

# Halifax Regional Municipality

## 2016 Heads Up Halifax Post-Campaign Study

### Final Report

**March 2017**

*Prepared for Halifax Regional  
Municipality by:*



HALIFAX

# Background & Objectives

The Halifax Regional Municipality commissioned Corporate Research Associates Inc. (CRA) to conduct the **2016 Heads Up Halifax Post Campaign Study**. As in the 2015 iteration of this study, 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 new advertising campaigns 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 the 2016 '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 458 online surveys were collected with members of the Halifax Opinion Panel. Note, in previous iterations of the survey, a public general population panel was used for sample.

The survey was conducted from December 20<sup>th</sup>, 2016 to January 8<sup>th</sup>, 2017, several days after the conclusion of the campaign, and the average survey length was 18.5 minutes.

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.

Of note, where possible, comparisons to the results from the 2015 Heads Up Halifax Post-Campaign survey are made throughout this report to gauge possible changes in public opinion surrounding certain issues.

# Executive Summary

Results of the **2016 Heads Up Halifax Post-Campaign Study** reveal continued strong support for the campaign. That said, **awareness of communications relating to traffic safety has notably declined over the past year**, continuing the decline observed in 2015. However, results suggest that traffic safety remains a key issue in the City. Indeed, there has been a notable rise this year in both the portion of residents admitting to being distracted while driving, and the frequency of ‘close calls’ they have personally encountered. On the other hand, when asked about *observed* distraction and ‘close calls’ among other travellers, residents are much more likely to perceive traffic safety as being a more systemic issue. It is interesting to note, that while only a few report being distracted while *walking* in a crosswalk, the vast majority of residents have witnessed distracted pedestrians. While a similar pattern is evident among drivers, the proportion of those indicating their own distraction is far higher compared with those travelling by foot. It is important to consider that despite these findings, the vast majority of residents feel they have taken *some* action to increase road safety, though the described efforts they have taken generally fall within the scope of standard road safety measures, such as paying attention, and slowing down or stopping at crosswalks.

With respect to the Region’s traffic safety campaign, just over half of residents overall now report to have seen or heard any messaging involving pedestrian, bicyclist, or driver safety (52%; down 19 points from 2015). This downward shift in awareness corresponds with a change in media platforms, with **outdoor advertising** now being the primary media vehicle overall. At the same time, more traditional mediums such as **television, radio, and newspaper/magazine** are less likely to be associated with the safety campaign. On a positive note, despite this drop in overall awareness, unaided recognition of Halifax’s **sponsorship** of the safety campaign has strengthened significantly, though a notable proportion of residents remain unable to identify a source of such messaging. In line with past results, the primary focus of the campaign is believed to be pedestrian safety, specifically in relation to paying attention before crossing and making eye contact with drivers.

Overall perceptions of the campaign have declined this year, with a greater portion now describing unfavourable opinions of the ads, while at the same time, more residents also mention that they don’t know how they feel about the campaign. Although residents largely remain supportive of Halifax’s sponsorship of the campaign, the *degree* of support this year has declined with fewer now expressing *complete* support.

With respect to specific initiatives within the broader safety campaign, awareness of **Crosswalk Safety Day** has held steady, albeit minimal overall. Limited awareness is also found for the ‘**Heads Up Halifax**’ video, though its message was clearly understood. The video was well received by residents, with the bulk of those surveyed expressing positive opinions about its effectiveness in **raising awareness about crosswalk safety issues, making residents more aware of staying alert while travelling, and raising concern about crosswalk safety**.

# Executive Summary (cont.)

Similarly, in terms of awareness of the '**Heads Up Halifax**' *print ads*, the bulk of residents were not previously aware of this initiative, though stronger recognition is observed compared with the *video*. It warrants mention that the greatest source of awareness of the print ad was from **Halifax Transit buses**, particularly on the **exterior platforms**.

In light of the new social media campaign this year, namely, #headsupalifax, residents' social media habits were explored. The vast majority use Facebook, while YouTube is also popular. However, Facebook has the broadest reach across the population, with usage habits being comparable regardless of age, gender, income, education, and employment. Moreover, Facebook users are most active, visiting the social media site on a daily basis. With that said, awareness of #headsupalifax and the associated contest is minimal, in line with viewership of the safety campaigns. Nonetheless, the small number who were aware of the social media campaign viewed it positively.

*\* The infographic on the following page offers a one-page visual summary of key 2016 results.*

# 2016 Heads Up Halifax Campaign Study



## Summary of Results

### Methodology:

458 online surveys with the Halifax Opinion Panel conducted between December 20<sup>th</sup>, 2016 and January 8<sup>th</sup>, 2017

### Exposure to the Heads Up Halifax Campaign

#### Video Ad

18%

had previously seen the video ad



#### Print Ads

30%

had previously seen the print ads



#### #headsuphalifax Campaign

22%

had previously seen the #headsuphalifax social media campaign



59%



offer **favourable** reviews of the campaign

89%



**Support** Halifax's sponsorship of the campaign

**Outdoor advertising** is the top source of awareness of the campaign

26%

are aware of **Crosswalk Safety Awareness Day** with most learning about it via **media coverage**

70%



33%

believe that drivers are unaware



24%

primarily **walk**

47%

believe that pedestrians are unaware

Only a few primarily cycle:

5%



25%

believe that cyclists are unaware

74%

believe that Halifax is **unsafe** for cyclists

36%

believe motorists **know how to drive safely** around cyclists



55%

admit to **personally** driving while distracted

95%

saw **someone else** driving while distracted



5%

admit to **personally** crossing the street while distracted

82%

saw **someone else** crossing the street while distracted



Average # of 'close calls' between vehicles & pedestrians

Experienced

6.6



Witnessed

15.7



69%

Of residents believe traffic safety is **everyone's responsibility**

80%

believe that Halifax is **safer** or **just as safe** to travel compared to 1 year ago

83%

Of residents report being **committed to safety** when travelling

**Meanwhile only...**

32%

Report being concerned for their **personal safety** when travelling

37%



admit that road safety is **only** top of mind when they hear news of someone being injured



**Travelling in Halifax**

Perceptions of Road  
/ Sidewalk Safety

Crosswalk Safety  
Campaign

# Modes of Transportation

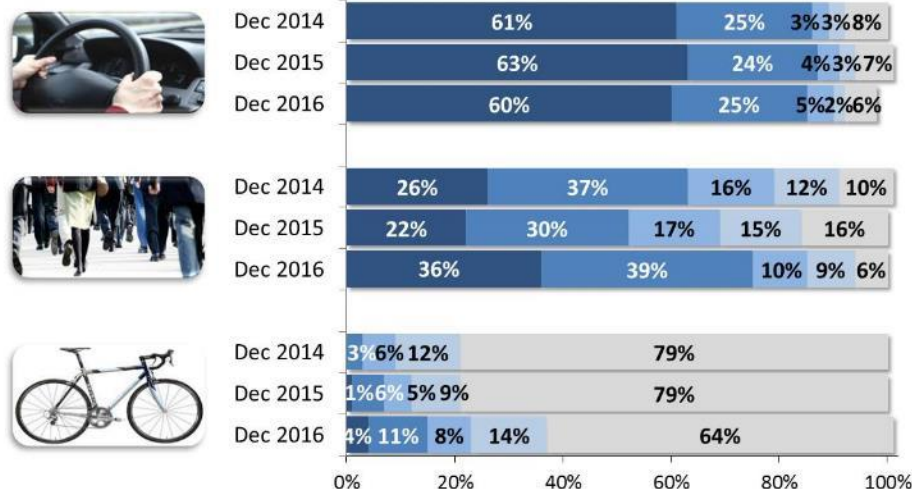
**Motor vehicle travel remains the most common mode of transportation, though travel by foot or bicycle is becoming more popular.**

The bulk of residents choose to **drive** to and from their destinations, while most also travel **by foot**, albeit less often. Interestingly, residents' transportation habits have changed somewhat in 2016 compared with the previous two years, with greater numbers opting to **walk** or **bicycle** to and from their destinations overall. Growth is also observed in the frequency with which residents are **walking** or **bicycling**. Meanwhile, travel by **car** has remained relatively unchanged. (Tables 29a-c)

## Frequency of Travelling by...

Post Campaigns

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



Students and unemployed residents are less likely to drive on a daily basis.

Residents 18-34, and those living in central Halifax are more likely than their respective counterparts to walk on a daily basis.

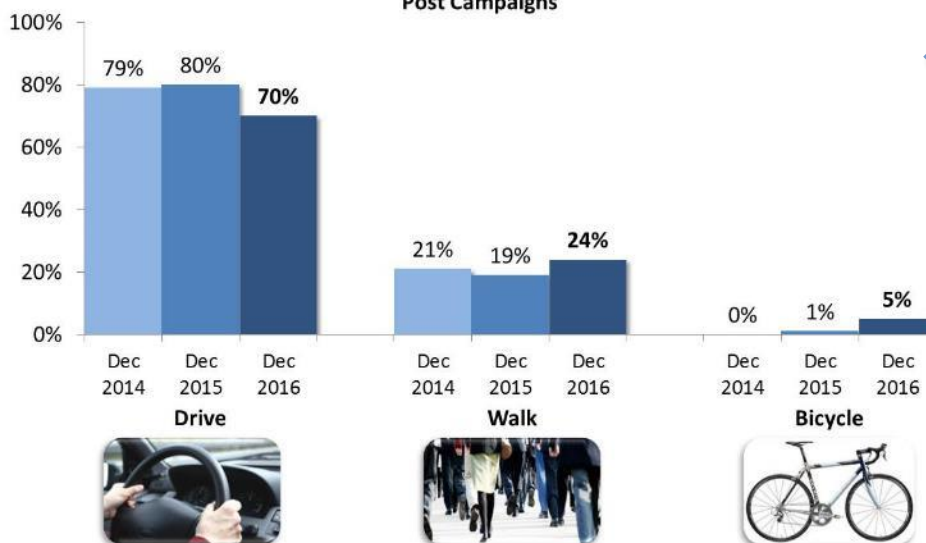
Q.29a-c: And how often do you personally...? (Dec 2014 n=402, Dec 2015 n=406, Dec 2016 n=458)

# Modes of Transportation (cont.)

Residents were then asked which mode of transportation they use primarily. Not surprisingly, the majority of residents prefer to drive, though this proportion has significantly declined over the past year. By comparison, one quarter now indicate that they primarily **walk** to and from their destinations, while a few are more inclined to travel by **bicycle**. (Table 30)

## Primary Mode of Transportation When Travelling within Halifax

Post Campaigns



Across regions, residents of central Halifax are less likely to primarily rely on motor vehicles.

The likelihood of motor vehicles being the primary mode of transportation increases with age.

Q.30: 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, Dec 2016 n=458)



Travelling in Halifax

**Perceptions of  
Road / Sidewalk  
Safety**

Crosswalk Safety  
Campaign

# Perceptions of Road & Sidewalk Safety

*The vast majority of residents continue to consider themselves actively aware of their surroundings when travelling. As well, road and sidewalk safety is increasingly top-of-mind for residents outside of incidents involving injury.*

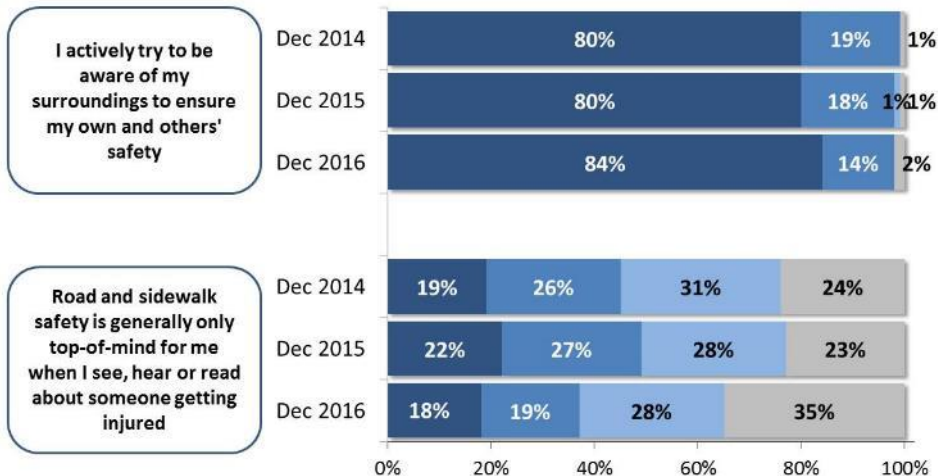
In line with past results, most residents report that they **actively try to be aware of their surroundings to ensure their own safety and others' safety**, including more than eight in ten who **completely agree**.

Meanwhile, the bulk of residents disagree that **road and sidewalk safety is generally only top-of-mind when they see, hear, or read about someone getting injured**, a proportion which has improved considerably over the past year. (Tables 37a-b)

## Opinion of Statements About Road and Sidewalk Safety

Post Campaigns

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



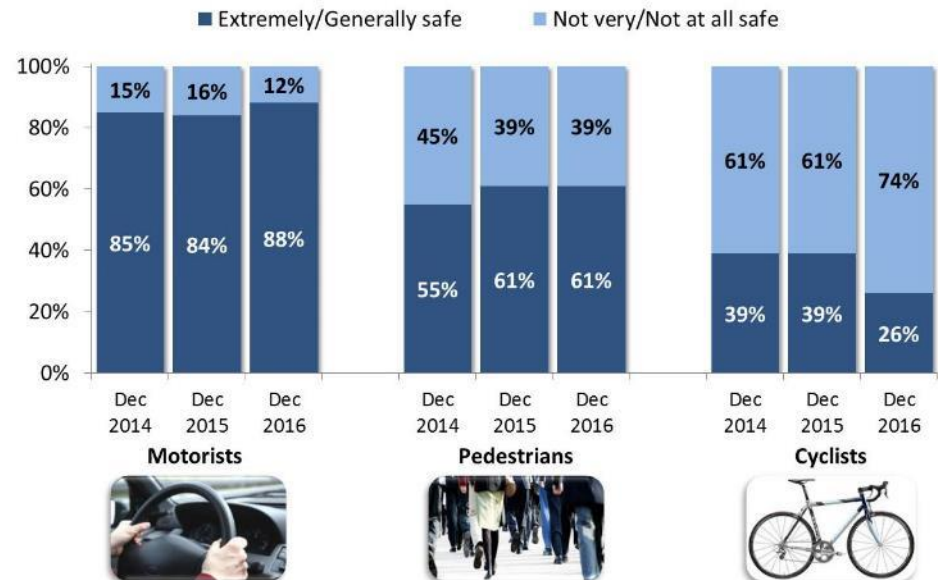
Q.37a-b: To what extent do you agree or disagree with each of the following statements?  
(Dec 2014 n=402, Dec 2015 n=406, Dec 2016 n=458)

# Perceptions of Safety of Travel in Halifax

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

The perceived level of safety for **motorists** and **pedestrians** when travelling in Halifax has remained virtually unchanged over the past year. Meanwhile, a considerable decline is observed with respect to safety for **cyclists**. In particular, the vast majority of residents continue to view Halifax as a safe place for those traveling by **car**, along with a more moderate majority who feel this way about travel **by foot**. On the other hand, only a quarter believe that Halifax is safe for **cyclists**. (Tables 31a-c)

## Level of Safety When Travelling in Halifax



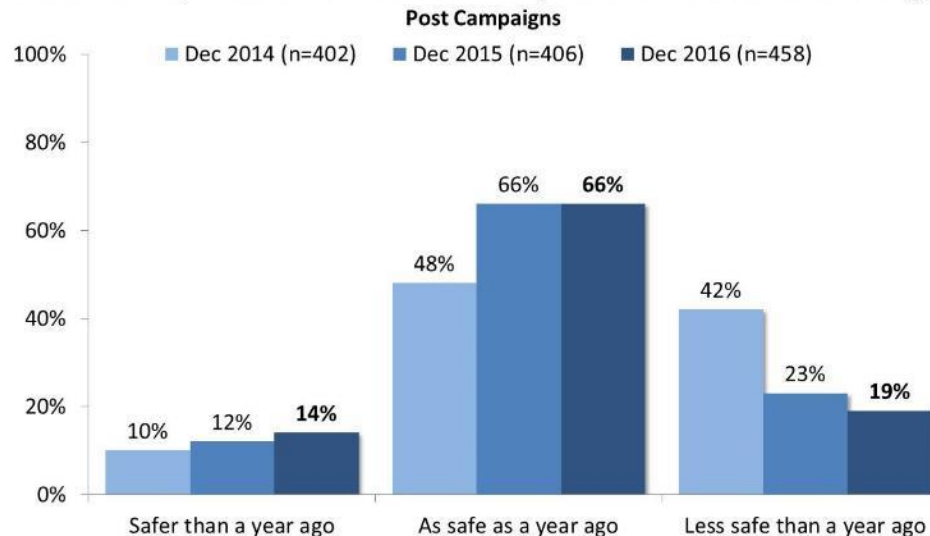
Q.31: In general, how safe is it for motorists, cyclists and pedestrians to travel in Halifax?  
(Dec 2014 n=402, Dec 2015 n=406, Dec 2016 n=458)

# Perceptions of Safety of Travel in Halifax (cont.)

**Travelling in Halifax is generally considered to be as safe as it was last year.**

When asked to compare the safety of travelling in Halifax on the city's roads, sidewalks, and crosswalks compared with a year ago, a small minority continue to report **improvement** while two-thirds believe that conditions are **unchanged**. On the contrary, two in ten feel that travelling in Halifax is now **less safe** than it was a year ago, maintaining the improvement observed in this regard last year from 2014. (Table 32)

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



Q.32: 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?

# Perceptions Concerning Cyclists

*Consistent with historical results, residents perceive themselves to be knowledgeable of the rules governing traffic lights and crosswalks for motorists and cyclists, as well as about the rights and responsibilities of cyclists. That said, this year marks a notable decline in the portion of drivers who report that they understand how to drive safely around cyclists.*

The level of awareness reported by residents in regards to the rules of the road for motorists and cyclists alike is comparable to previous years. Indeed, the vast majority agree to some extent that they are **fully aware of the rules about how cars and bicycles should stop at traffic lights and crosswalks**, including more than half who express complete agreement.

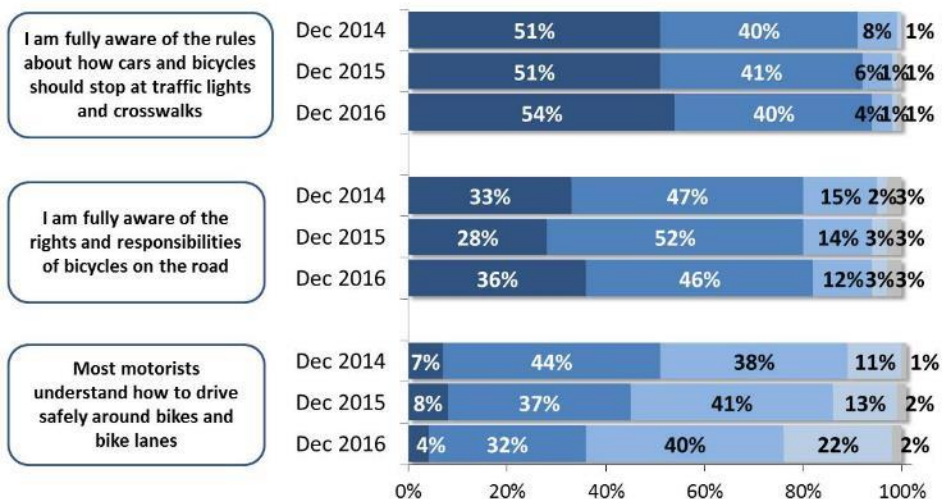
Meanwhile, a slightly smaller majority also report being **fully aware of the rights and responsibilities of bicycles on the road**, including more than a third who completely agree.

On the contrary, a moderate minority of residents agree to some extent that **most motorists understand how to drive safely around bikes and bike lanes**, marking a notable decline from previous years. (Tables 39a-c)

## Opinion of Statements About Bicycles on the Road

Post Campaigns

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



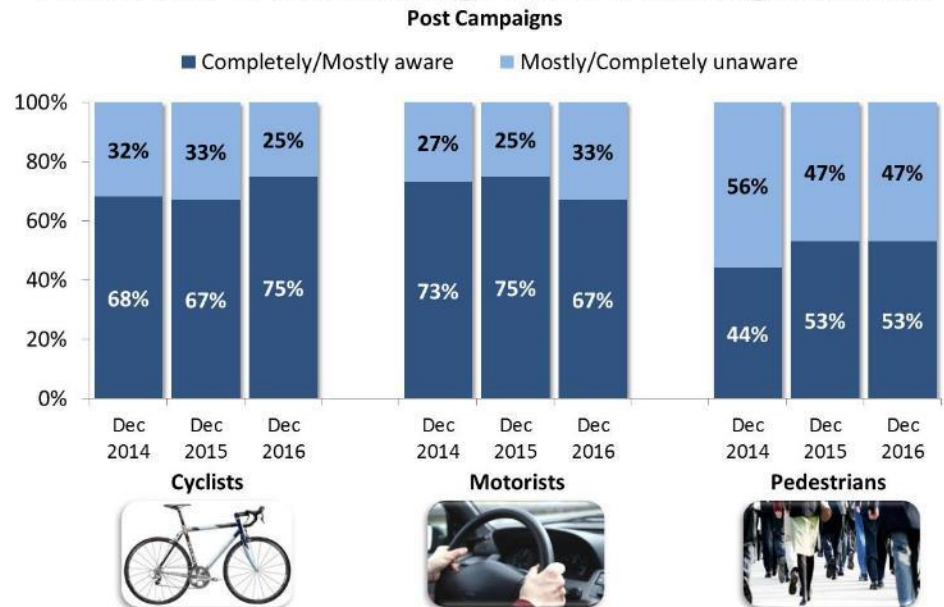
Q.39a-c: To what extent do you agree or disagree with each of the following statements?  
(Dec 2014 n=402, Dec 2015 n=406, Dec 2016 n=458)

# Level of Awareness of Surroundings

*Compared to last year, residents are more likely to view cyclists as being aware of their surroundings, and less likely to believe that motorists are aware. That said, regardless of transportation mode, a notable minority acknowledge a general unawareness of surroundings when travelling.*

Residents were asked to indicate the degree to which people are aware of their surroundings when travelling by various means in Halifax. Opinions are generally positive, particularly with respect to **cyclists** where improvement is noted this year. Indeed, a strong majority of residents now feel that **cyclists** are generally aware of their surroundings when travelling, while two-thirds feel this way about **motorists**, marking a slight decline. By comparison, just over one-half believe that **pedestrians** are aware of their surroundings, in line with past results. (Tables 38a-c)

## Awareness of Surroundings When Travelling in Halifax



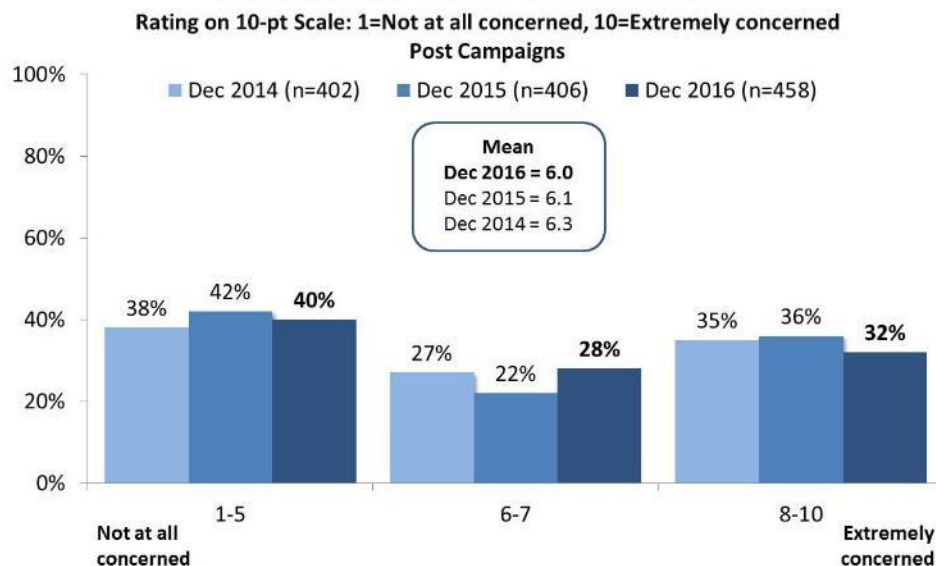
Q.38a-c: To what degree do you think people are aware of their surroundings when travelling in Halifax?  
(Dec 2014 n=402, Dec 2015 n=406, Dec 2016 n=458)

# Personal Safety When Travelling

**Concern over personal safety when travelling in the City remains generally moderate and stable, year-over-year.**

Residents' level of concern with personal safety when travelling on Halifax's roads and sidewalks is generally unchanged compared with past results. Perceptions remain divided, with one third being **extremely concerned** (ratings of 8 to 10 on a ten-point scale), three in ten being **moderately concerned** (ratings of 6 or 7), and four in ten expressing **little concern** in this regard (ratings of 1 to 5). (Table 33)

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



Q.33: When travelling on Halifax's roads and sidewalks, how concerned are you personally about your own safety?



# Commitment to Safety

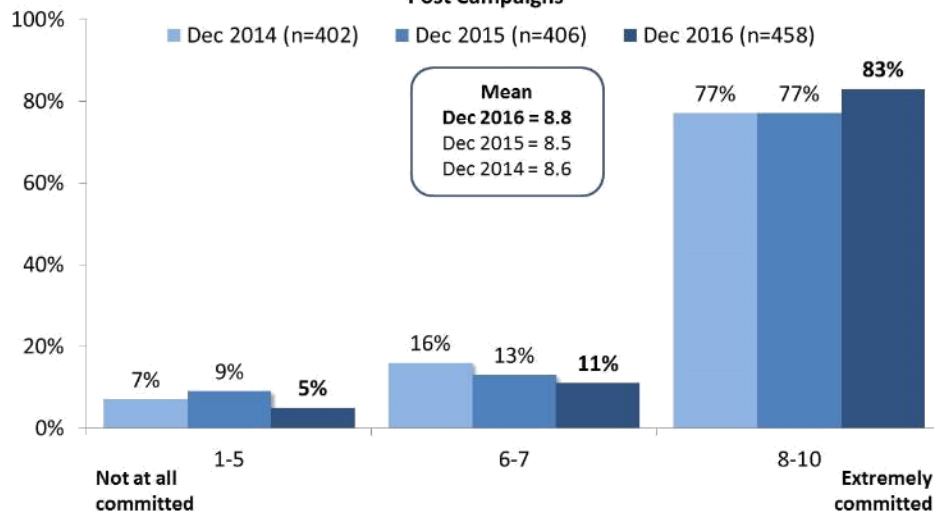
**Residents' commitment to safety has increased over the past year.**

The vast majority of residents continue to feel **extremely committed** to ensuring their own and others' safety on Halifax's roads and sidewalks, with slight improvement observed this year compared to previous findings. Meanwhile, one in ten report a more **moderate** degree of commitment, and five percent are **uncommitted**. (Table 34)

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

Rating on 10-pt Scale: 1=Not at all committed, 10=Extremely committed

Post Campaigns



Q.34: How committed do you feel to ensuring your own and others' safety on the roads and sidewalks of Halifax?

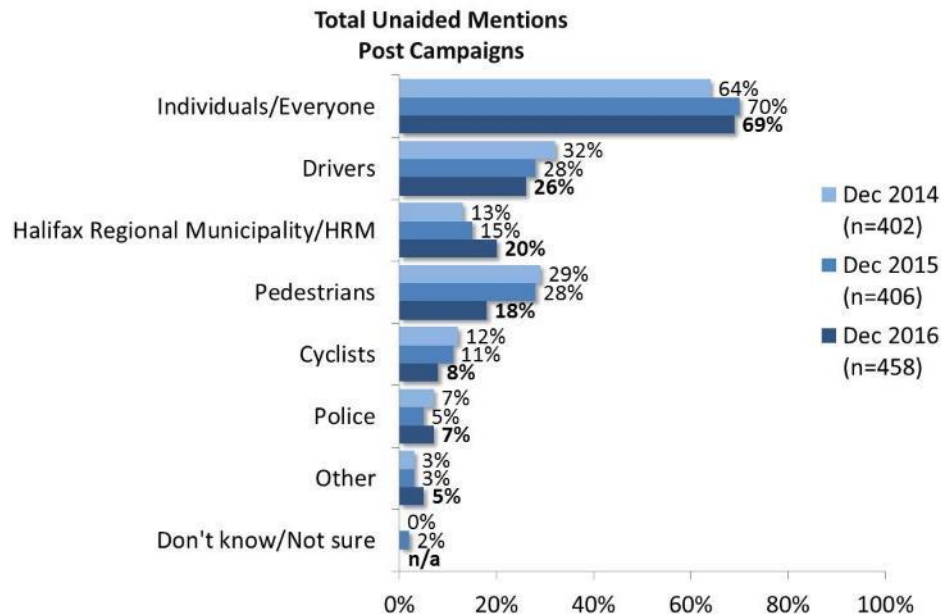


# Safety Responsibility

**Consistent with historical findings, a clear majority of residents view road and sidewalk safety as being a collective responsibility.**

Again this year, residents were asked to indicate, unaided, who is responsible for safety on the roads and sidewalks of Halifax. A strong majority continue to state that safety is **everyone's responsibility**. One quarter also mention **drivers**, followed by fewer who identify the **Municipality**. A similar portion name **pedestrians** as a responsible party, though this perception has declined considerably compared to two years ago. All other parties are mentioned by fewer than one in ten, including **cyclists** and **police**. (Table 35)

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



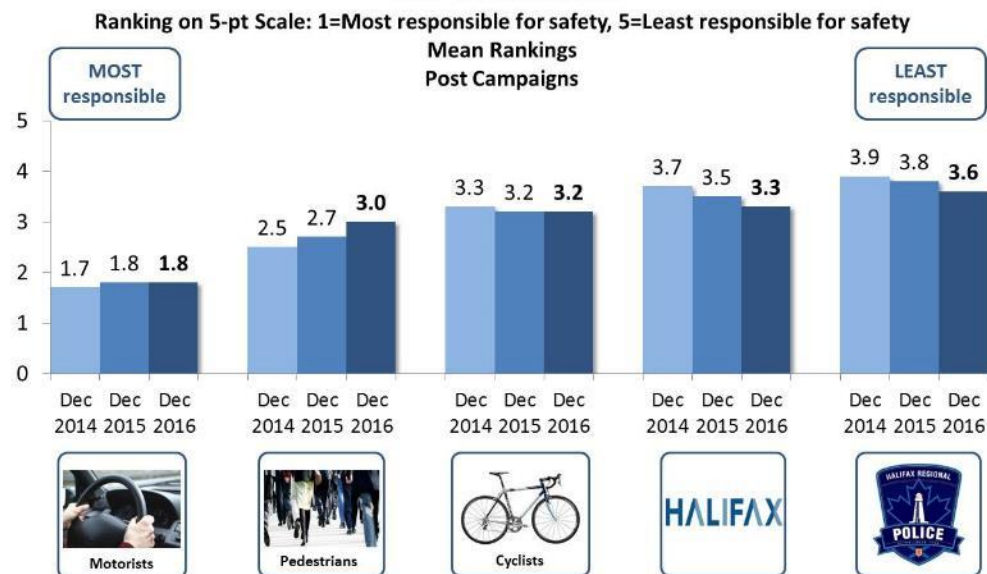
Q.35: In your opinion, who is responsible for safety on the roads and sidewalks of Halifax?

# Safety Responsibility (cont.)

In terms of the relative *degree* of responsibility held by motorists, pedestrians, cyclists, the Halifax Municipality, and police in ensuring safety on Halifax's roads and sidewalks, residents' perceptions are generally consistent with the past.

Indeed, when asked to rank each party in order from *most responsible* to *least responsible* (using a scale from 1 to 5, respectively), residents continue to consider **motorists** to be most responsible above the others. Meanwhile, pedestrians are considered second-most responsible, though they are closely followed by **cyclists** and the **Municipality**. The police are viewed as being least responsible, though its ranking is not far off from the others. (Table 36a-e)

## Responsibility for Safety on Halifax's Roads and Sidewalks



Q.36a-e: 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, Dec 2016 n=456) *Note: Slight change of survey wording from 2015.*

*Note: Two respondents were removed because they did not complete ranking data.*

# Safety Actions Among Drivers

**Year-over-year, motorists report taking a variety of safety measures when driving, although the portion that constantly performs these activities continues to vary notably.**

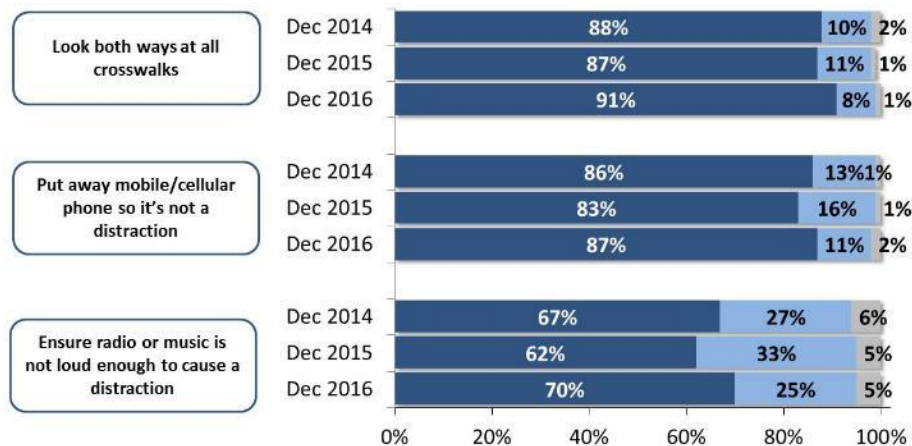
Respondents who identified themselves as a motor vehicle driver (n=428) were asked to indicate the frequency with which they performed specific actions when driving, including: *looking both ways at all crosswalks, putting away their mobile/cellular phone so it's not a distraction, making eye contact with pedestrians, ensuring their radio or music is not loud enough to cause a distraction, slowing down at marked crosswalks in case a pedestrian is approaching, and slowing down at unmarked crosswalks in case a pedestrian is approaching.*

Drivers' habits to ensure the safety of themselves and others when driving in Halifax are largely unchanged from previous years. Indeed, nearly all drivers continue to *at least sometimes* undertake all actions evaluated. That said, those who reportedly **slow down at unmarked crosswalks in case a pedestrian is approaching** has notably declined over the past year, with fewer now stating that they *always* do this, and a greater number indicating that they *rarely or never* do so. (Tables 40a-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

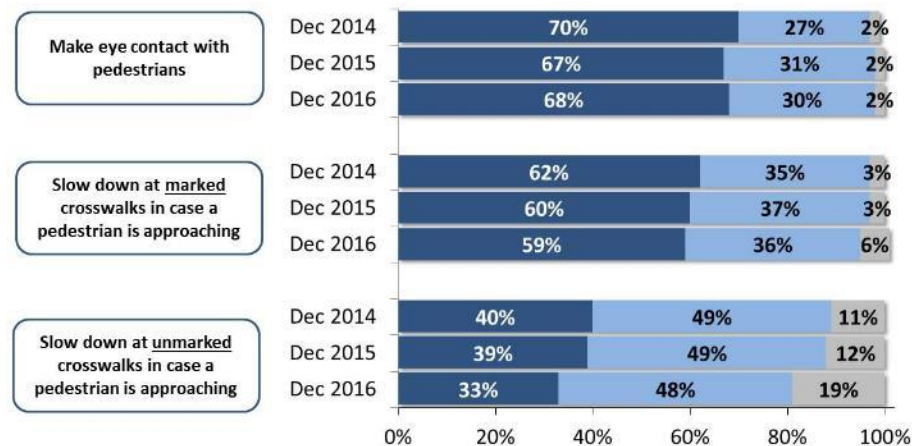


Q.40d-f: [AMONG THOSE WHO DRIVE A CAR OR MOTOR VEHICLE (CODES 1-6) IN Q.29a] When driving in Halifax, how often do you do each of the following? (Dec 2014 n=374, Dec 2015 n=375, Dec 2016 n=429)

## 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.40a-c: [AMONG THOSE WHO DRIVE A CAR OR MOTOR VEHICLE (CODES 1-6) IN Q.29a] When driving in Halifax, how often do you do each of the following? (Dec 2014 n=374, Dec 2015 n=375, Dec 2016 n=429)

# Safety Actions Among Pedestrians

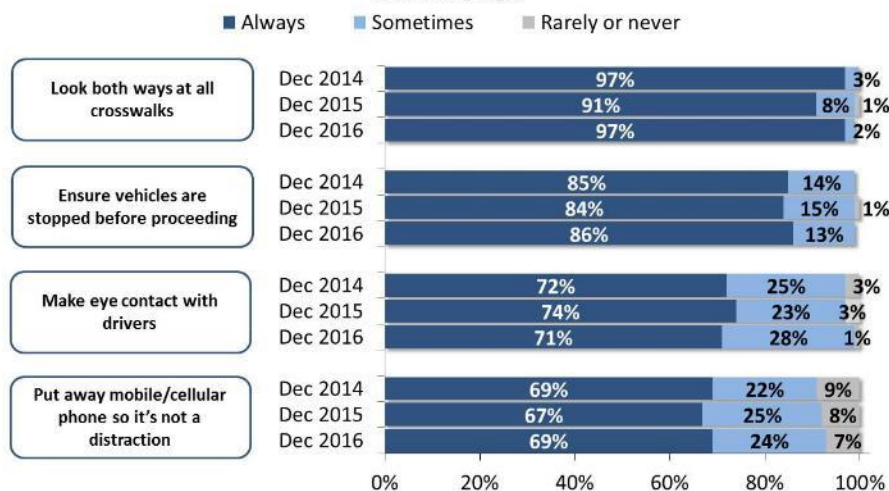
**Consistent with historical findings, pedestrians report undertaking a variety of safety measures when traveling in the City. Again, the portion that report always performing each of these activities continues to vary notably.**

Respondents who identified themselves as pedestrians (n=429) were asked to indicate the frequency of which they performed specific actions when crossing the street, including: *taking out headphones, making eye contact with drivers, putting away their mobile/cellular phone so it's not a distraction, looking both ways at all crosswalks, wearing highly visible/bright clothing to be more visible to drivers at night, texting or use their cell phone, and ensuring vehicles are stopped before proceeding.*

In line with previous results, the frequency with which pedestrians take the various actions to ensure their safety when crossing a street is generally unchanged. In particular, the vast majority of pedestrians **always look both ways at crosswalks** and **ensure vehicles are stopped before proceeding**. Likewise, most pedestrians continue to report that they **rarely or never text or use their cell phones** when crossing the street. Meanwhile, seven in ten **always make eye contact with drivers** and **put away their mobile/cellular phone so it's not a distraction**. At the same time, although the bulk of pedestrians **at least sometimes take out their headphones**, just over half **always** do so. Similarly, the vast majority **wear highly visible/bright clothing so drivers can see them at night** at least some of the time, but only two in ten make this a **consistent practice**. (Tables 41a-g)

## Frequency of Actions When Crossing Street as a Pedestrian

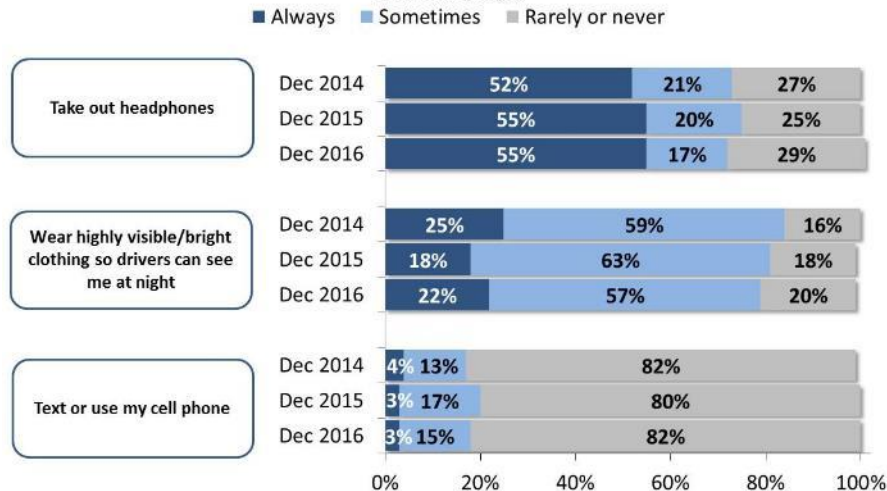
Among Those Who Walk To/From Their Destination at Least Once a Month or More



Q.41b-d, g: [AMONG THOSE WHO WALK TO/FROM THEIR DESTINATION, CODES 1-6 IN Q29b] 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, Dec 2016 n=429)

## Frequency of Actions When Crossing Street as a Pedestrian

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



Q.41a, e-f: [AMONG THOSE WHO WALK TO/FROM THEIR DESTINATION, CODES 1-6 IN Q29b] 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, Dec 2016 n=429)



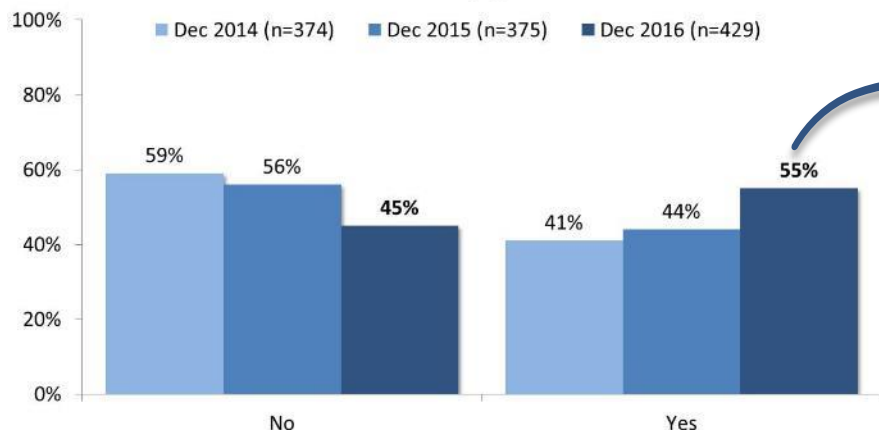
# Frequency of Driver Distraction

**Over the past year, there has been a significant increase in the proportion of residents reporting having been distracted while driving in the last month.**

More than half of residents report being distracted when driving a motor vehicle in the last month, a considerable rise compared with past results. At the same time, the frequency at which drivers report that they have been distracted in the past month is comparable to the past, with nearly half indicating that they have been distracted while driving **at least once a week or more often**. (Tables 42 & 43)

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

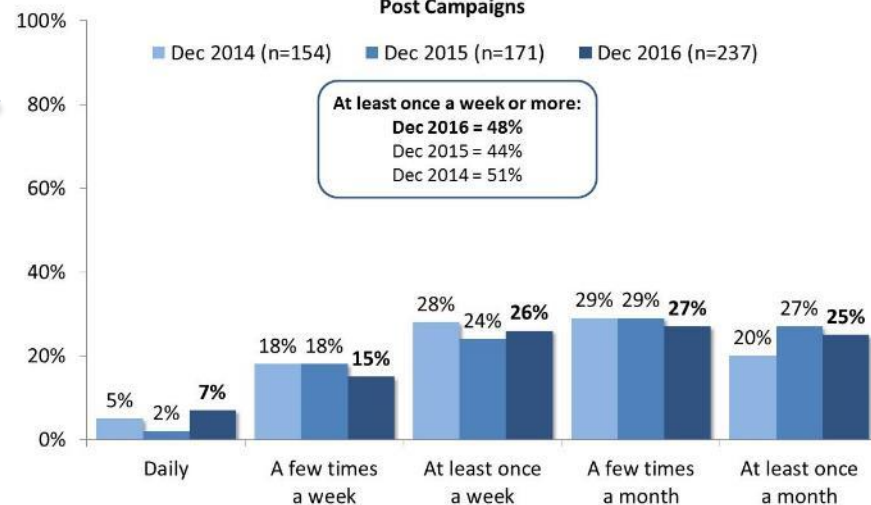
Among Those Who Drive a Car or Other Motor Vehicle at Least Once a Month or More Post Campaigns



Q.42: [AMONG THOSE WHO DRIVE A CAR OR MOTOR VEHICLE, CODES 1-6 IN Q.29a] 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

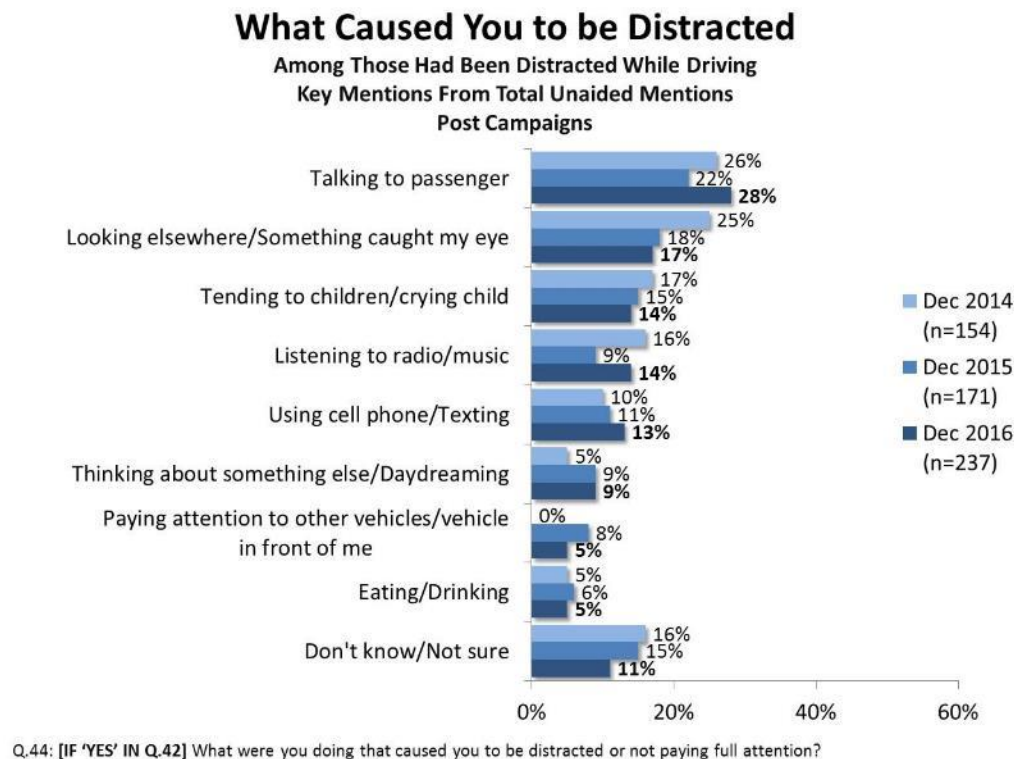


Q.43: [IF 'YES' IN Q.42] In the last month, how often would you say you have been distracted while driving a motor vehicle?

# Cause of Driver Distraction

**Talking to passengers while driving is the most common reason for distraction.**

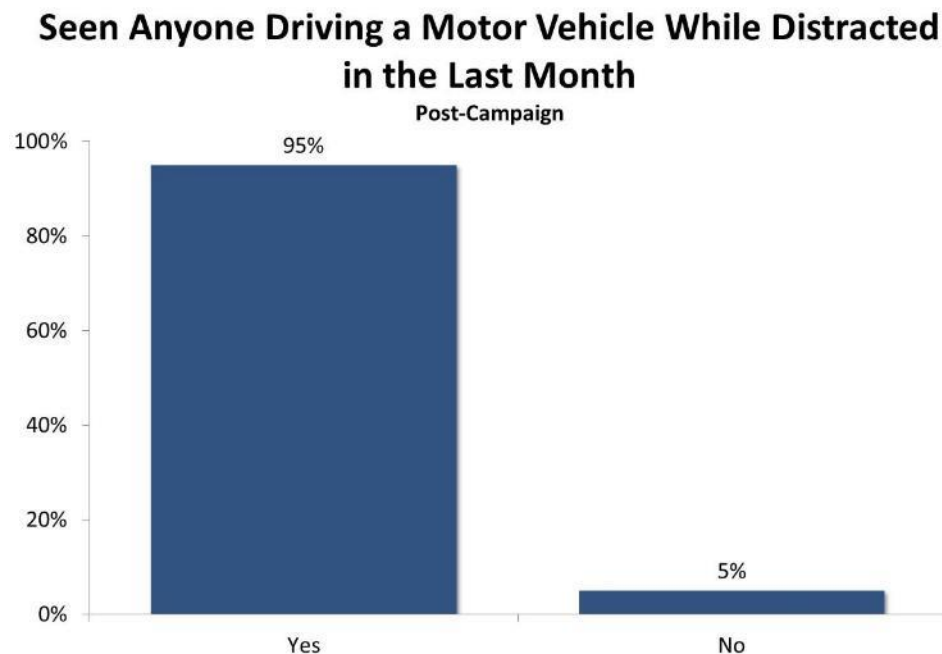
Those reporting to have been distracted at some point in the last month (n=237) were asked to describe the cause of their distraction. A variety of causes are identified, with **talking to a passenger** being most common. Meanwhile, nearly two in ten indicate that they had been **looking elsewhere/something caught their eye**, followed by fewer who had been **tending to children/crying child**, **listening to the radio/music**, **using their cell phone/texting**, or they were **thinking about something else/daydreaming**, among others cited by five percent or fewer. (Table 44)



# Witnessed Others Driving While Distracted

***Nearly all residents report having seen at least one distracted motorist over the last month.***

New this year, residents were asked if they have seen anyone driving while distracted in the past month. The vast majority report that they have witnessed a distracted driver and only a few have not. (Table 45)



Q.45: In the last month, have you seen anyone driving while distracted? (n=458)

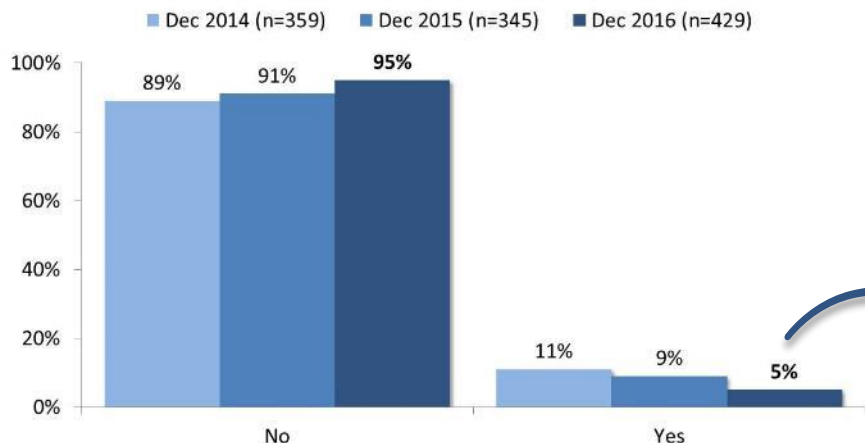
# Frequency of Pedestrian Distraction

**Few residents report having walked through a crosswalk while distracted.**

Similarly, pedestrians were asked whether they have walked through a marked or unmarked crosswalk while distracted in the past month. In line with past results, only a few have done so, though the frequency with which pedestrians report being distracted while crossing the street has increased somewhat over the past year. However, caution is warranted in the interpretation of these results due to small sample sizes. Overall, more than one third have reportedly walked through a crosswalk while distracted **at least once a week or more** in the past month. (Tables 46 & 47)

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

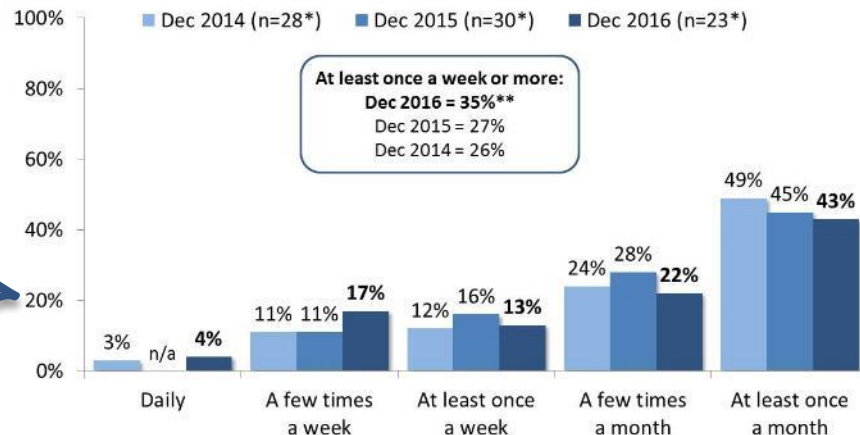
Among Those Who Walk To/From Their Destination at Least Once a Month or More  
Post Campaigns



Q.46: [AMONG THOSE WHO WALK TO/FROM THEIR DESTINATION, CODES 1-6 IN Q.29b] 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

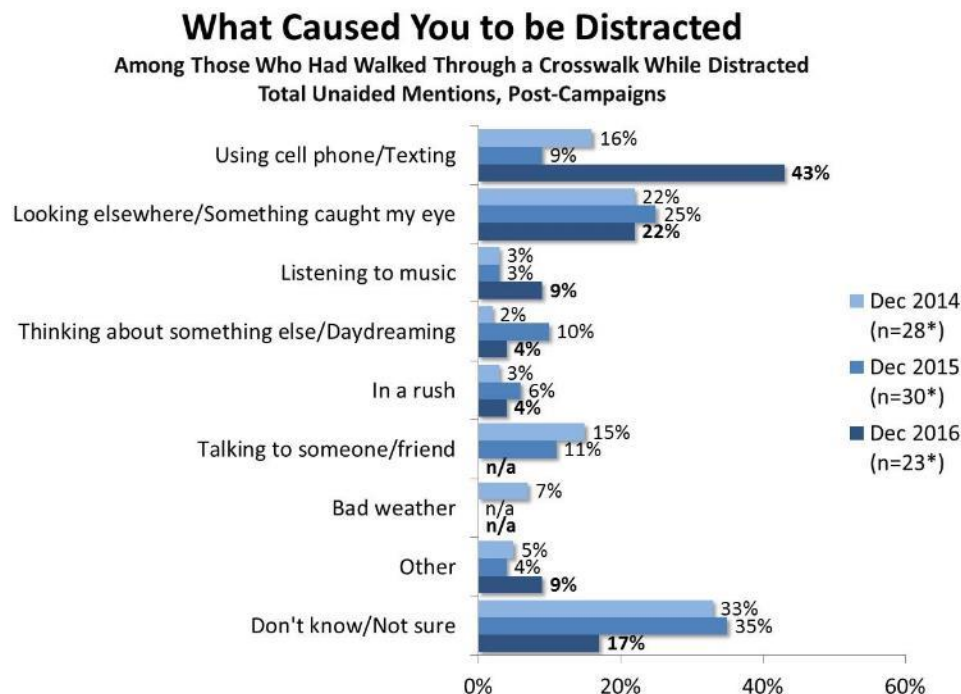


Q.47: [IF 'YES' IN Q.46] In the last month, how often would you say you have been distracted while walking through a marked or unmarked crosswalk? *\*Caution: Small sample size. \*\*Due to rounding.*



# Cause of Pedestrian Distraction

It is clear that use of cell phones is a key issue in causing distractions, with nearly half of those who indicated having been distracted while walking in a crosswalk indicating that to be the cause (43%; up 34 points). Other reasons including looking elsewhere (22%; down 3 points), and an increasing number who said that listening to music caused them to be distracted (9%; up 6 points). (Table 48)



Q.48: [IF 'YES' IN Q.46] 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.*

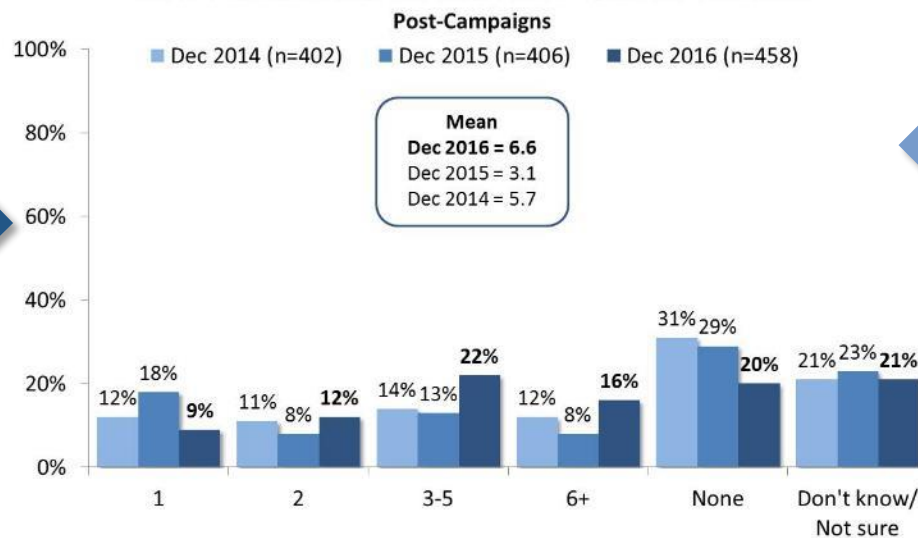
# Incidence of Close Calls

***This year marks a notable rise in the number of 'close calls' reported by residents.***

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 6.6 (up 3.5) '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 near incidents (9.3), while residents of Bedford/Sackville report the fewest number (2.7). (Table 50)

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



Students and unemployed residents reported being in notably more 'close calls' than employed and retired residents (19.1 vs. 6.2 and 3.3, respectively).\*

Younger residents are more likely than their older counterparts to have experienced multiple 'close calls' (18-34: 15.2; 35-54: 6.2; 55+: 4)\*

\* Small sample sizes warrant caution in the interpretation of results.

Q.50: 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 score calculations.*

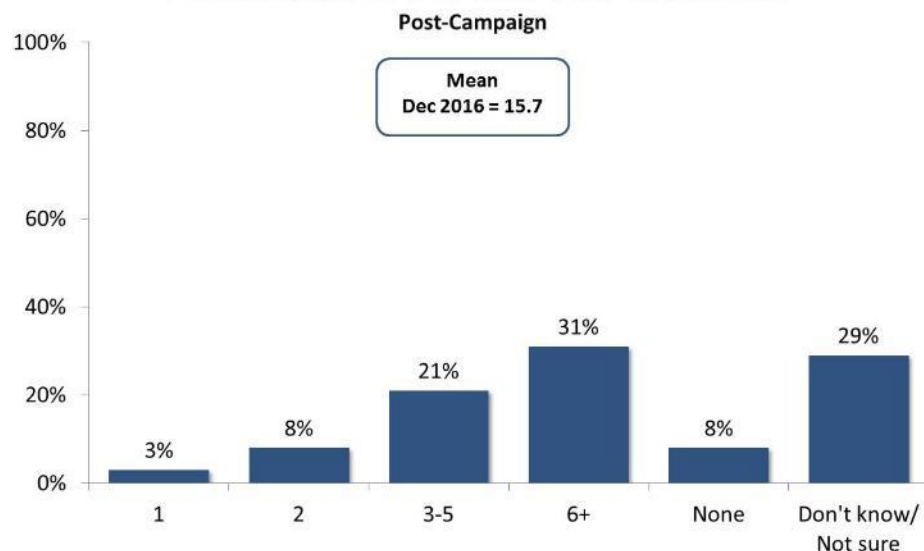
# Incidence of Close Calls

**Residents are notably more likely to report having witnessed a 'close call', rather than have personally experienced one.**

New this year, all respondents were also asked to indicate how many 'close calls' they witnessed, but were not personally involved in.

Overall, residents indicate they witnessed an average of 15.7 'close calls' between drivers and pedestrians in the last year. Consistent with personal experience findings, residents of central Halifax report the highest number of 'close calls' (23), while residents of Bedford/Sackville are least likely to have witnessed a 'close call' (6.4). (Table 51)

## Number of Close Calls Witnessed Between Drivers or Pedestrians in the Last Year in Halifax



Residents 55+ and retirees report witnessing fewer 'close calls' than their respective counterparts.

Q.51: How many, if any, 'close calls' would you say you've witnessed in the last year in Halifax among drivers or pedestrians, in terms of the number of times when someone was almost involved in a vehicle-pedestrian collision? (n=458)

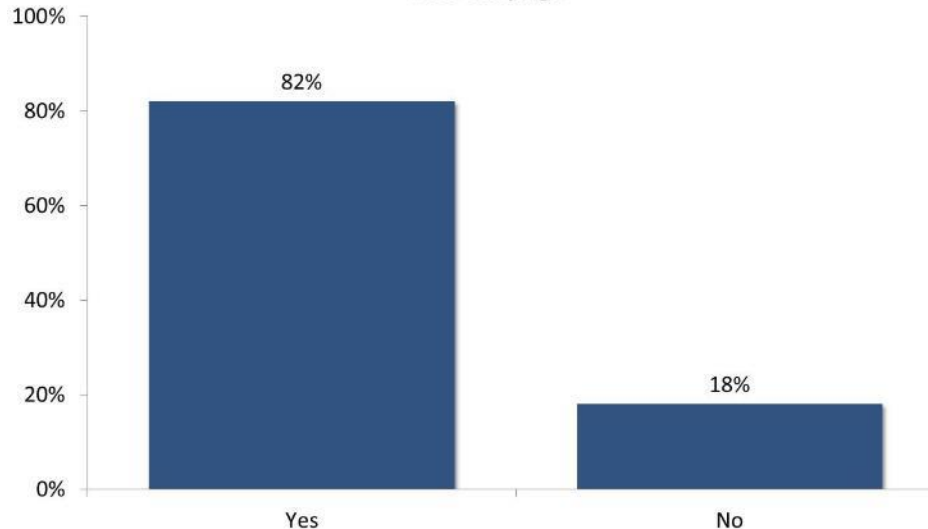
# Witnessed Pedestrians Walking Through Crosswalks Distracted

**Nearly all residents report having seen at least one distracted pedestrian over the last month.**

New this year, residents were also asked if they have seen a pedestrian walking through a crosswalk while distracted in the past month. Despite very few residents feeling that they were distracted while walking, a clear majority have seen distracted pedestrians. Indeed, eight in ten residents report having witnessed a distracted pedestrian at a crosswalk on at least one occasion over the last month. (Table 49)

## Seen Anyone Walking Through a Marked or Unmarked Crosswalk While Distracted in the Last Month

Post-Campaign



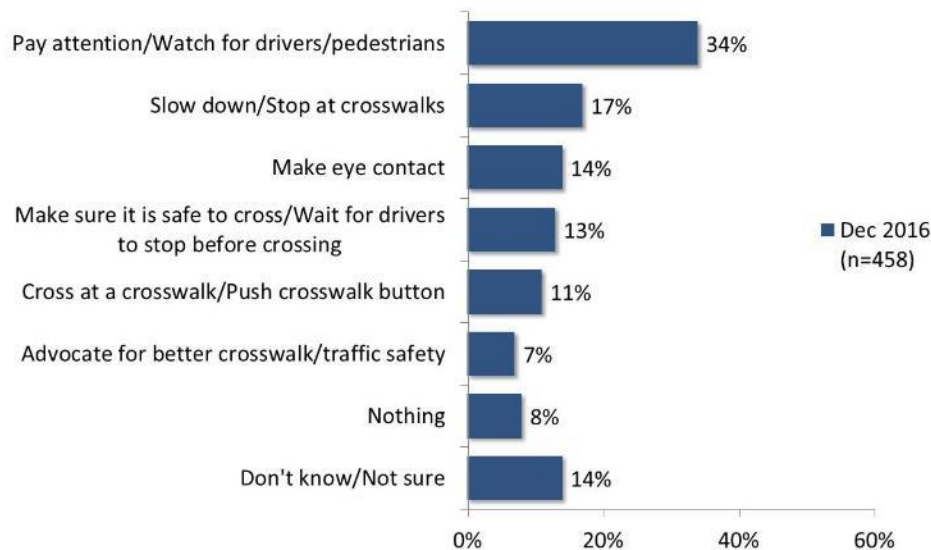
Q.49: In the last month, have you seen anyone walking while distracted through a marked or unmarked crosswalk? (n=458)

**Overall, residents report having taken a variety of actions to make crosswalks safer.**

New this year, residents were asked (unaided) what action, if any, they have personally taken to make crosswalks safer for everyone. Overall, residents most commonly reported simply **paying attention**, distantly followed by **slowing down/stopping at crosswalks**, **making eye contact**, **making sure it's safe to cross**, and **crossing at a crosswalk / pushing the crosswalk button**. Other specific actions were mentioned by fewer than one in ten residents. Of note, nearly one in ten residents report having taken no action, while a slightly higher proportion are unable to identify any actions taken. (Table 10)

## Actions Taken to Make Crosswalks Safer for Everyone

Key Mentions From Total Unaided Mentions  
Post Campaign



Q.10: What actions, if any, have you personally taken to make crosswalks safer for everyone?

Travelling in Halifax

Perceptions of Road  
/ Sidewalk Safety

**Crosswalk Safety  
Campaign**

# Unaided Awareness of Safety Ads

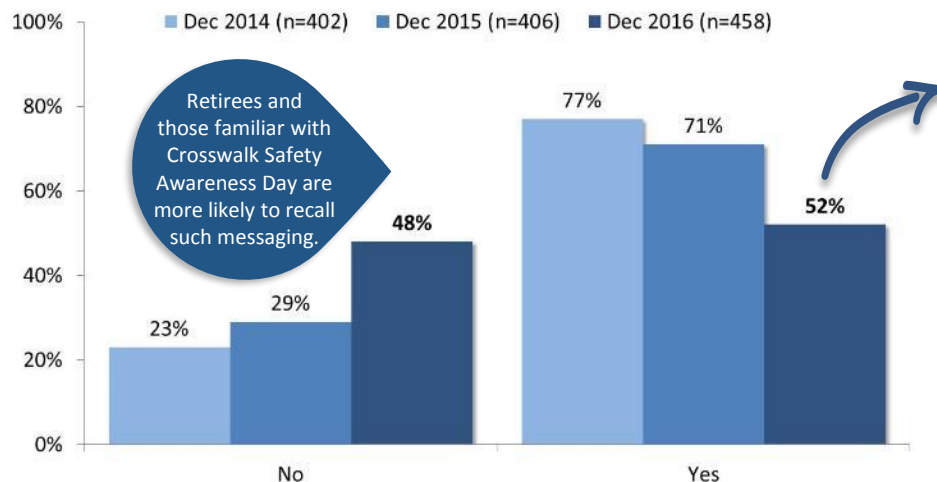
***This year marks a significant decline in the proportion of residents who report seeing advertisements and/or messaging related to traffic safety. That said, recall of pedestrian safety topics is most common and virtually unchanged from 2015 results, while recall of cyclist safety topics has decreased notably from last year.***

Awareness of traffic safety issues has declined somewhat over the past year, with just over half of residents reporting to have seen or heard any advertisements, videos, or any other messages that involved pedestrian, bicyclist, or driver safety (52%; down 19 points). That said, it warrants mention that the Region's crosswalk safety campaign did not use the same mediums as in the past, potentially contributing to this decline. (Table 1)

Among those who indicated they had seen and/or heard of such messaging (n=240), recall was strongest for topics related to pedestrian safety (89%; up 1 point), distantly followed by driver safety (43%; down 3 points) and driver safety (37%; down 12 points). (Table 2)

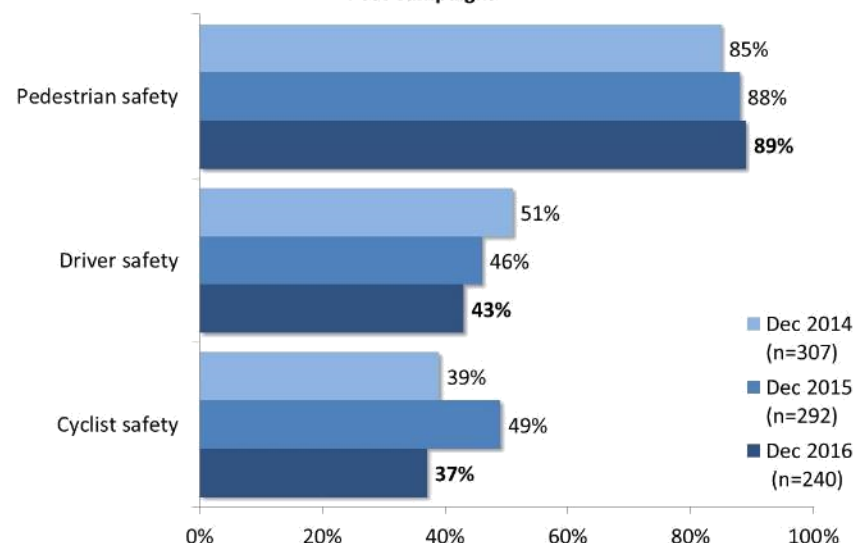
## Awareness of Pedestrian, Cyclist or Driver Safety Ads or Messages in the Past Year?

Post Campaigns



## What Seen or Heard Was Related to

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



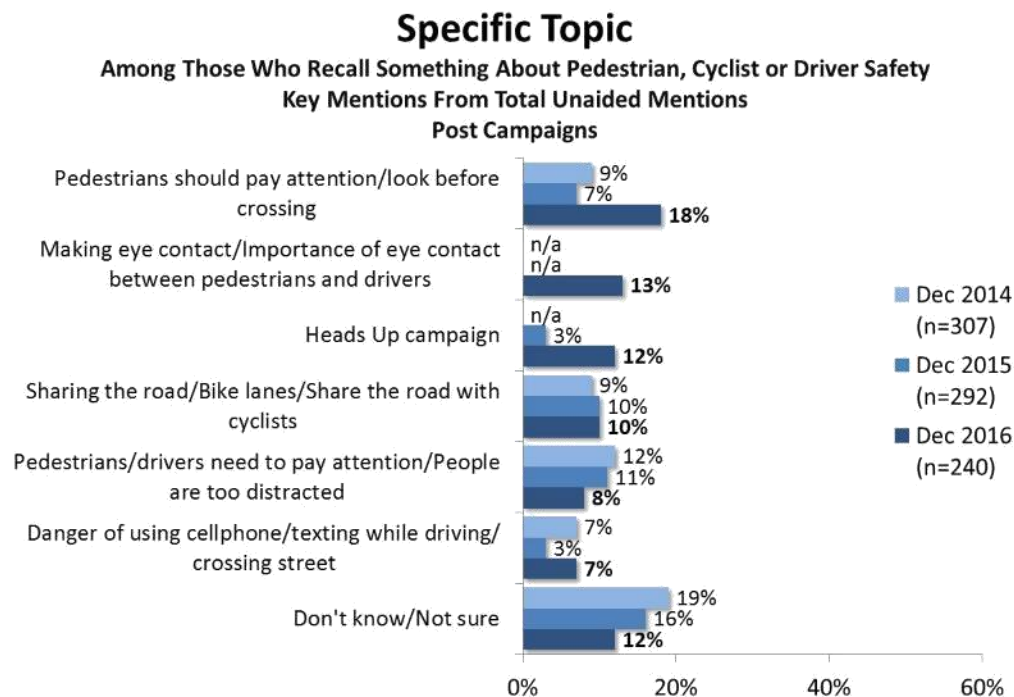
Q.1: Have you recently seen or heard any advertisements, videos, or any other messages that involved pedestrian, bicyclist or driver safety? *Note: Slight change of survey wording from 2015.*

Q.2: [IF 'YES' IN Q.1] Was what you saw or heard related to...:

# Transit Safety Topics

*There has been a noted rise in unaided recall of the Heads Up campaign this year.*

When asked, unaided, what they specifically recall about these ads/messaging, residents most commonly cited topics relating **pedestrians should pay attention / look before crossing**, followed by the importance of **making eye contact between pedestrians and drivers**, which was not mentioned in 2015. Interestingly, there was a noted rise this year in the portion of residents specifically referring to the **Heads Up campaign** (12%; up 9 points). The only other topic mentioned by at least one in ten residents was **sharing the road** (10%; unchanged). All other topics were mentioned by fewer than one in ten residents. (Table 3)



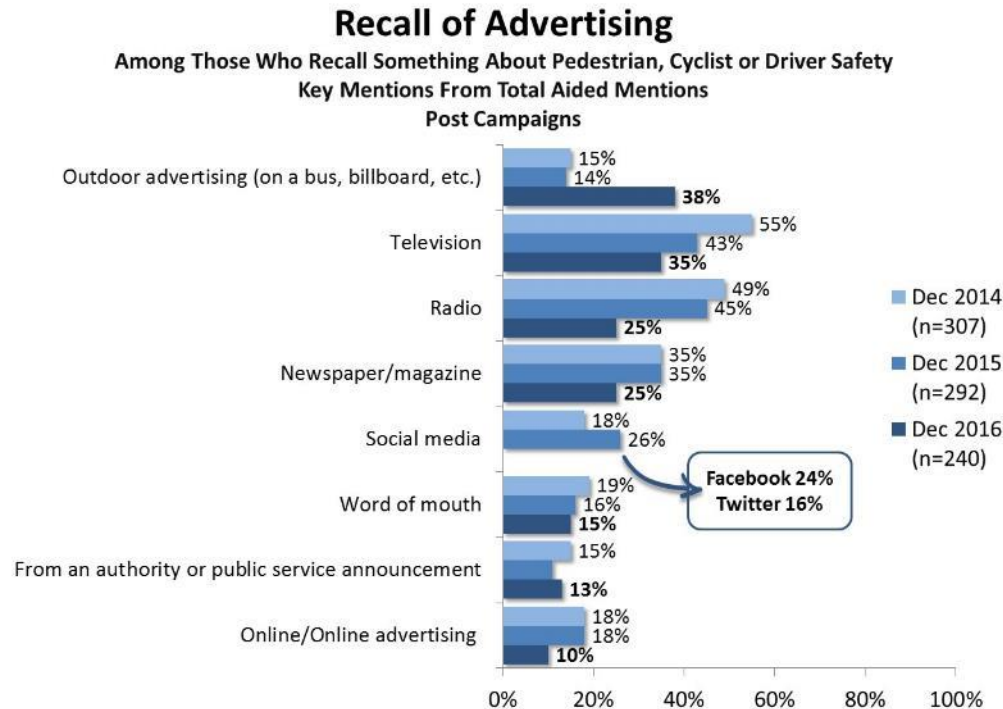
Q.3: [IF 'YES' IN Q.1] What specifically do you remember recently seeing or hearing about pedestrian, bicyclist or driver safety?



# Advertising Mediums

***Recall of outdoor advertisements about traffic safety increased significantly this year, and is now the leading communication medium. That said, there has been a noted decline over the last year in recall through other traditional advertising mediums.***

This year, **outdoor advertising** is the most common media vehicle for pedestrian, cyclist or driver safety advertisements and/or messaging (38%; up 24 points), followed by **television** (35%; down 8 points), **radio** (25%; down 20 points), **newspapers** (25%; down 10 points), and **Facebook** (24%). Fewer than two in ten mentioned recalling safety advertisements through alternative advertising mediums including **Twitter**, **word-of-mouth**, through **an authority or public service announcements**, or **general online advertising**. (Table 4)



While outdoor advertising is the most common media vehicle overall, residents 55+ are most likely to have seen the ads via television.

Q.4: [IF 'YES' IN Q.1] Where did you recently see, hear or read advertising related to pedestrian, bicyclist or driver safety?

# Ad Sponsorship

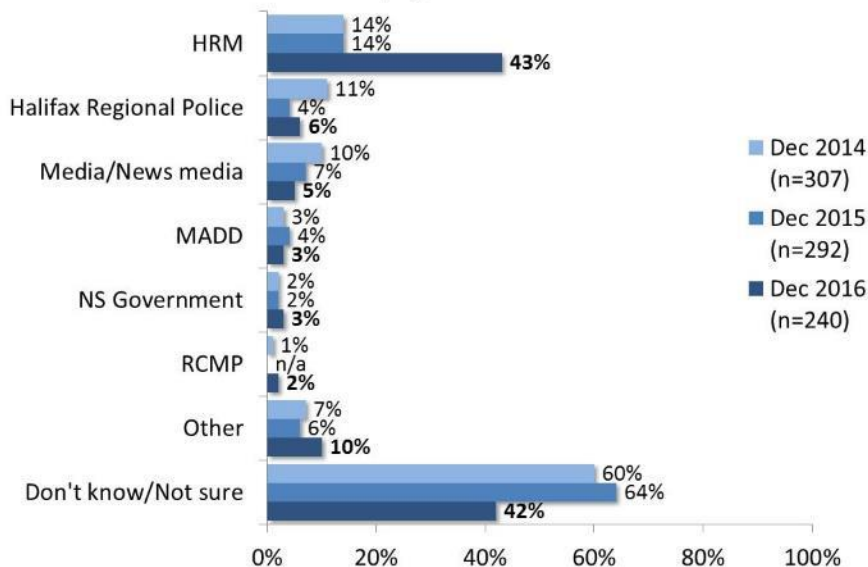
***This year marks a significant increase in the number of residents who identify the Municipality as the sponsor of ads or messages related to pedestrian, bicyclist, or driver safety.***

Among those who recalled seeing or hearing advertisements related to traffic safety, when asked, unaided, to identify the message sponsor nearly one-half identified the **Municipality** as the sponsor (43%; up 29 points), marking a significant increase over previous years. This indicates strong brand-link with the Region's traffic safety campaign this year. At the same time, it warrants mention that a similar proportion were *unable to recall* a sponsor. (Table 5)

## Who Sponsored the Ad or Message?

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

Total Aided Mentions  
Post Campaigns



The likelihood of identifying the Municipality as the ad sponsor decreases with age (18-34: 63%; 35-54: 51%; 55+: 29%)

Q.5: [IF 'YES' IN Q.1] As best as you can recall, who sponsored the message about pedestrian, bicyclist or driver safety?

# Awareness of Heads Up Halifax Video Ad

**Consistent with previous years, recall of the ‘Heads Up Halifax’ campaign is moderate.**

To gauge awareness of the Municipality’s **Heads Up Halifax Campaign**, respondents were shown the video ad and each of the four 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 print ads appear to have had greater reach than the video ad.**

Overall, fewer than two in ten (18%) residents report having seen the video advertisement. Those living in Bedford/Sackville were more likely than residents overall to report having seen the ad (38% vs. 18%). Further, across age segments, residents between the ages of 35 and 54 were more likely to have seen the ad (35-54: 23% vs. 18-34: 16% and 55+: 15%). (Table 6)

## Seen This Video?

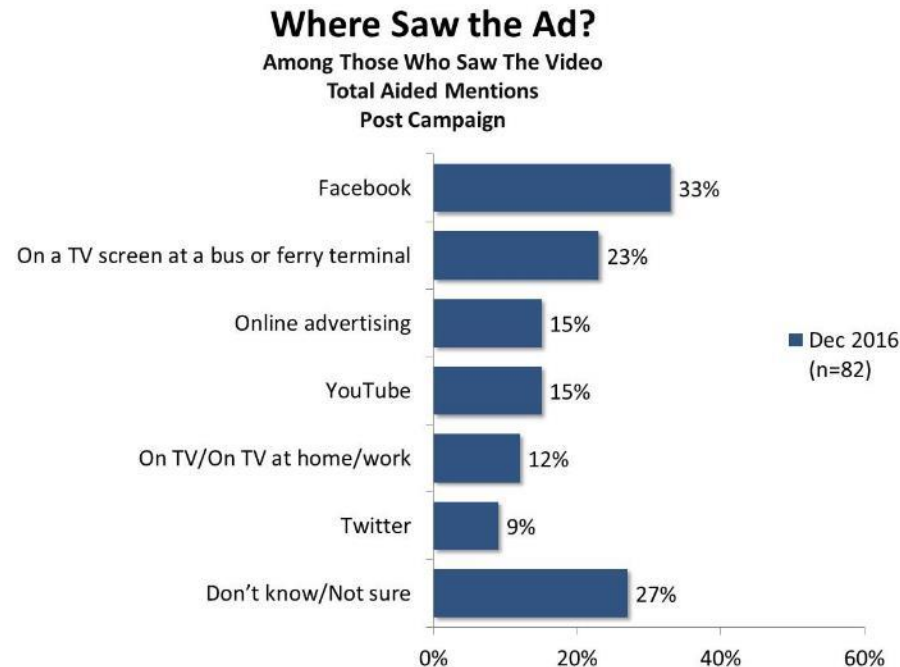
Post Campaign



# Medium for Video Ad

***The Heads Up Halifax video was most commonly viewed through Facebook.***

Those who saw the video ad (n=82), were asked, unaided, where they saw the ad. Results show that one-third (33%) of residents report having seen the video on Facebook. Meanwhile, nearly one-quarter (23%) saw the ad on television at a bus or ferry terminal, followed by fewer who had seen the video through general online advertising (15%), YouTube (15%), or via television at home or work (12%). One in ten (9%) also report having seen the ad on Twitter. Of note, more than one-quarter were unable to recall where they saw the video. (Table 7)



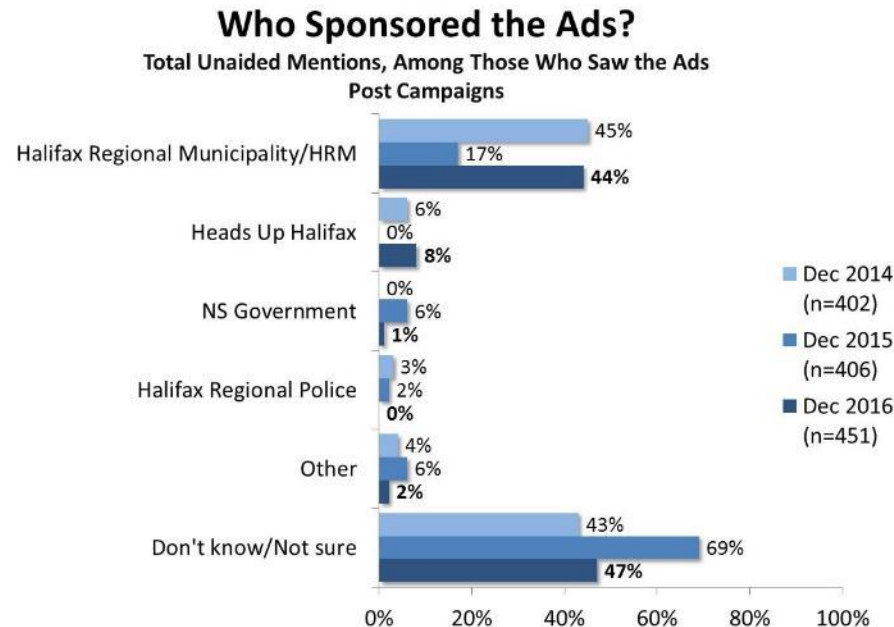
Q.7: [IF 'YES' IN Q.6] As best you can recall, where did you see this ad?

# Sponsorship of Video Ad

**Nearly one-half of residents correctly identified the Municipality as the sponsor of the video ad.**

Residents who had previously seen the video ad, were asked to identify, unaided, the campaign sponsor. Nearly one-half (44%; up 27 points) of residents correctly identified the Municipality as the sponsor of the video campaign, while an additional eight percent identified “Heads Up Halifax” as the sponsor. Alternatively, nearly one-half (47%; down 22 points) were unable to provide the name of the sponsor. Few mentioned a specific alternative sponsor.

Results suggest that recent efforts to clearly identify the sponsor has improved brand linkage. (Table 8)



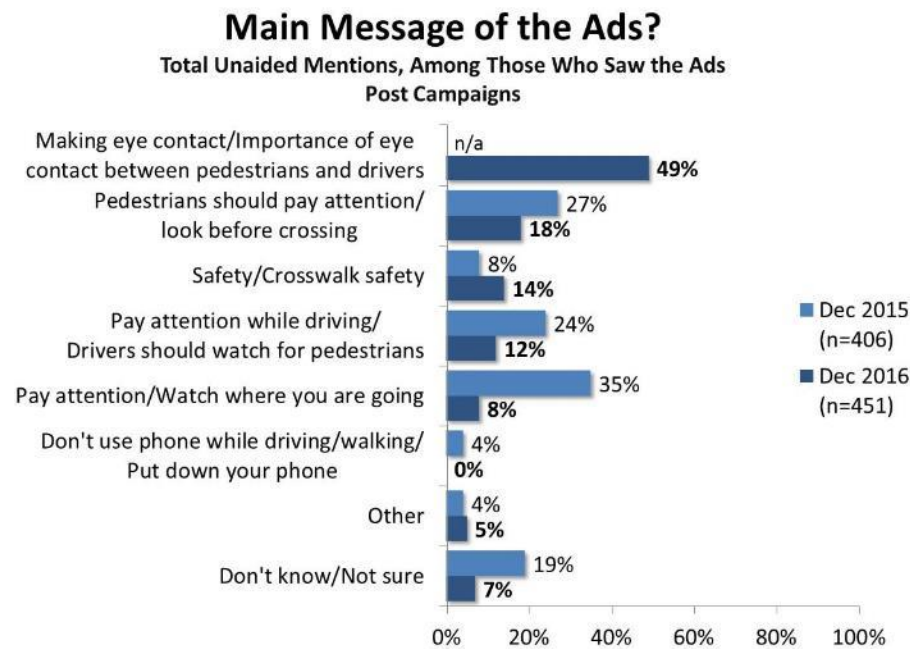
Q.8: [DO NOT ASK IF 'CANNOT SEE VIDEO' IN Q.4 AND 'HAVE NOT SEEN VIDEO' OR 'DON'T KNOW' IN Q.6] As best you can determine, who sponsored the ad(s)?

*Note: Dec 2014 ads were print, Dec 2015 ads were television. Dec 2016 ad was video.*

# Message of Video Ad

**Overall, residents perceive the main message to be about ‘the importance of eye contact between pedestrians and drivers’.**

Regardless of whether or not they had previously seen the video ad, residents were asked to indicate what they understood to be the message of the ad. Unaided, one-half (49%) of residents believe the main message of the video campaign was related to *eye contact between pedestrians and drivers*, while an additional two in ten (18%) felt that the ad was about the *importance of pedestrians paying attention*. Of note, fewer than one in ten (7%) were unsure of the ad’s main message. (Table 9)

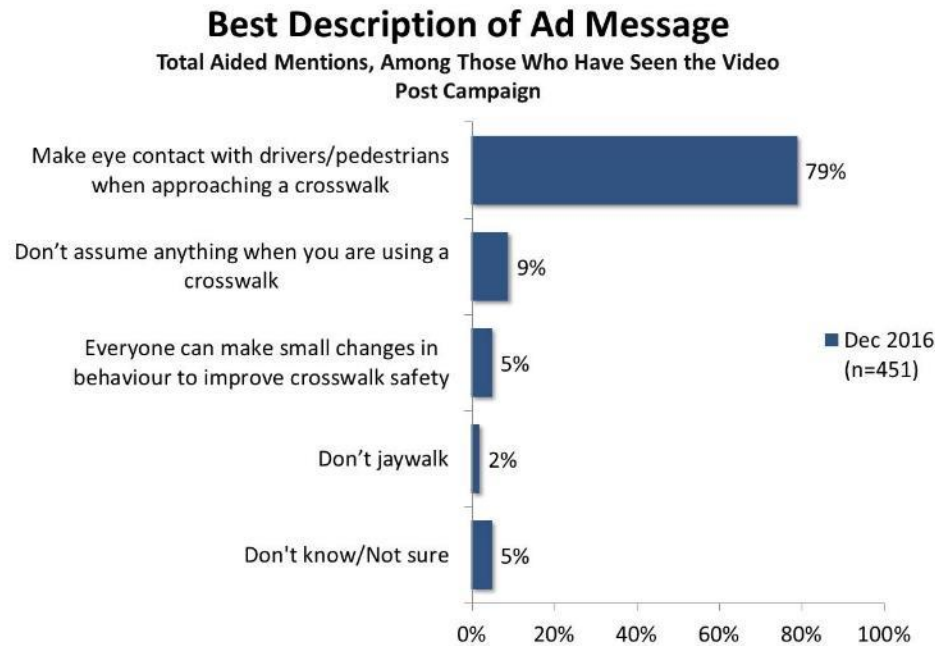


Q.9: [DO NOT ASK IF 'CANNOT SEE VIDEO' IN Q.4 AND 'HAVE NOT SEEN VIDEO' OR 'DON'T KNOW' IN Q.6] What is the main message of the ads? *Note: Dec 2015 ads were television. Dec 2016 ad was video.*

# Message of Video Ad (cont.)

**Residents readily identify the importance of making eye contact as being the main message of the video campaign.**

Aided, when asked the main message of the video campaign, eight in ten (79%) indicate 'make eye contact with drivers/pedestrians when approaching a crosswalk' as being the main message, while alternative descriptions are each mentioned by fewer than one in ten residents. (Table 11)



Q.11: [DO NOT ASK IF 'CANNOT SEE VIDEO' IN Q.4 AND 'HAVE NOT SEEN VIDEO' OR 'DON'T KNOW' IN Q.6] Which of the following best describes the message of the ad?



# Opinion of Video Ad

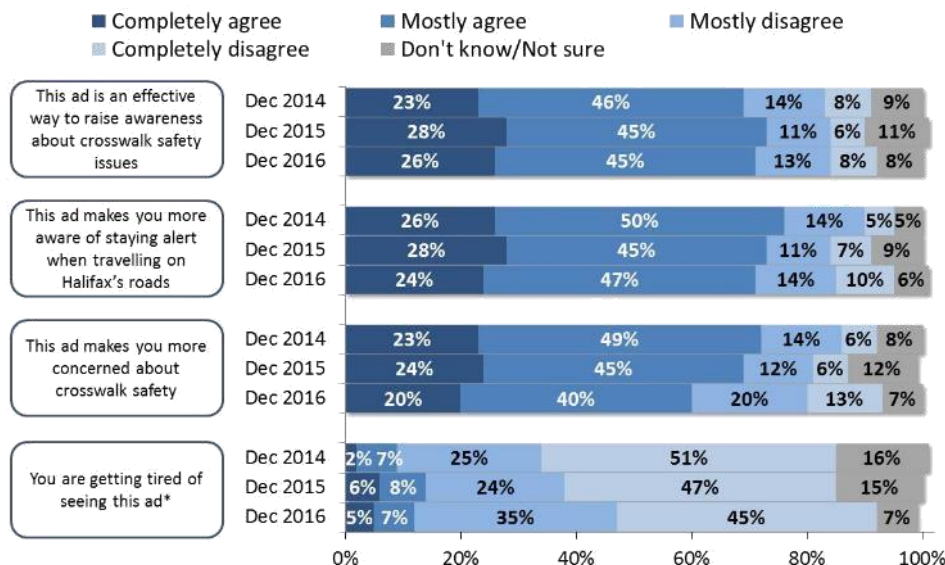
**Consistent with past campaigns, residents offer a favourable review of the video ad.**

The **'Heads Up Halifax'** campaign video advertisement performed well on various desired impact metrics. Indeed, seven in ten (71%) residents offer some level of agreement that the ad made them **more aware of staying alert when traveling on Halifax's roads**, while the same portion (71%) offer some level of agreement that the **ad is an effective way to raise awareness about crosswalk safety** issues. Slightly fewer (60%) offer some level of agreement that the **ad made them more concerned about crosswalk safety**. Finally, of those who had previously seen the ad prior to the survey, only one in ten (12%) are reportedly **getting tired of seeing the advertisement**.

Of note, while opinion statements were assessed based on the ad of the current year, results are generally consistent year-over-year. (Tables 12a-d)

## Opinion of Statements About Ads

Among Those Who Have Seen the Video, Post Campaigns



Residents 18-34 are less likely than their older counterparts to agree the ad as an effective way to raise awareness (18-34: 58% vs. 35-54: 71% and 55+: 75%)

Q.12a-d: [DO NOT ASK IF 'CANNOT SEE VIDEO' IN Q.4 AND 'HAVE NOT SEEN VIDEO' OR 'DON'T KNOW' IN Q.6] 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, Dec 2016 n=451) \*Among those who had seen the ad before (n=82)

Note: Dec 2014 ads were print, Dec 2015 ads were television, Dec 2016 ad was video.



# Awareness of Crosswalk Safety Awareness Day Print Ads

*Two thirds of residents had not seen the Region’s print ads about crosswalk safety.*

Similar to the video campaign, residents were asked whether they have previously seen the Region’s print ads related to crosswalk safety. Three in ten report awareness of the print ads, while nearly two thirds were previously unaware. (Table 15)

## Seen Any of These Print Ads? Post Campaign



Q.15: Prior to today, have you seen any of the following print ads? (n=458)

Those more aware of the ads include residents with higher education levels and those aware of the video ad and crosswalk safety day.

Recall of print ads is greatest among those in Halifax and Bedford/Sackville.

Awareness declines notably with age and increases with income.

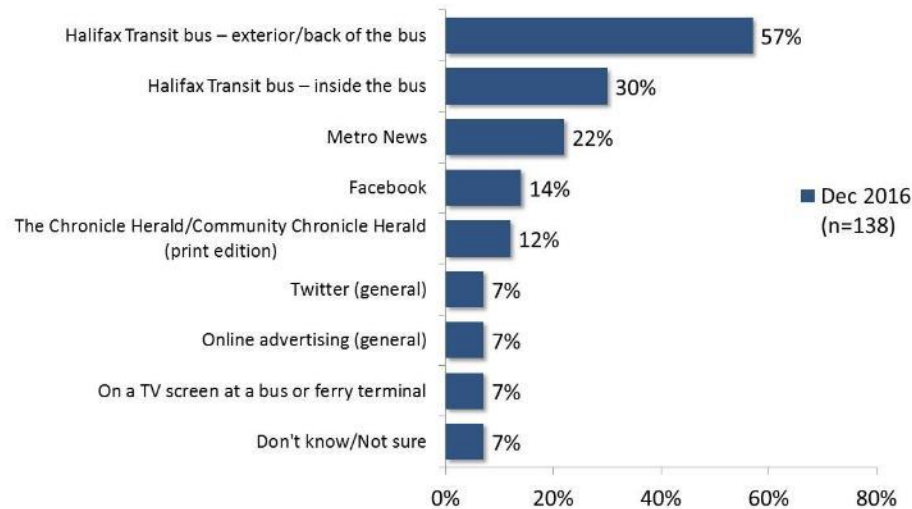
# Medium for Print Ads

**Halifax Transit bus ads generated the greatest awareness of the crosswalk safety print ads.**

Among those who did see the print ads (n=138), when asked, unaided, where they saw the ad, nearly six in ten reportedly saw the campaign on the exterior of a Halifax Transit bus, while three in ten saw the ads inside a Halifax Transit bus. Other sources of awareness include Metro News, Facebook, and the Chronicle Herald, while all other platforms were mentioned by fewer than one in ten. Of note, small sample sizes limit the ability to compare results across the population. (Table 17)

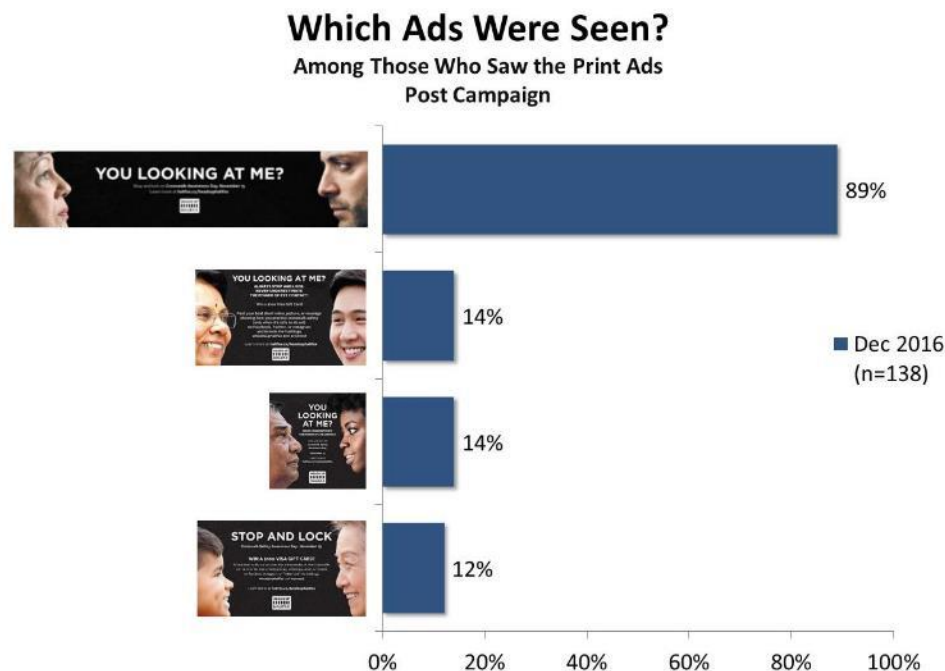
## Where Saw Print Advertising Campaign?

Among Those Who Saw the Print Ads  
Key Mentions From Total Aided Mentions  
Post Campaign



Q.17: [AMONG THOSE WHO SAW THE PRINT ADS, 'YES' IN Q.15] As best you can recall, where did you see this print campaign?

Those aware of the print ad campaign in general were asked which of the ads they had seen. By far, the wider ad is most known to residents, while all other version of the campaign were recognized by just over one in ten. Once again, results cannot be compared across the population due to small sample sizes. (Table 16a-d)

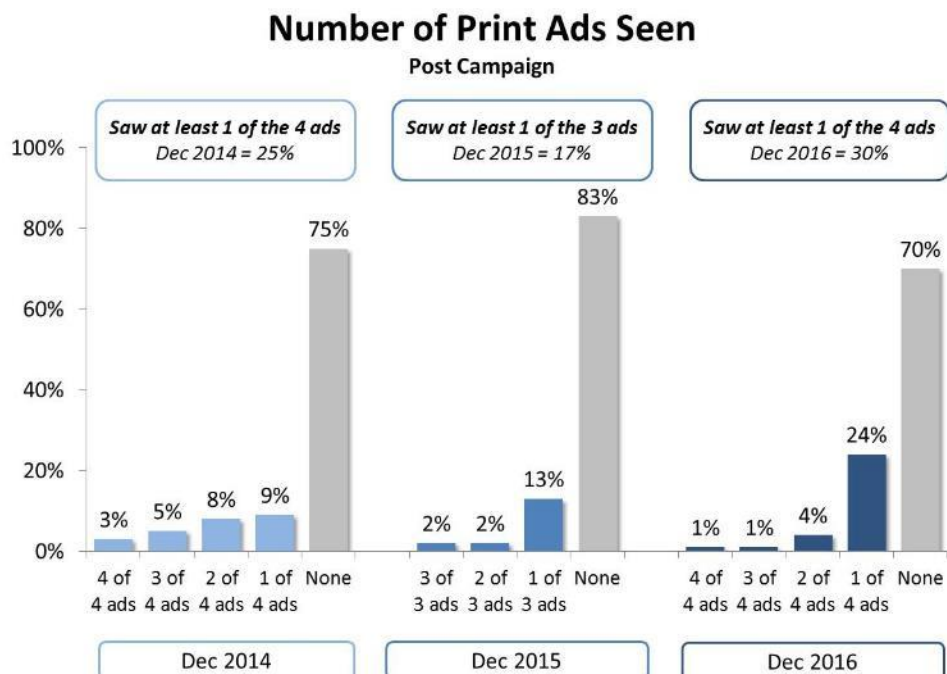


Q.16a-d: [AMONG THOSE WHO SAW THE PRINT ADS, 'YES' IN Q.15] Which ones have you seen?

# Number of Print Ads Seen

***Awareness of any of the print ads has improved this year.***

To assess overall penetration of the print ads, the number of ads residents report seeing was assessed. Most did not recognize any of the ads, while one quarter reportedly saw only one of the four versions. Only a few saw more than one ad. Despite these low levels of awareness this year, it warrants mention that improvement is observed compared to awareness of print ads last year. (Table 16a-d)



Q.16a-d: Prior to today, have you seen any of the following print ads? (Dec 2014 n=402, Dec 2015 n=406, Dec 2016 n=458)

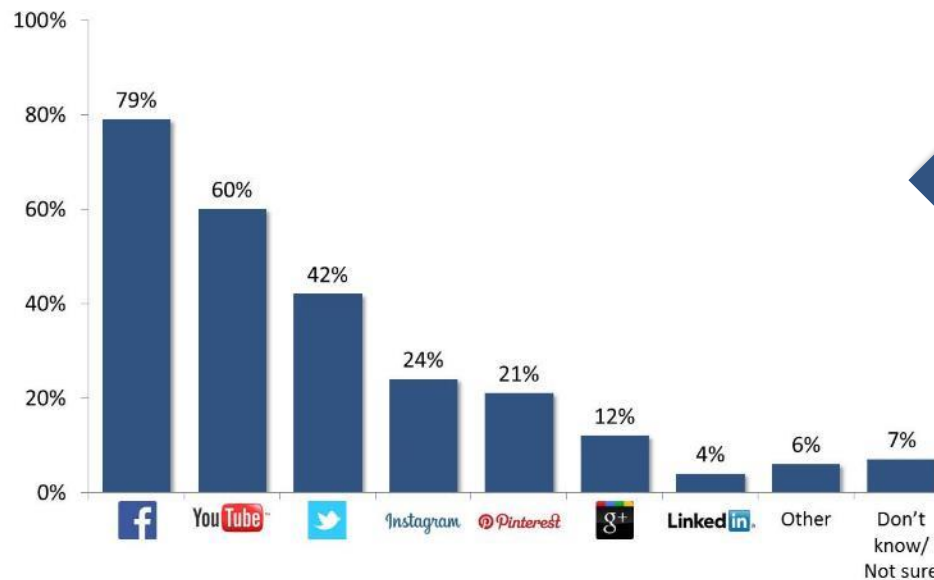
# Social Media Networks Used

**Facebook is the most widely used social media network among Halifax residents.**

This year, residents were asked to indicate which social media networks, if any, they use. The vast majority use Facebook, while a smaller majority use YouTube. Fewer than half use any other social media networks, including Twitter, Instagram, Pinterest, Google+, and LinkedIn. (Table 18)

## Social Media Networks Used

Total Aided Mentions



Perhaps not surprisingly, use of the various social networks declines with age.

Aside from age, use of Facebook is comparable across the population. Meanwhile, use of YouTube increases with income and education, as does use of Twitter, Instagram, and Twitter.

Q.18: Which, if any, of the following social media networks do you use? (n=458)

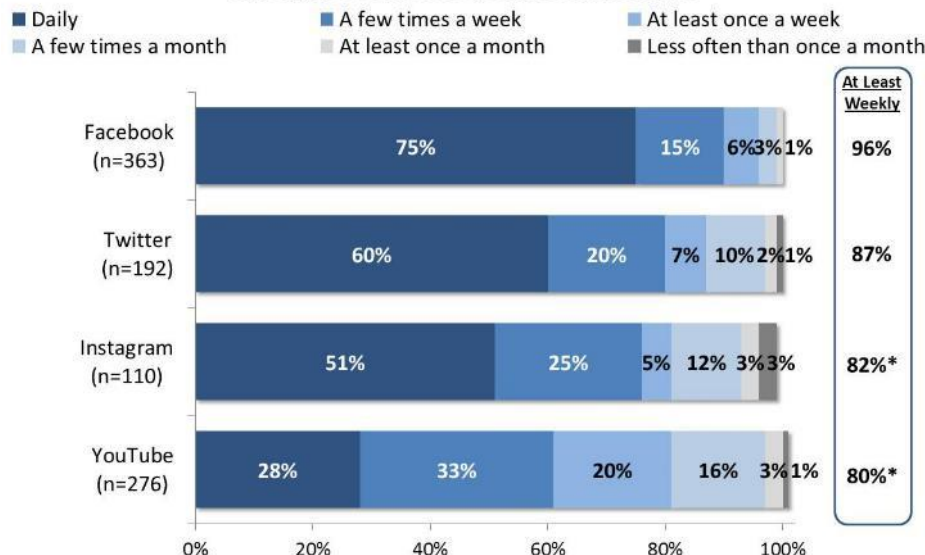
# Social Media Usage

**Facebook is most often used among social networkers, with the majority visiting the site daily.**

Those who indicated that they use Facebook, Twitter, Instagram, or YouTube were asked how often they use each network. Facebook users are most active, with a large majority reporting use on a daily basis. Meanwhile, the bulk of Twitter users also report daily activity, albeit to a lesser degree. Approximately half of Instagram users visit the network daily, while three in ten do the same for YouTube. (Table 19a-d)

## Frequency of Using Social Networks

Among Those Who Use Specific Social Networks



Q.19a-d: [AMONG THOSE WHO USED SPECIFIC SOCIAL NETWORKS IN Q.18] How often do you use the following...?

\*Due to rounding.

Aside from Facebook, frequency of use decreases with age and increases with education.

Men use Twitter more often than women. Meanwhile, use of Twitter is higher among those employed.

Use of YouTube is greater among those who are unemployed and students.

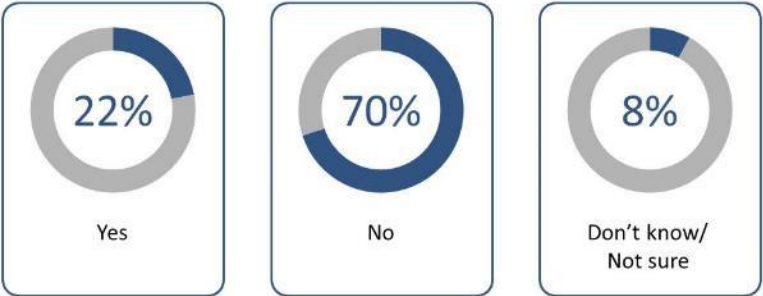
# #headsupalifax Hashtag

*A minority of residents were aware of the #headsupalifax social media initiative.*

When asked whether they had seen or heard about the #headsupalifax social media campaign, the large majority of residents reported a lack of awareness, while two in ten had previous knowledge of the initiative. (Table 20)

Awareness of #headsupalifax is higher among younger residents, women, higher earners, those with higher educations, those who are employed, and those more aware of the other campaign platforms.

## Seen or Heard #headsupalifax Social Media Campaign Post Campaign



Q.20: Prior to today, had you seen or heard of the #headsupalifax social media campaign? (n=458)



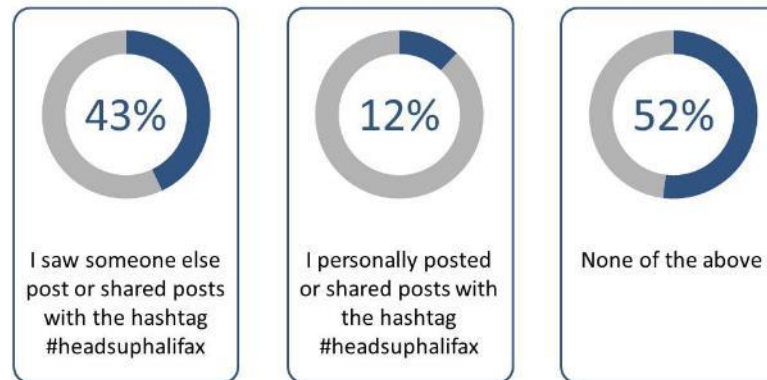
# #headsupalifax Hashtag (cont.)

***A strong minority of panel members saw someone else post or share posts with the #headsupalifax hashtag, while a few personally posted with the hashtag.***

Those aware of the #headsupalifax social media campaign were asked if they had personally posted or saw someone else post or share posts on Facebook, Instagram, or Twitter with the #headsupalifax hashtag. Four in ten reportedly saw someone else post or share posts with the hashtag, while one in ten personally posted or shared posts with the hashtag. On the other hand, more than half neither saw someone else or personally posted online with the hashtag. (Table 21)

## Posting on Social Media #headsupalifax

Among Those Aware of the #headsupalifax Social Media Campaign  
Post Campaign

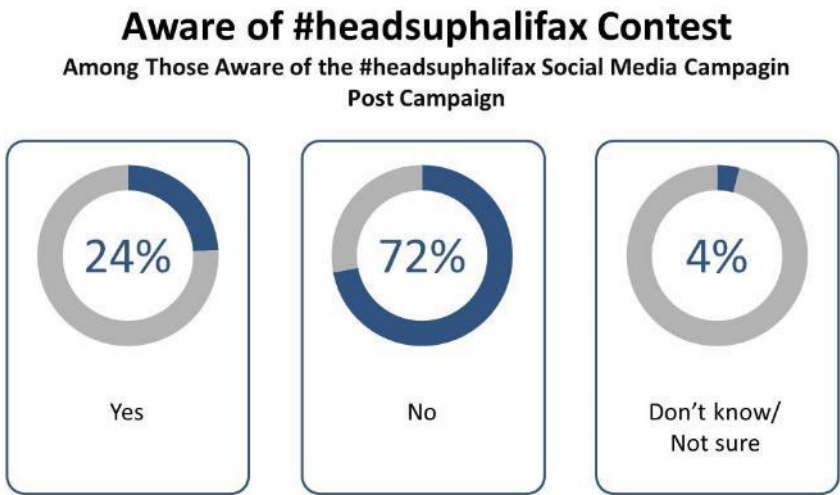


Q.21: [IF YES IN Q.20] Did you or did you see someone else post (or share posts) on Facebook, Instagram, or Twitter with the hashtag #headsupalifax? (n=100)

# Awareness of #headsupalifax Contest

**Most residents were unaware of the #headsupalifax contest.**

Those aware of the #headsupalifax social media campaign in general were also asked if they had heard of the #headsupalifax contest. For the most part, awareness of the contest is low, with the bulk of those aware of the broader initiative stating that they did not know about the contest. (Table 22)



Q.22: [IF YES IN Q.20] Were you aware of the #headsupalifax contest prior to today? (n=100)

Those aware of the #headsupalifax contest were also asked if they had entered of the contest. Only a few actually entered. (Table 23)

## Entered #headsupalifax Contest

Among Those Aware of the Contest  
Post Campaign



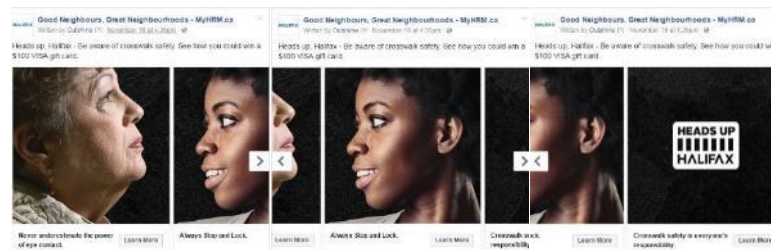
Q.23: [IF YES IN Q.22] Did you enter the #headsupalifax contest? (n=24\*)  
*\*Caution: Small sample size.*

# Perceptions of #headsupalifax Contest

**Overall, residents aware of the #headsupalifax social media initiative received it well.**

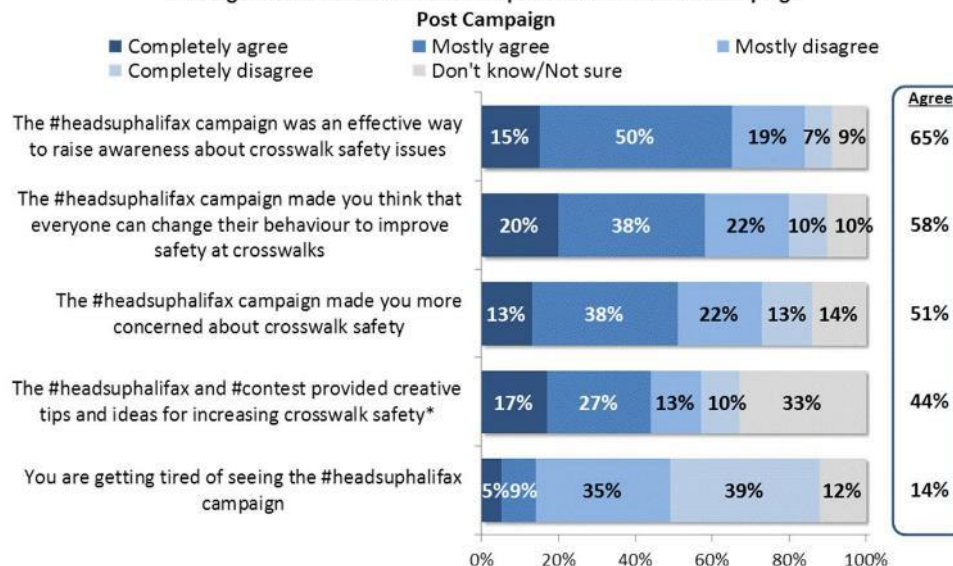
Those aware of the #headsupalifax social media campaign were asked to indicate their level of agreement with several statements about the initiative. Generally speaking, results suggest that the initiative was well received among those aware. Indeed, two thirds of residents agree that ***the campaign effectively raised awareness about crosswalk safety issues***, while slightly fewer agree that ***the campaign made them think that everyone can change their behaviour to improve safety at crosswalks***, and half believe that the campaign ***made them more concerned about crosswalk safety***. It is also positive to note that a strong majority of residents disagree that they ***were getting tired of seeing the hashtag***.

At the same time, a third of residents aware of the hashtag contest were unable to provide a definitive opinion about whether ***the initiative provided creative tips and ideas about crosswalk safety***. That said, those who did provide a valid response generally agreed with the statement. (Table 24a-e)



## Opinion of Statements About #headsupalifax Campaign

Among Those Aware of the #headsupalifax Social Media Campaign



Q.24a-e: [IF YES IN Q.20] Please indicate the extent to which you personally agree or disagree with each of the following statements? (n=48\*\* -100) \*Among those who posted or shared, or saw someone else post or share #headsupalifax.

\*\* Caution: Small sample size.

# Awareness of Halifax's Safety Campaigns in 2016

**Fewer than half of residents were aware of at least one of the nine ads. Those aware are most likely to recognize just one of the ads and no residents were aware of all of the ads.**

In order to assess overall awareness of the Region's various initiatives surrounding the 'Heads Up Halifax' campaign, the number of ads that residents reported to be aware of was calculated. These included nine ads from the 'Heads Up Halifax' campaign, including the **video ad**, the four **print ads**, and the **#headsupalifax hashtag** and **contest**.

Findings reveal that just under half of residents were aware of **at least one of the nine** ads. Meanwhile, it warrants mention that no residents were aware of all of the ads. Residents were most likely to be aware of **one** ad, while one in ten were aware of **two**, and fewer than one in ten were aware of **three or more ads**. On the other hand, just over half were **unaware of any** of the ads. (Tables 14, 16, 20, and 22)

## Number of Video/Activities/Print Ads/ Campaigns/ Contests Aware of

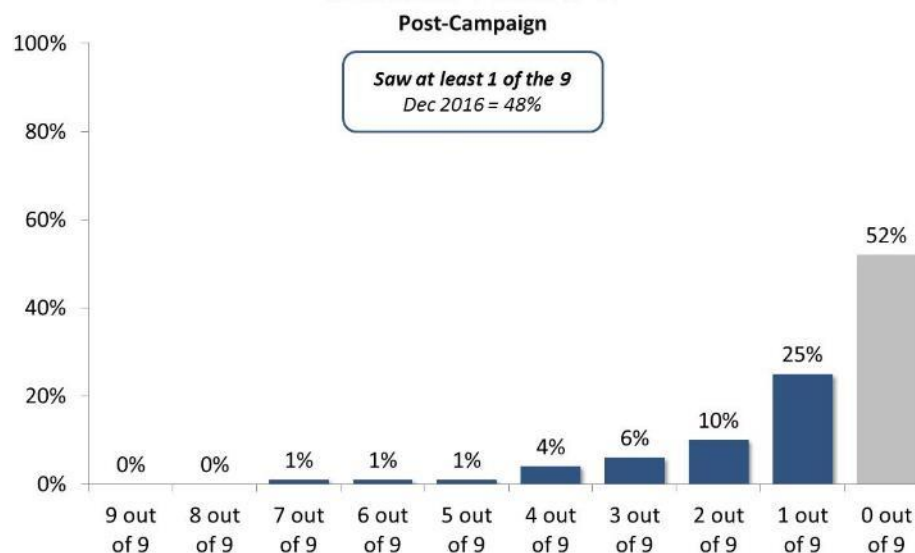


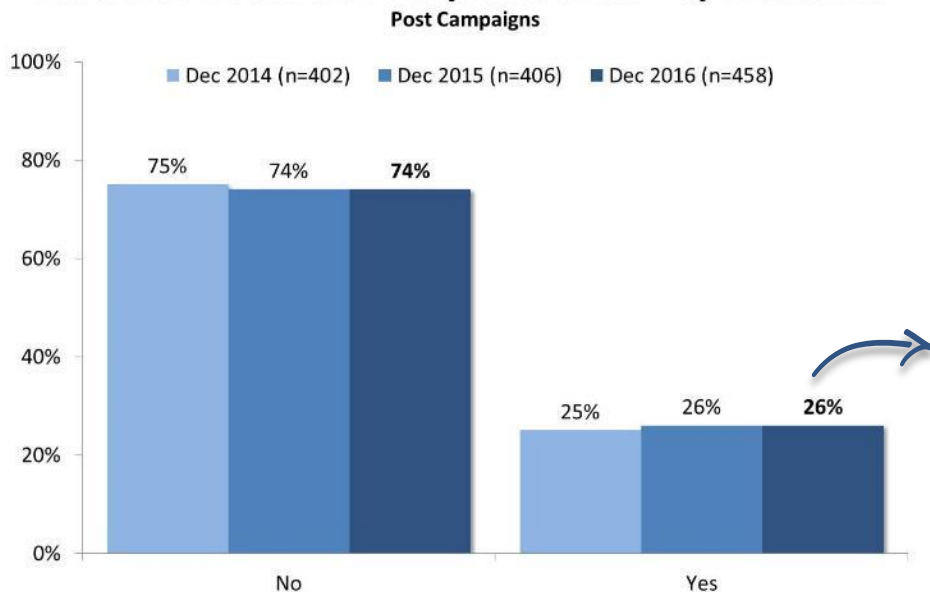
TABLE 6/14/16/20/22: COUNT SUMMARY Number of video/activities/print ads/campaigns/contests aware of (n=458)

# Aided Awareness of Crosswalk Safety Awareness Day

**Awareness of Crosswalk Safety Awareness Day in Halifax remains modest. Of those familiar, more than one-half have seen media coverage regarding the event, while very few saw the painting demonstration.**

Among those surveyed, only one-quarter (26%; unchanged) indicated awareness of Crosswalk Safety Awareness Day prior to completing the survey. Of those aware (n=118), more than one-half (57%) saw media coverage of the event, while very few (4%) reported personally seeing the live painting demonstration in Dartmouth. (Tables 13 & 14a-b)

## Aware of Crosswalk Safety Awareness Day in Halifax?



Q.13: Prior to today, were you aware of Crosswalk Safety Awareness Day in Halifax?

## What Did You Personally See?

Among Those Aware of Crosswalk Safety Awareness Day  
Post Campaign



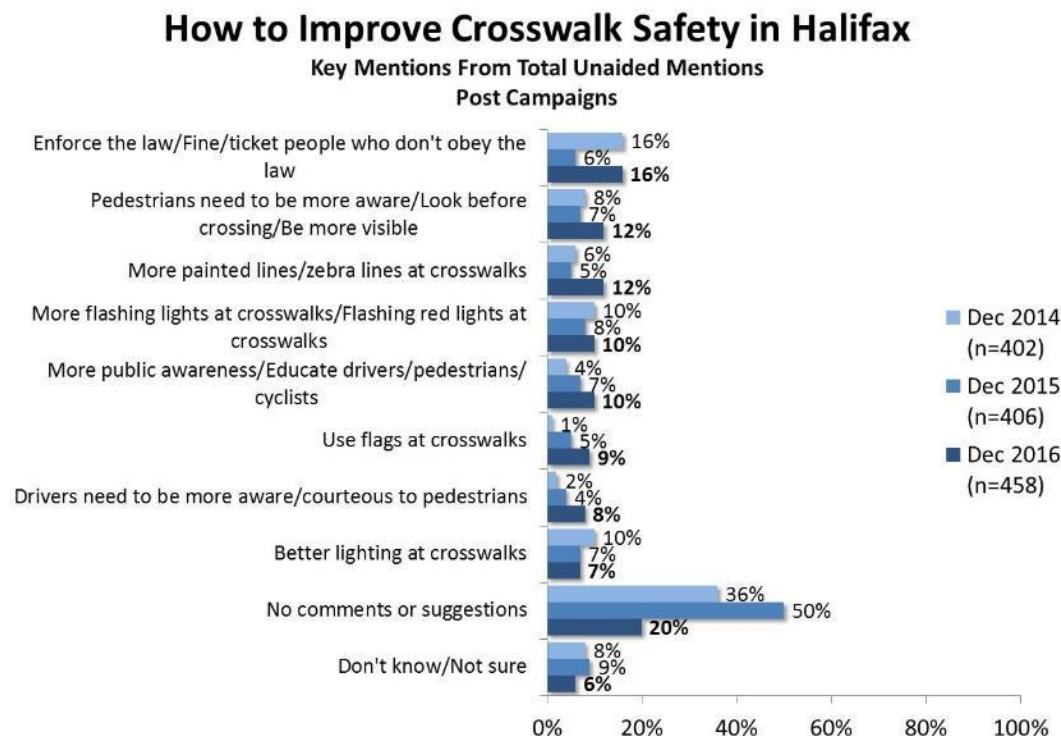
Q.14a-b: [AMONG THOSE AWARE OF CROSSWALK SAFETY AWARENESS DAY, 'YES' IN Q.13] Did you personally see...?



# Suggestions to Improve Crosswalk Safety

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

Residents were again asked, unaided, for suggestions or ideas for improving crosswalk safety in Halifax. Several ideas are cited, including *enforcement, increased awareness among pedestrians, better marking of crosswalks, more flashing lights at crosswalks*, as well as *increased awareness more generally among the public*. Others also suggested the *use of flags at crosswalks*, which is more commonly mentioned compared with two years ago, while additional mentions include that *drivers need to be more aware*, and *better lighting at crosswalks*. (Table 25)



Q.25: What, if any, suggestions or ideas do you have for improving crosswalk safety in Halifax? These could include suggestions of your own, or ideas you may have learned from the #headsuphalifax campaign. *Note: Slight change of survey wording from 2015.*

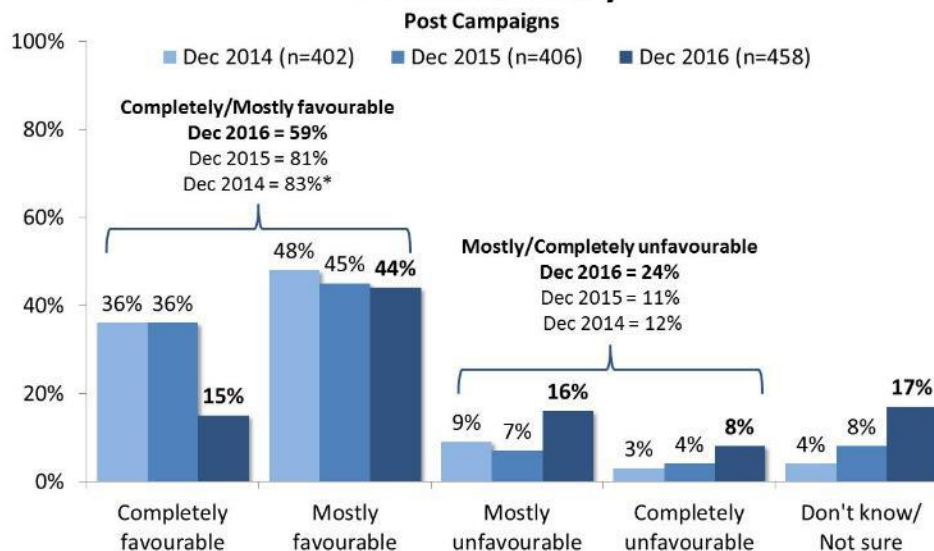


# Opinion of Crosswalk Safety Campaign

**Opinion of the crosswalk safety campaign overall has declined notably over the past year.**

In terms of an overall assessment of the advertising campaign about crosswalk safety, six in ten residents hold a favourable view of the campaign, while one quarter feel otherwise. At the same time, it warrants mention that nearly two in ten are uncertain. These findings mark a notable decline in opinion of the Region's crosswalk safety campaign compared with previous years and may relate to lower levels of awareness. (Table 26)

## Overall Opinion of Advertising Campaign About Crosswalk Safety



Perceptions of the campaign decline with age, income, and education level. Those employed also express lower opinions.

Women perceive the campaign more favourably than men.

Q.26: All things considered, what is your overall opinion of the advertising campaign about crosswalk safety?

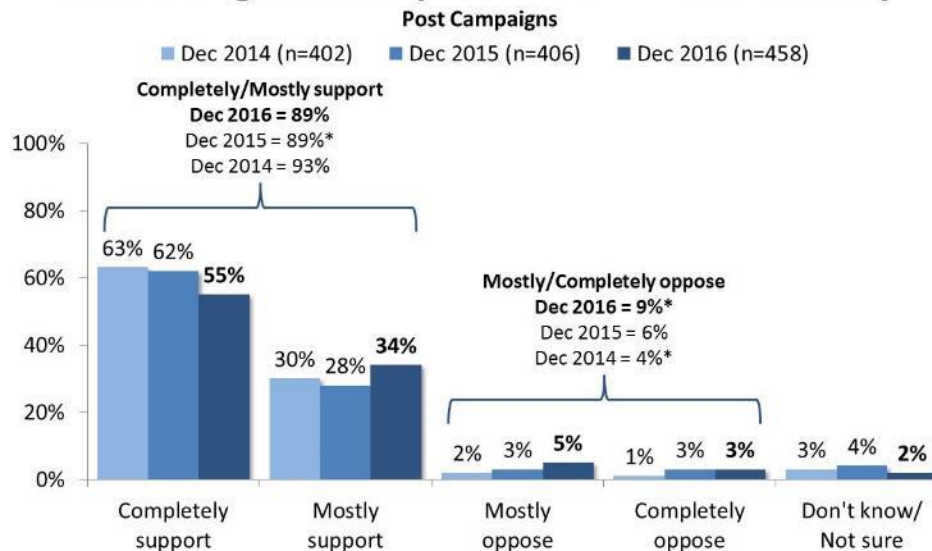
Note: Dec 2014 ads were print, Dec 2015 ads were television, Dec 2016 ads were video and social media. \*Due to rounding.

# Support of Municipality's Sponsorship of Campaign

***The vast majority of residents continue to support the Municipality's sponsorship of the crosswalk safety campaign, though the degree to which residents are supportive has declined slightly.***

With respect to the Municipality's sponsorship of the campaign about crosswalk safety, the portion of residents who support this sponsorship overall is the same as it was last year, though the degree of support has declined somewhat. Indeed, while the vast majority of residents overall support the Region's sponsorship of the campaign, though just over half are now *completely supportive* and a third are *mostly supportive*. On the contrary, opposition is largely unchanged compared with past results. (Table 28)

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



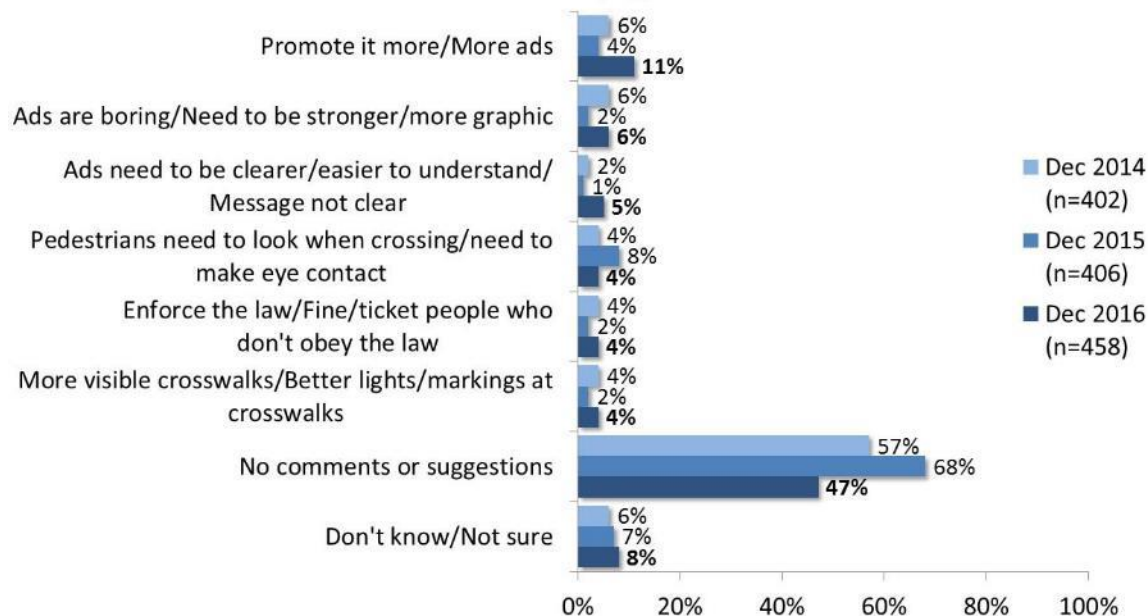
Q.28: All things considered, do you support or oppose Halifax Regional Municipality's sponsoring advertising about the importance of crosswalk safety? \*Due to rounding.

# Comments and Suggestions Regarding the Campaign

Again this year, residents were asked for additional comments or suggestions regarding the **Heads Up Halifax** crosswalk safety campaign. While the bulk of those surveyed could not offer feedback, those who did cited a variety of suggestions, including *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 27)

## Comments or Suggestions Regarding Advertising Campaign About Crosswalk Safety

Key Mentions From Total Unaided Mentions  
Post Campaigns



Q.27: 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, Dec 2016 ads were video and social media.*