

Halifax Regional Municipality

2017 Heads Up Halifax Post-Campaign Study

DRAFT Report

January 2018

*Prepared for Halifax Regional
Municipality by:*



HALIFAX

Background & Objectives

The Halifax Regional Municipality commissioned Corporate Research Associates Inc. (CRA) to conduct the **2017 Heads Up Halifax Post Campaign Study**. As in the 2016 and 2015 iterations 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 2017 'Heads Up Halifax' Campaign and Crosswalk Safety Action 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 402 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 12th, 2017 to January 1st, 2018, several days after the conclusion of the campaign, and the average survey length was 19.4 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 2016 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 **2017 Heads Up Halifax Post-Campaign Study** reveal continued strong support for the campaign, and **awareness of communications relating to traffic safety has notably increased over the past year**, reversing the year-over-year decline observed in 2016. With that said, results suggest that traffic safety remains a key issue in Halifax. Indeed, one-half of drivers admit to being distracted while driving in the past month, with a noted rise in the frequency of personal ‘close calls’ being encountered, as well as observed ‘close calls’. Further, and consistent with past findings, when asked about *observed* distraction and ‘close calls’ among other travellers, residents are notably more likely to perceive traffic safety as being a systemic issue. Indeed, while very few pedestrians self-report being distracted while *walking* in a crosswalk, the bulk of residents report having witnessed distracted pedestrians. Interestingly, a similar pattern is evident among drivers, with drivers being notably less likely to report their own distraction, compared to the portion of residents reporting having seen a distracted driver.

Consistent with past findings, despite a clear discrepancy between self-reported distraction and observed distractions, the vast majority of residents believe they have personally made *some* effort to make crosswalks safer for everyone. That said, when examining such reported activities, most tend to fall within the scope of standard road safety measures, such as generally paying attention, slowing down or stopping at crosswalks, and making eye contact.

With respect to Halifax’s traffic safety campaign, this year saw an increase in the portion of residents indicating that they have seen or heard messaging involving pedestrian, bicyclist, or driver safety (61%; up 9 points from 2016), reversing the year-over-year downward trend previously observed. Further, changes in media platforms are also noted this year. While traditional media, including outdoor advertising and television, continue to be most likely associated with such messaging, a growing portion of residents now report seeing ads on Facebook. Further, it is also important to note that unaided recognition of Halifax’s **sponsorship** of safety messaging continues to strengthen, with one-half of residents now associating such messaging with the Municipality, while far fewer this year report being unable to identify a source. In line historical findings, the primary focus of such messaging is believed to be pedestrian safety, specifically in relation to the Heads Up campaign, the dangers of using cellphones/texting when driving/crossing the street, and the need for pedestrians to pay attention/look before crossing.

Overall perceptions of the campaign have remained generally stable over the past year, although significantly lower than results from two years earlier. Consistent with 2016, only one-quarter of resident now offer unfavourable opinions of the ads. Further, although the vast majority of residents remain supportive of Halifax’s sponsorship of the campaign, the *degree* of support has declined for the second consecutive year, with fewer now expressing *complete* support.

Executive Summary (cont.)

With respect to specific initiatives within the broader traffic safety campaign, awareness of **Crosswalk Safety Action Day** generally remains stable year-over-year, albeit minimal overall. This year two **'Heads Up Halifax'** videos were created for the campaign; however, consistent to past results, residents report limited awareness of such advertisements. While these ads did not receive wide exposure, the main message of both ads was clearly understood by most residents to be 'practice what you preach' and doing more than just talk about driving and crosswalk safety. Overall, both ads were generally 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.**

Similarly, in terms of awareness of the **'Heads Up Halifax'** print ads, while a larger portion of residents recognized the print ads compared with the videos, most residents were not previously aware of this initiative. That said, it is important to note that the greatest source of awareness of the print ad was from the **Metro News** and **Halifax Transit buses**, albeit to less of a degree.

In response to the new social media campaign started in 2016, namely, #headsupalifax, residents' social media habits were once again explored. Consistent with past findings, the vast majority of residents use Facebook, while YouTube and Twitter are also popular. That said, Facebook continues to have the broadest reach across the population, with usage habits being generally comparable across demographics and regions. Moreover, Facebook users are most active, with the bulk of users visiting the site on a daily basis. With that said, it is important to note that awareness of the #headsupalifax social media campaign increased notably over the past year, with one-third of residents now stating they had prior awareness of the campaign. Moreover, those aware of the campaign generally viewed the initiative positively. Nonetheless, active participation in the campaign (i.e., personally posting/sharing posts with the hashtag, entering the contest) remains minimal.

** The infographic on the following page offers a one-page visual summary of key 2017 results.*

2017 Heads Up Halifax Campaign Study

Summary of Results

Methodology:

402 online surveys with the Halifax Opinion Panel conducted between December 12th, 2017 and January 1st, 2018

Video Ads

15%

had previously seen at least one of the video ads



Exposure to the Heads Up Halifax Campaign

Print Ads

33%

had previously seen the print ads



#headsuphalifax Campaign

32%

had previously seen the #headsuphalifax social media campaign



60%



offer *favourable* reviews of the campaign

84%



Support Halifax's sponsorship of the campaign

Outdoor advertising, television and Facebook are the top sources of awareness of the campaign

27%

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



55%

admit to *personally* driving while distracted

94%

saw *someone else* driving while distracted



7%

admit to *personally* crossing the street while distracted

84%

saw *someone else* crossing the street while distracted

77%

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

82%

Of residents report being *committed to safety* when travelling

Meanwhile only...

35%

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



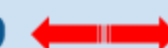
Average # of 'close calls' between vehicles & pedestrians

Experienced

9.9

Witnessed

16.9



71%



primarily drive

33%

believe that drivers are unaware



25%

primarily walk

49%

believe that pedestrians are unaware

Only a few primarily cycle:



4%

26%

believe that cyclists are unaware

71%

believe that Halifax is *unsafe* for cyclists

37%

believe motorists *know how to drive safely* around cyclists



72%

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



Travelling in Halifax

Perceptions of Road
/ Sidewalk Safety

Crosswalk Safety
Campaign

Modes of Transportation

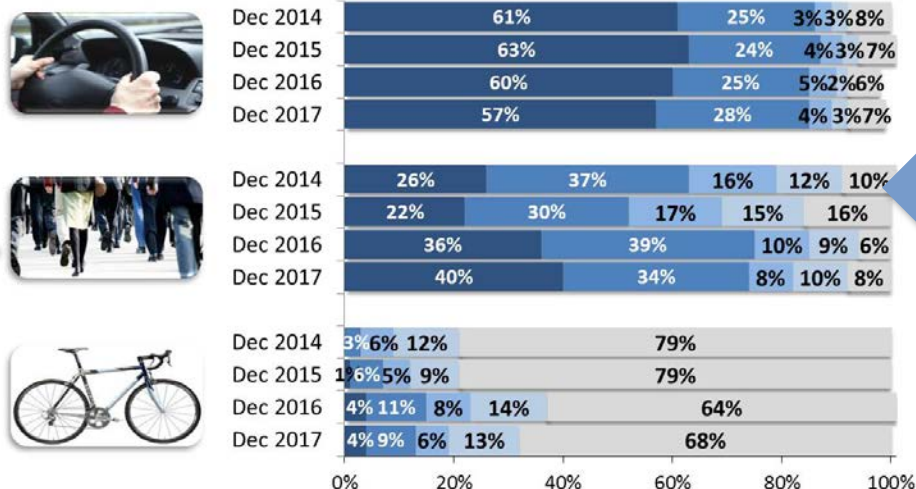
While motor vehicle travel continues to be the most common mode of transportation, for the second consecutive year a strong majority of residents report regularly travelling to and from destinations by foot.

The vast majority of residents choose to **drive** to and from their destinations, while most also travel **by foot**, albeit less frequently. Of note, following a dramatic rise in 2016 in the portion of residents choosing to **walk** or **bicycle** (as well an increase in frequency of these activities), residents' transportation habits across all modes of travel have remained relatively stable over the past year. (Tables 29 a-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



Across the Municipality, residents of central **Halifax** are less likely to drive on a daily basis...

...but are most likely to report walking on a daily basis

Females are more likely than males to report walking less often than once a month or never (23% vs. 13%)

Q.29a-c: And how often do you personally...? (Dec 2014 n=402, Dec 2015 n=406, Dec 2016 n=458, Dec 2017 n=402)

Modes of Transportation (cont.)

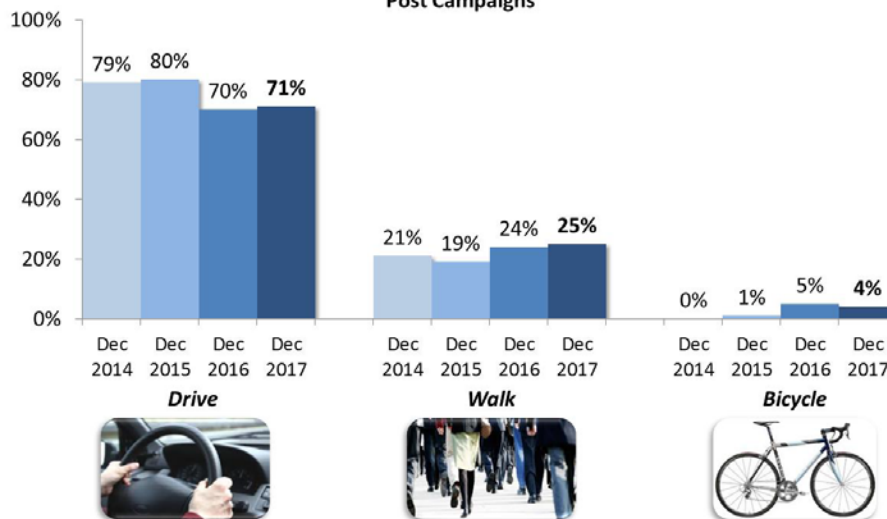
Residents were then asked which mode of transportation they use primarily. Not surprisingly, a clear majority of residents prefer to **drive**, though this proportion continues to be significantly lower compared to pre-2016 results.

Currently, one-quarter of residents indicate that they primarily **walk** to and from their destinations, while only a few express an inclination to travel by **bicycle**. (Table 30)

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

Primary Mode of Transportation When Travelling within Halifax

Post Campaigns



Those over the age of 35 and retirees are more likely than their respective counterparts to rely on driving as their primary mode of transportation

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, Dec 2017 n=401)

* Note: one respondent reported not having any 'primary mode' of transportation.

Travelling in Halifax

**Perceptions of
Road / Sidewalk
Safety**

Crosswalk Safety
Campaign

Perceptions of Road & Sidewalk Safety

Year-over-year, the vast majority of residents consider themselves actively aware of their surroundings when travelling. Further, even outside of times involving reported incidents involving injury, most residents feel that they keep road and sidewalk safety top-of-mind.

Consistent with historical results, nearly all residents agree that they ***actively try to be aware of their surroundings to ensure their own safety and others' safety***, with eight in ten offering *complete* agreement.

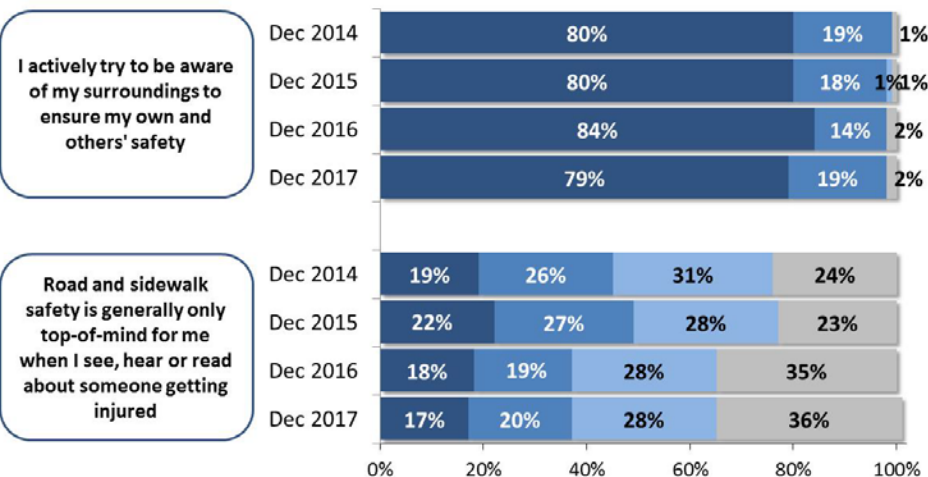
Meanwhile, the vast majority of residents disagree that ***road and sidewalk safety is generally only top-of-mind when they see, hear, or read about someone getting injured***, a proportion which has remained stable following a notable increase in 2016. (Tables 37a-b)

Employed residents are more likely than those unemployed/students and retirees to agree that the issue is only top of mind when learning about an incident involving injury (41% vs. 29%)

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, Dec 2017 n=401)

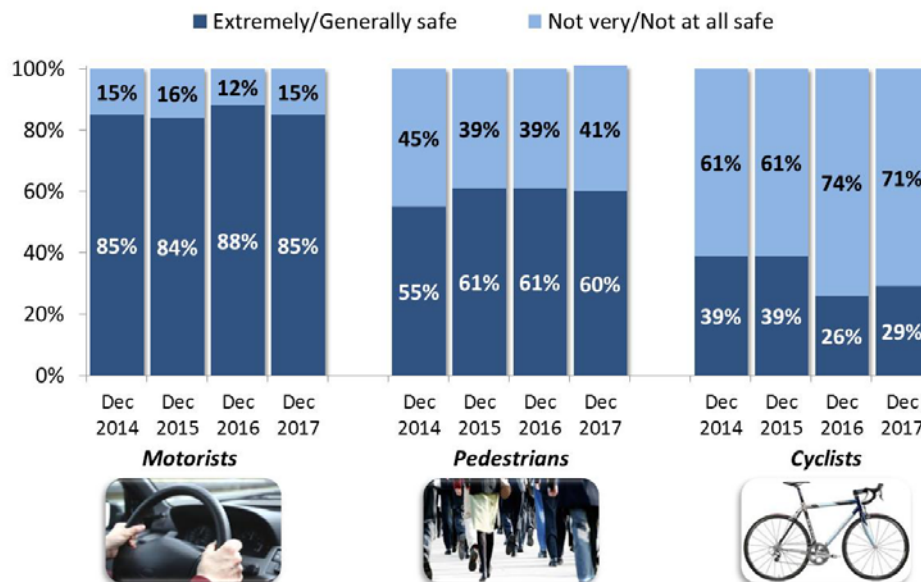
Perceptions of Safety of Travel in Halifax

While the majority of residents feel Halifax is a safe place for motorists, far fewer view the City as a safe place for cyclists to travel.

The perceived level of safety across all three modes of transportation in Halifax has remained generally stable over the past year.

The vast majority of residents continue to view Halifax as a safe place for those travelling by **vehicle**, while the views on **pedestrian** safety are somewhat moderate. Alternatively, only three in ten residents 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, Dec 2017 n=401)

Males are more likely than females to consider the City safe for both pedestrians (66% vs. 54%) and Cyclists (35% vs. 22%)

The likelihood of considering Halifax to be a safe place to travel for cyclists increases with age

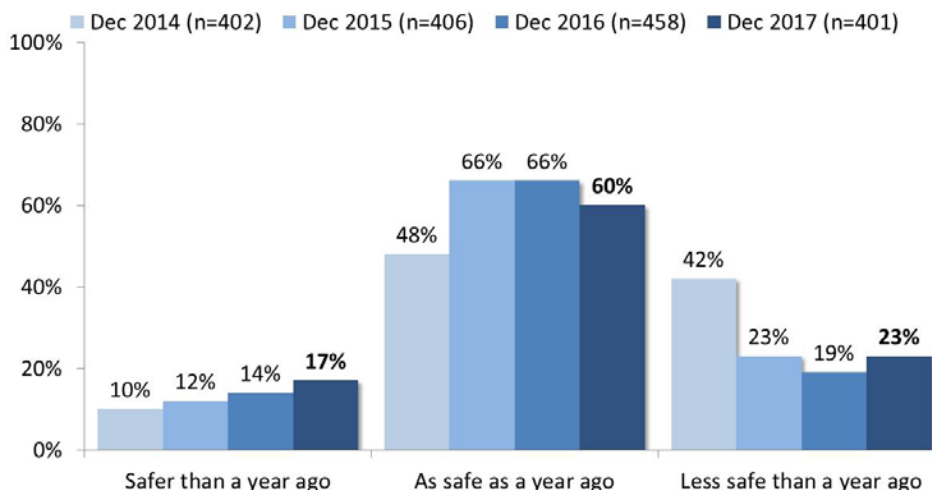
Perceptions of Safety of Travel in Halifax (cont.)

Overall, the perceived safety level when travelling in Halifax is generally considered to be unchanged over the past 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 six in ten residents believe that conditions are **unchanged**. Conversely, nearly one-quarter of residents now believe travelling in Halifax is **less safe** than it was a year ago. (Table 32)

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

Post Campaigns



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 previous results, residents generally view themselves as being knowledgeable of the rules governing traffic lights and crosswalks for motorists and cyclists, as well as the rights and responsibilities of cyclists.

The level of awareness reported by residents in regards to the rules of the road for motorists and cyclists alike remains comparable to year-over-year results. Indeed, nearly all offer some level of agreement that they are **fully aware of the rules about how cars and bicycles should stop at traffic lights and crosswalks**, with more than one-half expressing *complete* agreement.

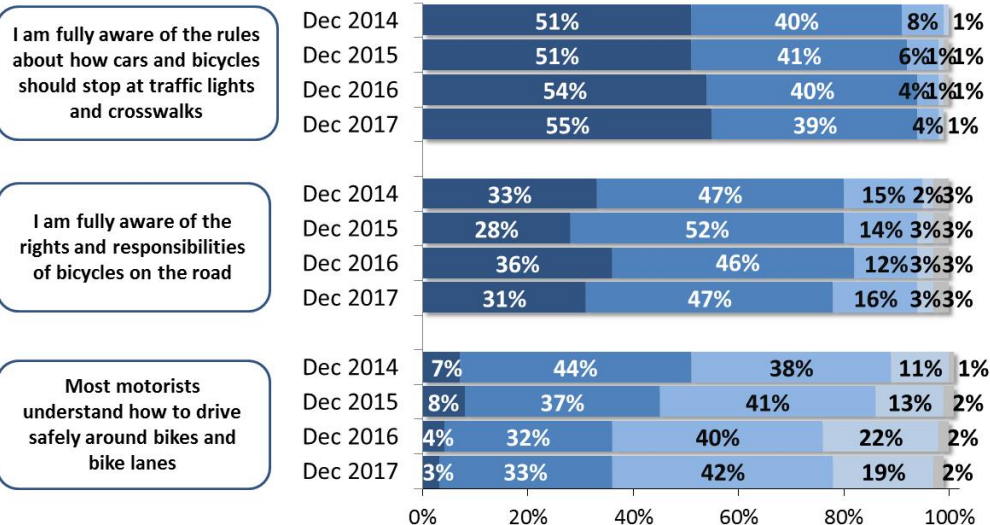
Further, a slightly smaller majority also agree they are **fully aware of the rights and responsibilities of bicycles on the road**. That said, fewer than one-third offer complete agreement in this regard.

Conversely, residents appear notably more divided as to whether **most motorists understand how to drive safely around bikes and bike lanes**, with six in ten residents expressing disagreement with this statement. (Tables 39a-c)

Opinion of Statements About Bicycles on the Road

Post Campaigns

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



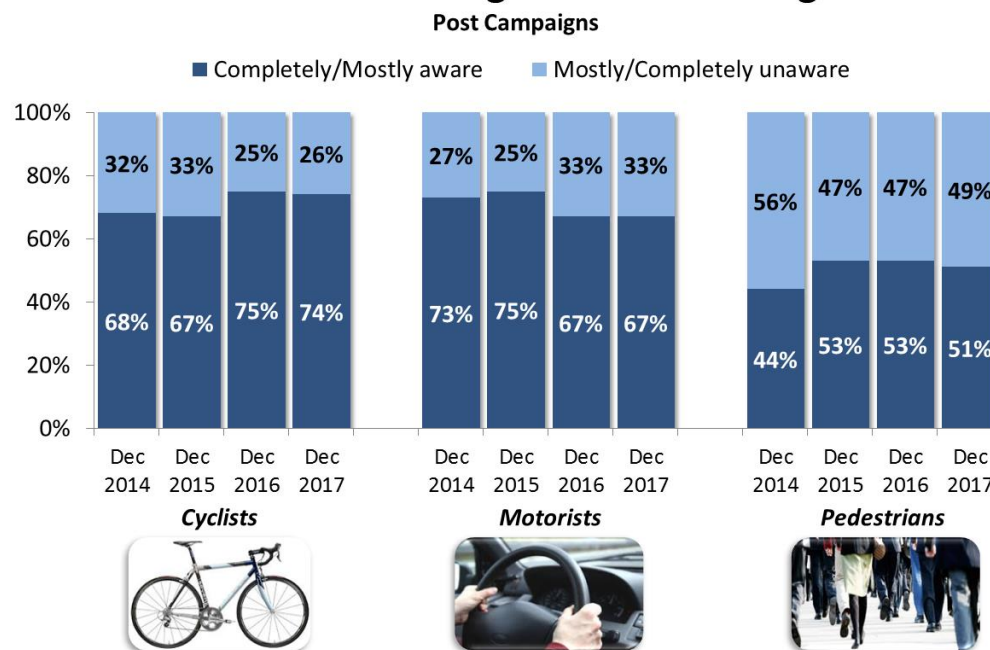
Q.39a-c: To what extent do you agree or disagree with each of the following statements?
(Dec 2014 n=402, Dec 2015 n=406, Dec 2016 n=458, Dec 2017 n=401)

Level of Awareness of Surroundings

While residents believe that the vast majority of cyclists and motorists are aware of their surroundings when travelling, only one-half believe pedestrians are aware.

Residents were asked to indicate the degree to which people are aware of their surroundings when travelling by various means in Halifax. Three-quarters of residents consider **cyclists** to be generally aware of their surroundings when travelling, maintaining the improvement observed in this regard in 2016, while slightly fewer feel this way about **motorists**. By comparison, residents' views remain mixed with regards to pedestrians, with only one-half believing **pedestrians** are aware of their surroundings. (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, Dec 2017 n=401)

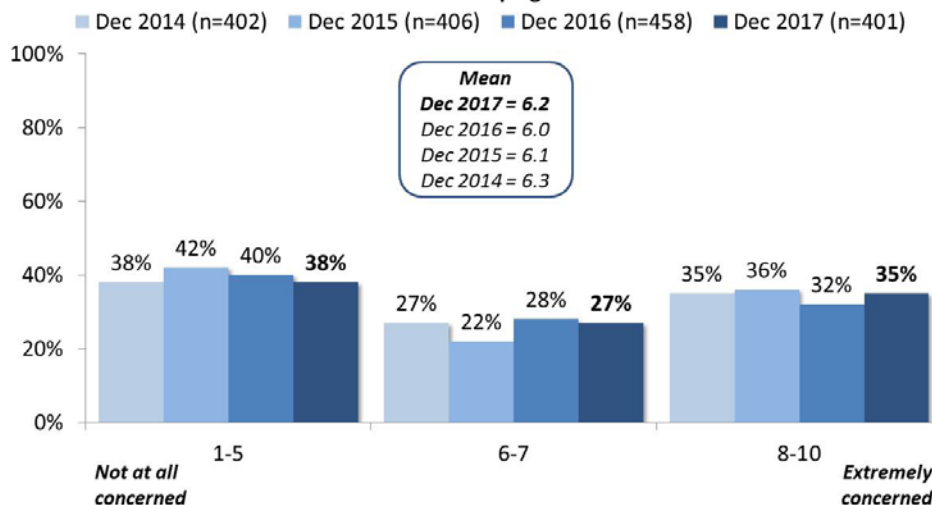
Personal Safety When Travelling

Concern over personal safety when travelling in Halifax remains generally moderate and stable.

Residents' level of concern with personal safety when travelling on Halifax's roads and sidewalks is generally unchanged compared with historical results. Perceptions remain somewhat divided, with just over one-third of residents being **extremely concerned** (ratings of 8 to 10 on a 10-point scale), and more than one-quarter expressing more **moderate** levels of concern (ratings of 6 or 7). On the other hand, fewer than four in ten express **little to no 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

Rating on 10-pt Scale: 1=Not at all concerned, 10=Extremely concerned
Post Campaigns



Those who primarily travel via vehicle are less likely than those who primarily walk or cycle to express higher levels of concern (32% vs. 41% and 41%)

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

Commitment to Safety

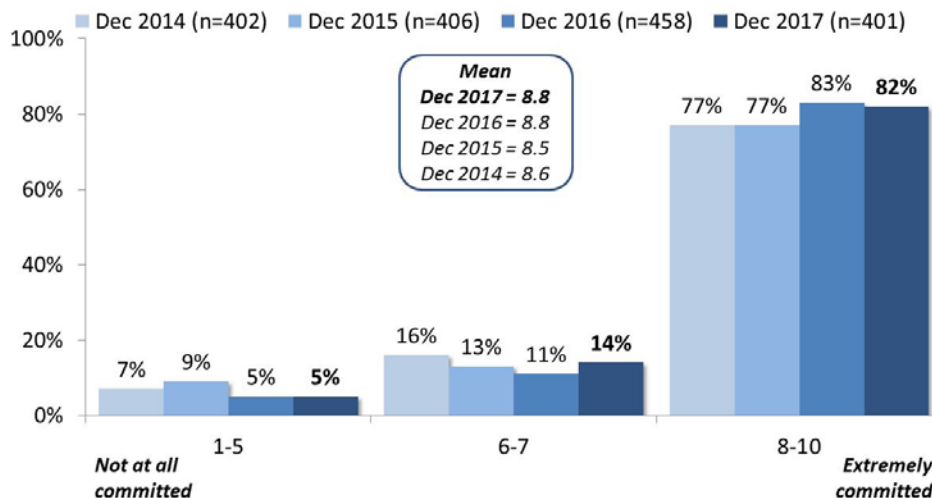
Residents continue to report high levels of commitment to traffic safety.

The vast majority of residents continue to feel **extremely committed** (ratings of 8 to 10 on a 10-point scale) to ensuring their own and others' safety on Halifax's roads and sidewalks, maintaining the slight improvement noted in 2016. Of note, this year, nearly one-half (48%) of residents gave a score of 10 to this statement.

In addition, more than one in ten report a more **moderate** degree of commitment, while five percent of residents 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?

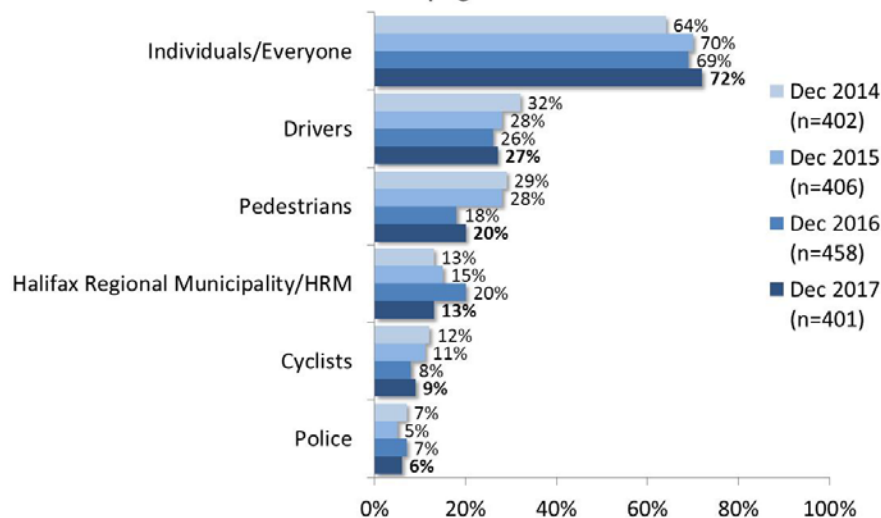
Safety Responsibility

Consistent with past results, a clear majority of residents view road and sidewalk safety in Halifax as being a collective responsibility.

Residents were then asked to indicate, unaided, who is responsible for safety on the roads and sidewalks of Halifax. Consistent with historical findings, a strong majority state that safety is **everyone's responsibility**. More than one-quarter of residents also mention **drivers**, while slightly fewer identify **pedestrians**. More than one in ten feel that the **Municipality** holds responsibility, marking a decline over the last year, while similar portions name **cyclists** and the **police** as responsible parties. (Table 35)

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

Key Mentions From Total Unaided Mentions
Post Campaigns



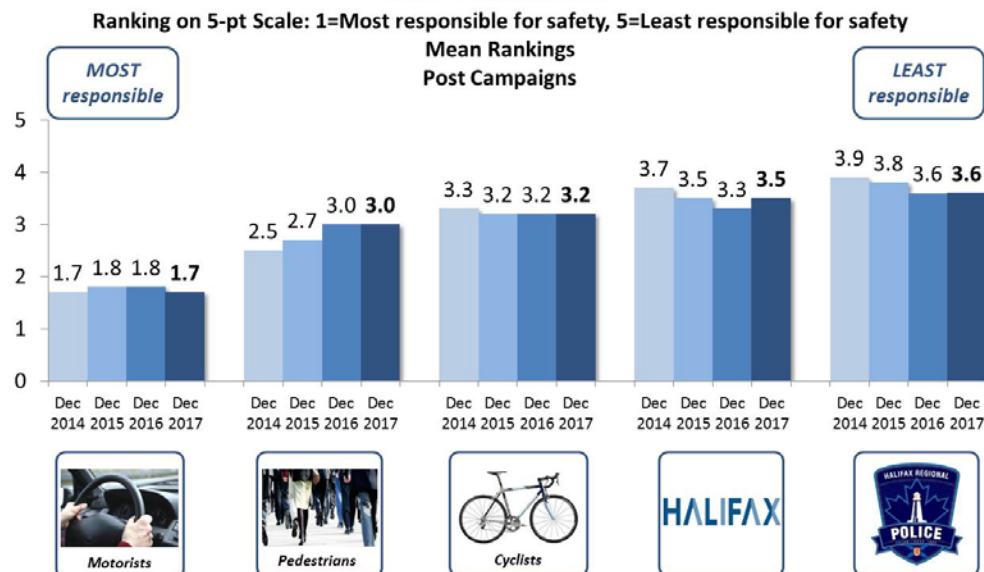
Q.35: In your opinion, who is responsible for safety on the roads and sidewalks of Halifax?

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 remain generally consistent year-over-year.

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**. While police are viewed as being least responsible, 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, Dec 2017 n=401) *Note: Slight change of survey wording from 2015. Note: In 2016 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.

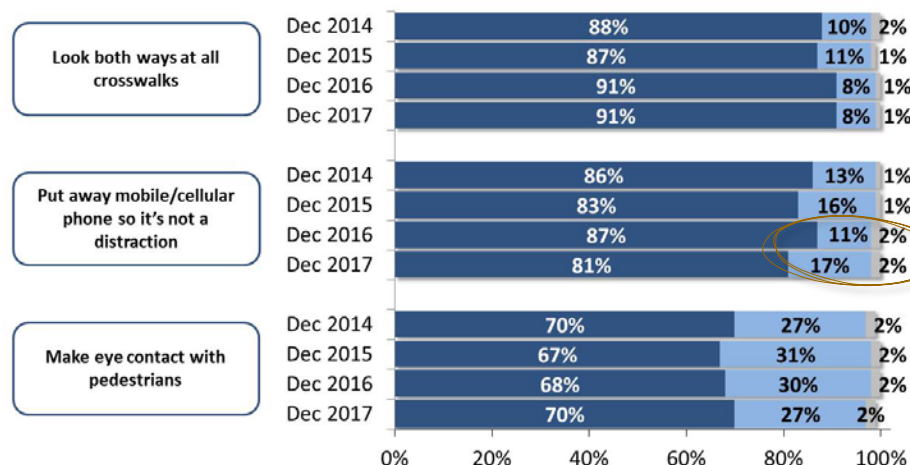
Respondents who identified themselves as a motor vehicle driver (n=375) were asked to indicate the frequency with which they performed specific actions when driving, including: *looking both ways at all crosswalks, putting away their mobile/cellular phone so it's not a distraction, making eye contact 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 have largely remained unchanged from previous years. Indeed, nearly all drivers continue to *at least sometimes* undertake all actions evaluated. That said, the portion of residents who reportedly '*always*' **put away their mobile/cellular phone so it's not a distraction** has significantly declined over the past year, with more now stating that they *sometimes* do this. (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

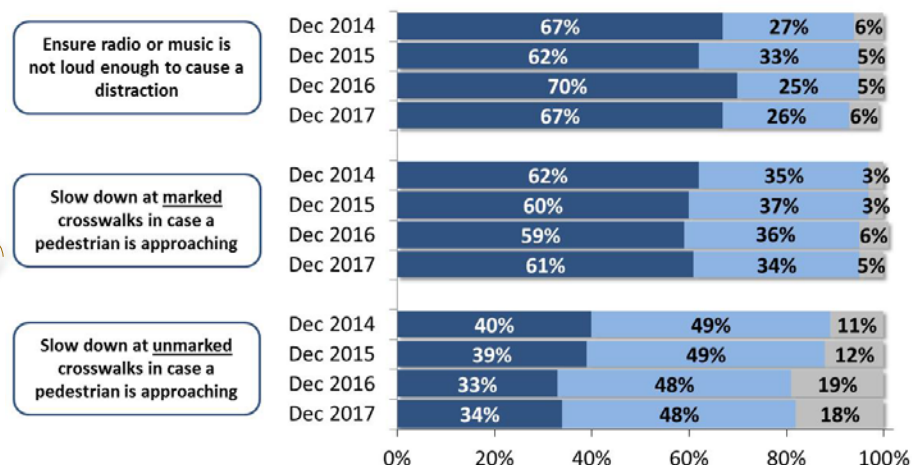


Q.40b, d, e: [AMONG THOSE WHO DRIVE A CAR OR MOTOR VEHICLE (CODES 1-6) IN Q.29a] When driving in Halifax, how often do you do each of the following? (Dec 2014 n=374, Dec 2015 n=375, Dec 2016 n=429, Dec 2017 n=375)

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.40a, c, 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, Dec 2017 n=375)

Safety Actions Among Pedestrians

Consistent with past, pedestrians also report undertaking a variety of safety measures when travelling in Halifax. Similarly, the portion that report always performing each of these activities continues to vary notably.

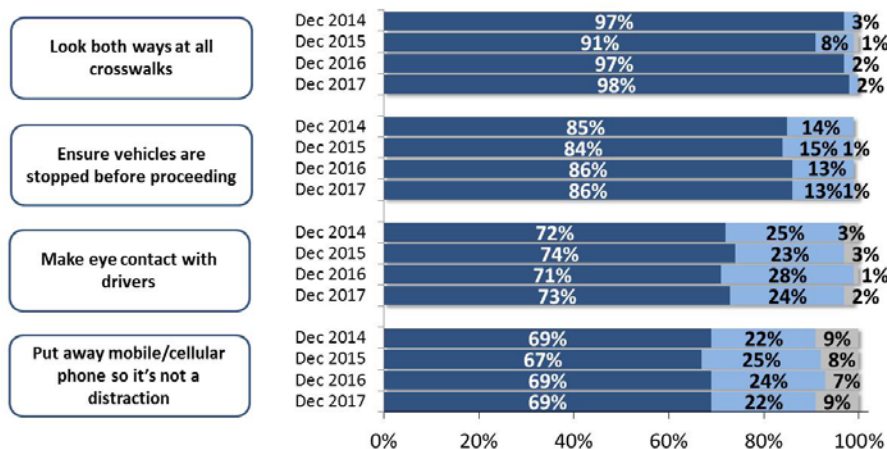
Respondents who identified themselves as pedestrians (n=369) were asked to indicate the frequency of which they performed specific actions when crossing the street, including: *taking out headphones, making eye contact with drivers, putting away their mobile/cellular phone so it's not a distraction, 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 historical findings, the frequency with which pedestrians take the various actions to ensure their safety when crossing a street is generally unchanged. In particular, nearly all pedestrians **always look both ways at crosswalks**, fewer **ensure vehicles are stopped before proceeding**. Further, a clear majority pedestrians continue to report that they **rarely or never text or use their cell phones** when crossing the street. Meanwhile, nearly three-quarters of pedestrians report that they **always make eye contact with drivers**, while slightly fewer **put away their mobile/cellular phone so it's not a distraction**. Similarly, six in ten pedestrians report **always taking out their headphones**. While the vast majority pedestrians **wear highly visible/bright clothing so drivers can see them at night** at least some of the time, 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
Post Campaigns

■ Always ■ Sometimes ■ Rarely or never

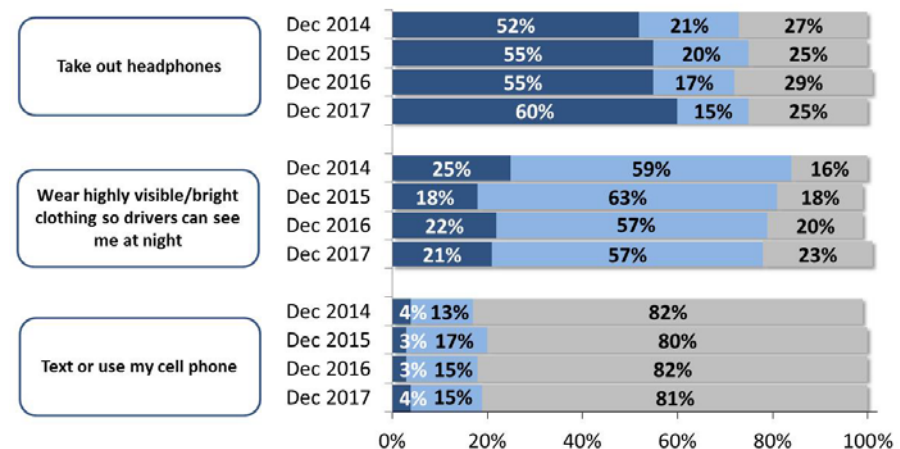


Q.41b-d, g: [AMONG THOSE WHO WALK TO/FROM THEIR DESTINATION, CODES 1-6 IN Q29b] When you are crossing the street as a pedestrian, how often do you do each of the following? (Dec 2014 n=359, Dec 2015 n=345, Dec 2016 n=429, Dec 2017 n=369)

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.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, Dec 2017 n=369)

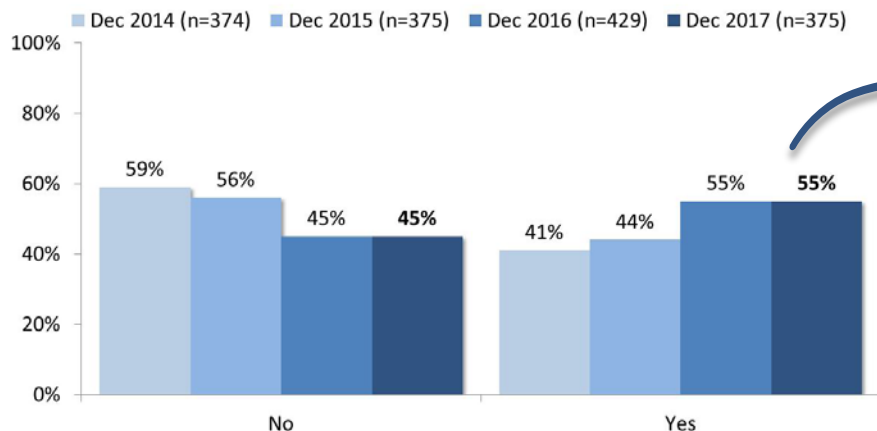
Frequency of Driver Distraction

More than one-half of residents report having been distracted while driving in the last month.

More than one-half of residents report being distracted when driving a motor vehicle in the last month, which is notably higher compared with results from two years ago. 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 approximately one-half of residents 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

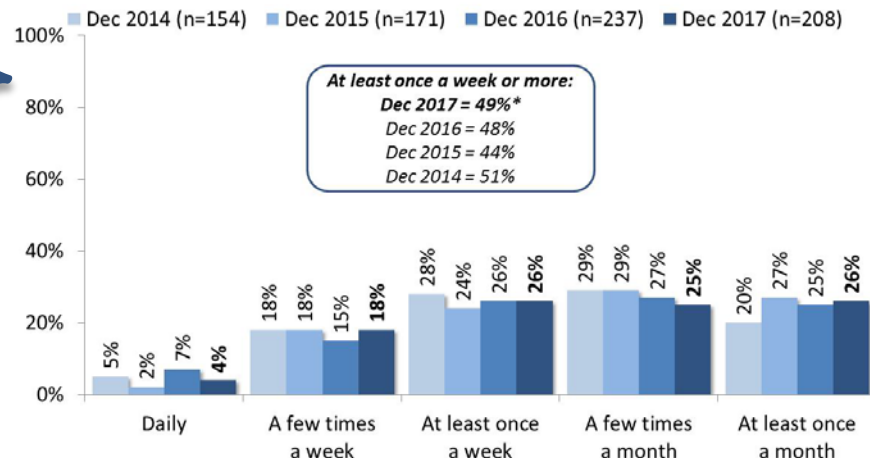
Among Those Who Drive a Car or Other Motor Vehicle at Least Once a Month or More Post Campaigns



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?

*Due to rounding.

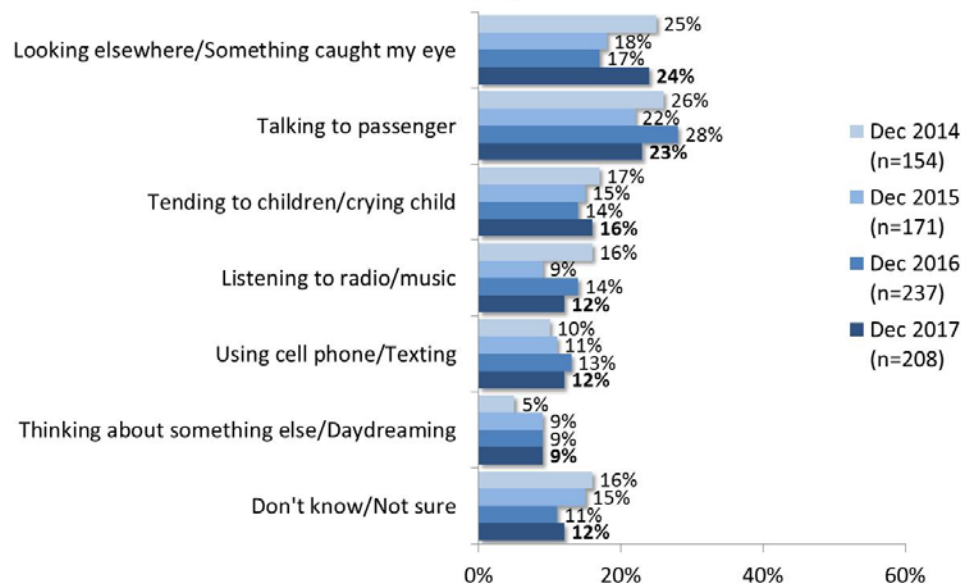
Cause of Driver Distraction

Looking elsewhere and talking to passengers while driving are the most common reasons for distraction.

Those reporting to have been distracted at some point in the last month (n=208) were asked to describe the cause of their distraction. A variety of causes are identified, with ***looking elsewhere/having something catch their eye*** and ***talking to a passenger*** being most common. Meanwhile, ***tending to children/crying child***, ***listening to the radio/music***, and ***using a cell phone/texting*** are each reasons given by more than one in ten distracted drivers, while slightly fewer stated they were distracted because they were ***thinking about something else/daydreaming***. (Table 44)

What Caused You to be Distracted

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



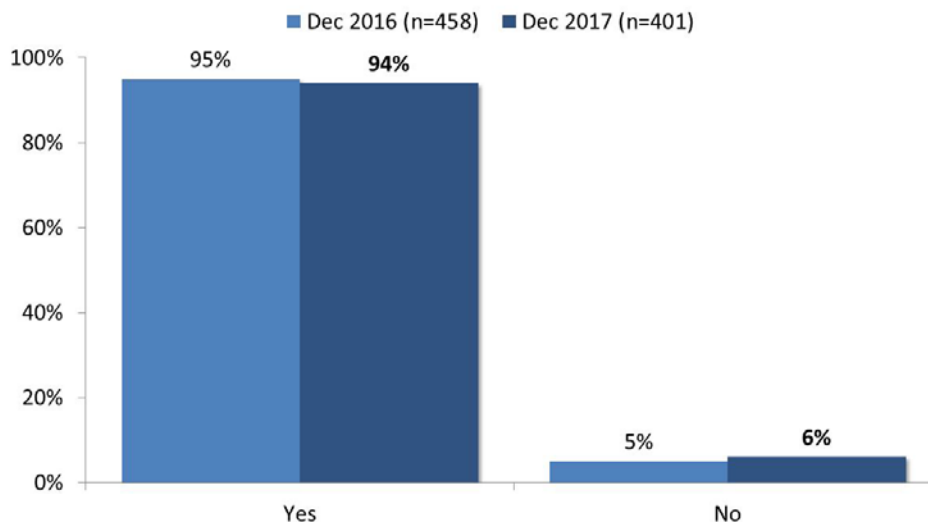
Q.44: [IF 'YES' IN Q.42] What were you doing that caused you to be distracted or not paying full attention?

Witnessed Others Driving While Distracted

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

For the second consecutive year, residents were asked if they have seen anyone driving while distracted in the past month. Consistent with 2016, the vast majority report that they have witnessed a distracted driver, while very few have not. (Table 45)

**Seen Anyone Driving a Motor Vehicle While Distracted
in the Last Month**
Post-Campaigns



Q.45: In the last month, have you seen anyone driving while distracted?

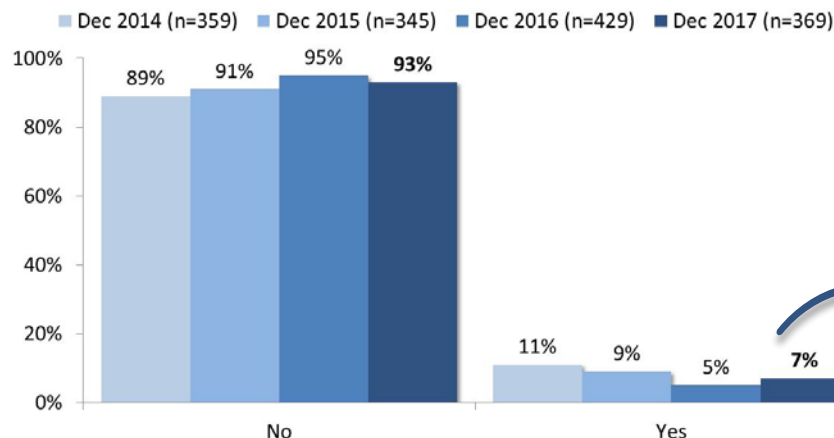
Frequency of Pedestrian Distraction

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 historical results, fewer than one in ten residents have done so, though the frequency with which pedestrians report being distracted while crossing the street has increased year over year. That said, caution is warranted in the interpretation of these results due to small sample sizes. Overall, four in ten recent distracted pedestrians 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

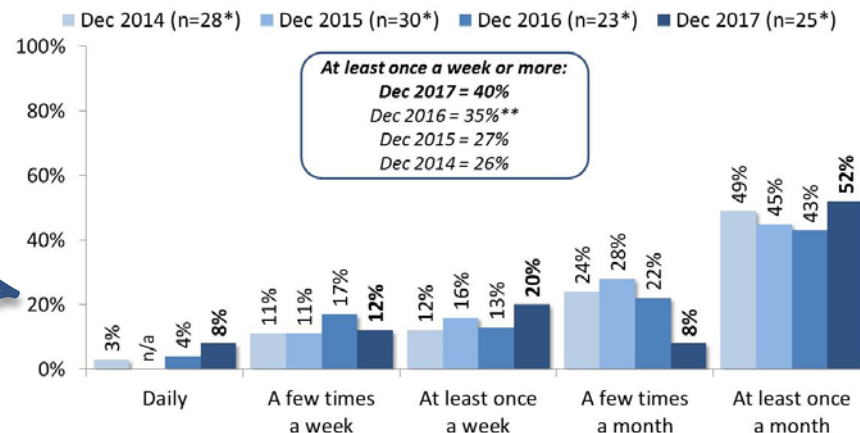
Among Those Who Walk To/From Their Destination at Least Once a Month or More
Post Campaigns



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



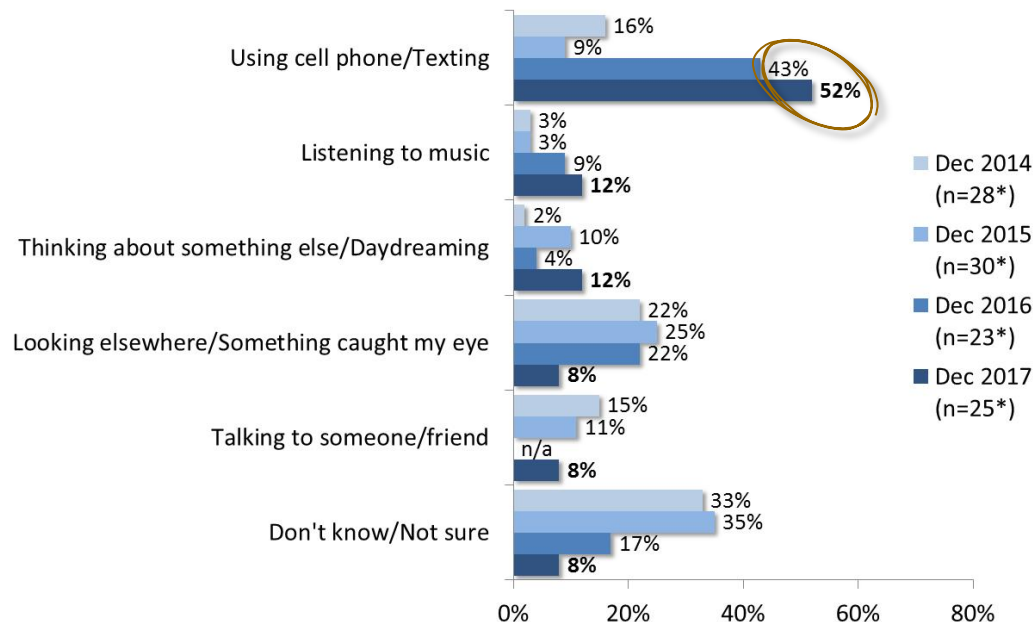
Q.47: [IF 'YES' IN Q.46] In the last month, how often would you say you have been distracted while walking through a marked or unmarked crosswalk? *Caution: Small sample size. **Due to rounding.

Cause of Pedestrian Distraction

Results suggest that use of cell phones continues to be a growing issue in terms causing distraction among pedestrians. Indeed, following a dramatic rise in 2016, the portion of distracted pedestrians citing cell phones/texting as the reason for their distraction has increased for the second consecutive year (albeit to less of a degree). Currently, just over one-half of those who report having been distracted while walking in a crosswalk cite cell phones/texting as the cause (52%; up 9 points). Other reasons each reported by more than one in ten distracted pedestrians include listening to music (12%; up 3 points), and thinking about something else/daydreaming (12%; up 8 points). Fewer marked alternative reasons. (Table 48)

What Caused You to be Distracted

Among Those Who Had Walked Through a Crosswalk While Distracted
Key Mentions From Total Unaided Mentions, Post-Campaigns



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

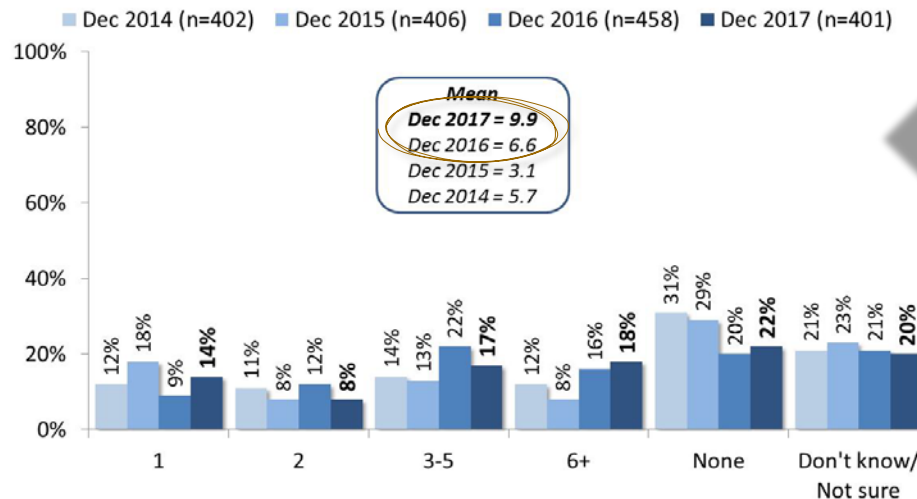
This year marks the second consecutive year with a notable rise in the number of 'close calls' reported by residents.

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 9.9 (up 3.3 from 2016) 'close calls' in the last year while driving or as a pedestrian. As may be expected, in terms of geography, residents of central Halifax continue to report the highest number of near incidents (11.5; up from 9.3 in 2016), while residents of Bedford/Sackville report the fewest number (1.6; down from 2.7). (Table 50)

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

Post-Campaigns



Employed residents reported being in notably more 'close calls' than retirees and those unemployed/students (12.3 vs. 5.3 and 4.2, respectively)*

Younger residents are less likely than their older counterparts to report multiple 'close calls' (18-34: 5.9; 35-54: 11.2; 55+: 10.0)*

Males are more likely to have experienced multiple 'close calls' compared to females (15.3 vs. 4.4)

* Small sample size warrants 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.

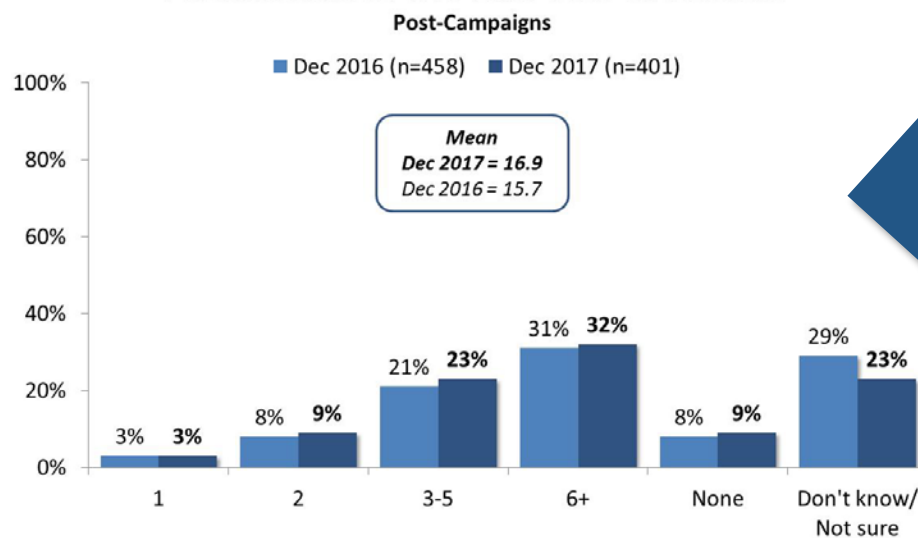
Incidence of Close Calls

Consistent with past results, residents are notably more likely to report having witnessed a 'close call', rather than have personally experienced one.

For the second consecutive 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 16.9 'close calls' between drivers and pedestrians in the last year (up 1.2 from 2016). Consistent with personal experience findings, residents of central Halifax report the highest number of 'close calls' (22, down from 23 in 2016), while residents of Bedford/Sackville are least likely to have witnessed a 'close call' (3.2, down from 6.4). (Table 51)

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



Females, 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?

Note: Mean includes responses of None (0) but excludes 'Don't know/Not sure'.

Witnessed Pedestrians Walking Through Crosswalks Distracted

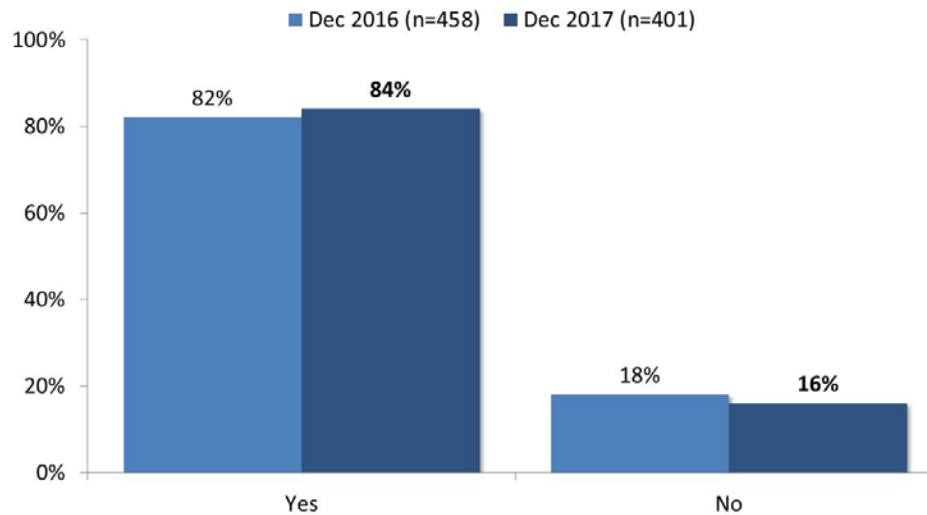
The vast majority of residents report having seen at least one distracted pedestrian over the last month.

For the second 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 personally distracted while walking, a clear majority have seen distracted pedestrians. Indeed, more than eight in ten residents report having witnessed a distracted pedestrian at a crosswalk on at least one occasion over the last month. (Table 49)

Retirees are notably more likely than those who are employed and those who are unemployed/students to have witnessed someone walking while distracted (95% vs. 80% and 77%, respectively)

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

Post-Campaigns



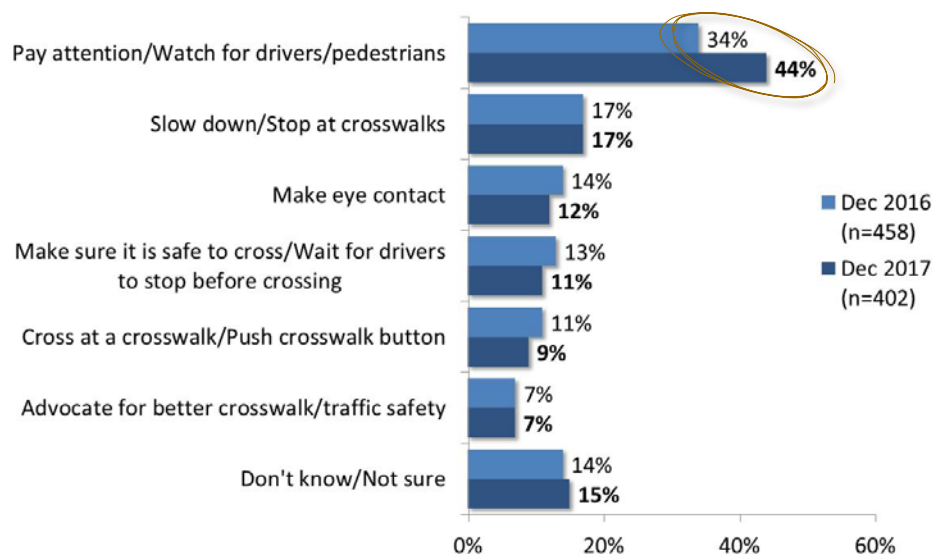
Q.49: In the last month, have you seen anyone walking while distracted through a marked or unmarked crosswalk?

In general, residents report having personally taken a variety of actions to make crosswalks safer.

For the second year, residents were asked (unaided) what action, if any, they have personally taken to make crosswalks safer for everyone. Overall, the most common action reported is simply ***paying attention***, marking a significant increase over the previous year (44%; up 10 points). Far fewer report ***slowing down/stopping at crosswalks*** (17%; unchanged), ***making eye contact*** (12%; down 2 points), and ***making sure it's safe to cross*** (11%; down 2 points). Other specific actions were each mentioned by fewer than one in ten residents, including ***crossing at a crosswalk / pushing the crosswalk button*** (9%; down 2 points) and ***advocating for better crosswalk/traffic safety*** (7%; unchanged). Of note, more than one in ten residents are unable to identify any actions taken, although few (3%) report having taken ***no action***. (Table 12)

Actions Taken to Make Crosswalks Safer for Everyone

Key Mentions From Total Unaided Mentions
Post Campaigns



Q.12: 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**

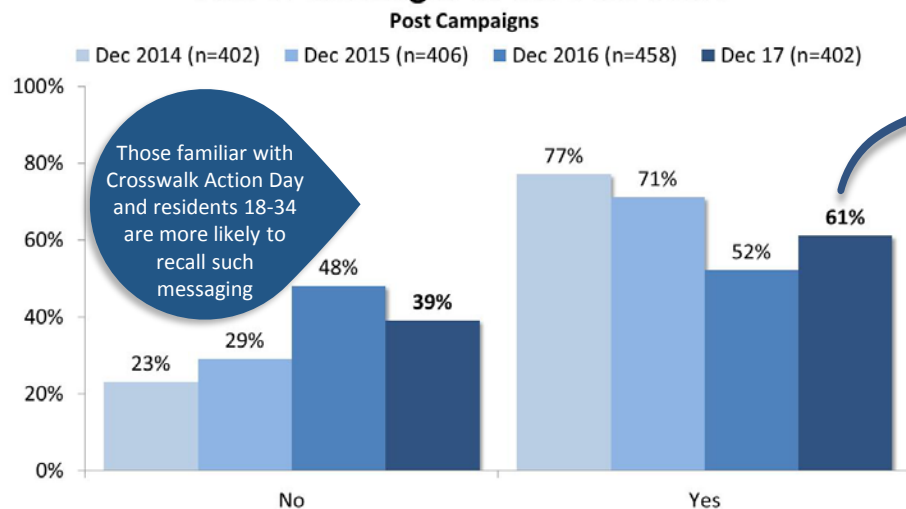
Unaided Awareness of Safety Ads

This year marks a significant increase 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 remains generally stable year-over-year, while recall of cyclist safety topics has decreased notably for the second consecutive year.

Awareness of traffic safety issues has increased somewhat over the past year, although awareness remains notably lower than what was reported pre-2016. Currently, six in ten residents report having seen or heard advertisements, videos, or any other messages that involved pedestrian, bicyclist, or driver safety (61%; up 9 points from 2016). That said, it warrants mention that the Region's crosswalk safety campaign has not used the same mediums as in the past, potentially contributing to changing levels of awareness. (Table 1)

Among those who indicated they had seen and/or heard of such messaging (n=246), recall was strongest for topics related **to pedestrian safety** (92%; up 3 points), distantly followed by **driver safety** (40%; down 3 points, continuing a year-over-year downward trend) and **cycling safety** (32%; down 5 points). (Table 2)

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

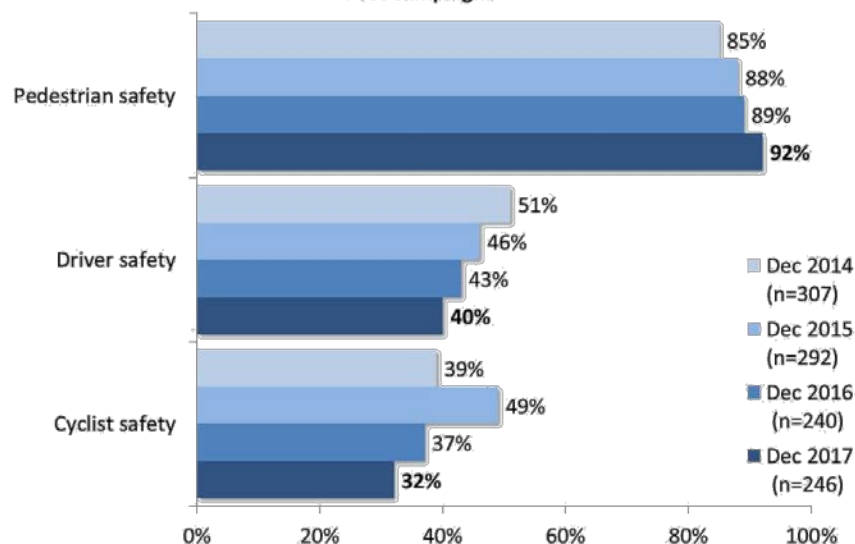


Q.1: Have you recently seen or heard any radio, television, newspaper, magazine, online or any other advertisements, videos, or any other messages that involved pedestrian, bicyclist or driver safety?

Note: Slight change of survey wording from 2015 & 2016.

What Seen or Heard Was Related to

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

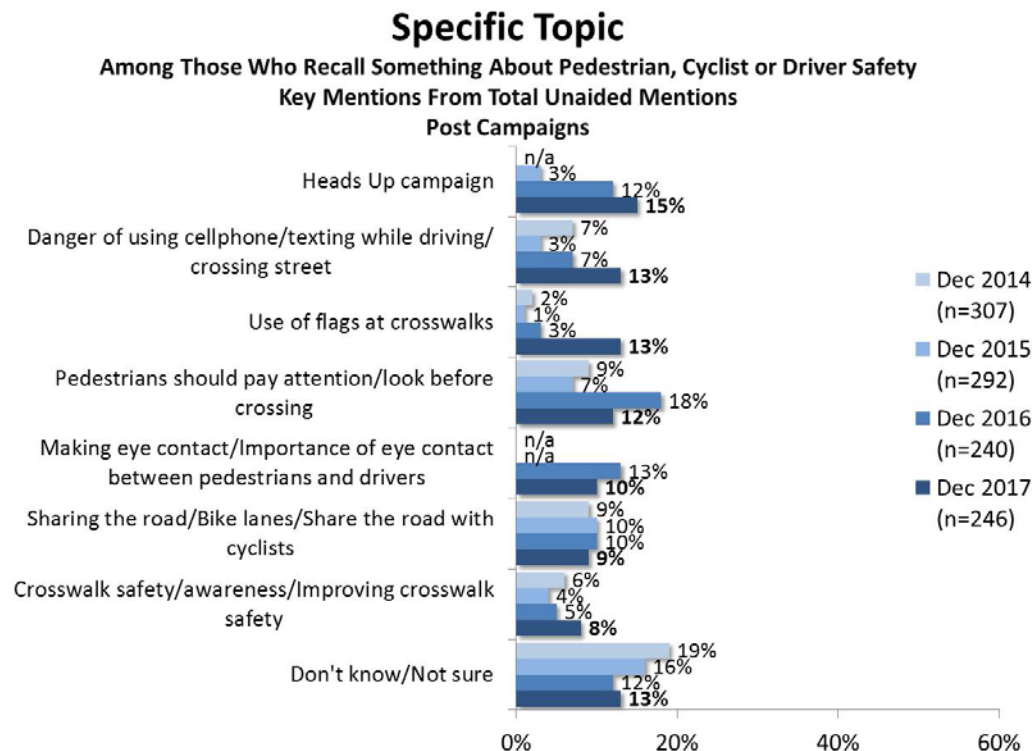


Q.2: [IF 'YES' IN Q.1] Was what you saw or heard related to....:

Transit Safety Topics

Unaided recall of the Heads Up campaign has increased marginally this year, and is now the most common specific topic mentioned.

When asked, unaided, what they specifically recall about these ads/messaging, residents most commonly cited the **Heads Up campaign**, closely followed by the **dangers of using cellphones/texting while driving/crossing the street**, **usage of flags at crosswalks**, topics related to **pedestrians needing to pay attention/look before cross**, and **making eye contact between pedestrians and drivers**. All other topics were mentioned by fewer than one in ten residents. (Table 3)

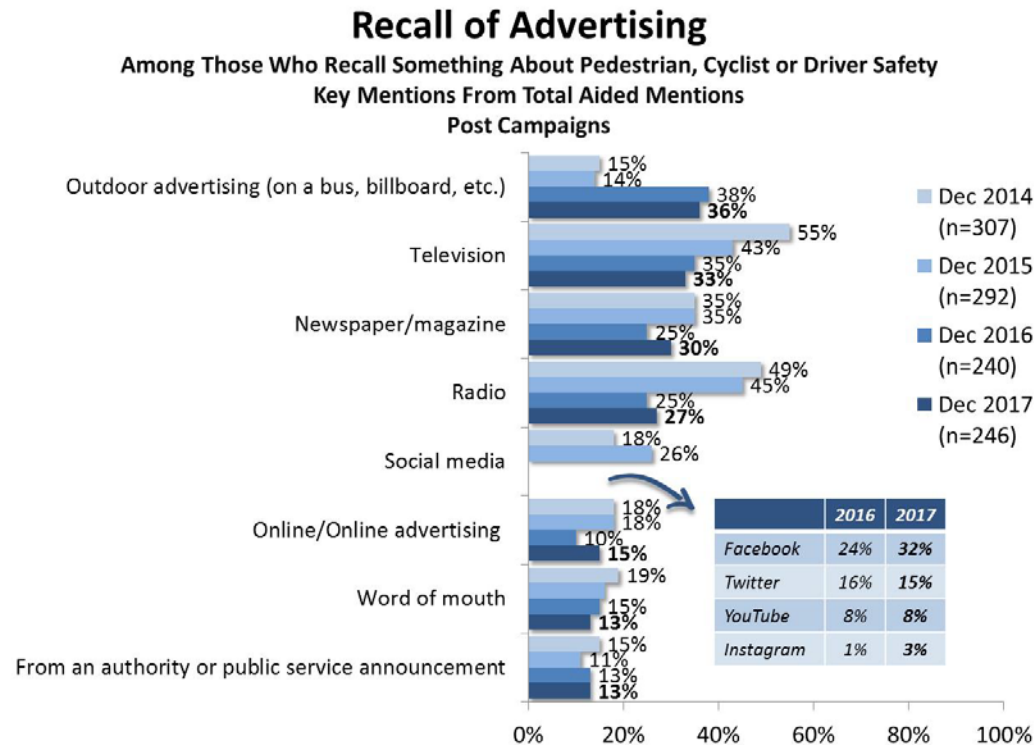


Q.3: [IF 'YES' IN Q.1] What specifically do you remember recently seeing or hearing about pedestrian, bicyclist or driver safety?

Advertising Mediums

Recall of Facebook advertisements about traffic safety increased significantly this year, and is now a 'Top 3' communication medium. That said, recall through other mediums have remained generally stable over the past year.

For the second consecutive year, **outdoor advertising** is the most common media vehicle for pedestrian, cyclist or driver safety advertisements and/or messaging (36%; down 2 points), followed by **television** (33%; down 2 points). That said, recall of such advertisements via **Facebook** has increased significantly over the past year (32%; up 8 points), and it is now the third most common source of exposure among residents, closely followed by **newspapers** (30%; up 5 points), and **radio** (27%; up 2 points). Fewer than two in ten mentioned recalling safety advertisements through alternative advertising mediums including **Twitter**, **general online advertising**, **word-of-mouth**, or through **an authority or public service announcements**. (Table 4)



While outdoor advertising is the most common media vehicle overall, residents 55+ and those living outside of central Halifax are likely to have seen the ads via television

Ad Sponsorship

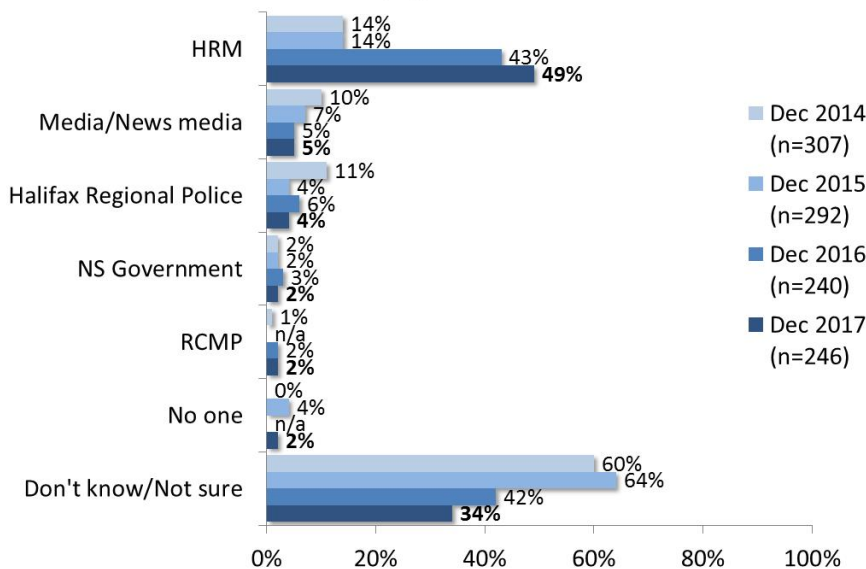
One-half of residents identify the Municipality as the sponsor of ads or messages related to pedestrian, bicyclist, or driver safety.

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 (49%; up 6 points), a significant increase over pre-2016 results. This indicates a continued strong brand-link with the Region's traffic safety campaign this year. At the same time, it warrants mention that, while on the decline, a significant proportion of residents were *unable to recall* the message sponsor (34%; down 8 points). (Table 5)

The likelihood of identifying the Municipality as the ad sponsor decreases with age (18-34: 73%; 35-54: 59%; 55+: 33%)

Who Sponsored the Ad or Message?

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



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 historical results, recall of the ‘Heads Up Halifax’ campaign is moderate, with residents reporting equal exposure to each of the video ads.

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

Overall, one in ten (10%) residents report having seen the video advertisement with “Chris” (Video A), with residents between the ages of 18 and 34 were most likely to have seen the ad (25%). Further, males were more likely than females to see the ad (13% vs. 7%), while those living in central Halifax were more likely than those living in Dartmouth or Bedford/Sackville to see the ad (14% vs. 6% and 0%, respectively*). (Table 6A)

Seen This Video (Video A)? Post Campaign



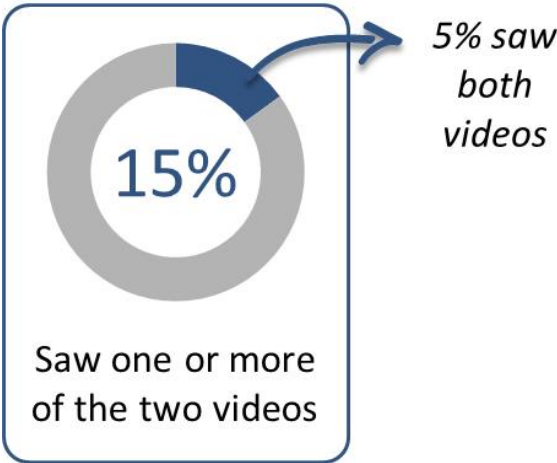
** Small sample size warrants caution in the interpretation of results.*

Awareness of Heads Up Halifax Video Ad

Similarly, one in ten (10%) residents report having seen the video advertisement with “Jenna” (Video B). Again, residents between the ages of 18 and 34 were most likely to have seen the ad (25%). (Table 6B)

Of note, overall, 15 percent of residents saw at least one of the video ads, although few (5%) saw both videos.

Seen This Video (Video B)? Post Campaign



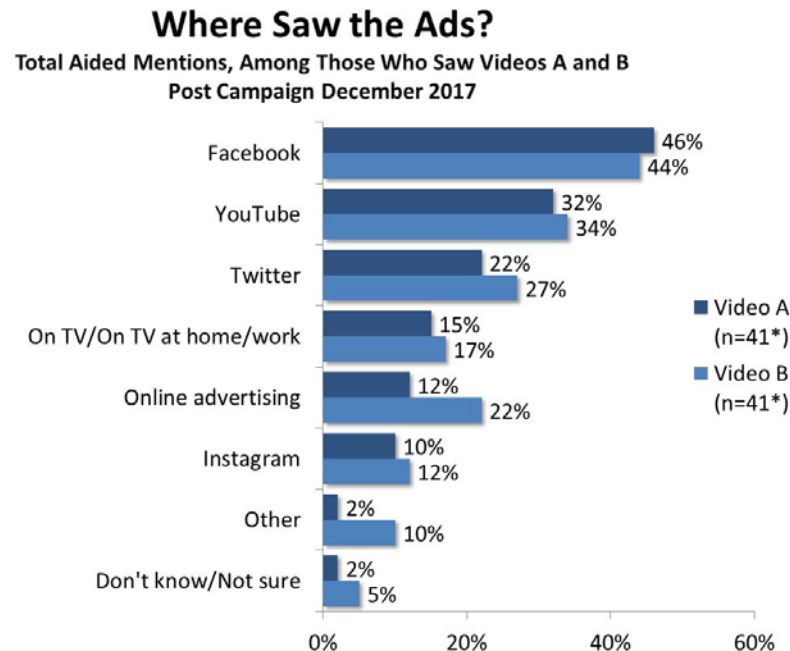
Q.6B Video B: And, prior to today, have you seen the following video? (n=395)
Note: Data for seven respondents were missing for the Video B series.

Medium for Video Ad

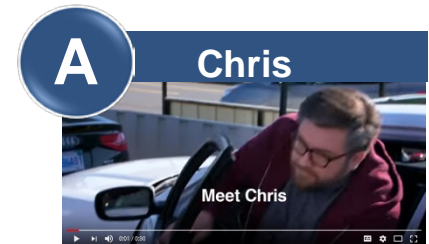
The Heads Up Halifax videos were most commonly viewed through Facebook.

For each video ad, those that saw the video (A: n=41; B: n=41), were asked, unaided, where they saw the ad. Overall, source of ad recall was very similar across the two videos. Indeed, for each video, just under one-half of residents report having seen the video on **Facebook** (A: 46% and B: 44%), while fewer reported seeing each respective ad on **YouTube** (A: 32% and B: 34%) or **Twitter** (A: 22% and 27%). Meanwhile, for both videos, more than one in ten reported seeing the ad on television. Interestingly, those who saw the Jenna video (Video B) were more likely than those who saw the Chris video (Video A) to cite seeing the video through **general online advertising**.^{*} Few report seeing either video on Instagram. (Tables 7A & 7B)

^{*} Small sample size warrants caution in the interpretation of results.



Q.7A Video A: [IF 'YES' IN Q.6A] As best you can recall, where did you see this ad? / Q.7B Video B: [IF 'YES' IN Q.6B] As best you can recall, where did you see this ad? ^{*}Caution: Small sample size.

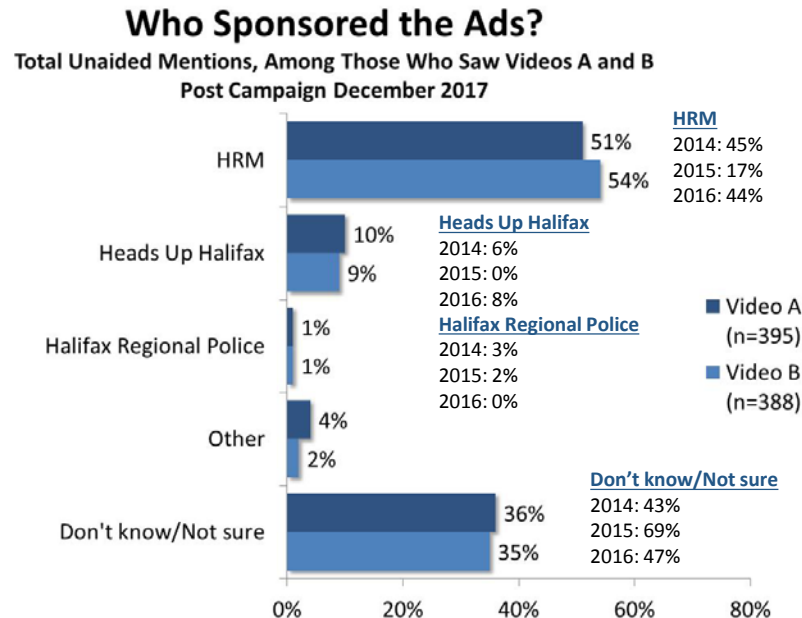


Sponsorship of Video Ad

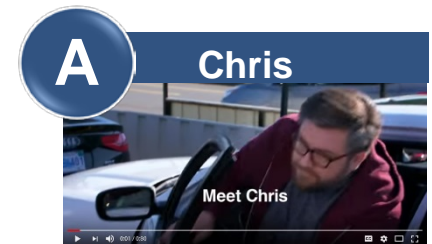
Regardless of which video was seen, this year marked a slight increase in the portion of residents who correctly identified the Municipality as the sponsor of the video campaign.

For each video ad, those who had previously seen the video ad were then asked to identify, unaided, the campaign sponsor. Again, similar results were seen for both videos, with more than one-half of those seeing each ad correctly identifying the Municipality as the video campaign sponsor. Meanwhile, for both campaigns, approximately one in ten viewers identified “Heads Up Halifax” as the sponsor. Alternatively, for both videos, just over one-third of viewers were unable to provide the name of the sponsor.

These results suggest that continued efforts to clearly identify the sponsor has improved brand linkage. (Tables 8A & 8B)



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



Message of Video Ad

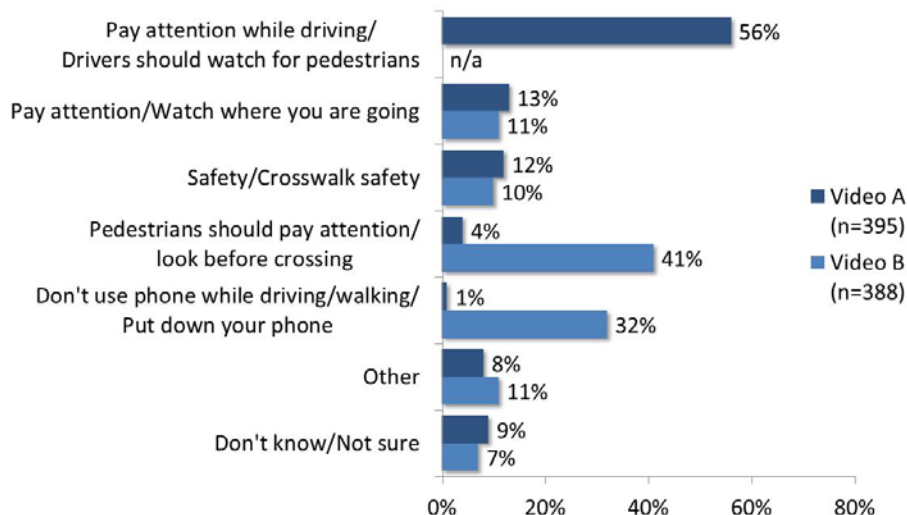
The videos were generally seen to have a slightly different focus, with residents perceiving the main message of the 'Chris' video to be about 'the importance of drivers to pay greater attention to pedestrians', while the 'Jenna' video focused on 'the importance of pedestrians to pay greater attention'.

Regardless of whether or not they had previously seen the video ad, residents were asked to indicate, unaided, what they understood to be the message of the ad. For the '**Chris**' ad (Video A), more than one-half of residents believe the main message of the video was related to the *importance of drivers to pay greater attention to pedestrians*. Alternatively, For the '**Jenna**' ad (Video B), four in ten residents felt this ad's message was related to the *importance of pedestrians to pay attention*, while slightly fewer felt the ad was about *not using your phone when driving/walking*.

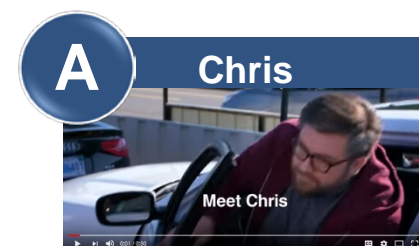
Of note, for both videos, more than one in ten residents felt this ad's message was *pay attention* more broadly, while a similar portion felt it was about *crosswalk safety*. *Only a few* were unsure of the main message for each ad. (Tables 9A & 9B)

Main Message of the Ads?

Total Unaided Mentions, Among Those Who Saw Videos A and B
Post Campaign December 2017



Q.9A Video A: [DO NOT ASK IF 'CANNOT SEE VIDEO' IN Q.4A AND 'HAVE NOT SEEN VIDEO' OR 'DON'T KNOW' IN Q.6A] What is the main message of the ad? / Q.9B Video B: [DO NOT ASK IF 'CANNOT SEE VIDEO' IN Q.4A AND 'HAVE NOT SEEN VIDEO' OR 'DON'T KNOW' IN Q.6B] What is the main message of the ad?



Message of Video Ad (cont.)

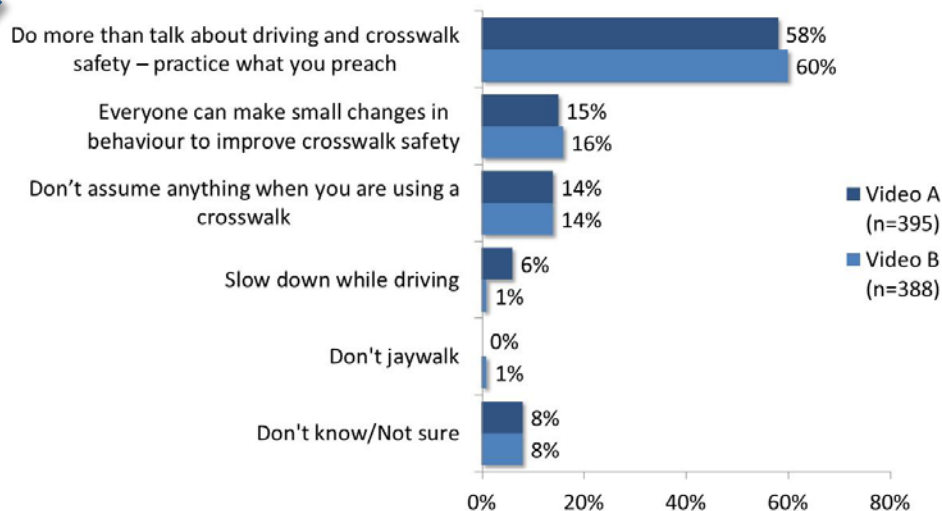
Residents readily identify 'practice what you preach' as being the main message for both video campaigns.

Residents were then asked, aided, the main message of each video campaign. For each video, approximately six in ten indicate '**doing more than just talking about driving and crosswalk safety / practicing what you preach**' as being the main message, while far fewer felt the other two message options accurately described the videos. (Table 10A & 10B)

Females are more likely than males to view 'practice what you preach' as being the main message for both ads

Best Description of Ad Message

Total Aided Mentions, Among Those Who Saw Videos A and B
Post Campaign December 2017



Q.10A Video A: [DO NOT ASK IF 'CANNOT SEE VIDEO' IN Q.4 AND 'HAVE NOT SEEN VIDEO' OR 'DON'T KNOW' IN Q.6A] Which of the following best describes the message of the ad? / Q.10B Video B: [DO NOT ASK IF 'CANNOT SEE VIDEO' IN Q.4 AND 'HAVE NOT SEEN VIDEO' OR 'DON'T KNOW' IN Q.6B] Which of the following best describes the message of the ad?

A

Chris



B

Jenna



Opinion of Video Ad

Both 'Heads Up Halifax' campaign video advertisements performed well on the various desired impact metrics.

For each video, approximately two-thirds of residents offered some level of agreement that the ads were an **effective way to raise awareness about crosswalk safety issues** (Video A: 64% and Video B: 65%). Seven in ten (70%) residents offer some level of agreement that the 'Chris' ad (Video A) made them **more aware of staying alert when travelling on Halifax's roads**, while slightly fewer (63%) felt this way about the 'Jenna' ad (Video B).

Of note, while opinion statements were assessed based on the two videos this year, results are generally consistent year-over-year. (Tables 11b,d)

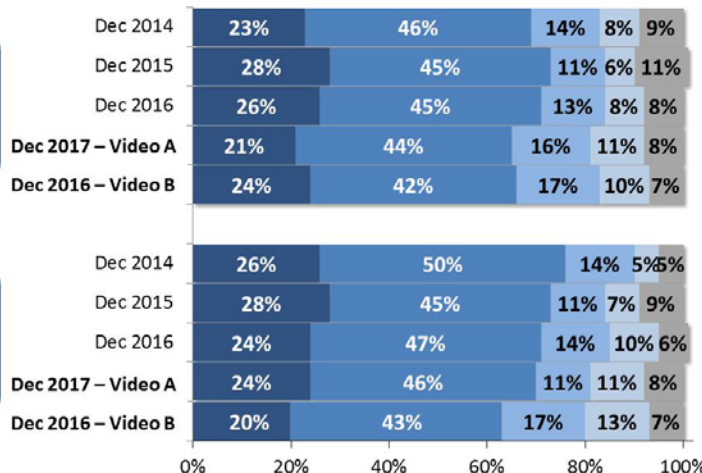
For each ad, females and residents 55+ are more likely than their respective counterparts to agree that the ad effectively raises awareness and makes them more aware of staying alert

Opinion of Statements About Ads

Among Those Who Have Seen the Videos, Post Campaigns

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

This ad is an effective way to raise awareness about crosswalk safety issues



A

Chris



B

Jenna



Q.11b, d: [DO NOT ASK IF 'CANNOT SEE VIDEO' IN Q.4 AND 'HAVE NOT SEEN VIDEO' OR 'DON'T KNOW' IN Q.6A/B] 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, Dec 2017 Video A n=395, Dec 2017 Video B n=388)

Note: Dec 2014 ads were print, Dec 2015 ads were television, Dec 2016 and Dec 2017 ads were video.

Opinion of Video Ad

Six in ten (61%) residents offer some level of agreement that the 'Chris' ad (Video A) made them **more concerned about crosswalk safety**, while slightly fewer (57%) felt this way about the 'Jenna' ad (Video B).

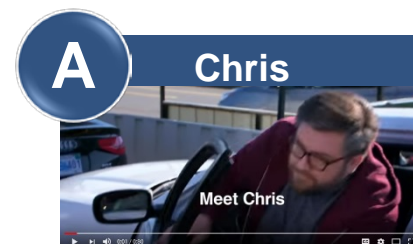
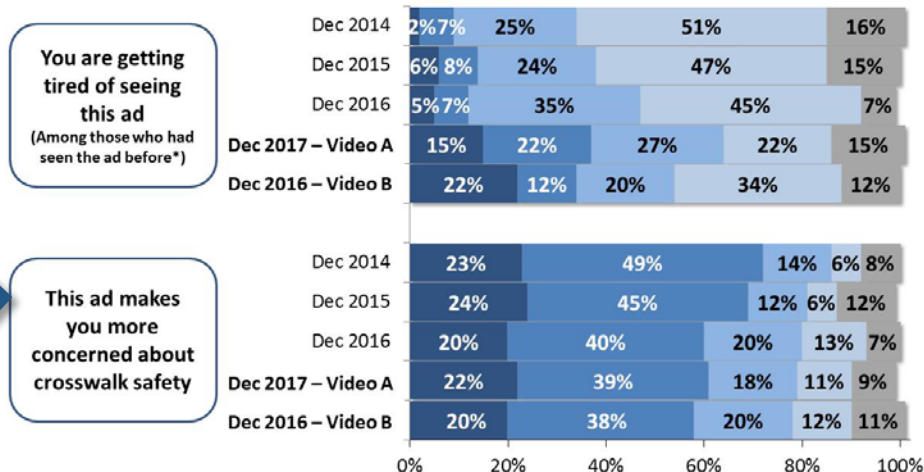
Of note, this year marks a notable increase in the portion of residents that report **getting tired of seeing the advertisements**. Indeed, among those who had previously seen the 'Chris' ad (Video A) nearly four in ten (37%) offered some level of agreement that they were getting tired of seeing the ad. Similarly, among those who had previously seen the 'Jenna' ad (Video B), one third (34%) reported being tired of seeing the ad.* (Tables 11a, c)

* Small sample size warrants caution in the interpretation of results.

Opinion of Statements About Ads

Among Those Who Have Seen the Videos, Post Campaigns

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



Q.11a, c: [DO NOT ASK IF 'CANNOT SEE VIDEO' IN Q.6A AND 'HAVE NOT SEEN VIDEO' OR 'DON'T KNOW' IN Q.6A/B] 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, Dec 2017 Video A n=395, Dec 2017 Video B n=388) *(n=41), Caution: Small sample size. Note: Dec 2014 ads were print, Dec 2015 ads were television, Dec 2016 and Dec 2017 ads were video.

For each ad, residents aged 55+ are more likely than their younger counterparts to agree the ads make them more concerned about crosswalk safety

Awareness of Crosswalk Safety Action Day Print Ads

One-third of residents report having seen the Municipality's print ads on crosswalk safety.

Similar to the video campaign, residents were asked whether they have previously seen the Municipality's print ads related to crosswalk safety. One-third of residents report having been previously aware of the print ads, while six in ten were unaware. (Table 15)

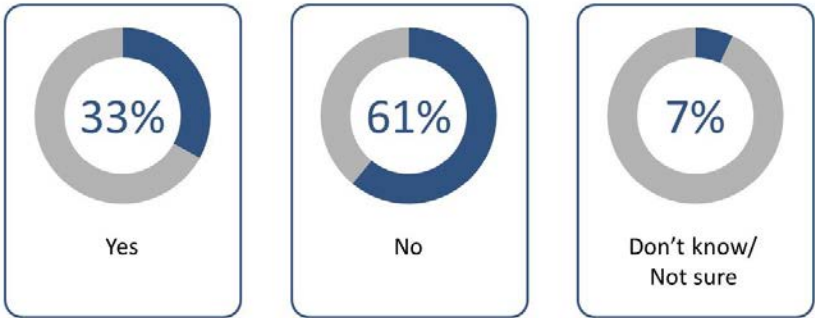
Seen Any of These Print Ads?

Post Campaign



Consistent with past results, awareness declines notably with age (18-34: 57%, 35-54: 34%, 55+: 25%)

Moreover, those more aware of the ads include residents with higher education levels, as well as those aware of the video ad and Crosswalk Action Day



Across regions, recall of print ads is lowest among those in Bedford/Sackville

Q.15: Prior to today, have you seen any of the following print ads? (n=402)

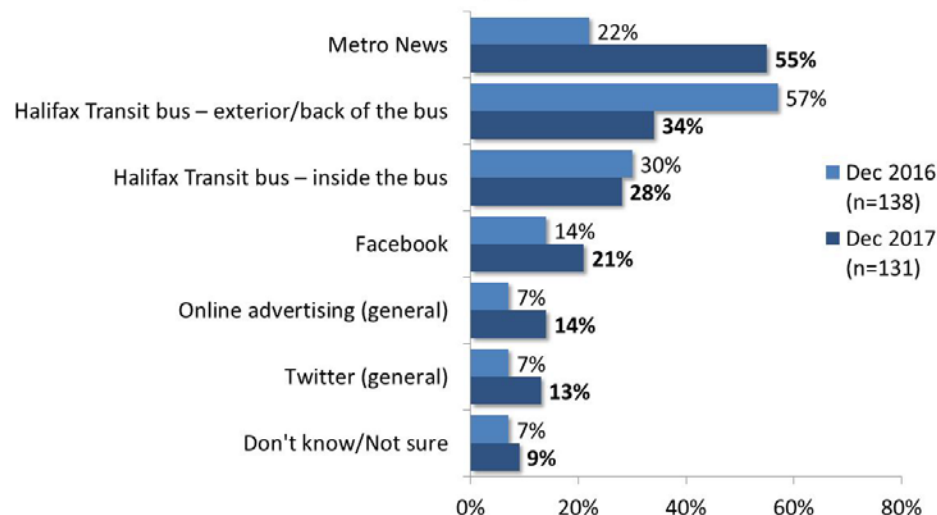
Medium for Print Ads

Metro News generated the greatest awareness of the crosswalk safety print ads.

Among those who did see the print ads (n=131), when asked, unaided, where they saw the ad, more than one-half reportedly saw the campaign in ***Metro News***. Alternatively, one-third of viewers saw the ads on the ***exterior of a Halifax Transit bus***, while slightly fewer saw them on the ***inside of a Halifax Transit bus***, followed by Facebook. Other sources of awareness include general online advertising and Twitter, with each being mentioned by more than one in ten viewers. 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 Campaigns

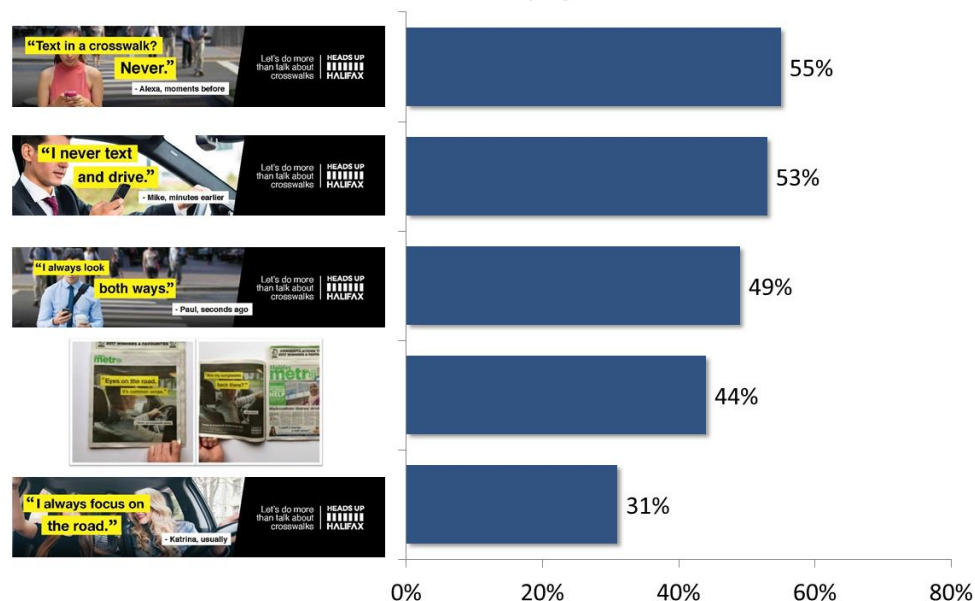


Q.17: [AMONG THOSE WHO SAW THE PRINT ADS, 'YES' IN Q.15] As best you can recall, where did you see this print campaign?

Those aware of the print ad campaign in general were asked which of the ads they had seen. The two ads specifically related to *texting* are most known to residents, with each ad being seen by more than one-half of viewers. Slightly fewer recognized the wider ad about *'always looking both ways'* and the narrower *'eyes on the road'* ad, while fewer than one-third of viewers saw the wider ad about *'always focusing on the road'*. Again, results cannot be compared across the population due to small sample sizes. (Table 16a-e)

Which Ads Were Seen?

Among Those Who Saw the Print Ads
Post Campaign

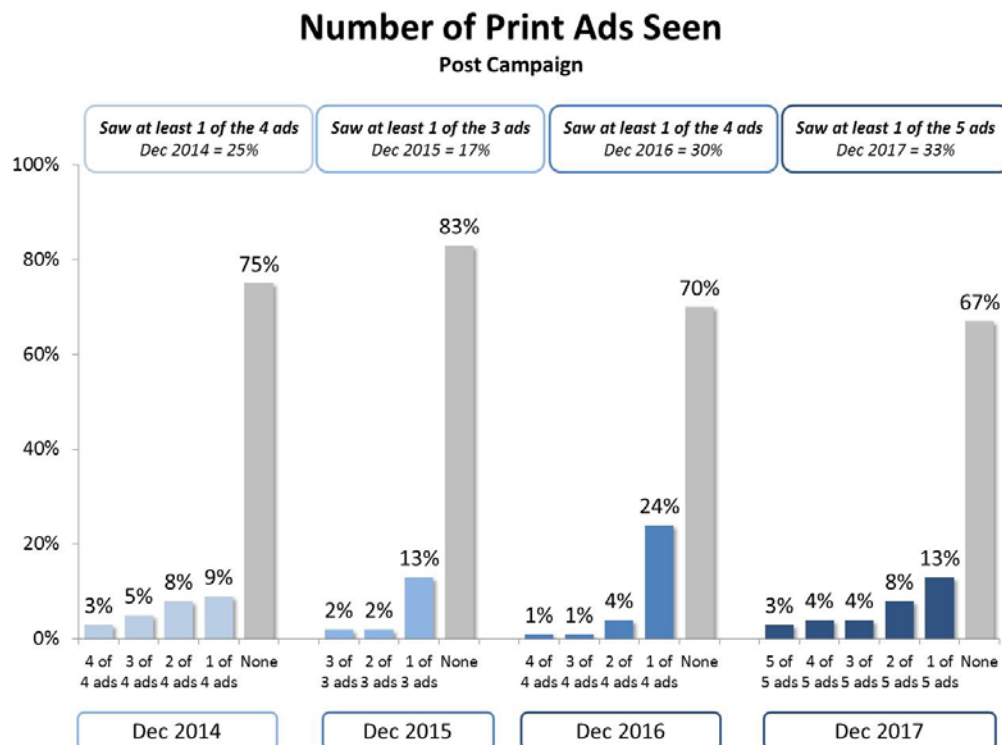


Q.16a-e: [AMONG THOSE WHO SAW THE PRINT ADS, 'YES' IN Q.15] Which ones have you seen? (n=131)

Number of Print Ads Seen

While awareness of any of the print ads has remained stable over the past year, a slightly higher portion of residents report seeing more than one ad.

To assess overall penetration of the print ads, the number of ads residents report seeing was assessed. Overall, results continue to show moderately low awareness of the print ads, with two-thirds of residents reporting that they did not recognize any of the ads. Alternatively, two in ten residents reported seeing multiple print ads (i.e., 2+ ads), while an additional 13 percent reported seeing only one of the five ads. Despite these low levels of awareness this year, it warrants mention that awareness remains notably higher than what was observed compared two years ago. (Table 16a-d)

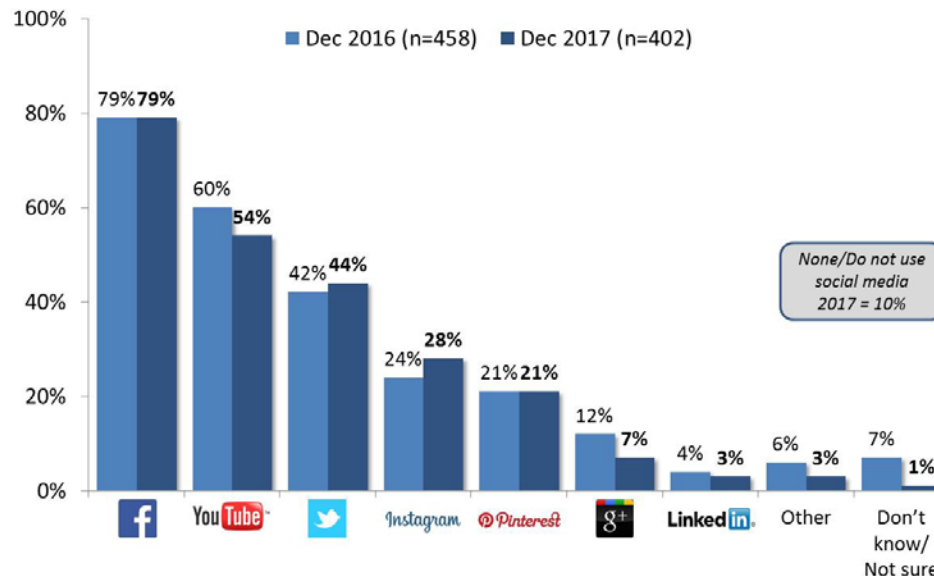


Social Media Networks Used

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

Residents were once again asked to indicate which social media networks, if any, they use. Consistent with last year, the vast majority use **Facebook**, while a smaller majority use **YouTube**. Just under one-half of residents report using **Twitter**, while fewer **Instagram** and **Pinterest**. Fewer than one in ten residents report using other social media networks, including **Google+** and **LinkedIn**. (Table 18)

Social Media Networks Used
Total Aided Mentions



Perhaps not surprisingly, and consistent with past results, use of the various social networks declines with age

Aside from age, use of Facebook is generally comparable across audience segments

Key gender differences are noted with regards to two social media platforms, with males more likely to use YouTube (61% vs. 47%) and females more likely to use Pinterest (31% vs. 11%)

Q.18: Which, if any, of the following social media networks do you use?

Social Media Usage

Facebook is most often used among social networkers, with the bulk of users visiting the site daily.

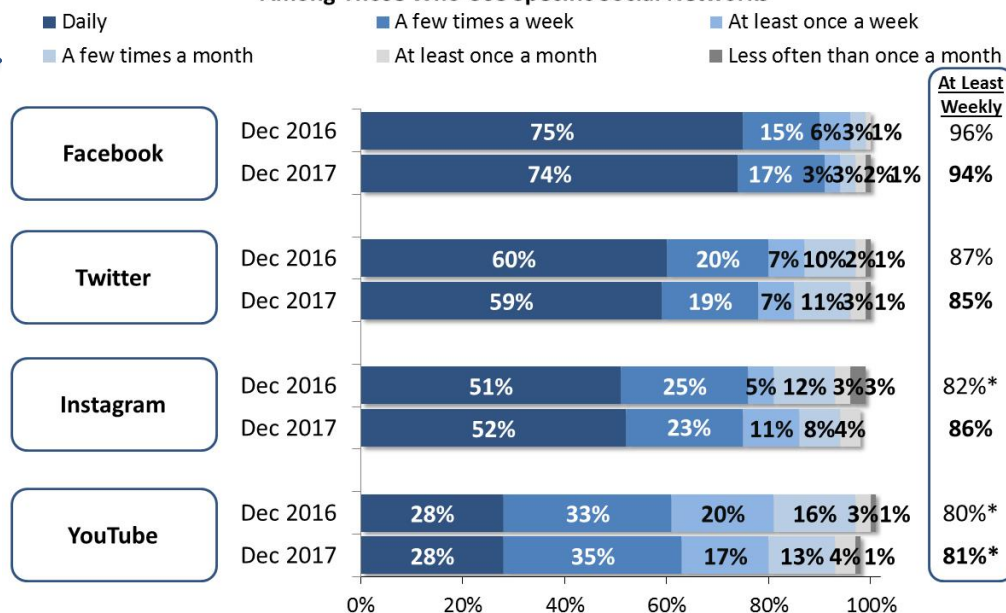
Those who indicated that they use Facebook, Twitter, Instagram, or YouTube were asked how often they use each network. Consistent with last year's results, Facebook users are most active, with a large majority reporting use on a daily basis. Meanwhile, the majority of Twitter users also report daily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

Among Facebook users, males, those 55+, those with higher levels of education and retirees are *less* likely to be daily users

Males are more likely than females to be daily Twitter users (68% vs. 49%)

Frequency of Using Social Networks

Among Those Who Use Specific Social Networks



Use of YouTube is greater among those below the age of 55 and those unemployed/students

Q.19a-d: [AMONG THOSE WHO USED SPECIFIC SOCIAL NETWORKS IN Q.18] How often do you use the following...?
(Dec 2016 n=110-363, Dec 2017 n=112-316) *Due to rounding.

#headsupalifax Hashtag

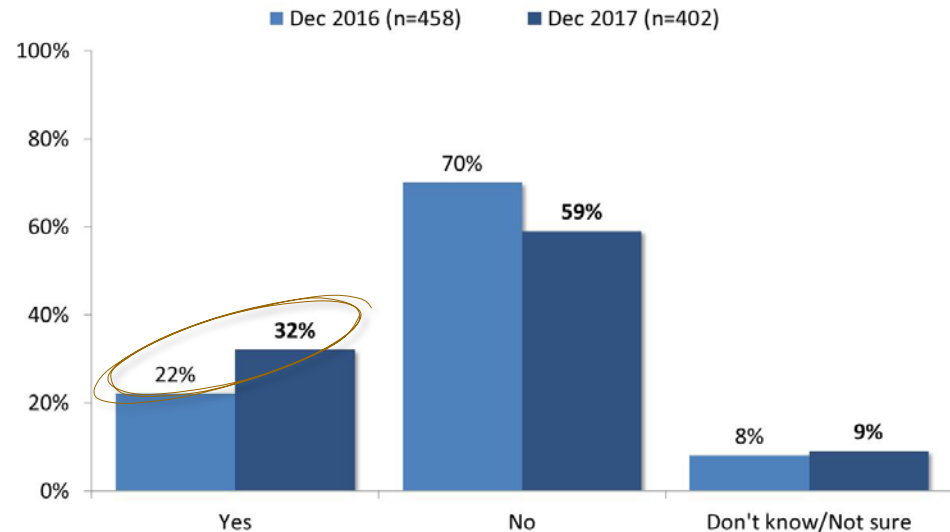
Awareness of the #headsupalifax social media initiative has increased over the past year.

When asked whether they had seen or heard about the #headsupalifax social media campaign, one-third of residents (32%; up 10 points) reported prior awareness of the initiative, while six in ten reported a lack of awareness. (Table 20)

Awareness of #headsupalifax is higher among those employed, residents of central Halifax, those under the age of 55, and those more aware of the other campaign platforms

Seen or Heard #headsupalifax Social Media Campaign

Post Campaigns

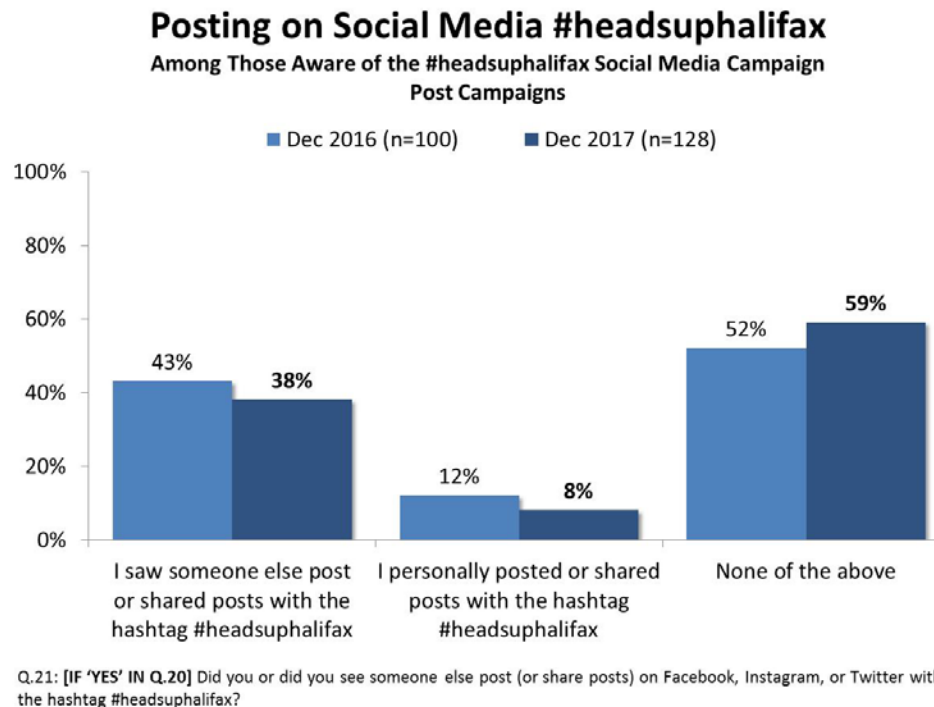


Q.20: Prior to today, had you seen or heard of the #headsupalifax social media campaign?

#headsupalifax Hashtag (cont.)

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

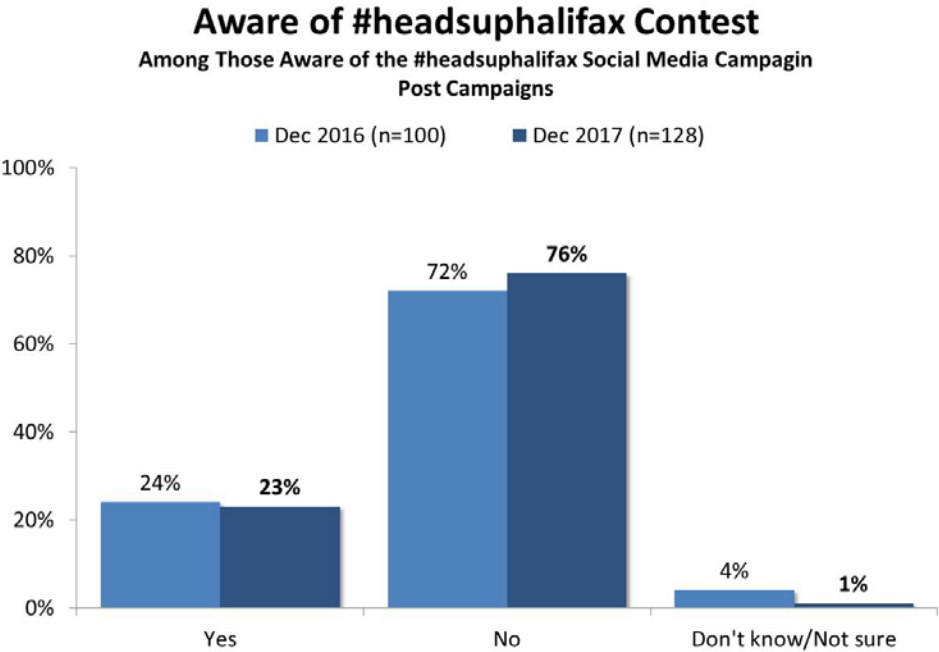
Those aware of the #headsupalifax social media campaign were asked if they had personally posted or saw someone else post or share posts on Facebook, Instagram, or Twitter with the #headsupalifax hashtag. Nearly four in ten reportedly saw someone else post or share posts with the hashtag, while fewer than one in ten personally posted or shared posts with the hashtag. Conversely, six in ten aware of the social media campaign reported that they neither saw someone else's post online, nor personally made posted online with the hashtag. (Table 21)



Awareness of #headsupalifax Contest

Consistent with last year, most residents were unaware of the #headsupalifax contest.

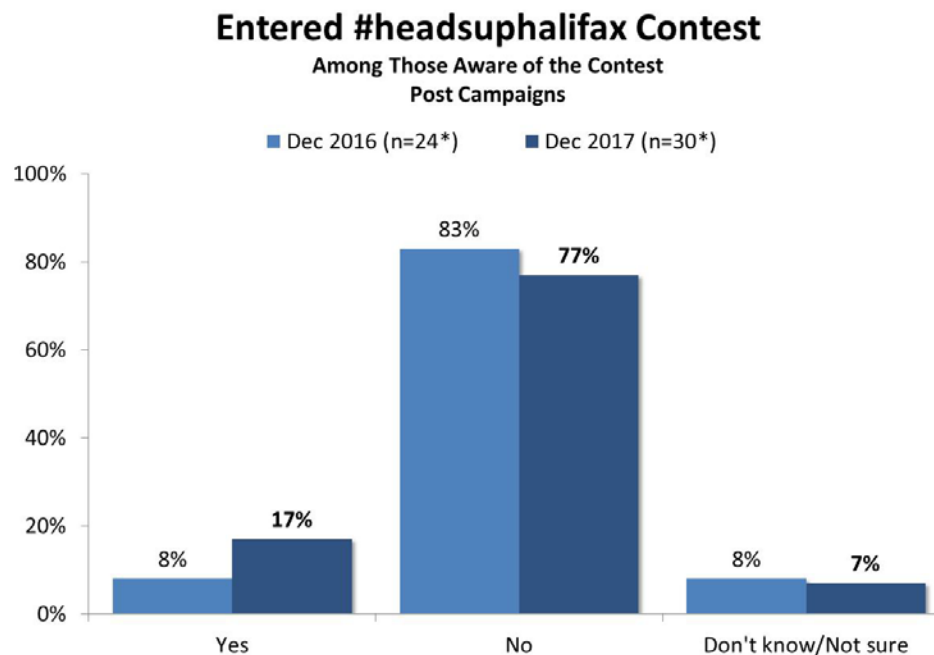
Those aware of the #headsupalifax social media campaign in general were also asked if they had heard of the #headsupalifax contest. For the most part, awareness of the contest remains low, with a majority of those aware of the broader initiative stating that they did not know about the contest. (Table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



Q.22: [IF 'YES' IN Q.20] Were you aware of the #headsupalifax contest prior to today?

Awareness of #headsupalifax Contest (cont.)

Those aware of the #headsupalifax contest were also asked if they had entered of the contest. Of the few aware of the contest, only five residents reported having actually entered. (Table 23)



Q.23: [IF 'YES' IN Q.22] Did you enter the #headsupalifax contest? **Caution: Small sample size.*

Perceptions of #headsupalifax Campaign

Overall, the Campaign is well-received among residents aware of the #headsupalifax social media initiative.

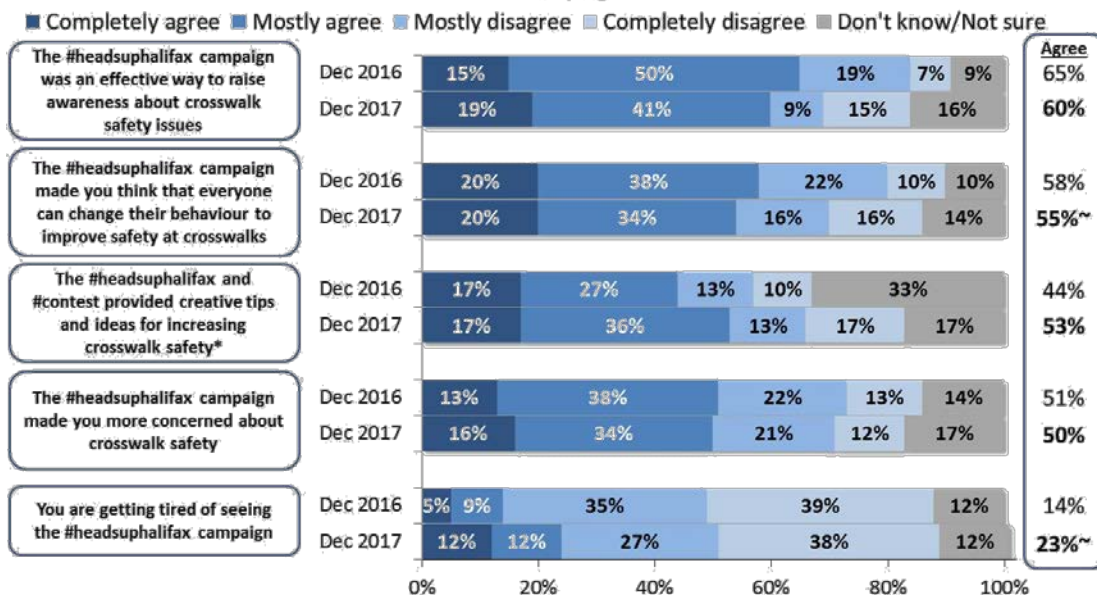
Those aware of the #headsupalifax social media campaign were asked to indicate their level of agreement with several statements about the initiative. Generally speaking, results suggest that the initiative continues to be well received among those aware. Indeed, six in ten residents agree that **the campaign effectively raised awareness about crosswalk safety issues**. Slightly fewer agree that **the campaign made them think that everyone can change their behaviour to improve safety at crosswalks**, while a similar portion believe that the campaign **provided creative tips and ideas about crosswalk safety**. One-half felt the campaign **made them more concerned about crosswalk safety**.

Finally, it is also positive to note that a strong majority of residents disagree that they **were getting tired of seeing the hashtag**. That said, the portion of residents that agree to this statement has increased over the past year; however, this increase is not statistically significant. (Table 24a-e)



Opinion of Statements About #headsupalifax Campaign

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



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?
(Dec 2016 n=48**~100, Dec 2017 n=53-128) *Among those who posted or shared, or saw someone else post or share #headsupalifax.
** Caution: Small sample size. ~Due to rounding.

Awareness of Halifax’s Safety Campaigns in 2017

One-half of residents were aware of at least one of the 12 ads/activities associated with Heads Up Halifax. Few recognized most ads/activities, with no one being fully aware of all aspects of the Campaign.

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 12 ads/activities from the ‘Heads Up Halifax’ campaign, including both **video ads**, the five **print ads**, exposure to various media overage/promotion/engagement activities and the **#headsupalifax hashtag** and **contest**.

Findings reveal that one-half of residents were aware of **at least one of the 12** ads/activities associated with the campaign. That said, it warrants mention that few residents reported awareness/exposure to most ads/activities. Residents were most likely to be aware of **one** ad/activity, while one in ten were aware of **two**. Approximately one-quarter of residents reported being aware of **three or more** ads/activities.

On the other hand, one-half were **unaware of any** of the ads. (Tables 6A, 6B, 14, 16, 20, and 22)

Number of Videos/Activities/Print Ads/ Campaigns/ Contests Aware of

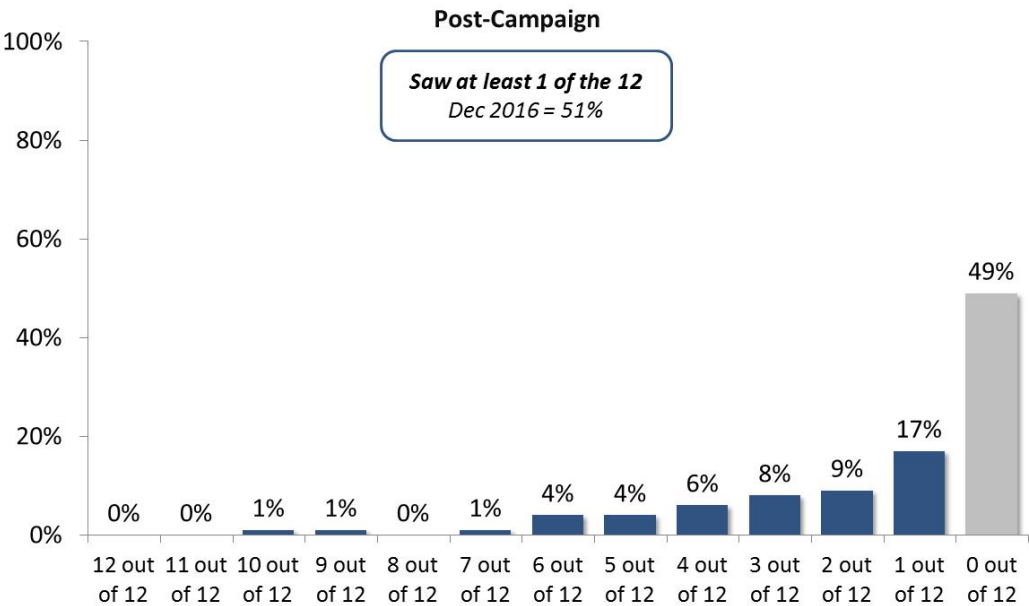


TABLE 6A/6B/14/16/20/22: COUNT SUMMARY Number of videos/activities/print ads/campaigns/contests aware of (n=402)

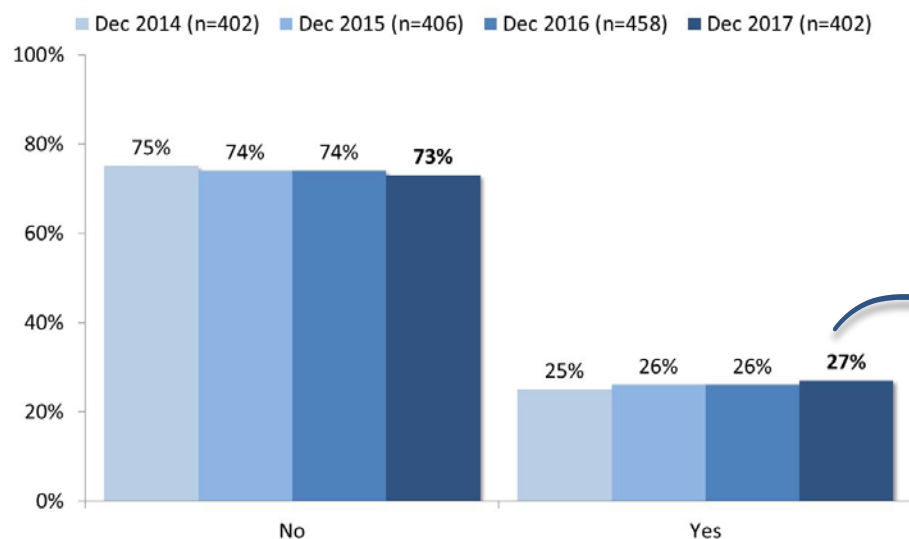
Aided Awareness of Crosswalk Safety Action Day

Awareness of Crosswalk Safety Action Day in Halifax remains modest, year-over-year. Of those familiar, more than one-half have seen media coverage regarding the event, while fewer saw someone promoting the event at a crosswalk.

Among those surveyed, only one-quarter (27%; up 1 point) indicated awareness of Crosswalk Safety Awareness Day prior to completing the survey. Of those aware (n=107), more than one-half (55%) saw media coverage of the event, while nearly one-quarter reported seeing someone promote the event at a crosswalk. Further, one in ten residents aware of Crosswalk Safety Awareness Day stated they engaged with a volunteer on crosswalk safety and/or got one of the Heads Up Halifax toques. (Tables 13 & 14a-c)

Aware of Crosswalk Safety Action Day in Halifax?

Post Campaigns

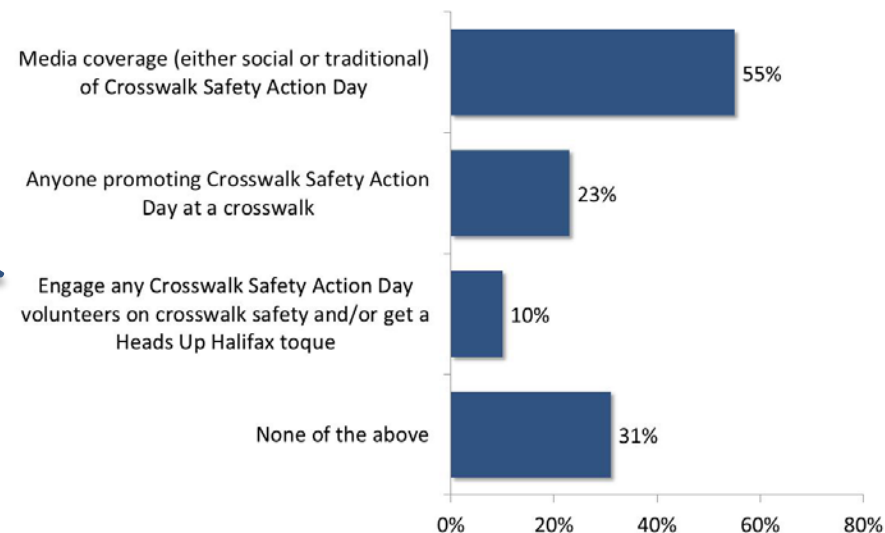


Q.13: Prior to today, were you aware of Crosswalk Safety Action Day in Halifax?

Note: Change of survey wording from awareness to action in Dec 2017.

What Did You Personally See/Do?

Among Those Aware of Crosswalk Safety Action Day
Post Campaign



Q.14a-c: [AMONG THOSE AWARE OF CROSSWALK SAFETY ACTION DAY, 'YES' IN Q.13] Did you personally see...? (n=107)

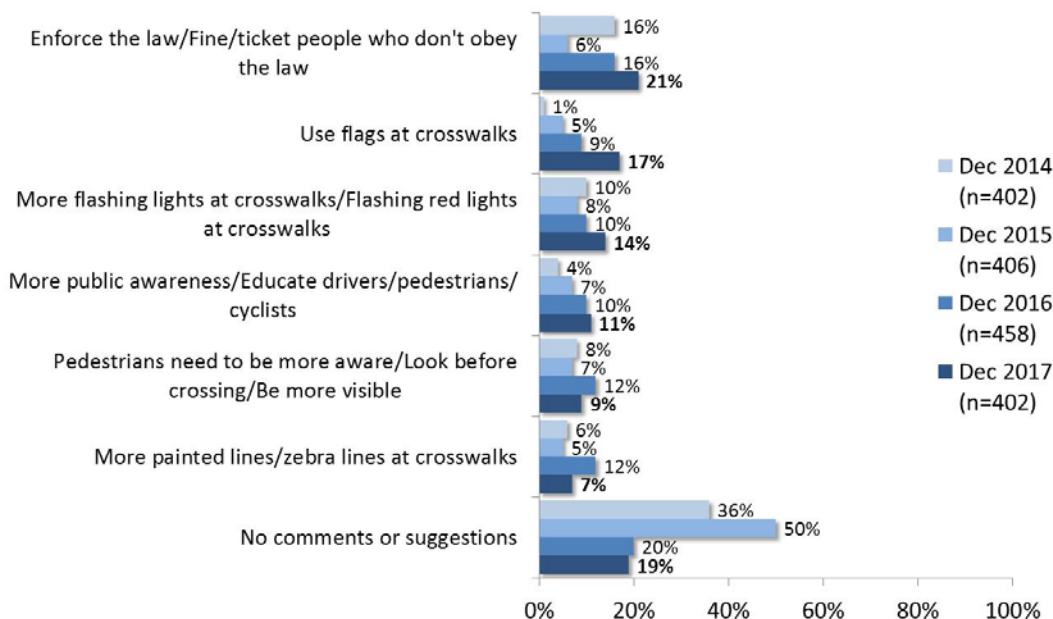
Suggestions to Improve Crosswalk Safety

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. The most common suggestions for improvements include *enforcement, and use of flags at crosswalks*, which increased significantly over the past year. Slightly fewer suggest *more flashing lights at crosswalks*, and *increased public awareness/education*, while fewer than one in ten offer any specific alternative suggestion including the need for *pedestrians to be more aware/visible*, and *more painted lines at crosswalks*. (Table 25)

How to Improve Crosswalk Safety in Halifax

Key Mentions From Total Unaided Mentions
Post Campaigns



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 #headsupalifax campaign. *Note: Slight change of survey wording from 2015.*

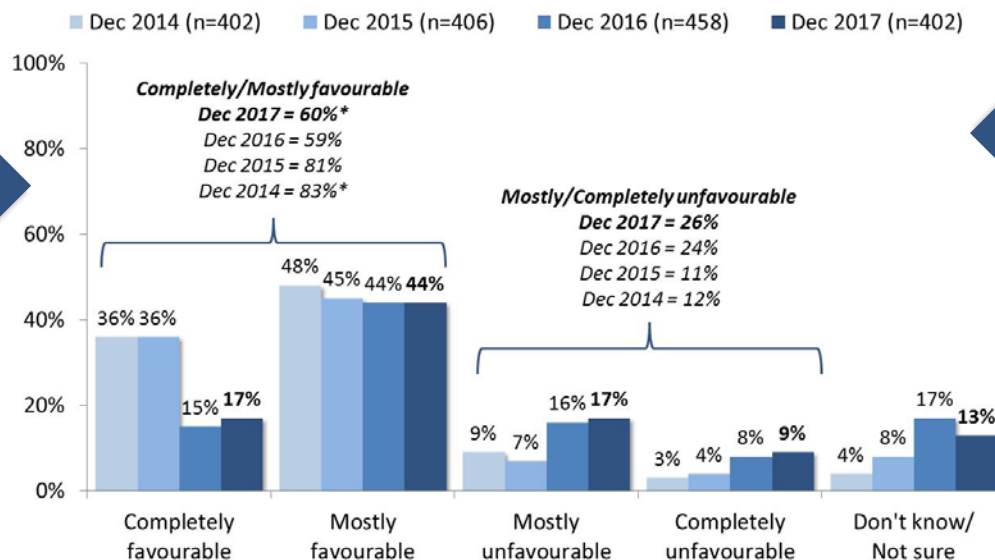
Opinion of Crosswalk Safety Campaign

Following a notable decline in 2016, opinion of the crosswalk safety campaign overall has remained stable 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 more than one in ten residents are uncertain as to how they feel about the campaign. While these findings are generally consistent with 2016 results, opinions remain notably lower than what was reported two years earlier, and may relate to changing levels of awareness. (Table 26)

Overall Opinion of Advertising Campaign About Crosswalk Safety

Post Campaigns



Employed residents, those with prior exposure to the campaign, and those aware of Crosswalk Action Day are more likely than their respective counterparts to hold favourable opinions

Conversely, males are less likely than females to offer a favourable opinion of the campaign (55% vs. 66%)

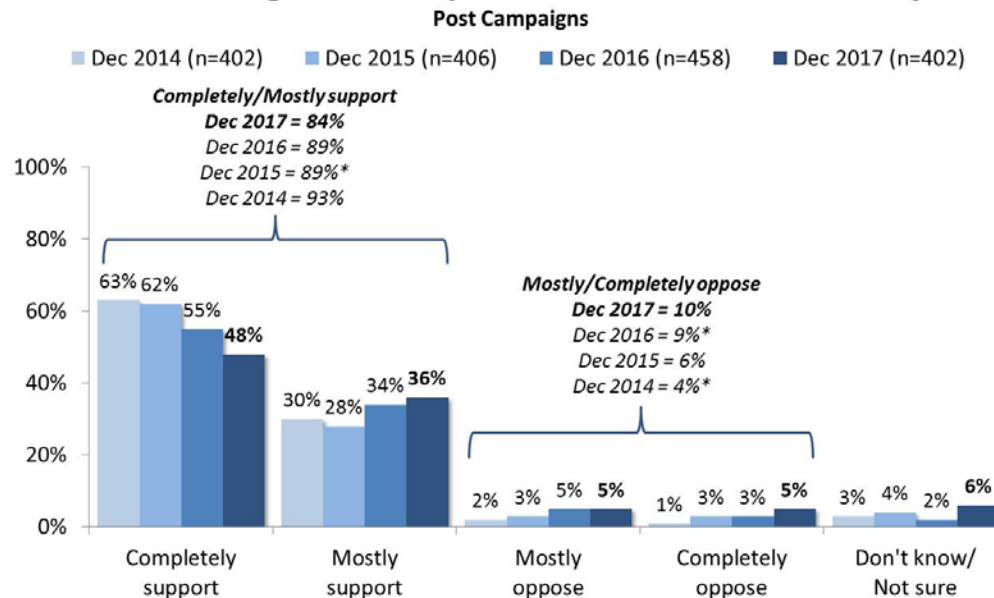
Q.26: All things considered, what is your overall opinion of the advertising campaign about crosswalk safety? *Due to rounding.
Note: Dec 2014 ads were print, Dec 2015 ads were television, Dec 2016 and Dec 2017 ads were video and social media.

Support of Municipality's Sponsorship of Campaign

The vast majority of residents continue to support the Municipality's sponsorship of the crosswalk safety campaign; however, the degree to which residents are supportive has declined marginally year over year.

With respect to the Municipality's sponsorship of the campaign about crosswalk safety, while the vast majority of residents overall support Halifax's sponsorship of the campaign, the portion of residents who offer such support has decreased marginally over the past year. Further, the degree of support has declined somewhat for the second consecutive year, with just under one-half of residents now saying they *completely* support the campaign, while just over one-third of residents are *mostly supportive*. On the contrary, opposition is largely unchanged compared with historical results. (Table 28)

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



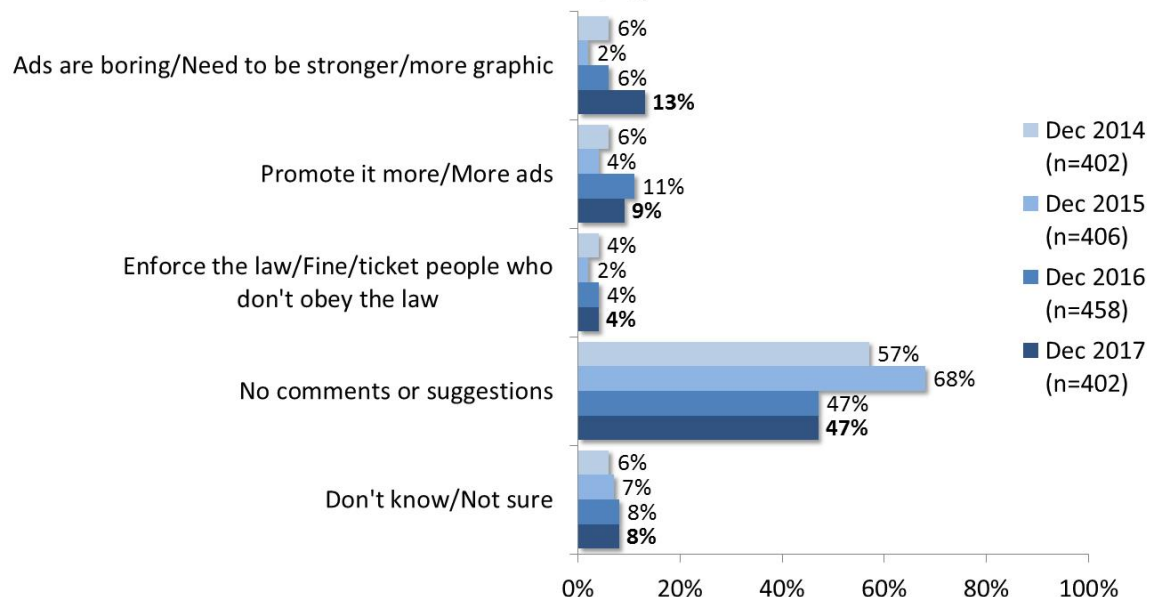
Q.28: All things considered, do you support or oppose Halifax Regional Municipality's sponsoring advertising about the importance of crosswalk safety? *Due to rounding.

Comments and Suggestions Regarding the Campaign

At the end of the survey 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 *increasing the strength and graphic appeal of the ads*, and *increasing promotion*. Very few provided more *tactical suggestions* related to *law enforcement*. (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 and Dec 2017 ads were video and social media.