation

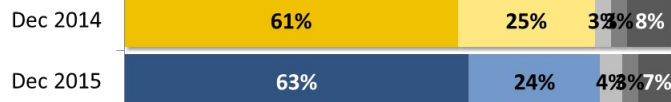
Consistent with historical results, motor vehicle travel is clearly the mode of transportation used most frequently among Halifax residents.

As expected, the frequency of use of motor vehicles appears to be virtually unchanged since 2014 with more than six-in-ten (63%; up 2 points) reporting using motor vehicles on a *daily basis*. Conversely, fewer than one-quarter (22%, down 4 points) indicate they **walk** to and from their destination *daily*. Given the time of year, it is perhaps not surprising that virtually no one reports using a **bicycle** with the same frequency (1%, up 1 point). Of note, residents outside central Halifax are more likely than residents inside the central core to report daily usage of a motor vehicle. Conversely, residents of central Halifax are more likely to report walking to and from their destination daily. (Tables 23a-c)

Frequency of Travelling by...

Post Campaigns

■ Daily ■ At least once a week or more ■ At least once a month or more ■ Less often than once a month ■ Never



0% 20% 40% 60% 80% 100%

Q.23a-c: And how often do you personally...? (Dec 2014 n=402, Dec 2015 n=406)

Males, residents aged 35-54, and those employed are more likely to report using a motor vehicle on a daily basis.

Residents 18-34 are more likely to report walking on daily basis.

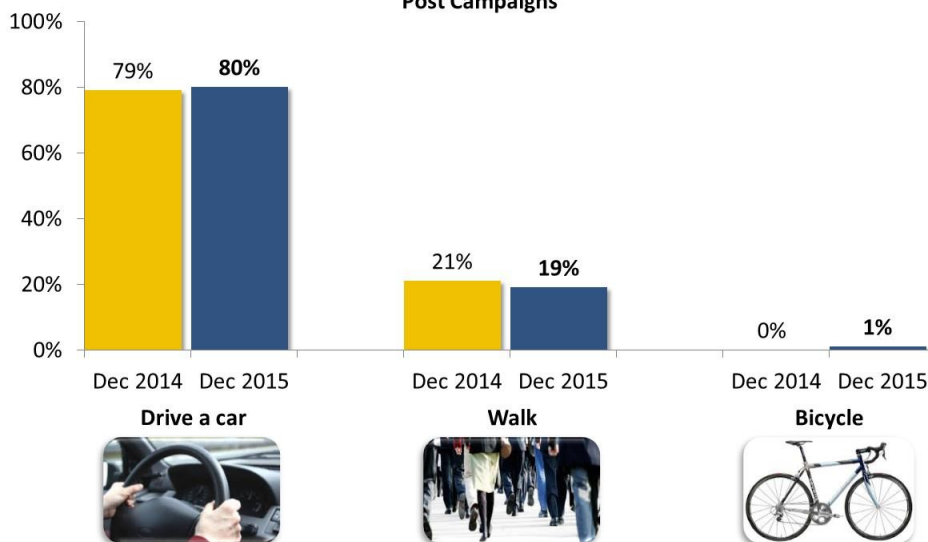
Modes of Transportation (cont.)

In order to clarify residents' primary mode of transportation, residents who reported using multiple modes of transportation were asked to specify their **primary** mode of transportation when travelling within the City. Combining both singular mode transportation users and primary mode of transportation users, motor vehicle travel clearly remains the most common mode of transportation among residents, distantly followed by walking. Indeed, consistent with past findings, eight-in-ten (80%, up 1 point) report their primary mode of transportation is by motor vehicle, while two-in-ten (19%, down 2 points) primarily walk to and from their destination. Further, as previously mentioned, virtually no one (1%, up 1 point) uses a bicycle as their primary mode of transportation within the City.

As expected, the likelihood of using a motor vehicle as the primary mode of transportation is higher among those living outside central Halifax (Dartmouth: 83%, Bedford/Sackville: 87%; Rest of Halifax: 98% vs. Halifax: 70%), and higher among those 35 years of age and older (35-54: 81% and 55+: 87% vs. 18-34: 65%). (Table 24)

Primary Mode of Transportation When Travelling within Halifax

Post Campaigns



Q.24: And which is your primary mode of transportation when travelling within Halifax? (If you take public transit, please choose the option that you use most to get to and from public transit). (Dec 2014 n=402, Dec 2015 n=406)

Modes of
Transportation

**Perceptions of Road
/ Sidewalk Safety**

Perceptions of
Drivers / Pedestrians

Awareness of
Safety Ads

Crosswalk Safety
Awareness Day

Awareness of
Heads Up Ads

Perceptions of Road & Sidewalk Safety

Residents continue to consider themselves actively aware of their surroundings when travelling. That said, consistent with last year, a significant minority admit that road and sidewalk safety is only top-of-mind when hearing someone has been injured.

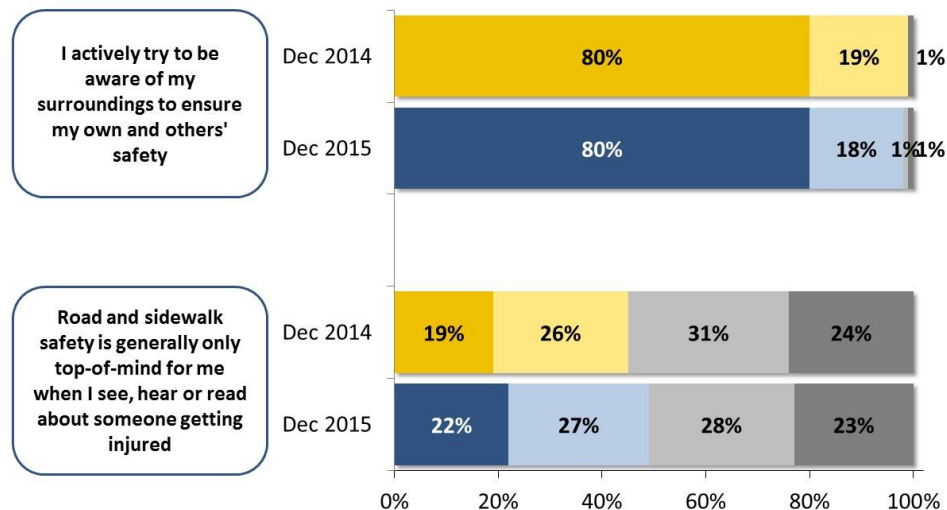
Virtually all residents (98%; down 1 point) offer some level of agreement that they **actively try to be aware of their surroundings to ensure the safety of themselves and others**, with eight-in-ten (80%; no change) offering *complete agreement* to this statement. It is important to note, residents aware of the Heads Up ads are more likely than those unfamiliar with the ads to report *complete agreement* to this statement (83% vs. 71%).

One-half of residents (49%; up 4 points) offer some level of agreement that **road and sidewalk safety is generally only top-of-mind when they see, hear or read about someone getting injured**. Interestingly, females are more likely than males to offer some level agreement to this statement. Conversely, residents 55 years of age and older and retirees are less likely than their respective counterparts to report being actively aware of their surroundings. (Tables 31a-b)

Opinion of Statements About Road and Sidewalk Safety

Post Campaigns

■ Completely agree ■ Mostly agree ■ Mostly disagree ■ Completely disagree



Q.31a-b: To what extent do you agree or disagree with each of the following statements? (Dec 2014 n=402, Dec 2015 n=406)

Perceptions of Safety of Travel in Halifax

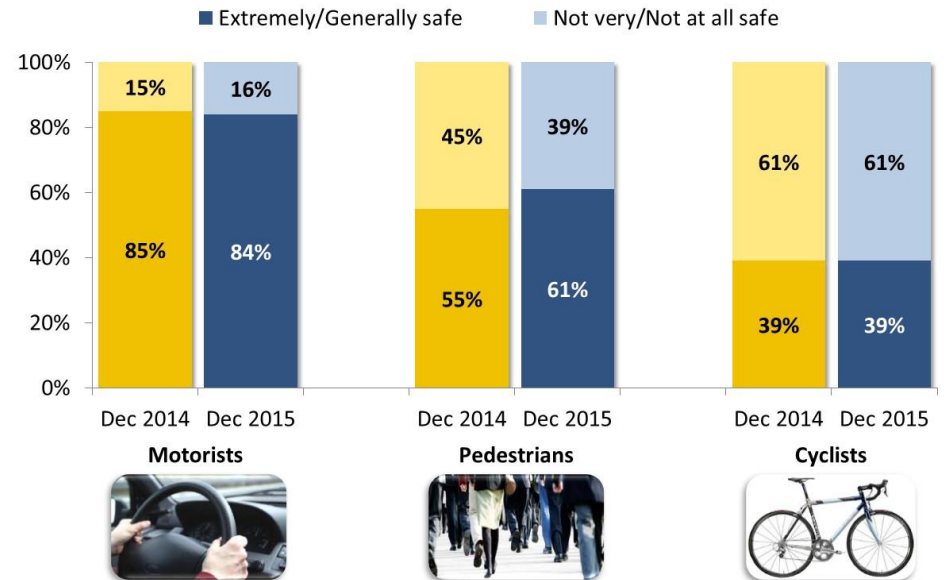
While most residents feel Halifax is a safe place for motorists to travel, fewer believe pedestrian travel is safe. The majority of residents view the City as an unsafe place for cyclists to travel.

The proportion of residents viewing the City as being a safe place to travel for motorists, pedestrians and cyclists has remained virtually unchanged from 2014 results, with one notable exception. Specifically, there has been a slight increase in the proportion of residents considering the City to be at least a generally safe place to travel for pedestrians (61%; up 6 points).

Of note, consistent with past iterations of this study, only a few residents view any mode of transportation to be extremely safe. Indeed, fewer than one-in-ten (7%; down 2 points) report Halifax as an extremely safe place to travel for motorists, while only four percent report it as an extremely safe place for pedestrians (down 2 points), and only three percent (up 2 points) believe it is an extremely safe place for cyclists.

Interestingly, those who report being aware of the Heads Up ads are less likely than those not previously exposed to the ads to view City as being at least a generally safe place to travel for each of the modes of transportation tested (Motorists: 81% vs. 93%; Pedestrians: 58% vs. 68%; Cyclists: 34% vs. 47%). (Tables 25a-c)

Level of Safety When Travelling in Halifax



Q.25: In general, how safe is it for motorists, cyclists and pedestrians to travel in Halifax? (Dec 2014 n=402, Dec 2015 n=406)

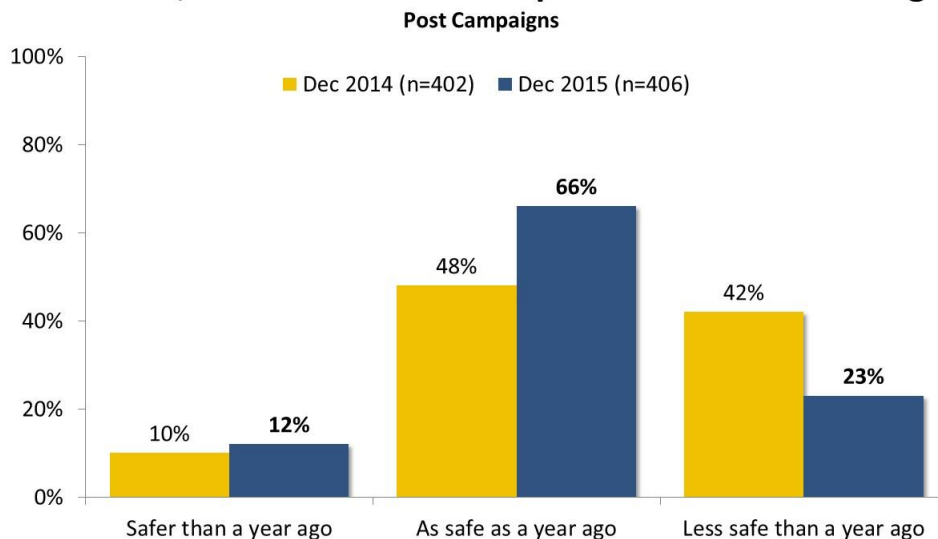
Males are more likely to perceive each mode of transportation as safe.

Perceptions of Safety of Travel in Halifax (cont.)

Perceptions of Halifax as a safe place to travel have improved notably in the past year.

Respondents were asked if they thought Halifax's roads, sidewalks and crosswalks were generally *safer*, *as safe*, or *less safe* compared with one year ago. While just over one-in-ten (12%; up 2 points) view the City as being safer place to travel compared to a year ago, two-thirds (66%; up 18 points) view the City as being as safe as a year ago. Conversely, fewer than one-quarter (23%; down 19 points) view the City as being a *less safe* place to travel. Of note, those living in Bedford/Sackville and those aware of Crosswalk Safety Awareness Day are more likely than their respective counterparts to believe Halifax is a *safer* place to travel this year. Conversely, those aware of the Heads Up ads are more likely to view the City as being less safe (26% vs. 16%). (Table 26)

Level of Safety for People to Travel on Halifax's Roads, Sidewalks, and Crosswalks Compared with One Year Ago



Nearly eight-in-ten residents view Halifax as either safer or as safe as last year.

Q.26: And in general, compared with one year ago, do you think it is now safer, as safe, or less safe for people to travel on Halifax's roads, sidewalks, and crosswalks?

Modes of
Transportation

Perceptions of Road
/ Sidewalk Safety

**Perceptions of
Drivers / Pedestrians**

Awareness of
Safety Ads

Crosswalk Safety
Awareness Day

Awareness of
Heads Up Ads

Perceptions Concerning Cyclists

Residents perceive themselves knowledgeable of the rules governing traffic lights and crosswalks for motorists and cyclists, and about the rights and responsibilities of cyclists. That said, fewer than half believe the majority of motorists understand how to drive safely around cyclists.

The portion of residents who report being **fully aware of the rules about how cars and bicycles should stop at traffic lights and crosswalks** is virtually unchanged from last year. Indeed, one-half (51%; no change) offer complete agreement to this statement, while an additional four-in-ten (41%; up 1 point) mostly agree.

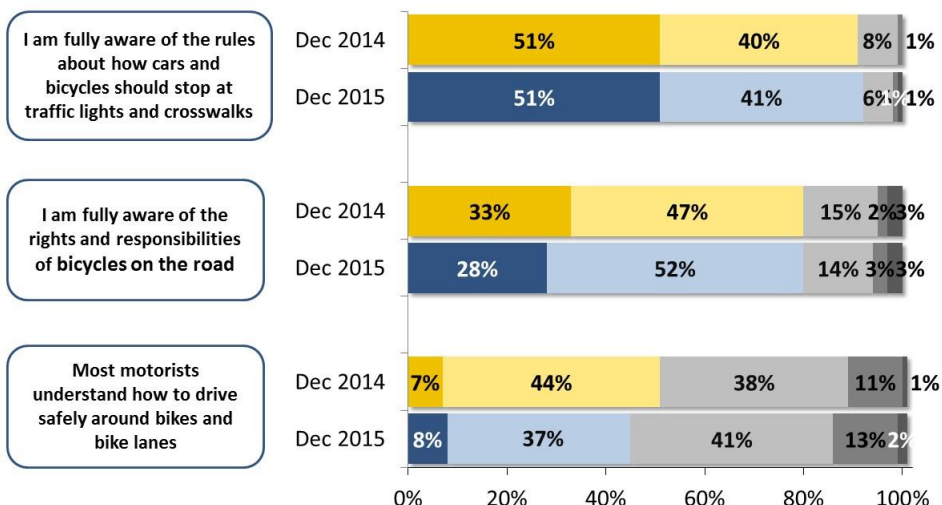
Eight-in-ten (80%; down 2 points) residents offer some level of agreement that they are **fully aware of the rights and responsibilities of bicycles on the road**, with more than one-quarter of residents (28%; down 5 points) offering complete agreement with this statement.

Fewer than one-half (45%) of residents offer some level of agreement that **motorist understand how to drive safely around bikes and bike lanes** this year, with only eight percent offering complete agreement with this statement. Of note, males are more likely than females to agree with this statement (51% vs. 39%). (Tables 33a-c)

Opinion of Statements About Bicycles on the Road

Post Campaigns

■ Completely agree ■ Mostly agree ■ Mostly disagree ■ Completely disagree ■ Don't know



Q.33-c: To what extent do you agree or disagree with each of the following statements? (Dec 2014 n=402, Dec 2015 n=406)

Residents 55+ are more likely to agree and/or offer higher levels of agreement to each statement.

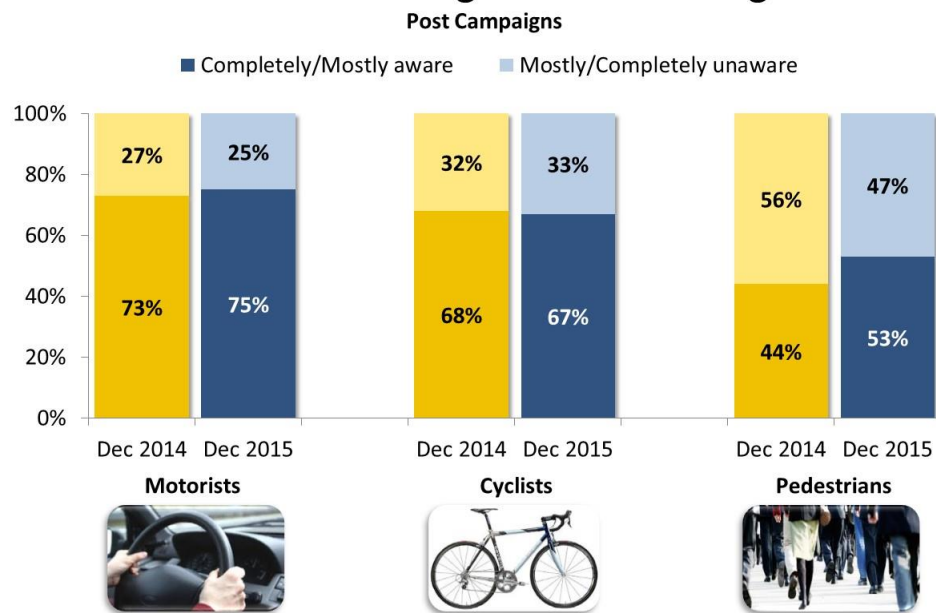
Level of Awareness of Surroundings

Residents are now more likely to view pedestrians as being aware of their surroundings compared to one year ago. Regardless of transportation mode, a notable minority acknowledge a general unawareness of surroundings when travelling.

Perceptions regarding the level of awareness of surroundings when travelling among motorists and cyclists has remained virtually unchanged over the past year. Indeed, this year, three-quarters (75%; up 2 points) of residents indicate motorist are at least mostly aware of their surroundings when travelling in the City, while slightly fewer (67%; down 1 point) cyclists are at least mostly aware of their surroundings. Conversely, there has been a marked improvement in the proportion of residents indicating pedestrians are aware of their surroundings (53%; up 9 points). That said, consistent with previous findings, it is important to note that fewer than one-in-ten residents feel people are *completely* aware of their surroundings when travelling, regardless of the mode of transportation chosen (Motorists: 4%, unchanged; Pedestrians: 3%, up 1 point; and Cyclists: 7%; unchanged).

Of note, with age, the likelihood of viewing motorists as being aware increases, while the likelihood of viewing pedestrians as being aware decreases. (Tables 32a-c)

Awareness of Surroundings When Travelling in Halifax



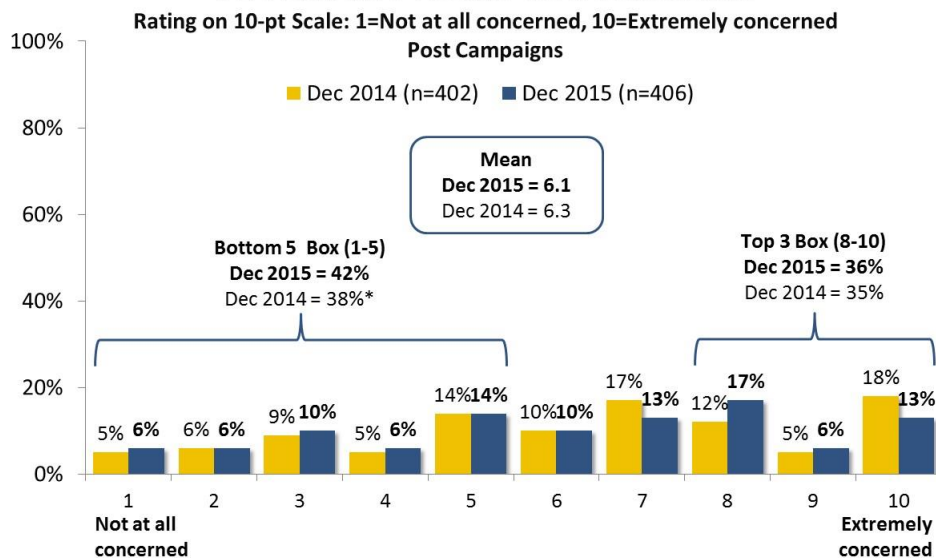
Q.32a-c: To what degree do you think people are aware of their surroundings when travelling in Halifax?
(Dec 2014 n=402, Dec 2015 n=406)

Personal Safety When Travelling

Concern over personal safety when travelling in the City continues to be generally moderate, with the portion of residents expressing a high level of concern remaining virtually unchanged from 2014.

Consistent with historical findings, more than one-third of residents express a high level of concern (scores of 8 or higher on a ten-point scale, whereby 1 is not at all concerned and 10 is extremely concerned) regarding their personal safety when travelling on Halifax's roads and sidewalks. (Table 27)

Level of Concern with Personal Safety When Travelling on Halifax's Roads and Sidewalks



Q.27: When travelling on Halifax's roads and sidewalks, how concerned are you personally about your own safety?

*Due to rounding.

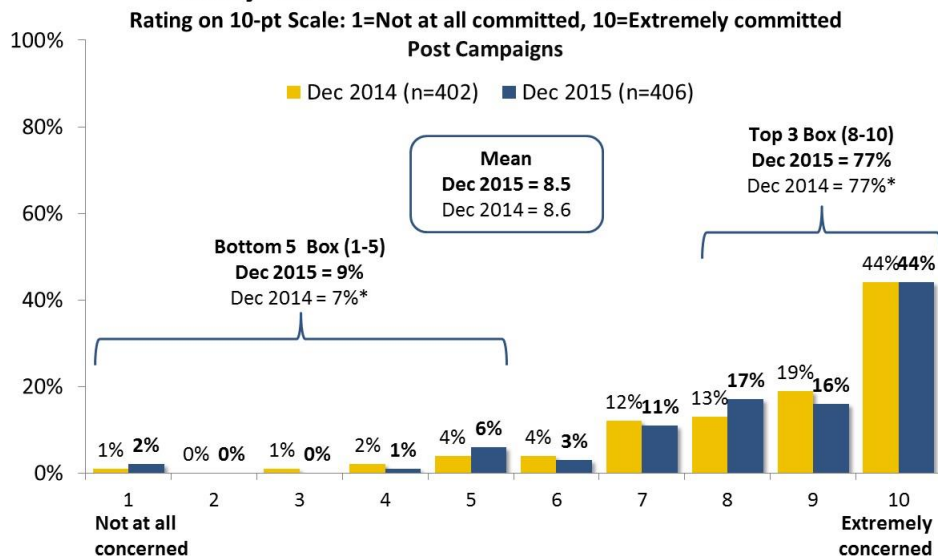
Residents aware of the Heads Up ads and those familiar with Crosswalk Safety Awareness Day are more likely to express higher levels of concern.

Commitment to Safety

Residents commitment to safety has remained stable over the past year.

Again, consistent with last year, three-quarters of residents (77%; no change) express a high level of commitment for ensuring personal and others' safety when travelling on Halifax's roads and sidewalks. (Table 28)

Level of Commitment to Ensure Your Own and Others' Safety on Halifax's Roads and Sidewalks



Q.28: How committed do you feel to ensuring your own and others' safety on the roads and sidewalks of Halifax?

*Due to rounding.

Residents familiar with Crosswalk Safety Awareness Day are more likely to express higher levels of commitment (84% vs. 75%).

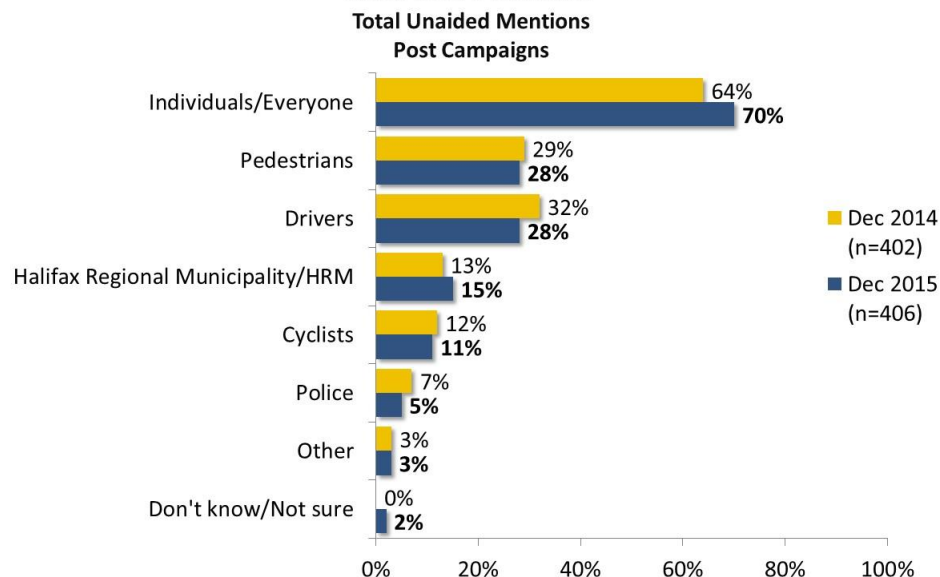
Residents 35 years of age and older are more likely to express higher levels of commitment (35-54: 80% & 55+: 79% vs. 18-34: 69%)

Safety Responsibility

A clear majority of residents view road and sidewalk safety as being a collective responsibility.

When asked, unaided, who is responsible for safety on the roads and sidewalks of Halifax, seven-in-ten (70%; up 6 points) believe safety is **everyone's responsibility**. Conversely, more than one-quarter (28%; down 1 point) report the responsibility to be **pedestrians** alone, while the same proportion report it to be the responsibility of **drivers** alone, followed by the **Municipality** (15%; up 2 points) and **cyclists** (11%; down point). Fewer than one-in-ten mentioned any alternative organization as being responsible. (Table 29)

Who is Responsible for Safety on Halifax's Roads and Sidewalks?



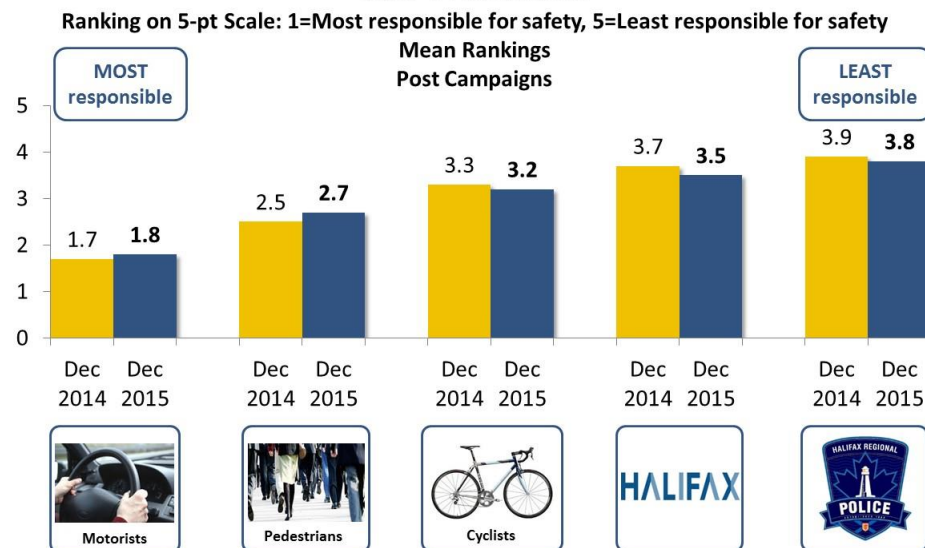
Residents under the age of 55 are more likely to consider safety as everyone's responsibility (18-34: 70% & 35-54: 77% vs. 55+: 60%)

Q.29: In your opinion, who is responsible for safety on the roads and sidewalks of Halifax?

Safety Responsibility (cont.)

Consistent with last year, in order to gauge who residents consider most responsible for safety on Halifax's roads and sidewalks, respondents were asked, aided, to rank responsibility from who is *most responsible* (number 1) to who is *least responsible* for safety (number 5) from a list of five groups. Overall, results remain relatively stable from last year, with residents clearly viewing **motorists** (1.8, up 0.1) as the most responsible for road and sidewalk safety, followed by pedestrians (2.7, up 0.2), cyclists (3.2, down 0.1), and the Municipality (3.5, down 0.2), while the Police is deemed to be the least responsible for safety (3.8, down 0.1). On average, the ranking of responsibility is consistent across demographics. (Table 30)

Responsibility for Safety on Halifax's Roads and Sidewalks



On average, the ranking of responsibility is consistent across demographics.

Q.30: And if you were to rank responsibility for safety on the roads and sidewalks of Halifax, who is most responsible (number 1) to who is less responsible for safety? Give each a number from 1 – 5, where 1 = most responsible for safety and 5 = least responsible for safety. (Dec 2014 n=402, Dec 2015 n=406)

Safety Actions Among Drivers

Consistent with last year, motorists report taking a variety of safety measures when driving. That said, the portion that perform these activities all of the time varies notably.

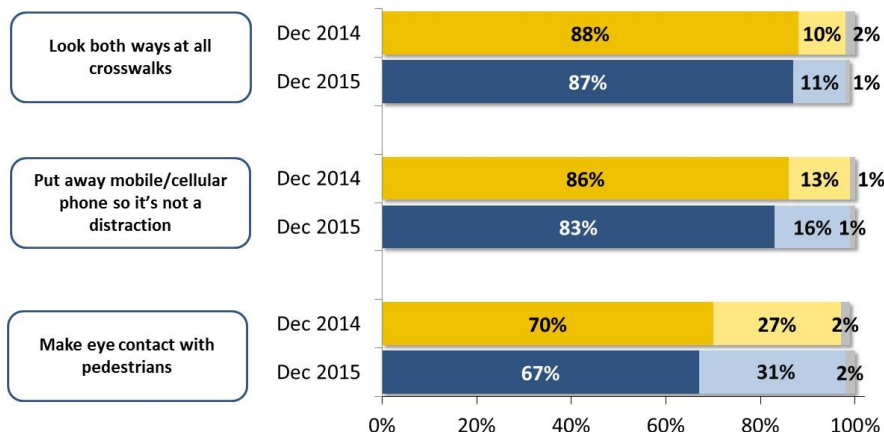
Respondents who identified themselves as a motor vehicle driver (n=375) were asked to indicate the frequency with which they performed specific actions when driving, including: look both ways at all crosswalks, put away mobile/cellular phone so it's not a distraction, make eye contact with pedestrians, ensure radio or music is not loud enough to cause a distraction, slow down at marked crosswalks in case a pedestrian is approaching, and slow down at unmarked crosswalks in case a pedestrian is approaching.

Virtually all drivers indicate they at least sometimes put away mobile phones so it's not a distraction (99%, unchanged), look both ways at all crosswalks (98%, unchanged), make eye contact with pedestrians (98%, unchanged), slow down at marked crosswalks (97%, unchanged), and ensure radio or music is not loud enough to cause a distraction (95%, up 1 point). Nine-in-ten (88%, down 1 point) residents indicate they at least sometimes slow down at unmarked crosswalks; however, only four-in-ten report doing this *all the time*. (Tables 34a-f)

Frequency of Actions When Driving in Halifax

Among Those Who Drive a Car or Other Motor Vehicle at Least Once a Month or More
Post Campaigns

■ Always ■ Sometimes ■ Rarely or never

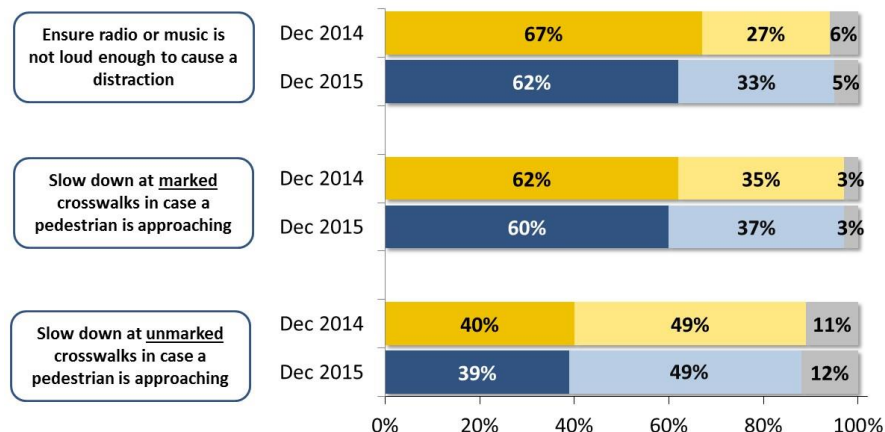


Q.34: [IF MORE OFTEN THAN 'NEVER' IN Q.23a] When driving in Halifax, how often do you do each of the following?
(Dec 2014 n=374, Dec 2015 n=375)

Frequency of Actions When Driving in Halifax

Among Those Who Drive a Car or Other Motor Vehicle at Least Once a Month or More
Post Campaigns

■ Always ■ Sometimes ■ Rarely or never



Q.34: [IF MORE OFTEN THAN 'NEVER' IN Q.23a] When driving in Halifax, how often do you do each of the following?
(Dec 2014 n=374, Dec 2015 n=375)

Safety Actions Among Pedestrians

Similar to last year, pedestrians report undertaking a variety of safety measures when traveling in the City. Again, the portion that perform each of these activities constantly varies notably.

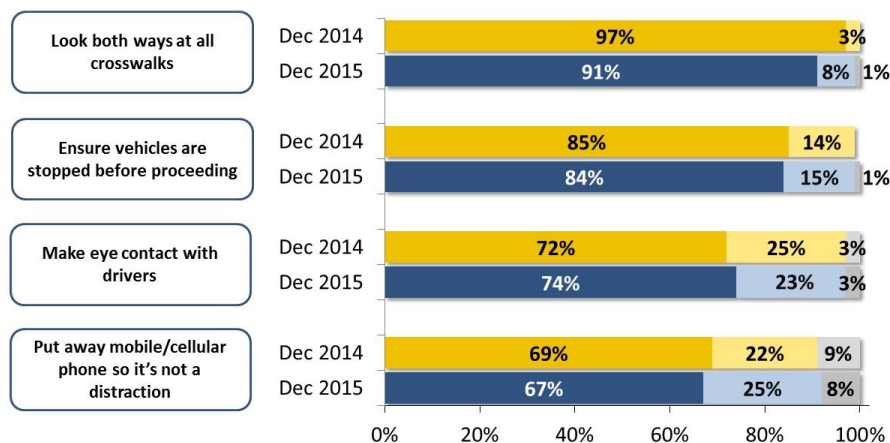
Respondents who identified themselves as pedestrians (n=345) were asked to indicate the frequency of which they performed specific actions when crossing the street, including: *take out headphones, make eye contact with drivers, put away mobile/cellular phone so it's not a distraction, look both ways at all crosswalks, wear highly visible/bright clothing to be more visible to drivers at night, text or use cell phone, and ensure vehicles are stopped before proceeding.*

Nearly all pedestrians indicate they at least sometimes look both ways at all crosswalks (99%, down 1 point), ensure vehicles are stopped before proceeding (99%, down 1 point), make eye contact with drivers (97%, unchanged), and put away mobile phone so it's not a distraction (92%, up 1 point). Furthermore, more than eight-in-ten pedestrians indicate they at least sometimes wear highly visible/bright clothing to be visible to drivers at night (82%, down 2 points), slightly fewer report they take out headphones (75%; down 2 points). Alternatively, two-in-ten (20%, down 3 points) pedestrians admit they at least sometimes text or use a cell phone while crossing the street. Of note, the frequency of residents reporting that they *always* wear highly visible clothing and look both ways at all crosswalks has decreased slightly from last year. (Tables 35a-g)

Frequency of Actions When Crossing Street as a Pedestrian

Among Those Who Walk To/From Their Destination at Least Once a Month or More
Post Campaigns

■ Always ■ Sometimes ■ Rarely or never

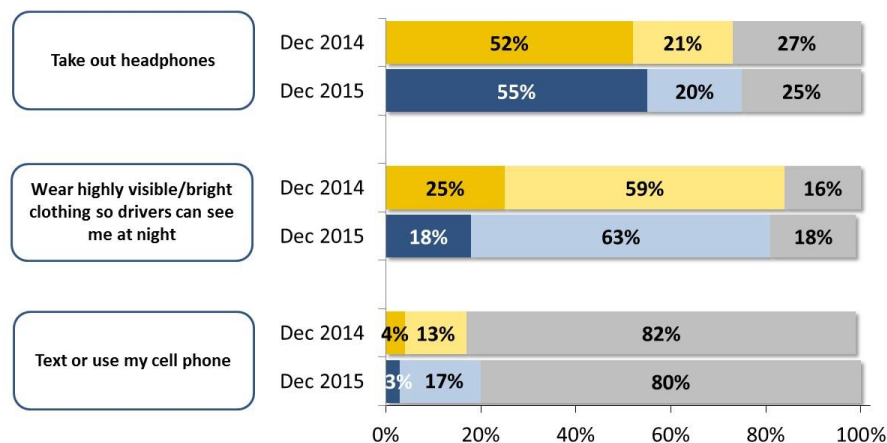


Q.35: [IF MORE OFTEN THAN 'NEVER' IN Q.23b] When you are crossing the street as a pedestrian, how often do you do each of the following? (Dec 2014 n=359, Dec 2015 n=345)

Frequency of Actions When Crossing Street as a Pedestrian

Among Those Who Walk To/From Their Destination at Least Once a Month or More
Post Campaigns

■ Always ■ Sometimes ■ Rarely or never



Q.35: [IF MORE OFTEN THAN 'NEVER' IN Q.23b] When you are crossing the street as a pedestrian, how often do you do each of the following? (Dec 2014 n=359, Dec 2015 n=345)

Frequency of Driver Distraction

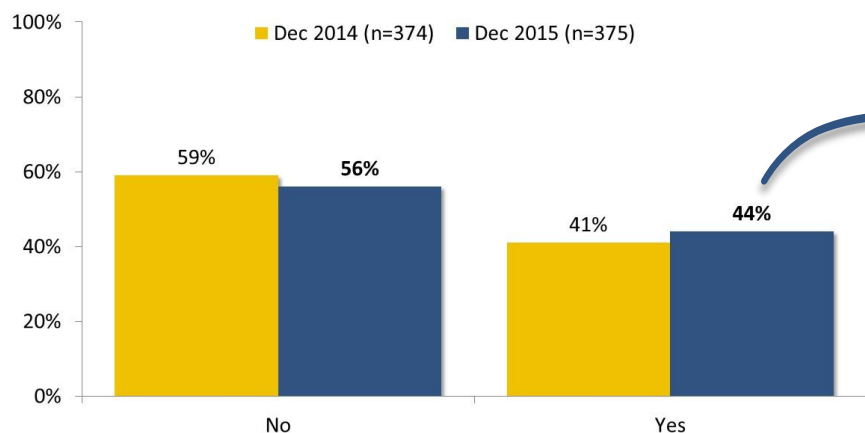
The proportion of residents reporting having been distracted while driving is generally consistent with last year, although the frequency of distraction has declined slightly.

Just over four-in-ten (44%; up 3 points) motorists state that in the last month they have been distracted while driving. Among these motorists (n=171), more than four-in-ten (44%; down 7 points) report having been distracted at least once a week or more, with an additional three-in-ten (29%; unchanged) indicating they have been distracted a few times a month and a similar proportion indicating they were distracted at least once a month (27%; up 7 points). (Tables 36 & 37)

Females are more likely to report having been distracted (48% vs. 39%).

Have Been Distracted While Driving a Motor Vehicle in the Last Month

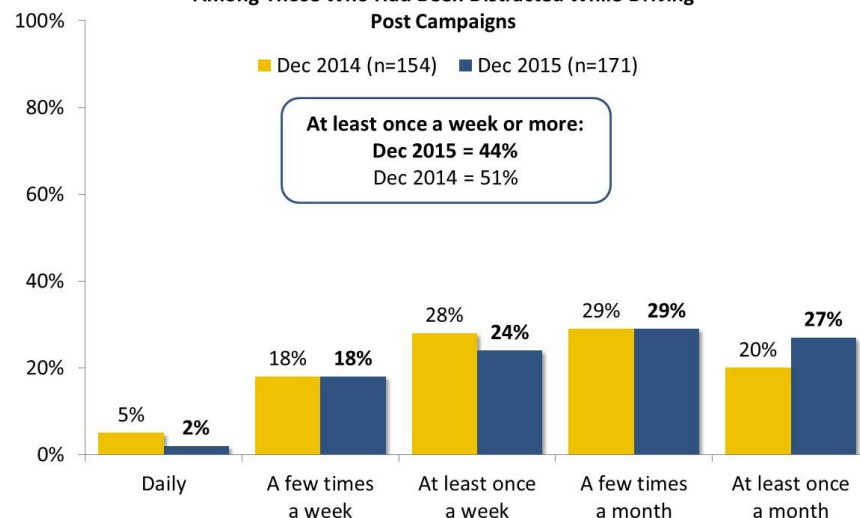
Among Those Who Drive a Car or Other Motor Vehicle at Least Once a Month or More Post Campaigns



Q.36: [IF MORE OFTEN THAN 'NEVER' IN Q.23a] In the last month, have you been distracted while driving a motor vehicle? Distractions include anything that could take away your full attention from driving, such as the use of a mobile phone, someone else in the car, etc.

Frequency of Distraction While Driving a Motor Vehicle in the Last Month

Among Those Who Had Been Distracted While Driving Post Campaigns



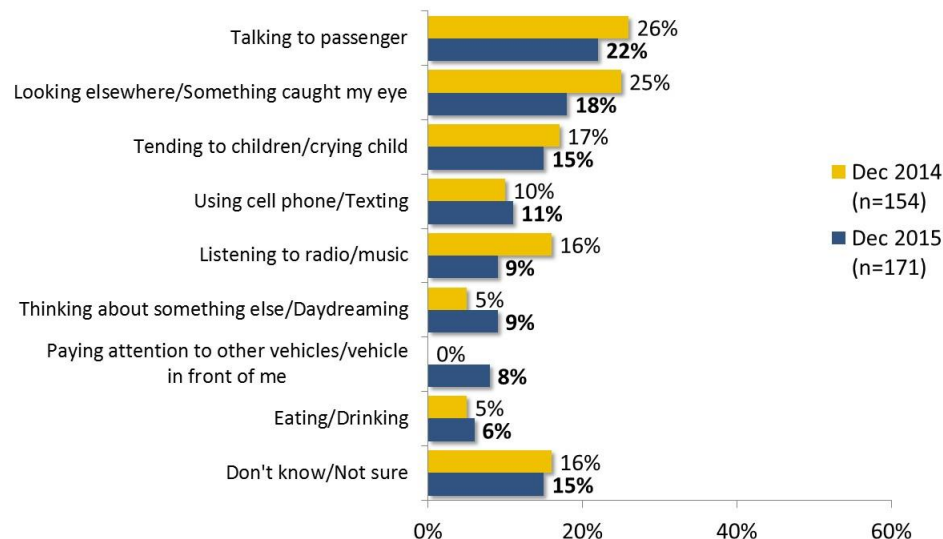
Q.37: [IF 'YES' IN Q.36] In the last month, how often would you say you have been distracted while driving a motor vehicle?

Cause of Driver Distraction

The most commonly mentioned reason for being distracted while driving was talking to a passenger (22%; down 4 points), followed closely with simple looking elsewhere (18%; down 7 points), tending to a child(ren) (15%; down 2 points), and using a cell phone/texting (11%; up 1 point). Fewer than one-in-ten mentioned any alternative cause for their distraction. (Table 38)

What Caused You to be Distracted

Among Those Had Been Distracted While Driving
Key Mentions From Total Unaided Mentions
Post Campaigns



Q.38: [IF 'YES' IN Q.36] What were you doing that caused you to be distracted or not paying full attention?

Males are more likely to be unable to recall the reason for their distraction (21% vs. 11%)

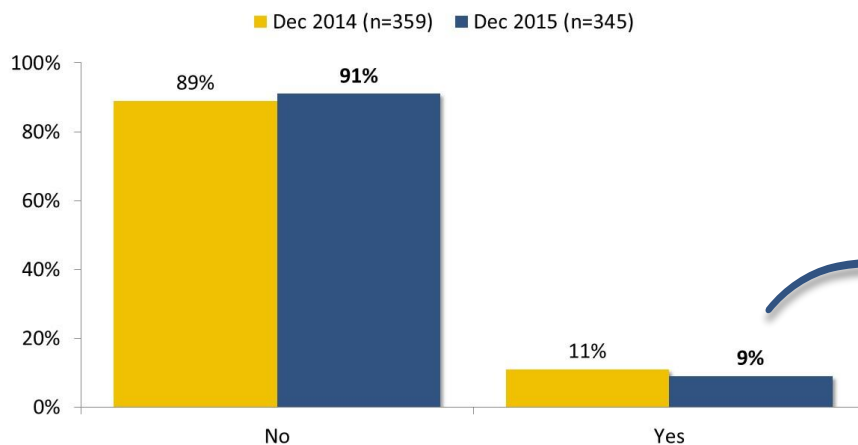
Frequency of Pedestrian Distraction

Few residents report having walked through a crosswalk while distracted.

Only one-in-ten (9%; down 2 points) pedestrians report having been distracted while walking through a marked or unmarked crosswalk in the past month. Among the few who did report being distracted (n=30), approximately one-quarter (27%; up 1 point) report having been distracted at least once a week or more. Note, an extremely small sample size warrants caution in the interpretation of results. (Tables 39 & 40)

Have Walked Through a Marked or Unmarked Crosswalk in Halifax While You Were Distracted

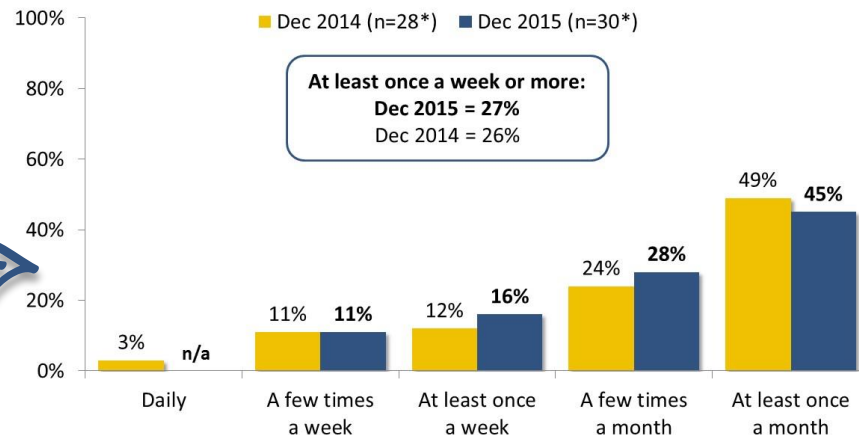
Among Those Who Walk To/From Their Destination at Least Once a Month or More
Post Campaigns



Q.39: [IF MORE OFTEN THAN 'NEVER' IN Q.23b] In the last month, have you walked through a marked or unmarked crosswalk in Halifax while you were distracted or not paying full attention?

Frequency of Distraction While Walking Through a Marked or Unmarked Crosswalk in the Last Month

Among Those Had Walked Through a Crosswalk While Distracted
Post Campaigns

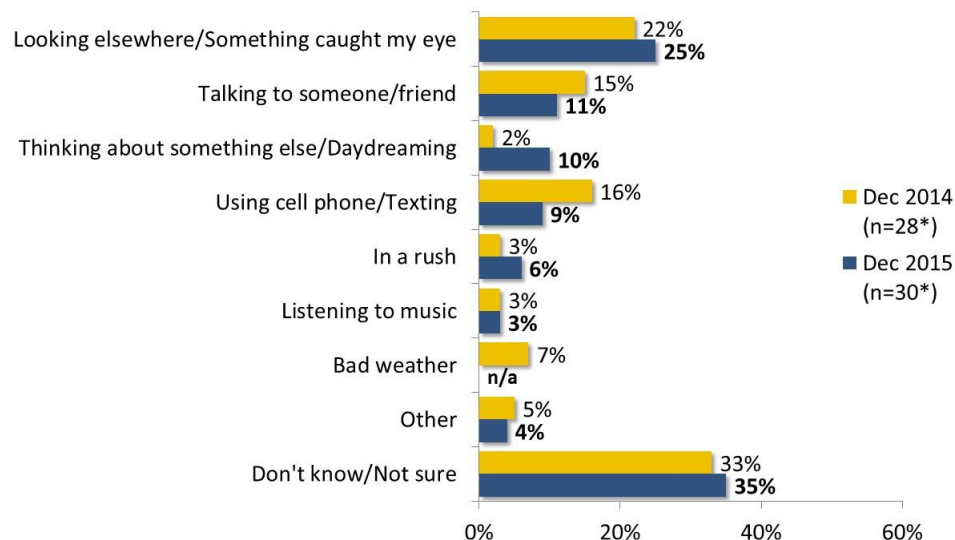


Q.40: [IF 'YES' IN Q.39] In the last month, how often would you say you have been distracted while walking through a marked or unmarked crosswalk? **Caution: Small sample size.*

Cause of Pedestrian Distraction

Among the few distracted pedestrians surveyed, one-third (35%; up 2 points) were unable to indicate the cause of their distraction. Among those who offered a response, the most common reason for being distracted while walking through a crosswalk is simply looking elsewhere. Other reasons include talking to someone, daydreaming, using phone/texting, being in a rush, or listening to music. Again, an extremely small sample size warrants caution in the interpretation of these results. (Table 41)

What Caused You to be Distracted
Among Those Who Had Walked Through a Crosswalk While Distracted
Total Unaided Mentions



Q.41: [IF 'YES' IN Q.40] What were you doing that caused you to be distracted or not paying full attention, while you recently walked through a marked or unmarked crosswalk in Halifax? **Caution: Small sample size.*

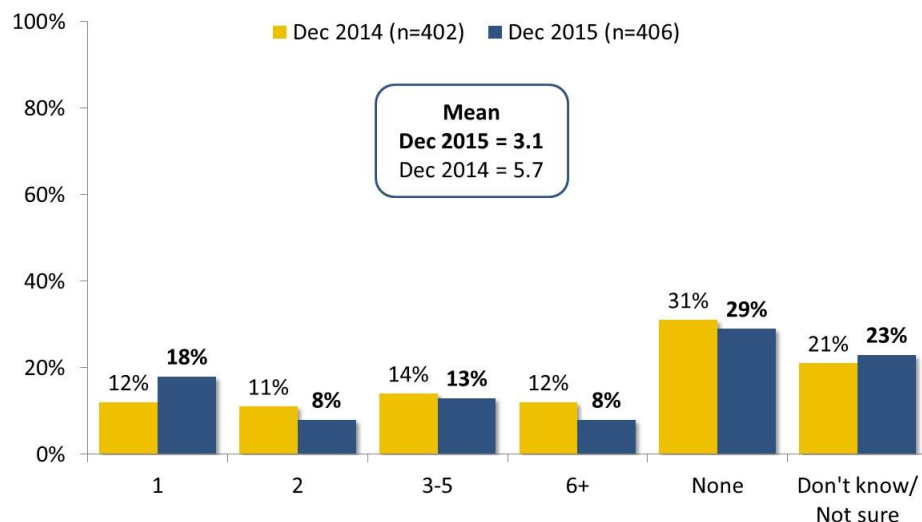
Incidence of Close Calls

Residents report far fewer incidences of close calls while driving or walking in Halifax this year.

All respondents were asked to indicate how many “close calls” they personally experienced in terms of being almost involved in a vehicle-pedestrian collision in Halifax within the last year - either as a motorist or as a pedestrian.

Overall, residents indicate they experienced an average of 3.1 (down 2.6) close calls in the last year while driving or as a pedestrian. In terms of geography, Residents of central Halifax report the highest number of close calls (4.2), followed by Bedford/ Sackville (3.9). Conversely, resident of Dartmouth and Rest of Halifax report far fewer incidences (2.5 and 0.8, respectively). (Table 42)

Number of Close Calls Had While Driving or as a Pedestrian in the Last Year in Halifax



Q.42: And how many, if any, “close calls” would you say you’ve had in the last year in Halifax while driving or as a pedestrian, in terms of the number of times when you were almost involved in a vehicle-pedestrian collision?

Note: Don't know/Not sure removed from mean scores. Mean score excludes answers greater than 75.

Those aware of the ads and those familiar with Crosswalk Safety Awareness Day are more likely to report a higher frequency of ‘close calls’.

Residents 55+ and retirees are more likely to report a lower frequency of ‘close calls’.

Modes of
Transportation

Perceptions of Road
/ Sidewalk Safety

Perceptions of
Drivers / Pedestrians

**Awareness of
Safety Ads**

Crosswalk Safety
Awareness Day

Awareness of
Heads Up Ads

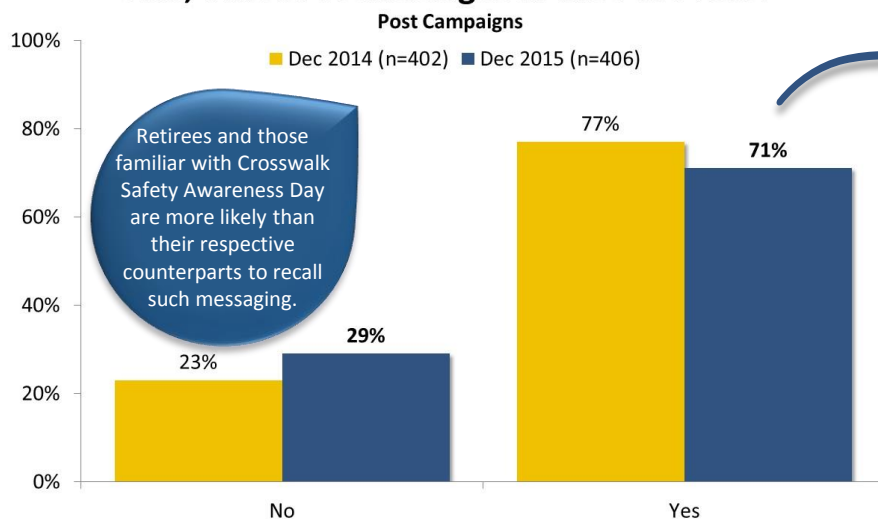
Unaided Awareness of Safety Ads

Overall, there continues to be a high degree of unaided awareness regarding advertisements and/or messaging related to traffic safety. While recall of pedestrian safety topics is most common, recall of cyclist safety topics has increased notably from last year.

Traffic safety issues continue to be of high profile across the various advertisement mediums. Indeed, seven-in-ten (71%; down 6 points) residents recall recently seeing or hearing a radio, television, newspaper, magazine, online advertisements, or other messages involving traffic safety issues. (Table 4)

Among those who indicated they had seen and/or heard of such advertisements and/or messaging (n=292), recall was strongest for topics related to pedestrian safety (88%; up 3 points), distantly followed by cyclists safety (49%; up 10 points) and driver safety (46%; down 5 points). (Table 5)

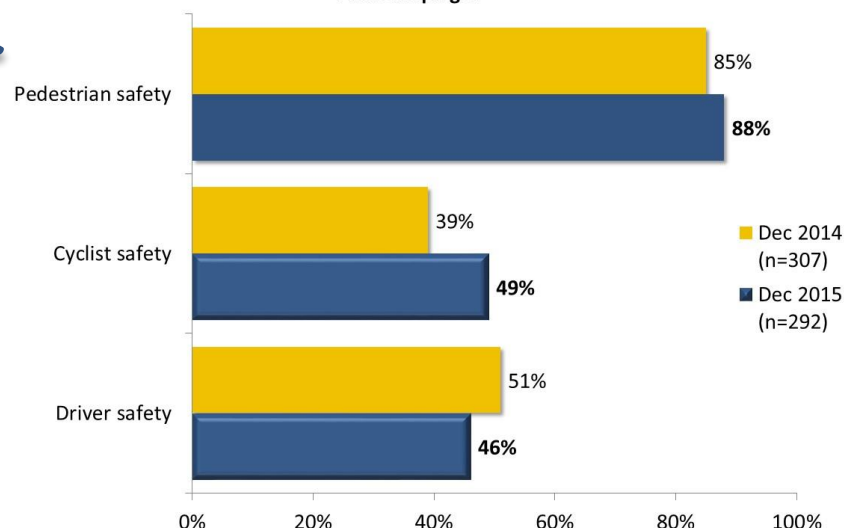
Awareness of Pedestrian, Cyclist or Driver Safety Ads, Videos or Messages in the Past Year?



Q.4: Have you recently seen or heard any radio, television, newspaper, magazine, online or any other advertisements, videos, or any other messages that involved pedestrian, bicyclist or driver safety?

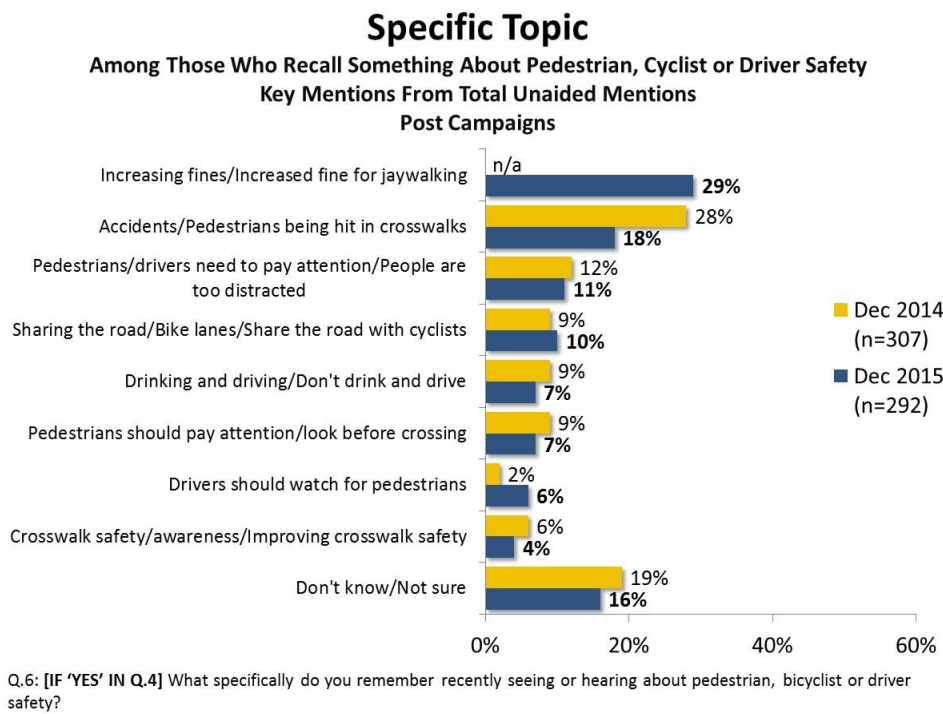
What Seen or Heard Was Related to

Among Those Who Recall Something About Pedestrian, Cyclist or Driver Safety Post Campaigns



Q.5: [IF 'YES' IN Q.4] Was what you saw or heard related to...:

When residents were asked, unaided, what they specifically recall about the advertisements they heard or seen about pedestrian, cyclist or driver safety, **increasing fines** is the topic/message recalled most often, which was not mentioned in 2014. This is not surprising given the change in legislation and associated media attention last month concerning the increase in jaywalking fines in Nova Scotia. Other topics mentioned by at least one-in-ten residents included **accidents/pedestrians being hit in crosswalks** (18%; down 10 points), the need for **pedestrians/drivers to pay attention** (11%; down 1 point) and **sharing the road** (10%; up 1 point). All other topics were mentioned by fewer than one-in-ten residents. (Table 6)

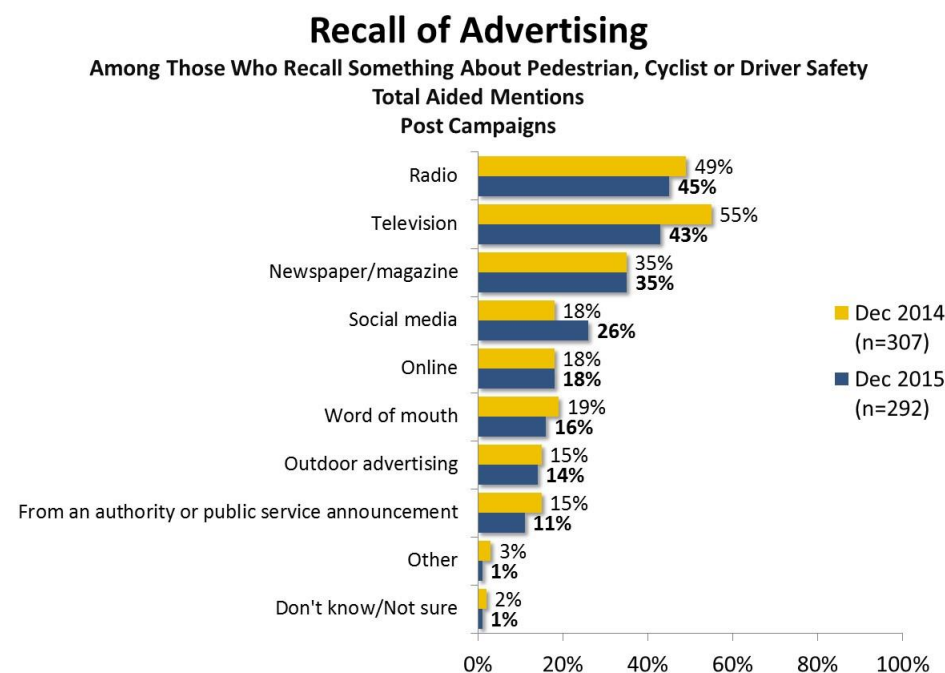


Recall of ads specifically related to accidents/pedestrians being hit in crosswalks has declined notably from last year.

Advertising Mediums

While recall of television ads about traffic safety decreased significantly this year, it remains the second-leading communication medium. Conversely, recall of social media ads increased notably since 2014.

Radio (45%; down 4 points), television (43%; down 12 points), newspapers (35%; no change) and social media (26%; up 8 points) are the most frequently mentioned media vehicles for pedestrian, cyclist or driver safety advertisements and/or messaging. Fewer than two-in-ten mentioned recalling safety advertisements through alternative advertising mediums including online, word-of-mouth, outdoor advertising, or through an authority or public service announcements. (Table 7)



Q.7: [IF 'YES' IN Q.4] Where did you recently see, hear or read advertising related to pedestrian, bicyclist or driver safety?

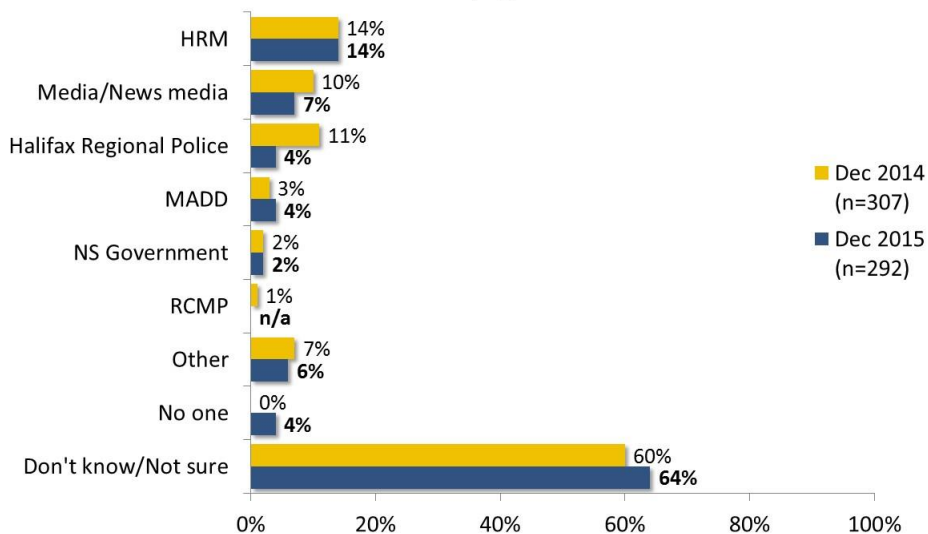
Residents 55+ are more likely to recall ads via television or newspaper.

Females are more likely to recall such ads via television, social media and word of mouth.

Among those who recalled seeing or hearing advertisements related to traffic safety, when asked, unaided, to identify the message sponsor nearly two-thirds were unable to recall the sponsor. Among those who were able to recall the specific sponsor, the Municipality was the most commonly identified sponsor of traffic safety ads (14%, no change). (Table 8)

Who Sponsored the Ad, Video or Message?

Among Those Who Recall Something About Pedestrian, Cyclist or Driver Safety
Total Aided Mentions
Post Campaigns



Q.8: [IF 'YES' IN Q.4] As best as you can recall, who sponsored the message about pedestrian, bicyclist or driver safety?

Residents 18-34 were more likely to cite the Municipality as the sponsor of traffic safety ads (18-34: 21% vs. 35-54: 13% and 55+: 11%)

Modes of
Transportation

Perceptions of Road
/ Sidewalk Safety

Perceptions of
Drivers / Pedestrians

Awareness of
Safety Ads

**Crosswalk Safety
Awareness Day**

Awareness of
Heads Up Ads

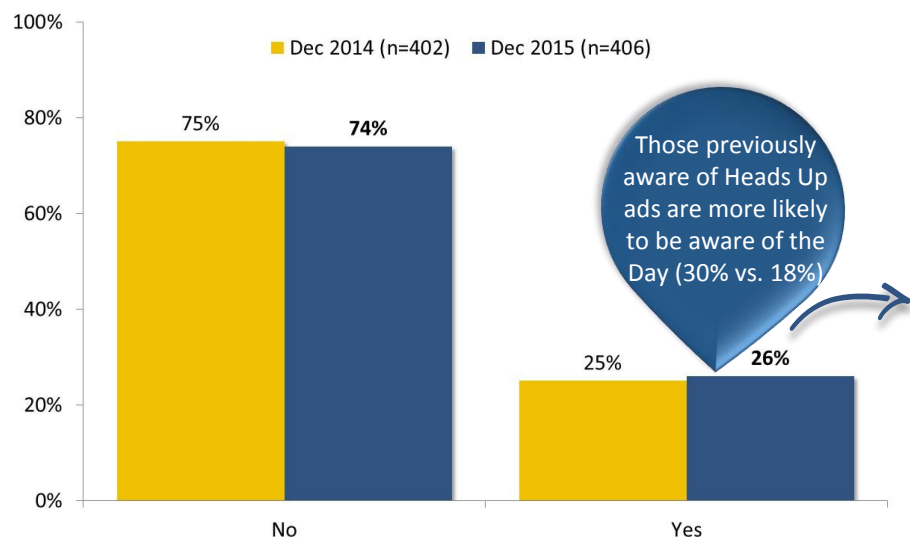
Aided Awareness of Crosswalk Safety Awareness Day

Awareness of Crosswalk Safety Awareness Day in Halifax remains modest and of those familiar, the vast majority have seen media coverage regarding the event.

Among those surveyed, only one-quarter (26%; up 1 point) indicated awareness of Crosswalk Safety Awareness Day prior to completing the survey. Of those aware (n=107), more than eight-in-ten (84%; no change) saw media coverage of the event, while one-quarter (26%; up 5 points) reported seeing community members out promoting the event on November 4th, wearing the Heads Up gear. (Tables 18 & 19a-b)

Aware of Crosswalk Awareness Day in Halifax?

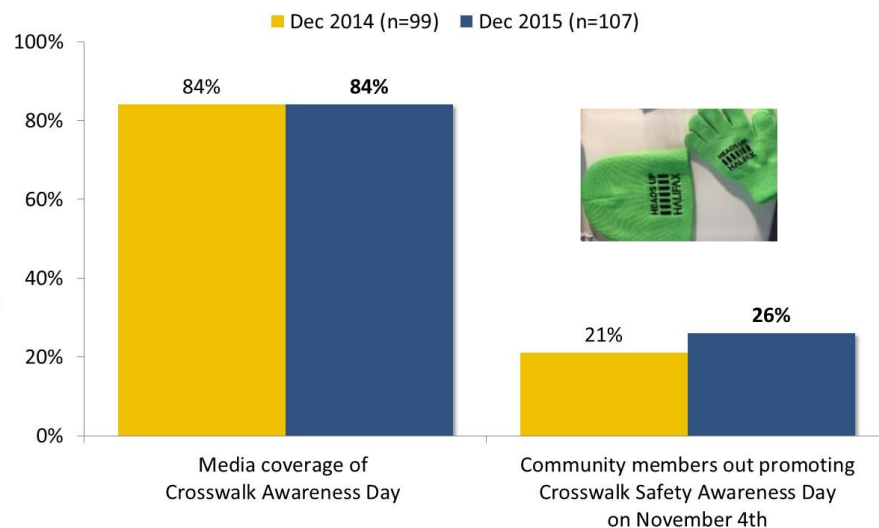
Post Campaigns



Q.18: Prior to today, were you aware of Crosswalk Awareness Day in Halifax?

What You Saw

Aided Mentions, Among Those Who Were Aware of Crosswalk Awareness Day in Halifax
Post Campaigns



Q.19a-b: [IF 'YES' IN Q.18] Did you personally...:

Note: Crosswalk Safety Awareness Day was November 5th in 2014.

Modes of
Transportation

Perceptions of Road
/ Sidewalk Safety

Perceptions of
Drivers / Pedestrians

Awareness of
Safety Ads

Crosswalk Safety
Awareness Day

**Awareness of
Heads Up Ads**

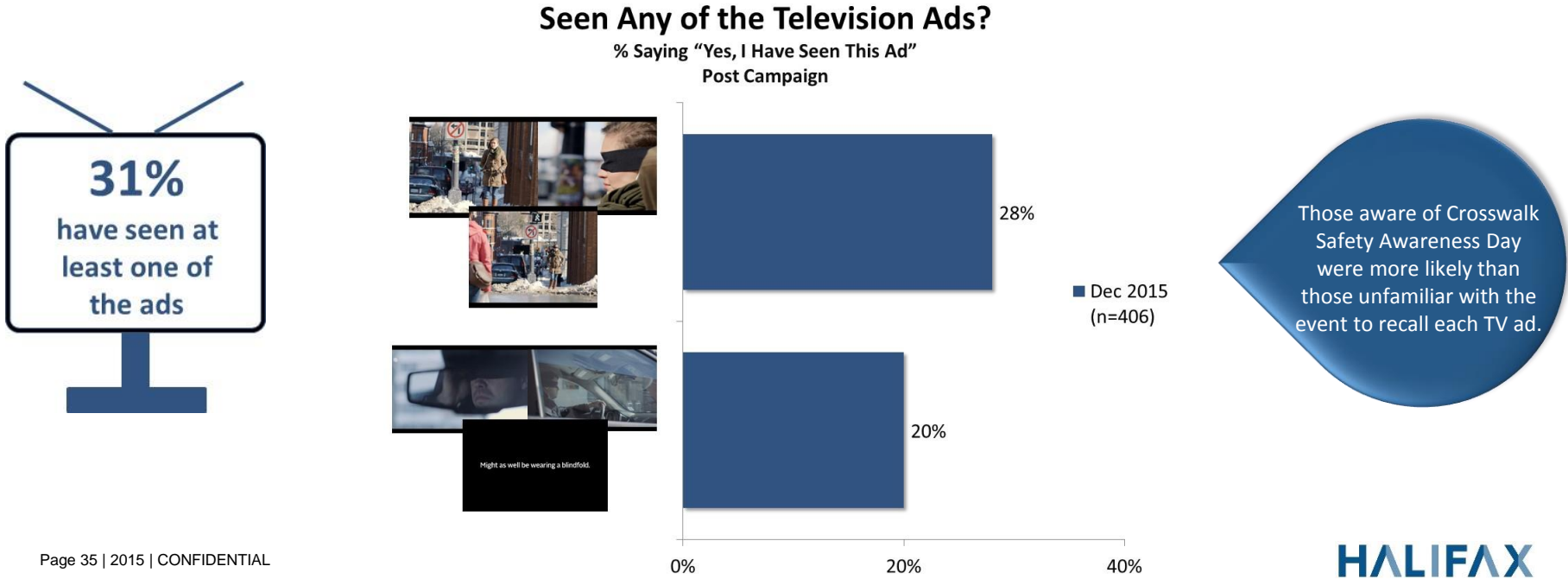
- 
- *Heads Up Halifax
Television Ads*
 - *Heads Up Halifax –
Crosswalk Safety
Awareness Day Print Ads*

Awareness of Heads Up Halifax Television Ads

Overall recall of the ‘Heads Up Halifax’ campaign is moderate.

To gauge awareness of the Municipality’s **Heads Up Halifax Campaign**, respondents were shown both the television ads and each of the three main print ads used throughout the campaign. Subsequently, they were asked if they had previously seen each of these ads prior to the survey. **Overall, the television ads appear to have had greater reach than the print ads.**

Three-in-ten (31%) residents report having seen at least one of the two TV ads. The **blindfolded pedestrian ad** appears to have had greater reach with nearly three-in-ten reporting having seen the ad, while two-in-ten recalled seeing the **blindfolded driver ad**. Of note, females were more likely than males to recall each ad (Pedestrian: 33% vs. 23%; Driver: 24% vs. 15%). Further, recall of each ad increased with age (Pedestrian: 18-34: 18%, 35-54: 26% , 55+: 37%; Driver: 18-34: 10%, 35-54: 18%, 55+: 28%). (Tables 9a-b)



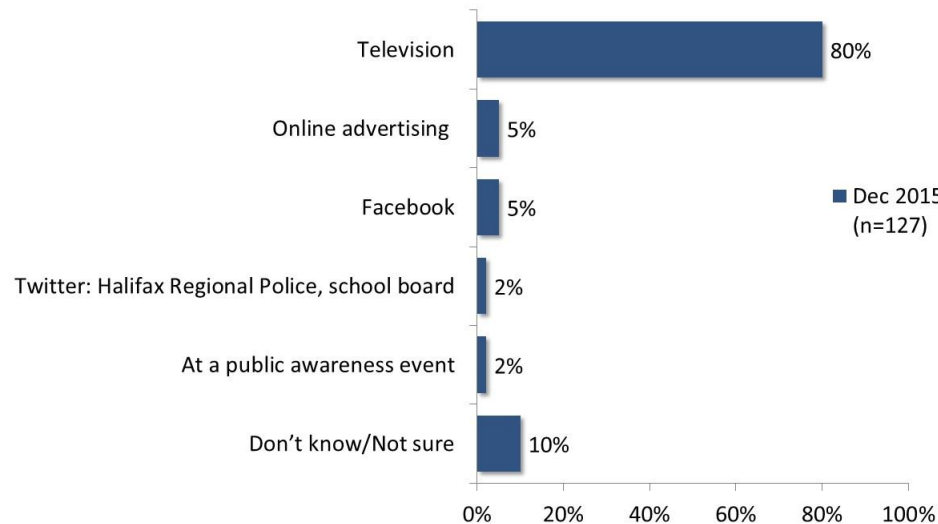
Medium for Television Ads

Residents primarily saw Heads Up Halifax videos through television.

Among those who saw at least one of the TV ads (n=127), when asked, unaided, where they saw the ad, eight-in-ten (80%) residents report having seen the video on television, with few reporting seeing the ad through another medium. Indeed, no more than five percent noted seeing the ad through any other specific medium including online advertising, Facebook, Twitter, or at a public awareness event. (Table 10)

Where Saw Advertising Campaign?

Among Those Who Saw One or More of the Television Ads
Total Aided Mentions
Post Campaign



Females are more likely than males to report having seen the campaign via television (87% vs. 68%).

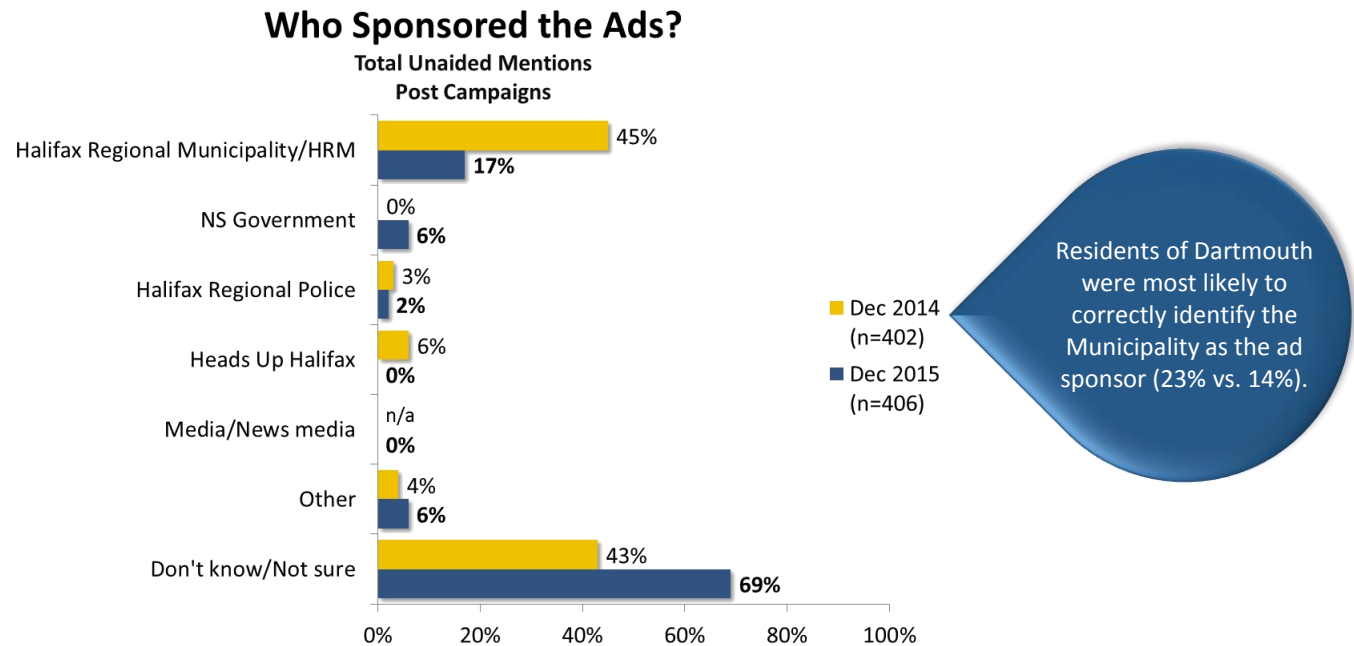
Q.10: [IF 'YES' IN Q.9a-b] As best you can recall, where did you see this campaign?

Sponsorship of Television Ads

A clear majority of residents are unsure who sponsored the television ads.

Residents, regardless of whether or not they had previously seen the TV ads, were asked to identify, unaided, the campaign sponsor. More than two-thirds of residents (69%) were unable to recall the sponsor of the television campaign, while nearly two-in-ten (17%) identified the Municipality as the sponsor. No more than six percent mentioned a specific alternative sponsor.

Perhaps not surprising given that the ad assessment was done for two different mediums (*video for 2015 and print for 2014*), results suggest that residents find it easier to ascertain ad sponsors for print ads as opposed to video ads. (Table 11)



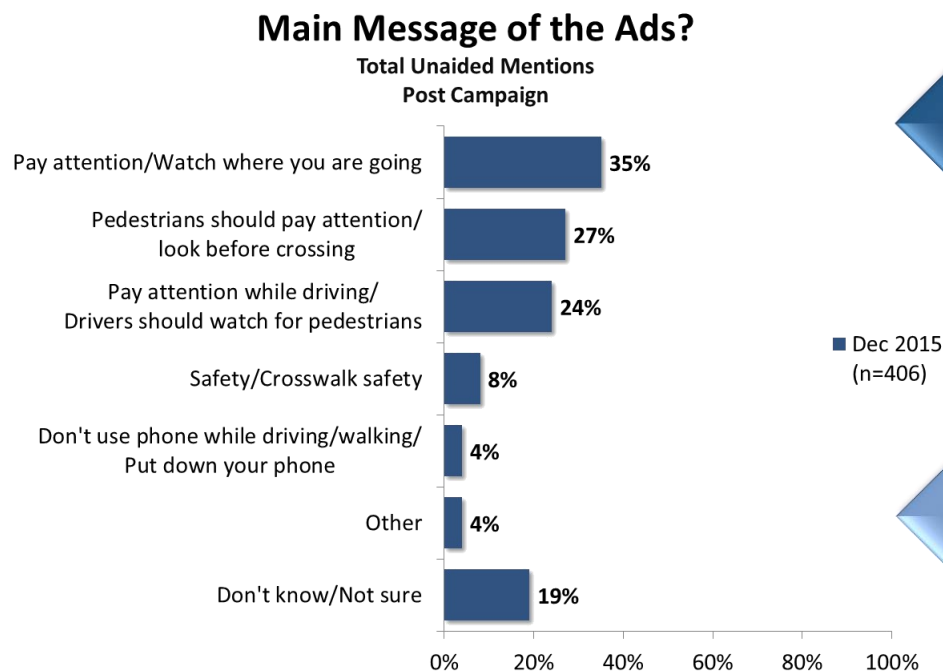
Q.11: As best you can determine, who sponsored the ads?

Note: Dec 2014 ads were print, Dec 2015 ads were television.

Message of Television Ads

Overall, residents perceive the main message to be about 'paying attention'.

Regardless of whether or not they had previously seen the TV ads, residents were asked to indicate what they understood to be the message of the ads, as a whole. Unaided, more than one-third (35%) of residents believe the main message of the television campaign was related to generally *paying attention*. Alternatively, one-quarter (27%) thought the main message was for *pedestrians to pay attention before crossing*, while a similar proportion (24%) thought the main message was for *drivers to pay attention while driving and watch for pedestrians*. Of note, two-in-ten (19%) were unsure of the ads main message. (Table 12)



Males are more likely to be unsure as to the TV ads main message (25% vs. 14%)

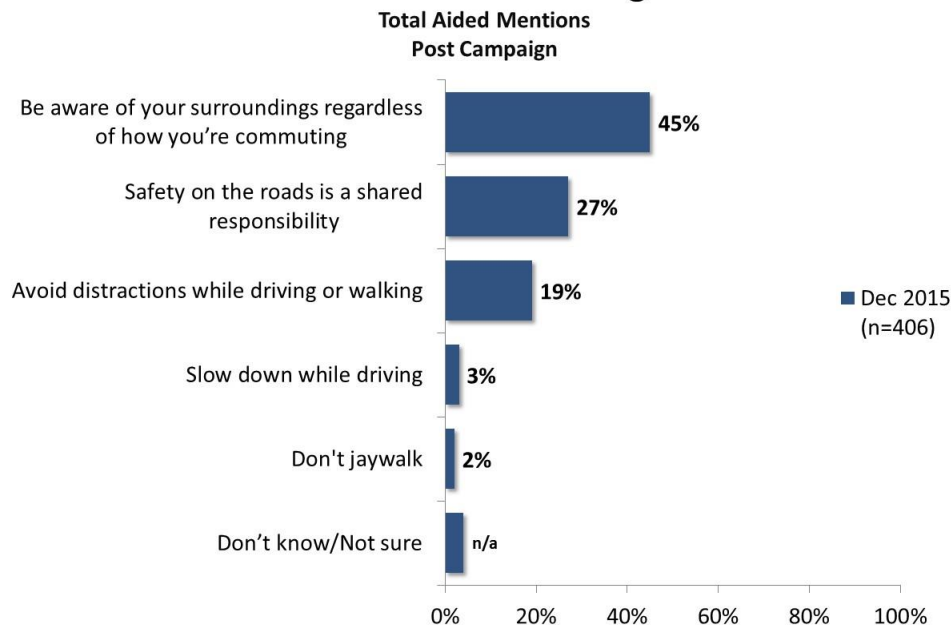
Residents previously exposed to the ads are more likely to cite the main message to be for 'pedestrians to pay attention' (31% vs. 16%).

Q.12: What was the main message of the ads?

Message of Television Ads (cont.)

Aided, when asked the main message of the TV campaign, nearly one-half (45%) indicate 'Be aware of your surroundings' as being the main message. Alternatively, one-quarter (27%) indicate the main message is 'Safety on the roads is a shared responsibility', while slightly fewer (19%) cite 'avoid distractions while driving or walking' as the main message. (Table 13)

What Best Describes the Message of the Ads?



Q.13: Which of the following best describes the message of the ads?

Opinion of Television Ads

Overall, residents offer a favourable review of the television ads.

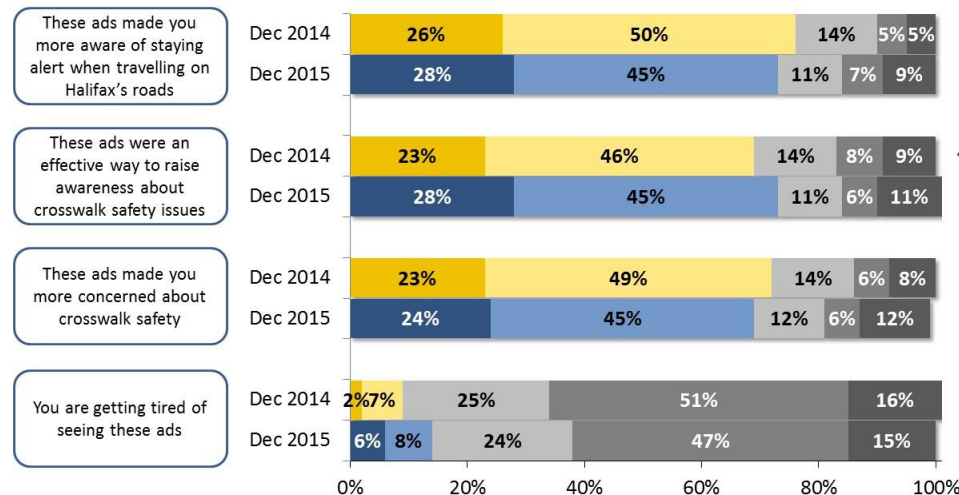
The **'Heads Up Halifax'** campaign television advertisements performed well on various desired impact metrics. Indeed, three-quarters (73%) of residents offer some level of agreement that the ads made them more aware of staying alert when traveling on Halifax's roads, while the same portion (73%) offer some level of agreement that the ads are an effective way to raise awareness about crosswalk safety issues. Further, a similar proportion (69%) offer some level of agreement that the ads made them more concerned about crosswalk safety. Only one-in-seven (14%) are reportedly getting tired of seeing the advertisements.

Finally, it is important to note, while opinion statements were assessed based on print ads last year and video ads this year, results are generally consistent year-over-year. (Tables 14a-d)

Opinion of Statements About Ads

Post Campaigns

■ Completely agree ■ Mostly agree ■ Mostly disagree
 ■ Completely disagree ■ Don't know/Not sure



Those previously aware of the ads and those familiar with Crosswalk Safety Awareness Day are more likely to offer agreement to these statements. Further, agreement to each of these statements increases with age.

Females are more likely to agree that the ads make them more concerned about safety and more aware of staying alert, while males are more likely to report being tired of the ads.

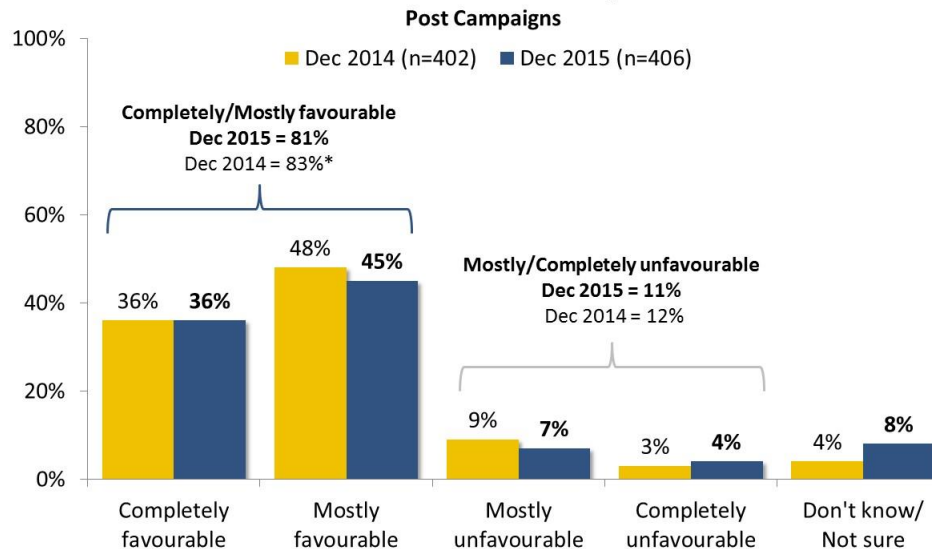
Q.14a-d: Please indicate the extent to which you personally agree or disagree with each of the following statements.
 (Dec 2014 n=402, Dec 2015 n=406) *Note: Dec 2014 ads were print, Dec 2015 ads were television.*

Opinion of Television Ads (cont.)

In terms of an overall assessment of the video portion of the campaign, eight-in-ten (81%) residents hold a favourable view of the **Heads Up Halifax television ads**, with more than one-third having a *completely favourable* view of the television ads.

Again, despite assessing ads through two different mediums (video for 2015 and print for 2014), overall opinion of the campaign is generally consistent year-over-year. (Table 15)

Overall Opinion of Advertising Campaign About Crosswalk Safety



Q.15: All things considered, what is your overall opinion of the advertising campaign about crosswalk safety?
Note: Dec 2014 ads were print, Dec 2015 ads were television. *Due to rounding.

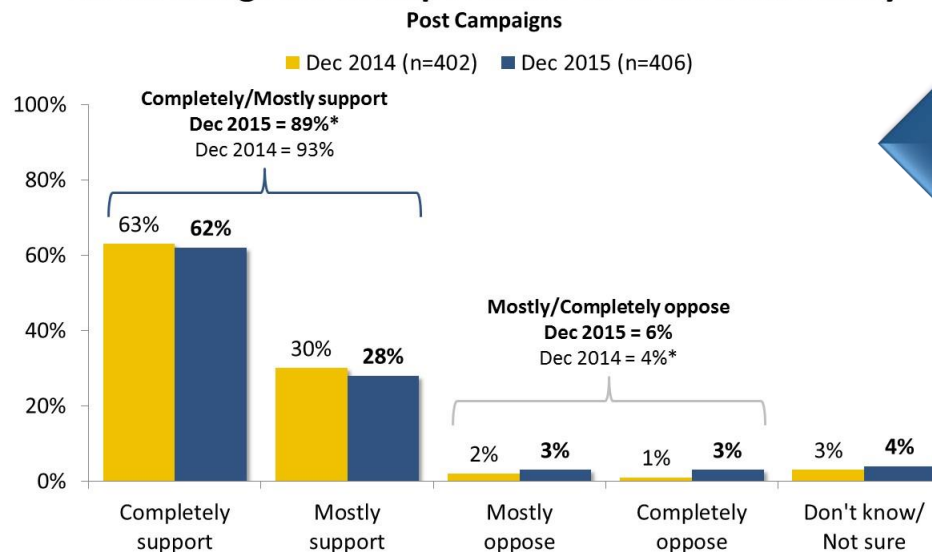
Females, those previously aware of the ads, and those familiar with Crosswalk Safety Awareness Day are more likely to hold a favourable opinion of the TV ads.

Support of Municipality's Sponsorship of TV Ads

Consistent with last year, the vast majority of residents support the Municipality's sponsorship of the "Heads Up Halifax" campaign.

In terms of an overall assessment of the television ads, the vast majority (89%) offered some level of support for the Halifax Regional Municipality's efforts in sponsoring advertising concerning the importance of crosswalk safety, with two-thirds offering *complete* support. Only a very small percentage of residents (6%) opposed the Municipality sponsoring such a campaign. (Table 17)

Opinion of Halifax Regional Municipality Sponsoring Advertising About Importance of Crosswalk Safety



Females, residents 55+, and those familiar with Crosswalk Safety Awareness Day are more likely to support the Municipality's sponsorship.

Q.17: All things considered, do you support or oppose Halifax Regional Municipality's sponsoring advertising about the importance of crosswalk safety? *Due to rounding.

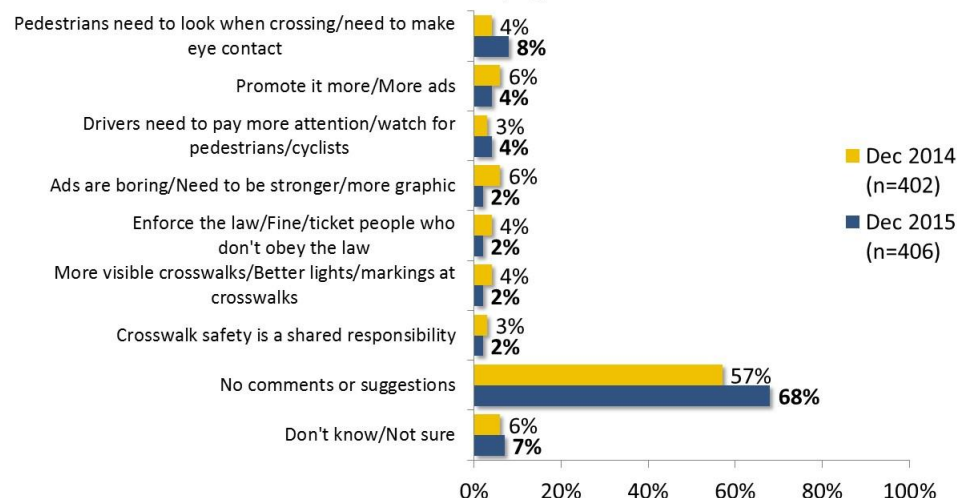
Comments and Suggestions Regarding the TV Ad

Consistent with last year, when asked if they had any further comments or suggestions regarding the **Heads Up Halifax** television ads, residents offered a wide variety of suggestions. Indeed, no more than eight percent offered any specific comment, though suggestions included increased promotion, increasing the strength and graphic appeal, as well as more tactical suggestions related to pedestrians and drivers being more vigilant, law enforcement, and making crosswalks more visible. (Table 16)

Comments or Suggestions Regarding Advertising Campaign About Crosswalk Safety

Key Mentions From Total Unaided Mentions

Post Campaigns



Q.16: Do you have any other comments or suggestions you would like to make in regards to this advertising campaign about crosswalk safety? *Note: Dec 2014 ads were print, Dec 2015 ads were television.*

Modes of
Transportation


Perceptions of Road
/ Sidewalk Safety

Perceptions of
Drivers / Pedestrians

Awareness of
Safety Ads

Crosswalk Safety
Awareness Day

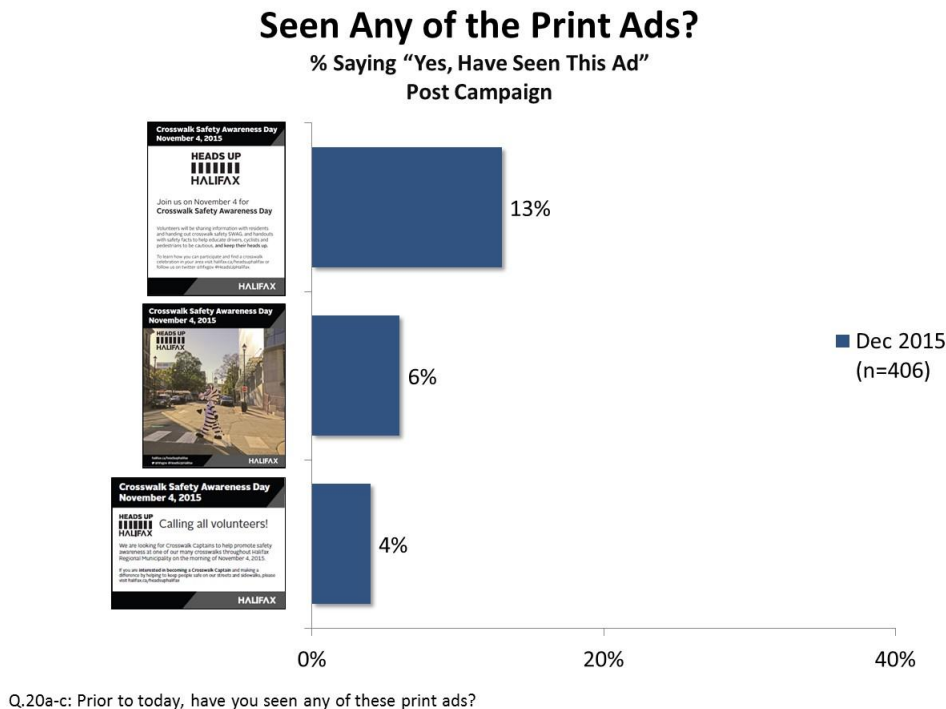
**Awareness of
Heads Up Ads**

- 
- *Heads Up Halifax
Television Ads*
 - *Heads Up Halifax –
Crosswalk Safety
Awareness Day Print Ads*

Awareness of Crosswalk Safety Awareness Day Print Ads

Fewer residents report having been seen at least one of the print ads compared with last year.

As previously mentioned, recall of print ads was notably lower than the television ads. Indeed, one-in-six (13%) reported seeing the ad with the **written description of the Crosswalk Safety Awareness Day**, while no more than six percent reported seeing the photo ad of the **zebra crossing the street** (6%) or the ad **seeking volunteers for the Crosswalk Captains** (4%). (Table 20a-c)



Those previously familiar with Crosswalk Safety Awareness Day were more likely to be familiar with each ad.

Residents 18-34 are more likely to report having seen the Ad with the written description of Crosswalk Safety Awareness Day and the Ad with the Zebra.

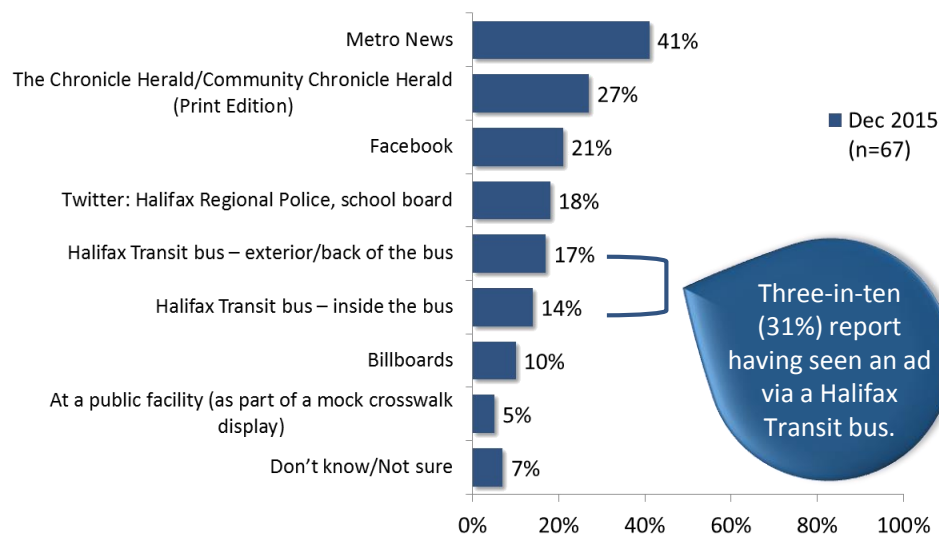
Medium for Print Ads

Metro News was the most common medium where residents saw the Crosswalk Safety Awareness Day print ads.

Among those who saw at least one of the print ads (n=67), when asked, unaided, where they saw the ad, four-in-ten (41%) reportedly saw an ad in Metro News. An additional one-quarter (27%) saw the ad in the print edition of the Chronicle Herald, while slightly fewer (21%) reported having seen the ad via Facebook. Twitter, the *exterior* of a Halifax Transit bus, the *interior* of a Halifax Transit bus, and billboards were also each mentioned by at least one-in-ten residents as locations where they saw the print ads. (Table 21)

Where Saw Advertising Campaign?

Among Those Who Saw One or More of the Print Ads
Key Mentions From Total Unaided Mentions
Post Campaign

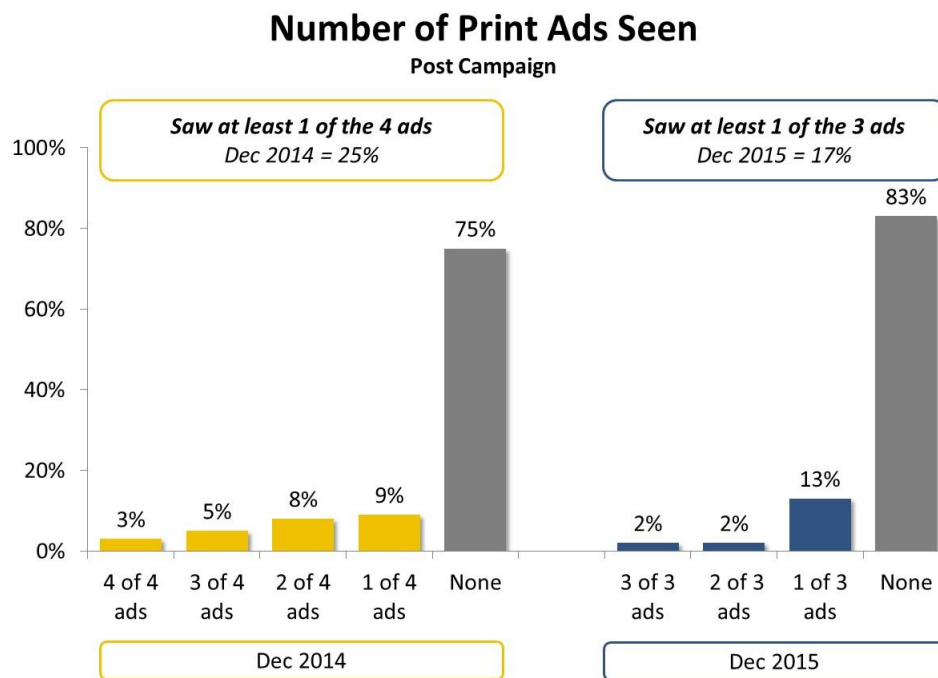


Q.21: [IF 'YES' IN Q.20a-c] As best you can recall, where did you see this campaign?

Number of Print Ads Seen

Fewer residents saw at least one of the Heads Up Halifax print ads this year.

Fewer than two-in-ten (17%; down 8 points) residents indicated having seen at least one of the print ads. By contrast, more than eight in ten did not recall seeing any of the ads.



Q.20a-c: Prior to today, have you seen any of these print ads? (Dec 2014 n=402, Dec 2015 n=406)

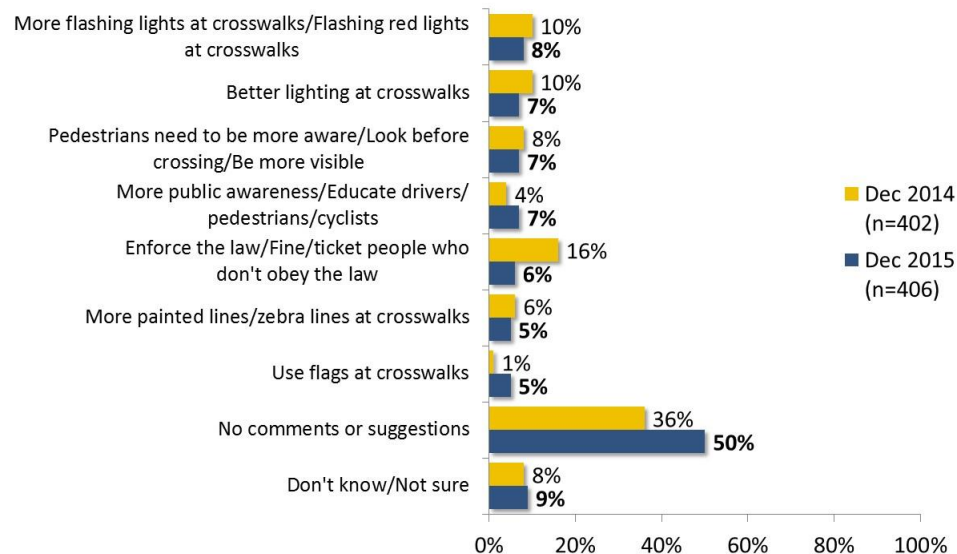
Suggestions to Improve Crosswalk Safety

After seeing both the television ads and the print ads, all residents were asked for final comments or suggestions regarding how to improve crosswalk safety in Halifax.

Consistent with last year, residents offered a wide-variety of suggestions, with fewer than one-in-ten offering any one single suggestion for improvement, including more flashing lights at crosswalks, better lighting at crosswalks, pedestrians being more aware, increased public awareness/education, enforcement of the law (i.e., increased fines/tickets), having more painted lines, and using flags at crosswalks. Of note, this year, residents were less likely to offer any suggestions on how to improve crosswalk safety. (Table 22)

How to Improve Crosswalk Safety in Halifax

Key Mentions From Total Unaided Mentions
Post Campaigns



Q.22: Do you have any suggestions about how to improve crosswalk safety in Halifax?