

## Evaluation of Pedestrian Safety Campaigns

### Problem

The study examined the attitudes of seniors in Maryland toward pedestrian safety in general and their reactions to public service campaigns in particular.

### Objectives

The goal of the study was to discover what the general attitudes of seniors were toward pedestrian safety and public service campaigns. In addition, the study was designed to determine the impact of race, gender and geographic location on these attitudes.

### Description

The study was a detailed statistical analysis of a survey administered to over 800 seniors across Maryland followed by focus group discussions which were analyzed for more general attitudes on safety.

### Results

The report shows that seniors consider pedestrian safety an important issue and that they are concerned about their safety when walking on roads. The extra care shown in the presence of children further highlights the concern given this subject.

Attitudes differed across demographic and geographic groups. Urban seniors were considerably more likely to claim that they act safely than those living in non-urban areas. In addition, African-Americans were more likely than Caucasians to claim that they act safely even after controlling for their geographic location.

This is an important finding for public service campaigns. Minorities are at higher risk to be involved in pedestrian-vehicle accidents nationwide (and in Maryland), yet they claim to behave safely at a higher rate than their Caucasian counterparts. This means that the task of a safety campaign is more difficult.

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## Results Continued

In addition, different target groups have different preferred means of receiving information. Urban seniors, and particularly African-American seniors are more likely to think that billboards are the most appropriate means of publicizing the safety issues. Non-urban, and particularly Caucasian, seniors are more likely to believe that radio and television ads are more appropriate.

In contrast to the survey responses, focus group discussions implied that seniors believe that stricter rules and enforcement may be better than public safety campaigns. However, African-Americans are much less likely to believe that fines are appropriate for pedestrian non-compliance.

## Report Information

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