STREET SMART AD TRACKING FINAL REPORT

Prepared by Woelfel Research, Inc.
with Shery Matthews Group

January 2025

Table of Contents

	Page
Objective	3
Methodology	4
Advertisements	5
Significance Testing	14
Executive Summary	15
Detailed Findings	20
Street Smart Advertising Awareness	21
General Program Awareness	38
Behaviors	47
Attitudes	62
Demographics	81

Objective

Study Objective

- The Street Smart advertising campaign was designed to increase awareness of public safety issues surrounding drivers, pedestrians, and bicyclists.

- The objectives of this study are to measure awareness of the advertising campaign along with general attitudes and behaviors towards safety.

- Four new print advertisements were deployed prior to data collection for this wave. These advertisements replaced the previous eight print and YouTube advertisements.

Methodology

- The research employed a pre-post approach and was carried out by means of Internet interviews. The pre-wave interviews were conducted October 22 to October 28, 2024. The post-wave interviews were conducted December 10, 2024 – January 17, 2025.

- In the pre- wave, a total of 302 interviews were completed while 300 interviews were collected in the post-wave. The sample was designed to obtain samples of "Drivers" and "Pedestrians." These groups were defined as follows:
  - DRIVERS: To get where I'm going, I drive. While I may occasionally walk, ride a bicycle or take public transportation, I primarily drive a vehicle for work; errands, etc.;
  - PEDESTRIANS: To get where I'm going, I primarily walk, take public transportation or ride a bicycle.
- The sample was also constructed to get approximately 50% men and 50% women and to obtain a fairly representative distribution of respondents from the three geographic regions sampled, Maryland Suburbs, Northern Virginia, and the District of Columbia. Ending sample sizes for these groups were as follows:

Cell Entry is Number of Cases	Pre-Wave	Post Wave
Male	150	146
Female	150	150
Non-Binary	2	4
Driver	189	213
Pedestrian	113	87
Maryland Suburbs	115	114
Northern Virginia	111	110
District of Columbia	76	76

Advertisements

- The post-wave advertising campaign utilized 4 print ads. These ads are shown on the next three slides.

Post Wave Ad

Stop for pedestrians.
SLOW DOWN LIFE AHEAD
STREET SMART
BeStreetSmart.net
A program of Metro, the District of Columbia, Maryland, and Virginia.

Post Wave Ad (continued)

Post Wave Ad (continued)

Post Wave Ad (continued)

Significance Testing

- For this report, significance testing was conducted to measure changes between the pre-wave and the post wave.
- Pedestrians, Drivers, and each region are designated with a letter. If that letter appears in a cell, it means that the score in the cell is significantly higher than the corresponding score for the specific segment designated by the letter.
- All significance testing was conducted at the 95% confidence level.

EXECUTIVE SUMMARY

Advertising Awareness:

Recall of Street Smart advertising was 31% in the post wave, significantly higher than the 21% observed in the pre-wave.

The respondents who recalled Street Smart ads played back some of the campaign elements such as “Pedestrian Safety’ “Driver Safety,” and Bicycle Safety.”

General Awareness:

General awareness for the Street Smart program was 43% in the post wave, significantly higher than the 31% recorded in the pre-wave.

When asked what the Street Smart program is about, the main element was “Pedestrian Safety” (29% in the post wave).

Executive Summary (Continued)

Behaviors:

The respondents were presented with a list of behaviors surrounding driving behavior (failure to stop for a pedestrian, speeding in a 30 MPH zone) and pedestrian behavior (jaywalking, crossing against a walk signal). The percent of respondents reporting "never" having performed these behaviors did not change significantly between waves.

In the post wave, the respondents identified "drivers texting/checking phone while driving" (86%), "aggressive drivers" (83%), "drivers talking on cell phones" (83%), and "drivers exceeding the speed limit" (81%) as the most serious problems in their area.

In the post wave, 51% of the respondents said the behavior problems are occurring more often, 38% said they are staying the same, and 12% said they are occurring less often.

Executive Summary (Continued)

Attitudes:

There was little change in the perceived safety of streets and highways for Drivers, Pedestrians, and Bicyclists.

33% of the respondents in the post wave said they had heard of police efforts to enforce pedestrian traffic laws in the past 90 days, significantly higher than in the pre wave (23%).

Between 41% and 54% of the respondents in the post wave do not perceive the authorities to be very strict in enforcing laws for pedestrians (52% “not very strict” or “not strict at all”), drivers (41%), or bicyclists (54%). These figures are slightly lower than in the pre wave.

DETAILED FINDINGS

STREET SMART ADVERTISING AWARENESS

Street Smart Advertising Recall

- Thirty-one percent of the respondents in the post wave said they recalled seeing advertising for Street Smart. This was significantly higher than the 21% reported in the pre-wave.
- Drivers in the post wave reported significantly higher awareness (34%) than Drivers in the pre-wave (24%).
- There were no significant differences in Street Smart advertising recall among pedestrians.

Base: Total Respondents	Total Pre-Wave N=302 % (A)	Total Post Wave N=300 % (B)	Driver Pre-Wave N=189 % (C)	Driver Post Wave N=213 % (D)	Pedestrian Pre-Wave N=113 % (E)	Pedestrian Post Wave N=87 % (F)
Yes	21	31 [A]	24	34 [C]	16	24
No	56 [B]	45	54 [D]	44	58	47
Not sure	23	24	22	22	26	29

Q.19A) Do you recall seeing any advertising for the Street Smart pedestrian or bicycle safety campaign in the past few months?

Street Smart Advertising Recall

- The percent of respondents who said they recalled seeing advertising for Street Smart was higher in all three jurisdictions compared with the pre-wave.
- The differences in Virginia were statistically significant.

Base: Total Respondents	MD Pre-Wave N=115 % (A)	MD Post Wave N=114 % (B)	VA Pre-Wave N=111 % (C)	VA Post Wave N=110 % (D)	DC Pre-Wave N=76 % (E)	DC Post Wave N=76 % (F)
Yes	26	34	15	27 C	22	33
No	48	44	62 D	45	58	45
Not Sure	26	22	23	27	20	22

Q.19A) Do you recall seeing any advertising for the Street Smart pedestrian or bicycle safety campaign in the past few months?

Elements Recalled from Advertising

- The respondents mostly recalled a safety element from the ads including “pedestrian safety,” “bicyclist safety,” “driver safety,” and “safety.” There was one statistically significant difference. Among Pedestrians, recall of “safety” was significantly higher in the post wave (15%) than the pre-wave (2%).

Base: Saw/May have seen ad RESPONSES WITH 5% OR HIGHER MENTION IN PRE OR POST WAVE INCLUDED IN TABLE	Total Pre-Wave N=134 % (A)	Total Post Wave N=166 % (B)	Driver Pre-Wave N=87 % (C)	Driver Post Wave N=120 % (D)	Pedestrian Pre-Wave N=47 % (E)	Pedestrian Post Wave N=46 % (F)
Pedestrian safety	24	19	22	21	28	15
Bicyclist safety	13	11	11	10	15	15
Safety	10	18	15	19	2	15 E
Driver safety	9	14	8	15	11	13
Be aware of surroundings/Pay attention	9	10	9	9	9	13
Reduce speed/Speeding shatters lives	5	2	3	3	9	0
Obey traffic rules	4	5	2	7	6	2
Dk/Refused/Misc.	48	37	45	35	53	43

Q.19C) Please briefly describe what you recall the advertising says.

Elements Recalled from Advertising

- In each jurisdiction, the respondents recalled some aspect of safety.

Base: Saw/May have seen ad RESPONSES WITH 5% OR HIGHER MENTION IN PRE OR POST WAVE INCLUDED IN TABLE	MD Pre-Wave N=60 % (A)	MD Post Wave N=64 % (B)	VA Pre-Wave N=42 % (C)	VA Post Wave N=60 % (D)	DC Pre-Wave N=32 % (E)	DC Post Wave N=42 % (F)
Pedestrian safety	27	20	24	17	19	21
Bicyclist safety	18	9	7	12	9	14
Safety	13	20	12	15	3	19 E
Driver safety	12	17	7	13	6	12
Be aware of surroundings/Pay attention	7	16	12	10	9	2
Reduce speed/Speeding shatters lives	5	2	5	2	6	5
Obey traffic rules	5	6	5	8	0	0
Dk/Refused/Misc.	42	30	43	48	66 F	33

Q.19C) Please briefly describe what you recall the advertising says.

Aided Street Smart Advertisements Recalled/Post Wave Only

- The respondents were shown each of the four advertisements and asked if they recalled seeing the ad in the past month. Note that these ads were only asked in the post wave.
- Half the respondents in the post wave (50%) recalled seeing at least one of the four print advertisements. More than half the Drivers (54%) and 41% of Pedestrians recalled seeing at least one of the ads.

Base: Total Respondents	Total Post Wave N=300 % (A)	Driver Post Wave N=213 % (D)	Pedestrian Post Wave N=87 % (E)
NET (Saw at least one ad)	50	54	41
Ad1: Stop for pedestrians (wedding)	27	31	18
Ad2: Look for cyclists before turning	34	38	24
Ad3: Stop for pedestrians (moving couch)	31	33	28
Ad4: You're safest in the crosswalk	32	36	24

Q.19D) Have you seen this ad in the past month?

Aided Street Smart Advertisements Recalled/Post Wave Only

- When looking at aided advertising recall by jurisdiction, approximately half the respondents in each jurisdiction recalled seeing at least one of the ads.

Base: Total Respondents	MD Post Wave N=114 % (B)	VA Post Wave N=110 % (C)	DC Post Wave N=76 % (F)
NET (Saw at least one ad)	49	49	54
Ad1: Stop for pedestrians (wedding)	30	24	29
Ad2: Look for cyclists before turning	28	35	41
Ad3: Stop for pedestrians (moving couch)	31	29	36
Ad4: You're safest in the crosswalk	27	34	38

Q.19D) Have you seen this ad in the past month?

Sources of Street Smart Advertising Recall: Wedding (Ad 1)

- In the post wave, for the sample as a whole and both Drivers and Pedestrians, the main source of the "Wedding" Street Smart advertisement was "online."
- The next two mentioned sources were "outdoor poster/billboard" and "bus."

Base: Saw/May have seen ad	Total Post Wave N=82 % (A)	Driver Post Wave N=66 % (D)	Pedestrian Post Wave N=16 % (E)
Bus	30	30	31
Outdoor Poster/Billboard	33	33	31
Transit Shelter	22	23	19
Online	56	59	44
Don't know	4	5	0

Caution: Some small base sizes

Q.19E) Do you remember where you saw the ad?

Sources of Street Smart Advertising Recall: Wedding (Ad 1)

- In the post wave, the main source of the "Wedding" Street Smart advertisement was "online" in all three jurisdictions.

Base: Saw/May have seen ad	MD Post Wave N=34 % (B)	VA Post Wave N=26 % (C)	DC Post Wave N=22 % (F)
Bus	18	35	45
Outdoor Poster/Billboard	35	23	41
Transit Shelter	9	31	32
Online	50	62	59
Don't know	9	0	0

Caution: Some small base sizes

Q.19E) Do you remember where you saw the ad?

Sources of Street Smart Advertising Recall: Look For Cyclists (Ad 2)

- In the post wave, for the sample as a whole and both Drivers and Pedestrians, the main sources of the "Look For Cyclists" Street Smart advertisement were "online" and "bus."

Base: Saw/May have seen ad	Total Post Wave N=102 % (A)	Driver Post Wave N=81 % (D)	Pedestrian Post Wave N=21 % (E)
Bus	37	37	38
Outdoor Poster/Billboard	28	30	24
Transit Shelter	18	16	24
Online	40	42	33
Don't know	6	6	5

Caution: Some small base sizes

Q.19E) Do you remember where you saw the ad?

Sources of Street Smart Advertising Recall: Look For Cyclists (Ad 2)

- In the post wave, the main source of the "Look For Cyclists" Street Smart advertisement was online in all three jurisdictions followed by "bus."

Base: Saw/May have seen ad	MD Post Wave N=32 % (B)	VA Post Wave N=39 % (C)	DC Post Wave N=31 % (F)
Bus	38	33	42
Outdoor Poster/Billboard	28	31	26
Transit Shelter	13	18	23
Online	38	38	45
Don't know	6	8	3

Caution: Some small base sizes

Q.19E) Do you remember where you saw the ad?

Sources of Street Smart Advertising Recall: Moving Couch (Ad 3)

- In the post wave, for the sample as a whole and for Drivers, the main source of the "Moving Couch" Street Smart advertisement was "online."
- For Pedestrians the two top sources of awareness for the ad were "online" (33%) and "transit shelter" (33%).

Base: Saw/May have seen ad	Total Post Wave N=94 % (A)	Driver Post Wave N=70 % (D)	Pedestrian Post Wave N=24 % (E)
Bus	28	27	29
Outdoor Poster/Billboard	34	37	25
Transit Shelter	24	21	33
Online	43	46	33
Don't know	5	6	4

Caution: Some small base sizes

Q.19E) Do you remember where you saw the ad?

Sources of Street Smart Advertising Recall: Moving Couch (Ad 3)

- In the post wave, the main source of the "Moving Couch" Street Smart advertisement was online in both Maryland and Virginia. In DC, the two main sources were "bus" (37%) and "outdoor poster/billboard" (37%).

Base: Saw/May have seen ad	MD Post Wave N=35 % (B)	VA Post Wave N=32 % (C)	DC Post Wave N=27 % (F)
Bus	29	19	37
Outdoor Poster/Billboard	34	31	37
Transit Shelter	23	25	26
Online	51	41	33
Don't know	3	9	4

Caution: Some small base sizes

Q.19E) Do you remember where you saw the ad?

Sources of Street Smart Advertising Recall: In the Crosswalk (Ad 4)

- In the post wave, for the sample as a whole and for Drivers, the main source of the "In the Crosswalk Ad" Street Smart advertisement was "online."
- For Pedestrians the top source of awareness for the ad was "bus" (48%).

Base: Saw/May have seen ad	Total Post Wave N=97 % (A)	Driver Post Wave N=76 % (D)	Pedestrian Post Wave N=21 % (E)
Bus	37	34	48
Outdoor Poster/Billboard	34	34	33
Transit Shelter	25	24	29
Online	40	39	43
Don't know	6	8	0

Caution: Some small base sizes

Q.19E) Do you remember where you saw the ad?

Sources of Street Smart Advertising Recall: In the Crosswalk (Ad 4)

- In the post wave, the main source of the "In the Crosswalk" Street Smart advertisement was "online" (35%) in Maryland, outdoor poster/billboard (43%) in Virginia and "bus" (55%) in DC.

Base: Saw/May have seen ad	MD Post Wave N=31 % (B)	VA Post Wave N=37 % (C)	DC Post Wave N=29 % (F)
Bus	26	32	55
Outdoor Poster/Billboard	23	43	34
Transit Shelter	23	16	38
Online	35	41	45
Don't know	10	8	0

Caution: Some small base sizes

Q.19E) Do you remember where you saw the ad?

GENERAL PROGRAM AWARENESS

Program Awareness Overview

- More than four out of 10 respondents (43%) said they recalled seeing or hearing advertising or news stories for Street Smart in the post wave. This was significantly higher than the 31% observed in the pre-wave.
- Nearly 6 out of 10 (59%) recalled ads about "General Safety" in the post-wave. This was significantly higher than the 49% registered in pre-wave.
- Two-thirds of the respondents (67%) were aware of advertising for either StreetSmart or General Safety, significantly higher than the number recorded in the pre-wave (59%).

Base: Total Respondents	Total Pre-Wave N=302 % (A)	Total Post Wave N=300 % (B)	Driver Pre-Wave N=189 % (C)	Driver Post Wave N=213 % (D)	Pedestrian Pre-Wave N=113 % (E)	Pedestrian Post Wave N=87 % (F)
Q1) Aware "Street Smart"	31	43 A	35	45 C	25	39 E
Q3) General Safety	49	59 A	55	63	40	51
Total Awareness (Net Q1 & Q3)	59	67 A	63	67	51	66 E

Q.1) Have you seen or heard advertising or news stories about a program called "Street Smart"?
Q.3) In the past 90 days, have you seen or heard any advertising or news stories that talk about pedestrian, driver and cyclist safety?

Program Awareness Overview

- Awareness for all three measures were higher in the post wave in all three jurisdictions.
- Awareness of “Street Smart” was significantly higher in the post wave in Virginia.

Base: Total Respondents	MD Pre-Wave N=115 % (A)	MD Post Wave N=114 % (B)	VA Pre-Wave N=111 % (C)	VA Post Wave N=110 % (D)	DC Pre-Wave N=76 % (E)	DC Post Wave N=76 % (F)
Q1) Aware “Street Smart”	33	43	26	39 C	36	49
Q3) General Safety	53	61	53	64	38	51
Total Awareness (Net Q1 & Q3)	59	67	60	70	55	62

Q.1) Have you seen or heard advertising or news stories about a program called "Street Smart"?
Q.3) In the past 90 days, have you seen or heard any advertising or news stories that talk about pedestrian, driver and cyclist safety?

What Street Smart is About

- When asked what the Street Smart program is about, the most common response in both the pre-wave (28%) and post wave (29%) was “Pedestrian Safety.”
- “Pedestrian Safety” was also the most frequently mentioned response in both the pre-wave and post wave for Drivers and Pedestrians.

Base: Aware of Ads/News Stories RESPONSES WITH 5% OR HIGHER MENTION IN PRE OR POST WAVE INCLUDED IN TABLE	Total Pre-Wave N=94 % (A)	Total Post Wave N=129 % (B)	Driver Pre-Wave N=66 % (C)	Driver Post Wave N=95 % (D)	Pedestrian Pre-Wave N=28 % (E)	Pedestrian Post Wave N=100 % (F)
Pedestrian safety	28	29	24	27	36	35
Bicyclist safety	13	13	15	17	7	3
Safety	13	10	9	13	21 F	3
Driver safety	9	13	11	13	4	15
Be aware of surroundings/Pay attention	5	4	6	3	4	6
Street smart / Prevent crime and bad behaviors	0	8	0	9	0	3
Dk/Refused/Misc.	54	50	59	51	43	47

CAUTION: Some small sample sizes

Q.2) What is this program about?

What Street Smart is About

- The main element of the program recalled in MD, VA, and DC was “Pedestrian Safety.”

Base is Aware of StreetSmart RESPONSES WITH 5% OR HIGHER MENTION IN PRE OR POST WAVE INCLUDED IN TABLE	MD Pre-Wave N=38 % (A)	MD Post Wave N=49 % (B)	VA Pre-Wave N=29 % (C)	VA Post Wave N=43 % (D)	DC Pre-Wave N=27 % (E)	DC Post Wave N=37 % (F)
Pedestrian safety	26	33	31	14	26	43
Bicyclist safety	8	8	17	12	15	22
Safety	16	14	3	9	19	5
Driver safety	8	14	3	9	15	16
Be aware of surroundings/Pay attention	5	4	7	5	4	3
Street smart / Prevent crime and bad behaviors	0	4	0	2	0	19
Dk/Refused/Misc.	50	45	62	67	52	35

CAUTION: Some small sample sizes

Q.2) What is this program about?

Elements of Ads and/or News Stories Recalled

- The three main elements of the ads or news stories that the respondents recalled in the post wave included “pedestrian safety” (31%), “bicyclist safety” (21%), and “driver safety” (14%). Those were the three main elements mentioned in the pre-wave.

Base: Aware of Ads/News Stories RESPONSES WITH 5% OR HIGHER MENTION IN PRE OR POST WAVE INCLUDED IN TABLE	Total Pre-Wave N=149 % (A)	Total Post Wave N=178 % (B)	Driver Pre-Wave N=104 % (C)	Driver Post Wave N=134 % (D)	Pedestrian Pre-Wave N=45 % (E)	Pedestrian Post Wave N=44 % (F)
Pedestrian safety	31	31	28	34	38	25
Bicyclist safety	27	21	26	21	29	23
Driver safety	15	14	14	15	16	11
Be aware of surroundings/Pay attention	11	7	10	6	16	9
Safety	8	9	10	10	4	7
Obey traffic rules	6	4	7	3	4	7
Dk/Refused/Misc.	25	29	26	31	22	25

4. Please describe the ads or new stories in as much detail as you can.

Elements of Ads and/or News Stories Recalled

- This slide shows elements of the ads/news stories recalled by jurisdiction.

Base: Aware of Ads/News Stories RESPONSES WITH 5% OR HIGHER MENTION IN PRE OR POST WAVE INCLUDED IN TABLE	MD Pre-Wave N=61 % (A)	MD Post Wave N=69 % (B)	VA Pre-Wave N=59 % (C)	VA Post Wave N=70 % (D)	DC Pre-Wave N=29 % (E)	DC Post Wave N=39 % (F)
Pedestrian safety	33	32	36	29	17	36
Bicyclist safety	28	16	22	20	34	33
Driver safety	20	14	12	16	10	10
Be aware of surroundings/Pay attention	11	7	10	6	14	8
Safety	8	10	12	9	0	8
Obey traffic rules	5	3	8	4	3	5
Dk/Refused/Misc.	15	29 A	25	36	45 F	18

CAUTION: Some small sample sizes

4. Please describe the ads or new stories in as much detail as you can.

Source of Pedestrian, Driver, Bicycle Safety Messages

- The top source of information about pedestrian, driver, and bicycle safety in the post wave was a "news story" (33%). This is comparable to the pre-wave where "news story" (40%) was also the top mention.

Base: Aware of Ads/News Stories	Total Pre-Wave N=149 % (A)	Total Post Wave N=178 % (B)	Driver Pre-Wave N=104 % (C)	Driver Post Wave N=134 % (D)	Pedestrian Pre-Wave N=45 % (E)	Pedestrian Post Wave N=44 % (F)
News Story	40	33	39	34	40	32
YouTube	30	30	37	31	13	27
Television commercial	26	30	30	34	18	16
Internet ad	19	28	21	27	13	30
Facebook	24	25	30	29	11	14
Ad at a bus stop or bus shelter	18	24	18	25	18	20
Ad on the side of a bus	19	22	21	25	16	16
Ad on the back of a bus	18	21	13	21	29	20
Website	19	20	21	20	13	20
Inside a bus or Metro car	21	17	15	16	33	23
Mobile Ad	11	13	14	12	4	16
Streaming video	13	13	15	13	9	11
Twitter	11	11	13	12	4	7
Brochure	10 [B]	4	11	4	9	2
School	7	3	9	3	4	2

5.You mentioned you have heard or seen one or more messages about pedestrian, driver and bicyclist safety. Where did you see or hear these messages? Check all that apply.

Source of Pedestrian, Driver, Bicycle Safety Messages

- The primary source of messages pertaining to pedestrian, driver, and bicyclist safety in the post wave was a “television commercial” (32%) in Maryland, “Youtube” (37%) in Virginia, and “Internet ad” (44%) in the District of Columbia.

Base: Aware of Ads/News Stories	MD Pre-Wave N=61 % (A)	MD Post Wave N=69 % (B)	VA Pre-Wave N=59 % (C)	VA Post Wave N=70 % (D)	DC Pre-Wave N=29 % (E)	DC Post Wave N=39 % (F)
News Story	41	28	36	34	45	41
YouTube	21	30	32	37	41 F	18
Television commercial	34	32	24	27	14	31
Internet ad	21	23	17	23	17	44 E
Facebook	20	20	24	31	34	23
Ad at a bus stop or bus shelter	21	22	12	19	24	36
Ad on the side of a bus	25	26	20	17	7	26 E
Ad on the back of a bus	30	25	8	13	14	28
Website	21	23	19	16	14	23
Inside a bus or Metro car	21	17	14	13	34	26
Mobile Ad	15	10	7	14	14	15
Streaming video	8	9	17	11	17	23
Twitter	11	7	8	11	14	15
Brochure	10	6	8	4	14	0
School	8	3	3	3	14	3

CAUTION: Some small sample sizes

5.You mentioned you have heard or seen one or more messages about pedestrian, driver and bicyclist safety. Where did you see or hear these messages? Check all that apply. ?

BEHAVIORS

Frequency: Failure To Stop For Pedestrian

- Roughly one quarter of respondents in both waves report having failed to stop for a pedestrian at least once in the past week (26% in both waves).
- Among Drivers, 32% in the pre-wave and 30% in the post wave reported failing to stop for a Pedestrian at least once in the past week.

Base: Total Respondents	Total Pre-Wave N=302 % (A)	Total Post Wave N=300 % (B)	Driver Pre-Wave N=189 % (C)	Driver Post Wave N=213 % (D)	Pedestrian Pre-Wave N=113 % (E)	Pedestrian Post Wave N=87 % (F)
Frequently (>5 times)	6	6	7	7	4	3
Sometimes (3-4 times)	6	9	7	10	4	7
Rarely (1-2 times)	14	11	18	13	7	8
Never	74	73	67	70	85	82

Q.6) In the past week, how often have you failed to stop or yield for a pedestrian?

Frequency: Failure To Stop For Pedestrian

- Failure to stop for Pedestrians varied somewhat by jurisdiction in the post wave. DC (18%) showed the lowest rate of failure to stop. More than a quarter of the respondents in Maryland (26%) reported failing to stop at least once while one third of the Virginia respondents (33%) reported failing to stop for a pedestrian at least once in the past week.

Base: Total Respondents	MD Pre-Wave N=115 % (A)	MD Post Wave N=114 % (B)	VA Pre-Wave N=111 % (C)	VA Post Wave N=110 % (D)	DC Pre-Wave N=76 % (E)	DC Post Wave N=76 % (F)
Frequently (>5 times)	5	9	8	5	5	4
Sometimes (3-4 times)	5	5	6	16 C	7	5
Rarely (1-2 times)	17	12	10	12	14	9
Never	72	74	76	67	74	82

Q.6) In the past week, how often have you failed to stop or yield for a pedestrian?

Frequency: Driving Faster than 35MPH in a 30 Zone

- There were no significant differences between the pre-wave and post wave in terms of driving faster than 35MPH in a 20 zone.

Base: Total Respondents	Total Pre-Wave N=302 % (A)	Total Post Wave N=300 % (B)	Driver Pre-Wave N=189 % (C)	Driver Post Wave N=213 % (D)	Pedestrian Pre-Wave N=113 % (E)	Pedestrian Post Wave N=87 % (F)
Frequently (>5 times)	8	8	10	9	4	6
Sometimes (3-4 times)	16	17	21	23	8	5
Rarely (1-2 times)	32	31	38	32	22	26
Never	44	44	31	36	65	63

Q.7) In the past week, on a local road with a speed limit of 30 mph, how often did you drive faster than 35 mph?

Frequency: Driving faster than 35MPH in a 30 Zone

- In all three jurisdictions in the post wave, fewer than half the respondents report never driving faster than 35MPH in a 30MPH zone

Base: Total Respondents	MD Pre-Wave N=115 % (A)	MD Post Wave N=114 % (B)	VA Pre-Wave N=111 % (C)	VA Post Wave N=110 % (D)	DC Pre-Wave N=76 % (E)	DC Post Wave N=76 % (F)
Frequently (>5 times)	5	5	11	12	7	7
Sometimes (3-4 times)	19	18	14	19	14	14
Rarely (1-2 times)	37	29	32	27	25	38
Never	38	48	43	42	54	41

Q.7) In the past week, on a local road with a speed limit of 30 mph, how often did you drive faster than 35 mph?

Frequency: Crossed Illegally or Unsafely Mid-Block

- There were no significant differences in “crossing illegally or unsafely mid-block” between waves.

Base: Total Respondents	Total Pre-Wave N=302 % (A)	Total Post Wave N=300 % (B)	Driver Pre-Wave N=189 % (C)	Driver Post Wave N=213 % (D)	Pedestrian Pre-Wave N=113 % (E)	Pedestrian Post Wave N=87 % (F)
Frequently (>5 times)	5	5	5	6	4	1
Sometimes (3-4 times)	13	13	13	13	14	13
Rarely (1-2 times)	19	20	16	18	22	24
Never	64	62	66	62	60	62

Q.8) In the past week, how often have you illegally or unsafely crossed mid-block?

Frequency: Crossed Illegally or Unsafely Mid-Block

- There were no significant differences in “crossing illegally or unsafely mid-block” between waves.

Base: Total Respondents	MD Pre-Wave N=115 % (A)	MD Post Wave N=114 % (B)	VA Pre-Wave N=111 % (C)	VA Post Wave N=110 % (D)	DC Pre-Wave N=76 % (E)	DC Post Wave N=76 % (F)
Frequently (>5 times)	3	4	4	5	9	5
Sometimes (3-4 times)	15	11	12	9	13	21
Rarely (1-2 times)	18	15	14	28	25	16
Never	64	69	70	58	53	58

Q.8) In the past week, how often have you illegally or unsafely crossed mid-block?

Frequency: Crossing Against Walk Signal

- There has been a significant decline in the number of respondents who report “frequently crossing against the signal” among the total sample.

Base: Total Respondents	Total Pre-Wave N=302 % (A)	Total Post Wave N=300 % (B)	Driver Pre-Wave N=189 % (C)	Driver Post Wave N=213 % (D)	Pedestrian Pre-Wave N=113 % (E)	Pedestrian Post Wave N=87 % (F)
Frequently (>5 times)	11 A	5	10	5	13	6
Sometimes (3-4 times)	14	19	12	20 C	18	16
Rarely (1-2 times)	24	21	21	19	28	28
Never	51	55	57	56	41	51

Q.9) In the past week, how often have you crossed against the walk signal?

Frequency: Crossing Against Walk Signal

- In all three jurisdictions, there has been a decline terms of “frequently” crossing against a walk signal” between the pre-wave and post wave in the jurisdictions. The decline in Maryland is statistically significant.

Base: Total Respondents	MD Pre-Wave N=115 % (A)	MD Post Wave N=114 % (B)	VA Pre-Wave N=111 % (C)	VA Post Wave N=110 % (D)	DC Pre-Wave N=76 % (E)	DC Post Wave N=76 % (F)
Frequently (>5 times)	10 B	2	7	5	18	11
Sometimes (3-4 times)	15	18	11	20	18	20
Rarely (1-2 times)	23	20	23	21	26	24
Never	52	61	59	55	37	46

Q.9) In the past week, how often have you crossed against the walk signal?

Severity Of Behaviors

- The top four most serious behaviors remained the same in the post wave as in the pe-wave; “drivers texting/checking phone while driving” (86%), “aggressive drivers” (83%), “drivers talking on cell phones” (83%), and “drivers exceeding the speed limit” (81%).

Percent “Very”/“Somewhat” Serious

Base: Total Respondents	Total Pre-Wave N=302 % (A)	Total Post Wave N=300 % (B)	Driver Pre-Wave N=189 % (C)	Driver Post Wave N=213 % (D)	Pedestrian Pre-Wave N=113 % (E)	Pedestrian Post Wave N=87 % (F)
Drivers texting/checking phone while driving	87	86	85	86	89	85
Drivers talking on cell phones	83	83	84	84	82	82
Aggressive drivers	85	83	86	82	82	84
Drivers exceeding the speed limit	88 B	81	87	81	89	83
Pedestrians texting/checking phone while walking	73	78	75	78	71	76
Drivers who have been drinking	74	75	74	77	74	68
Drivers who aren’t yielding or stopping for pedestrians	79	74	75	73	87	78
Bicyclists running lights & stop signs	75	72	78	77	70	62
Drivers passing bicyclists in an unsafe manner	75	72	72	71	79	75
Pedestrians crossing against the signal	72	72	76	75	66	64
Pedestrians illegally crossing mid-block	64	71	67	73	60	68
Pedestrians talking on cell phones	68	70	72	72	61	66
Drivers running red lights and stop signs	76 B	69	76	71	77	64

Q.10) Below is a list of driver, bicyclist and pedestrian behaviors. In your area, how serious a problem is each of these?

Severity Of Behaviors

- There was only one significant change in the behaviors across the jurisdictions between the pre-wave and post wave.

Percent "Very"/"Somewhat" Serious

Base: Total Respondents	MD Pre-Wave N=115 % (A)	MD Post Wave N=114 % (B)	VA Pre-Wave N=111 % (C)	VA Post Wave N=110 % (D)	DC Pre-Wave N=76 % (E)	DC Post Wave N=76 % (F)
Drivers texting/checking phone while driving	86	89	87	85	87	82
Drivers talking on cell phones	83	88	83	81	84	79
Aggressive drivers	86	85	83	82	86	80
Drivers exceeding the speed limit	90	83	85	78	88	83
Pedestrians texting/checking phone while walking	77	81	65	76	79	75
Drivers who have been drinking	79	79	68	74	76	70
Drivers who aren't yielding or stopping for pedestrians	82	82	77	68	80	71
Bicyclists running lights & stop signs	76	71	68	67	84	82
Drivers passing bicyclists in an unsafe manner	76	74	69	69	82	74
Pedestrians crossing against the signal	75	72	67	69	76	75
Pedestrians illegally crossing mid-block	69	74	59	67	66	74
Pedestrians talking on cell phones	70	74	64	65	71	71
Drivers running red lights and stop signs	79	69	71	72	80 A	64

Q.10) Below is a list of driver, bicyclist and pedestrian behaviors. In your area, how serious a problem is each of these?

Severity Of Behaviors

- This table looks at behaviors judged “very serious.”

Percent “Very” Serious

Base: Total Respondents	Total Pre-Wave N=302 % (A)	Total Post Wave N=300 % (B)	Driver Pre-Wave N=189 % (C)	Driver Post Wave N=213 % (D)	Pedestrian Pre-Wave N=113 % (E)	Pedestrian Post Wave N=87 % (F)
Drivers texting/checking phone while driving	62	56	61	59	62	51
Drivers talking on cell phones	53	54	51	56	57	49
Aggressive drivers	55	53	54	55	56	48
Drivers exceeding the speed limit	51	49	49	48	56	49
Bicyclists running lights & stop signs	49	46	52	49	45	38
Drivers who have been drinking	51	45	50	49	53 F	36
Drivers who aren’t yielding or stopping for pedestrians	51	44	47	44	58	46
Drivers running red lights and stop signs	52 B	43	49	46	56 F	37
Pedestrians texting/checking phone while walking	43	43	44	45	42	39
Pedestrians talking on cell phones	33	41	33	40	34	44
Drivers passing bicyclists in an unsafe manner	46 B	38	42	38	52	37
Pedestrians crossing against the signal	38	37	38	39	39	31
Pedestrians illegally crossing mid-block	33	36	33	38	35	31

Q.10) Below is a list of driver, bicyclist and pedestrian behaviors. In your area, how serious a problem is each of these?

Severity Of Behaviors

- This table looks at behaviors judged “very serious” for each jurisdiction.

Percent “Very” Serious

Base: Total Respondents	MD Pre-Wave N=115 % (A)	MD Post Wave N=114 % (B)	VA Pre-Wave N=111 % (C)	VA Post Wave N=110 % (D)	DC Pre-Wave N=76 % (E)	DC Post Wave N=76 % (F)
Drivers texting/checking phone while driving	63	61	64	55	57	53
Drivers talking on cell phones	50	58	56	58	53	43
Aggressive drivers	56	53	54	52	55	55
Drivers exceeding the speed limit	54	48	50	47	49	51
Bicyclists running lights & stop signs	46	43	51	43	51	54
Drivers who have been drinking	55	46	45	47	54	41
Drivers who aren’t yielding or stopping for pedestrians	50	47	48	40	58	46
Drivers running red lights and stop signs	57 B	42	43	45	57 F	41
Pedestrians texting/checking phone while walking	50	40	33	40	49	51
Pedestrians talking on cell phones	43	40	23	35	34	50 E
Drivers passing bicyclists in an unsafe manner	56 B	37	39	37	42	41
Pedestrians crossing against the signal	37	34	37	40	42	36
Pedestrians illegally crossing mid-block	37	36	27	35	37	39

Q.10) Below is a list of driver, bicyclist and pedestrian behaviors. In your area, how serious a problem is each of these?

Problems Happening More or Less Often?

- For the sample as a whole, there was no significant change from pre-wave to post wave in the percent of respondents saying the problems are happening “more” or “less” often.

Base: Total Respondents	Total Pre-Wave N=302 % (A)	Total Post Wave N=300 % (B)	Driver Pre-Wave N=189 % (C)	Driver Post Wave N=213 % (D)	Pedestrian Pre-Wave N=113 % (E)	Pedestrian Post Wave N=87 % (F)
Less often	11	12	14	13	6	9
More often	53	51	53	52	51	47
Staying the same	36	38	33	35	42	44

Q.11) In general, do you believe the behaviors listed above (in Q. 10) are happening less often or more often in your area or staying about the same?

Problems Happening More or Less Often?

- There were no significant changes from the pre-wave to the post wave in the percent of respondents saying that the problems were happening “more” or “less” often in any jurisdiction.

Base: Total Respondents	MD Pre-Wave N=115 % (A)	MD Post Wave N=114 % (B)	VA Pre-Wave N=111 % (C)	VA Post Wave N=110 % (D)	DC Pre-Wave N=76 % (E)	DC Post Wave N=76 % (F)
Less often	10	7	13	15	9	14
More often	57	51	47	46	55	57
Staying the same	33	42	41	39	36	29

Q.11) In general, do you believe the behaviors listed above (in Q. 10) are happening less often or more often in your area or staying about the same?

ATTITUDES

Perceived Safety Of Streets & Highways For Drivers

- Eighty-one percent of the respondents in 2024 believe that the streets and highways in their area are “as safe” (65%) or safer” (16%) than other places. This is comparable to the 83% reported in the pre-wave.

Base: Total Respondents	Total Pre-Wave N=302 % (A)	Total Post Wave N=300 % (B)	Driver Pre-Wave N=189 % (C)	Driver Post Wave N=213 % (D)	Pedestrian Pre-Wave N=113 % (E)	Pedestrian Post Wave N=87 % (F)
Not safe at all	17	19	17	16	18	25
As safe as anywhere else	65	65	64	68	67	57
Safer than other places	18	16	19	16	15	17

Q.12A) On the scale below, how safe do you think streets are for drivers in your area?

Perceived Safety Of Streets & Highways For Drivers

- In the post wave, 78% of respondents in Maryland, 84% in Virginia, and 80% in DC believe that their streets are “as safe” or “safer” than other places. The figures are comparable to those recorded in the pre-wave.

Base: Total Respondents	MD Pre-Wave N=115 % (A)	MD Post Wave N=114 % (B)	VA Pre-Wave N=111 % (C)	VA Post Wave N=110 % (D)	DC Pre-Wave N=76 % (E)	DC Post Wave N=76 % (F)
Not safe at all	16	22	16	15	21	20
As safe as anywhere else	68	61	64	69	63	63
Safer than other places	17	17	20	15	16	17

Q.12A) On the scale below, how safe do you think streets are for drivers in your area?

Perceived Safety Of Streets & Highways For Pedestrians & Bicyclists

- There were no significant changes in terms of perception of the safety for Pedestrians and Bicyclists between waves.

Base: Total Respondents	Total Pre-Wave N=302 % (A)	Total Post Wave N=300 % (B)	Driver Pre-Wave N=189 % (C)	Driver Post Wave N=213 % (D)	Pedestrian Pre-Wave N=113 % (E)	Pedestrian Post Wave N=87 % (F)
Not safe at all	26	24	24	22	31	28
As safe as anywhere else	55	58	57	58	52	56
Safer than other places	19	19	20	20	17	16

Q.12B) On the scale below, how safe do you think streets are for pedestrians and bicyclists in your area?

Perceived Safety Of Streets & Highways For Pedestrians & Bicyclists

- There were no significant changes in terms of perception of the safety for Pedestrians and Bicyclists between waves in any jurisdiction.

Base: Total Respondents	MD Pre-Wave N=115 % (A)	MD Post Wave N=114 % (B)	VA Pre-Wave N=111 % (C)	VA Post Wave N=110 % (D)	DC Pre-Wave N=76 % (E)	DC Post Wave N=76 % (F)
Not safe at all	25	26	25	21	30	24
As safe as anywhere else	50	58	58	60	58	54
Safer than other places	24	16	17	19	12	22

Q.12B) On the scale below, how safe do you think streets are for pedestrians and bicyclists in your area?

Attitudes Toward Street Safety

- This table shows the respondents level of agreement with 18 statements about safety. In general, the respondents feel it is important to obey the law and pay close attention to their surroundings.
- There were three significant changes between waves.

Percent "Somewhat" / "Completely" Agree

Base: Total Respondents	Total Pre-Wave N=302 % (A)	Total Post Wave N=300 % (B)	Driver Pre-Wave N=189 % (C)	Driver Post Wave N=213 % (D)	Pedestrian Pre-Wave N=113 % (E)	Pedestrian Post Wave N=87 % (F)
Walking is relatively safe in our community.	82	80	83	81	81	77
Riding a bicycle is relatively safe in our community.	72	76	71	79	72	70
Drivers should be extra careful because pedestrians and bicyclists have less crash protection than vehicles.	93	91	92	92	96 F	87
Speeding drivers put people walking and biking in danger.	93	89	91	88	96	91
I know the laws regarding pedestrian and bicycle safety.	83	79	85	84	80	69
I am always alert and obey traffic safety laws.	88	91	87	93 C	89	86
Pedestrians generally obey pedestrian safety laws.	75	72	75	72	75	71
Bicyclists generally obey bicycle safety laws.	67	65	66	64	69	67
Drivers generally obey laws to keep pedestrians safe.	73	71	76	75	69	61
Drivers generally obey laws to keep bicyclists safe.	69	65	72	68	64	57
Pedestrian and bicycle laws are confusing to me.	41	43	45	46	35	36
If everyone just followed the rules, there would be fewer deaths and injuries when it comes to pedestrian and bicycle safety.	90	88	90	88	91	89
The best thing any driver, pedestrian and bicyclist can do to prevent injury is to pay close attention to his/her surroundings.	94	91	92	90	96	94
The penalties for disobeying pedestrian laws (such as illegally crossing mid-block) are not high enough.	64	63	66	68	60	52
The penalties for disobeying bicycling laws (such as obeying signals) are not high enough.	72	68	73	73	71 F	56
The penalties for drivers disobeying traffic safety laws when it comes to pedestrian safety (such as speeding, stopping for or yielding to pedestrians) are not high enough.	78	73	73	72	86	77
In my community, there are good sidewalks and crosswalks where I feel comfortable walking.	82	78	82	81	82	71
If I need to cross the street, there is usually a safe crosswalk nearby.	83	81	82	81	86	82

owing statements:

Attitudes Toward Street Safety

- There were four significant changes between waves in attitudes toward street safety, one in Maryland and three in Virginia..

Percent "Somewhat" / "Completely" Agree

Base: Total Respondents	MD Pre-Wave N=115 % (A)	MD Post Wave N=114 % (B)	VA Pre-Wave N=111 % (C)	VA Post Wave N=110 % (D)	DC Pre-Wave N=76 % (E)	DC Post Wave N=76 % (F)
Walking is relatively safe in our community.	80	79	83	80	84	80
Riding a bicycle is relatively safe in our community.	71	79	68	72	78	79
Drivers should be extra careful because pedestrians and bicyclists have less crash protection than vehicles.	90	94	95	87	96	92
Speeding drivers put people walking and biking in danger.	93	92	93 D	83	92	92
I know the laws regarding pedestrian and bicycle safety.	90	84	81	78	76	74
I am always alert and obey traffic safety laws.	89	96 A	90	88	83	88
Pedestrians generally obey pedestrian safety laws.	77	78	77	70	70	64
Bicyclists generally obey bicycle safety laws.	65	73	67	62	71	58
Drivers generally obey laws to keep pedestrians safe.	72	66	77	73	68	75
Drivers generally obey laws to keep bicyclists safe.	66	67	72	65	68	62
Pedestrian and bicycle laws are confusing to me.	39	47	41	35	46	46
If everyone just followed the rules, there would be fewer deaths and injuries when it comes to pedestrian and bicycle safety.	90	95	92 D	82	89	88
The best thing any driver, pedestrian and bicyclist can do to prevent injury is to pay close attention to his/her surroundings.	92	95	94	89	96	89
The penalties for disobeying pedestrian laws (such as illegally crossing mid-block) are not high enough.	66	68	63	60	62	61
The penalties for disobeying bicycling laws (such as obeying signals) are not high enough.	75	68	68	65	74	72
The penalties for drivers disobeying traffic safety laws when it comes to pedestrian safety (such as speeding, stopping for or yielding to pedestrians) are not high enough.	77	77	80 D	67	76	76
In my community, there are good sidewalks and crosswalks where I feel comfortable walking.	79	75	78	77	92	84
If I need to cross the street, there is usually a safe crosswalk nearby.	81	80	84	77	87	89

Q.13) How much do you agree or disagree with the following statements:

Attitudes Toward Street Safety

- This table looks at attitudes which garnered a "completely agree" score.

Percent "Completely" Agree

Base: Total Respondents	Total Pre-Wave N=302 % (A)	Total Post Wave N=300 % (B)	Driver Pre-Wave N=189 % (C)	Driver Post Wave N=213 % (D)	Pedestrian Pre-Wave N=113 % (E)	Pedestrian Post Wave N=87 % (F)
Walking is relatively safe in our community.	34	36	35	40	33	26
Riding a bicycle is relatively safe in our community.	25	23	28	27	20	11
Drivers should be extra careful because pedestrians and bicyclists have less crash protection than vehicles.	63	63	59	63	70	63
Speeding drivers put people walking and biking in danger.	62	64	58	62	67	67
I know the laws regarding pedestrian and bicycle safety.	38	39	39	43	36	30
I am always alert and obey traffic safety laws.	51	54	51	55	50	51
Pedestrians generally obey pedestrian safety laws.	25	25	23	28	27	18
Bicyclists generally obey bicycle safety laws.	23	25	23	27	23	21
Drivers generally obey laws to keep pedestrians safe.	26	23	30	24	19	20
Drivers generally obey laws to keep bicyclists safe.	24	21	28	23	18	17
Pedestrian and bicycle laws are confusing to me.	17	16	18	15	15	17
If everyone just followed the rules, there would be fewer deaths and injuries when it comes to pedestrian and bicycle safety.	55	63	55	63	56	62
The best thing any driver, pedestrian and bicyclist can do to prevent injury is to pay close attention to his/her surroundings.	72	72	69	71	78	72
The penalties for disobeying pedestrian laws (such as illegally crossing mid-block) are not high enough.	26	25	25	28	27	18
The penalties for disobeying bicycling laws (such as obeying signals) are not high enough.	34	30	32	36	36 F	15
The penalties for drivers disobeying traffic safety laws when it comes to pedestrian safety (such as speeding, stopping for or yielding to pedestrians) are not high enough.	35	29	31	29	43 F	30
In my community, there are good sidewalks and crosswalks where I feel comfortable walking.	43	41	44	43	41	34
If I need to cross the street, there is usually a safe crosswalk nearby.	44	42	43	43	46	41

Q.13) How much do you agree or disagree with the following statements:

Attitudes Toward Street Safety

- This table looks at attitudes toward street safety receiving a "completely agree" score by jurisdiction. There were two significant changes between waves.

Percent "Completely" Agree

Base: Total Respondents	MD Pre-Wave N=115 % (A)	MD Post Wave N=114 % (B)	VA Pre-Wave N=111 % (C)	VA Post Wave N=110 % (D)	DC Pre-Wave N=76 % (E)	DC Post Wave N=76 % (F)
Walking is relatively safe in our community.	32	32	34	40	37	37
Riding a bicycle is relatively safe in our community.	23	25	22	20	33	22
Drivers should be extra careful because pedestrians and bicyclists have less crash protection than vehicles.	60	63	66	59	64	70
Speeding drivers put people walking and biking in danger.	61	64	64	59	59	70
I know the laws regarding pedestrian and bicycle safety.	40	39	36	39	37	41
I am always alert and obey traffic safety laws.	50	61	51	45	50	55
Pedestrians generally obey pedestrian safety laws.	22	30	23	21	32	24
Bicyclists generally obey bicycle safety laws.	19	29	24	25	28	18
Drivers generally obey laws to keep pedestrians safe.	22	24	25	22	33	22
Drivers generally obey laws to keep bicyclists safe.	23	23	24	21	26	20
Pedestrian and bicycle laws are confusing to me.	11	21 A	19 D	8	22	20
If everyone just followed the rules, there would be fewer deaths and injuries when it comes to pedestrian and bicycle safety.	57	65	54	58	55	67
The best thing any driver, pedestrian and bicyclist can do to prevent injury is to pay close attention to his/her surroundings.	70	73	75	68	72	75
The penalties for disobeying pedestrian laws (such as illegally crossing mid-block) are not high enough.	25	25	23	21	30	32
The penalties for disobeying bicycling laws (such as obeying signals) are not high enough.	32	32	32	28	39	30
The penalties for drivers disobeying traffic safety laws when it comes to pedestrian safety (such as speeding, stopping for or yielding to pedestrians) are not high enough.	36	35	34	23	37	29
In my community, there are good sidewalks and crosswalks where I feel comfortable walking.	39	36	38	41	55	47
If I need to cross the street, there is usually a safe crosswalk nearby.	44	38	41	38	49	55

Q.13) How much do you agree or disagree with the following statements:

Awareness Of Pedestrian Traffic Law Enforcement

- About one-third of the respondents (33%, post wave) said that they had seen or heard about police efforts to enforce pedestrian traffic safety laws. This is significantly higher than the 23% registered in the pre-wave.

Base: Total Respondents	Total Pre-Wave N=302 % (A)	Total Post Wave N=300 % (B)	Driver Pre-Wave N=189 % (C)	Driver Post Wave N=213 % (D)	Pedestrian Pre-Wave N=113 % (E)	Pedestrian Post Wave N=87 % (F)
Yes	23	33 A	26	36 C	17	25
No	77 B	67	74 D	64	83	75

Q.14) In the past 90 days, have you seen or heard about police efforts to enforce pedestrian traffic safety laws?

Awareness Of Pedestrian Traffic Law Enforcement

- Awareness of pedestrian traffic law enforcement increased in all three jurisdictions with the change in Virginia statistically significant.

Base: Total Respondents	MD Pre-Wave N=115 % (A)	MD Post Wave N=114 % (B)	VA Pre-Wave N=111 % (C)	VA Post Wave N=110 % (D)	DC Pre-Wave N=76 % (E)	DC Post Wave N=76 % (F)
Yes	23	31	21	35 C	26	32
No	77	69	79 C	65	74	68

Q.14) In the past 90 days, have you seen or heard about police efforts to enforce pedestrian traffic safety laws?

Strictness Of Enforcing Laws For Pedestrians

- There was a significant increase from pre-wave (27%) to post wave (36%) in the percent of respondents who said there was “somewhat strict” enforcement of laws for the Overall sample.

Base: Total Respondents	Total Pre-Wave N=302 % (A)	Total Post Wave N=300 % (B)	Driver Pre-Wave N=189 % (C)	Driver Post Wave N=213 % (D)	Pedestrian Pre-Wave N=113 % (E)	Pedestrian Post Wave N=87 % (F)
Very strict	14	12	16	14	11	7
Somewhat strict	27	36 A	29	37	23	36
Not very strict	40	35	38	33	44	39
Not strict at all	19	17	17	17	22	18

Q.15) How strict are the authorities when enforcing laws for pedestrians (pertaining to illegally crossing mid-block or crossing against the signal)?

Strictness Of Enforcing Laws For Pedestrians

- In Maryland, there was a significant increase in the post wave in the percent of respondents who see the enforcement of pedestrian laws as “somewhat strict.”

Base: Total Respondents	MD Pre-Wave N=115 % (A)	MD Post Wave N=114 % (B)	VA Pre-Wave N=111 % (C)	VA Post Wave N=110 % (D)	DC Pre-Wave N=76 % (E)	DC Post Wave N=76 % (F)
Very strict	13	13	15	13	13	8
Somewhat strict	24	40 A	31	38	25	28
Not very strict	45 B	32	37	32	38	42
Not strict at all	17	14	17	17	24	22

Q.15) How strict are the authorities when enforcing laws for pedestrians (pertaining to illegally crossing mid-block or crossing against the signal)?

Strictness Of Enforcing Laws For Drivers

- There was no significant change in the perceptions of the strictness of laws for Drivers Overall and for Drivers and Pedestrians.

Base: Total Respondents	Total Pre-Wave N=302 % (A)	Total Post Wave N=300 % (B)	Driver Pre-Wave N=189 % (C)	Driver Post Wave N=213 % (D)	Pedestrian Pre-Wave N=113 % (E)	Pedestrian Post Wave N=87 % (F)
Very strict	15	17	15	19	14	11
Somewhat strict	40	41	47	41	30	39
Not very strict	33	33	28	31	42	38
Not strict at all	12	9	11	8	14	11

Q.16) How strict are the authorities when enforcing laws for drivers such as yielding to pedestrians in crosswalks or giving cyclists enough room when passing?

Strictness Of Enforcing Laws For Drivers

- There was no significant change in the perceptions of the strictness of laws for Drivers in any jurisdiction.

Base: Total Respondents	MD Pre-Wave N=115 % (A)	MD Post Wave N=114 % (B)	VA Pre-Wave N=111 % (C)	VA Post Wave N=110 % (D)	DC Pre-Wave N=76 % (E)	DC Post Wave N=76 % (F)
Very strict	15	18	14	20	16	12
Somewhat strict	37	43	44	42	39	36
Not very strict	35	34	31	25	34	42
Not strict at all	13	5	12	13	11	11

Q.16) How strict are the authorities when enforcing laws for drivers such as yielding to pedestrians in crosswalks or giving cyclists enough room when passing?

Strictness Of Enforcing Laws For Bicyclists

- There was no significant change in the perceptions of the strictness of laws for Bicyclists Overall and for Drivers and Pedestrians.

Base: Total Respondents	Total Pre-Wave N=302 % (A)	Total Post Wave N=300 % (B)	Driver Pre-Wave N=189 % (C)	Driver Post Wave N=213 % (D)	Pedestrian Pre-Wave N=113 % (E)	Pedestrian Post Wave N=87 % (F)
Very strict	16	16	17	19	14	10
Somewhat strict	28	30	30	28	25	34
Not very strict	32	34	28	33	40	38
Not strict at all	23	20	24	21	21	17

Q.17) How strict are the authorities when enforcing laws for bicyclists such as obeying all traffic signals?

Strictness Of Enforcing Laws For Bicyclists

- There was a significant decline in Maryland in the percent of respondents who said the enforcement of laws for bicyclists was “not very strict.”

Base: Total Respondents	MD Pre-Wave N=115 % (A)	MD Post Wave N=114 % (B)	VA Pre-Wave N=111 % (C)	VA Post Wave N=110 % (D)	DC Pre-Wave N=76 % (E)	DC Post Wave N=76 % (F)
Very strict	16	17	17	21	16	9
Somewhat strict	24	39	30	23	32	26
Not very strict	37	34	30	34	29	36
Not strict at all	23 B	11	23	23	24	29

Q.17) How strict are the authorities when enforcing laws for bicyclists such as obeying all traffic signals?

Willingness to Support Additional Funding To Make It Easier to Walk and Bike in the Community

- Overall, 82% of the respondents in the post wave said they would support additional funding to support improvements to make it easier and safer to walk and bike in their community. This figure was slightly higher than the figure recorded in the pre-wave (77%).

Base: Total Respondents	Total Pre-Wave N=302 % (A)	Total Post Wave N=300 % (B)	Driver Pre-Wave N=189 % (C)	Driver Post Wave N=213 % (D)	Pedestrian Pre-Wave N=113 % (E)	Pedestrian Post Wave N=87 % (F)
Yes	77	82	76	82	78	83
No	23	18	24	18	22	17

Q.18) Would you support additional funding to be spent on improvements that make it easier and safer to walk and bike in your community?

Willingness to Support Additional Funding To Make It Easier to Walk and Bike in the Community

- Residents in all three jurisdictions support spending additional finds that make improvements to make it easier and safer to walk in their community. There was no significant change on this measure in any jurisdiction from pre-wave to post wave.

Base: Total Respondents	MD Pre-Wave N=115 % (A)	MD Post Wave N=114 % (B)	VA Pre-Wave N=111 % (C)	VA Post Wave N=110 % (D)	DC Pre-Wave N=76 % (E)	DC Post Wave N=76 % (F)
Yes	80	82	79	85	68	78
No	20	18	21	15	32	22

Q.18) Would you support additional funding to be spent on improvements that make it easier and safer to walk and bike in your community?

DEMOGRAPHICS

Demographics: Gender/Age/Marital Status

Base: Total Respondents	Total Pre-Wave N=302 % (A)	Total Post Wave N=300 % (B)	Driver Pre-Wave N=189 % (C)	Driver Post Wave N=213 % (D)	Pedestrian Pre-Wave N=113 % (E)	Pedestrian Post Wave N=87 % (F)
Gender						
Male	50	49	57	50	38	45
Female	50	50	43	48	61	54
Non-binary	1	1	1	1	1	1
Age						
18-24	10	12	10	8	12	20
25-34	23	21	25	22	18	18
35-44	23	24	21	25	27	21
45 and over	44	43	44	44	44	41
Marital Status						
Single, never married	50	50	43	43	62	68
Married	33	36	43	43	17	18
Separated	3	3	2	3	4	3
Divorced	10	8	10	8	11	8
Widowed	4	2	3	2	6	2

Demographics: Gender/Age/Marital Status

Base: Total Respondents	MD Pre-Wave N=115 % (A)	MD Post Wave N=114 % (B)	VA Pre-Wave N=111 % (C)	VA Post Wave N=110 % (D)	DC Pre-Wave N=76 % (E)	DC Post Wave N=76 % (F)
Gender						
Male	47	46	53	47	49	54
Female	52	52	46	51	51	46
Non-binary	1	2	1	2	0	0
Age						
18-24	9	9	12	10	11	18
25-34	23	18	20	29	25	14
35-44	18	25	27	25	25	21
45 and over	50	49	41	35	39	46
Marital Status						
Single, never married	52	49	34	48 C	71 F	55
Married	28	39	51 D	37	14	29 E
Separated	2	3	3	5	4	3
Divorced	13	8	7	6	9	12
Widowed	5	2	5	4	1	1

Demographics: County/State

Base: Total Respondents	Total Pre-Wave N=302 % (A)	Total Post Wave N=300 % (B)	Driver Pre-Wave N=189 % (C)	Driver Post Wave N=213 % (D)	Pedestrian Pre-Wave N=113 % (E)	Pedestrian Post Wave N=87 % (F)
County						
Prince George's county	16	18	18	18	12	17
Montgomery county	17	14	17 D	9	16	24
Frederick county	6	7	6	8	5	5
District of Columbia	25	25	17	25	38	26
Arlington county	3	7 A	2	7 C	6	7
Alexandria	4	3	6	2	0	3
Fairfax county, City of Fairfax, or Falls Church	16	14	21	16	9	9
Loudon county	4	4	4	6	4	0
Prince William county, Manassas, or Manassas Park	9	9	9	9	10	8
State						
MD	38	38	41	35	34	46
VA	37	37	42	40	28	28
DC	25	25	17	25	38	26

Demographics: Race/Ethnicity/Miles Driven

Base: Total Respondents	Total Pre-Wave N=302 % (A)	Total Post Wave N=300 % (B)	Driver Pre-Wave N=189 % (C)	Driver Post Wave N=213 % (D)	Pedestrian Pre-Wave N=113 % (E)	Pedestrian Post Wave N=87 % (F)
Race/Ethnicity						
African American	42	44	39	43	47	46
Asian	7	7	7	6	5	8
Caucasian	43	42	48	45	36	36
Hispanic	6	7	4	6	8	9
Mixed	1	0	1	0	1	0
Misc.	2	0	1	0	3	0
Dk/Refused	0	1	0	0	0	1
Miles Driven Last Year						
0-4,999	31 B	23	27 D	15	39	43
5,000 – 9,999	26	26	33	31	15	14
10,000 – 14,999	19	28 A	25	36 C	10	8
Over 15,000	10	14	12	17	5	6
Did not drive	13	9	3	1	31	30

Q.21) How would you describe your race?
Q.22) How many miles did you drive last year?

Demographics: Race/Ethnicity/Miles Driven

	MD Pre-Wave N=115 % (A)	MD Post Wave N=114 % (B)	VA Pre-Wave N=111 % (C)	VA Post Wave N=110 % (D)	DC Pre-Wave N=76 % (E)	DC Post Wave N=76 % (F)
Race/Ethnicity						
African American	45	46	24	29	63	63
Asian	4	9	12	8	3	1
Caucasian	42	39	57	52	26	32
Hispanic	6	5	5	10	7	4
Mixed	1	0	1	0	0	0
Misc.	2	0	2	0	1	0
Dk/Refused	0	1	0	1	0	0
Miles Driven Last Year						
0-4,999	29	25	31 D	17	37	29
5,000 – 9,999	26	19	27	33	26	25
10,000 – 14,999	23	26	23	32	7	25 E
Over 15,000	10	18	11	11	8	12
Did not drive	12	11	8	7	22 F	9

Q.21) How would you describe your race?
Q.22) How many miles did you drive last year?

Ever Involved in Pedestrian or Bicycle Crash

Base: Total Respondents	Total Pre-Wave N=302 % (A)	Total Post Wave N=300 % (B)	Driver Pre-Wave N=189 % (C)	Driver Post Wave N=213 % (D)	Pedestrian Pre-Wave N=113 % (E)	Pedestrian Post Wave N=87 % (F)
No. (if they select NO then they cannot select anything else.)	82	87	84	87	81	86
Yes, as a driver	6	7	8	8	4	5
Yes, as a pedestrian	8	5	7	4	10	7
Yes, as a bicyclist	6	4	4	3	8	5

Q.23) Have you ever been involved in a pedestrian or bicyclist crash (select all that apply)?

Ever Involved in Pedestrian or Bicycle Crash

Base: Total Respondents	MD Pre-Wave N=115 % (A)	MD Post Wave N=114 % (B)	VA Pre-Wave N=111 % (C)	VA Post Wave N=110 % (D)	DC Pre-Wave N=76 % (E)	DC Post Wave N=76 % (F)
No. (if they select NO then they cannot select anything else.)	82	89	84	83	82	91
Yes, as a driver	7	6	5	10	8	5
Yes, as a pedestrian	10 B	4	5	7	8	3
Yes, as a bicyclist	3	4	8	5	5	1

Q.23) Have you ever been involved in a pedestrian or bicyclist crash (select all that apply)?

Demographics: Activities 3x Per Week/Reasons Ride Bicycle

Base: Total Respondents	Total Pre-Wave N=302 % (A)	Total Post Wave N=300 % (B)	Driver Pre-Wave N=189 % (C)	Driver Post Wave N=213 % (D)	Pedestrian Pre-Wave N=113 % (E)	Pedestrian Post Wave N=87 % (F)
Activities 3x/Week						
Walk at least 5 blocks	62	58	50	48	81	82
Ride a bicycle	17	21	18	21	15	20
Drive a car	67	68	91	87	27	22
Take a train or Metro	31	29	21	23	47	44
Ride a bus	30	28	13	16	58	56
Taxi or rideshare (Uber, Lyft, etc.)	18	19	14	16	24	25
Reasons Ride Bicycle						
To get to work/school	15	17	12	17	19	17
For exercise	41	36	45	42	35	23
For enjoyment	36	38	38	40	32	33
I don't ride a bicycle	42	41	36	36	52	52

Q.24) Do you do any of the following at least a three times a week?
Q.25) Please indicate if you ride a bicycle for any of the following reasons.

Demographics: Activities 3x Per Day/Reasons Ride Bicycle

Base: Total Respondents	MD Pre-Wave N=115 % (A)	MD Post Wave N=114 % (B)	VA Pre-Wave N=111 % (C)	VA Post Wave N=110 % (D)	DC Pre-Wave N=76 % (E)	DC Post Wave N=76 % (F)
Activities 3x/Day						
Walk at least 5 blocks	63	60	59	51	64	66
Ride a bicycle	20	20	16	25	13	16
Drive a car	73	62	78	72	42	71 E
Take a train or Metro	25	29	22	19	53	43
Ride a bus	33	29	19	16	42	42
Taxi or rideshare (Uber, Lyft, etc.)	23	15	15	21	13	21
Reasons Ride Bicycle						
To get to work/school	19	17	12	15	12	20
For exercise	48 B	33	40	41	33	34
For enjoyment	35	33	38	43	34	39
I don't ride a bicycle	39	45	42	39	46	37

Q.24) Do you do any of the following at least a three times a week?
Q.25) Please indicate if you ride a bicycle for any of the following reasons.

Demographics: Education

Base: Total Respondents	Total Pre-Wave N=302 % (A)	Total Post Wave N=300 % (B)	Driver Pre-Wave N=189 % (C)	Driver Post Wave N=213 % (D)	Pedestrian Pre-Wave N=113 % (E)	Pedestrian Post Wave N=87 % (F)
Less than High School	2	2	1	0	4	5
High School/GED	24	22	18	20	35	26
Some College	19	20	17	17	20	28
2-Year College Degree/Associate)	10	8	12	9	7	7
4-Year College Degree (BA/BS)	30	26	36	29	19	20
Master's Degree	13	16	15	17	9	13
Doctoral Degree	1	3	1	4	2	1
Professional Degree (MD/JD)	2	3	1	4 C	4	1

Q.26) What is the highest level of education you have completed?

Demographics: Education

Base: Total Respondents	MD Pre-Wave N=115 % (A)	MD Post Wave N=114 % (B)	VA Pre-Wave N=111 % (C)	VA Post Wave N=110 % (D)	DC Pre-Wave N=76 % (E)	DC Post Wave N=76 % (F)
Less than High School	3	1	1	2	3	3
High School/GED	18	19	25	23	32	25
Some College	23	20	14	14	20	30
2-Year College Degree	12	13	10	8	7	1
4-Year College Degree	29	27	32	31	28	17
Master's Degree	14	14	14	16	9	17
Doctoral Degree	1	4	2	3		3
Professional Degree (MD/JD)	1	2	2	4	3	4

Q.26) What is the highest level of education you have completed?

Demographics: Income

Base: Total Respondents	Total Pre-Wave N=302 % (A)	Total Post Wave N=300 % (B)	Driver Pre-Wave N=189 % (C)	Driver Post Wave N=213 % (D)	Pedestrian Pre-Wave N=113 % (E)	Pedestrian Post Wave N=87 % (F)
Less than $10,000	13	8	8 D	3	19	21
$10,000 - $24,999	9	10	5	10	14	11
$25,000 - $49,999	22	16	17	13	28	23
$50,000 - $74,999	16	21	16	22	17	18
$75,000 - $99,999	15	14	19	17	9	6
$100,000 - $149,999	15	16	21	17	6	11
More than $150,000	11	15	14	18	6	9

Q.27) What is your household annual income?

Demographics: Income

Base: Total Respondents	MD Pre-Wave N=115 % (A)	MD Post Wave N=114 % (B)	VA Pre-Wave N=111 % (C)	VA Post Wave N=110 % (D)	DC Pre-Wave N=76 % (E)	DC Post Wave N=76 % (F)
Less than $10,000	4	9	10	5	29 F	12
$10,000 - $24,999	11	10	4	10	12	12
$25,000 - $49,999	25	16	22	15	16	17
$50,000 - $74,999	18	22	14	21	16	20
$75,000 - $99,999	17	14	16	16	9	9
$100,000 - $149,999	17	16	17	16	9	14
More than $150,000	6	14	17	16	9	16

Q.27) What is your household annual income?