

STATEWIDE TELEPHONE SURVEY OF SEAT BELT USE, ALCOHOL-IMPAIRED, AND DISTRACTED DRIVING



Final Report 2012

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ABSTRACT

Consistent with the goals of the National Highway Traffic Safety Administration (NHTSA), the Ohio Department of Public Safety (ODPS) and the Office of Criminal Justice-Traffic Safety (OCJS-TS), the 2012 Statewide Seat Belt Use and Alcohol-Impaired Driving Campaigns were to increase seat belt use and reduce alcohol-impaired driving, thereby reducing highway fatalities and serious injuries throughout Ohio. This evaluation was completed to determine the impact of the 2012 Statewide Seat Belt Use and Alcohol-Impaired Driving Campaign of Paid Media, Earned Media, and Enforcement on the attitudes, beliefs, and behaviors of Ohio drivers regarding seat belt use and alcohol-impaired driving issues. The Statewide Telephone Survey results suggest the campaign initiatives have made progress toward increasing seat belt use and reducing alcohol-impaired driving. For instance, alcohol related crashes have decreased each year from 2008 through 2011; moreover, alcohol related fatal crashes decreased during 2007 and 2011. Nevertheless, questions related to distracted-driving, speeding, and overall driver safety suggest additional areas of focus for NHTSA and ODPS initiatives.

ACKNOWLEDGMENTS

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INTRODUCTION

Consistent with National Highway Traffic Safety Administration (NHTSA) objectives, the Ohio Department of Public Safety (ODPS) and Office of Criminal Justice-Traffic Safety (OCJS-TS) goals for the 2012 *Statewide Seat Belt Use and Alcohol-Impaired Driving Campaigns* were to increase seat belt use and reduce alcohol-impaired driving, thereby reducing highway fatalities and serious injuries throughout Ohio. The following evaluation was completed to determine the impact of the 2012 Paid Media, Earned Media, and Enforcement Initiatives on attitudes, beliefs, and behaviors of Ohio drivers regarding these key issues. In addition, the survey included questions on distracted driving (e.g., cell phone use and texting), speeding, and other driving behaviors.

A series of four telephone surveys were conducted with 4,549 respondents to determine how and when the statewide interventions impacted the attitudes, beliefs, and behavior regarding seat belt use and alcohol-impaired driving. Those four surveys were completed between April, 2012, and September, 2012, as follows:

- ▶ **Survey 1:** The initial survey of 1,232 drivers was conducted beginning in mid-April, prior to the beginning of the 2012 *“Click It or Ticket”* campaign, and was used to establish baseline data on key seat belt use and alcohol-impaired driving issues.
- ▶ **Survey 2:** The second survey of 1,301 drivers was conducted in early June during the conclusion of the seat belt Earned Media and Enforcement initiatives. Also, the TV and Radio Paid Media initiatives had been completed.
- ▶ **Survey 3:** The third survey of 990 drivers was completed between late July and early August, prior to the beginning of the 2012 *“Drive Sober or Get Pulled Over”* Earned Media and Enforcement initiatives.
- ▶ **Survey 4:** The fourth survey of 1,026 drivers from early- through mid-September, began during the last week of the Earned Media activities.

The remainder of this evaluation report focuses on Ohio’s initiatives to increase seat belt use, reduce alcohol-impaired driving, and distracted driving.

LITERATURE REVIEW

There is strong evidence suggesting that seat belt use is the most effective means of reducing fatalities and serious injuries when traffic crashes occur. Seat belts are estimated to have saved approximately 12,546 lives in America during 2010 (NHTSA, 2012). When used properly, seat belts reduce the risk of fatal injuries to front seat car passengers by 45% and the risk of moderate to critical injury by 50% (U.S. Secretary of Transportation, 1999). Another traffic safety concern, which constitutes one of our nation's greatest threats, is alcohol-impaired driving: Every day, 30 people in the United States die in motor vehicle crashes that involve an alcohol-impaired driver, which amounts to one death every 48 minutes (NHTSA, 2012). Furthermore, NHTSA estimates that during 2010, 10,228 individuals were killed in alcohol-impaired-driving crashes, representing approximately 31% of the total motor vehicle traffic fatalities in the nation that year (NHTSA, 2012).

In 2011, 368 out of 1012 motor vehicle crash fatalities in Ohio were involved in alcohol-related crashes, meaning that 36.4% of fatal crashes in Ohio were alcohol-related (ODPS Crash Statistics, 2012). Three years prior, in 2008, 445 Ohio residents died in alcohol-related crashes (Seufert, Schneider, and Mehdi, 2010). This issue, which has been addressed by statewide media campaigns, remains one of the most difficult obstacles to achieving road safety for both drivers who obey alcohol laws and those who ignore them.

Seat belt use is another major issue in Ohio. While the rate of seat belt use has steadily increased from 65% in the year 2000 to 82% in 2006, 83% in 2008, and 84% in 2011, the current seat belt use rate is well below what is possible, especially with enactment of a primary seat belt law (Seufert, Walton, and Kubilius, 2011; NHTSA, 2010). In consultation with NHTSA, the Ohio Department of Public Safety has set Ohio's goal for seat belt use at 85%. This is a significant goal since strong evidence supports the use of seat belts as an important means to reduce deaths and serious injuries when motor vehicle crashes occur. In addition, injuries are often reduced in severity when the motor vehicle occupant has been restrained by a seat belt (Allen, Zhu, Sauter, Layde, & Hargarten, 2006).

While Ohio continues to have a secondary seat belt law, studies have shown that the passage of a primary seat belt law can greatly increase statewide seatbelt usage rates. For example, both daytime and nighttime observed seatbelt use in Maine increased from 77% and 69%, to 84% and 81% respectively from February of 2008 (before enforcement of a primary law) to May 30th 2008 (only a little more than a month after enforcement of a primary law began) (Chaudhary et al., 2010). Furthermore, in 2010, Maine's overall seat belt use rate was 82%, remaining well above the state's observed rates from early 2008 (Chen & Ye, 2011). Additionally, the state of Kansas implemented a primary seat belt law in June of 2010 and saw an increase in use rate from 77% in 2009 to 81.8% in 2010 (Chen & Ye, 2011). A primary seat belt law provides law enforcement the ability to cite drivers for not wearing their seat belts without having to observe another traffic-related offense first. States that have primary laws generally have higher rates of seat belt usage than states that do not have primary laws (Shults, Elder, Sleet, Thomson, & Nichols, 2004; NHTSA, 2010; Pickrell & Ye, 2011). For instance, in 2011, states with a primary seat belt law had an average of 87% use, whereas states with a secondary seat belt law had an average of 76% use (Pickrell & Ye, 2011).

Driving at unsafe speeds or exceeding the speed limit can contribute to the possibility of a motor vehicle crash occurring by reducing the ability of the driver to safely operate a motor vehicle or to stop a moving vehicle quickly in an

emergency (Liu, Chen, Subramanian, & Utter, 2005). High-speed crashes often result in fatalities or serious injury. In 2011, 30.1% of Ohio's crash fatalities were speeding-related. From 2006 to 2011, the average percentage of speeding-related fatalities was approximately 31.8% of all crash-related fatalities in Ohio (ODPS Crash Statistics, 2012).

Nationally, young drivers constitute only 6.4% of all licensed drivers, yet they were involved in 10% of fatal crashes in 2010 (NHTSA, 2012). In Ohio, drivers and passengers between the ages of 16 and 20 had the highest combined rates of fatal crashes of all age groups in 2010. Out of the 1,080 traffic fatalities that year, 73 drivers and 41 passengers were within this age range (Ohio Department of Public Safety, 2011). While inexperienced drivers may have more crashes for a variety of reasons, the added influence of teenage passengers on affecting risky driving behavior should not be underestimated. Teenage passengers may be distracting to their peer drivers. In addition, teenage drivers who are in the presence of other teens may be more likely to speed or participate in other risky driving-related behaviors (Simons-Morton, Lerner, & Singer, 2005; Seufert, Walton, Kubiak and Bischof, 2008).

A more recent concern, especially amongst young drivers, is distracted driving. Ohio recognizes this and as of August 8th, 2012, there is a ban on cellphone use (primary law) by novice drivers and ban on texting while driving (secondary law) for all drivers. "The percentage of drivers holding cell phones to their ears while driving stood at 5 percent in 2010. This rate translates into 660,000 vehicles driven by people using hand-held cell phones at a typical daylight moment in 2010 [NHTSA, 2011]." Drivers in the 18-20 age range self-reported the highest rate of crash or near crash experiences and also, the highest rate cell phone use during crashes or near crashes (Chaudhary, Cosgrove & Tison, 2011).

Specific Ohio populations may need special consideration when the goal is to reduce motor vehicle fatalities and injuries. African Americans, males, and pickup truck drivers exhibit lower levels of seat belt use, according to results from Observational Surveys of Seat Belt Use in Ohio (Seufert, et. al. 2006, 2007, 2008, 2009, 2010, 2011, and 2012). Drivers and passengers who live in rural communities may also be less likely to wear their seat belts. Other regional, ethnic, or age- or gender-related demographic statistics are related to sub-optimal traffic safety behaviors and emerge through ongoing research. Addressing these special populations through targeted initiatives will increase road safety within those populations and for all of Ohio.

Theory of Planned Behavior: The Ohio Department of Public Safety's use of an appropriate theoretical framework provides a means for effectively organizing and enhancing its prevention and intervention initiatives. For instance, theories that have most strongly influenced prevention research and programs include the Health Belief Model, Social Cognitive Theory, and the Theories of Reasoned Action and Planned Behavior.

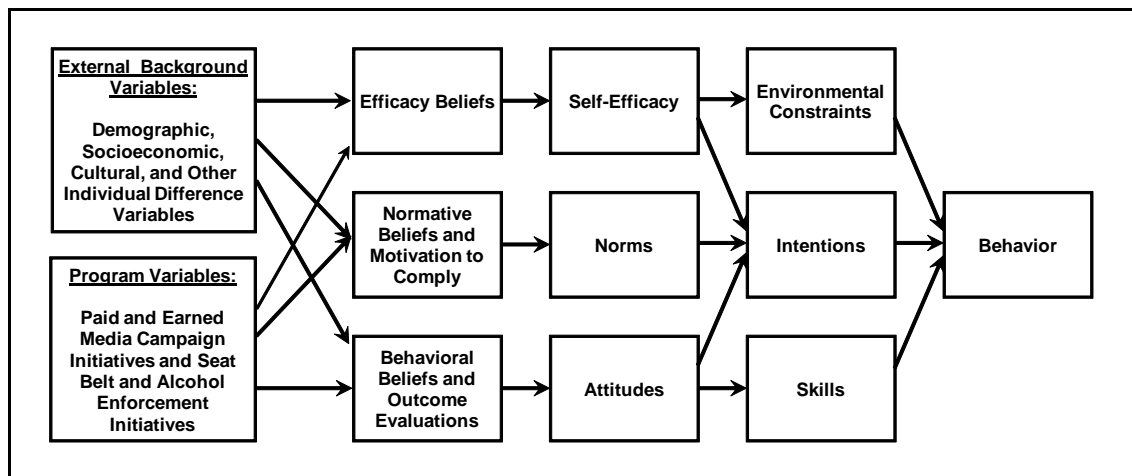
Those related theories suggest that four primary factors may influence an individual's behavioral intentions and subsequent behavior as it applies to seat belt use and alcohol-impaired driving:

1. The individual's perception that he or she is personally susceptible to being involved, injured, or killed in an accident; receiving a ticket for not wearing a seat belt; being in an accident, or receiving punishment due to alcohol-impaired driving.
2. The individual's attitude toward performing the specific behavior, which is based on one's belief about the positive versus negative consequences of performing that behavior.

3. Norms, which include the perceived social norm regarding seat belt use, and the perception that “significant others” with whom the individual interacts closely (e.g., family members, close friends, peers, etc.) support and encourage the individual’s attempts to engage in specific behavior.
4. Self-efficacy, including the individual’s perception that he or she can or should perform the appropriate and recommended behavior (e.g., seat belt use or refusing to drive a vehicle after drinking alcoholic beverages) under a variety of difficult or challenging circumstances, including legal constraints (see Fishbein, *et al.*, 2002).

The above theories and derived statements have been combined to form an Integrated Theory of Planned Behavior (Fishbein, *et al.*, 2002). The Evaluator expanded that model to include other potentially important program constructs, such as those associated with ODPS’s Media and Enforcement Campaigns, including “Drive Sober or Get Pulled Over,” “Click It or Ticket,” “What’s Holding You Back,” “You Drink and Drive You Lose,” “Friends Don’t Let Friends Drive Drunk,” and “Drunk Driving, Over the Limit, Under Arrest.” Figure A illustrates the Evaluator’s conception of one way to include those important constructs in the theoretical model and to further understand and enhance the ODPS initiatives.

Figure A. An Integrated Theoretical Model of Planned Behavior Including Program Variables



The Integrated Theory of Planned Behavior provides a theoretical framework to predict behaviors such as seat belt use and acts like driving under the influence. It incorporates attitudes, subjective norms, and perceived behavioral control regarding highway safety issues. Furthermore, it guides in developing educational communications by providing important insights as to which behavioral cognition one should try to change. This is achieved by assessing which beliefs discriminate between those who intend and those who do not intend to wear their seat belts, or those who intend or do not intend to drive after drinking. In this way, it will distinguish appropriate targets for informational influence (Fishbein and Middlestad, 1987; Surton, *et al.*, 1990) and implies that changing behavior becomes a matter of changing the underlying cognitive structure through effective interventions.

A criticism of the Theory of Planned Behavior and Reasoned Action concerns the contribution of previous behavior. Fishbein and Ajzen allow for the possibility of behavior producing feedback that can influence attitudes and subjective norms, but their model seems to be better suited to situations where a person is weighing the pros and cons of an action

for the first time. In many cases, however, this condition does not apply. The action under consideration by a person will often be similar, if not identical, to action performed many times before (e.g., seat belt use, speeding, alcohol-impaired driving, and distracted and inattentive driving, etc.). Thus, the inclusion of past behavior may provide a better prediction of the decision to perform a subsequent behavior. Several empirical studies have shown that past behavior can influence intentions beyond the effect mediated by the constructs of the model (Bentler and Speckart, 1979, 1981; Bagozzi, 1981; Fredricks and Dosset, 1983; Rise, 1992). Consequently, for the present highway safety research, the Theory of Planned Behavior was expanded to include past behavior.

In summary, the Evaluator applied an extended or modified version of the Integrated Theory of Planned Behavior which included program variables (i.e., media campaign exposure, recall, and perceived effectiveness) and past behavior. The theory was applied during the planning process of the 2012 study, while designing survey questions, and organizing the overall evaluation results. A detailed analysis of the cognitive and other factors, underlying attitudes, and subjective norms provides information about arguments that may be used in persuasive communications to reinforce the decision by the target population to use seat belts or to avoid drinking and driving. Specifically, this theory-based evaluation research will help establish an effective public information and education campaign to significantly increase seat belt use and decrease alcohol-impaired driving among the target population. The theoretical model will be tested in a subsequent multivariate analysis with survey data from 2003 through 2012.

EXECUTIVE SUMMARY

The following narrative summarizes major findings from the *2012 Statewide Telephone Survey of Seat Belt Use, Alcohol-impaired Driving, Distracted Driving, Speeding, and Driver Safety*. A random-probability sample of 4,549 individuals with a valid Ohio drivers' license participated in four consecutive surveys. Each survey was scheduled to document changes in attitudes and behavior (pre-and post) resulting from ODPS media campaigns and law enforcement initiatives pertaining to seat belt use and alcohol-impaired driving in the five Ohio regions. The Results section contains the complete survey findings.

PERCEIVED SEAT BELT USE OF OTHER DRIVERS

When survey respondents were asked about their perceptions of seat belt use among other drivers, 28.3% said the average driver "always" wears a seat belt and 55.8% said belt use occurs "most of the time."

When asked to identify reasons that would cause some drivers who do not currently wear their seat belts to do so, the most frequently mentioned responses were being injured in an accident, fear of getting a ticket, and seeing others injured.

Almost half (48.2%) of respondents said drivers who never wear a seat belt during the next six months are "very" or "somewhat" likely to get a ticket.

RESPONDENTS REPORTED SEAT BELT USE

When asked about their own seat belt use, 85.3% of those surveyed indicated that they "always" wear their seat belt, while 8.7% said they wear their seat belt "most of the time." Approximately 95.1% said their seat belt use stayed the same over the course of the media and enforcement campaigns, while about 4.6% indicated that their seat belt use had increased.

SEAT BELT LAWS AND LAW ENFORCEMENT

When asked about seat belt use and related law enforcement, 64.4% of respondents greatly favored laws that require seat belt use. Also, nearly all (99.0%) respondents correctly knew that Ohio has a law requiring seat belt use by adults; however, 55.7% incorrectly thought law enforcement officers can stop a vehicle solely for a seat belt violation without observing another offense. At the time of the 2012 survey, approximately 97.5% of respondents correctly believed that Ohio law mandated booster seat use by children who are under age 8 and/or less than 4 feet and 9 inches in height.

When survey participants were asked about law enforcement relative to seat belt use, 65.8% stated that law enforcement officers should be able to stop a vehicle if they observe a seat belt violation when no other traffic laws have been broken.

More than half of respondents (63.9%) would "definitely" (47.9%) or "probably" (16.0%) support passage of a primary seat belt law. Furthermore, 50.4% would "definitely" and 13.6% would "probably" vote for passage of a primary seat belt law. Approximately 89.2% of respondents said they would "always" wear a seat belt if Ohio had a primary seat belt law and an additional 6.2% said they would obey a primary seat belt law "most of the time." Most respondents said the passage of a primary seat belt law would "definitely" or "probably" reduce serious injuries (82.6%), and fatalities

(84.9%), and offer greater protection to drivers and passengers (86.7%). Consequently, passage of a primary seat belt law is viewed in a very positive manner by Ohio drivers.

Approximately 17.5% of those surveyed said it was “very likely” they would receive a ticket if they did not wear a seat belt at all over the next six months. Approximately 18.2% have “definitely” or “probably” seen or heard of special efforts by police to ticket drivers in their community for not wearing a seat belt.

EXPOSURE TO MEDIA CAMPAIGN MESSAGES ABOUT SEAT BELT USE

The majority (70.1%) of respondents had “definitely” or “probably” seen or heard media messages that encouraged seat belt use 30 days prior to the survey. In contrast, 21.1% “definitely” had not seen or heard any messages. Approximately 43.7% had seen or heard media messages promoting seat belt use on television, while 20.3% had heard a message on the radio during the 2012 campaign. Other frequently mentioned places included billboards and road signs.

Part of the survey pertained to the “*Click It or Ticket*” campaign which aims to increase seat belt use. Unprompted recall of “*Click It or Ticket*” for those respondents claiming to have seen or heard a message about seat belt use increased from 76.5% to 86.2% after the campaign initiative. Furthermore, 80.1% of all respondents could recall “*Click It or Ticket*” when prompted by an interviewer. Both results suggest the campaign was effective in accomplishing its objective. In addition, prompted recall of “*What’s Holding You Back?*” also increased from 31.3% to 37.8% between the first and second surveys.

ATTITUDES ABOUT DRINKING AND DRIVING

More than half (68.4%) of survey respondents said it was “very” (22.5%) or “somewhat” (45.9%) likely that an individual would be stopped by law enforcement if they were driving after consuming too much alcohol. Additionally, 28.7% said it was “very likely” an individual would be in a crash if they were driving while alcohol-impaired. Twenty-six percent (26.0%) of respondents said that if they were apprehended after drinking and driving the punishment would likely be “very severe” and 38.5% said the penalties for driving after drinking too much should be “much more severe” than they presently are. Approximately 73.7% of respondents said Ohio laws were “very” or “somewhat” effective at reducing alcohol-impaired driving; moreover 77.8% agreed that the enforcement of such laws is “very” or “somewhat” effective.

Approximately 28.6% of respondents had seen a sobriety checkpoint within the last 12 months, and 57.1% agreed that checkpoints should be used more frequently.

A little more than half (50.7%) of those surveyed said they knew the specific BAC-level in Ohio at which a person is considered legally intoxicated and 77.6% of those who claimed to know Ohio’s legal limit, correctly identified that level as .08.

Respondents said the most effective methods of deterring alcohol-impaired driving in Ohio were jail time for DUI offenders, more sobriety checkpoints, and more law enforcement officers on roads.

EXPOSURE TO MEDIA CAMPAIGN MESSAGES ABOUT DRINKING AND DRIVING

Less than half (45.1%), of survey participants had seen or heard slogans discouraging alcohol-impaired driving in the past 30 days. *"You Drink, You Drive, You Lose"* was the most frequently recalled slogan, with 56.9% remembering it when prompted, and 6.2% remembering it without prompting. When prompted, 38.9% of those surveyed recalled the slogan *"Drunk Driving. Over the Limit. Under Arrest."* and 4.2% remembered it without prompting. The slogan, *"Drive Sober or Get Pulled Over"* was recalled by 4.9% of those surveyed without prompting and 30.0% when prompted by an interviewer.

In the sixty days prior to the survey, 15.4% of respondents had driven within two hours of drinking an alcoholic beverage.

The majority (77.5%) of survey participants said they saw law enforcement officers on roads "about the same" as they did three months ago, and 20.8% said the likelihood of being stopped by an officer for alcohol-impaired driving was "more likely" than three months ago. Approximately 24.5% of respondents said they had "definitely" or "probably" seen special efforts by police to ticket drunk drivers in their community.

Overall, perceptions regarding alcohol-impaired driving issues have remained relatively consistent since 2003.

DISTRACTED DRIVING, SPEEDING, AND DRIVER SAFETY

Only 21.7% of respondents admitted to using a cell phone without a hands-free device while driving daily or almost every day. About 69.4% of 2012 respondents maintain they never use a hands-free device to talk on their cell phone while driving. While 44.4% of those surveyed said they see other drivers' texting on a cell phone every day, only 2.6% claim to personally engage in this behavior on a daily basis. More than half of respondents feel they are able to determine when it is safe to use a cell phone to make a call while driving; however, 53.7% maintain they cannot safely adapt their driving while using a cell phone to make a call. Approximately 61.6% agree that using a hands-free device makes calling safe while driving. Few respondents (15.9%) believe they are able to determine when it is safe to use a cell phone to text while driving and 10.2% said they can safely adapt their driving while using a cell phone to text.

Approximately 67.2% of those surveyed maintain that they rarely or never drive faster than 35 miles per hour on a road with a 30 mph posted speed limit and 63.5% claim to rarely or never drive faster than 70 mph on a local road where the speed limit is 65 mph. When asked if they have seen, heard, or read something about speed enforcement by police, 37.2% said they have and 74.2% think it is likely someone would receive a ticket for driving over the speed limit.

While relatively few respondents acknowledged they need to make changes to their own driving behaviors, it is interesting to see that 31.6% of respondents did say they should watch their speed and 21.4% say they should stop talking on their cell phone while driving. Additionally, 6.6% of those surveyed feel they need to stop texting while they drive. As expected, most respondents found the actions and behaviors of other drivers to be the cause of most problems on the road.

CONCLUSION

The 2012 survey increases and reinforces knowledge about Ohioans who are and are not using seat belts and provides information on their attitudes and behaviors regarding drinking and driving. Respondents continue to acknowledge the multiple safety benefits of seat belt use, with the majority of respondents saying they always wear their seat belt and that they have intentions to wear their seat belt all of the time over the next six months. Exposure to the *“Click It or Ticket”* media messages continued to increase, and a majority of respondents said strict enforcement of seat belt laws would improve overall seat belt use in Ohio. Consistent with other research findings, survey respondents believe the passage of a primary seat belt law in Ohio could have a significant positive impact on overall seat belt use.

Results from 2012 concerning alcohol-impaired driving were generally similar to the 2011 findings in terms of respondents’ drinking and driving behavior. Therefore, this important highway safety concern warrants continued attention from media campaigns, law enforcement, and other related initiatives.

Few respondents acknowledged needing to make changes to their own driving behaviors, and as expected, most respondents found the actions and behaviors of other drivers to be the cause of most problems on the road.

RECOMMENDATIONS

Consistent with the results of previous evaluations, the following six recommendations are again suggested as possible ways to further enhance the media and enforcement campaign initiatives throughout Ohio:

- ▶ **RECOMMENDATION 1 - CONTINUE TO PURSUE THE PASSAGE OF A PRIMARY SEAT BELT LAW:** Survey results continue to suggest that the majority of Ohio drivers support, would vote for, and obey a primary seat belt law for Ohio. Furthermore, respondents believe that enacting and enforcing a primary law would offer greater protection to drivers and passenger and thereby help reduce fatalities and serious injuries.
- ▶ **RECOMMENDATION 2 - TARGET DRIVERS AND PASSENGERS AGES 25 AND YOUNGER:** Increasing seat belt use among drivers and passengers ages 25 and younger remains crucial in helping to further reduce traffic-related injuries and fatalities in Ohio.
- ▶ **RECOMMENDATION 3 - DESIGN MEDIA MESSAGES TO TARGET PICKUP TRUCK DRIVERS:** Media sources and messages that are most likely to reach pickup truck drivers should be utilized.
- ▶ **RECOMMENDATION 4 - INCREASE PENALTIES FOR ALCOHOL-IMPAIRED DRIVING:** Strict law enforcement, along with swift and appropriate punishments, should be used to better deter Ohioans from drinking and driving.
- ▶ **RECOMMENDATION 5 - ENHANCE THE VISIBILITY OF LAW ENFORCEMENT AND THE IMPACT OF SOBRIETY CHECKPOINTS:** Enhanced law enforcement visibility and sobriety checkpoints, along with effective informational and educational campaigns, remain vital in reducing the number of alcohol-impaired drivers on Ohio’s roadways.
- ▶ **RECOMMENDATION 6 - NHTSA AND ODPS SHOULD FOCUS THEIR INTERESTS AND INTERVENTIONS ON THE PROBLEMS OF DISTRACTED AND INATTENTIVE DRIVING BEHAVIOR AND SPEED:** As expected, drivers compare themselves favorably but inaccurately to other drivers on the road in terms of distractedness and speed. Therefore, NHTSA and ODPS should focus their interests and interventions on the problems of distracted and inattentive driving behavior and speed in 2013 and beyond.

METHODOLOGY

RESEARCH DESIGN

A coordinated formative and summative research design was used in conducting the 2012 Statewide Survey of Seat Belt Use and Alcohol-Impaired Driving. The purpose of the evaluation was to determine the effectiveness of Ohio Traffic Safety Office Paid Media, Earned Media, and Enforcement initiatives, and to help assure that valid conclusions and policy recommendations result from the project. Also, qualitative and quantitative information was obtained from key stakeholders or informants at various stages in the research. For instance, NHTSA, OCJS, and ODPS personnel, law enforcement, and other stakeholders or informants were consulted to obtain pertinent background information for the research design. Overall, a random-digit dialing survey was completed with 4,549 individuals across the five regions of Ohio. Random-digit dialing surveys result in self-weighting samples that are generally proportional to households and/or drivers in the geographical area.

SURVEY

Random-digit dialing telephone surveys of 4,549 individuals were conducted to evaluate the 2012 Paid Media, Earned Media, and Enforcement initiatives that were used to promote greater seat belt use and reduce alcohol-impaired driving throughout Ohio. Overall, four surveys were conducted in order to more clearly determine how the statewide interventions impacted the attitudes, beliefs, and behavior of Ohio drivers regarding seat belt use and alcohol-impaired driving. The surveys were completed between April and September, 2012.

SAMPLE

The four main factors influencing sample size requirements are the size of the population from which the sample is to be drawn, the confidence coefficient, the confidence interval, and the degree of variance or difference existing in the population regarding the issues being measured. The overall confidence coefficient selected for the Ohio statewide survey is 95%, while the designated minimum confidence interval for the total sample is plus or minus 2% and the minimum confidence interval for each separate sample is plus or minus 3%. This means that if repeated samples of drivers were drawn, 95% of the time the sample confidence interval would include the population parameter. For example, if 60% of the drivers profess a specific position regarding a key highway safety issue, we can be 95% confident that between 57% and 63% of all drivers would profess the same position.

It is often impossible for the researcher to be certain about the degree of variance among a population on the issues being studied. When this condition exists, it is necessary to assume maximum variance within the target population, i.e., a 50% to 50% split on the highway safety issue. For example, 50% of the respondents agree with the issue and 50% disagree. This assumption requires the researcher to select the maximum sample size.

Given the number of Ohio drivers in each of the five regions, and assuming maximum variance of the population on the survey topics, a random baseline sample of 848 drivers were interviewed. Three subsequent surveys of approximately 1,000 or more drivers were completed. When more than one licensed driver lived at the residence, only one was selected randomly for inclusion in the sample.

QUESTIONNAIRE DEVELOPMENT

As previously noted, the topics covered in the survey were derived from: the goals and objectives of the Paid Media, Earned Media and Enforcement initiatives; key indicator and pilot questions identified by NHTSA; discussions with OCJS and ODPS personnel, key stakeholders and informants (i.e., law enforcement and other knowledgeable experts); and a comprehensive computer search and review of related research. The primary concern was to collect valid information for evaluating the OCJS seat belt use and alcohol-impaired driving initiatives. The survey questionnaires included a common core of questions which provided the opportunity to compare and contrast the perceptions of survey participants regarding salient seat belt usage and alcohol-impaired driving issues.

During the research review process, questions, scales, and indices were selected that have known and acceptable levels of validity and reliability for inclusion in the questionnaire. Since single survey questions usually fail to fully capture nuances of complex issues, multiple indicators such as scales and indices were selected to measure attitudes, behavior, and subjective norms pertaining to seat belt use and attitudes and behaviors related to drinking and driving. Multiple indicators are necessary whenever theoretical concepts exist, but single, unambiguous operational indicators are absent.

Questionnaire wording and the response categories were structured so that the language was appropriate to the target population and accurately differentiate among opinions about the issues. The final questionnaire was approved by OCJS-TS personnel prior to carrying out the research and was pre-tested before the formal data collection.

INTERVIEWER SELECTION AND TRAINING

Interviewers were specially trained for the project at the Applied Research Center. Interviewing was structured so that interviewers received prompt feedback regarding consistency, completeness of entries and other quality indicators. All telephone interviews were completed from the Applied Research Center between 9:00 a.m. and 9:00 p.m. during the week and 10:00 a.m. and 4:00 p.m. on Saturday.

DATA ANALYSIS

Survey data were analyzed by integrating both qualitative and quantitative methods (Blalock, 1979; Felding and Lee, 1991; Miles and Huberman, 1984). Data were first analyzed through descriptive statistics and measures of association which indicate how strongly two variables are related to each other. When appropriate, interpretations based on the descriptive statistics were extended through the use of other suitable multivariate statistical procedures such as factor analysis and regression (Blalock, 1979; Cohen and Cohen, 1983; Tabachnick and Fidell, 1996; Mertler and Vannatta, 2010).

RESULTS

This section of the report contains the results of the *Statewide Telephone Survey of Seat Belt Use, Alcohol-Impaired, and Distracted Driving for 2012*. When statistically appropriate, each of the following parts contains descriptive statistics on these issues for the overall survey of 4,549 respondents. Results cross-tabulated by survey; region; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type are located in Appendix A.

PART I: DEMOGRAPHICS AND GENERAL DRIVING HABITS

Demographic statistics for the 2012 sample are as follows:

- ▶ Highest Level of Education – 25.7% are high school graduates (GED); 3.7% attended business or vocational school; 18.0% had some college (no degree); 12.4% had their Associate's Degree; 24.2% had a Bachelor's Degree; 11.7% had obtained a Master's Degree; and 2.4% held a Ph.D.
- ▶ Work or Employment Status – 55.6% are employed full-time; 15.0% held part-time jobs; 3.4% are retired; 3.9% are full- or part-time students; 10.7% are homemaker's; 5.1% are unemployed; and 5.1% maintain they are disabled.
- ▶ Age – 7.9% of participants are 25 or younger; 3.9% are 26-30 years old; 6.9% are 31-35 years of age; 10.7% are 36-40; 16.7% are 41-45 years old; 24.8% are 46-50 years of age; and 29.3% are 51 years of age and older.
- ▶ Marital Status – 16.6% of those surveyed are single, never married; 75.4% are married; 6.4% are separated or divorced; and 1.7% are widowed.
- ▶ Race – 91.2% consider themselves to be Caucasian; 4.6% are African American; and 4.2% are from "other" races.
- ▶ Hispanic/Latino – 1.5% of those surveyed said they are Hispanic or Latino.
- ▶ Living Community – 11.8% said they live in an urban setting; 45.5% live in a suburban area; and 42.7% live in a rural area.
- ▶ Sex – 64.9% of respondents are female; and 35.1% are male.

Most respondents (49.2%) said they drive an "automobile" when asked to identify the type of vehicle they drive most often. Approximately 23.2% said they drive a SUV most often, 15.5% drive primarily a minivan and 11.1% maintain they drive a pickup truck most of the time.

Regarding responses to other questions about personal driving habits, 83.9% of those surveyed said they drive five or more days a week. More than half (53.8%) stated that they drive 100 miles or less during an average week, while 42.3% said they drive between 101 and 500 miles. More than one-third (37.3%) of participants stated that they drive in a suburban setting most of the time, 27.9% say they mainly drive in urban settings, and 34.8% primarily drive in rural areas. Close to half (44.6%) of those surveyed claimed to drive for both "work" and "pleasure".

PART II: SEAT BELT USE

PERCEIVED SEAT BELT USE BY OTHER DRIVERS

During 2012, 28.3% of respondents said the average driver “always” wears a seat belt, while 55.8% said “most of the time.” Results were similar to previous survey years (Figure 1 and Table 1). Appendix A contains responses cross-tabulated by survey; region; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type.

FIGURE 1: PERCEIVED SEAT BELT USE BY OTHER DRIVERS

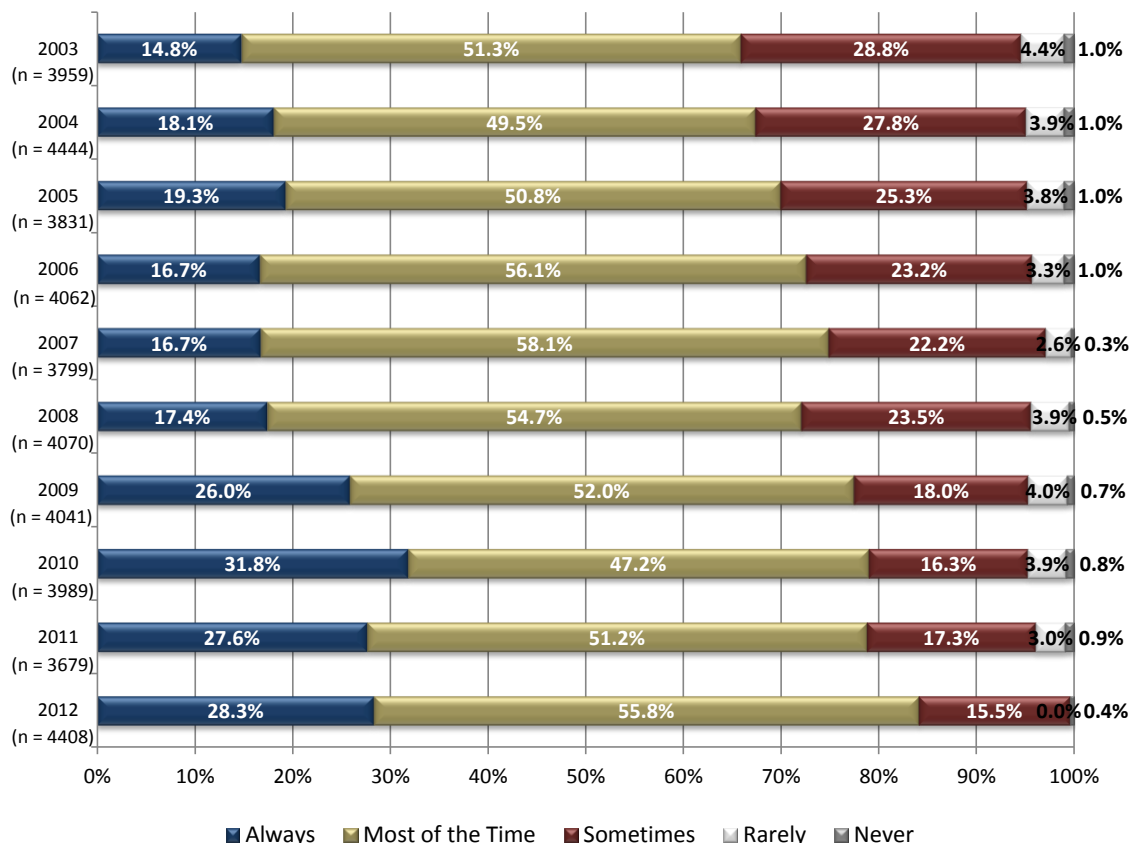


TABLE 1: PERCEIVED SEAT BELT USE BY OTHER DRIVERS

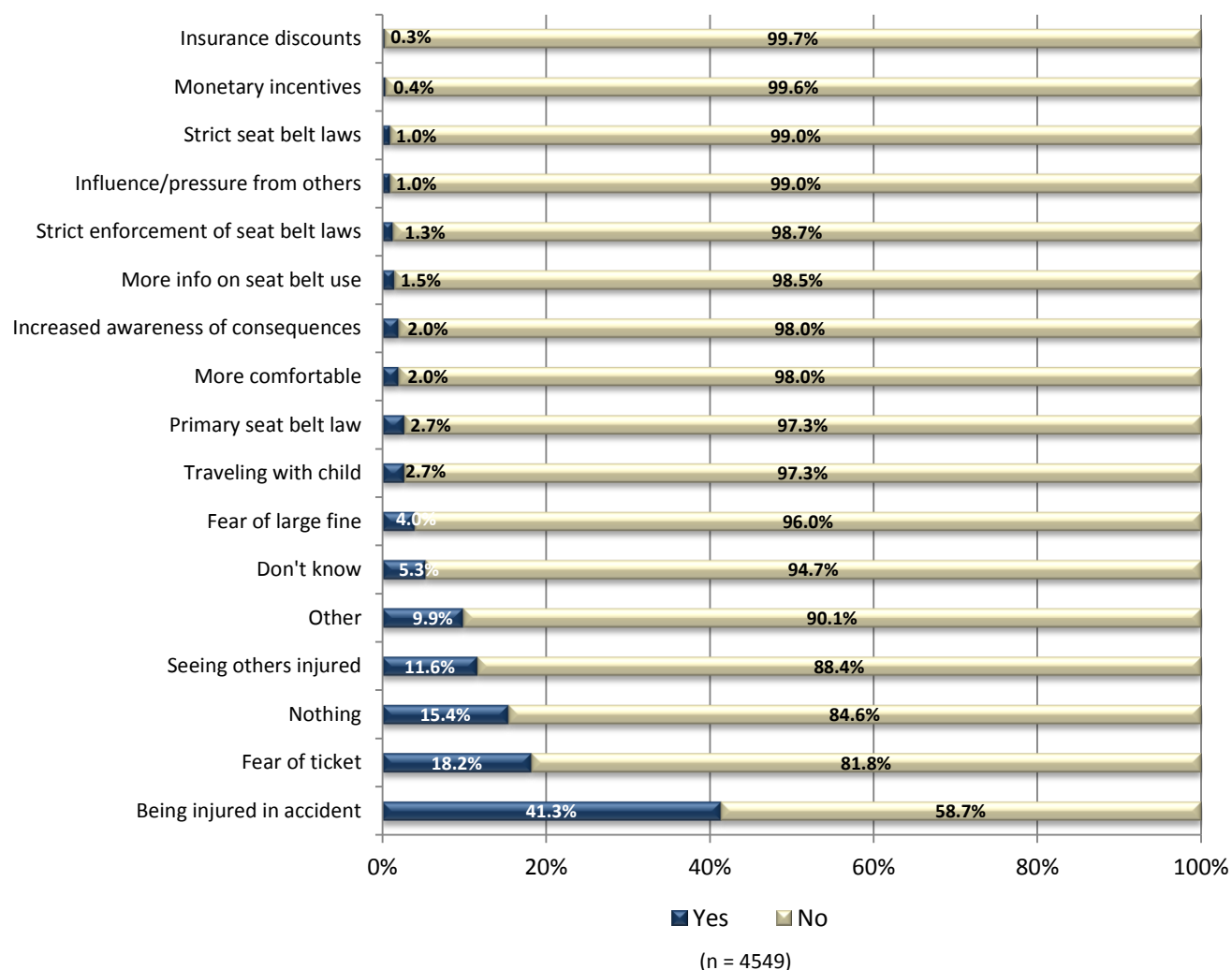
		Survey 1	Survey 2	Survey 3	Survey 4	Total
SURVEY YEAR	2003	3.745	3.730	3.679	3.765	3959
	2004	3.765	3.831	3.794	3.824	4444
	2005	3.802	3.869	3.845	3.846	3831
	2006	3.882	3.846	3.819	3.897	4062
	2007	3.869	3.917	3.852	3.892	3799
	2008	3.857	3.851	3.857	3.821	4070
	2009	4.079	3.944	3.935	3.985	4041
	2010	4.073	4.030	4.080	4.030	3989
	2011	4.109	3.963	4.017	3.986	3700
	2012	4.129	4.090	4.074	4.174	4408

In Table 1, the average score calculation is based on “Very likely” = 4 to “Very unlikely” = 1; therefore, the greater the average score, the greater the perceived likelihood of receiving a ticket.

FACTORS THAT MIGHT ENCOURAGE OTHER DRIVERS TO WEAR THEIR SEAT BELT

The most frequently mentioned factors that might cause or encourage drivers who do not currently wear a seat belt to do so include being injured in an accident and fear of getting a ticket (Figure 2). These were the most frequently cited responses during all four surveys and during other ODPS telephone surveys about seat belt use conducted by the ARC since 2000 (Seufert, *et al.*, 2000 through 2011). It should also be noted that a little more than fifteen percent (15.4%) said there is “nothing” that might encourage drivers who do not currently wear a seat belt to do so.

FIGURE 2: FACTORS THAT MIGHT ENCOURAGE OTHER DRIVERS TO WEAR THEIR SEAT BELT



LIKELIHOOD OF A DRIVER RECEIVING A TICKET FOR NOT WEARING A SEAT BELT

In all years of the survey, respondents were divided over whether those who do not wear their seat belt would receive a ticket (Figure 3). Respondents’ perceptions that the average driver would be likely to receive a ticket for not wearing a seat belt decreased between the baseline, first and second surveys; however, an increase to its highest point occurred during the fourth survey (Table 2). Respondents who were more apt to say it was “very likely” that a driver would receive a ticket for not wearing a seat belt included those between the ages of 31 and 35, African Americans, those who live in urban areas, pickup truck drivers and those who reside in the southeast region of Ohio (Appendix A; Table A2.2).

FIGURE 3: LIKELIHOOD OF A DRIVER RECEIVING A TICKET FOR NOT WEARING A SEAT BELT

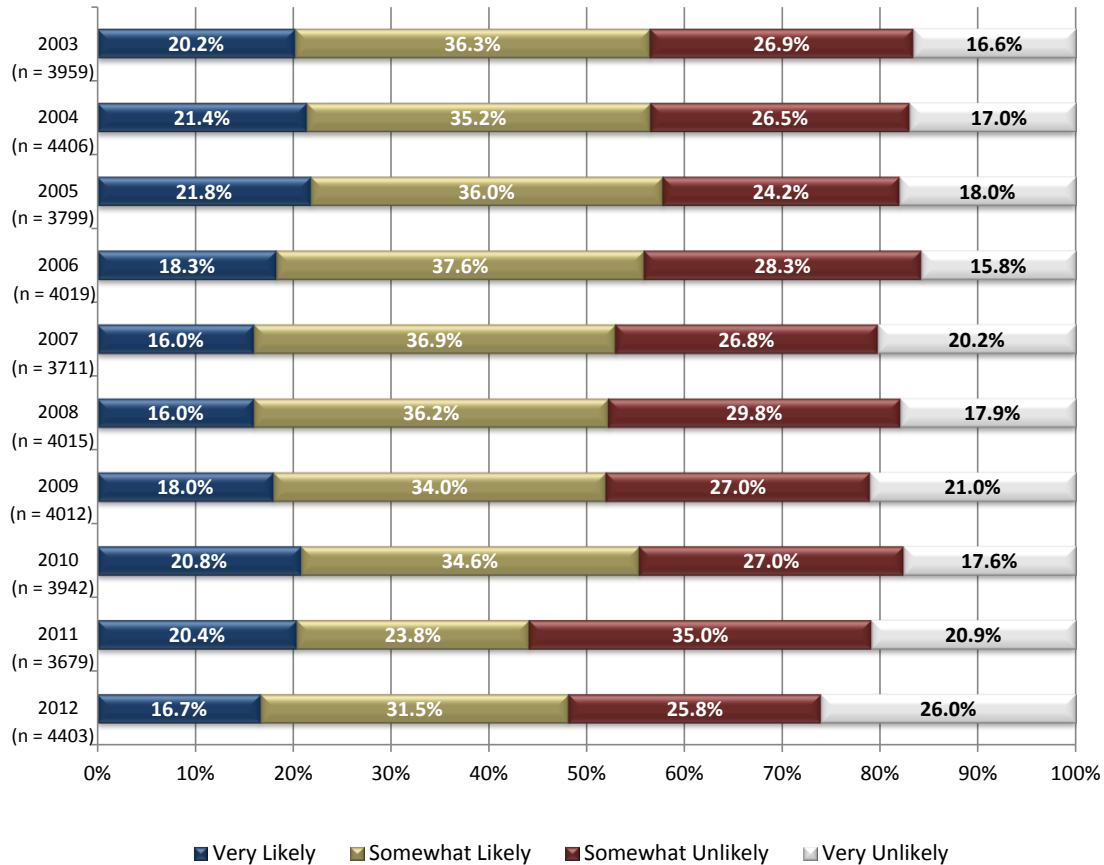


Table 2: LIKELIHOOD OF A DRIVER RECEIVING A TICKET FOR NOT WEARING A SEAT BELT

		Survey 1	Survey 2	Survey 3	Survey 4	Total
SURVEY YEAR	2003	2.435	2.543	2.628	2.645	3959
	2004	2.516	2.775	2.586	2.593	4337
	2005	2.629	2.713	2.623	2.592	3799
	2006	2.420	2.586	2.638	2.662	4019
	2007	2.463	2.588	2.465	2.428	3711
	2008	2.533	2.560	2.465	2.450	4015
	2009	2.498	2.522	2.479	2.487	4012
	2010	2.548	2.642	2.597	2.555	3942
	2011	2.392	2.371	2.442	2.531	3679
	2012	2.384	2.375	2.373	2.428	4403

In Table 2, the average score calculation is based on "Very likely" = 4 to "Very unlikely" = 1; therefore, the greater the average score, the greater the perceived likelihood of receiving a ticket.

RESPONDENTS' REPORTED SEAT BELT USE

In 2012, reported seat belt use for those who claim to always wear a seat belt was 85.3% overall (Figure 4). This rate fluctuated somewhat throughout the survey period (Table 3). While most respondents indicated they "always" wear their seat belt when driving, very few respondents said they "rarely" or "never" wear their seat belt. As expected, reported seat belt use is generally lower among respondents who are: age 25 and younger, male, single and pick-up drivers (Appendix A; Table A2.3). Additionally, 85.0% of those surveyed claimed they always wear their seat belt when

riding as a front seat passenger in a vehicle and most respondents (95.1%) said their seat belt use had “stayed the same” over the 30 days prior to the survey. See Appendix A for results cross-tabulated by survey; region; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type.

FIGURE 4: RESPONDENTS’ REPORTED SEAT BELT USE

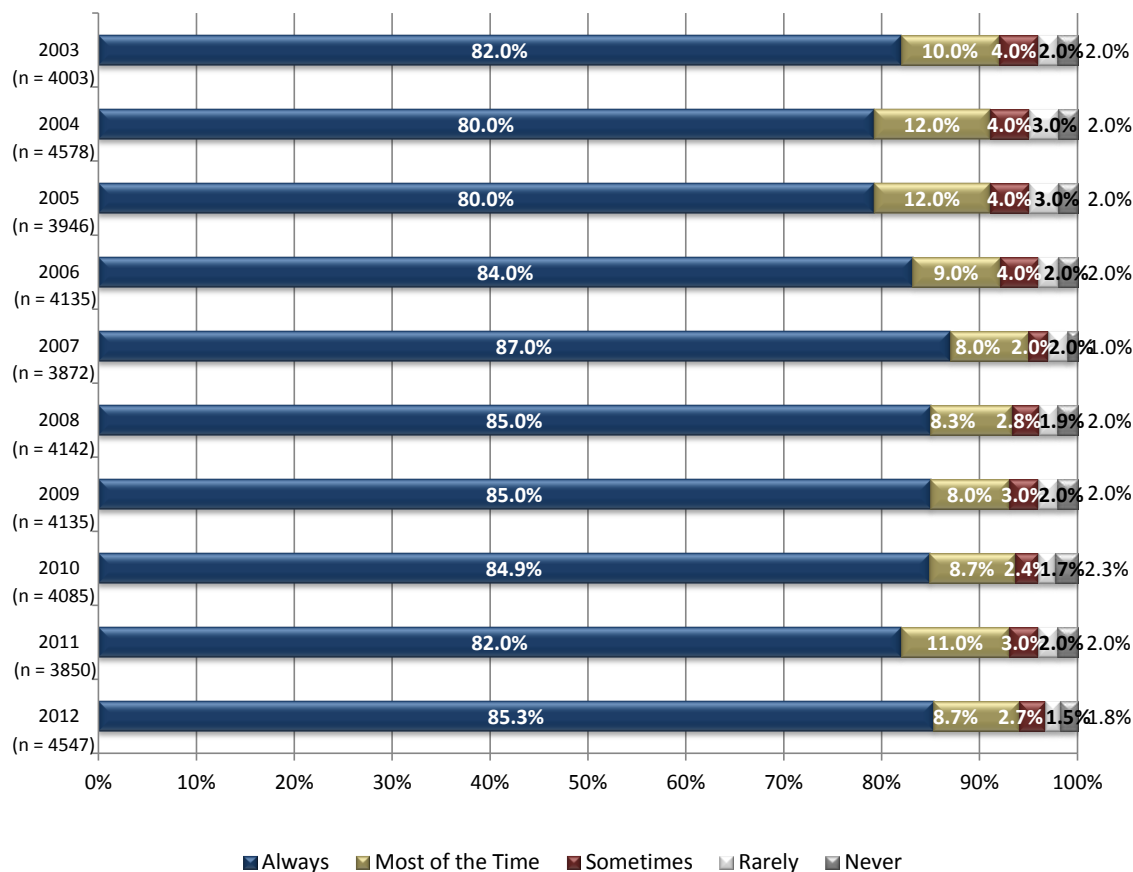


TABLE 3: RESPONDENTS’ REPORTED SEAT BELT USE

		Survey 1	Survey 2	Survey 3	Survey 4	Total
SURVEY YEAR	2003	4.631	4.661	4.615	4.669	4003
	2004	4.592	4.685	4.654	4.698	4578
	2005	4.596	4.645	4.674	4.653	3946
	2006	4.675	4.705	4.687	4.720	4135
	2007	4.793	4.783	4.784	4.750	3872
	2008	4.693	4.747	4.708	4.737	4142
	2009	4.688	4.729	4.737	4.703	4135
	2010	4.673	4.746	4.725	4.743	4085
	2011	4.681	4.632	4.695	4.675	3850
	2012	4.714	4.755	4.748	4.753	4547

In Table 3, the average score calculation is based on “Always” = 5 to “Never” = 1; therefore, the greater the average score, the greater the perceived likelihood of receiving a ticket.

FAVOR LAWS REQUIRING SEAT BELT USE

In 2012, the overall percentage of respondents who greatly favored laws that require seat belt use was similar to 2011 (Figure 5). Respondents' approval of laws that require drivers and all passengers to wear properly adjusted seat belts was highest during the 4th Survey period (Table 4). Females, those between 26 and 30 years of age and married respondents were more likely to favor these laws "a great deal" (Appendix A; Table A2.7). Additionally, 65.8% of all respondents said "yes" when asked if they think law enforcement officers *should* be allowed to stop a vehicle if they observe a seat belt violation when no other traffic laws are broken.

FIGURE 5: FAVOR LAWS REQUIRING SEAT BELT USE

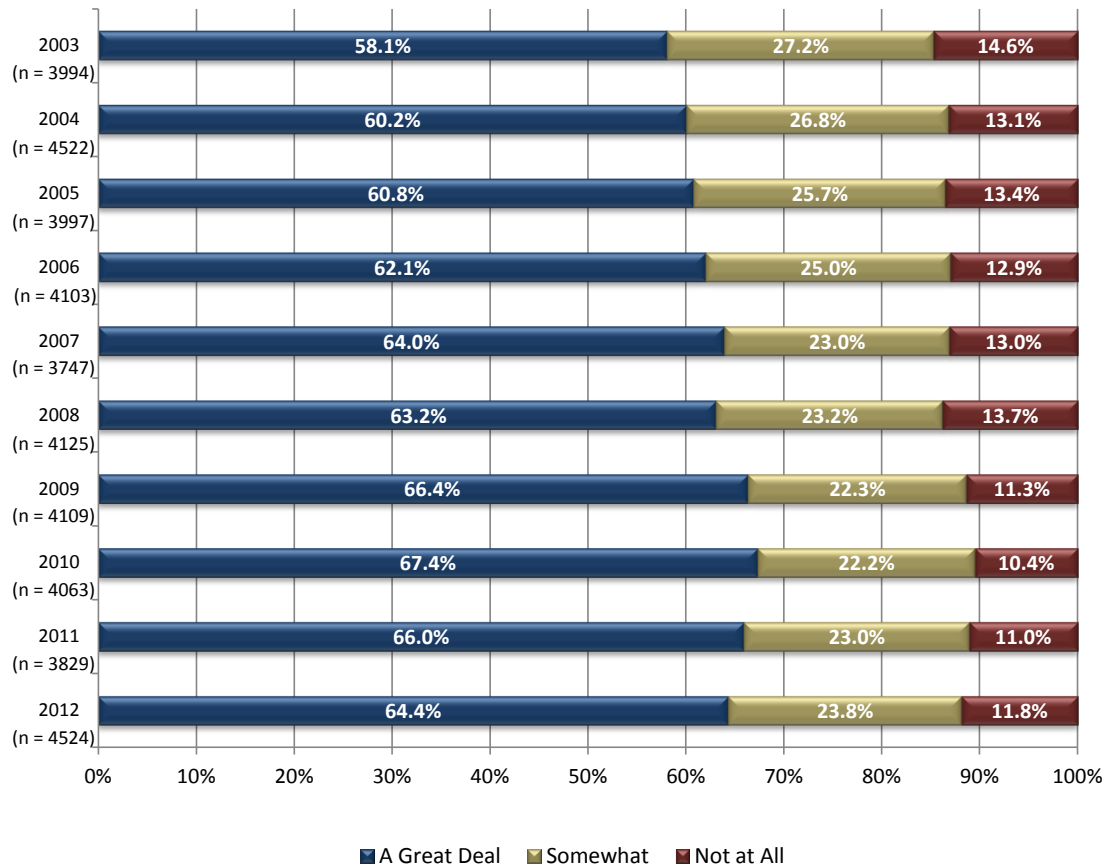


TABLE 4: FAVOR LAWS REQUIRING SEAT BELT USE

		Survey 1	Survey 2	Survey 3	Survey 4	Total
SURVEY YEAR	2003	2.424	2.421	2.439	2.447	3994
	2004	2.432	2.473	2.472	2.500	4522
	2005	2.477	2.468	2.512	2.438	3997
	2006	2.471	2.524	2.483	2.482	4103
	2007	2.511	2.512	2.516	2.490	3747
	2008	2.497	2.497	2.490	2.495	4125
	2009	2.526	2.545	2.579	2.554	4109
	2010	2.535	2.544	2.570	2.635	4063
	2011	2.534	2.535	2.533	2.564	3829
	2012	2.524	2.508	2.524	2.555	4524

In Table 4, the average score calculation is based on "A great deal" = 3 to "Not at all" = 1; therefore, the greater the average score, the greater the perceived likelihood of receiving a ticket.

SUPPORT FOR A PRIMARY SEAT BELT LAW

Passage of a primary seat belt law is the quickest and most certain way for Ohio to achieve NHTSA's goal of an 85% seat belt usage rate. Support for a primary seat belt law was varied throughout the 2012 campaign (Table 5). Close to forty-eight percent (47.9%) of respondents said they would "definitely support" the passage of a primary seat belt law (Figure 6). The percentage of respondents who "definitely oppose" a primary seat belt law for Ohio also varied during 2012. Respondents more likely oppose a primary seat belt law included those 46 to 50 years of age, males, single respondents, pickup truck drivers, and those residing in the northwest and southeast regions of Ohio.

FIGURE 6: SUPPORT FOR A PRIMARY SEAT BELT LAW

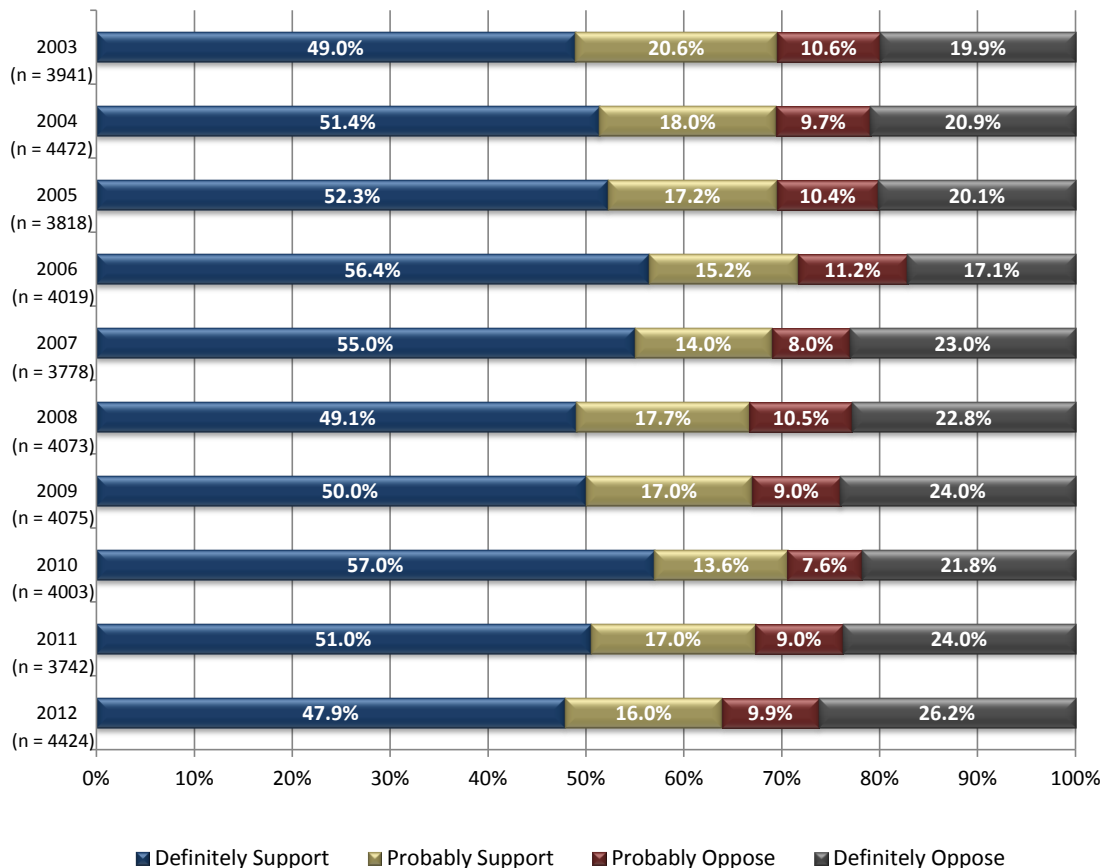


TABLE 5: SUPPORT FOR A PRIMARY SEAT BELT LAW

		Survey 1	Survey 2	Survey 3	Survey 4	Total
SURVEY YEAR	2003	2.893	2.990	2.970	3.074	3941
	2004	2.967	2.978	3.027	3.019	4472
	2005	2.976	3.056	3.077	2.948	3818
	2006	3.026	3.115	3.133	3.148	4019
	2007	3.026	2.989	3.044	2.951	3778
	2008	2.873	2.949	2.955	2.930	4073
	2009	2.931	2.897	2.942	2.959	4075
	2010	3.012	3.075	3.012	3.132	4003
	2011	2.939	2.912	2.911	2.996	3742
	2012	2.857	2.849	2.789	2.926	4424

In Table 5, the average score is based on "Definitely support" = 4 to "Definitely oppose" = 1; therefore, the greater the average score, the greater the support for a primary law in Ohio.

During 2012, 64.0% of respondents said they would “definitely” or “probably” vote for a law in which law enforcement officers could stop drivers for a seat belt violation when no other law was broken. (Figure 7). The number of respondents who said they would vote for a primary seat belt law was highest during the 4th Survey of the 2012 campaign (Table 6). Additionally, results for 2012 show that 89.2% of respondents said they would “always” wear their seat belt, while an additional 6.2% said “most of the time,” in response to the passage of a primary seat belt law. Appendix A contains responses cross-tabulated by survey; region; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type.

FIGURE 7: VOTING ON A PRIMARY SEAT BELT LAW

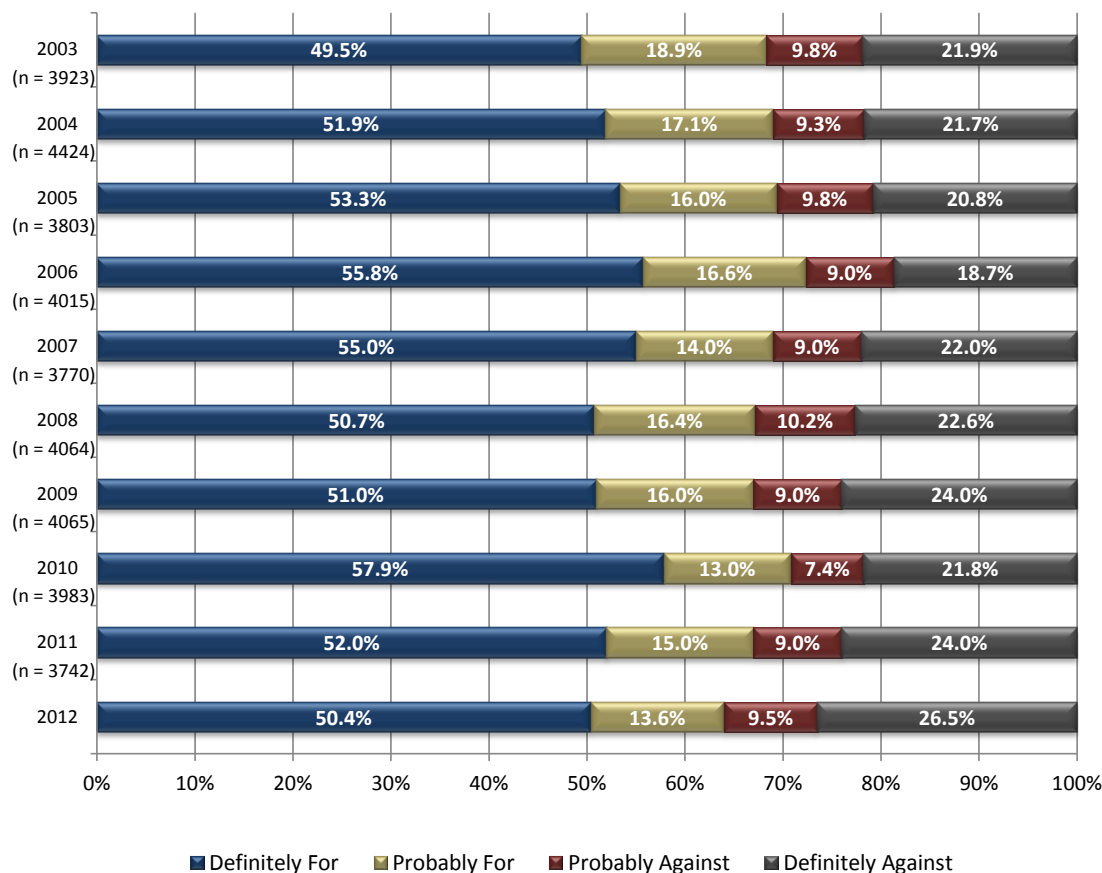


TABLE 6: VOTING ON A PRIMARY SEAT BELT LAW

		Survey 1	Survey 2	Survey 3	Survey 4	Total
SURVEY YEAR	2003	2.863	2.941	2.944	3.021	3923
	2004	2.966	2.986	3.008	2.998	4424
	2005	3.001	3.031	3.069	2.967	3803
	2006	3.033	3.102	3.121	3.115	4015
	2007	3.016	3.012	3.054	2.960	3770
	2008	2.906	2.972	2.995	2.930	4064
	2009	2.931	2.900	2.950	2.981	4065
	2010	3.014	3.079	3.029	3.158	3983
	2011	2.959	2.915	2.921	2.993	3715
	2012	2.873	2.888	2.823	2.925	4395

In Table 6, the average score is based on voting “Definitely for” = 4 to “Definitely against” = 1 adopting a Primary Seat Belt Law, the greater the average score, the greater the support for a Primary Law in Ohio.

POTENTIAL IMPACT OF A PRIMARY SEAT BELT LAW

During 2012, 71.0% of respondents reported that the passage of a primary seat belt law in Ohio would “definitely” or “probably” increase seat belt use (Figure 8). Table 7 shows that supporting such a law peaked during the 1st Survey in 2012. As expected, characteristics of those respondents who maintain that a primary seat belt law would definitely not increase seat belt use include males and those who primarily drive pickup trucks (Appendix A; Table A2.17).

FIGURE 8: PRIMARY SEAT BELT LAW WOULD INCREASE SEAT BELT USE IN OHIO

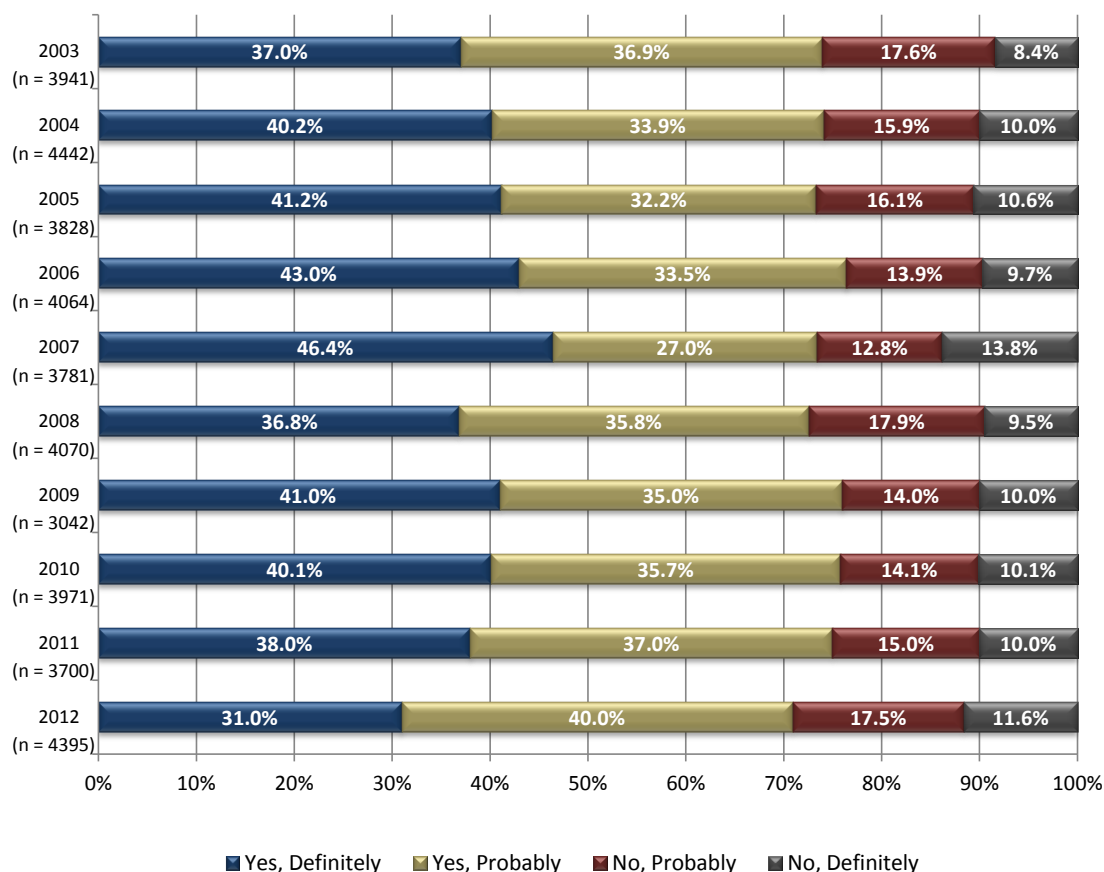


TABLE 7: PRIMARY SEAT BELT LAW WOULD INCREASE SEAT BELT USE IN OHIO

		Survey 1	Survey 2	Survey 3	Survey 4	Total
SURVEY YEAR	2003	3.002	2.996	3.029	3.050	3941
	2004	3.028	3.053	3.062	3.025	4442
	2005	3.075	3.096	3.071	2.919	3828
	2006	3.058	3.116	3.085	3.125	4064
	2007	3.071	3.105	3.059	3.003	3781
	2008	3.011	3.043	2.981	2.983	4070
	2009	3.054	3.043	3.060	3.100	4042
	2010	3.015	3.051	3.039	3.129	3971
	2011	3.034	2.996	3.044	3.038	3700
	2012	2.934	2.896	2.871	2.912	4395

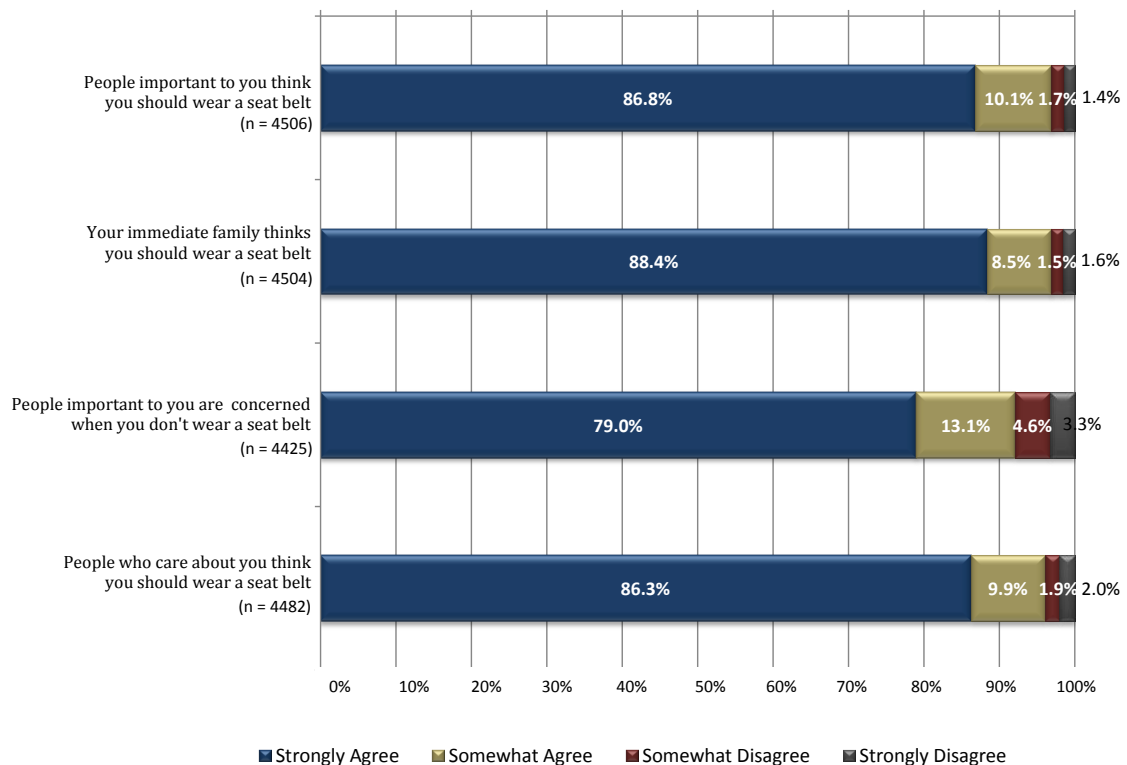
In Table 7, the average score is based on “Yes, definitely” = 4 to “No, definitely” = 1; therefore, the greater the average score, the greater the perceived positive outcome of having a Primary Law in Ohio.

Most survey respondents (82.6%) agreed that the passage of a primary seat belt law in Ohio would “definitely” or “probably” reduce serious injuries due to accidents. The majority of 2012 respondents (84.9%), said the passage of a primary seat belt law in Ohio would “definitely” or “probably” reduce fatalities resulting from accidents, and 86.7% of those surveyed said that the passage of a primary seat belt law in Ohio would “definitely” or “probably” offer greater protection to drivers and passengers. It should be noted that over the years, respondents have repeatedly stated that a primary seat belt law would increase seat belt use.

SIGNIFICANT OTHERS’ INFLUENCE ON SEAT BELT USE

Overall, the majority of the 2012 sample “strongly agreed” *their immediate family thinks they should wear a seat belt* (88.4%); *people important to them think they should wear a seat belt* (86.8%); and *those who really care about them think they should wear a seat belt* (86.3%). In addition, 79.0% “strongly agreed” that *most people important to them become concerned if they do not wear a seat belt* (Figure 9).

FIGURE 9: SIGNIFICANT OTHERS’ INFLUENCE ON SEAT BELT USE



LIKELIHOOD OF RECEIVING A TICKET FOR NOT WEARING A SEAT BELT

Less than half (41.6%) of 2012 respondents said it was “very” or “somewhat” likely they would receive a ticket if they did not wear a seat belt at all over the next six months, which is slightly lower than in 2011 (Figure 10). Positive responses were highest during the 4th Survey for 2012 (Table 8). In addition, 84.6% of those surveyed in 2012 “strongly” or “somewhat” agreed that it is important for law enforcement officers to enforce seat belt laws.

FIGURE 10: LIKELIHOOD OF RECEIVING A TICKET FOR NOT WEARING A SEAT BELT

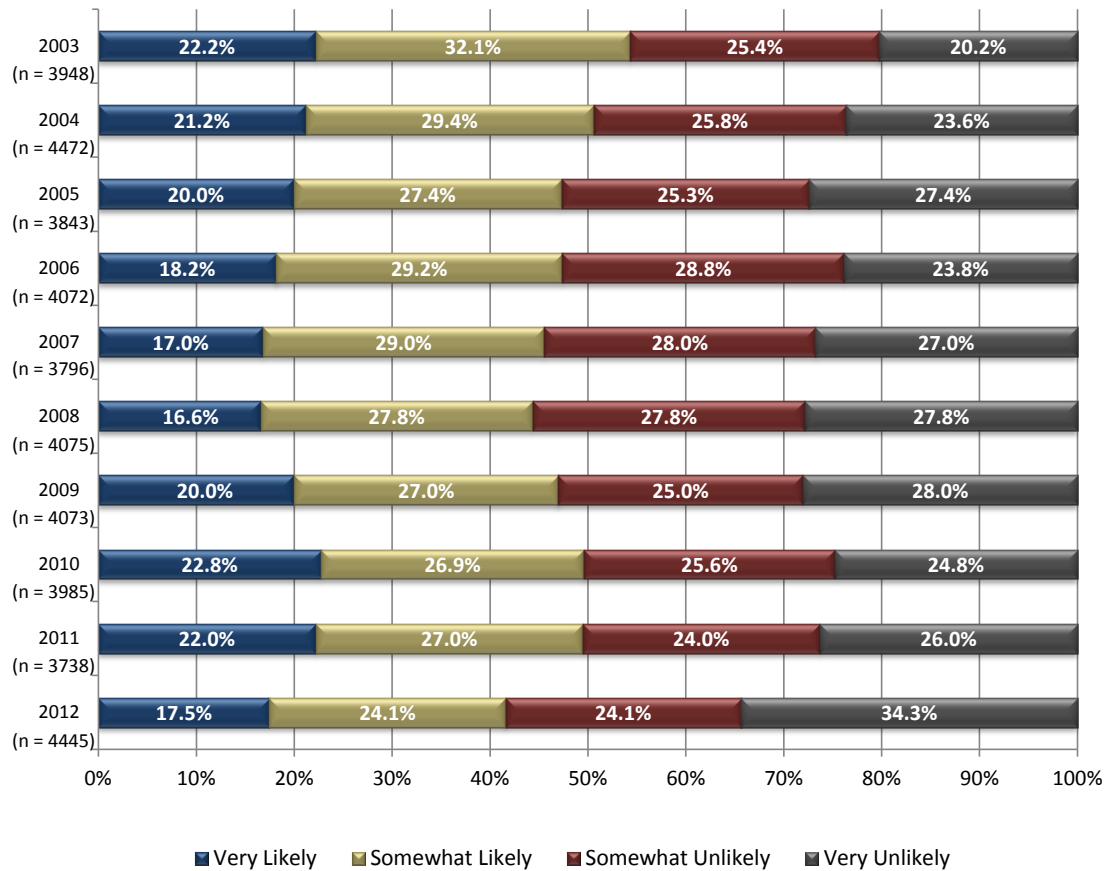


TABLE 8: LIKELIHOOD OF RECEIVING A TICKET FOR NOT WEARING A SEAT BELT

		Survey 1	Survey 2	Survey 3	Survey 4	Total
SURVEY YEAR	2003	2.360	2.477	2.628	2.608	3948
	2004	2.364	2.630	2.485	2.456	4472
	2005	2.399	2.633	2.600	2.406	3843
	2006	2.260	2.430	2.486	2.469	4072
	2007	2.287	2.424	2.330	2.335	3796
	2008	2.273	2.364	2.338	2.339	4075
	2009	2.454	2.361	2.346	2.401	4073
	2010	2.396	2.515	2.540	2.456	3985
	2011	2.536	2.534	2.434	2.350	3738
	2012	2.230	2.244	2.213	2.305	4445

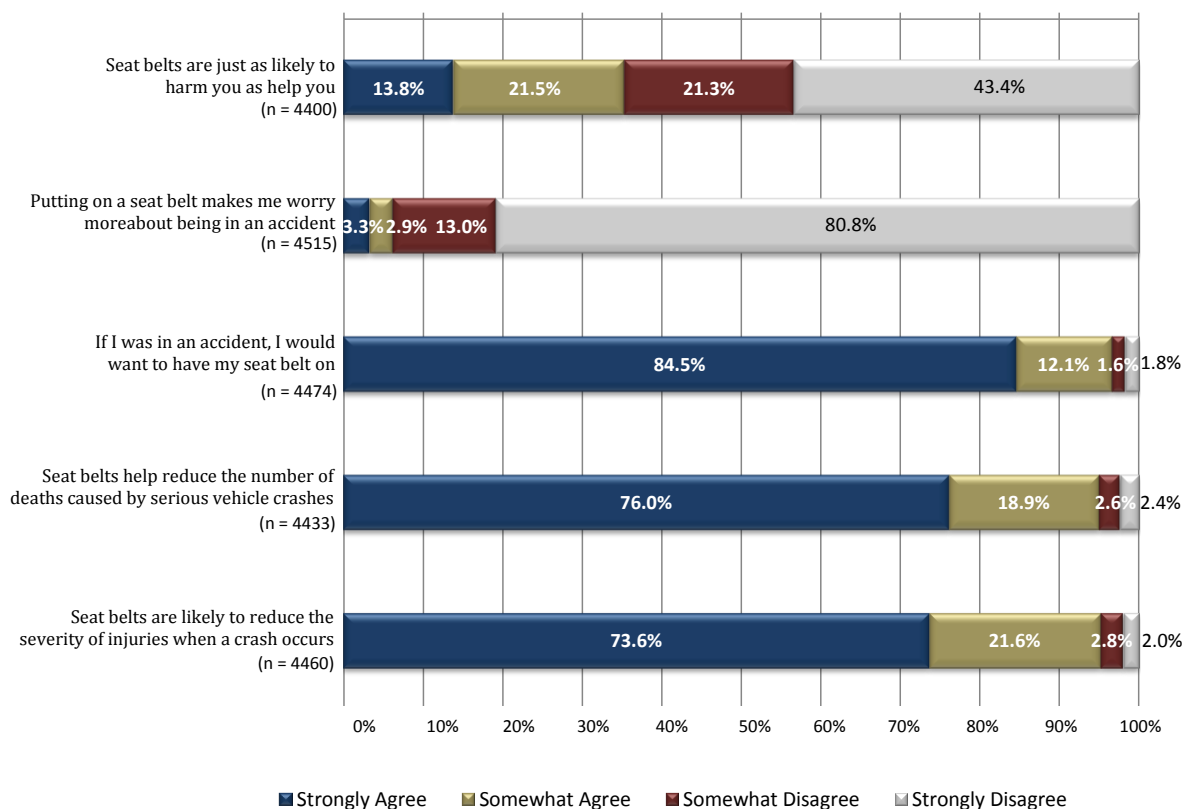
For Table 8, the average score calculation is based on “Very likely” = 4 to “Very unlikely” = 1; therefore, assuming the person failed to wear a seat belt at all during the next six months, the greater their perceived likelihood of being ticketed for not wearing a seat belt.

Few respondents (12.4%) said they have received a ticket in Ohio for not wearing a seat belt, and of those, nearly all (91.8%) had received the ticket more than a year prior to the survey. Cross-tabulated results by survey; region; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type for all survey questions can be found in Appendix A.

ATTITUDES ABOUT SEAT BELT USE

During 2012, most respondents (96.6%) clearly recognized the benefits derived from wearing a seat belt by agreeing that if they were to be involved in an accident, they would want to have their seat belt on (Figure 11). Moreover, 76.0% of those surveyed “strongly agreed” that seat belt use helps reduce the number of deaths caused by serious crashes and 73.6% maintain that seat belts are likely to reduce the severity of injuries to people who are wearing a seat belt when a crash occurs. More than half (64.7%) either “somewhat” or “strongly” *disagreed* that seat belt use could actually be harmful. Additionally, 93.8% “somewhat” or “strongly” *disagreed* that they worry more about being in an accident when wearing their seat belt. Cross-tabulated results by survey; region; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type for these statements can be found in Appendix A.

FIGURE 11: ATTITUDES ABOUT SEAT BELT USE



PERCEIVED EFFORTS BY POLICE TO TICKET DRIVERS FOR SEAT BELT VIOLATIONS

In 2012, as with previous years, the percentage of respondents that noticed special efforts by law enforcement officers to ticket drivers for seat belt offenses was relatively small (Figure 12). Nevertheless, consistent with the “*Click It or Ticket*” campaign, respondents’ perceptions of special efforts by police to ticket drivers for not wearing a seat belt significantly increased between the Baseline and 2nd Surveys (Table 9). Respondents most likely to say they “definitely” witnessed these special efforts include those who live in the southwest and northeast regions of the state, those who are 26 to 30 and 36 to 40 years of age, males, African Americans and those who primarily drive pickup trucks (Appendix A; Table A2.35).

FIGURE 12: PERCEIVED EFFORTS BY POLICE TO TICKET DRIVERS FOR SEAT BELT VIOLATIONS¹

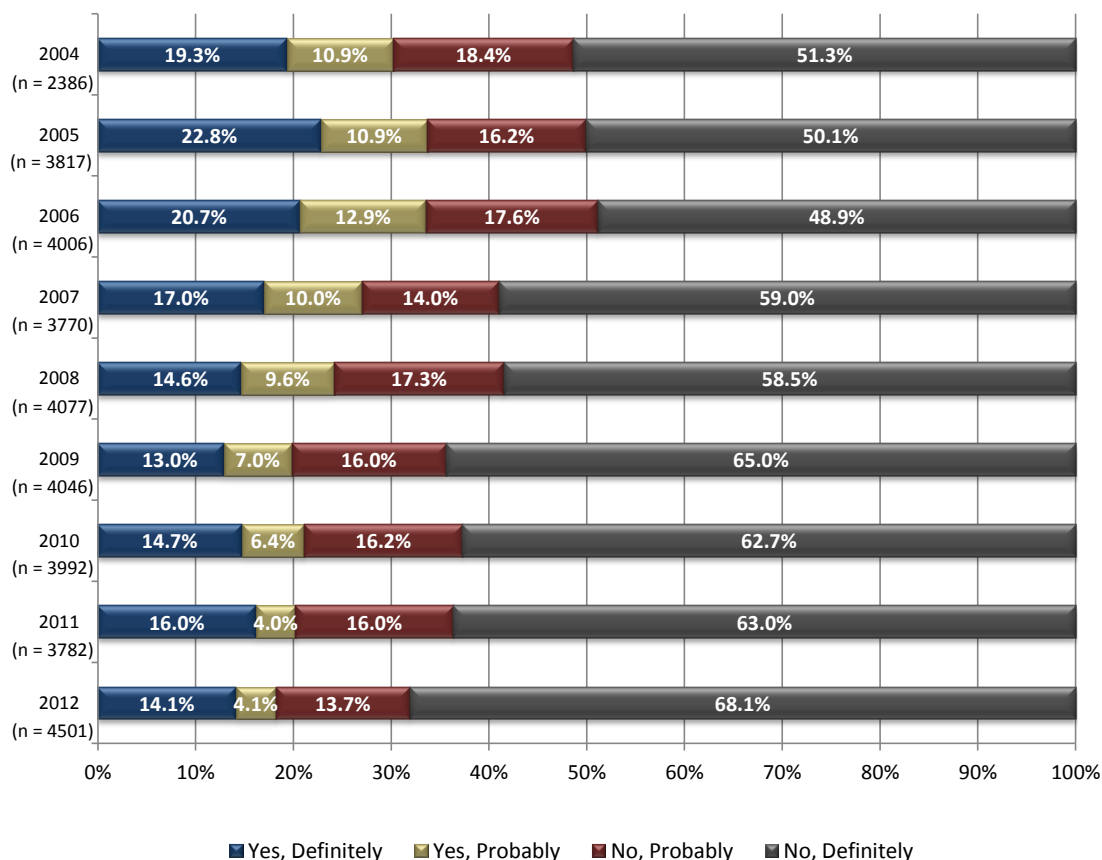


TABLE 9: PERCEIVED EFFORTS BY POLICE TO TICKET DRIVERS FOR SEAT BELT VIOLATIONS

		Survey 1	Survey 2	Survey 3	Survey 4	Total
SURVEY YEAR	2004	-	-	2.110	1.858	2386
	2005	1.625	2.512	2.226	1.844	3817
	2006	1.636	2.232	2.228	2.036	4006
	2007	1.610	2.147	1.793	1.778	3770
	2008	1.668	2.018	1.678	1.787	4077
	2009	1.504	1.887	1.664	1.664	4046
	2010	1.563	1.886	1.721	1.758	3992
	2011	1.567	1.964	1.700	1.694	3782
	2012	1.485	1.904	1.603	1.535	4501

For Table 9, the average score calculation is based on “Strongly agree” = 4 to “Strongly disagree” = 1; therefore, the higher the average score, the greater the agreement with the question.

VISIBILITY OF MEDIA MESSAGES AND SLOGANS PERTAINING TO SEAT BELT USE

The reported exposure to seat belt use messages and slogans was lower in 2012 than in 2011 (Figure 13). However, consistent with the “Click It or Ticket” campaign goals, respondents reported an increase in exposure to campaign messages and slogans between the Baseline and 2nd Surveys (Table 10). Respondents least likely to have seen or heard a message were 51 years of age and older, females, Caucasians, married respondents and those who reside and drive primarily in suburban areas (Appendix A; Table A2.36).

¹ This statement was added to the third survey in 2004; therefore data is not available prior to that time

FIGURE 13: SAW OR HEARD MESSAGES IN OHIO ENCOURAGING SEAT BELT USE IN THE PAST 30 DAYS

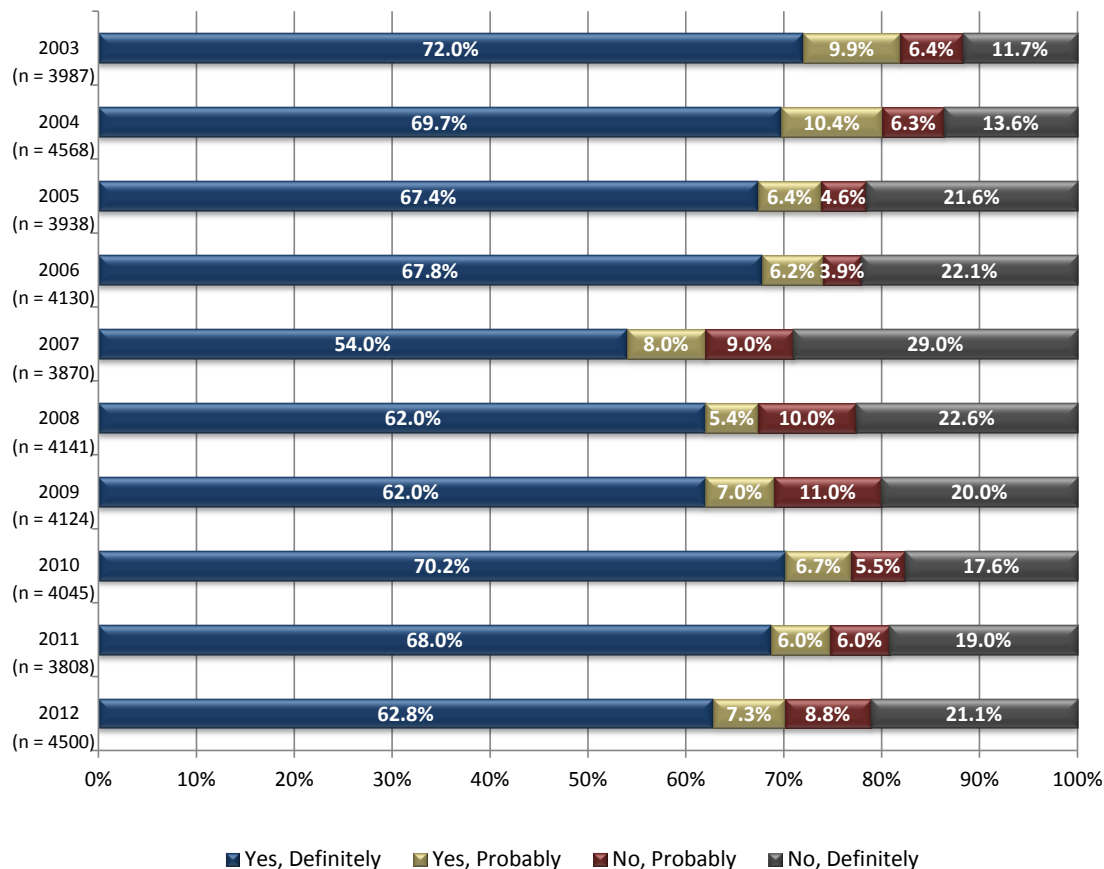


TABLE 10: SAW OR HEARD MESSAGES IN OHIO ENCOURAGING SEAT BELT USE IN THE PAST 30 DAYS

		Survey 1	Survey 2	Survey 3	Survey 4	Total
SURVEY YEAR	2003	3.123	3.364	3.470	3.447	3987
	2004	3.038	3.534	3.474	3.383	4568
	2005	2.861	3.470	3.309	3.117	3938
	2006	2.916	3.356	3.409	3.058	4130
	2007	2.719	3.065	2.874	2.789	3870
	2008	2.915	3.318	3.037	2.941	4141
	2009	2.928	3.379	3.052	3.074	4124
	2010	3.064	3.447	3.320	3.349	4045
	2011	3.049	3.420	3.299	3.138	3809
	2012	2.956	3.297	3.077	3.123	4500

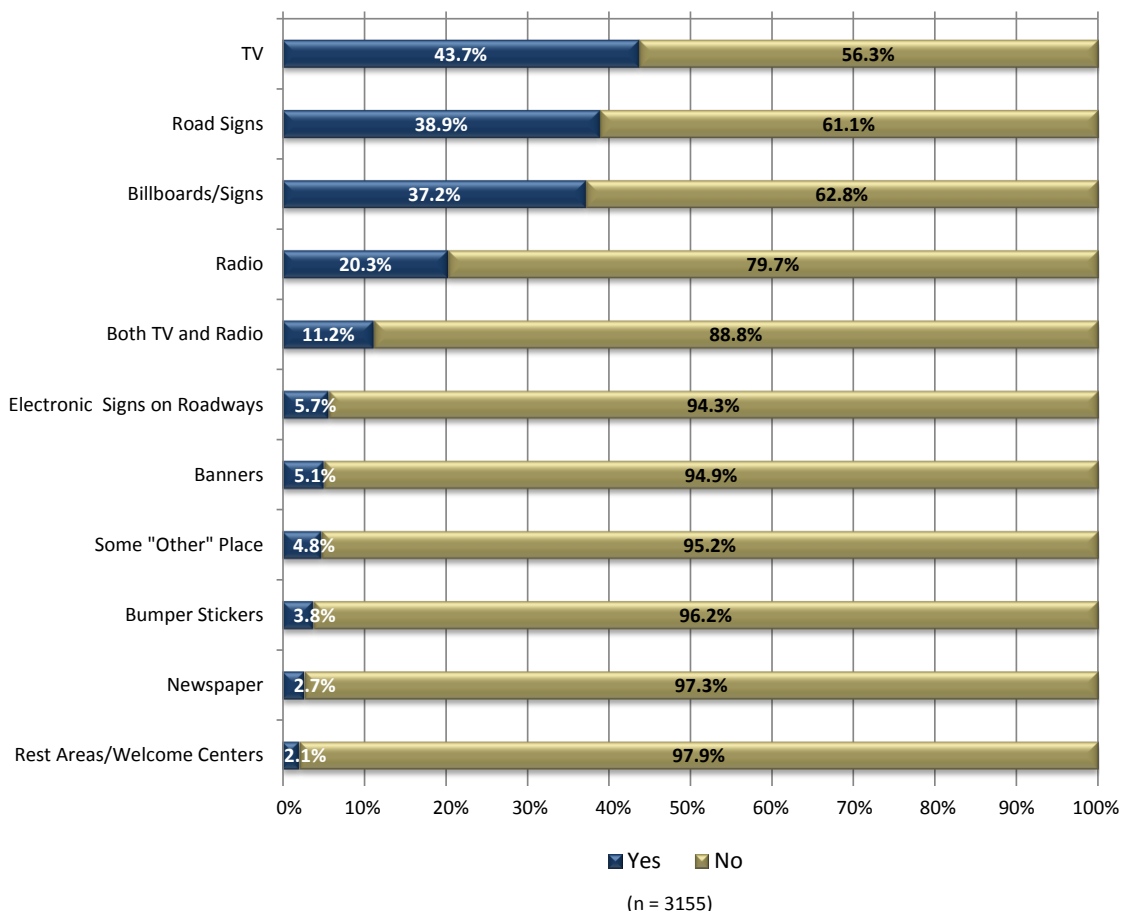
For Table 10 the average score calculation is based on "Yes, definitely" = 4 to "No, definitely" = 1; therefore, the higher the average score, the greater the agreement with the question about seeing or hearing seat belt messages.

EXPOSURE TO MEDIA MESSAGES

Overall, during 2012, 43.7% of those who had reported hearing or seeing a media message encouraging seat belt use said that they had seen or heard the message on television (Figure 14). Other frequently mentioned places include road signs, billboards/signs, and the radio. Also, the majority of respondents (78.5%) maintain that the number of messages they had seen or heard in the 30 days prior to the survey was about the same as usual. Respondents who claimed to have seen or heard more messages than usual increased from 6.6% during the baseline survey to 28.2% during the 2nd Survey

which is consistent with the *“Click It or Ticket”* campaign goals. Cross-tabulated results by survey; region; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type for these statements can be found in Appendix A.

FIGURE 14: LOCATION OF MESSAGES ENCOURAGING SEAT BELT USE

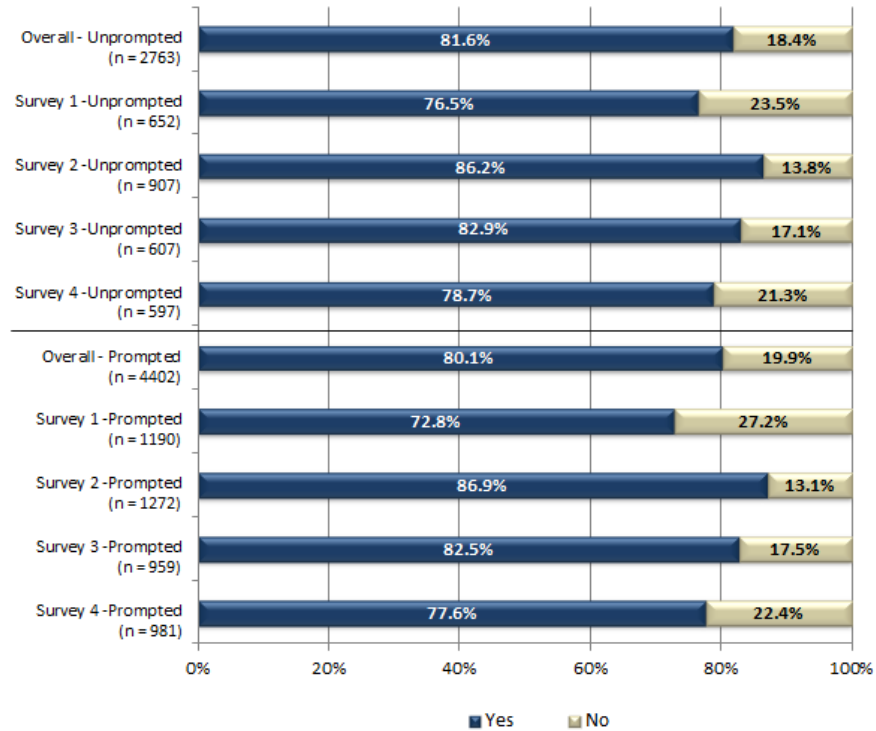


SLOGANS ENCOURAGING SEAT BELT USE

In 2012, 62.7% of respondents reported having seen and/or heard media campaign slogans encouraging seat belt use in the 30 days prior to the survey. Positive responses to this question in the 2nd Survey were higher than in the others. For example, reported exposure to campaign messages and slogans encouraging seat belt use increased from 55.1% during the Baseline Survey to 71.4% during the 2nd Survey. Appendix A contains cross-tabulated results by survey; region; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type.

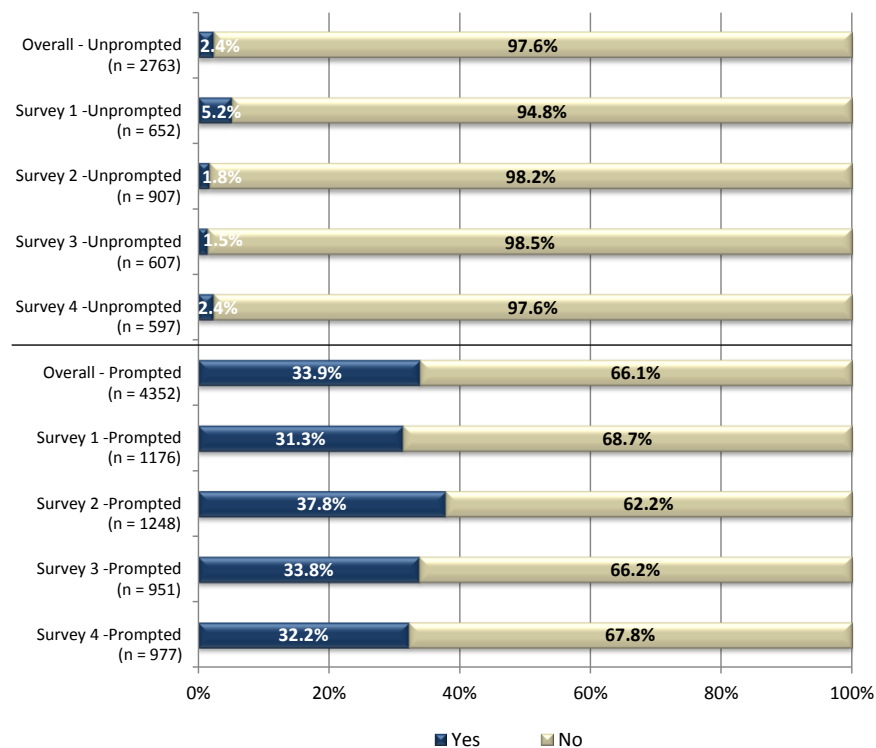
Figure 15 shows of the respondents claiming to have seen or heard a slogan, “unprompted” recall of the *“Click It or Ticket”* slogan was 81.6%. “Unprompted” recall was highest during the 2nd Survey which coincides with the 2012 media campaign encouraging seat belt use. When the entire sample was “prompted” by an interviewer, 56.9% said they recalled the *“Click It or Ticket”* slogan.

FIGURE 15: RECALL OF THE “CLICK IT OR TICKET” SLOGAN



Only 2.4% of respondents who said they had seen or heard a slogan could remember the “*What’s Holding You Back*” slogan without prompting (Figure 16). This was consistent throughout the 2012 evaluation. However, when the entire 2012 sample was prompted, 33.9% of respondents said they recalled the slogan.

FIGURE 16: RECALL OF THE “WHAT’S HOLDING YOU BACK” SLOGAN



IMPORTANCE OF STRICT ENFORCEMENT OF SEAT BELT LAWS

The majority of respondents over the past ten years said that strict enforcement of seat belt laws for adults was “very” or “somewhat” important (Figure 17). The percentage of respondents who said that it was “very important” that seat belt laws be strictly enforced remained above the baseline throughout the subsequent surveys and was highest during the 2nd Survey for the 2012 evaluation (Table 11). Also, as in previous years, the vast majority of respondents (88.9%) said that it is “very important” to strictly enforce seat belt laws for children or minors. Cross-tabulated results by survey; region; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type can be found in Appendix A.

FIGURE 17: IMPORTANCE OF STRICT ENFORCEMENT OF SEAT BELT LAWS FOR ADULTS

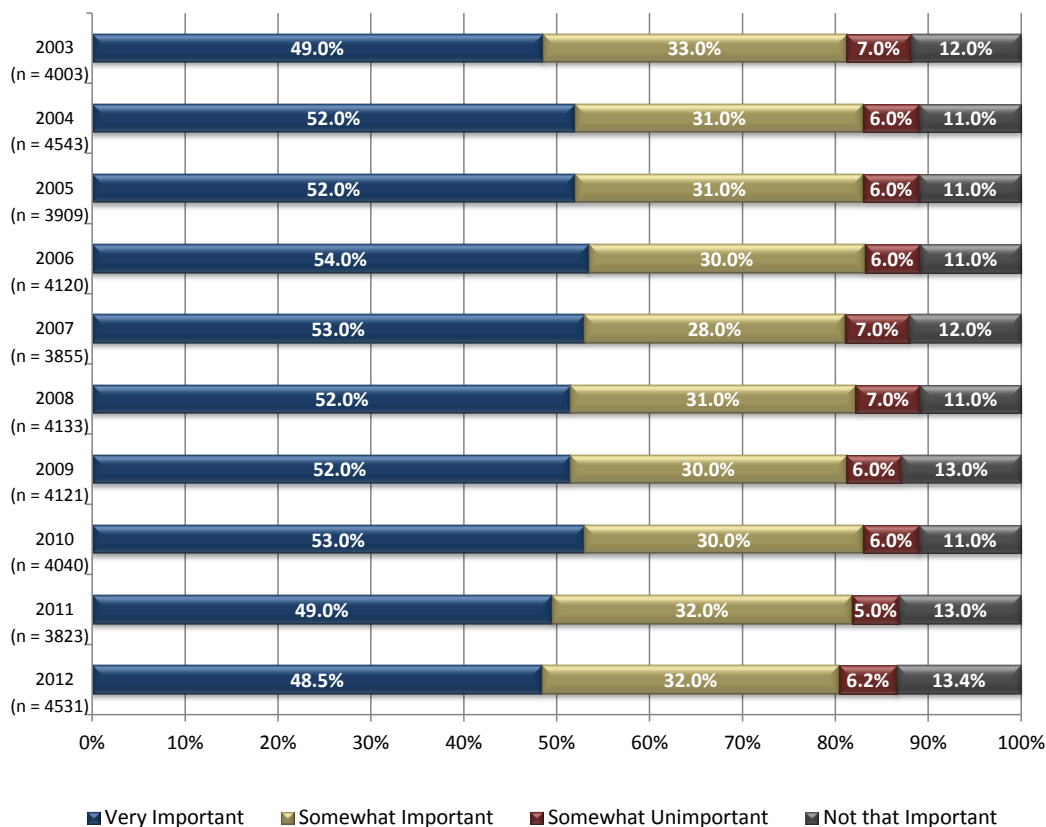


TABLE 11: IMPORTANCE OF STRICT ENFORCEMENT OF SEAT BELT LAWS

		Survey 1	Survey 2	Survey 3	Survey 4	Total
SURVEY YEAR	2003	3.121	3.220	3.244	3.158	4003
	2004	3.177	3.254	3.241	3.255	4543
	2005	3.235	3.237	3.297	3.187	3909
	2006	3.182	3.273	3.283	3.321	4120
	2007	3.208	3.256	3.242	3.200	3855
	2008	3.160	3.277	3.243	3.197	4133
	2009	3.145	3.205	3.246	3.215	4121
	2010	3.198	3.229	3.211	3.347	4040
	2011	3.133	3.173	3.178	3.193	3823
	2012	3.114	3.169	3.173	3.172	4531

For Table 11, the average score calculation is based on “Very important” = 4 to “Not that important” = 1; therefore, the higher the average score, the greater the importance of strict seat belt law enforcement for adults.

PERCEIVED IMPACT OF VISIBLE LAW ENFORCEMENT ON SEAT BELT USE

As shown in Table 12, the perception that increased visibility of law enforcement officers on Ohio roadways would increase seat belt use remained relatively consistent throughout the 2012 evaluation. As illustrated in Figure 18, the majority of respondents between 2003 and 2012 thought an increase in law enforcement officer visibility would positively impact seat belt use. Characteristics of 2012 respondents more likely to perceive an increase in seat belt use due to visible law enforcement include females, those 25 years of age and younger, those who reside in urban areas, drivers in rural areas and those from the southeast part of Ohio.

FIGURE 18: PERCEIVED IMPACT OF VISIBLE LAW ENFORCEMENT ON SEAT BELT USE

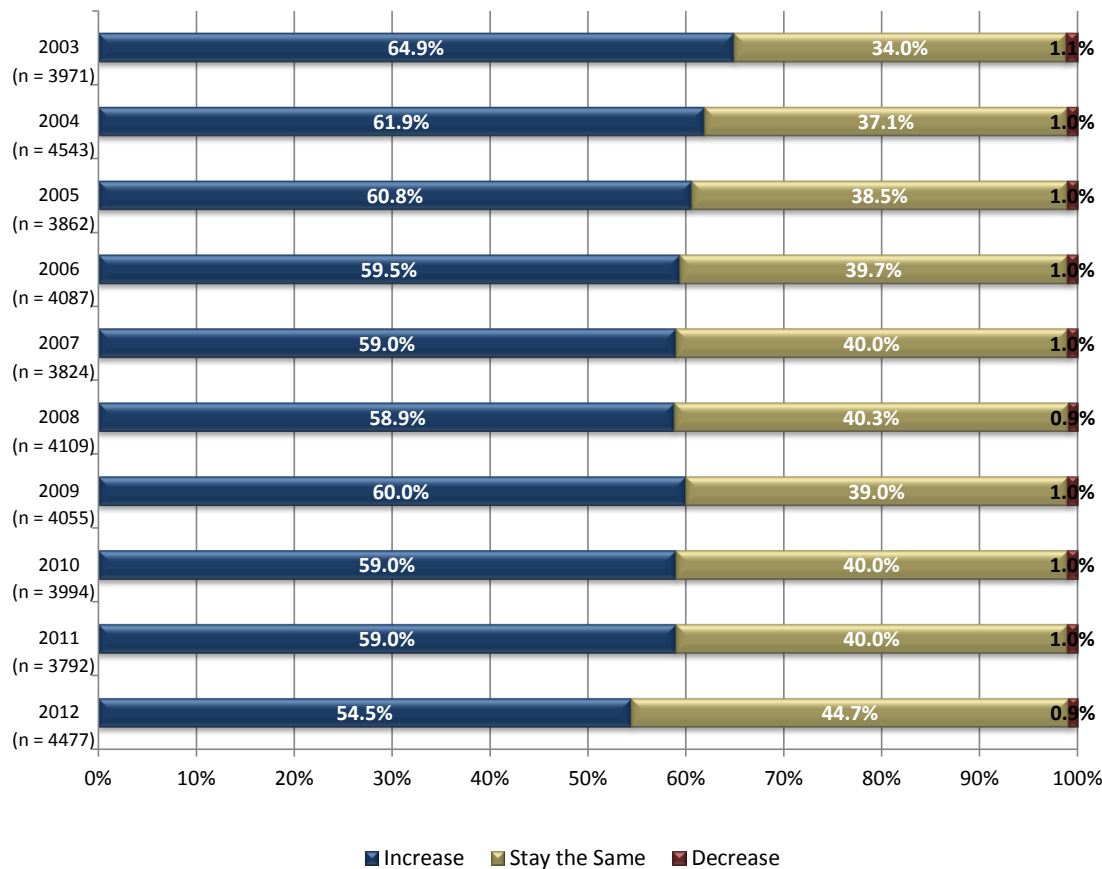


TABLE 12: PERCEIVED IMPACT OF VISIBLE LAW ENFORCEMENT ON SEAT BELT USE

		Survey 1	Survey 2	Survey 3	Survey 4	Total
SURVEY YEAR	2003	2.568	2.613	2.653	2.678	3971
	2004	2.574	2.627	2.643	2.592	4543
	2005	2.609	2.622	2.602	2.575	3862
	2006	2.537	2.604	2.608	2.589	4087
	2007	2.554	2.574	2.604	2.594	3824
	2008	2.530	2.613	2.560	2.605	4109
	2009	2.560	2.613	2.579	2.628	4055
	2010	2.528	2.588	2.601	2.597	3994
	2011	2.570	2.611	2.553	2.577	3792
	2012	2.533	2.567	2.526	2.510	4477

For Table 12, the average score calculation is based on "Increase" = 3 to "Decrease" = 1; therefore, the higher the average score, the greater the perceived positive impact that increased law enforcement visibility would have on seat belt use.

INTENDED SEAT BELT USE IN THE NEAR FUTURE

As shown in Table 13, respondents' intentions to wear their seat belt on short trips of less than five miles during the six months following the survey was consistent throughout the 2012 survey. The majority of respondents (84.7%) said they would "always" wear their seat belt during short trips of less than five miles during the following six months, which is similar to previous years results (Figure 19). The majority of those surveyed in 2012 also maintain they intend to wear their seat belt on short trips such as going to the grocery or drug store. Males, single respondents, those 25 years of age and younger and pickup truck drivers were less likely to say they would always wear their seat belt on short trips.

FIGURE 19: INTENDED SEAT BELT USE ON SHORT TRIPS OF LESS THAN FIVE MILES

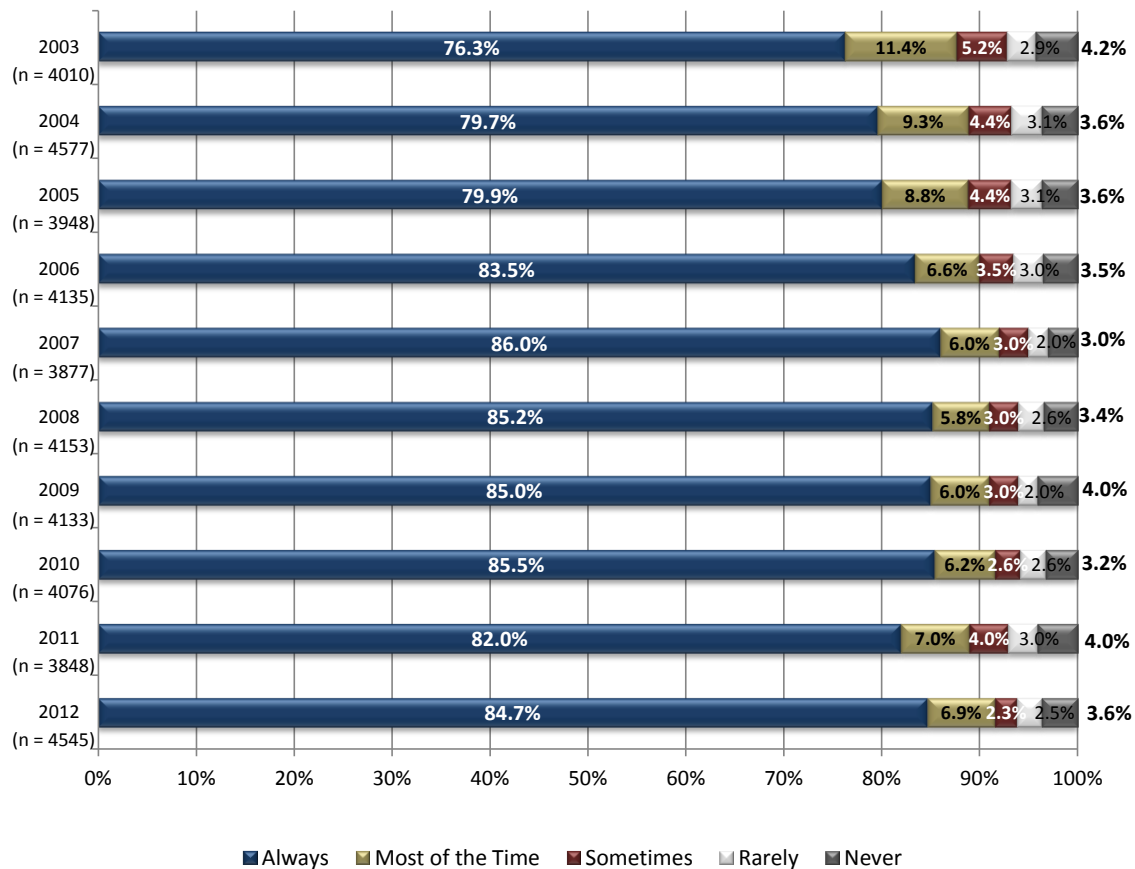


TABLE 13: INTENDED SEAT BELT USE ON SHORT TRIPS OF LESS THAN FIVE MILES

		Survey 1	Survey 2	Survey 3	Survey 4	Total
SURVEY YEAR	2003	4.455	4.494	4.485	4.548	4010
	2004	4.511	4.594	4.590	4.634	4577
	2005	4.561	4.594	4.595	4.578	3948
	2006	4.609	4.659	4.617	4.654	4135
	2007	4.712	4.710	4.733	4.680	3877
	2008	4.602	4.704	4.677	4.675	4153
	2009	4.643	4.678	4.673	4.664	4133
	2010	4.630	4.704	4.685	4.708	4076
	2011	4.605	4.595	4.609	4.595	3848
	2012	4.650	4.696	4.680	4.631	4545

For Table 13, the average score calculation is based on "Always" = 5 to "Never" = 1; therefore, the higher the average score, the greater the intended use of seat belts in the specified situation.

The 2012 survey results show respondents' intentions to wear their seat belt during long trips (more than 25 miles) in the six months following the survey remained consistently high throughout the survey period (Table 14). The percentage of respondents who claimed they will "always" wear their seat belt on longer trips has been consistently high since 2003 (Figure 20). Additionally, 92.0% of those surveyed say they will "always" wear their seat belt when driving on the highway.

FIGURE 20: INTENDED SEAT BELT USE ON LONG TRIPS OF MORE THAN 25 MILES

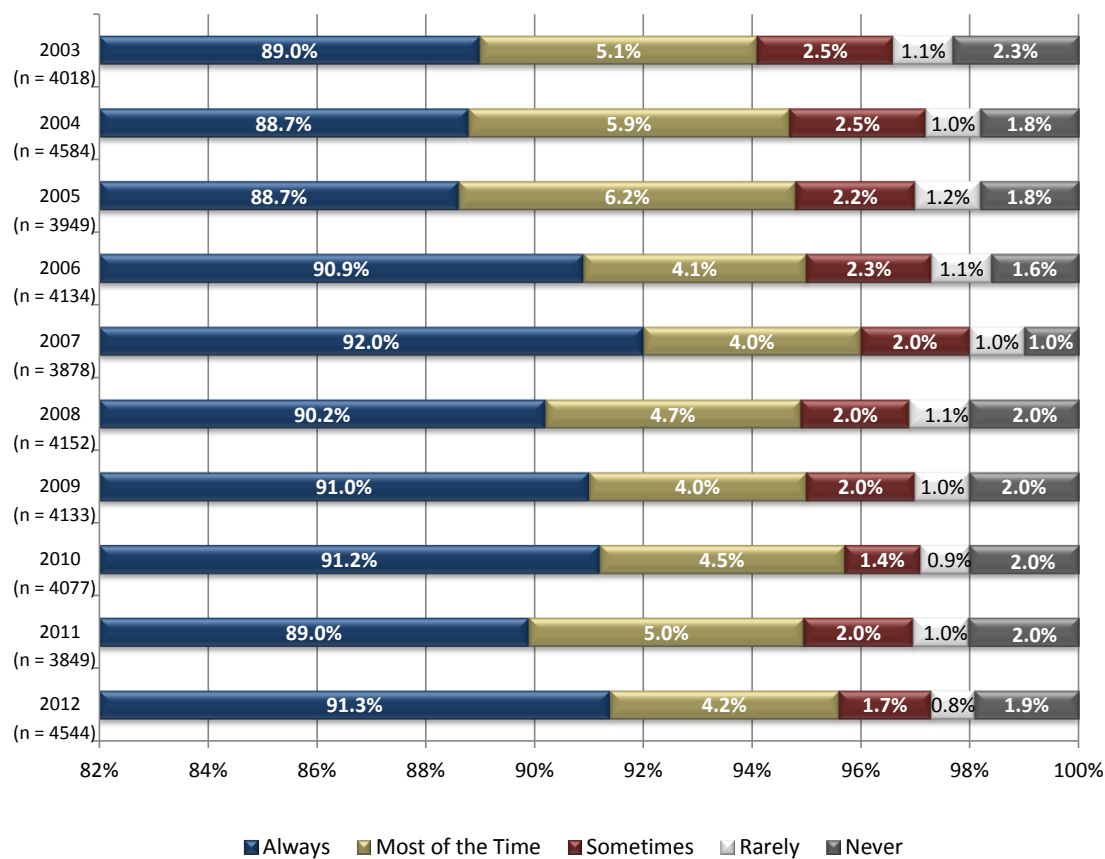


TABLE 14: INTENDED SEAT BELT USE ON LONG TRIPS OF MORE THAN 25 MILES

		Survey 1	Survey 2	Survey 3	Survey 4	Total
SURVEY YEAR	2003	4.759	4.743	4.742	4.780	4018
	2004	4.741	4.813	4.780	4.810	4584
	2005	4.782	4.815	4.776	4.780	3949
	2006	4.806	4.822	4.794	4.837	4134
	2007	4.864	4.848	4.856	4.833	3878
	2008	4.795	4.793	4.802	4.812	4152
	2009	4.770	4.821	4.807	4.814	4133
	2010	4.803	4.856	4.815	4.813	4077
	2011	4.770	4.759	4.802	4.752	3849
	2012	4.817	4.837	4.821	4.814	4544

For Table 14, the average score calculation is based on "Always" = 5 to "Never" = 1; therefore, the higher the average score, the greater the intended use of seat belts in the specified situation.

The number of respondents who said they would “always” encourage passengers in their vehicles to wear their seat belt during the six months following the survey was similar to the 2011 results (Figure 21 and Table 15). Appendix A contains cross-tabulated results by survey; region; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type.

FIGURE 21: FREQUENCY OF ENCOURAGING PASSENGERS TO WEAR THEIR SEAT BELT

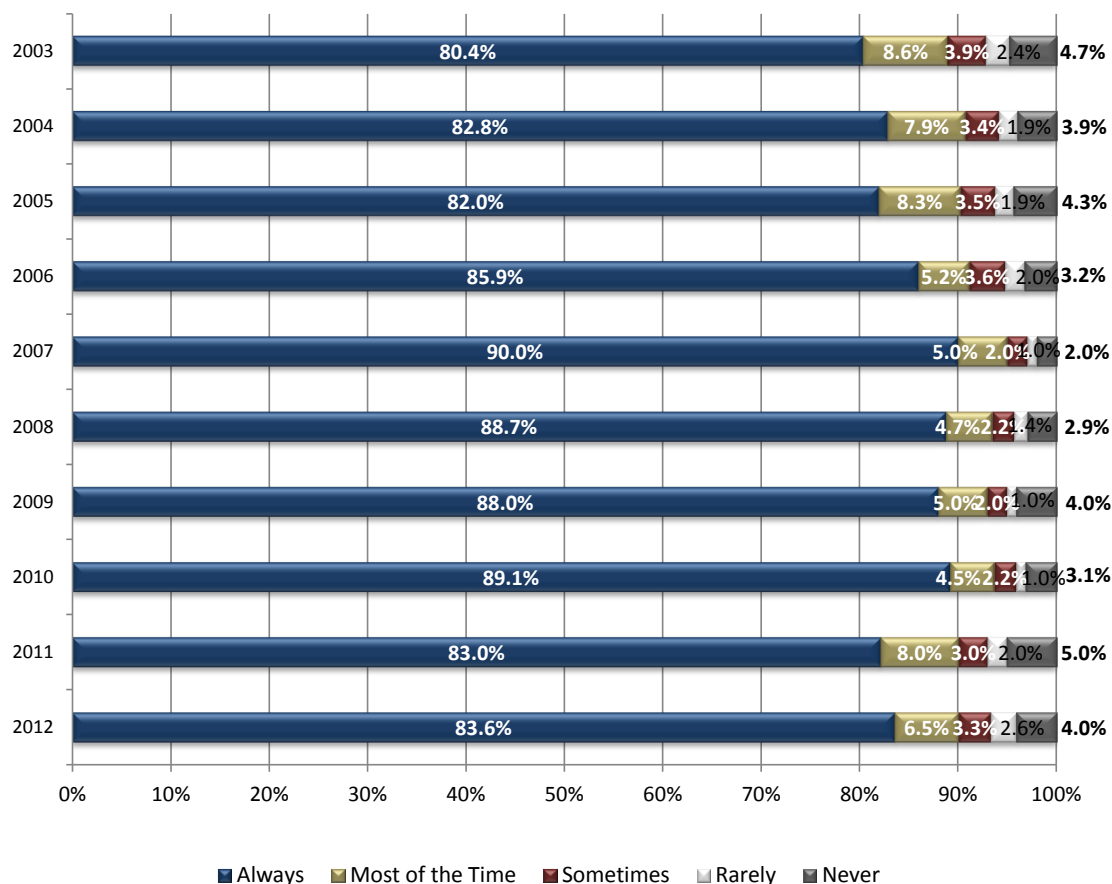


TABLE 15: FREQUENCY OF ENCOURAGING PASSENGERS TO WEAR THEIR SEAT BELT

		Survey 1	Survey 2	Survey 3	Survey 4	Total
SURVEY YEAR	2003	4.496	4.568	4.559	4.616	4018
	2004	4.551	4.678	4.631	4.681	4561
	2005	4.586	4.659	4.620	4.607	3932
	2006	4.668	4.711	4.658	4.698	4125
	2007	4.784	4.812	4.820	4.772	3870
	2008	4.701	4.745	4.774	4.774	4143
	2009	4.698	4.709	4.748	4.746	4126
	2010	4.703	4.811	4.745	4.761	4063
	2011	4.626	4.603	4.628	4.634	3821
	2012	4.645	4.640	4.587	4.645	4517

For Table 15, the average score calculation is based on “Always” = 5 to “Never” = 1; therefore, the higher the average score, the greater the intended use of seat belts in the specified situation.

KNOWLEDGE OF SEAT BELT AND BOOSTER SEAT LAWS

Nearly all (99.0%) of the 2012 respondents knew that Ohio has a law requiring seat belt use by adults; 56.8% of those correctly stated that drivers and front seat passengers must wear seat belts.

The vast majority of all respondents knew that Ohio does have a law requiring restraint use by children/minors between the the ages of 4 and 15, as well as a law requiring child safety seat use by children who are younger than 4 years of age and/or weigh less than 40 pounds. Additionally, the majority of those surveyed (97.5%) correctly believed there is a law in Ohio requiring booster seat use.

Overall, 44.3% of respondents correctly believed that law enforcement officers must observe another traffic violation before they can issue seat belt citations. In contrast, the majority (55.7%) of Ohioans still have the misconception that Ohio has a primary seat belt law, where police officers can stop drivers solely for not wearing a seat belt.

As previously mentioned, cross-tabulated results for each question by survey; region; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type can be found in Appendix A.

PART III: ALCOHOL-IMPAIRED DRIVING DESCRIPTIVE STATISTICS

LIKELIHOOD OF AVERAGE DRIVER BEING STOPPED FOR DRINKING AND DRIVING

During 2012, 68.4% of those surveyed said the perceived likelihood of the average driver being stopped by law enforcement if they had too much to drink to drive safely was “somewhat” or “very” likely (Figure 22). This remained relatively consistent throughout all 2012 surveys (Table 16). Appendix A contains cross-tabulated results by survey; region; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type.

FIGURE 22: LIKELIHOOD OF AVERAGE DRIVER BEING STOPPED FOR DRINKING AND DRIVING

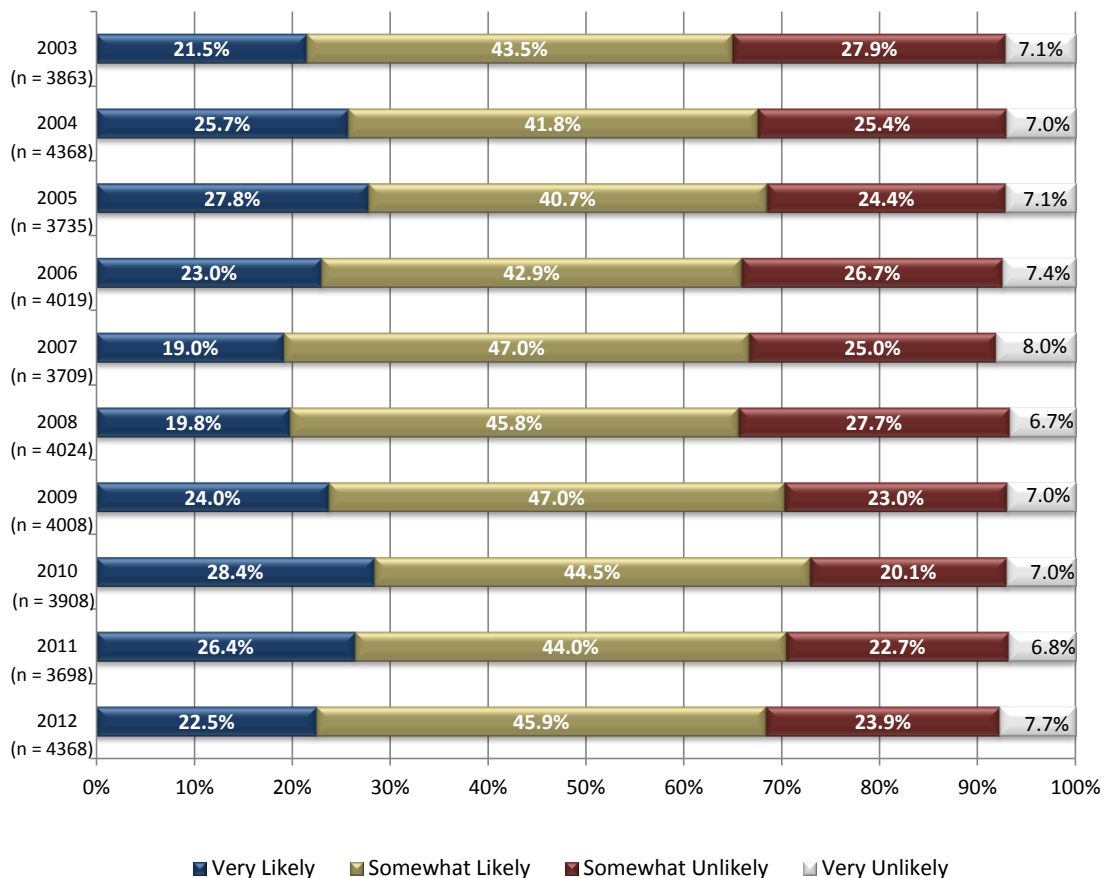


TABLE 16: LIKELIHOOD OF AVERAGE DRIVER BEING STOPPED FOR DRINKING AND DRIVING

SURVEY YEAR					Total
	Survey 1	Survey 2	Survey 3	Survey 4	
2003	2.741	2.769	2.760	2.819	3863
2004	2.841	2.899	2.862	2.850	4368
2005	2.902	2.918	2.896	2.851	3735
2006	2.702	2.874	2.806	2.857	4019
2007	2.750	2.828	2.770	2.749	3709
2008	2.780	2.761	2.815	2.795	4024
2009	2.867	2.881	2.884	2.839	4008
2010	2.960	2.905	2.963	2.945	3908
2011	2.903	2.939	2.887	2.875	3698
2012	2.800	2.791	2.867	2.889	4368

For Table 16, the average score is based on “Very unlikely” = 1 to “Very likely” = 4; therefore, the higher the average score, the higher the perceived likelihood of being stopped by law enforcement while driving under the influence of alcohol.

LIKELIHOOD OF AVERAGE DRIVER BEING IN A CRASH DUE TO DRINKING AND DRIVING

In 2012, the percentage of respondents who said that it would be “very likely” that an individual would be in a crash if they drove after drinking too much to safely drive decreased from the 2011 Survey. As in previous years, very few respondents in 2012 said that it was “very unlikely” that an individual would be in a crash if they drove after drinking (Figure 23). Respondents were somewhat more inclined during the 4th Survey in 2012 to say it is likely an individual would be in a crash if they drove after drinking (Table 17). Individuals who were more inclined to find it “very likely” that a driver would be in a crash if they drove after drinking too much to safely drive included those living in urban areas, females, those 30 years of age and younger and those who reside in the southeast region of the state (Appendix A; Table A3.2).

FIGURE 23: LIKELIHOOD OF AVERAGE DRIVER BEING IN A CRASH DUE TO DRINKING AND DRIVING

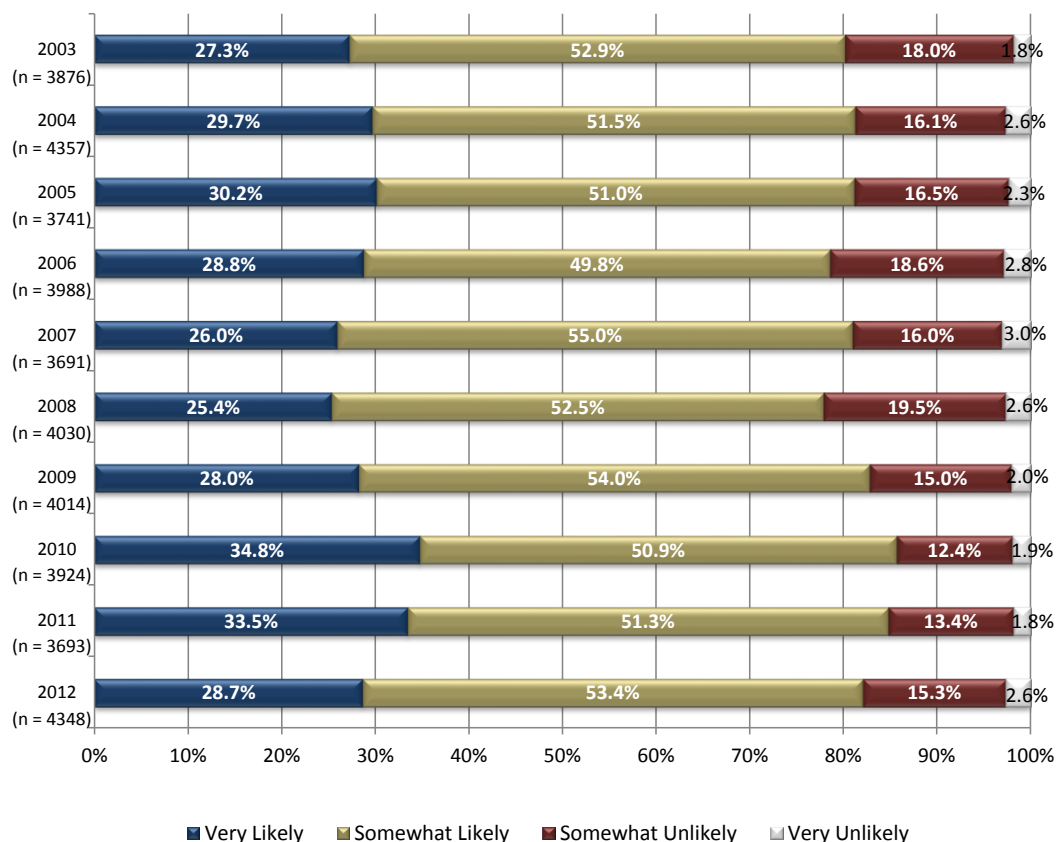


TABLE 17: LIKELIHOOD OF AVERAGE DRIVER BEING IN A CRASH DUE TO DRINKING AND DRIVING

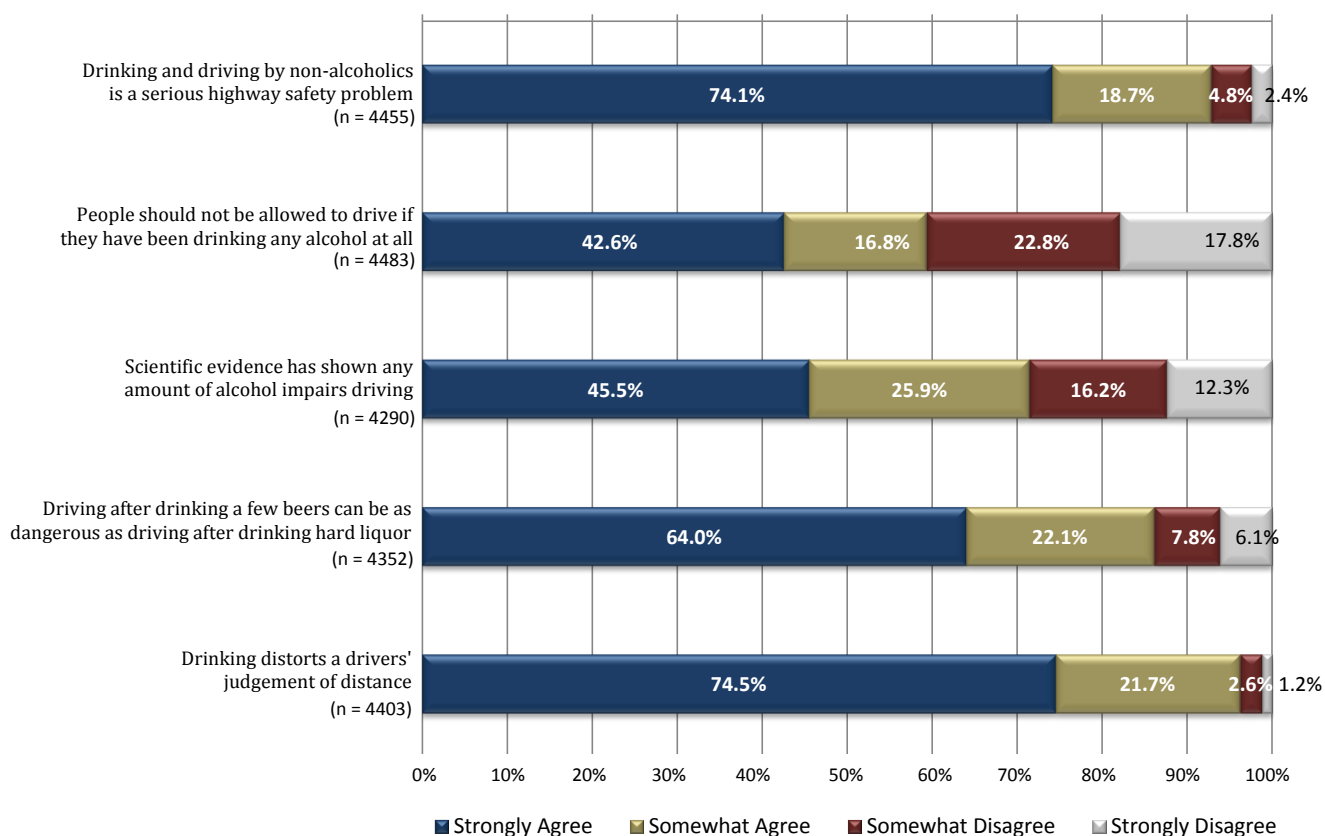
		Survey 1	Survey 2	Survey 3	Survey 4	Total
SURVEY YEAR	2003	3.053	3.083	3.003	3.076	3876
	2004	3.067	3.146	3.075	3.052	4357
	2005	3.108	3.160	3.042	3.058	3741
	2006	2.975	3.108	3.053	3.036	3988
	2007	3.040	3.044	3.058	2.990	3691
	2008	2.987	2.993	3.058	2.993	4030
	2009	3.085	3.115	3.098	3.053	4014
	2010	3.193	3.159	3.195	3.192	3924
	2011	3.117	3.234	3.116	3.189	3693
	2012	3.080	3.070	3.087	3.093	4348

For Table 17, the average score is based on “Very unlikely” = 1 to “Very likely” = 4; therefore, the higher the average score, the higher the perceived likelihood of being in a crash while driving under the influence of alcohol.

ATTITUDES ABOUT DRINKING AND DRIVING

As can be seen in Figure 24, respondents “strongly” (74.5%) or “somewhat” (21.7%) agreed with the statement: “Drinking alcohol distorts a driver’s judgement of distance.” The majority, 92.8% of those surveyed “strongly” or “somewhat” agreed that drinking and driving is a serious highway safety problem. In general, 71.4% of the respondents agreed that any amount of alcohol has an effect on one’s driving ability. Additionally, 86.1% of those surveyed agreed that driving after a few beers can be as dangerous as driving after drinking hard liquor. Cross-tabulated results by survey; region; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type are located in Appendix A.

FIGURE 24: ATTITUDES ABOUT DRINKING AND DRIVING



LIKELIHOOD OF RESPONDENT BEING STOPPED FOR DRIVING AFTER DRINKING

In 2012, 14.1% of respondents said it was “almost certain” and 22.3% said it was “very likely” that they would be stopped by a law enforcement officer for driving after having had too much to drink (Figure 25). More respondents during the 3rd and 4th survey periods of 2012 said that it was likely they would be stopped by a law enforcement officer for driving after drinking (Table 18). Those who were more likely to be certain they would be pulled over for driving after drinking included females and respondents who are 30 years of age or younger. Cross-tabulated results by survey; region; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type are located in Appendix A.

FIGURE 25: LIKELIHOOD OF RESPONDENT BEING STOPPED FOR DRIVING AFTER DRINKING

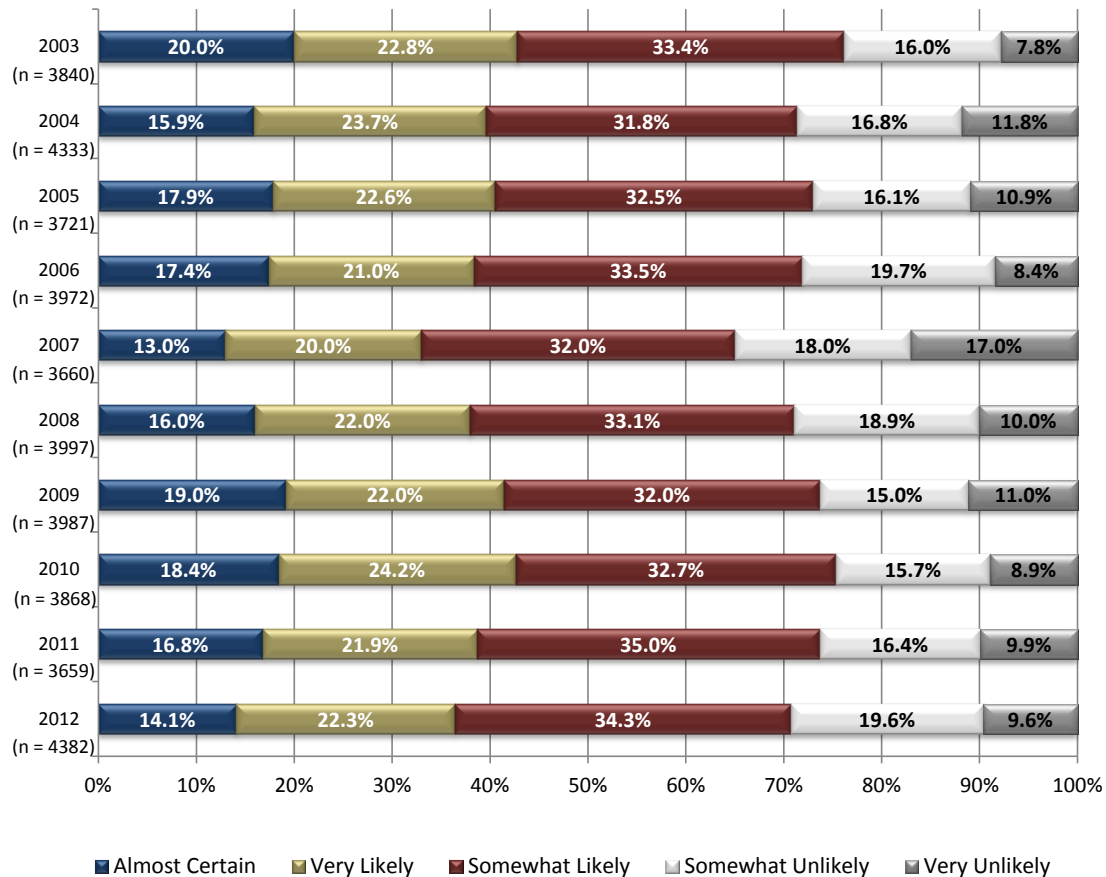


TABLE 18: LIKELIHOOD OF RESPONDENT BEING STOPPED FOR DRIVING AFTER DRINKING

		Survey 1	Survey 2	Survey 3	Survey 4	Total
SURVEY YEAR	2003	3.250	3.278	3.332	3.315	3840
	2004	3.085	3.266	3.167	3.091	4333
	2005	3.219	3.234	3.184	3.190	3721
	2006	3.007	3.138	3.145	3.194	3972
	2007	2.955	3.012	2.956	2.857	3660
	2008	3.162	3.223	3.105	3.096	3997
	2009	3.228	3.248	3.194	3.257	3987
	2010	3.300	3.287	3.276	3.236	3868
	2011	3.171	3.227	3.228	3.137	3659
	2012	3.076	3.089	3.221	3.100	4382

For Table 18, the average score is based on "Almost certain" = 5 to "Very likely" = 1; therefore, the higher the average score, the greater the perceived likelihood of being stopped by law enforcement while driving under the influence of alcohol.

LIKELIHOOD OF RESPONDENT TO RECEIVE PUNISHMENT FOR DRIVING AFTER DRINKING

Fewer respondents than in previous years, believed it was “almost certain” that they would receive some sort of punishment if they drove after having had too much to drink (Figure 26). Approximately 26.0% of 2012 respondents maintained their punishment would be “very severe” if they were to be arrested for drinking and driving, and 58.0% said the punishment would be “somewhat severe.” The perceived likelihood of receiving punishment for driving while alcohol-impaired was highest after the National Campaign: “*Drive Sober or Get Pulled Over*” (Table 19).

FIGURE 26: LIKELIHOOD OF RESPONDENT TO RECEIVE PUNISHMENT FOR DRIVING AFTER DRINKING

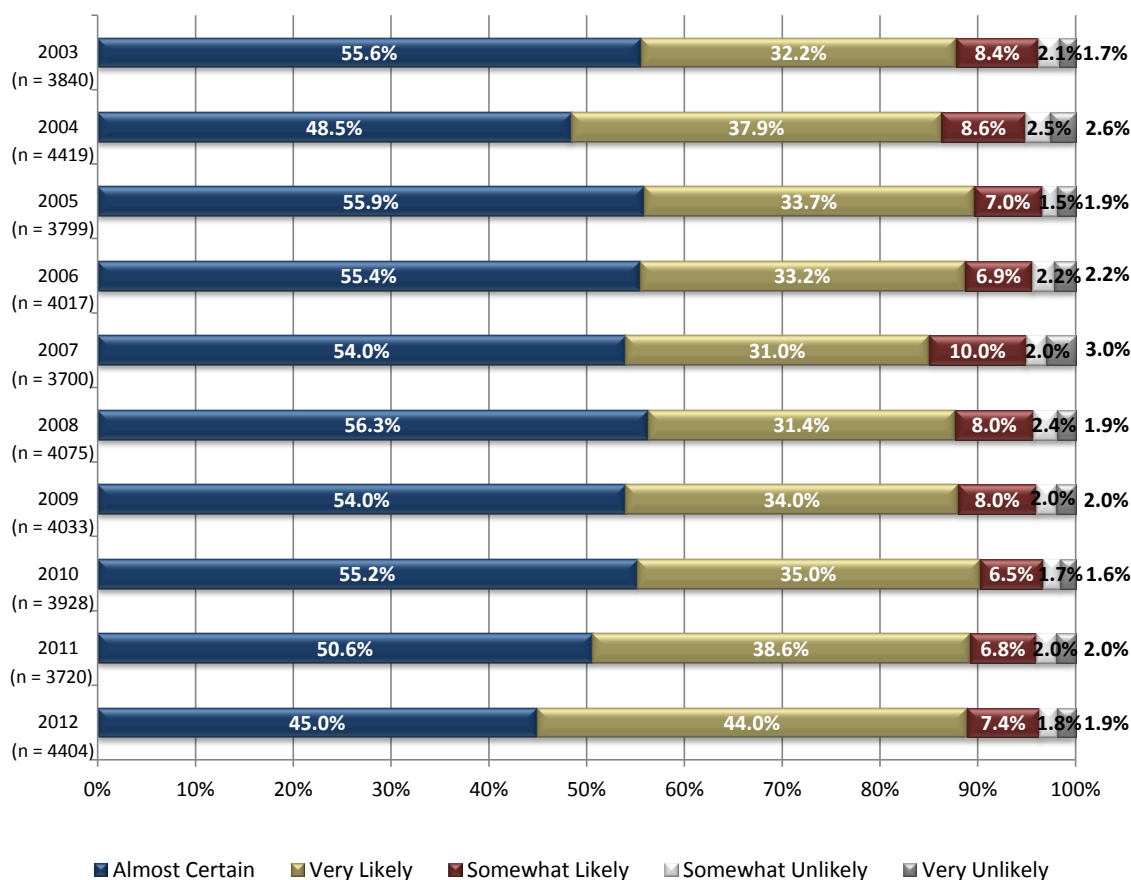


TABLE 19: LIKELIHOOD OF RESPONDENT TO RECEIVE PUNISHMENT FOR DRIVING AFTER DRINKING

		Survey 1	Survey 2	Survey 3	Survey 4	Total
SURVEY YEAR	2003	4.376	4.363	4.367	4.391	3840
	2004	4.273	4.358	4.289	4.187	4419
	2005	4.433	4.324	4.381	4.476	3799
	2006	4.316	4.372	4.386	4.410	4017
	2007	4.228	4.260	4.404	4.347	3700
	2008	4.319	4.326	4.431	4.437	4075
	2009	4.361	4.346	4.295	4.425	4033
	2010	4.423	4.396	4.429	4.381	3928
	2011	4.274	4.339	4.354	4.378	3720
	2012	4.294	4.279	4.299	4.262	4404

For Table 19, the average score is based on “Almost certain” = 5 to “Very likely” = 1; therefore, the higher the average score, the greater the perceived likelihood of being punished by the courts if arrested for driving while under the influence of alcohol.

ATTITUDES AND OPINIONS CONCERNING PENALTIES FOR DRINKING AND DRIVING

In 2012, 38.5% of respondents said the penalties for driving after drinking should be “much more severe” than they are now, which is consistent with results from 2011 (Figure 27). Table 20 shows the majority of respondents for all survey periods in 2012 feel the penalties concerning Ohio’s drinking and driving laws should be more severe. Respondents who lived in the northeast region of the state, those 25 years of age and younger, males, single respondents, and pickup truck drivers were less likely to say the current penalties for drinking and driving should be more severe. Appendix A contains cross-tabulated results by survey; region; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type.

FIGURE 27: CURRENT PENALTIES FOR DRINKING AND DRIVING SHOULD BE MORE OR LESS SEVERE²

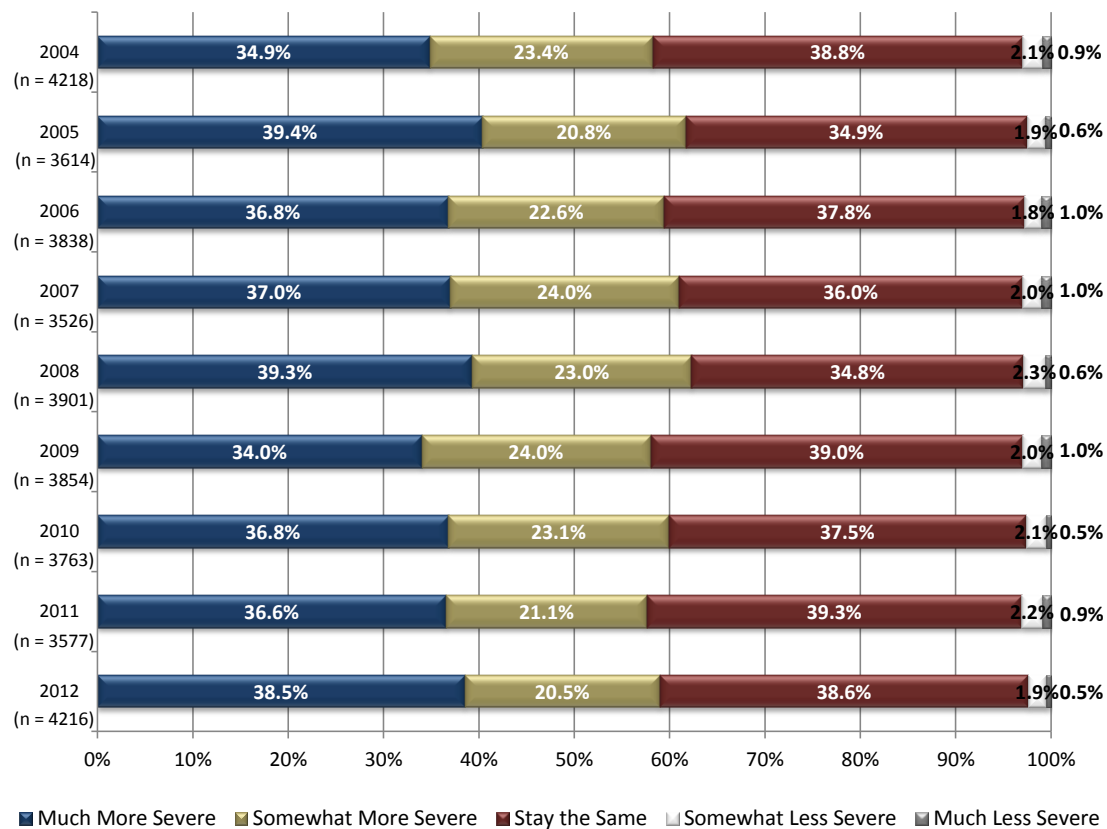


TABLE 20: CURRENT PENALTIES FOR DRINKING AND DRIVING SHOULD BE MORE OR LESS SEVERE

		Survey 1	Survey 2	Survey 3	Survey 4	Total
SURVEY YEAR	2004	3.888	3.907	3.913	3.865	4218
	2005	3.975	3.987	3.998	3.975	3614
	2006	3.945	3.904	3.940	3.917	3838
	2007	3.926	3.880	4.010	3.901	3526
	2008	4.001	4.013	3.943	3.964	3901
	2009	3.919	3.883	3.859	3.898	3854
	2010	3.926	3.924	3.941	3.955	3763
	2011	3.910	3.904	3.838	3.968	3577
	2012	3.926	3.962	3.978	3.919	4216

For Table 20, the average score is calculated based on “Much more severe” = 5 to “Much less severe” = 1; therefore, the higher the average score, the greater perception that court penalties should be more severe for driving while under the influence of alcohol.

² During 2003, a different measurement scale was used for this question, therefore, the data for that year is not represented

PERCEIVED EFFECTIVENESS OF CURRENT OHIO LAWS AT REDUCING DRUNK DRIVING

Only 14.0% of 2012 respondents said Ohio laws were “very effective” at reducing drinking and driving (Figure 28). As with previous evaluations, the majority of those surveyed perceived the current Ohio laws to reduce drunk driving as only “somewhat effective.” The average response shows respondents were more likely to find the current laws “very effective” or “somewhat effective” during the 4th Survey for 2012 (Table 21). Only 18.9% of 2012 respondents felt the *actual* enforcement of current penalties for drinking and driving were “very effective.” In addition, 68.2% of those surveyed indicated that the court sentences for DUI convictions were either “very” or “somewhat” effective at reducing drunk driving.

FIGURE 28: PERCEIVED EFFECTIVENESS OF CURRENT OHIO LAWS AT REDUCING DRUNK DRIVING

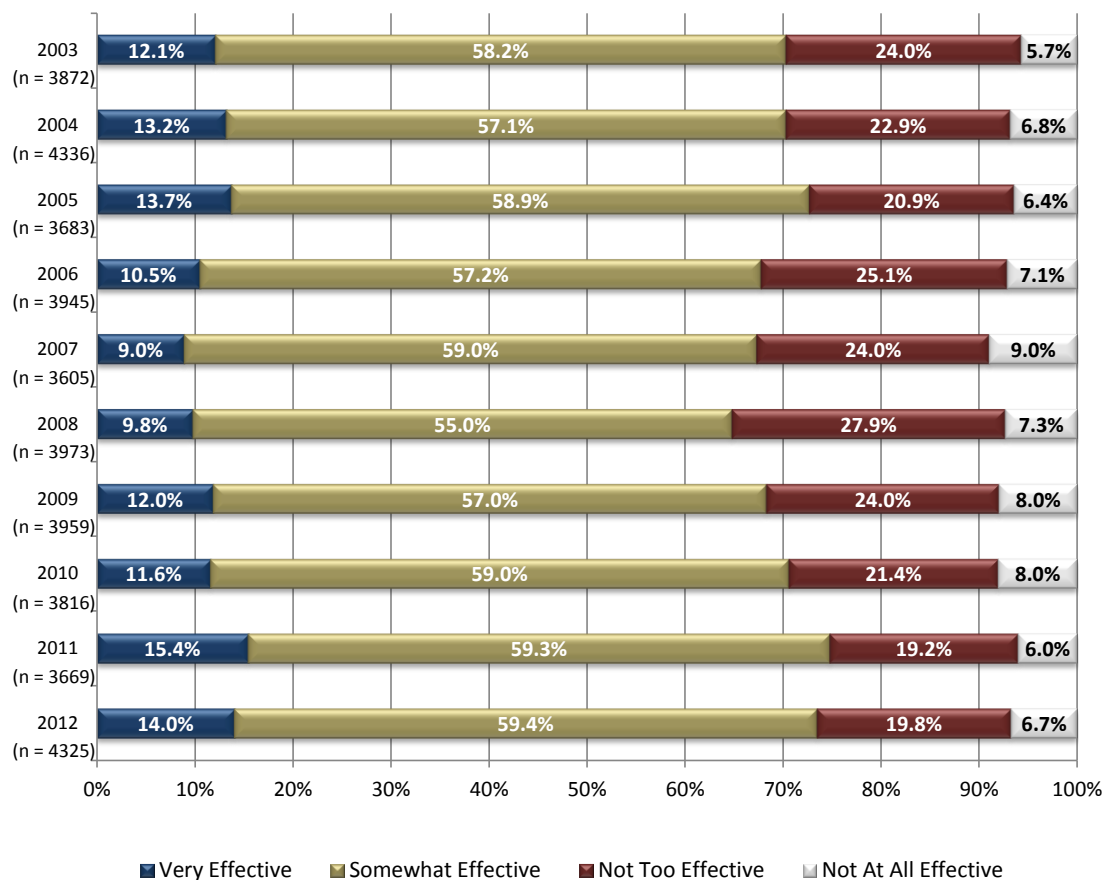


TABLE 21: PERCEIVED EFFECTIVENESS OF CURRENT OHIO LAWS AT REDUCING DRUNK DRIVING

		Survey 1	Survey 2	Survey 3	Survey 4	Total
SURVEY YEAR	2003	2.785	2.757	2.718	2.802	3872
	2004	2.739	2.798	2.735	2.804	4336
	2005	2.819	2.829	2.771	2.748	3683
	2006	2.711	2.755	2.681	2.694	3945
	2007	2.629	2.683	2.676	2.719	3605
	2008	2.696	2.661	2.688	2.655	3973
	2009	2.754	2.761	2.683	2.708	3959
	2010	2.747	2.723	2.734	2.758	3818
	2011	2.832	2.831	2.824	2.879	3669
	2012	2.821	2.780	2.788	2.845	4325

For Table 21, the average score is calculated based on “Very effective” = 4 to “Not at all effective” = 1; therefore, the higher the average score, the greater the perception that Ohio laws or enforcement are effective at reducing drunk driving.

SOBRIETY CHECKPOINTS

In 2012, 28.6% of respondents indicated that they had seen a sobriety checkpoint in the past 12 months (Figure 29). More than half, 57.1%, of respondents in 2012 said sobriety checkpoints should be used “more frequently” than they are now, which is a decrease from 2011. These results were consistent throughout the 2012 survey (Table 22). Females, married respondents, and those living in the southeast region of the state were more likely than others to say sobriety checkpoints should be used more often. Appendix A contains cross-tabulated results by survey; region; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type.

FIGURE 29: FREQUENCY OF USE FOR SOBRIETY CHECKPOINTS

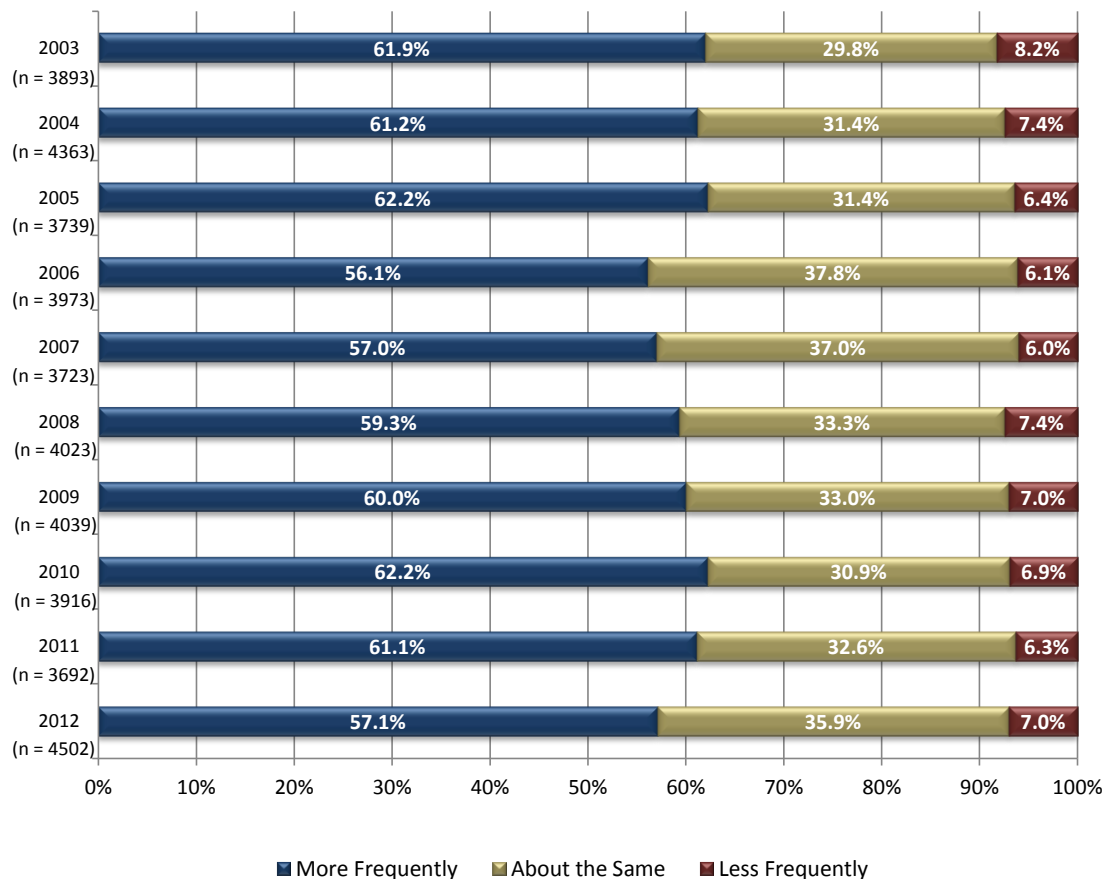


TABLE 22: FREQUENCY OF USE FOR SOBRIETY CHECKPOINTS

SURVEY YEAR					Total
	Survey 1	Survey 2	Survey 3	Survey 4	
2003	2.501	2.576	2.559	2.494	3893
2004	2.521	2.573	2.548	2.514	4363
2005	2.567	2.551	2.585	2.528	3739
2006	2.491	2.491	2.520	2.496	3973
2007	2.500	2.539	2.546	2.482	3723
2008	2.501	2.558	2.538	2.470	4023
2009	2.502	2.539	2.516	2.535	4039
2010	2.541	2.560	2.544	2.569	3916
2011	2.534	2.578	2.512	2.567	3692
2012	2.502	2.481	2.506	2.523	4368

For Table 22, the average score is calculated based on “More frequently” = 3 to “Less frequently” = 1.

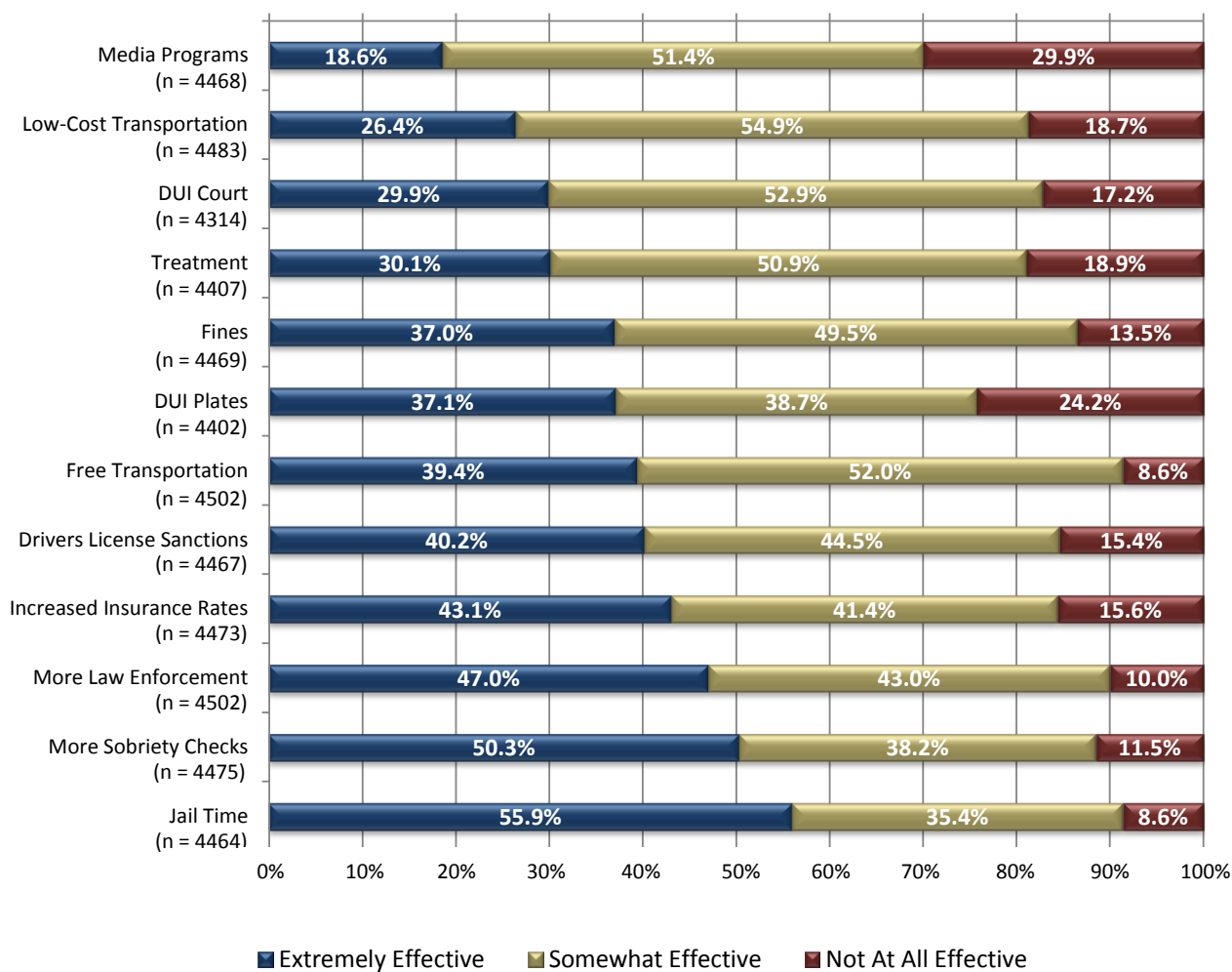
BLOOD ALCOHOL CONCENTRATION (BAC)

Approximately half (50.7%) of respondents said that they knew the specific Blood Alcohol Concentration (BAC) in Ohio at which a person is considered legally intoxicated; 77.6% of those who claimed to know Ohio's legal limit correctly identified that level as .08. In 2012, relatively few respondents (21%) say that lowering the BAC-level has reduced drinking and driving in Ohio, which is slightly higher than in previous years. Cross-tabulated results by survey; region; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type can be found in Appendix A.

DETERRENTS TO DRUNK DRIVING IN OHIO

Figure 30 shows the most effective methods of deterring or reducing drunk driving in Ohio given by respondents were: jail time for DUI offenders, more sobriety checkpoints, and more law enforcement officers on roads. These results were similar to those from previous years.

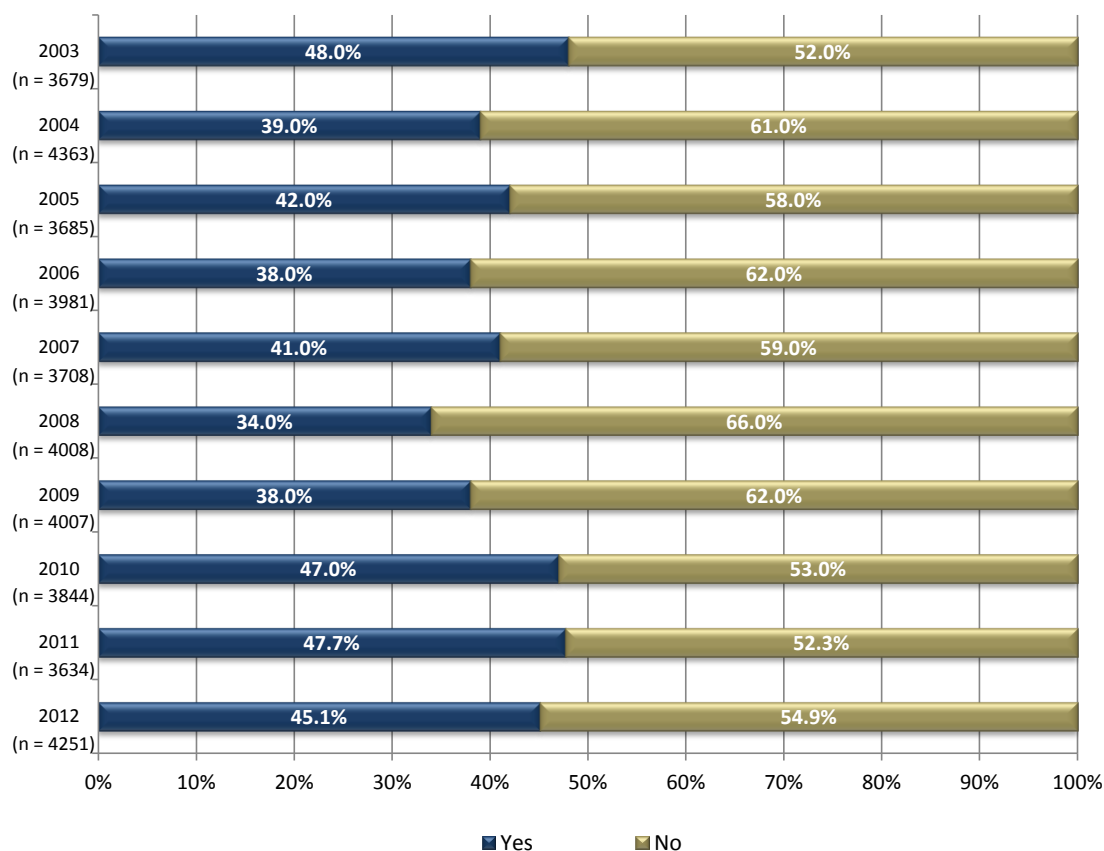
FIGURE 30: DETERRENTS TO DRUNK DRIVING IN OHIO



HEARD OR SAW SLOGAN DISCOURAGING ALCOHOL-IMPAIRED DRIVING

Exposure by respondents to media campaign messages that discourage drinking and driving decreased from 2011 (Figure 31). The percentage of respondents who reported hearing or seeing a slogan discouraging alcohol-impaired driving was highest during the 4th Survey in 2012. Close to half (48.6%) of 2012 respondents claimed to have heard or seen a slogan discouraging drinking and driving during the 4th Survey period, the post-intervention National Campaign: *“Drive Sober or Get Pulled Over”* (Appendix A; Table A3.32).

FIGURE 31: HEARD OR SAW SLOGAN DISCOURAGING ALCOHOL-IMPAIRED DRIVING

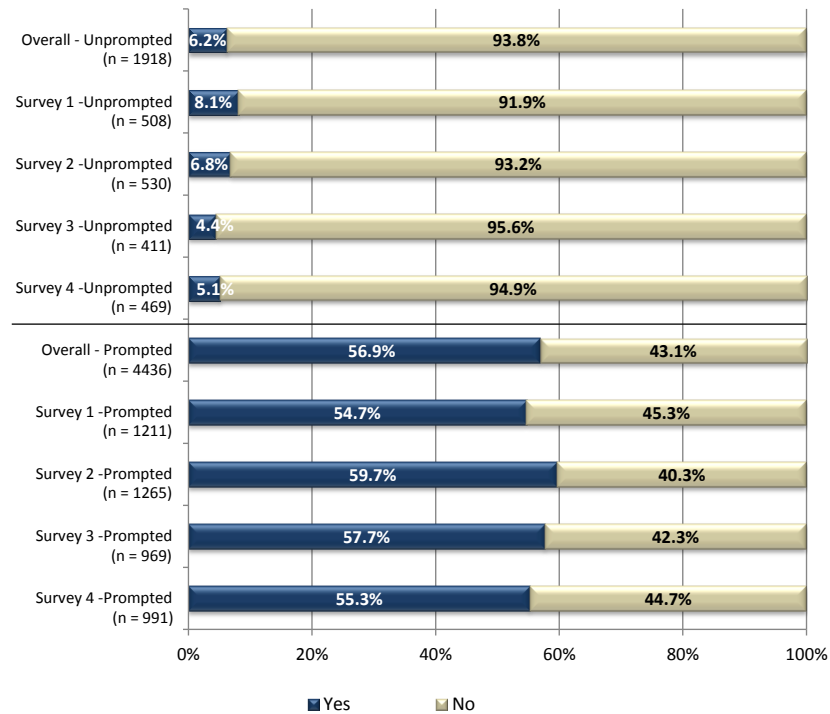


RECALL OF SLOGANS DISCOURAGING ALCOHOL-IMPAIRED DRIVING

For Figures 32 - 35, “unprompted” results depict respondents who said they had seen or heard a slogan discouraging drinking and driving within the 30 days prior to the survey, and were able to accurately recall the specific slogan without being “prompted” by the interviewer. Then respondents were “prompted” and asked whether they had heard or seen specific slogans discouraging alcohol-impaired driving. Cross-tabulated results by survey; region; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type can be found in Appendix A.

Overall, 6.2% of those surveyed could recall the *“You Drink and Drive, You Lose”* slogan without being prompted by an interviewer and 56.9% said they were familiar with the slogan when prompted by an interviewer (Figure 32).

FIGURE 32: RECALL OF THE “YOU DRINK AND DRIVE, YOU LOSE” SLOGAN



Overall, 4.2% of respondents could remember the “*Drunk Driving. Over the Limit. Under Arrest.*” slogan without prompting (Figure 33). This was somewhat consistent throughout the 2012 evaluation. When prompted, 38.9% of respondents said they recalled the slogan.

FIGURE 33: RECALL OF THE “DRUNK DRIVING. OVER THE LIMIT. UNDER ARREST.” SLOGAN

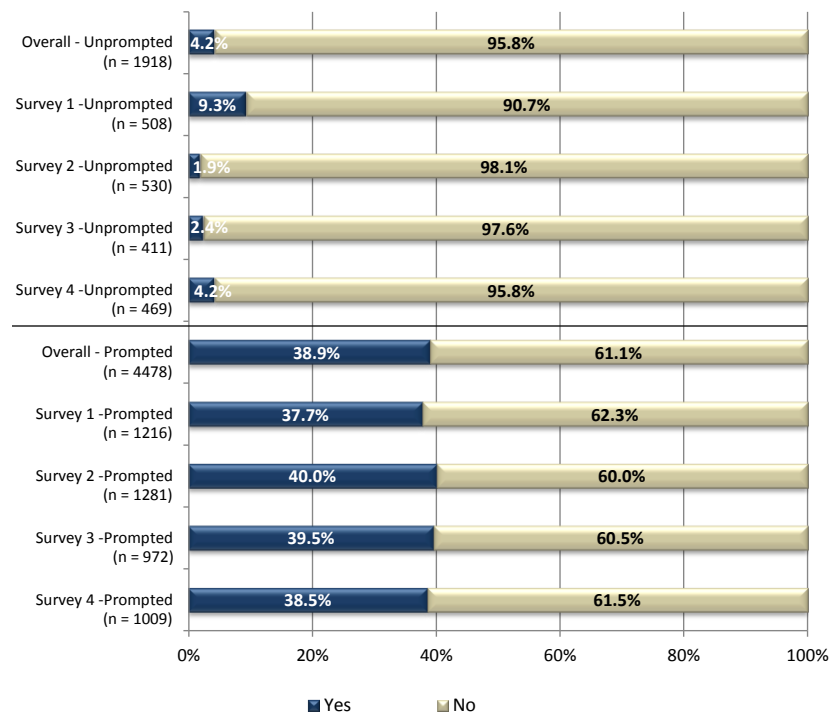
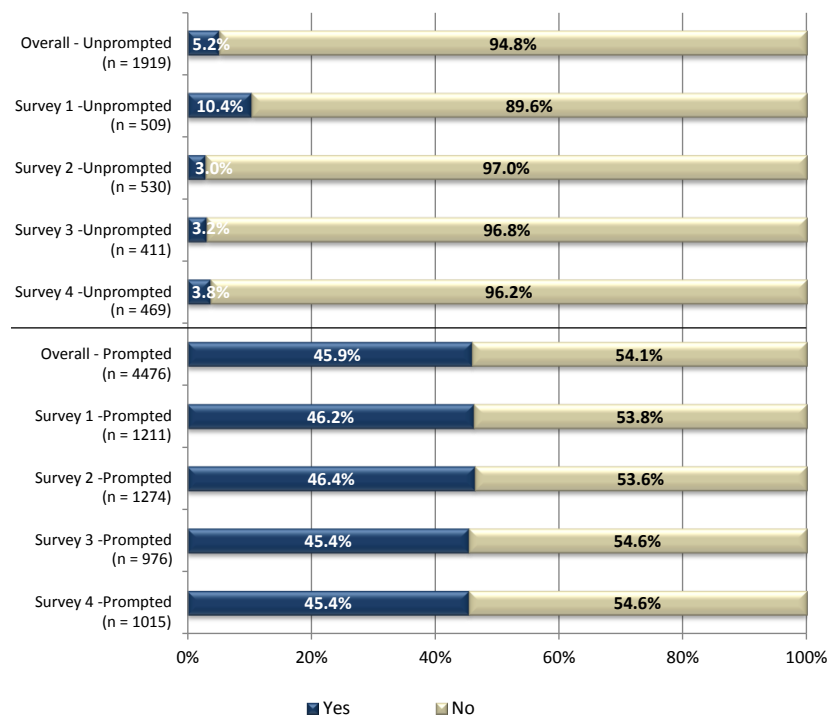


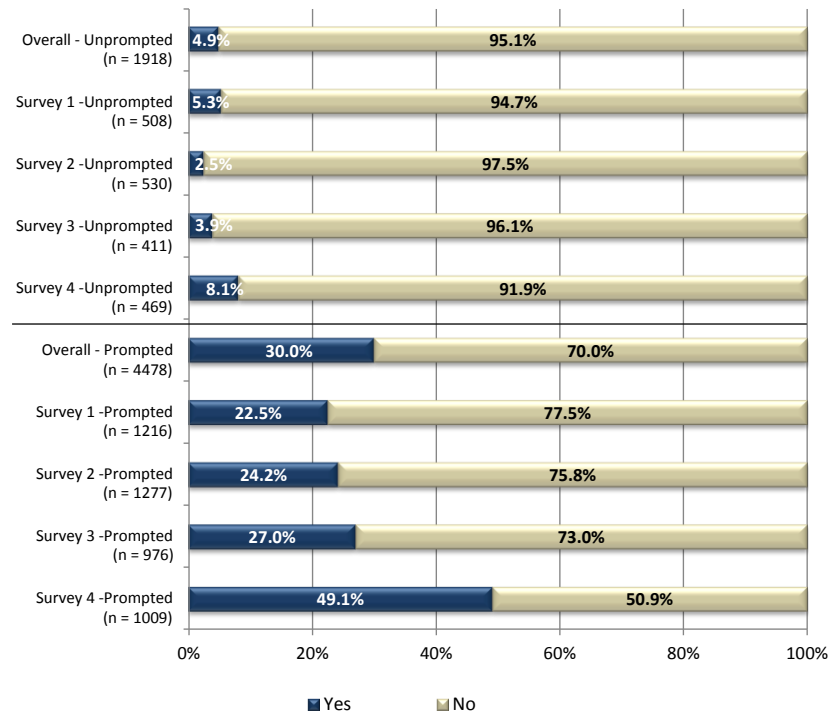
Figure 34 shows that overall, “unprompted” recall of the *“Buzzed Driving is Drunk Driving”* slogan was 5.2%. When “prompted” by an interviewer, 45.9% said they recalled the slogan. Both “prompted” and “unprompted” recall was consistent throughout the 2012 survey period.

FIGURE 34: RECALL OF THE *“BUZZED DRIVING IS DRUNK DRIVING”* SLOGAN



“Drive Sober or Get Pulled Over” was a new slogan introduced in 2011. Prior to the media campaign aimed at reducing drinking and driving, only 3.9% of those surveyed could name the *“Drive Sober or Get Pulled Over”* slogan without “prompting” (Figure 35). After the campaign, this increased to 8.1%. “Prompted” recall was 27.0% prior to the campaign and rose to 49.1% after the campaign.

FIGURE 35: RECALL OF THE “DRIVE SOBER OR GET PULLED OVER”



In addition, 26.7% of those who claimed they had seen or heard a slogan targeted at reducing drinking and driving recalled some “other” slogan, while 57.8% said they were not sure of the exact slogan name.

RESPONDENTS’ PERSONAL DRINKING AND DRIVING BEHAVIORS

Approximately 15.4% of those surveyed in 2012 said that they had driven a motor vehicle within two hours of consuming alcohol in the 60 days prior to completing the survey. Respondents who were most likely to have driven a motor vehicle within two hours of consuming alcohol were those between the ages of 26 and 30, males, single respondents and those who drive pickup trucks. It is important to note that of those, 6.5% said they had done so 10 or more times. Cross-tabulated results by survey; region; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type can be found in Appendix A.

CURRENT LAW ENFORCEMENT COMPARED TO 3 MONTHS AGO

On average, respondents were relatively more likely to say they saw law enforcement on the roads during the 2nd Survey of 2012 (Table 23). As shown in Figure 36, most people (77.5%) said they saw law enforcement officers on the roads they normally drive about as often as they had three months prior, which is similar to previous years results. Cross-tabulated results by survey; region; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type can be found in Appendix A.

FIGURE 36: FREQUENCY OF SEEING LAW ENFORCEMENT ON THE ROAD COMPARED TO 3 MONTHS AGO

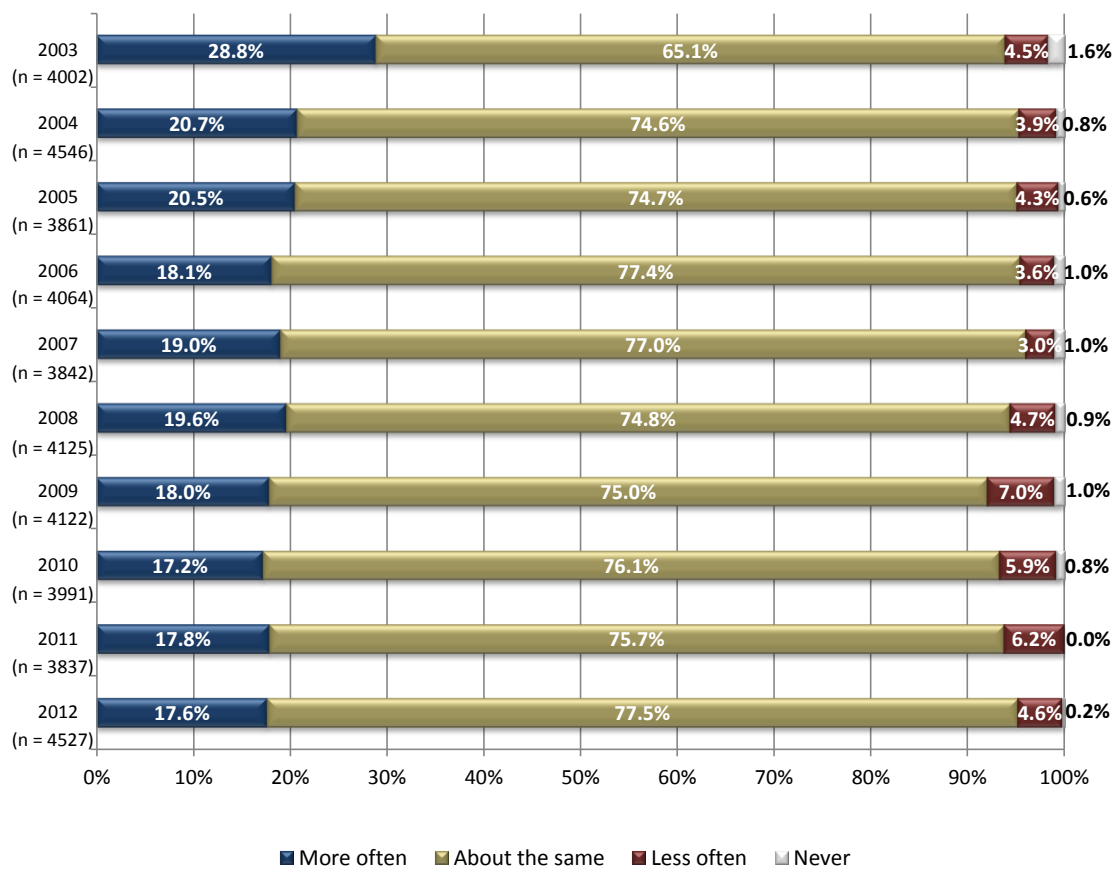


TABLE 23: FREQUENCY OF SEEING LAW ENFORCEMENT ON THE ROAD COMPARED TO 3 MONTHS AGO

	SURVEY YEAR	Survey 1	Survey 2	Survey 3	Survey 4	Total
	2003	3.163	3.165	3.232	3.200	2610
	2004	3.125	3.174	3.141	3.163	4546
	2005	3.102	3.220	3.155	3.121	3861
	2006	3.134	3.138	3.144	3.087	4064
	2007	3.133	3.174	3.106	3.146	3842
	2008	3.098	3.147	3.150	3.127	4125
	2009	3.096	3.151	3.085	3.064	4122
	2010	3.120	3.109	3.102	3.060	3991
	2011	3.108	3.130	3.095	3.109	3837
	2012	3.106	3.156	3.123	3.110	4527

For Table 23, the average score calculation is based on “More Often” = 4 to “Never” = 1; therefore, the higher the average score, the greater frequency of seeing law enforcement on the road compared to three months ago.

In 2012, 72.2% of respondents said that the likelihood of being stopped by law enforcement for driving after drinking was “about as likely” as three months prior (Figure 37). Responses were similar to those from previous years. Table 24 shows that the mean responses for the likelihood of being stopped by law enforcement officials due to driving after drinking remained fairly consistent over all four surveys.

FIGURE 37: CHANCE OF BEING STOPPED BY LAW ENFORCEMENT FOR DRINKING AND DRIVING COMPARED TO 3 MONTHS AGO

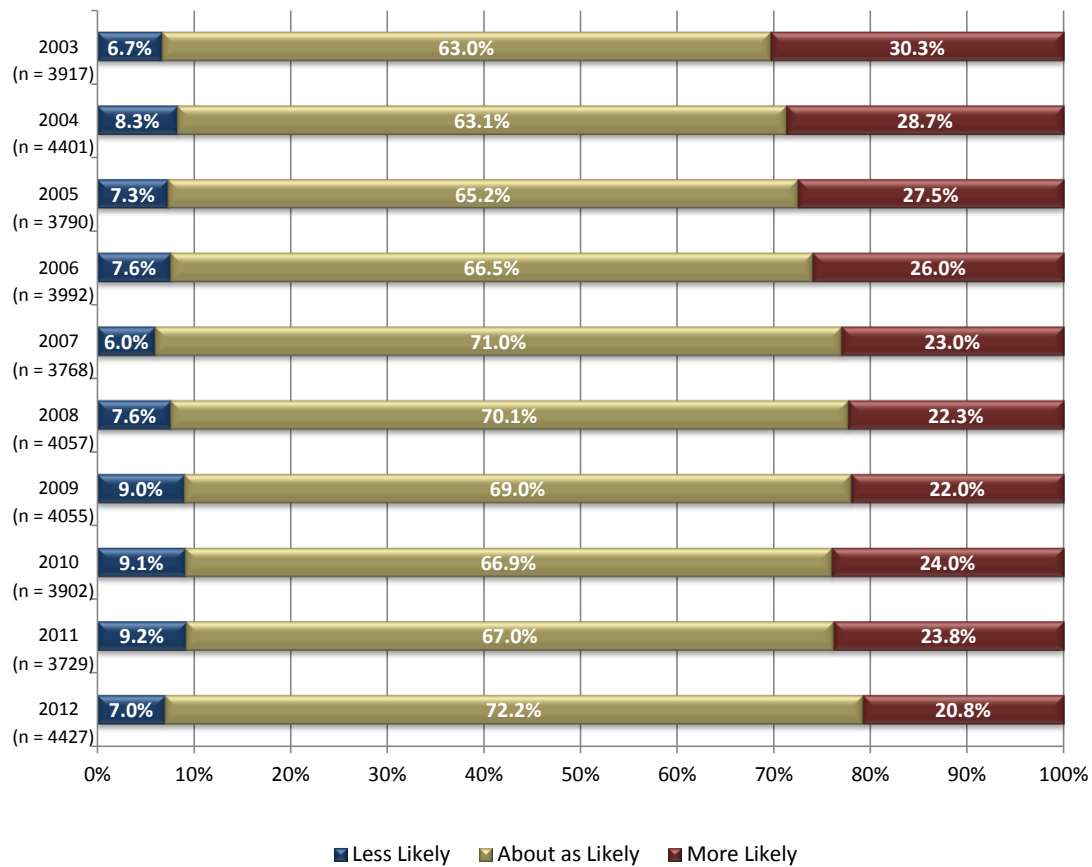


TABLE 24: CHANCE OF BEING STOPPED BY LAW ENFORCEMENT FOR DRINKING AND DRIVING COMPARED TO 3 MONTHS AGO

		Survey 1	Survey 2	Survey 3	Survey 4	Total
SURVEY YEAR	2003	2.185	2.235	2.253	2.244	2554
	2004	2.164	2.245	2.202	2.206	4401
	2005	2.187	2.260	2.217	2.144	3790
	2006	2.142	2.236	2.173	2.175	3992
	2007	2.166	2.210	2.176	2.135	3768
	2008	2.155	2.158	2.133	2.141	4057
	2009	2.162	2.184	2.121	2.078	4055
	2010	2.160	2.159	2.132	2.145	3902
	2011	2.147	2.146	2.138	2.153	3729
	2012	2.128	2.158	2.140	2.123	4427

For Table 24, the average score calculation is based on "More Likely" = 3 to "Less Likely" = 1; therefore, the higher the average score, the greater perceived chance of being stopped compared to three months ago.

While 58.6% of respondents said they had definitely not seen or heard of special efforts by police to ticket drunk drivers in their community, 24.5% “definitely” or “probably” had witnessed such efforts (Figure 38). Moreover, the perception of increased special efforts by police to ticket drunk drivers was highest after the National Campaign: “*Drive Sober or Get Pulled Over*” (Table 25).

FIGURE 38: WITNESSED SPECIAL EFFORTS TO TICKET DRUNK DRIVERS IN THE PAST 30 DAYS³

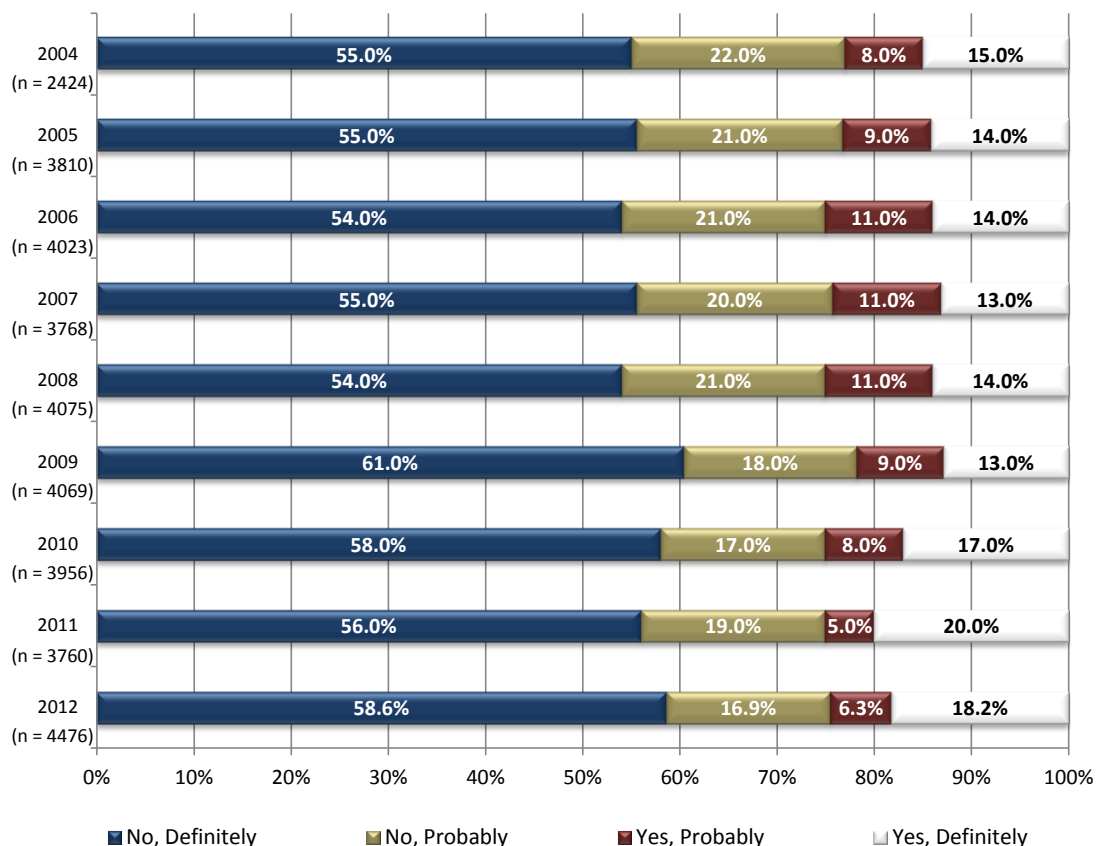


TABLE 25: WITNESSED SPECIAL EFFORTS TO TICKET DRUNK DRIVERS IN THE PAST 30 DAYS

		Survey 1	Survey 2	Survey 3	Survey 4	Total
SURVEY YEAR	2004	-	-	1.819	1.832	2424
	2005	1.573	1.919	1.951	1.810	3810
	2006	1.591	1.899	1.962	1.902	4023
	2007	1.762	1.903	1.763	1.866	3768
	2008	1.725	1.967	1.734	1.920	4075
	2009	1.667	1.738	1.732	1.805	4069
	2010	1.562	1.857	1.895	2.071	3956
	2011	1.702	1.898	1.844	2.088	3760
	2012	1.773	1.899	1.800	1.888	4476

For Table 25, the average score calculation is based on “Yes, Definitely” = 5 to “No, Definitely” = 1; therefore, the higher the average score, the greater likelihood respondents witnessed special efforts to ticket drunk drivers in the past 30 days.

³ This specific question was not asked in 2003, and only in Surveys 3 and 4 during the 2004 evaluation.

PART IV: DISTRACTED DRIVING, SPEEDING, AND OVERALL SAFETY

GENERAL CELL PHONE USE WHILE DRIVING

As shown in Figure 39, few respondents (21.7%) claim to talk on a cell phone without a hands-free daily or almost every day. In contrast, 93.5% of respondents said they see *other* drivers talking on a cell phone without a hands-free device every day or almost every day. Respondents who were 31 to 35 years of age, males and those who are married were more likely to regularly talk on their cell phone while driving without the use of a hands-free device (Appendix A; Table A4.1). Additionally, 77.6% of those surveyed claim that driving while talking on a cell phone without a hands-free device is somewhat (45.6%) or very (32.0%) dangerous. These results are consistent with previous surveys. Cross-tabulated results by survey; region; age; sex; race; marital status; urban, suburban or rural residence; primary driving area (urban, suburban or rural); and vehicle type can be found in Appendix A.

FIGURE 39: FREQUENCY OF RESPONDENT TALKING ON A CELL PHONE WITHOUT A HANDS-FREE DEVICE WHILE DRIVING

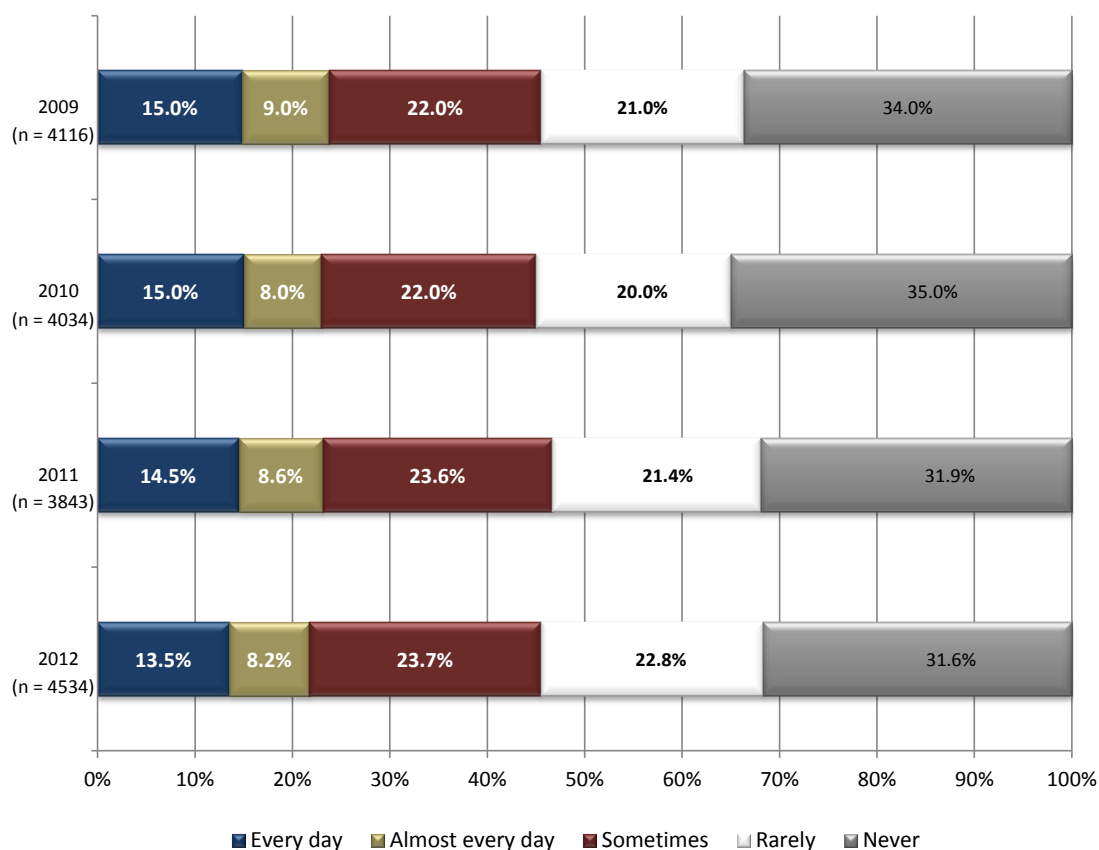
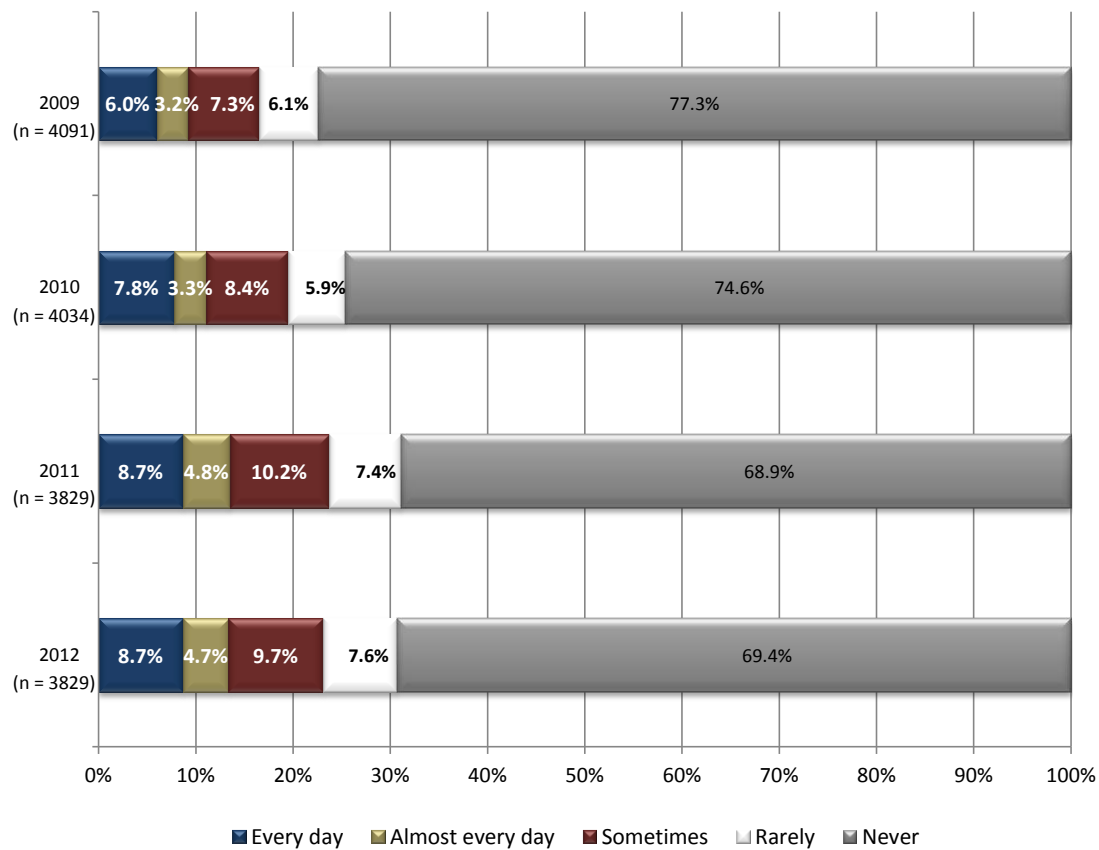


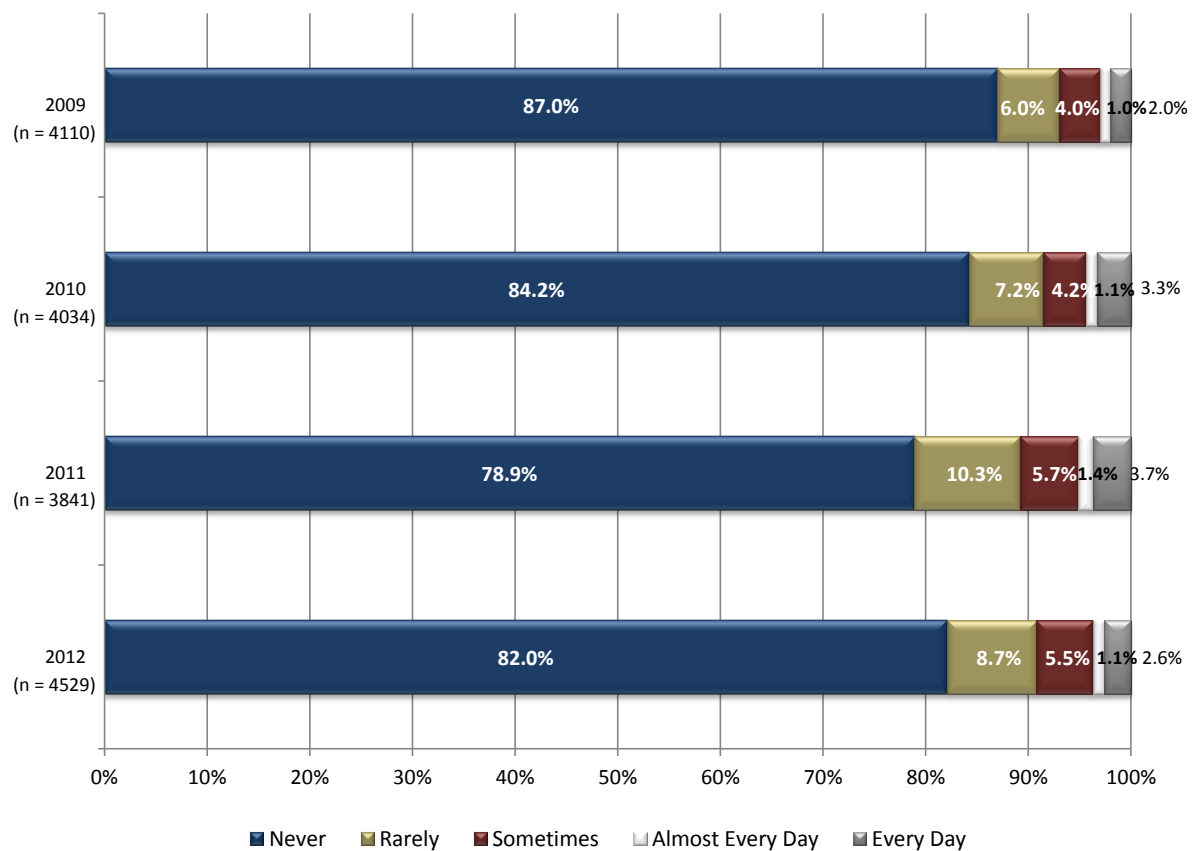
Figure 40 shows that 8.7% of those surveyed claim to talk on a cell phone with a hands-free device on a daily basis, while 27.4% said they see other drivers talking on a cell phone with a hands-free device every day. Respondents who were 36 to 40 years of age, males and those who live in primarily suburban areas were more likely to talk on their cell phone while driving with the use of a hands-free (Appendix A; Table A4.4). In addition, 47.7% of those surveyed claim that driving while talking on a cell phone with a hands-free device is “somewhat” (37.1%) or “very” (10.6%) dangerous. Appendix A contains these results by survey, region, age, sex, race, Hispanic/Latino, marital status, resident location, driving area, and vehicle type.

FIGURE 40: FREQUENCY OF RESPONDENT TALKING ON A CELL PHONE WITH A HANDS-FREE DEVICE WHILE DRIVING



When asked about perceived cell phone use by other drivers to text, 62.1% of those surveyed said they see drivers other than themselves texting while driving every day or almost every day. In contrast, only 3.7% claim they personally text daily or almost daily while driving (Figures 41). Survey participants who are male, 25 years of age and younger, and those who are single, having never been married, were more likely to say they use a cell phone to text while driving. The majority (91.3%) agree that driving while texting is very dangerous.

FIGURE 41: FREQUENCY OF RESPONDENT TEXTING ON A CELL PHONE WHILE DRIVING



More than half, 57.7% of respondents agree they are able to determine when it is safe to use a cell phone to make a call while driving. The majority (61.6%) of those surveyed maintain that using a hands-free device makes calling safe while driving. Additionally, 46.3% of 2012 survey participants think they can safely adapt their driving while using a cell phone to make a call. Appendix A contains results by survey, region, age, sex, race, Hispanic/Latino, marital status, resident location, driving area and vehicle type.

Only 15.9% of respondents agree they are able to determine when it is safe to use a cell phone to text when driving, which is the same as in 2011. Additionally, 10.2% of 2012 survey participants think they can safely adapt their driving while using a cell phone to text, and 25.5% maintain that using a hands-free device makes texting safe while driving.

OBEYING THE SPEED LIMIT

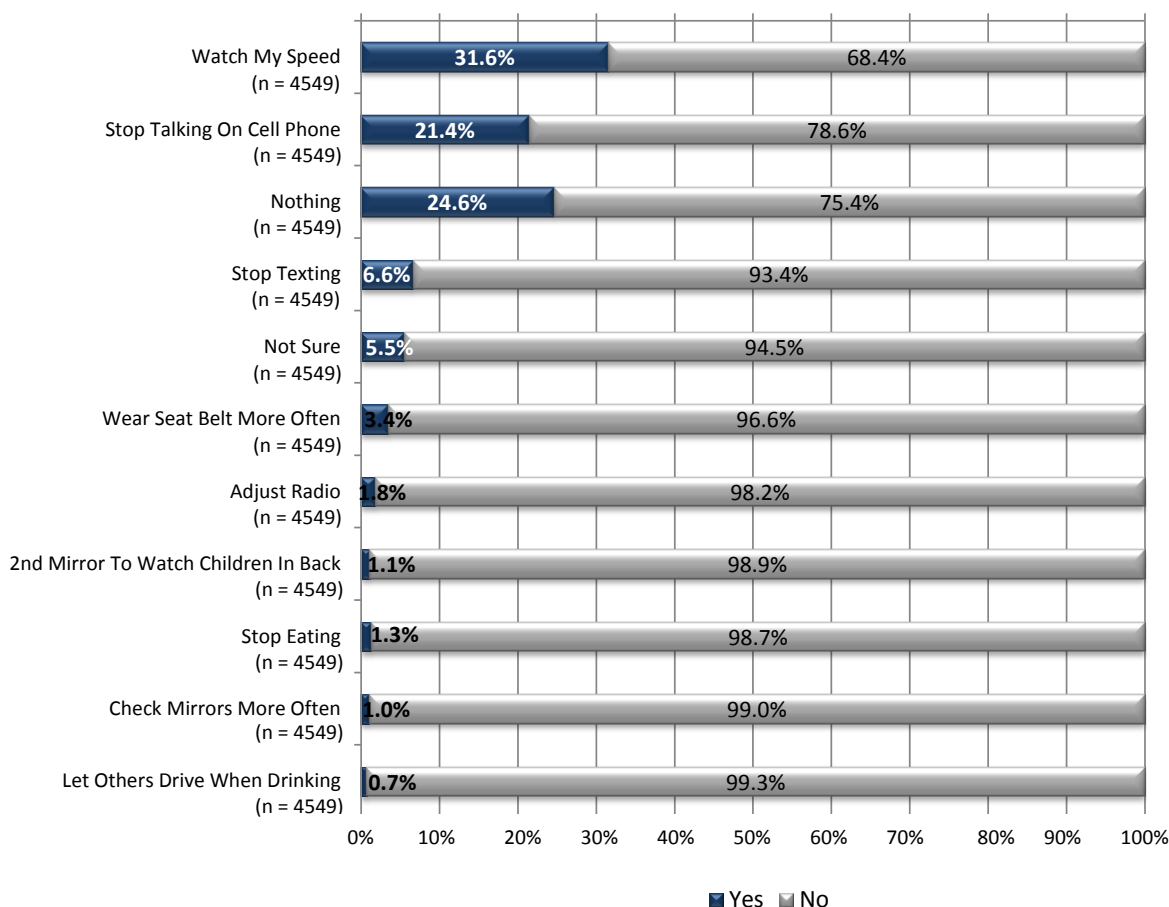
Approximately 17.4% of those surveyed said they “always” drive at least 5 mph over the posted limit on local roads, and 23.0% claim they do so most of the time. The majority (67.2%) of those surveyed maintain that they “never” or “rarely” drive faster than 35 mph on local roads where the posted speed limit is 30 mph, while 16.4% of the respondents acknowledged they engage in this behavior “always,” or “most of the time.” Likewise, 63.5% said they “never” or “rarely” drive faster than 70 mph on a local road with a posted speed limit of 65. Nevertheless, 21.2% of the respondents acknowledged they engage in this driving behavior “always,” or “most of the time.” Few respondents (37.2%) claim to

have seen, read, or heard anything about speed enforcement by police in the 30 days prior to the survey. When asked what they felt the chances are they would receive a ticket for driving over the speed limit, 25.3% said the chances were “very likely” and an additional 48.9% felt their chances of being ticketed were “somewhat likely.” Appendix A contains these results by survey, region, age, sex, race, Hispanic/Latino, marital status, resident location, driving area and vehicle type.

DRIVING BEHAVIOR CHANGES TO IMPROVE PERSONAL SAFETY

The survey concluded by asking respondents what changes they would make to their own driving behaviors to make them safer (Figure 42). The most frequently mentioned “change” was to watch their speed while driving. Even though it was the most frequently mentioned item, only 31.6% of those surveyed felt it was a change they needed to make in their own driving behavior. Likewise, 21.4% of respondents claim they need to stop talking on a cell phone when driving. Only 3.4% of 2012 survey participants indicated that they need to wear their seat belt more often, which is expected since 85.3% stated earlier in the survey that they “always” wear their seat belt. Additionally, 6.6% of those surveyed feel they need to stop text messaging while they drive which is a decrease from 2011. It is also important to note that 24.6% of 2012 respondents believe there is “nothing” they need to change when it comes to their driving behaviors. Cross-tabulated results by survey, region, age, sex, race, Hispanic/Latino, marital status, resident location, driving area, and vehicle type are located in Appendix A.

FIGURE 42: DRIVING BEHAVIOR CHANGES TO IMPROVE PERSONAL SAFETY



RECOMMENDATIONS

This section of the report contains six general recommendations derived from all phases of the 2012 Statewide Survey of Seat Belt Use and Alcohol-Impaired Driving and other evaluation initiatives. The 2012 survey reinforces knowledge about Ohioans who are and are not using seat belts and provides information on the attitudes and behaviors of Ohioans regarding drinking and driving, speeding, and distracted driving. Successfully achieving the overall goals and objectives of the Ohio Department of Public Safety's campaign to increase seat belt use and reduce alcohol-impaired driving, speeding, and distracted driving is a formidable challenge. Nevertheless, the overall annual survey results illustrate that the campaign has had many significant accomplishments, but much work remains. Therefore, the following six recommendations are suggested as possible ways to reach those important objectives.

Recommendation 1: Continue to Pursue the Passage of a Primary Seat Belt Law

Survey results demonstrate that less than half (48.2%) of survey participants believe it is "very" or "somewhat" likely a driver will be ticketed for not wearing a seat belt. This response is due in part because more respondents are wearing their seat belts all or most of the time, but it also could be due to a perceived lack of enforcement of the seat belt law by the police and state highway patrol. This perception of a lack of consequences, combined with Ohio's current secondary seat belt law, leads the public to believe that seat belt use is not an absolute necessity. Nevertheless, general support for a primary seat belt law continues to remain high from year to year, and most respondents say they would vote for such a law and obey it if it were passed. Since the ultimate goal of the initiative is to reduce serious injuries and fatalities relative to highway safety, it is recommended that Ohio continues to pursue the passage of a state primary seat belt law.

Survey results suggest that the majority of drivers in Ohio support, would vote for, and would obey a primary seat belt law for Ohio. Moreover, they believe a primary seat belt law would have a significant positive impact on increasing highway safety and reducing traffic-related injuries and fatalities in Ohio.

Recommendation 2: Target Drivers and Passengers Ages 25 and Younger

Ohio Department of Public Safety and Ohio Traffic Safety Office personnel should carefully review the survey results, focusing on drivers and passengers ages 25 and younger. These drivers reported the lowest seat belt use rates of all age groups surveyed and have among the highest rates of injury in traffic crashes. Therefore, it is important for drivers and passengers in the 25 and under age group to better understand the importance of wearing a seat belt. Future initiatives should use age-appropriate messages and media sources that directly target this age group, for example, recruiting a well-known celebrity to function as a spokesperson and positive role model for seat belt use among the 25 and under age group.

As recommended in prior reports, targeting the peer groups and "significant others" of this age group can serve to increase seat belt use, since the opinions of family members and friends can be of influence, particularly to young drivers who regularly transport passengers of the same age. For instance, statistical analysis of data from the *2005 Observational Survey of Seat Belt Use in Ohio* (Seufert, Kubilius, Walton & Newton, 2005) shows that drivers and passengers play a reciprocal role in each other's seat belt use. If the passengers of young drivers are made amenable to seat belt use, they may, either through example or by expressing concern, show young drivers that they have a responsibility to themselves and others to properly wear a seat belt. Targeting young drivers, their passengers, and "significant others" can be

achieved through increased emphasis on youth intervention initiatives such as drunk driving simulations and skills obstacle courses, thereby provoking thought and discussion about safe driving among parents and youth. Additionally, if such programs are implemented with the support and participation of community leaders and public service institutions such as police and EMS, young drivers can familiarize themselves with public safety personnel and gain a better understanding of the importance of adhering to seat belt laws and following safe driving practices.

Increasing seat belt use among drivers and passengers ages 25 and younger is crucial in helping to further reduce traffic-related injuries and fatalities in Ohio.

Recommendation 3: Design Media Messages to Target Pickup Truck Drivers

As survey results continue to demonstrate, pickup truck drivers are among the groups least likely to wear seat belts and most likely to drive after drinking. In addition, they are the least supportive group of legislation regarding seat belt use and alcohol-impaired driving. Overall, this group participates in a relatively greater number of high-risk behaviors, leading to increased highway injuries and fatalities. In order to promote safer driving habits among pickup truck drivers, it remains imperative to design initiatives that promote positive attitudes about seat belt use and highlight the negative consequences of drinking and driving.

Media sources and media messages that are most likely to reach pickup truck drivers should be utilized. For additional information regarding this “at risk” group of drivers, consult the 2000 Study of Ohio’s Pickup Truck Drivers and Seat Belt Use report (Seufert, et al., 2000).

Recommendation 4: Increase Penalties for Alcohol-impaired Driving

The majority of those surveyed believe that penalties for drinking and driving should be more severe. Survey responses suggest that many Ohioans feel current penalties are little more than a “slap on the wrist.” Strict enforcement of current laws, as well as possible alternative punishments which are more swift and severe, would help to prevent individuals from drinking and driving. In addition, once a person is arrested for alcohol-impaired driving, the court should also impose swift and appropriate punishment for the offender.

Strict law enforcement, along with swift, appropriate, and severe punishments, should be used to better deter Ohioans from drinking and driving.

Recommendation 5: Enhance the Visibility of Law Enforcement and the Impact of Sobriety Checkpoints

Research demonstrates that sobriety checkpoints are one of the most effective ways of deterring alcohol-impaired driving. However, the 2012 survey results indicate that relatively few survey participants recall seeing a sobriety checkpoint. In addition, a majority of those surveyed feel such checkpoints should be utilized more frequently. Since law enforcement agencies frequently announce in advance the general date and location of checkpoints, as well as provide exact times and locations of checkpoints just prior to their utilization, further examination of this issue could be warranted. For example, survey questions could be added to obtain information about whether respondents were aware of any sobriety checkpoints being implemented for particular holidays or from various media outlets, and if it would change their driving and/or drinking habits. In addition, law enforcement agencies should seek to increase the use and visibility of sobriety checkpoints, as well as publicize the outcomes of such initiatives.

Enhanced law enforcement visibility and sobriety checkpoints, along with informational and educational campaigns, are vital in reducing the number of alcohol-impaired drivers on Ohio’s roadways.

Recommendation 6: NHTSA and ODPS should focus their interests and interventions on the problems of distracted and inattentive driving behavior and speed

Most 2012 survey respondents claim the actions and behaviors of other drivers cause most problems on Ohio roads. In addition, relatively few respondents claim they need to make changes to their own driving behaviors relative to distracted and inattentive driving and exceeding the posted speed limit. Nevertheless, as stated in the report, 21.4% of all survey respondents acknowledged they should stop talking on their cell phone while driving, 6.6% said they need to stop texting while they drive, and 31% said they should pay more attention to their speed.

Consequently, due to the inconsistent responses, NHTSA and ODPS should focus their interests and interventions on the problems of distracted and inattentive driving behavior and speed during 2012 and beyond.

CONCLUSIONS

The key findings from the 2012 Statewide Seat Belt Use and Alcohol-Impaired Driving Evaluation are summarized below.

“CLICK IT OR TICKET” NATIONAL CAMPAIGN TO INCREASE SEAT BELT USE

Over the course of the 2012 campaign period, Ohio residents have become more aware of the importance of seat belt use to their safety as well as Ohio law regarding seat belt use. Respondents’ unprompted recall of *“Click It or Ticket”* increased from 76.5% to 86.2% after the campaign initiative. These results suggest the campaign was effective in accomplishing its objective.

Respondents’ perceived frequency of seat belt use among fellow Ohioans was relatively high over the course of the campaign period, as was their awareness of the possible dangers and legal penalties for driving without wearing a seat belt. A large percentage of individuals said they would support, vote for, and obey an Ohio primary seat belt law. More specifically, the majority of respondents reported they thought the passage of a primary seat belt law would have the following positive effects:

- ▶ Increase seat belt use
- ▶ Increase highway safety
- ▶ Reduce serious injuries due to accidents
- ▶ Reduce fatalities due to accidents
- ▶ Offer greater protection to drivers and passengers

Most importantly, respondents reported increased seat belt use and indicated they intend to continue their seat belt use in the future. For instance, exposure to media campaign messages and slogans pertaining to seat belt use had a positive relationship with the perceived importance of wearing a seat belt, perceived influence of “significant others” on the respondent’s seat belt use, and the perceived likelihood of receiving a ticket for violating Ohio’s seat belt law.

“DRIVE SOBER OR GET PULLED OVER” NATIONAL CAMPAIGN TO REDUCE ALCOHOL-IMPAIRED DRIVING

The percentage of respondents who “definitely” witnessed special efforts by police to ticket drunk drivers decreased slightly from the 3rd to the 4th Survey. More than half, 53.9% of respondents had “definitely not” witnessed such efforts during the 4th (post-intervention) Survey. Fewer respondents in 2012 (56.6%) than in 2011 (74.0%) said it was at least “somewhat” likely they would be stopped by a law enforcement officer for driving after drinking.

In reference to alcohol-impaired driving issues, survey respondents appeared to understand the dangers of driving a motor vehicle while intoxicated, and also expressed knowledge of the various penalties and consequences that can be imposed for such violations. Furthermore, respondents’ exposure to the various anti-drinking and driving messages increased over the course of the campaign. For example, during the 4th (post-intervention) Survey, 4.2% of those surveyed recalled the slogan *“Drunk Driving. Over the Limit. Under Arrest.”* without prompting, while 38.9% remembered it when prompted. In comparison, during the 4th (post-intervention) Survey, 4.9% of those surveyed recalled the slogan *“Drive Sober or Get Pulled Over”* without prompting, while 30% remembered it when prompted.

While the overall results suggest the campaign is discouraging drinking and driving and making Ohioans more aware of the dangers of alcohol-impaired driving, much work remains to be done. This is exemplified by the fact that, unprompted recall of all campaigns was relatively low. In addition, many of those surveyed are of the opinion that penalties for driving under the influence are somewhat lenient. Therefore, strict law enforcement, along with swift and appropriately severe punishments, will better deter Ohioans from drinking and driving. Consequently, the analysis indicates media and enforcement initiatives pertaining to alcohol-impaired driving should be further enhanced and directed toward “high risk” groups. The outcome will be an incremental reduction in alcohol-impaired driving, highway fatalities, and serious injuries in Ohio.

DISTRACTED DRIVING, SPEEDING, AND OVERALL SAFETY

The majority of respondents reported seeing other drivers engage in distracting behaviors, but a much smaller percentage reported engaging in them personally. This is exemplified by the way in which the majority of those surveyed (76.1%) claimed to see someone talking on a cell phone without a hands-free device on a daily basis, while only 13.5% of respondents said they personally talk on a cell phone without a hands-free device every day. Also, when asked about the perceived frequency of other drivers texting while driving, 44.4% of respondents said they see drivers other than themselves texting while driving every day or almost every day, while only 2.6% claim they personally text daily while driving. Furthermore, the majority of respondents claimed engaging in these and other related behaviors is “very” or “somewhat” dangerous, which is consistent with the 2011 survey. Many agree they are able to determine when it is safe to use a cell phone while driving and think they can safely adapt their driving while using a cell phone to make a call.

The most frequently mentioned “change” respondents noted to become safer drivers was to watch their speed while driving; however, even though it was the most frequently mentioned item, only 31.6% of those surveyed felt it was a change they needed to make in their own driving behavior. Likewise, 21.4% of respondents claimed they need to stop talking on a cell phone while driving. Consequently, future law enforcement and media initiatives related to distracted and unsafe driving should focus attention on making individuals more aware of their own distracting and unsafe driving behaviors, especially the 24.6% of 2012 respondents who believe there is “nothing” they need to change when it comes to their driving behaviors.

In summary of the overall evaluation, the 2012 Statewide Seat Belt Use and Alcohol-impaired Driving Media Campaign found that most of the Ohio sample of drivers reported they had definitely seen or heard messages encouraging seat belt use in the 30 days prior to the time at which they were surveyed. Therefore, as stated in previous reports, one of the best ways to increase seat belt use and awareness is the passage of a primary seat belt law; media initiatives regarding a primary law would not go unnoticed by the Ohio public. Furthermore, 48.6% of 2012 respondents claimed to have seen or heard a slogan discouraging drinking and driving during the 4th Survey period. The media and enforcement initiatives pertaining to seat belt use and alcohol-impaired driving generally appear to have had the desired effect on the opinions and actions of Ohio drivers. Consistent with goals established by the National Highway Traffic Safety Administration (NHTSA), the overall Ohio Department of Public Safety (ODPS) and the Ohio Traffic Safety Office (OTSO), the 2012 Statewide Seat Belt Use and Alcohol-Impaired Driving Campaign evaluation suggests incremental progress has been made on reducing alcohol-impaired driving and increasing support for a primary seat belt law, which could raise seat belt use by 10 percentage points or more. Innovative, persistent, and effective action on the above recommendations and on other salient evaluation results will further reduce highway fatalities and serious injuries in Ohio.

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