

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

2011 FINAL REPORT



PREPARED FOR:

OHIO DEPARTMENT OF PUBLIC SAFETY

AND

THE OFFICE OF CRIMINAL JUSTICE – TRAFFIC SAFETY

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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 2011 *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 2011 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. Furthermore, questions related to distracted-driving, speeding, and overall driver safety suggest additional areas of focus for NHTSA and ODPS initiatives.

ACKNOWLEDGMENTS

The dedication shown by the Ohio Department of Public Safety (ODPS) and the Office of Criminal Justice – Traffic Safety (OCJS-TS), with National Highway Traffic Safety Administration (NHTSA) support, to undertake and evaluate the 2011 Statewide Seat Belt Use and Alcohol-Impaired Driving Campaign demonstrates genuine commitment to reducing highway fatalities and serious injuries throughout Ohio. Toward achieving these related goals, I appreciate the support provided by Karhlton F. Moore, Executive Director, Office of Criminal Justice Services. Also, timely assistance was graciously and expertly provided throughout the evaluation by Felice J. Moretti, Federal Projects Manager, Ohio Department of Public Safety and the Office of Criminal Justice-Traffic Safety. Finally, I greatly appreciate the assistance provided by Robert Wakefield, OJCS Special Projects Coordinator, and other ODPS and OCJS personnel.

I am sincerely indebted to the many Ohio drivers who completed the telephone interviews. Their willing contribution of time and thoughtful suggestions were crucial to successfully completing the research.

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Robert L. Seufert
February, 2012

TABLE OF CONTENTS

INTRODUCTION	1
LITERATURE REVIEW	2
EXECUTIVE SUMMARY	6
METHODOLOGY	10
RESULTS – PART I: DEMOGRAPHICS AND GENERAL DRIVING HABITS	12
RESULTS – PART II: SEAT BELT USE	13
PERCEIVED SEAT BELT USE BY OTHER DRIVERS	13
FACTORS THAT MIGHT ENCOURAGE OTHER DRIVERS TO WEAR THEIR SEAT BELT	14
LIKELIHOOD OF A DRIVER RECEIVING A TICKET FOR NOT WEARING A SEAT BELT	15
RESPONDENTS’ REPORTED SEAT BELT USE.....	16
FAVOR LAWS REQUIRING SEAT BELT USE.....	17
KNOWLEDGE OF SEAT BELT AND BOOSTER SEAT LAWS.....	18
SUPPORT FOR A PRIMARY SEAT BELT LAW	18
POTENTIAL IMPACT OF A PRIMARY SEAT BELT LAW	20
SIGNIFICANT OTHERS’ INFLUENCE ON SEAT BELT USE	21
LIKELIHOOD OF RECEIVING A TICKET FOR NOT WEARING A SEAT BELT	22
ATTITUDES ABOUT SEAT BELT USE.....	23
PERCEIVED EFFORTS BY POLICE TO TICKET DRIVERS FOR SEAT BELT VIOLATIONS.....	24
VISIBILITY OF MEDIA MESSAGES AND SLOGANS PERTAINING TO SEAT BELT USE.....	25
EXPOSURE TO MEDIA MESSAGES	26
SLOGANS ENCOURAGING SEAT BELT USE	27
IMPORTANCE OF STRICT ENFORCEMENT OF SEAT BELT LAWS.....	28
PERCEIVED IMPACT OF VISIBLE LAW ENFORCEMENT ON SEAT BELT USE.....	29
INTENDED SEAT BELT USE IN THE NEAR FUTURE	30
RESULTS – PART III: ALCOHOL-IMPAIRED DRIVING	33
LIKELIHOOD OF AVERAGE DRIVER BEING STOPPED FOR DRINKING AND DRIVING.....	33
LIKELIHOOD OF AVERAGE DRIVER BEING IN A CRASH DUE TO DRINKING AND DRIVING.....	34
ATTITUDES ABOUT DRINKING AND DRIVING.....	35
LIKELIHOOD OF RESPONDENT BEING STOPPED FOR DRIVING AFTER DRINKING	36
LIKELIHOOD OF RESPONDENT TO RECEIVE PUNISHMENT FOR DRIVING AFTER DRINKING	37
ATTITUDES AND OPINIONS CONCERNING PENALTIES FOR DRINKING AND DRIVING	38
PERCEIVED EFFECTIVENESS OF CURRENT OHIO LAWS AT REDUCING DRUNK DRIVING.....	39
SOBRIETY CHECKPOINTS.....	40
BLOOD ALCOHOL CONCENTRATION (BAC).....	41
DETERRENENTS TO DRUNK DRIVING IN OHIO	41
HEARD OR SAW SLOGAN DISCOURAGING ALCOHOL-IMPAIRED DRIVING.....	42
RECALL OF SLOGANS DISCOURAGING ALCOHOL-IMPAIRED DRIVING.....	42
RESPONDENTS’ PERSONAL DRINKING AND DRIVING BEHAVIORS	44
CURRENT LAW ENFORCEMENT COMPARED TO 3 MONTHS AGO	45

RESULTS – PART IV: DISTRACTED DRIVING, SPEEDING, AND OVERALL SAFETY	48
GENERAL CELL PHONE USE WHILE DRIVING.....	48
OBEYING THE SPEED LIMIT.....	51
DRIVING BEHAVIOR CHANGES TO IMPROVE PERSONAL SAFETY.....	51
RECOMMENDATIONS	52
CONCLUSIONS.....	55
REFERENCES.....	58
CROSS-TABULATED SURVEY DATA.....	Appendix A

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 2011 *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 2011 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 3,857 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, 2011, and early September, 2011, as follows:

- ▶ **Survey 1:** The initial survey of 848 drivers was conducted beginning in mid-April, prior to the beginning of the 2011 *“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 978 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 1,025 drivers was completed between late July and early August, prior to the beginning of the 2011 *“Drive Sober or Get Pulled Over”* Earned Media and Enforcement initiatives.
- ▶ **Survey 4:** The fourth survey of 1,006 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 and reduce alcohol-impaired 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 12,713 lives in America during 2009 (NHTSA, 2010). 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). Regarding another NHTSA concern, alcohol-impaired drivers constitute one of our nation's greatest threats: "There are nearly one billion drinking and driving trips annually which kill more than 45 people every day (Runger, 2002)." Furthermore, NHTSA estimates that during 2009, 10,839 individuals were killed in alcohol-impaired-driving crashes. This represents approximately 32% of the total motor vehicle traffic fatalities in the nation that year (NHTSA, 2010).

In 2010, 400 out of 1,082 motor vehicle crash fatalities in Ohio were alcohol-related crashes. This means that 37% of fatal crashes in Ohio were alcohol-related. Of those, 38% involved at least one driver or motorcycle operator with a blood-alcohol level above the legal limit of .08 (ODPS Crash Report, 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. In 2009, 344 Ohio residents died in alcohol-related crashes (Seufert, Schneider, and Mehdi, 2010).

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 both 2009 and 2010, the current seat belt use rate is well below what is possible, especially with enactment of a primary seat belt law (Seufert, Walton, Kubilius, and Newton, 2010; 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 the 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 2009, Maine's overall seat belt use rate was 82.6%; well above the state's observed rates from early 2008 (NHTSA, 2010). 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). For instance, in 2010, states with a primary seat belt law had an average of 88% use, whereas states with a secondary seat belt law had an average of 76% use (NHTSA, 2010).

Regarding car seats, booster seats, or seat belts, parents seem to be more concerned for infants and toddlers to wear safety restraints than older children. In 2009, national rates for safety restraint use of children ages 4 to 7 was 87%, while the national rate was 98% for infants and 96% for children ages 1 to 3 (Pickrell & Ye, 2010). Studies have found

that parents are often undereducated about the proper ways to restrain children who are less than 4 foot and 9 inches tall. Seat belts may not fit these small bodies properly, necessitating the use of booster seats that permit the optimum fit for seat belts, restraining children ages 4 to 7 more securely than with seat belts alone (Cameron, Segedin, Nuthall, & Thompson, 2006). In 2009, booster seat use for children age 4 to 7 was 41%, with an additional 14% restrained in child safety seats. This leaves the remaining 45% of children age 4 to 7 without optimum restraints (Pickrell & Ye, 2010). Consequently, results of the present survey suggest that education and awareness initiatives should help inform Ohio's parents, child caregivers, and others about Ohio's new secondary booster seat law and how to comply with that law.

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 2002, the percentage of Ohio's speeding-related crash fatalities was between 16% and 32%. From 1983 to 2002, the average percentage of speeding-related fatalities was approximately 27% of all crash-related fatalities in Ohio (Liu, Chen, Subramanian, & Utter, 2005).

Nationally, young drivers constitute only 6% of all licensed drivers, yet they were involved in 12% of fatal crashes in 2008 (NHTSA, 2009). Ohio drivers between the ages of 16 and 20 had the highest rates of fatal crashes of all age groups in 2009. Out of the 1,022 traffic fatalities that year, 88 drivers and 30 passengers were within this age range (Ohio Department of Public Safety, 2010). 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, Kubiilus and Bischof, 2008).

Other 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 comparatively 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 and 2010). 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.

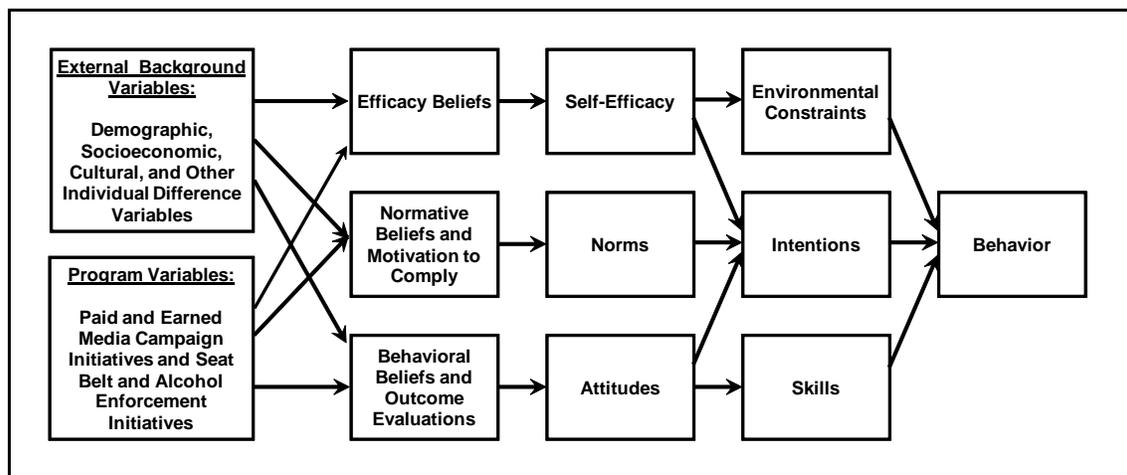
Theory of Planned Behavior: The Ohio Department of Public Safety's use of an appropriate theoretical framework provides a means for effectively organizing and enhancing its prevention and intervention initiatives. For instance, theories that have most strongly influenced prevention research and programs 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 attitudes 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 2011 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 2010.

EXECUTIVE SUMMARY

The following narrative summarizes major findings from the *2011 Statewide Telephone Survey of Seat Belt Use, Alcohol-impaired Driving, Distracted Driving, Speeding, and Driver Safety*. A random-probability sample of 3,857 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% said the average driver "always" wears a seat belt and 51% 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.

Forty-four percent (44%) 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, 82% of those surveyed indicated that they "always" wear their seat belt, while 11% said they wear their seat belt "most of the time." Approximately 95% said their seat belt use stayed the same over the course of the media and enforcement campaigns, while about 5% indicated that their seat belt use had increased.

SEAT BELT LAWS AND LAW ENFORCEMENT

When asked about seat belt use and related law enforcement, 66% of respondents greatly favored laws that require seat belt use. Also, nearly all (99%) respondents correctly knew that Ohio has a law requiring seat belt use by adults; however, 66% incorrectly thought law enforcement officers can stop a vehicle solely for a seat belt violation without observing another offense. At the time of the 2011 survey, approximately 97% 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, 67% 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 (51%) of respondents would "definitely support" and 17% would "probably support" passage of a primary seat belt law. Furthermore, 52% would "definitely" and 15% would "probably" vote for passage of a primary seat belt law. Approximately 87% of respondents said they would "always" wear a seat belt if Ohio had a primary seat belt law and an additional 7% 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" increase highway safety (75%), reduce serious

injuries (84%), and fatalities (86%), and offer greater protection to drivers and passengers (88%). Consequently, passage of a primary seat belt law is viewed in a very positive manner by Ohio drivers. The majority (67%) of survey respondents “definitely” (52%) or “probably” (15%) support passage of a primary seat belt law; moreover, this support has remained consistently high since 2003.

Less than one-fourth (22%) 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 20% 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 (74%) of respondents had “definitely” or “probably” seen or heard media messages that encouraged seat belt use 30 days prior to the survey. In contrast, 19% “definitely” had not seen or heard any messages. Approximately 44% had seen or heard media messages promoting seat belt use on television, while 23% had heard a message on the radio during the 2011 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. Respondents’ unprompted recall of “*Click It or Ticket*” increased from 65% to 81% after the campaign initiative. Furthermore, 19% of respondents who failed to mention seeing or hearing the slogan 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 37% to 54% between the first and second surveys.

ATTITUDES ABOUT DRINKING AND DRIVING

Twenty-six percent (26%) of survey respondents said it was “very likely,” and 44% said it was “somewhat likely” that an individual would be stopped by law enforcement if they were driving after consuming too much alcohol. Additionally, 34% said it was “very likely” an individual would be in a crash if they were driving while alcohol-impaired. About 32% of respondents said that if they were apprehended after drinking and driving the punishment would likely be “very severe” and 37% said the penalties for driving after drinking too much should be “much more severe” than they presently are. Approximately 74% of respondents said Ohio laws were “very” or “somewhat” effective at reducing alcohol-impaired driving; moreover 79% agreed that the enforcement of such laws is “very” or “somewhat” effective.

Approximately 28% of respondents had seen a sobriety checkpoint within the last 12 months, and 61% agreed that checkpoints should be used more frequently.

More than half (51%) of those surveyed said they knew the specific BAC-level in Ohio at which a person is considered legally intoxicated and 73% 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

Forty-eight percent (48%) 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 41% remembering it when prompted, and 9% remembering it without prompting. When prompted, 31% of those surveyed recalled the slogan *"Drunk Driving. Over the Limit. Under Arrest."* and 10% remembered it without prompting. The newest slogan, *"Drive Sober or Get Pulled Over"* was recalled by 9% of those surveyed without prompting and 19% when prompted by an interviewer.

In the sixty days prior to the survey, 15% of respondents had driven within two hours of drinking an alcoholic beverage.

Eighteen percent (18%) of survey participants said they saw law enforcement officers "more often" than they did three months ago, and 24% said the likelihood of being stopped by an officer for alcohol-impaired driving was "more likely" than three months ago. Approximately 25% 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

Sixty-nine percent (69%) of respondents admitted to using a cell phone without a hands-free device while driving, and 24% said they did so every day or almost every day. About 69% of 2011 respondents maintain they never use a hands-free device to talk on their cell phone while driving. While 59% of those surveyed said they see other drivers' texting on a cell phone every day, only 4% 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, 56% maintain they cannot safely adapt their driving while using a cell phone to make a call. Forty-five percent (45%) agree that using a hands-free device makes calling safe while driving. About 16% of respondents believe they are able to determine when it is safe to use a cell phone to text while driving and 11% said they can safely adapt their driving while using a cell phone to text.

Approximately 70% 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 64% claim to rarely or never drive faster than 70 mph on a local road where the speed limit is 65 mph. About 32% of respondents have seen, heard, or read something about speed enforcement by police and 78% 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% of respondents did say they should watch their speed and 28% say they should stop talking on their cell phone while driving. Additionally, 8% 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 2011 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 2011 concerning alcohol-impaired driving were generally similar to the 2010 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

Finally, as with previous evaluations, the following six recommendations are 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.
- ▶ **RECOMMENDATION 2- TARGET DRIVERS AND PASSENGERS AGES 25 AND YOUNGER:** 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:** 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 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:** 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 during 2011 and beyond.

METHODOLOGY

RESEARCH DESIGN

A coordinated formative and summative research design was used in conducting the 2011 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 3,857 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 3,857 individuals were conducted to evaluate the 2011 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, 2011.

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 frequently 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 2011 Statewide Telephone Survey of Seat Belt Use and Alcohol-Impaired Driving. When statistically appropriate, each of the following parts contains descriptive statistics on these issues for the overall survey of 3,857 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. The informational contents of each part are as follows:

PART I: Demographics and general driving habits for the entire sample

PART II: Seat belt use and related media and law enforcement initiatives

PART III: Alcohol-impaired driving issues and related media and law enforcement initiatives

PART IV: Distracted Driving, Speeding and Overall Driver Safety

PART I: DEMOGRAPHICS AND GENERAL DRIVING HABITS

Demographic statistics for the 2011 sample are as follows:

- ▶ Highest Level of Education - 27% were high school graduates (GED); 3% attended business or vocational school; 21% had some college (no degree); 12% had their Associate's Degree; 21% had a Bachelor's Degree; 10% had obtained a Master's Degree; and 2% held a Ph.D.
- ▶ Work or Employment Status - 56% were employed full-time; 13% held part-time jobs; 5% were retired; 5% were full- or part-time students; 9% were homemaker's; 6% were unemployed; and 5% maintain they were disabled.
- ▶ Age - 9% of participants were 25 or younger; 8% were 26-30 years old; 10% were 31-35 years of age; 12% were 36-40; 15% were 41-45 years old; 20% were 46-50 years of age; and 25% were 51 years of age and older.
- ▶ Marital Status - 23% of those surveyed were single, never married; 61% were married; 13% were separated or divorced; and 3% were widowed.
- ▶ Race - 85% consider themselves to be Caucasian; 8% were African American; and 7% were from "other" races.
- ▶ Hispanic/Latino - 5% of those surveyed said they were Hispanic or Latino.
- ▶ Living Community - 18% said they live in an urban setting; 44% live in a suburban area; and 38% live in a rural area.
- ▶ Sex - 63% of respondents were female; and 37% were male.

The majority of respondents (51%) said they drive an "automobile" when asked to identify the type of vehicle they drive most often. Twenty-one percent (21%) said they drive an SUV most often, 14% drive primarily a minivan and 12% maintain they drive a pickup truck most of the time.

Regarding responses to other questions about personal driving habits, 83% of those surveyed said they drive five or more days a week. About 53% of those surveyed stated that they drive 100 miles or less during an average week, while 42% said they drive between 101 and 500 miles. Thirty-six percent (36%) of participants stated that they drive in a suburban setting most of the time, 34% say they mainly drive in urban settings, and 31% primarily drive in rural areas. About 45% of those surveyed claimed to drive for both "work" and "pleasure".

PART II: SEAT BELT USE

PERCEIVED SEAT BELT USE BY OTHER DRIVERS

During 2011, 28% of respondents said the average driver “always” wears a seat belt, while 51% said “most of the time.” Results were similar to previous survey years (Figure 1 and Table 1). Characteristics of those who believe other drivers “always” wear their seat belt include; females, those over the age of 50, married respondents, and those who drive primarily in urban areas. 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

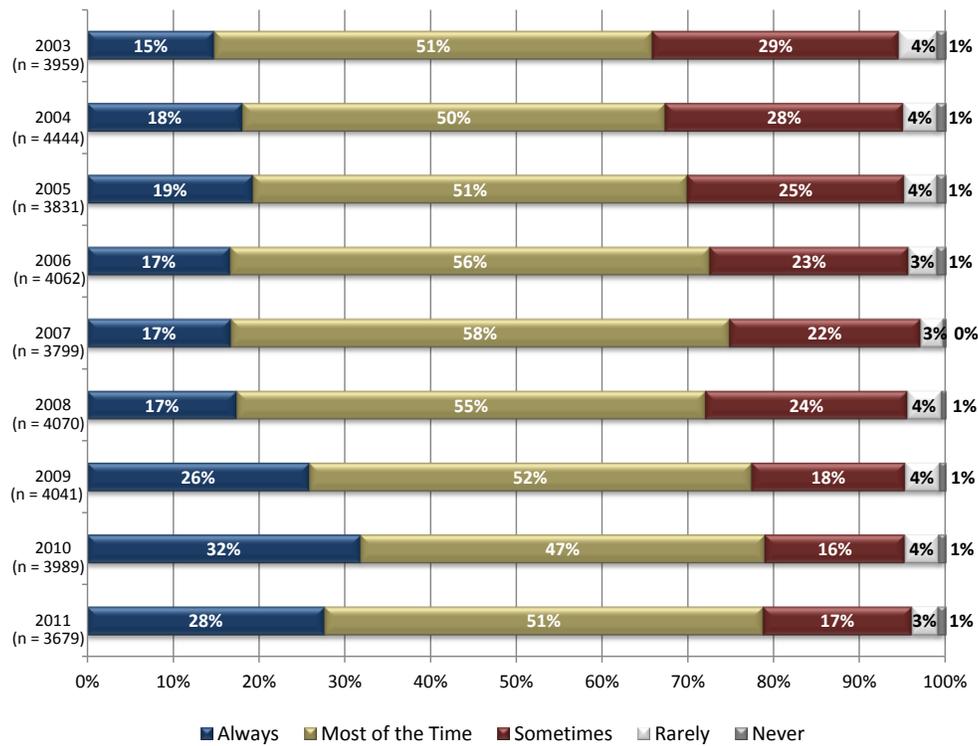


TABLE 1: PERCEIVED SEAT BELT USE BY OTHER DRIVERS

		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

In Table 1, the average score calculation is based on “Always” = 5 to “Never” = 1; therefore, the greater the average score, the greater the perceived seat belt use by the average driver.

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, fear of getting a ticket, and seeing others injured (Table 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 2010).

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

		Overall	Survey 1	Survey 2	Survey 3	Survey 4
Being injured in an accident	%	43%	42%	43%	44%	43%
	n	3857	848	978	1025	1006
Fear of a ticket	%	25%	27%	26%	23%	23%
	n	3857	848	978	1025	1006
Seeing others injured	%	13%	14%	17%	11%	10%
	n	3857	848	978	1025	1006
Fear of a large fine	%	5%	4%	5%	4%	5%
	n	3857	848	978	1025	1006
Increased awareness of consequences	%	3%	3%	2%	2%	4%
	n	3857	848	978	1025	1006
Traveling with child	%	3%	3%	2%	2%	3%
	n	3857	848	978	1025	1006
If law enforcement could stop drivers for not wearing their seat belt	%	2%	3%	3%	2%	2%
	n	3857	848	978	1025	1006
More information on seat belt safety	%	2%	2%	2%	2%	2%
	n	3857	848	978	1025	1006
Influence/pressure from others	%	1%	3%	1%	1%	.8%
	n	3857	848	978	1025	1006
If seat belts were more comfortable	%	1%	1%	1%	1%	1%
	n	3857	848	978	1025	1006
Strict enforcement of seat belt laws	%	1%	1%	1%	.8%	1%
	n	3857	848	978	1025	1006
Strict seat belt laws	%	1%	.4%	.7%	.6%	.4%
	n	3857	848	978	1025	1006
Insurance discounts for seat belt use	%	.2%	.1%	.1%	.2%	.3%
	n	3857	848	978	1025	1006
Monetary incentives	%	.2%	.4%	.3%	.1%	.1%
	n	3857	848	978	1025	1006
Nothing	%	15%	12%	17%	16%	15%
	n	3857	848	978	1025	1006
Don't know	%	6%	10%	7%	6%	5%
	n	3857	848	978	1025	1006
Other	%	11%	11%	11%	10%	13%
	n	3857	848	978	1025	1006

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 2). Respondents' perceptions that the average driver would be likely to receive a ticket for not wearing a seat belt decreased between the baseline and second surveys; however, an increase occurred throughout the remainder of the evaluation (Table 3). 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 males, Caucasians, those who generally drive and live in suburban areas, and those who reside in the central region of Ohio.

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

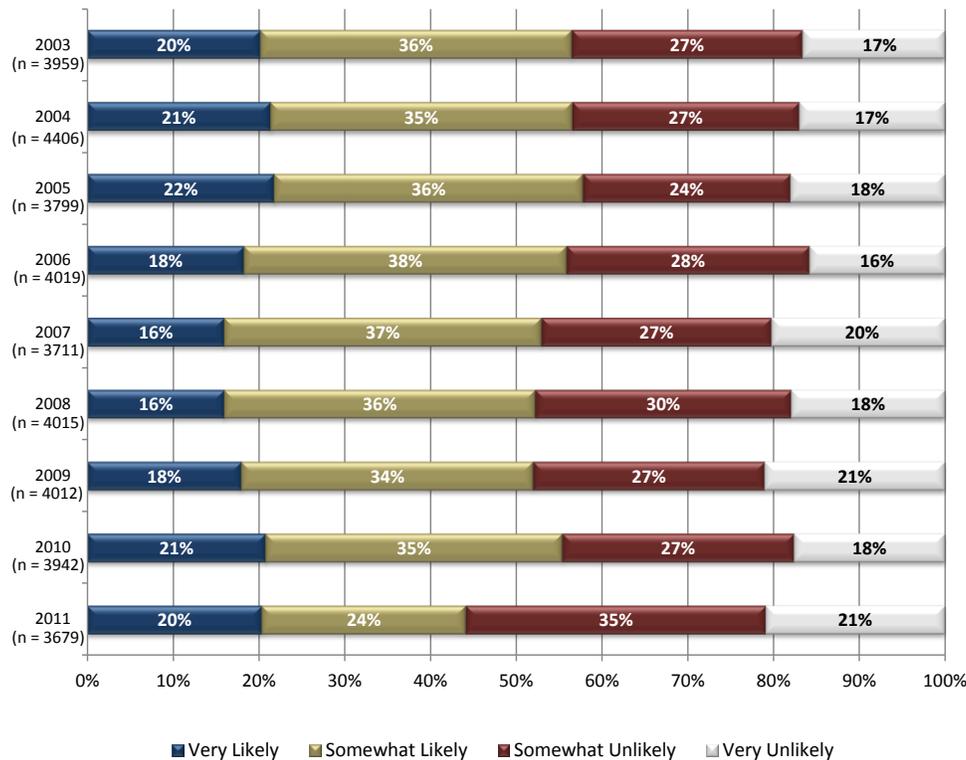


Table 3: LIKELIHOOD OF A DRIVER RECEIVING A TICKET FOR NOT WEARING A SEAT BELT

		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

In Table 3, 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 2011, reported seat belt use for those who claim to always wear a seat belt was 82% overall (Figure 3). This rate fluctuated throughout the remainder of the survey (Table 4). 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. Additionally, 82% of those surveyed claimed they always wear their seat belt when riding as a front seat passenger in a vehicle and most respondents (95%) said their seat belt use had “stayed the same” over the 30 days prior to the survey. See Appendix A contains for 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 3: RESPONDENTS' REPORTED SEAT BELT USE

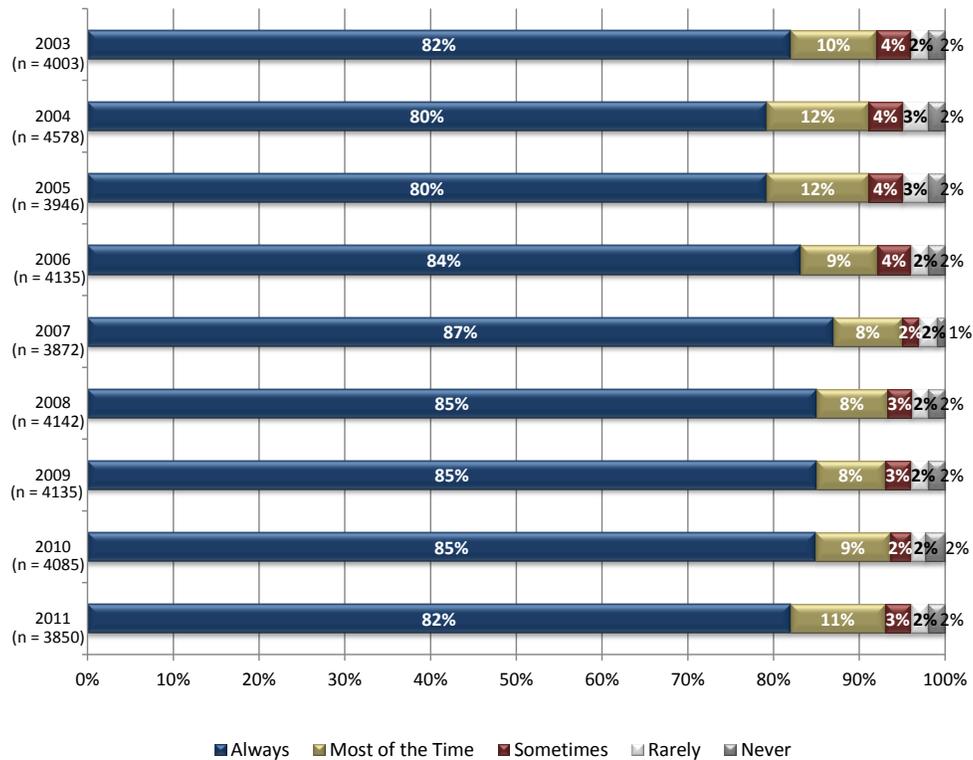


TABLE 4: RESPONDENTS' REPORTED SEAT BELT USE

		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

In Table 4, 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

As shown in Figure 4, between 2003 and 2007, a clear upward trend is evident in the percentage of respondents who said they favored laws requiring seat belt use “a great deal.” In 2011, the overall percentage of respondents who greatly favored laws that require seat belt use was similar to 2010. Respondents’ approval of laws that require drivers and all passengers to wear properly adjusted seat belts was highest during the 4th survey period (Table 5). Females, those over the age of 30 and married respondents were more likely to favor these laws “a great deal.” As expected, 22% of pickup truck drivers did not favor these laws at all. Additionally, 67% 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 4: FAVOR LAWS REQUIRING SEAT BELT USE

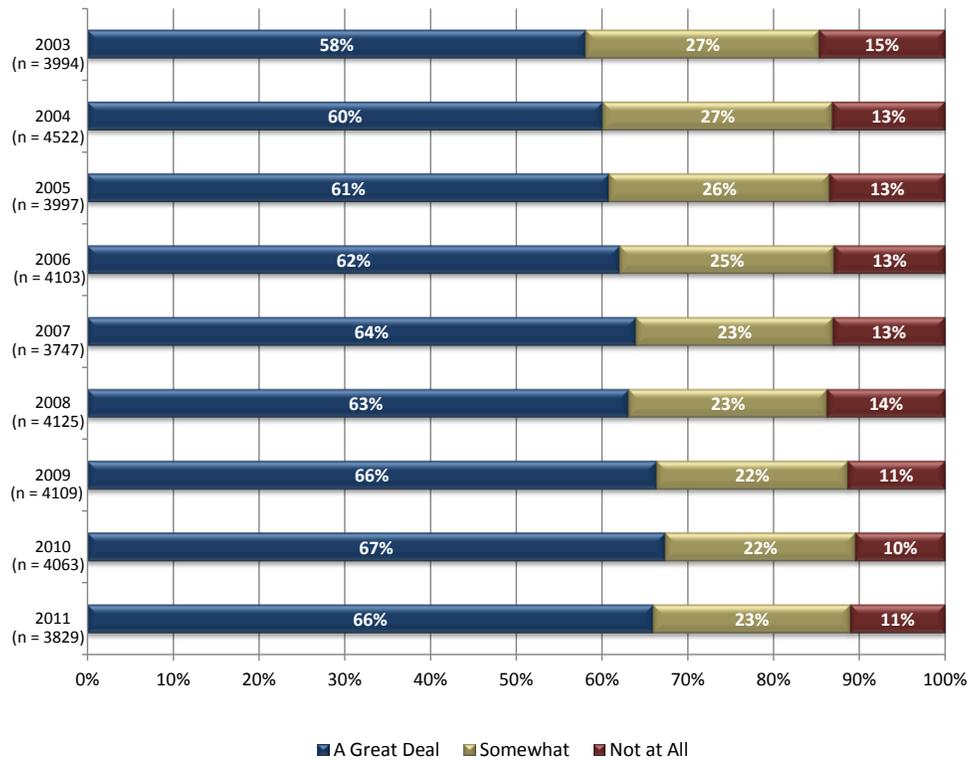


TABLE 5: FAVOR LAWS REQUIRING SEAT BELT USE

		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

In Table 5, 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.

KNOWLEDGE OF SEAT BELT AND BOOSTER SEAT LAWS

Nearly all (99%) of the 2011 respondents knew that Ohio has a law requiring seat belt use by adults and minors; 53% 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%) correctly believed there is a law in Ohio requiring booster seat use.

Overall, 34% of respondents correctly believed that law enforcement officers must observe another traffic violation before they can issue seat belt citations. In contrast, the majority (66%) 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.

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 2011 campaign (Table 7). Fifty-one percent (51%) of respondents said they would “definitely support” the passage of a primary seat belt law. (Figure 8). The percentage of respondents who “definitely oppose” a primary seat belt law for Ohio also varied during 2011. Respondents more likely oppose a primary seat belt law included those 25 years of age and younger, males and pickup truck drivers.

FIGURE 5: SUPPORT FOR A PRIMARY SEAT BELT LAW

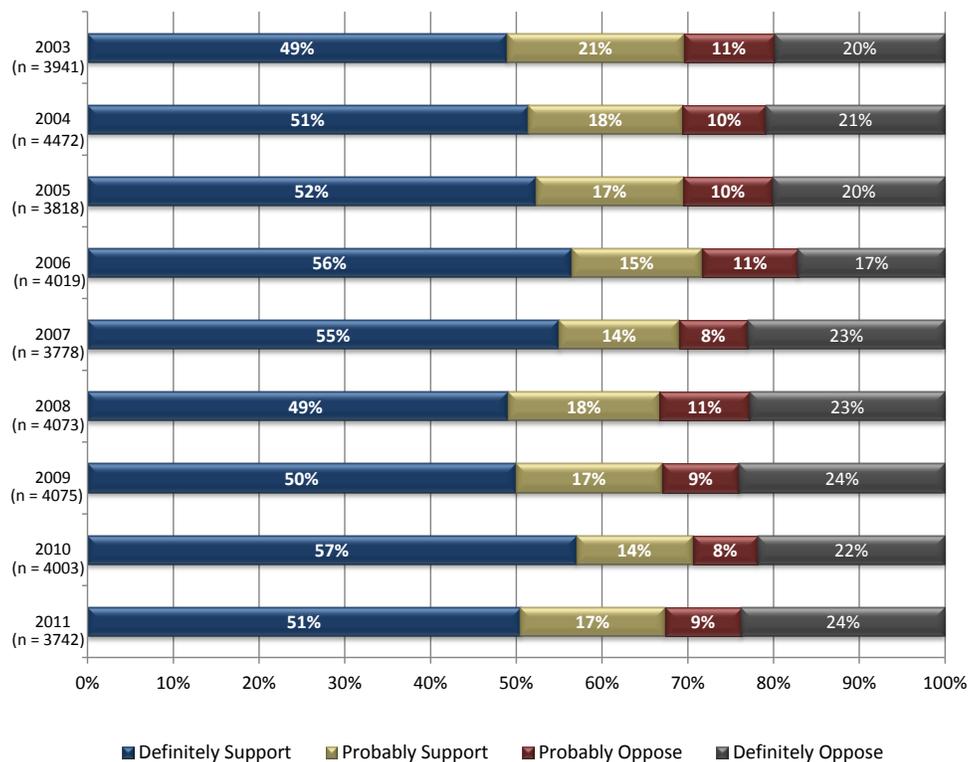


TABLE 7: SUPPORT FOR A PRIMARY SEAT BELT LAW

		<i>Survey 1</i>	<i>Survey 2</i>	<i>Survey 3</i>	<i>Survey 4</i>	<i>Total</i>
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

In Table 7, 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 2011, approximately 67% 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 6). The number of respondents who said they would vote for a primary seat belt law was highest during the 4th Survey of the 2011 campaign (Table 8). Additionally, results for 2011 show that 87% of respondents said they would “always” wear their seat belt, while an additional 7% 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.

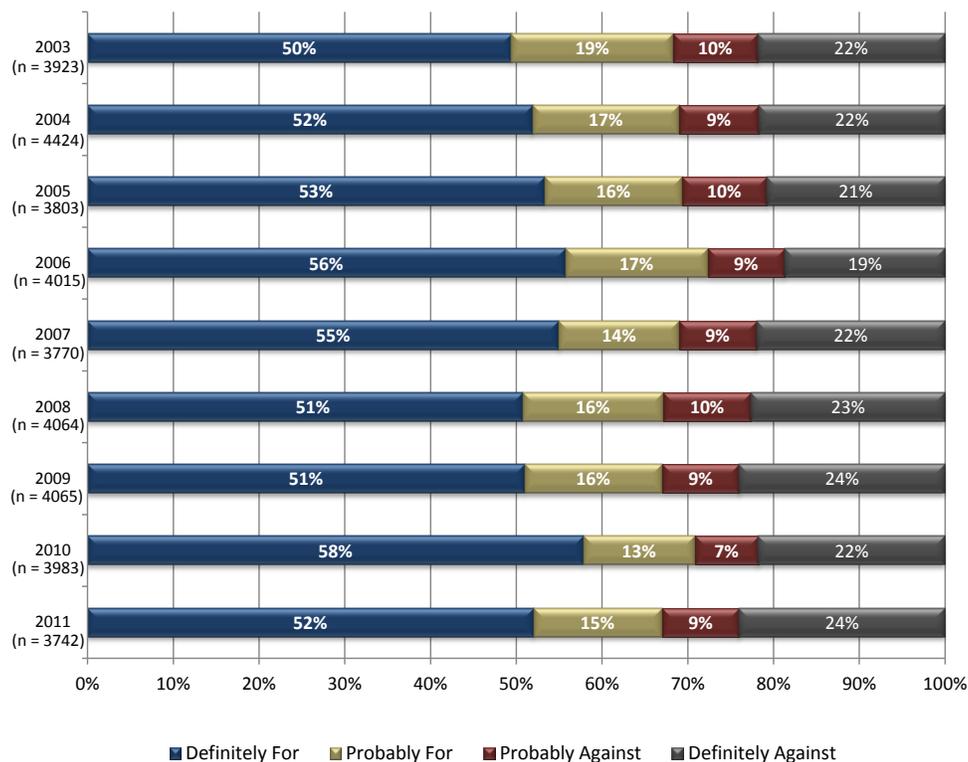
FIGURE 6: VOTING ON A PRIMARY SEAT BELT LAW

TABLE 8: VOTING ON A PRIMARY SEAT BELT LAW

		<i>Survey 1</i>	<i>Survey 2</i>	<i>Survey 3</i>	<i>Survey 4</i>	<i>Total</i>
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

In Table 8, 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 2011, approximately 75% of respondents reported that the passage of a primary seat belt law in Ohio would "definitely" or "probably" increase seat belt use (Figure 7). Table 9 shows that supporting such a law peaked during the 3rd Survey in 2011. As expected, characteristics of those respondents who maintain that a primary seat belt law would definitely not increase seat belt use include those 25 years of age and younger, males, and those who primarily drive pickup trucks.

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

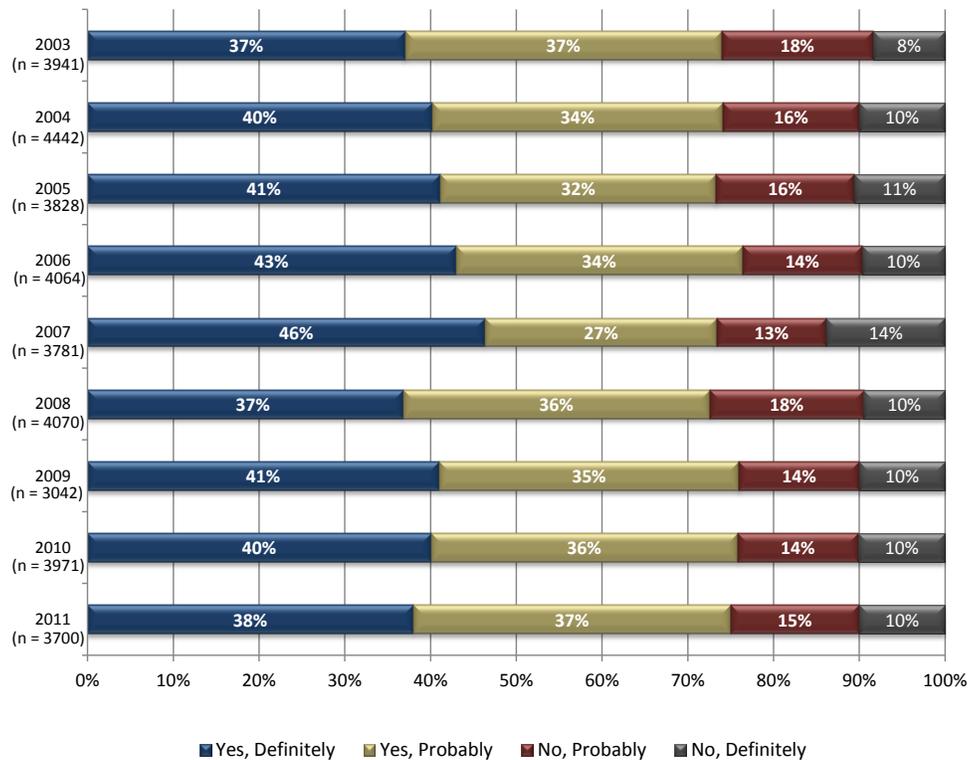


TABLE 9: PRIMARY SEAT BELT LAW WOULD INCREASE SEAT BELT USE IN OHIO

		<i>Survey 1</i>	<i>Survey 2</i>	<i>Survey 3</i>	<i>Survey 4</i>	<i>Total</i>
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

In Table 9, 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.

Eighty-four percent (84%) of survey respondents agreed that the passage of a primary seat belt law in Ohio would “definitely” or “probably” reduce serious injuries due to accidents. Approximately 86% of the overall 2011 sample said the passage of a primary seat belt law in Ohio would “definitely” or “probably” reduce fatalities resulting from accidents, and 88% 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. 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, 85% of the 2011 respondents “strongly agreed” that people important to them and those who really care about them think they should wear a seat belt (Tables 10). Eighty-seven percent (87%) of those surveyed said they “strongly agreed” that members of their immediate family think they should wear a seat belt. In addition, 76% “strongly agreed” that most people important to them become concerned if they do not wear a seat belt.

TABLE 10: SIGNIFICANT OTHERS’ INFLUENCE ON SEAT BELT USE

	<i>Strongly agree</i>	<i>Somewhat agree</i>	<i>Somewhat disagree</i>	<i>Strongly disagree</i>	<i>Total</i>	<i>Average</i>
Most people important to you think you should wear a seat belt.	85%	11%	2%	2%	3814	3.798
Members of your immediate family think you should wear a seat belt.	87%	9%	2%	2%	3803	3.808
Most people who are important to you are concerned when you don’t wear a seat belt.	76%	13%	7%	4%	3746	3.617
People who really care about you think you should wear a seat belt.	85%	10%	3%	2%	3799	3.775

For Table 10, the average score calculation is based on 4=the most desired response to 1=the least desired response; therefore, the higher the average score, the closer to the most desired response.

LIKELIHOOD OF RECEIVING A TICKET FOR NOT WEARING A SEAT BELT

Approximately 49% of 2011 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 2010 (Figure 8). Positive responses were highest during the 1st survey for 2011 (Table 11). In addition, 85% of those surveyed in 2011 “strongly” or “somewhat” agreed that it is important for law enforcement officers to enforce seat belt laws.

Sixteen percent (16%) of respondents said they have received a ticket in Ohio for not wearing a seat belt, and of those, nearly all (91%) 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.

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

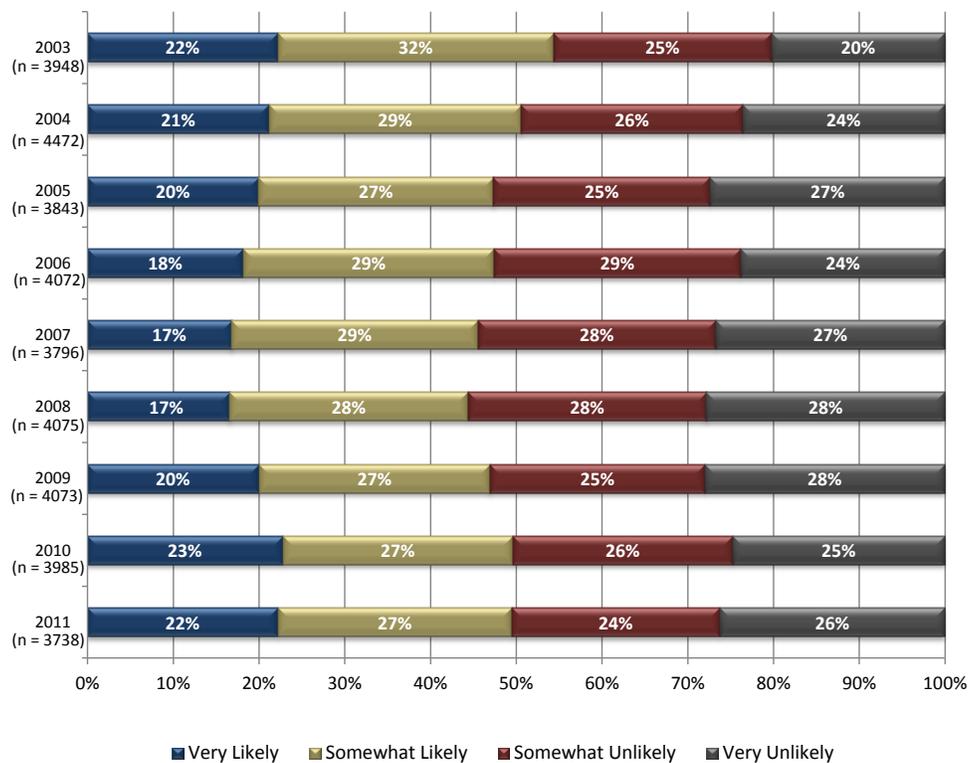


TABLE 11: LIKELIHOOD OF RECEIVING A TICKET FOR NOT WEARING A SEAT BELT

	Survey 1	Survey 2	Survey 3	Survey 4	Total
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

For Tables 11, 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.

ATTITUDES ABOUT SEAT BELT USE

During 2011, most respondents (96%) 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 (Table 12). Approximately 76% of those surveyed “strongly agreed” that seat belt use helps reduce the number of deaths caused by serious crashes and 74% maintain that seat belts are likely to reduce the severity of injuries to people who are wearing a seat belt when a crash occurs. Fifty-nine percent (59%) either “somewhat” or “strongly” *disagreed* that seat belt use could actually be harmful. Additionally, 92% “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.

TABLE 12: ATTITUDES ABOUT SEAT BELT USE

	<i>Strongly agree</i>	<i>Somewhat agree</i>	<i>Somewhat disagree</i>	<i>Strongly disagree</i>	<i>Total</i>	<i>Average</i>
Seat belts are just as likely to harm you as help you.	17%	24%	21%	38%	3722	2.810
If I was in an accident, I would want to have my seat belt on.	86%	10%	1%	3%	3771	3.795
Putting on a seat belt makes me worry more about being in an accident.	5%	4%	11%	81%	3821	3.680
Seat belt use helps reduce the number of deaths caused by serious vehicle crashes.	76%	18%	3%	3%	3724	3.674
Seat belts are likely to reduce the severity of injuries to anyone wearing one when a crash occurs.	74%	20%	3%	2%	3752	3.661

For Table 12, the average score calculation is based on 4=the most desired response to 1=the least desired response; therefore, the higher the average score, the closer to the most desired response.

PERCEIVED EFFORTS BY POLICE TO TICKET DRIVERS FOR SEAT BELT VIOLATIONS

In 2011, 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 9). 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 second surveys (Tables 13). Respondents most likely to say they “definitely” witnessed these special efforts include those who live in the northwest region of the state, those who are 26 to 30 years of age, males, African Americans and those who primarily drive pickup trucks.

FIGURE 9: PERCEIVED EFFORTS BY POLICE TO TICKET DRIVERS FOR SEAT BELT VIOLATIONS¹

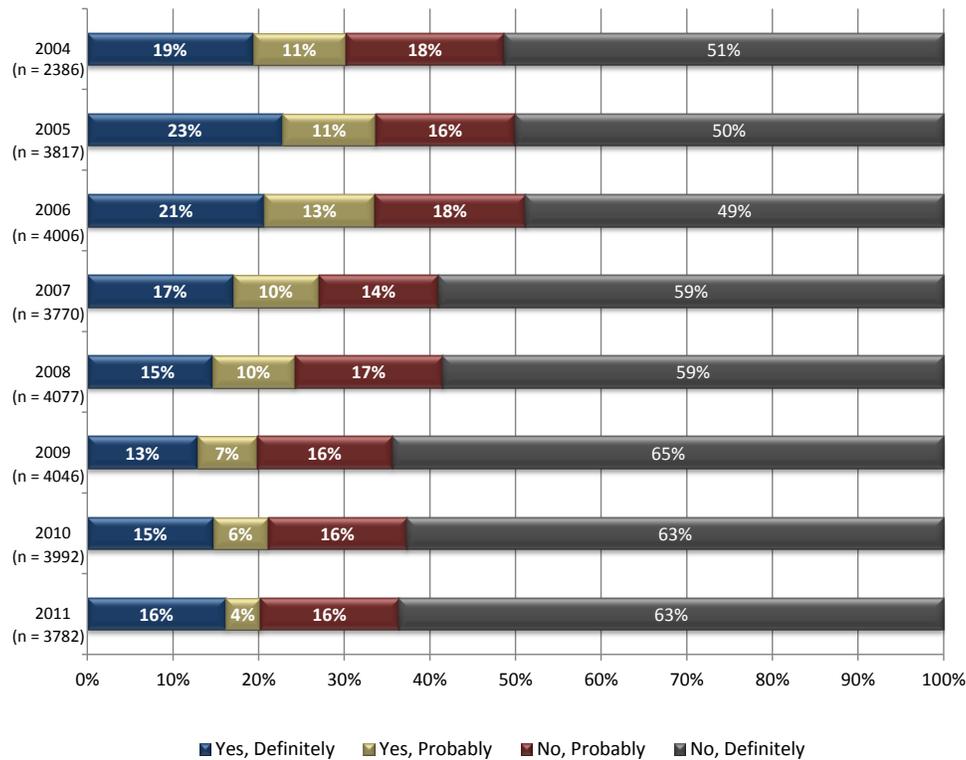


TABLE 13: PERCEIVED EFFORTS BY POLICE TO TICKET DRIVERS FOR SEAT BELT VIOLATIONS

		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

For Table 13, 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.

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

VISIBILITY OF MEDIA MESSAGES AND SLOGANS PERTAINING TO SEAT BELT USE

The reported exposure to seat belt use messages and slogans was slightly lower in 2011 than in 2010 (Figure 10). 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 (Tables 14). Respondents least likely to have seen or heard a message were 51 years of age and older, females, Caucasians, those of Hispanic/Latino decent, married respondents and those who reside and drive primarily in suburban areas.

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

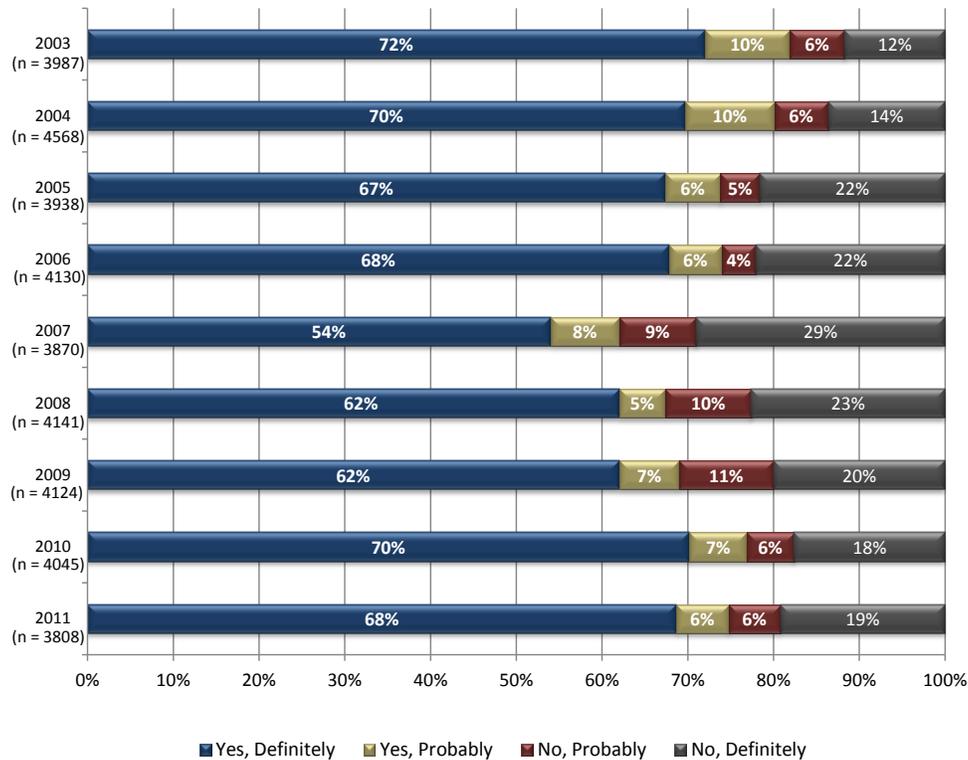


TABLE 14: SAW OR HEARD MESSAGES IN OHIO ENCOURAGING SEAT BELT USE IN THE PAST 30 DAYS

		<i>Survey 1</i>	<i>Survey 2</i>	<i>Survey 3</i>	<i>Survey 4</i>	<i>Total</i>
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

For Table 14 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 2011, 44% 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 (Table 15). Respondents who had seen or heard campaign messages and slogans on TV increased from 44% to 47% between the baseline and the post “Click It or Ticket” surveys. Other frequently mentioned places include billboards/signs, road signs, and the radio. Also, the majority of respondents (79%) 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 8% during the baseline survey to 25% 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.

TABLE 15: LOCATION OF MESSAGES ENCOURAGING SEAT BELT USE

		Overall	Survey 1	Survey 2	Survey 3	Survey 4
Television	%	44%	44%	47%	43%	42%
	n	2883	570	781	780	702
Billboards/signs	%	42%	41%	41%	43%	45%
	n	2883	570	781	780	702
Road signs	%	37%	31%	38%	44%	33%
	n	2883	570	781	780	702
Radio	%	23%	20%	28%	22%	21%
	n	2883	570	781	780	702
Electric message signs on roadways	%	6%	5%	6%	5%	6%
	n	2883	570	781	780	702
Banners	%	4%	3%	5%	4%	3%
	n	2883	570	781	780	702
Bumper stickers	%	4%	4%	4%	4%	3%
	n	2883	570	781	780	702
Newspaper	%	3%	3%	3%	3%	2%
	n	2883	570	781	780	702
Yard signs	%	2%	2%	3%	1%	2%
	n	2883	570	781	780	702
Signs at rest areas or Welcome Centers	%	2%	2%	2%	3%	1%
	n	2883	570	781	780	702
Signs on buses	%	2%	1%	2%	2%	1%
	n	2883	570	781	780	702
Driver’s education classes	%	1%	0%	1%	0%	0%
	n	2883	570	781	780	702
Driver’s training program	%	0%	0%	0%	0%	0%
	n	2883	570	781	780	702
Friend/relative	%	1%	1%	0%	0%	0%
	n	2883	570	781	780	702
Other	%	6%	5%	7%	5%	6%
	n	2883	570	781	780	702

SLOGANS ENCOURAGING SEAT BELT USE

In 2011, 62% 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 53% during the Baseline Survey to 68% 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.

Table 16 shows that overall, “unprompted” recall of the “*Click It or Ticket*” slogan was 77%. “Unprompted” recall was highest during the 2nd survey which coincides with the 2011 media campaign encouraging seat belt use. When “prompted” by an interviewer, an additional 19% said they recalled the “*Click It or Ticket*” slogan.

TABLE 16: RECALL OF THE “CLICK IT OR TICKET” SLOGAN

Click It Or Ticket		Unprompted			Prompted		
		Yes	No	Total	Yes	No	Total
Survey	Overall	77%	23%	2320	19%	81%	1465
	Survey 1	65%	35%	428	16%	84%	394
	Survey 2	81%	19%	645	19%	81%	320
	Survey 3	78%	22%	612	21%	79%	393
	Survey 4	80%	20%	635	19%	81%	358

Overall, only 4% of respondents could remember the “*What’s Holding You Back*” slogan without prompting (Table 17). This was consistent throughout the 2011 evaluation. However, when prompted, an additional 50% of respondents said they recalled the slogan. Prompted recall of the “*What’s Holding You Back*” slogan was highest during the 3rd survey of 2011.

TABLE 17: RECALL OF THE “WHAT’S HOLDING YOU BACK” SLOGAN

What’s Holding You Back		Unprompted			Prompted		
		Yes	No	Total	Yes	No	Total
Survey	Overall	4%	96%	2320	50%	50%	1451
	Survey 1	3%	97%	428	37%	63%	384
	Survey 2	3%	97%	645	54%	46%	320
	Survey 3	3%	97%	612	59%	41%	391
	Survey 4	5%	95%	635	49%	51%	356

IMPORTANCE OF STRICT ENFORCEMENT OF SEAT BELT LAWS

The majority of respondents over the past eight years said that strict enforcement of seat belt laws for adults was “very” or “somewhat” important (Figure 11). 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 4th Survey for the 2011 evaluation (Table 18). Also, as in previous years, the vast majority of respondents (89%) 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 11: IMPORTANCE OF STRICT ENFORCEMENT OF SEAT BELT LAWS

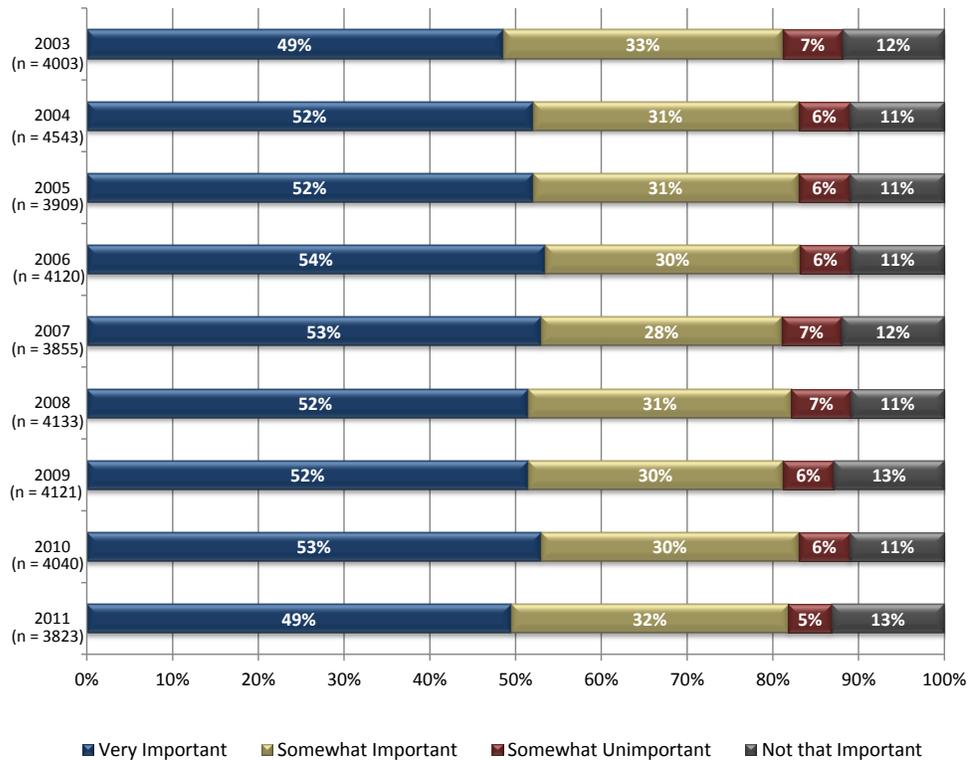


TABLE 18: IMPORTANCE OF STRICT ENFORCEMENT OF SEAT BELT LAWS

		<i>Survey 1</i>	<i>Survey 2</i>	<i>Survey 3</i>	<i>Survey 4</i>	<i>Total</i>
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

For Table 18, 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 19, the perception that increased visibility of law enforcement officers on Ohio roadways would increase seat belt use remained relatively consistent throughout the 2011 evaluation. As illustrated in Figure 12, the majority of respondents between 2003 and 2011 thought an increase in law enforcement officer visibility would positively impact seat belt use. Characteristics of 2011 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 and drive in rural areas and those from the southeast part of Ohio.

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

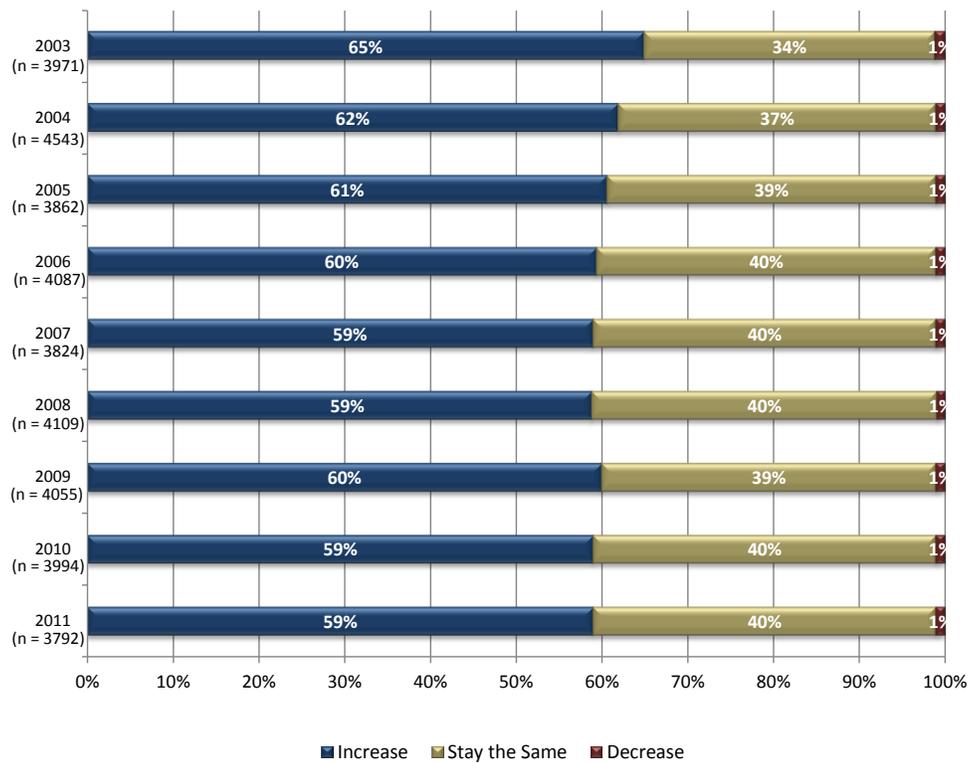


TABLE 19: PERCEIVED IMPACT OF VISIBLE LAW ENFORCEMENT ON SEAT BELT USE

		<i>Survey 1</i>	<i>Survey 2</i>	<i>Survey 3</i>	<i>Survey 4</i>	<i>Total</i>
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

For Table 19, 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 20, 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 2011 survey. The majority of respondents (82%) 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 13). The majority of those surveyed in 2011 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. 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 13: INTENDED SEAT BELT USE ON SHORT TRIPS OF LESS THAN FIVE MILES

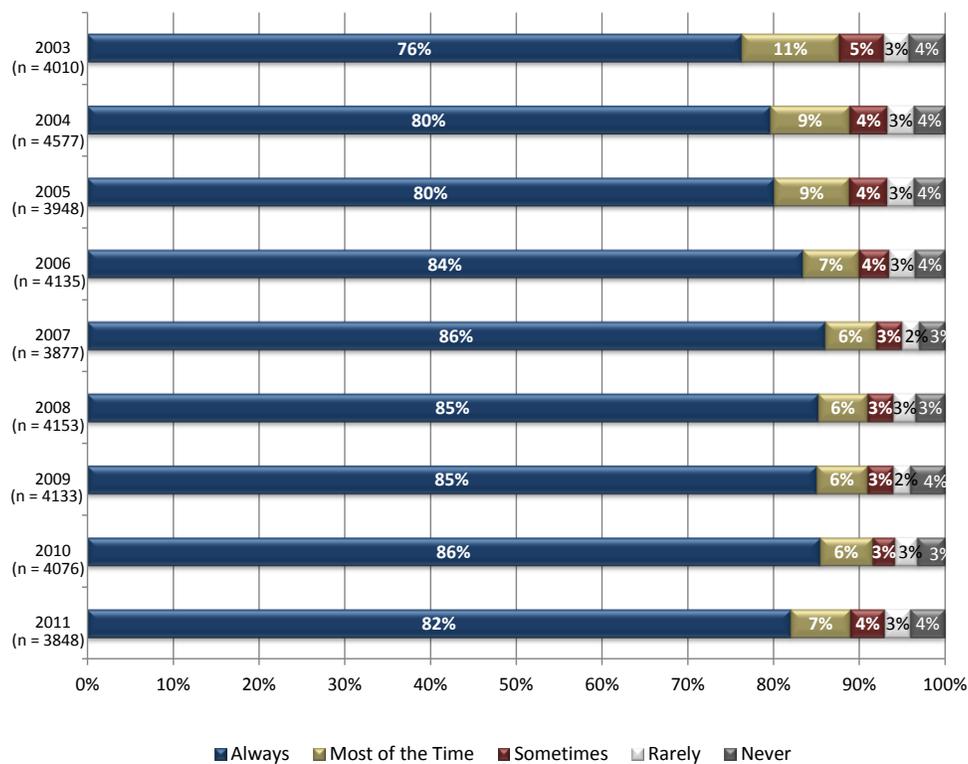


TABLE 20: INTENDED SEAT BELT USE ON SHORT TRIPS OF LESS THAN FIVE MILES

	<i>Survey 1</i>	<i>Survey 2</i>	<i>Survey 3</i>	<i>Survey 4</i>	<i>Total</i>
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

For Table 20, 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 2011 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 21). The percentage of respondents who claimed they will "always" wear their seat belt on longer trips has been consistently high since 2003 (Figure 14). Additionally, 90% of those surveyed say they will "always" wear their seat belt when driving on the highway. As before, 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 long trips or on the highway.

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

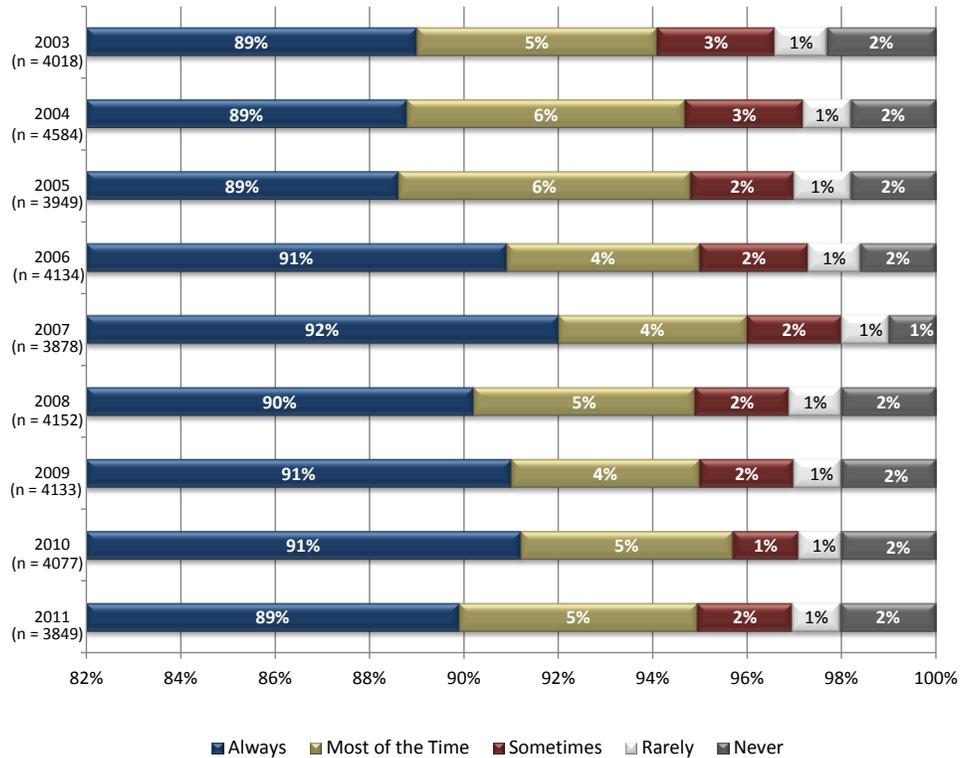


TABLE 21: INTENDED SEAT BELT USE ON LONG TRIPS OF MORE THAN 25 MILES

SURVEY YEAR	Survey 1	Survey 2	Survey 3	Survey 4	Total
	2003	4.759	4.743	4.742	4.780
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

For Table 21, 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 lower in 2011 than previous years (Figure 15 and Table 22). Once again, males, single respondents, those 25 years of age and younger and pickup truck drivers were less likely to say they would encourage passengers to wear their seat belt. 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: FREQUENCY OF ENCOURAGING PASSENGERS TO WEAR THEIR SEAT BELT

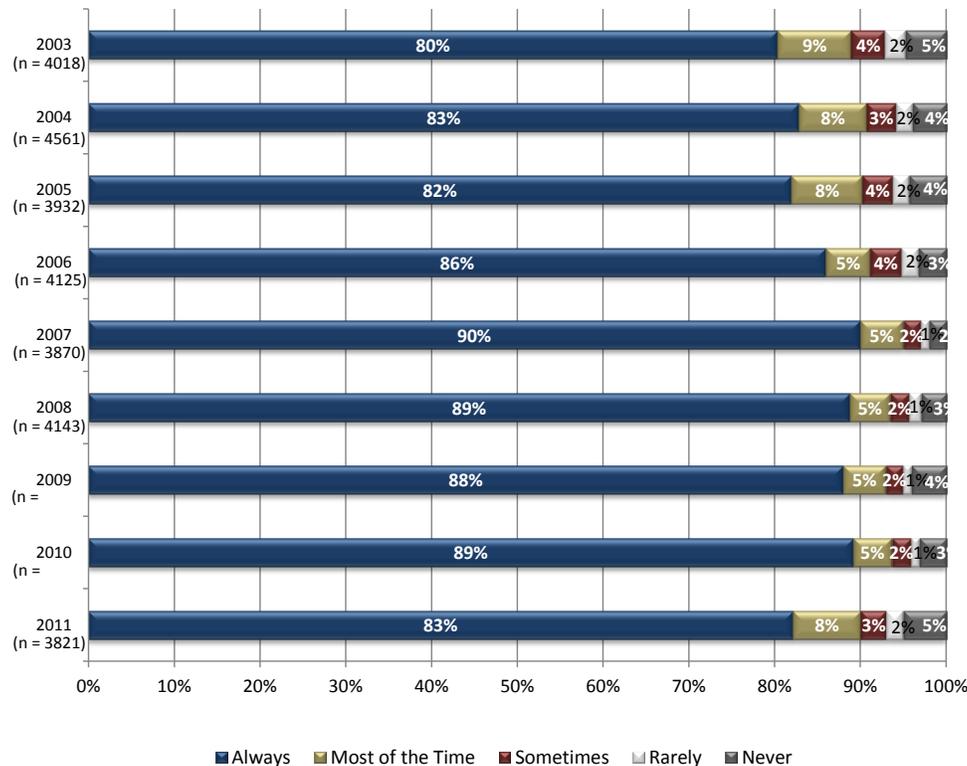


TABLE 22: FREQUENCY OF ENCOURAGING PASSENGERS TO WEAR THEIR SEAT BELT

SURVEY YEAR	Survey 1	Survey 2	Survey 3	Survey 4	Total
	2003	4.496	4.568	4.559	4.616
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

For Table 22, 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.

PART III: ALCOHOL-IMPAIRED DRIVING DESCRIPTIVE STATISTICS

LIKELIHOOD OF AVERAGE DRIVER BEING STOPPED FOR DRINKING AND DRIVING

During 2011, 70% 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 16). This remained relatively consistent throughout all 2011 surveys (Table 23). Respondents 25 years of age and older, Caucasians, married respondents, and those who live and drive primarily in urban settings were less likely to find it “very likely” that the average driver would be stopped by law enforcement if they had too much to drink to drive safely. 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 16: LIKELIHOOD OF AVERAGE DRIVER BEING STOPPED FOR DRINKING AND DRIVING

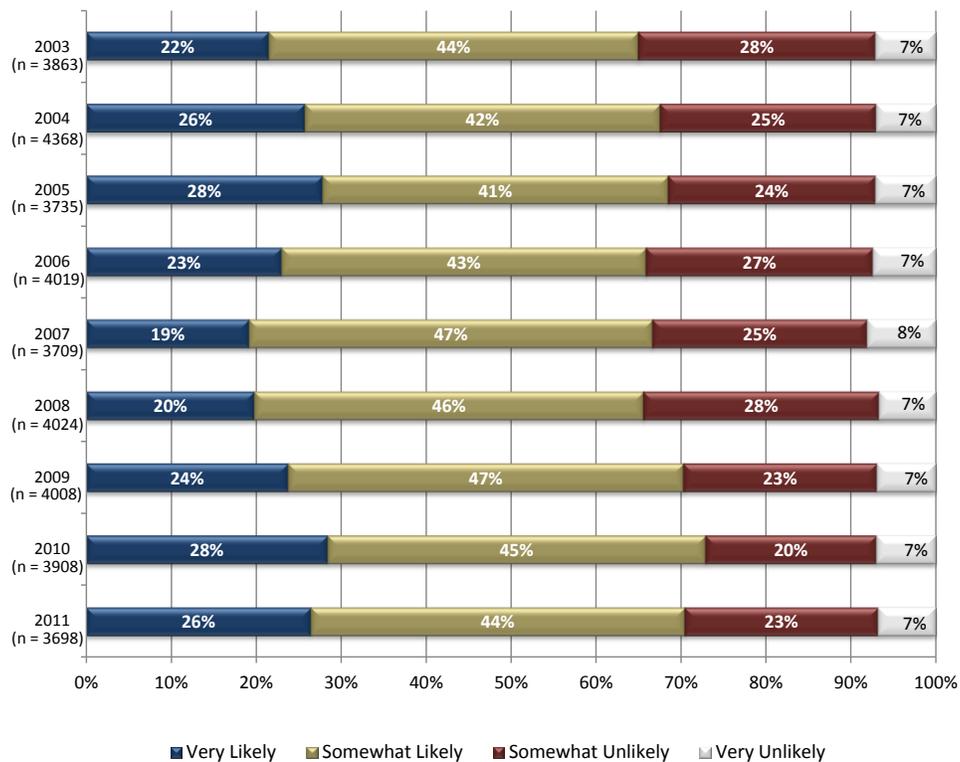


TABLE 23: LIKELIHOOD OF AVERAGE DRIVER BEING STOPPED FOR DRINKING AND DRIVING

	<i>Survey 1</i>	<i>Survey 2</i>	<i>Survey 3</i>	<i>Survey 4</i>	<i>Total</i>
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

For Table 23, 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 2011, 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 slightly from the 2010 Survey. As in previous years, very few respondents in 2011 said that it was “very unlikely” that an individual would be in a crash if they drove after drinking (Figure 17). Respondents were somewhat more inclined during the 2nd Survey in 2011 to say it is likely an individual would be in a crash if they drove after drinking (Table 24). 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 25 years of age and younger and those who reside in the southeast region of the state.

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

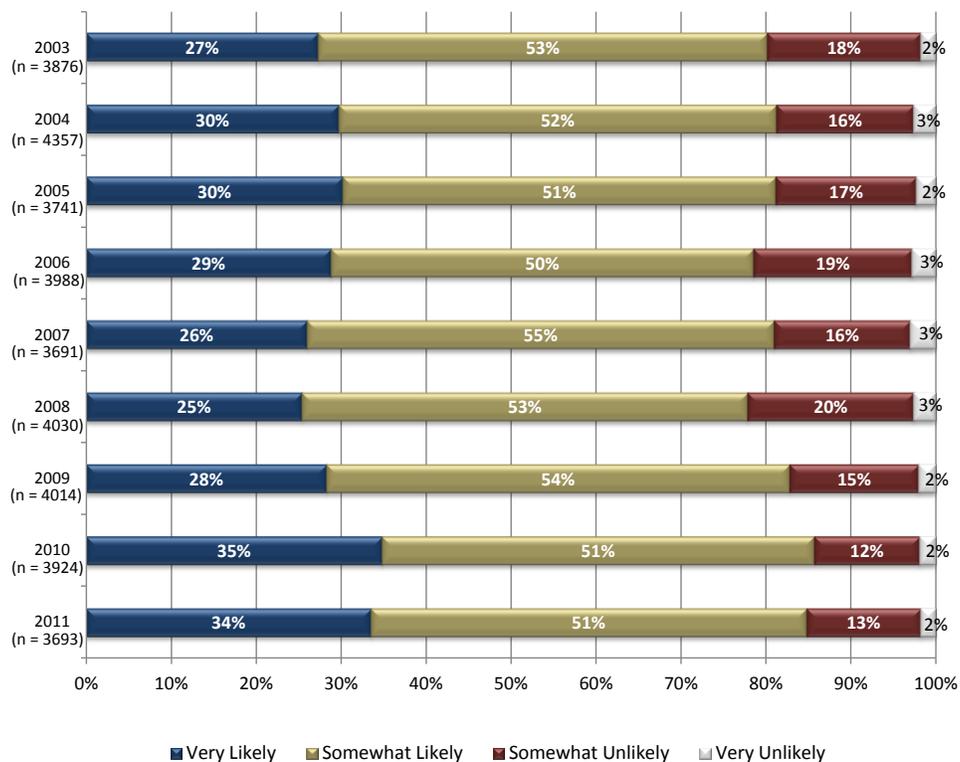


TABLE 24: LIKELIHOOD OF AVERAGE DRIVER BEING IN A CRASH DUE TO DRINKING AND DRIVING

		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

For Table 24, 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 Table 25, the majority of people “strongly” (76%) or “somewhat” (20%) agreed with the statement: “Drinking alcohol distorts a driver’s judgement of distance.” About 92% of respondents “strongly” or “somewhat” agreed that drinking and driving is a serious highway safety problem. In general, 73% of the respondents agreed that any amount of alcohol has an effect on one’s driving ability. Additionally, 86% 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.

TABLE 25: ATTITUDES ABOUT DRINKING AND DRIVING

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Total	Average
Drinking alcohol distorts a driver’s judgment of distance.	76%	20%	3%	2%	3710	3.703
Drinking and driving by people who are not alcoholics or problem drinkers is a serious highway safety problem.	72%	20%	5%	3%	3765	3.613
Driving after drinking a few beers can be as dangerous as driving after drinking hard liquor.	67%	19%	8%	5%	3676	3.483
Scientific evidence has shown that any amount of alcohol impairs driving.	47%	26%	16%	11%	3644	3.092
People should not be allowed to drive if they have been drinking any alcohol at all.	46%	16%	22%	16%	3778	2.907

For Table 25, 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 statement.

LIKELIHOOD OF RESPONDENT BEING STOPPED FOR DRIVING AFTER DRINKING

In 2011, 17% of respondents said it was “almost certain” and 22% 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 18). More respondents during the 2nd and 3rd survey periods of 2011 said that it was likely they would be stopped by a law enforcement officer for driving after drinking (Table 26). The perceived likelihood of being stopped for driving while alcohol-impaired was lowest after the National Campaign: “*Drive Sober or Get Pulled Over.*” Those who were more likely to be certain they would be pulled over for driving after drinking included females and respondents who live and drive in primarily urban areas. 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 18: LIKELIHOOD OF RESPONDENT BEING STOPPED FOR DRIVING AFTER DRINKING

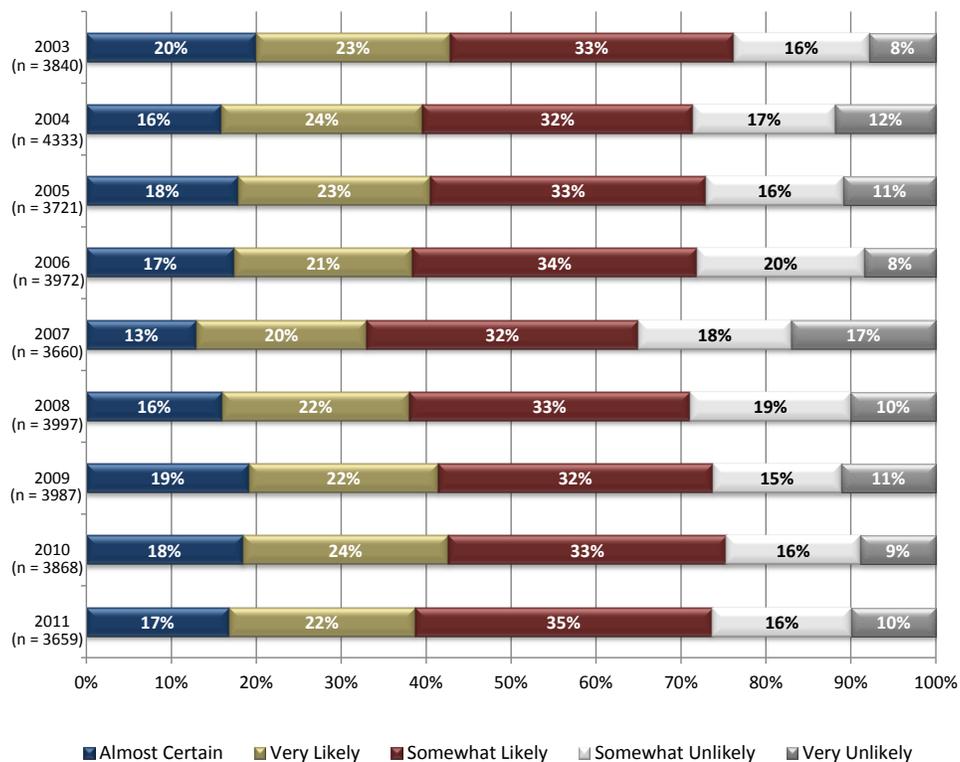


TABLE 26: LIKELIHOOD OF RESPONDENT BEING STOPPED FOR DRIVING AFTER DRINKING

		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

For Table 26, 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

Similar to previous years, the majority of respondents believed it was “almost certain” that they would receive some sort of punishment if they drove after having had too much to drink (Figure 19). Approximately 32% of 2011 respondents maintained their punishment would be “very severe” if they were to be arrested for drinking and driving, and 55% 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 27).

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

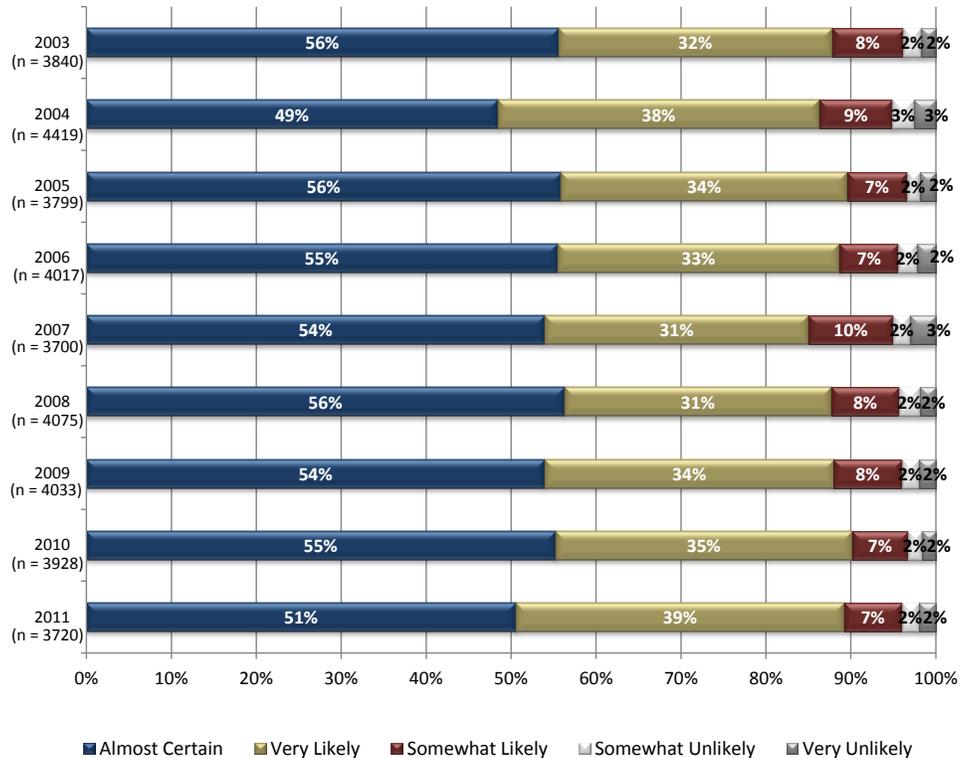


TABLE 27: LIKELIHOOD OF RESPONDENT TO RECEIVE PUNISHMENT FOR DRIVING AFTER DRINKING

		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

For Table 27, 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 2011, 37% of respondents said the penalties for driving after drinking should be “much more severe” than they are now, which is consistent with results from 2010 (Figure 20). Table 28 shows the majority of respondents for all survey periods in 2011 feel the penalties concerning Ohio’s drinking and driving laws should be more severe. Respondents who lived in the northwest region of the state, those 25 years of age and younger, males 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 20: CURRENT PENALTIES FOR DRINKING AND DRIVING SHOULD BE MORE OR LESS SEVERE²

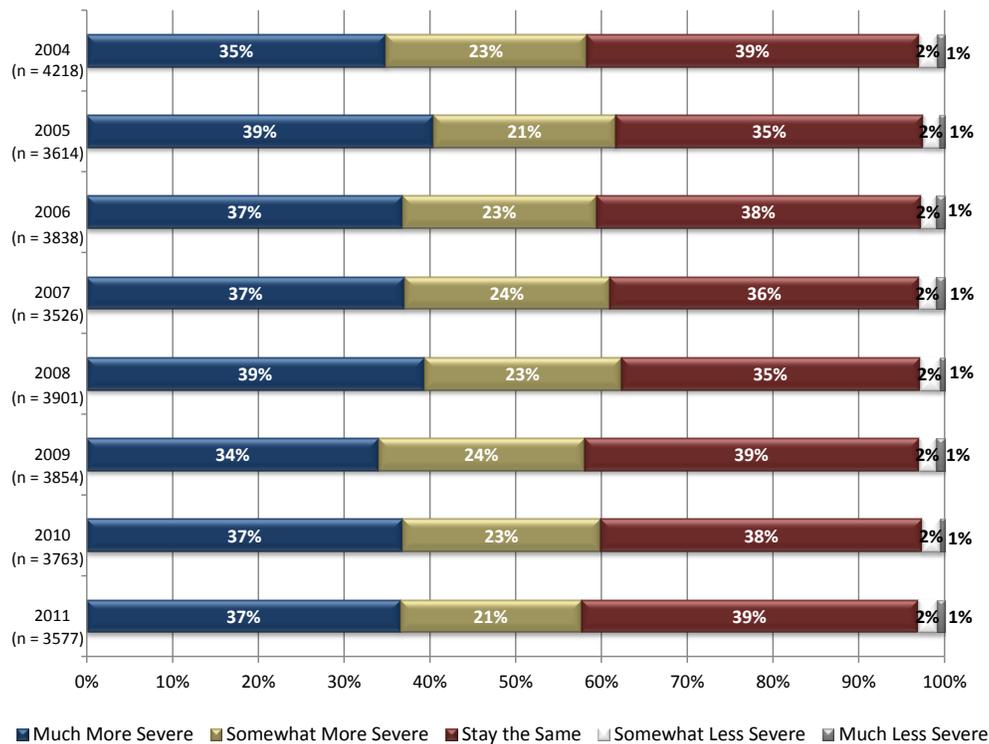


TABLE 28: CURRENT PENALTIES FOR DRINKING AND DRIVING SHOULD BE MORE OR LESS SEVERE

		<i>Survey 1</i>	<i>Survey 2</i>	<i>Survey 3</i>	<i>Survey 4</i>	<i>Total</i>
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

For Table 28, 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 15% of 2011 respondents said Ohio laws were “very effective” at reducing drinking and driving (Figure 21). 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 fourth survey for 2011 (Table 29). Only 19% of 2011 respondents felt the *actual* enforcement of current penalties for drinking and driving were “very effective.” In addition, about 70% of those surveyed indicated that the court sentences for DUI convictions were either “very” or “somewhat” effective at reducing drunk driving.

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

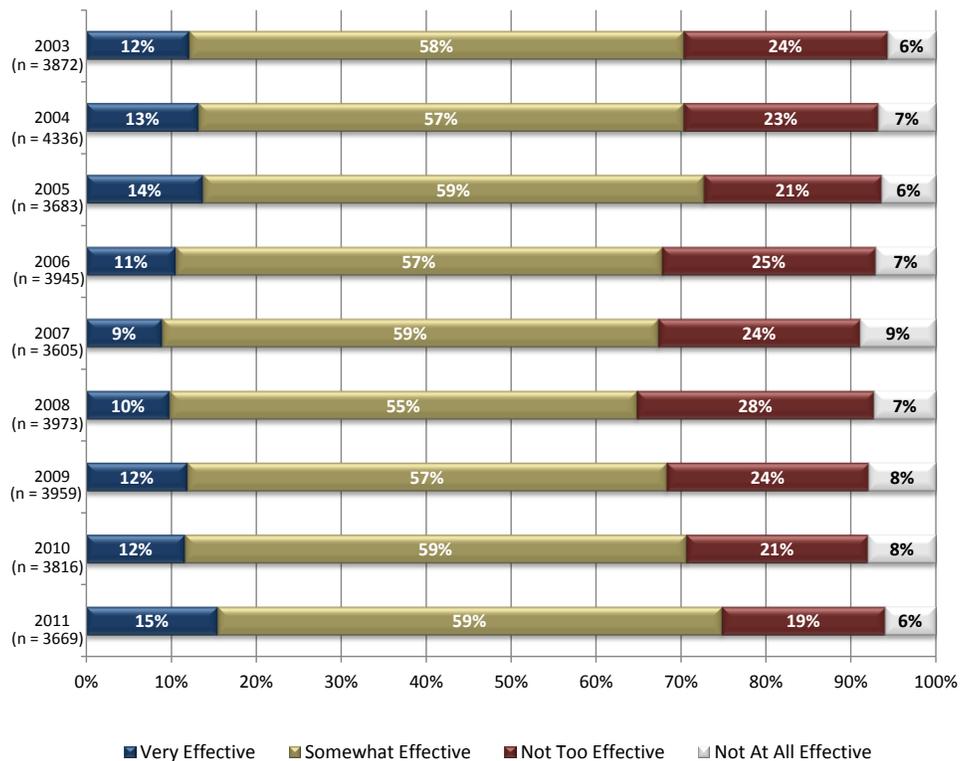


TABLE 29: PERCEIVED EFFECTIVENESS OF CURRENT OHIO LAWS AT REDUCING DRUNK DRIVING

SURVEY YEAR	Survey				Total
	Survey 1	Survey 2	Survey 3	Survey 4	
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

For Table 29, 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 2011, approximately 28% of respondents indicated that they had seen a sobriety checkpoint in the past 12 months. Approximately 61% of respondents in 2011 said sobriety checkpoints should be used “more frequently” than they are now, which is a slight decrease from 2010 (Figure 22). These results were consistent throughout the 2011 survey (Table 30). Females and married respondents 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 22: FREQUENCY OF USE FOR SOBRIETY CHECKPOINTS

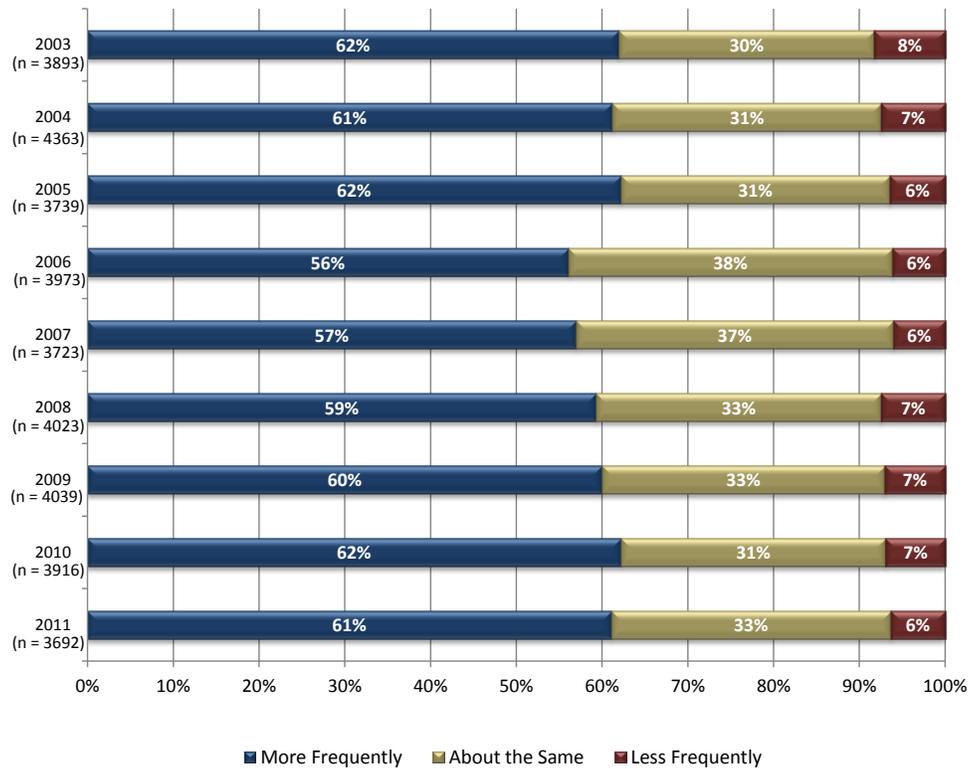


TABLE 30: FREQUENCY OF USE FOR SOBRIETY CHECKPOINTS

		<i>Survey 1</i>	<i>Survey 2</i>	<i>Survey 3</i>	<i>Survey 4</i>	<i>Total</i>
SURVEY YEAR	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

For Table 30, the average score is calculated based on “More frequently” = 3 to “Less frequently” = 1.

BLOOD ALCOHOL CONCENTRATION (BAC)

Fifty-one percent (51%) of respondents said that they knew the specific Blood Alcohol Concentration (BAC) in Ohio at which a person is considered legally intoxicated; 73% of those who claimed to know Ohio's legal limit correctly identified that level as .08. In 2011, relatively few respondents (23%) 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

Table 31 shows, in rank order, the most effective methods of deterring or reducing drunk driving in Ohio given by respondents were: jail time for DUI offenders, more sobriety checkpoints, more law enforcement officers on roads, and the availability of free transportation for impaired drivers. These results were similar to those from previous years.

TABLE 31: DETERRENTS TO DRUNK DRIVING

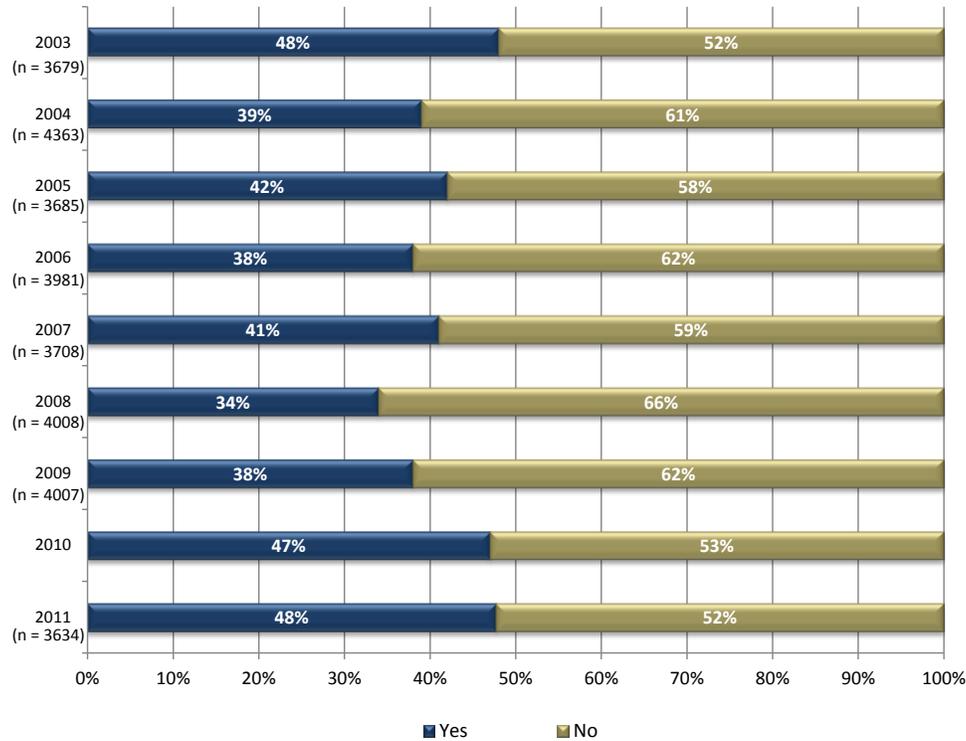
	Extremely effective	Somewhat effective	Not at all effective	Total	Average
Jail time	57%	35%	9%	3756	2.481
More sobriety checkpoints	53%	36%	10%	3770	2.430
More law enforcement on roads	50%	41%	9%	3777	2.417
Availability of free transportation	44%	49%	8%	3765	2.361
Increased insurance rates	45%	41%	14%	3764	2.314
Driver's license sanctions	42%	45%	14%	3723	2.281
Fines	38%	49%	13%	3762	2.247
Court ordered yellow plates	40%	38%	23%	3691	2.169
Treatment	32%	51%	16%	3699	2.158
DUI Court Program	32%	52%	16%	3604	2.158
Availability of low-cost transportation	30%	53%	17%	3754	2.133
Media programs about the risks of drinking and driving	18%	53%	29%	3752	1.897

For Table 31, the average score is calculated based on "Extremely effective" = 3 to "Not at all effective" = 1.

HEARD OR SAW SLOGAN DISCOURAGING ALCOHOL-IMPAIRED DRIVING

Exposure by respondents to media campaign messages that discourage drinking and driving increased from 2010 (Figure 23). The percentage of respondents who reported hearing or seeing a slogan discouraging alcohol-impaired driving was highest in 2003 and 2011, and has fluctuated over the subsequent years. Approximately 55% percent of 2011 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.”*

FIGURE 23: HEARD OR SAW SLOGAN DISCOURAGING ALCOHOL-IMPAIRED DRIVING



RECALL OF SLOGANS DISCOURAGING ALCOHOL-IMPAIRED DRIVING

For Tables 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. The remaining 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, 9% of those surveyed could recall the *“You Drink and Drive, You Lose”* slogan without being prompted by an interviewer and 41% said they were familiar with the slogan when prompted by an interviewer (Table 32). “Unprompted” recall was highest during the 4th survey which coincides with the 2011 media campaign to reduce drinking and driving.

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

Click It Or Ticket		Unprompted			Prompted		
		Yes	No	Total	Yes	No	Total
Survey	Overall	9%	91%	1735	41%	59%	1863
	Survey 1	6%	94%	357	39%	61%	418
	Survey 2	4%	96%	421	42%	58%	497
	Survey 3	7%	93%	430	43%	57%	521
	Survey 4	16%	84%	527	42%	58%	427

Overall, 10% of respondents could remember the “*Drunk Driving. Over the Limit. Under Arrest.*” slogan without prompting (Table 33). This was somewhat consistent throughout the 2011 evaluation. When prompted, an additional 31% of respondents said they recalled the slogan. Unprompted recall of the “*Drunk Driving. Over the Limit. Under Arrest.*” slogan was highest during the 4th survey of 2011.

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

Click It Or Ticket		Unprompted			Prompted		
		Yes	No	Total	Yes	No	Total
Survey	Overall	10%	90%	1735	31%	69%	1872
	Survey 1	11%	89%	357	31%	69%	416
	Survey 2	9%	91%	421	31%	69%	499
	Survey 3	8%	92%	430	31%	69%	527
	Survey 4	13%	87%	527	29%	71%	430

Table 34 shows that overall, “unprompted” recall of the “*Buzzed Driving is Drunk Driving*” slogan was 8%. “Unprompted” recall was highest during the 1st and 4th surveys. When “prompted” by an interviewer, an additional 31% said they recalled the “*Buzzed Driving is Drunk Driving*” slogan. Both “prompted” and “unprompted” recall was consistent throughout the 2011 survey period.

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

Click It Or Ticket		Unprompted			Prompted		
		Yes	No	Total	Yes	No	Total
Survey	Overall	8%	92%	1735	31%	69%	1877
	Survey 1	9%	91%	357	32%	68%	422
	Survey 2	5%	95%	421	31%	69%	498
	Survey 3	8%	92%	430	32%	68%	527
	Survey 4	9%	91%	527	30%	70%	430

“*Drive Sober or Get Pulled Over*” was a new slogan that was introduced in 2011. Prior to the media campaign aimed at reducing drinking and driving, only 1% of those surveyed could name the “*Drive Sober or Get Pulled Over*” slogan without “prompting” (Table 35). After the campaign, this increased to 7%. “Prompted” recall was 9% prior to the campaign and rose to 19% after the campaign.

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

Click It Or Ticket		Unprompted			Prompted		
		Yes	No	Total	Yes	No	Total
Survey	Overall	4%	96%	957	14%	86%	943
	Survey 1	-	-	-	-	-	-
	Survey 2	-	-	-	-	-	-
	Survey 3	1%	99%	430	9%	91%	512
	Survey 4	7%	93%	527	19%	81%	431

In addition, 23% of those who claimed they had seen or heard a slogan targeted at reducing drinking and driving recalled some “other” slogan, while 53% said they were not sure of the exact slogan name.

RESPONDENTS’ PERSONAL DRINKING AND DRIVING BEHAVIORS

Approximately 15% of those surveyed in 2011 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, 7% 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 2011 (Table 36). As shown in Figure 24, most people (76%) 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 24: FREQUENCY OF SEEING LAW ENFORCEMENT ON THE ROAD COMPARED TO 3 MONTHS AGO

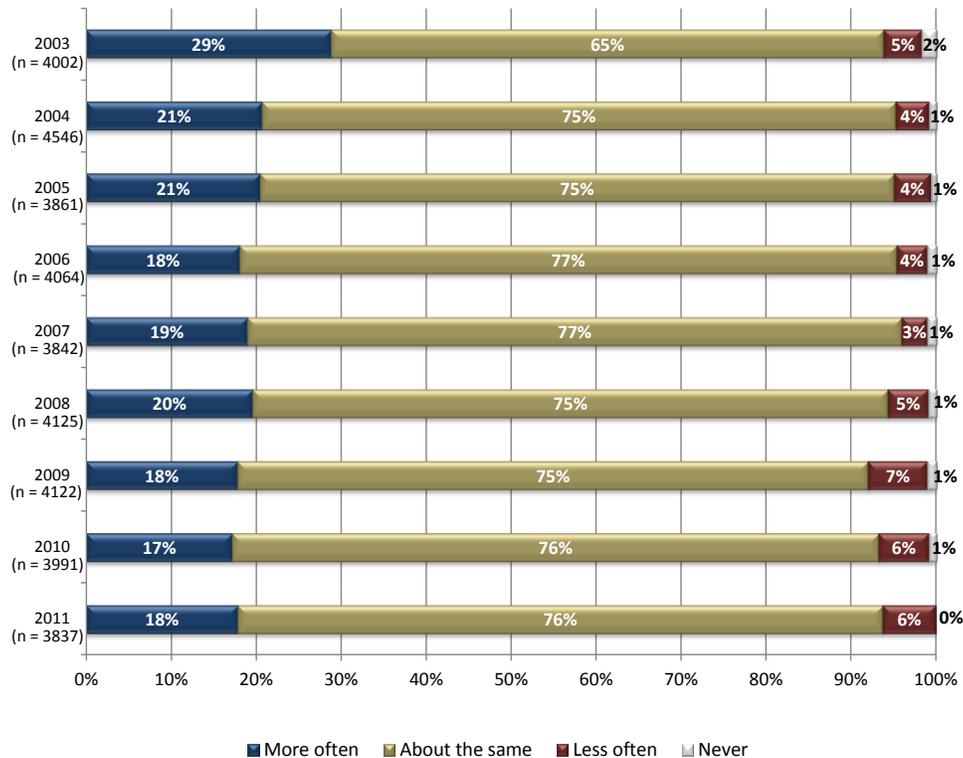


TABLE 36: FREQUENCY OF SEEING LAW ENFORCEMENT ON THE ROAD COMPARED TO 3 MONTHS AGO

	<i>Survey 1</i>	<i>Survey 2</i>	<i>Survey 3</i>	<i>Survey 4</i>	<i>Total</i>
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

For Table 36, 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 2011, 67% 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 25). Responses were similar to those from previous years. Table 37 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 25: CHANCE OF BEING STOPPED BY LAW ENFORCEMENT FOR DRINKING AND DRIVING COMPARED TO 3 MONTHS AGO

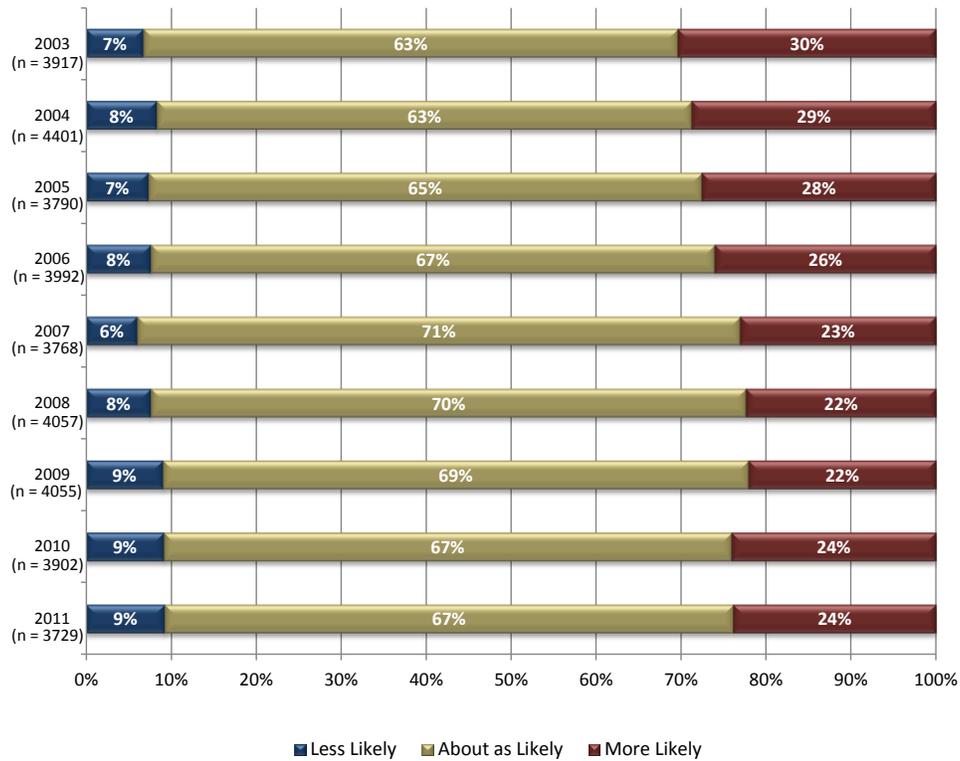


TABLE 37: CHANCE OF BEING STOPPED BY LAW ENFORCEMENT FOR DRINKING AND DRIVING COMPARED TO 3 MONTHS AGO

	<i>Survey 1</i>	<i>Survey 2</i>	<i>Survey 3</i>	<i>Survey 4</i>	<i>Total</i>
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

For Table 37, 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 56% of respondents said they had definitely not seen or heard of special efforts by police to ticket drunk drivers in their community, nearly 25% “definitely” or “probably” had witnessed such efforts (Figure 26). 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 38).

FIGURE 26: WITNESSED SPECIAL EFFORTS TO TICKET DRUNK DRIVERS IN THE PAST 30 DAYS³

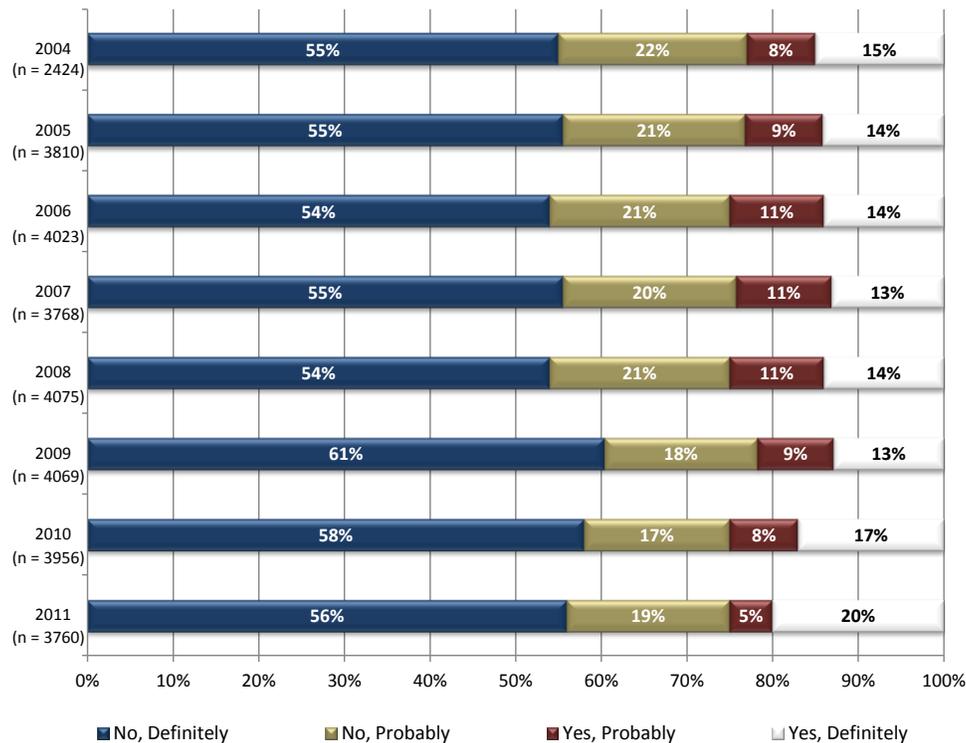


TABLE 38: WITNESSED SPECIAL EFFORTS TO TICKET DRUNK DRIVERS IN THE PAST 30 DAYS

		<i>Survey 1</i>	<i>Survey 2</i>	<i>Survey 3</i>	<i>Survey 4</i>	<i>Total</i>
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

For Table 38, 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 27, few respondents (24%) claim to talk on a cell phone without a hands-free daily or almost every day. In contrast, 93% 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 26 to 30 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. Additionally, 81% of those surveyed claim that driving while talking on a cell phone without a hands-free device is somewhat (45%) or very (36%) dangerous. These results are consistent with the 2010 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 can be found in Appendix A.

FIGURE 27: FREQUENCY OF RESPONDENT TALKING ON A CELL PHONE WITHOUT A HANDS-FREE DEVICE WHILE DRIVING

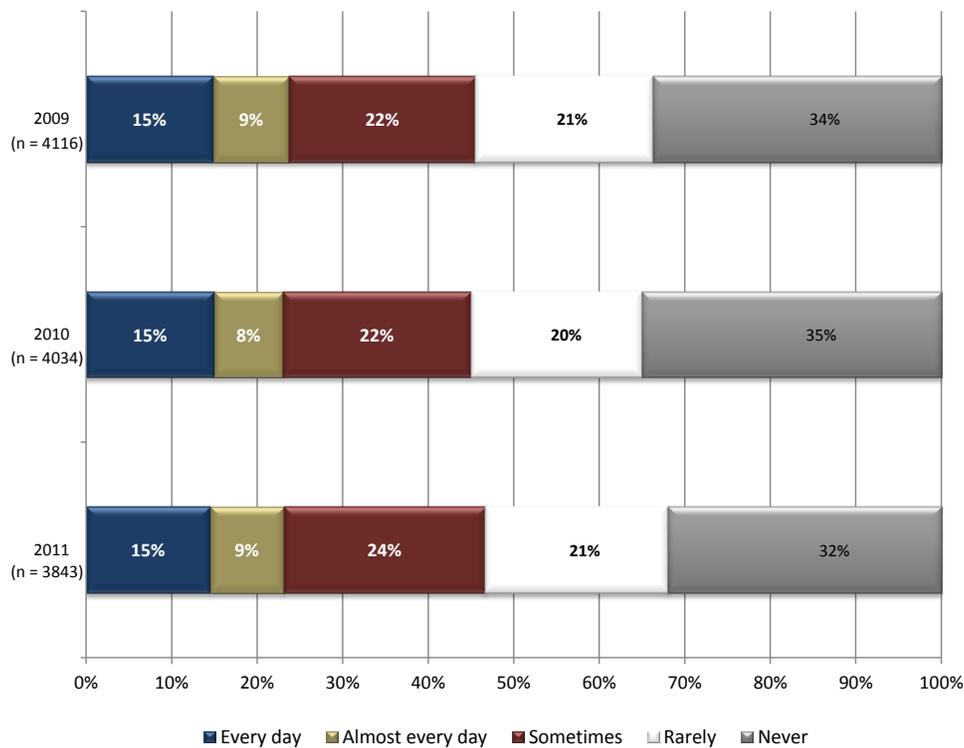
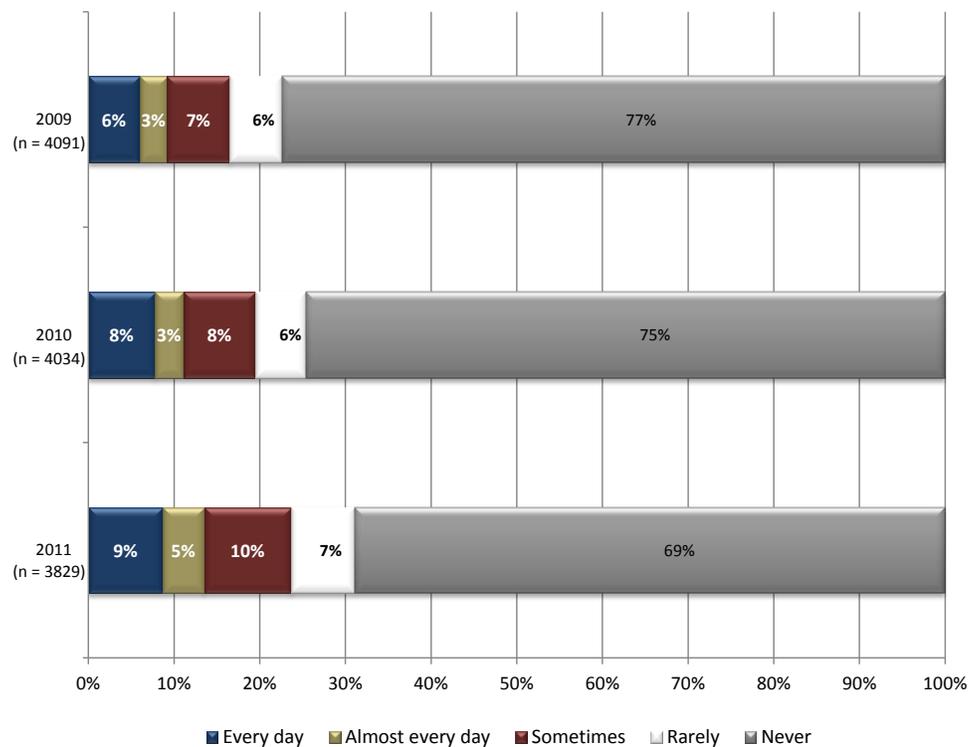


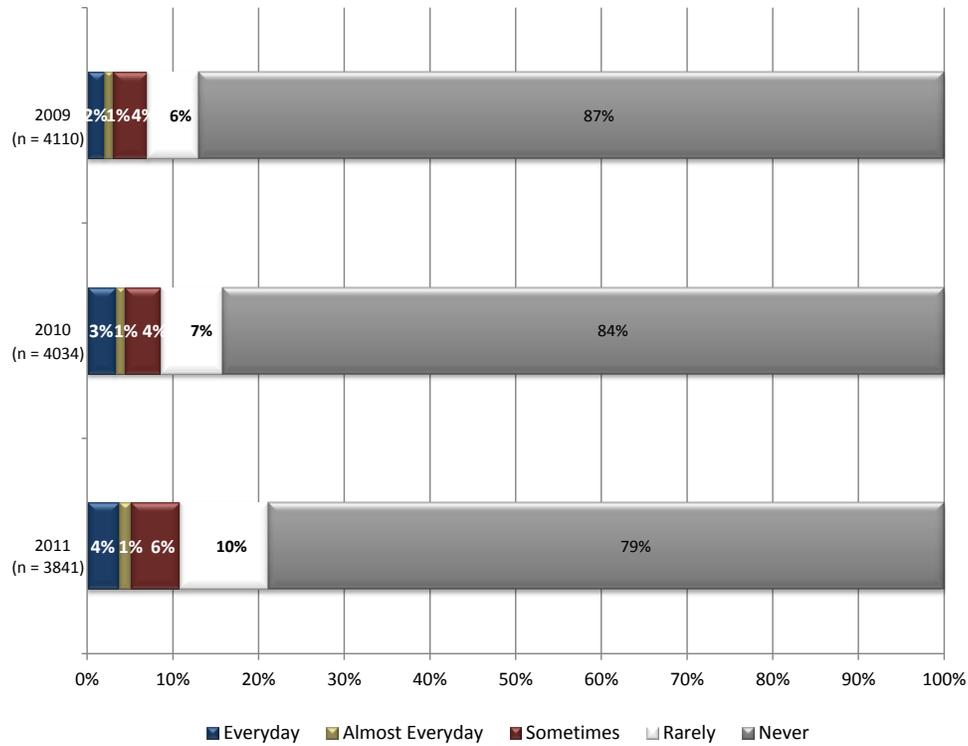
Figure 28 shows that 9% of those surveyed claim to talk on a cell phone with a hands-free device on a daily basis, while 28% said they see other drivers talking on a cell phone with a hands-free device every day. Respondents who were 31 to 45 years of age, males and those who live in primarily suburban areas were more likely to talk on their cell phone while driving with the use of a hands-free. In addition, 49% of those surveyed claim that driving while talking on a cell phone with a hands-free device is “somewhat” (37%) or “very” (12%) dangerous. Appendix A contains these results by survey, region, age, sex, race, Hispanic/Latino, marital status, resident location, driving area, and vehicle type.

FIGURE 28: 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, 59% of those surveyed said they see drivers other than themselves texting while driving every day or almost every day. In contrast, only 5% claim they personally text daily or almost daily while driving (Figures 29). 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%) agree that driving while texting is very dangerous.

FIGURE 29: FREQUENCY OF RESPONDENT TEXTING ON A CELL PHONE WHILE DRIVING



Approximately 55% of respondents agree they are able to determine when it is safe to use a cell phone while driving. About one-fourth (25%) of those surveyed maintain that using a hands-free device makes calling safe while driving. Additionally, 44% of 2011 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 16% of respondents agree they are able to determine when it is safe to use a cell phone to text when driving, which is a significant decrease from 2010. Additionally, 11% of 2011 survey participants think they can safely adapt their driving while using a cell phone to text, and 21% maintain that using a hands-free device makes texting safe while driving.

OBEDIENCE TO THE SPEED LIMIT

Approximately 17% of those surveyed said they “always” drive at least 5 mph over the posted limit on local roads, and 48% claim they do so most or half of the time. Seventy percent (70%) 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 30% of the respondents acknowledged they engage in this behavior “always,” “most of the time,” or “half-of the time.” Likewise, 64% said they “never” or “rarely” drive faster than 70 mph on a local road with a posted speed limit of 65. Nevertheless, 36% of the respondents acknowledged they engage in this driving behavior “always,” “most of the time,” or “half of the time.” Few respondents (32%) 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, 29% said the chances were “very likely” and an additional 49% 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 (Table 39). The most frequently mentioned “change” was to watch their speed while driving. Even though it was the most frequently mentioned item, only 31% of those surveyed felt it was a change they needed to make in their own driving behavior. Likewise, close to 25% of respondents claim they need to stop talking on a cell phone when driving. Only 5% of 2011 survey participants indicated that they need to wear their seat belt more often, which is expected since 82% stated earlier in the survey that they “always” wear their seat belt. Additionally, 8% of those surveyed feel they need to stop text messaging while they drive which is an increase from 2010. It is also important to note that 22% of 2011 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.

TABLE 39: DRIVING BEHAVIOR CHANGES TO IMPROVE PERSONAL SAFETY

	Yes	No	Total
Watch my speed	31%	69%	3857
Stop talking on my cell phone while driving	25%	75%	3857
Nothing	22%	78%	3857
Stop texting while driving	8%	92%	3857
Not sure	6%	94%	3857
Wear my seat belt more often	5%	95%	3857
Adjusting the radio	3%	97%	3857
Check my mirrors more often	2%	98%	3857
Use a 2nd mirror to watch kids in backseat	2%	98%	3857
Eating while driving	2%	98%	3857
Let someone else drive when I have been drinking alcohol	1%	99%	3857
Other	24%	76%	3857

RECOMMENDATIONS

This section of the report contains six general recommendations derived from all phases of the 2011 Statewide Survey of Seat Belt Use and Alcohol-Impaired Driving and other evaluation initiatives. The 2011 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 (44%) 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, Kubiilius, 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 2011 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 2011 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, 25% of all survey respondents acknowledged they should stop talking on their cell phone while driving, 8% said they need to stop text messaging 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 2011 and beyond.

CONCLUSIONS

The key findings from the 2011 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 2011 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 65% to 81% after the campaign initiative, and among respondents who failed to mention seeing or hearing the slogan, prompted recall of *“Click It or Ticket”* increased from 16% to 19% after the campaign. Both 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. The percentage of respondents correctly believing there is a law in Ohio requiring booster seat use increased during the 2010 survey to 99%. Furthermore, 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” or “probably” witnessed special efforts by police to ticket drunk drivers increased substantially, rising from 12% to 28%. In contrast, 52% of respondents had “definitely not” witnessed such efforts during the 4th (post-intervention) survey. Fewer respondents in 2011 (74%) than in 2010 (75%) 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, 13% of those surveyed recalled the slogan *“Drunk Driving. Over the Limit. Under Arrest.”* without prompting, while 29%

remembered it when prompted. In comparison, during the 4th (post-intervention) survey, 7% of those surveyed recalled the slogan *"Drive Sober or Get Pulled Over"* without prompting, while 19% 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 these behaviors, but a much smaller percentage reported engaging in them personally. This is exemplified by the way in which the majority of those surveyed (77%) claimed to see someone talking on a cell phone without a hands-free device on a daily basis, while only 15% 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, 59% of respondents said they see drivers other than themselves texting while driving every day or almost every day, while only 5% claim they personally text daily or almost 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 2010 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% of those surveyed felt it was a change they needed to make in their own driving behavior. Likewise, about 25% 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 22% of 2011 respondents who believe there is "nothing" they need to change when it comes to their driving behaviors.

In summary of the overall evaluation, the 2011 Statewide Seat Belt Use and Alcohol-impaired Driving Media Campaign found that 68% 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. Additionally in 2011, exposure of respondents to media campaign messages that discourage drinking and driving increased from the 2010 survey. Furthermore, 55% of 2011 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 2011 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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APPENDIX A

TABLES – PART I: GENERAL DRIVING HABITS	1
TABLE A1.1: VEHICLE DRIVEN MOST FREQUENTLY BY RESPONDENT.....	1
TABLE A1.2: NUMBER OF DAYS DRIVEN DURING AN AVERAGE WEEK.....	2
TABLE A1.3: MILES DRIVEN DURING AN AVERAGE WEEK.....	3
TABLE A1.4: DRIVING AREA.....	4
TABLE A1.5: DRIVE FOR WORK, PLEASURE OR BOTH.....	5
TABLES – PART II: SEAT BELT USE	6
TABLE A2.1: PERCEIVED SEAT BELT USE BY OTHER DRIVERS.....	6
TABLE A2.2: LIKELIHOOD OF A DRIVER RECEIVING A TICKET FOR NOT WEARING A SEAT BELT.....	7
TABLE A2.3: RESPONDENTS’ REPORTED SEAT BELT USE.....	8
TABLE A2.4: FREQUENCY OF WEARING A SEAT BELT AS A FRONT SEAT PASSENGER.....	9
TABLE A2.5: RESPONDENTS’ SEAT BELT USE INCREASED, DECREASED, OR STAYED THE SAME IN LAST 30 DAYS.....	10
TABLE A2.6: SEAT BELT USE DURING THE PAST 30 DAYS.....	11
TABLE A2.7: APPROVAL OF LAWS REQUIRING SEAT BELT USE.....	12
TABLE A2.8: WHEN LAW ENFORCEMENT SHOULD BE ABLE TO STOP A VEHICLE FOR SEAT BELT VIOLATIONS.....	13
TABLE A2.9: OHIO CURRENTLY HAS A LAW REQUIRING SEAT BELT USE BY ADULTS.....	14
TABLE A2.10: ADULTS WHO ARE REQUIRED TO WEAR A SEAT BELT ACCORDING TO OHIO LAW.....	15
TABLE A2.11: OHIO HAS A LAW REQUIRING A RESTRAINING DEVICE BY CHILDREN/MINORS BETWEEN 4 AND 15 YEARS OF AGE.....	16
TABLE A2.12: OHIO HAS LAW REQUIRING SAFETY SEAT USE FOR THOSE UNDER 4 YEARS OLD AND/OR WEIGH LESS THAN 40LBS.....	17
TABLE A2.13: OHIO CURRENTLY HAS A BOOSTER SEAT LAW.....	18
TABLE A2.14: WHEN LAW ENFORCEMENT CAN STOP A VEHICLE FOR SEAT BELT VIOLATIONS.....	19
TABLE A2.15: SUPPORT OR OPPOSE A PRIMARY SEAT BELT LAW.....	20
TABLE A2.16: VOTING ON A PRIMARY SEAT BELT LAW.....	21
TABLE A2.17: PRIMARY SEAT BELT LAW WOULD INCREASE SEAT BELT USE IN OHIO.....	22
TABLE A2.18: PRIMARY SEAT BELT LAW WOULD REDUCE SERIOUS INJURIES DUE TO ACCIDENTS.....	23
TABLE A2.19: PRIMARY SEAT BELT LAW WOULD REDUCE FATALITIES DUE TO ACCIDENTS.....	24
TABLE A2.20: PRIMARY SEAT BELT LAW WOULD OFFER GREATER PROTECTION TO DRIVERS AND PASSENGERS.....	25
TABLE A2.21: RESPONDENTS’ FREQUENCY OF SEAT BELT USE IF OHIO PASSED A PRIMARY SEAT BELT LAW.....	26
TABLE A2.22: PEOPLE IMPORTANT TO YOU THINK YOU SHOULD WEAR A SEAT BELT.....	27
TABLE A2.23: MEMBERS OF YOUR IMMEDIATE FAMILY THINK YOU SHOULD WEAR A SEAT BELT.....	28
TABLE A2.24: PEOPLE IMPORTANT TO YOU ARE CONCERNED WHEN YOU DON’T WEAR A SEAT BELT.....	29
TABLE A2.25: PEOPLE WHO CARE ABOUT YOU THINK YOU SHOULD WEAR A SEAT BELT.....	30
TABLE A2.26: LIKELIHOOD OF RECEIVING A TICKET FOR NOT WEARING A SEAT BELT IN THE NEXT 6 MONTHS.....	31
TABLE A2.27: RECEIVED A TICKET IN OHIO FOR NOT WEARING A SEAT BELT.....	32
TABLE A2.28: LENGTH OF TIME SINCE RECEIVING A TICKET FOR NOT WEARING A SEAT BELT.....	33
TABLE A2.29: IT IS IMPORTANT FOR LAW ENFORCEMENT OFFICERS TO ENFORCE THE SEAT BELT LAWS.....	34
TABLE A2.30: SEAT BELTS ARE JUST AS LIKELY TO HARM YOU AS HELP YOU.....	35
TABLE A2.31: IF I WAS IN AN ACCIDENT WOULD WANT TO HAVE MY SEAT BELT ON.....	36

TABLE A2.32: PUTTING ON A SEAT BELT MAKES ME WORRY MORE ABOUT BEING IN AN ACCIDENT.....	37
TABLE A2.33: SEAT BELT USE HELPS REDUCE THE NUMBER OF DEATHS CAUSED BY SERIOUS VEHICLE CRASHES	38
TABLE A2.34: SEAT BELTS ARE LIKELY TO REDUCE THE SEVERITY OF INJURIES TO ANYONE WEARING ONE WHEN A CRASH OCCURS.....	39
TABLE A2.35: SPECIAL EFFORTS ARE BEING MADE BY POLICE TO TICKET DRIVERS FOR SEAT BELT VIOLATIONS.....	40
TABLE A2.36: SAW/HEARD MESSAGES IN OHIO ENCOURAGING SEAT BELT USE IN THE PAST 30 DAYS	41
TABLE A2.37: FREQUENCY OF SEEING/HEARING MEDIA MESSAGES PERTAINING TO SEAT BELT USE	42
TABLE A2.38: SAW/HEARD SLOGAN ENCOURAGING SEAT BELT USE IN THE PAST 30 DAYS.....	43
TABLE A2.39: SAW/HEARD “CLICK IT OR TICKET” SLOGAN - UNPROMPTED.....	44
TABLE A2.40: SAW/HEARD “CLICK IT OR TICKET” SLOGAN - PROMPTED	45
TABLE A2.41: SAW/HEARD “WHAT’S HOLDING YOU BACK” SLOGAN - UNPROMPTED.....	46
TABLE A2.42: SAW/HEARD “WHAT’S HOLDING YOU BACK” SLOGAN - PROMPTED	47
TABLE A2.43: IMPORTANCE OF STRICT ENFORCEMENT OF SEAT BELT LAWS FOR ADULTS.....	48
TABLE A2.44: IMPORTANCE OF STRICT ENFORCEMENT OF SEAT BELT LAWS FOR CHILDREN/MINORS.....	49
TABLE A2.45: PERCEIVED IMPACT OF VISIBLE LAW ENFORCEMENT ON SEAT BELT USE	50
TABLE A2.46: INTENDED SEAT BELT USE ON SHORT TRIPS OF LESS THAN FIVE MILES	51
TABLE A2.47: INTENDED SEAT BELT USE ON SHORT TRIPS SUCH AS GROCERY OR DRUG.....	52
TABLE A2.48: INTENDED SEAT BELT USE ON LONG TRIPS OF MORE THAN 25 MILES.....	53
TABLE A2.49: INTENDED SEAT BELT USE WHEN DRIVING ON THE INTERSTATE	54
TABLE A2.50: FREQUENCY OF ENCOURAGING PASSENGERS TO WEAR THEIR SEAT BELT	55
TABLES – PART III: ALCOHOL-IMPAIRED DRIVING	56
TABLE A3.1: LIKELIHOOD OF AVERAGE DRIVER BEING STOPPED FOR DRINKING AND DRIVING	56
TABLE A3.2: LIKELIHOOD OF AVERAGE DRIVER BEING IN A CRASH DUE TO DRINKING AND DRIVING.....	57
TABLE A3.3: DRINKING AND DRIVING BY PEOPLE WHO AREN’T ALCOHOLICS IS A SERIOUS HIGHWAY SAFETY PROBLEM.....	58
TABLE A3.4: PEOPLE SHOULD NOT BE ALLOWED TO DRIVE IF THEY HAVE BEEN DRINKING ANY ALCOHOL AT ALL	59
TABLE A3.5: SCIENTIFIC EVIDENCE HAS SHOWN THAT ANY AMOUNT OF ALCOHOL IMPAIRS DRIVING	60
TABLE A3.6: DRIVING AFTER DRINKING A FEW BEERS CAN BE AS DANGEROUS AS DRIVING AFTER DRINKING HARD LIQUOR	61
TABLE A3.7: DRINKING ALCOHOL DISTORTS A DRIVER’S JUDGMENT OF DISTANCE.....	62
TABLE A3.8: LIKELIHOOD OF RESPONDENT BEING STOPPED FOR DRIVER AFTER DRINKING	63
TABLE A3.9: LIKELIHOOD OF RESPONDENT TO RECEIVE PUNISHMENT FOR DRIVING AFTER DRINKING	64
TABLE A3.10: SEVERITY OF RESPONDENTS PUNISHMENT FOR DRINKING AND DRIVING.....	65
TABLE A3.11: CURRENT PENALTIES FOR DRINKING AND DRIVING SHOULD BE MORE OR LESS SEVERE.....	66
TABLE A3.12: PERCEIVED EFFECTIVENESS OF CURRENT OHIO LAWS AT REDUCING DRUNK DRIVING	67
TABLE A3.13: PERCEIVED EFFECTIVENESS OF THE ENFORCEMENT OF CURRENT OHIO LAWS AT REDUCING DRUNK DRIVING.....	68
TABLE A3.14: PERCEIVED EFFECTIVENESS OF COURT SENTENCES FOR DUI CONVICTIONS AT REDUCING DRUNK DRIVING	69
TABLE A3.15: SAW A SOBRIETY CHECKPOINT IN THE PAST 12 MONTHS	70
TABLE A3.16: FREQUENCY OF USE FOR SOBRIETY CHECKPOINTS	71
TABLE A3.17: RESPONDENT KNOWS OHIO’S BAC LEVEL.....	72
TABLE A3.18: OHIO’S BAC LEGAL LIMIT	73
TABLE A3.19: LOWERING BAC-LEVEL HAS REDUCED DRINKING AND DRIVING IN OHIO.....	74
TABLE A3.20: EFFECTIVENESS IN REDUCING DRIVING – AVAILABLE FREE TRANSPORTATION	75

TABLE A3.21: EFFECTIVENESS IN REDUCING DRIVING – AVAILABLE LOW-COST TRANSPORTATION	76
TABLE A3.22: EFFECTIVENESS IN REDUCING DRIVING – COURT ORDERED YELLOW PLATES	77
TABLE A3.23: EFFECTIVENESS IN REDUCING DRIVING – DRIVER’S LICENSE SANCTIONS.....	78
TABLE A3.24: EFFECTIVENESS IN REDUCING DRIVING – FINES	79
TABLE A3.25: EFFECTIVENESS IN REDUCING DRIVING – INCREASED INSURANCE RATES	80
TABLE A3.26: EFFECTIVENESS IN REDUCING DRIVING – JAIL TIME.....	81
TABLE A3.27: EFFECTIVENESS IN REDUCING DRIVING – MEDIA PROGRAMS ABOUT THE RISKS OF DRINKING AND DRIVING.....	82
TABLE A3.28: EFFECTIVENESS IN REDUCING DRIVING – MORE LAW ENFORCEMENT ON ROADS	83
TABLE A3.29: EFFECTIVENESS IN REDUCING DRIVING – MORE SOBRIETY CHECKPOINTS	84
TABLE A3.30: EFFECTIVENESS IN REDUCING DRIVING – DUI COURT PROGRAM.....	85
TABLE A3.31: EFFECTIVENESS IN REDUCING DRIVING – TREATMENT.....	86
TABLE A3.32: HEARD/SAW SLOGAN DISCOURAGING ALCOHOL-IMPAIRED DRIVING	87
TABLE A3.33: RECALL OF THE “ <i>YOU DRINK AND DRIVE, YOU LOSE</i> ” SLOGAN – UNPROMPTED.....	88
TABLE A3.34: RECALL OF THE “ <i>YOU DRINK AND DRIVE, YOU LOSE</i> ” SLOGAN – PROMPTED	89
TABLE A3.35: RECALL OF THE “ <i>DRUNK DRIVING. OVER THE LIMIT. UNDER ARREST</i> ” SLOGAN – UNPROMPTED.....	90
TABLE A3.36: RECALL OF THE “ <i>DRUNK DRIVING. OVER THE LIMIT. UNDER ARREST</i> ” SLOGAN – PROMPTED	91
TABLE A3.37: RECALL OF THE “ <i>BUZZED DRIVING IS DRUNK DRIVING</i> ” SLOGAN – UNPROMPTED.....	92
TABLE A3.38: RECALL OF THE “ <i>BUZZED DRIVING IS DRUNK DRIVING</i> ” SLOGAN – PROMPTED	93
TABLE A3.39: RECALL OF THE “ <i>DRIVE SOBER OR GET PULLED OVER</i> ” SLOGAN – UNPROMPTED	94
TABLE A3.40: RECALL OF THE “ <i>DRIVE SOBER OR GET PULLED OVER</i> ” SLOGAN – PROMPTED	95
TABLE A3.41: RECALL OF SOME “ <i>OTHER</i> ” SLOGAN – UNPROMPTED	96
TABLE A3.42: HEARD SLOGAN - CAN’T RECALL NAME	97
TABLE A3.43: DRIVEN A MOTOR VEHICLE WITHIN TWO HOURS OF DRINKING ALCOHOL IN PAST 60 DAYS.....	98
TABLE A3.44: NUMBER OF TIMES DRIVING WITHIN TWO HOURS OF CONSUMING ALCOHOL IN PAST 60 DAYS	99
TABLE A3.45: FREQUENCY OF SEEING LAW ENFORCEMENT ON THE ROAD COMPARED TO THREE MONTHS AGO.....	100
TABLE A3.46: LIKELIHOOD OF A DRIVER BEING PULLED OVER FOR DRINKING AND DRIVING COMPARED TO THREE MONTHS AGO	101
TABLE A3.47: WITNESSED SPECIAL EFFORTS TO TICKET DRUNK DRIVERS IN THE PAST 30 DAYS.....	102
TABLES – PART IV: DISTRACTED DRIVING, SPEEDING, AND OVERALL SAFETY	103
TABLE A4.1: FREQUENCY OF RESPONDENT TALKING ON A CELL PHONE WHILE DRIVING (NO HANDS-FREE DEVICE)	103
TABLE A4.2: FREQUENCY OF SEEING OTHERS TALK ON A CELL PHONE WHILE DRIVING (NO HANDS-FREE DEVICE).....	104
TABLE A4.3: TALKING ON A CELL PHONE WITHOUT A HANDS-FREE DEVICE – SAFE OR DANGEROUS	105
TABLE A4.4: FREQUENCY OF RESPONDENT TALKING ON CELL PHONE WHILE DRIVING (WITH HANDS-FREE DEVICE)	106
TABLE A4.5: FREQUENCY OF SEEING OTHERS TALK ON CELL PHONE WHILE DRIVING (WITH HANDS-FREE DEVICE)	107
TABLE A4.6: TALKING ON A CELL PHONE WITH A HANDS-FREE DEVICE – SAFE OR DANGEROUS.....	108
TABLE A4.7: FREQUENCY OF RESPONDENT TEXTING ON CELL PHONE WHILE DRIVING	109
TABLE A4.8: FREQUENCY OF SEEING OTHERS TEXTING ON CELL PHONE WHILE DRIVING.....	110
TABLE A4.9: TEXTING WHILE DRIVING – SAFE OR DANGEROUS.....	111
TABLE A4.10: RESPONDENT FEELS THEY ARE ABLE TO DETERMINE WHEN IT IS SAFE TO USE A CELL PHONE TO CALL WHILE DRIVING....	112
TABLE A4.11: USING A HANDS-FREE DEVICE MAKES CALLING SAFE WHILE DRIVING.....	113
TABLE A4.12: RESPONDENT FEELS THEY CAN SAFELY ADAPT THEIR DRIVING WHILE USING A CELL PHONE	114

TABLE A4.13: RESPONDENT FEELS THEY ARE ABLE TO DETERMINE WHEN IT IS SAFE TO TEXT WHILE DRIVING	115
TABLE A4.14: RESPONDENT FEELS THEY CAN SAFELY ADAPT THEIR DRIVING WHILE USING A CELL PHONE to Text	116
TABLE A4.15: USING A HANDS-FREE DEVICE MAKES TEXTING SAFE WHILE DRIVING	117
TABLE A4.16: FREQUENCY OF DRIVING AT LEAST FIVE MILES OVER THE POSTED SPEED LIMIT ON LOCAL ROADS	118
TABLE A4.17: FREQUENCY OF DRIVING FASTER THAN 35 MPH ON LOCAL ROADS WITH A POSTED SPEED LIMIT OF 30 MPH.....	119
TABLE A4.18: FREQUENCY OF DRIVING FASTER THAN 70 MPH ON LOCAL ROADS WITH A POSTED SPEED LIMIT OF 65 MPH.....	120
TABLE A4.19: SAW, HEARD, OR READ ANYTHING ABOUT SPEED ENFORCEMENT BY POLICE IN THE PAST 30 DAYS	121
TABLE A4.20: CHANCES OF RECEIVING A TICKET FOR DRIVING OVER THE POSTED SPEED LIMIT	122
TABLE A4.21: CHANGES IN RESPONDENTS’ DRIVING BEHAVIORS THAT WOULD INCREASE SAFETY – WEAR SEAT BELT MORE OFTEN.....	123
TABLE A4.22: CHANGES IN RESPONDENTS’ DRIVING BEHAVIORS THAT WOULD INCREASE SAFETY – CHECK MIRRORS MORE OFTEN	124
TABLE A4.23: CHANGES IN RESPONDENTS’ DRIVING BEHAVIORS THAT WOULD INCREASE SAFETY – WATCH SPEED	125
TABLE A4.24: CHANGES IN RESPONDENTS’ DRIVING BEHAVIORS THAT WOULD INCREASE SAFETY – STOP TALKING ON CELL PHONE WHILE DRIVING	126
TABLE A4.25: CHANGES IN RESPONDENTS’ DRIVING BEHAVIORS THAT WOULD INCREASE SAFETY – STOP TEXTING WHILE DRIVING	127
TABLE A4.26: CHANGES IN RESPONDENTS’ DRIVING BEHAVIORS THAT WOULD INCREASE SAFETY – LET SOMEONE ELSE DRIVE WHEN RESPONDENT HAS BEEN DRINKING ALCOHOL	128
TABLE A4.27: CHANGES IN RESPONDENTS’ DRIVING BEHAVIORS THAT WOULD INCREASE SAFETY – USE 2 ND MIRROR TO WATCH KIDS IN BACKSEAT	129
TABLE A4.28: CHANGES IN RESPONDENTS’ DRIVING BEHAVIORS THAT WOULD INCREASE SAFETY – STOP EATING WHILE DRIVING	130
TABLE A4.29: CHANGES IN RESPONDENTS’ DRIVING BEHAVIORS THAT WOULD INCREASE SAFETY – ADJUSTING THE RADIO.....	131
TABLE A4.30: CHANGES IN RESPONDENTS’ DRIVING BEHAVIORS THAT WOULD INCREASE SAFETY – OTHER.....	132
TABLE A4.31: CHANGES IN RESPONDENTS’ DRIVING BEHAVIORS THAT WOULD INCREASE SAFETY – NONE.....	133
TABLE A4.32: CHANGES IN RESPONDENTS’ DRIVING BEHAVIORS THAT WOULD INCREASE SAFETY – NOT SURE	134

TABLES – PART I: GENERAL DRIVING HABITS

TABLE A1.1: VEHICLE DRIVEN MOST FREQUENTLY BY RESPONDENT

		Automobile	Van/ Minivan	Pickup Truck	SUV	Other	Total
All Respondents		51%	14%	12%	21%	2%	3850
Survey	Survey 1	51%	14%	12%	21%	2%	847
	Survey 2	52%	14%	12%	20%	1%	976
	Survey 3	53%	13%	12%	21%	1%	1021
	Survey 4	50%	13%	12%	23%	2%	1006
Region	SW	55%	14%	10%	19%	2%	797
	NW	46%	17%	14%	22%	1%	740
	CN	52%	16%	9%	22%	1%	772
	NE	54%	13%	11%	20%	1%	746
	SE	49%	9%	16%	24%	2%	795
Age	25 and younger	69%	4%	11%	15%	2%	351
	26 to 30	53%	11%	12%	22%	2%	295
	31 to 35	44%	21%	9%	24%	2%	397
	36 to 40	47%	21%	11%	21%	1%	464
	41 to 45	46%	17%	11%	24%	2%	585
	46 to 50	49%	12%	13%	24%	2%	778
	51 and older	55%	10%	15%	19%	1%	953
Sex	Male	48%	8%	25%	15%	3%	1438
	Female	53%	17%	4%	25%	1%	2412
Race	Caucasian	50%	14%	13%	22%	1%	3216
	African American	65%	12%	4%	18%	1%	310
	Other	51%	12%	11%	22%	3%	270
Hispanic/ Latino	No	51%	13%	12%	21%	2%	3647
	Yes	50%	19%	9%	22%	%	180
Marital Status	Single, never married	64%	6%	12%	17%	2%	874
	Married	45%	17%	12%	25%	1%	2348
	Other	57%	12%	13%	16%	1%	602
Resident Location	Urban	59%	13%	9%	18%	1%	684
	Suburban	52%	16%	10%	22%	1%	1683
	Rural	47%	12%	16%	23%	2%	1462
Driving Area	Urban	56%	12%	10%	20%	2%	1273
	Suburban	51%	17%	10%	21%	1%	1352
	Rural	46%	11%	18%	23%	2%	1169

TABLE A1.2: NUMBER OF DAYS DRIVEN DURING AN AVERAGE WEEK

		1 day	2 days	3 days	4 days	5 days	6 days	7 days	Total	Average
All Respondents		2%	3%	5%	7%	14%	14%	55%	3842	5.913
Survey	Survey 1	1%	3%	7%	8%	14%	15%	53%	844	5.857
	Survey 2	2%	3%	6%	8%	15%	14%	53%	974	5.857
	Survey 3	2%	3%	5%	6%	15%	13%	56%	1019	5.900
	Survey 4	1%	2%	4%	7%	13%	14%	58%	1005	6.026
Region	SW	2%	3%	4%	8%	15%	14%	54%	795	5.869
	NW	1%	3%	4%	6%	15%	14%	56%	741	5.985
	CN	1%	2%	5%	5%	13%	15%	59%	770	6.066
	NE	1%	3%	6%	7%	14%	14%	57%	745	5.979
	SE	3%	4%	7%	9%	14%	14%	50%	791	5.676
Age	25 and younger	1%	3%	8%	11%	15%	10%	52%	349	5.722
	26 to 30	1%	1%	3%	5%	16%	17%	56%	295	6.085
	31 to 35	1%	3%	4%	7%	14%	14%	57%	396	6.005
	36 to 40	2%	2%	6%	6%	12%	17%	56%	464	5.983
	41 to 45	1%	2%	4%	5%	11%	14%	63%	583	6.168
	46 to 50	2%	3%	7%	6%	14%	14%	55%	778	5.880
	51 and older	2%	5%	5%	9%	15%	13%	50%	950	5.733
Sex	Male	1%	2%	4%	6%	15%	16%	54%	1437	5.986
	Female	2%	3%	6%	7%	13%	13%	55%	2405	5.869
Race	Caucasian	1%	3%	5%	7%	14%	15%	55%	3210	5.922
	African American	2%	4%	6%	7%	11%	9%	61%	309	5.919
	Other	1%	4%	5%	6%	19%	14%	51%	269	5.825
Hispanic/ Latino	No	2%	3%	5%	7%	14%	14%	55%	3639	5.918
	Yes	2%	3%	6%	7%	17%	12%	53%	180	5.822
Marital Status	Single, never married	1%	4%	6%	7%	14%	12%	55%	871	5.858
	Married	2%	3%	5%	7%	15%	15%	54%	2344	5.931
	Other	2%	3%	6%	8%	11%	11%	59%	601	5.915
Resident Location	Urban	2%	3%	5%	7%	14%	12%	57%	682	5.903
	Suburban	1%	2%	5%	6%	13%	14%	58%	1683	6.033
	Rural	2%	3%	6%	8%	15%	15%	51%	1456	5.790
Driving Area	Urban	1%	3%	5%	6%	14%	12%	59%	1271	6.015
	Suburban	1%	3%	5%	7%	12%	15%	56%	1353	5.990
	Rural	2%	4%	7%	8%	16%	15%	48%	1165	5.707
Vehicle Type	Automobile	2%	3%	6%	7%	14%	14%	54%	1977	5.883
	Van/Minivan	1%	3%	6%	10%	12%	12%	57%	523	5.914
	Pickup Truck	3%	3%	5%	6%	14%	15%	53%	463	5.840
	SUV	1%	2%	4%	6%	15%	13%	58%	823	6.029
	Other	2%	%	%	11%	28%	23%	36%	53	5.755

TABLE A1.3: MILES DRIVEN DURING AN AVERAGE WEEK

		100 or less	101 to 500	501 to 1000	More than 1000	Total
All Respondents		53%	42%	4%	1%	3857
Survey	Survey 1	56%	40%	3%	0%	848
	Survey 2	54%	42%	3%	2%	978
	Survey 3	54%	42%	4%	1%	1025
	Survey 4	51%	43%	4%	2%	1006
Region	SW	53%	42%	4%	1%	797
	NW	57%	39%	3%	1%	744
	CN	50%	46%	3%	1%	772
	NE	53%	44%	3%	1%	747
	SE	55%	39%	5%	1%	797
Age	25 and younger	57%	40%	3%	0%	351
	26 to 30	49%	46%	4%	1%	296
	31 to 35	54%	41%	3%	2%	398
	36 to 40	48%	45%	5%	1%	464
	41 to 45	48%	47%	4%	1%	585
	46 to 50	52%	42%	5%	2%	782
	51 and older	61%	37%	2%	1%	954
Sex	Male	42%	50%	5%	2%	1444
	Female	60%	37%	3%	0%	2413
Race	Caucasian	52%	43%	4%	1%	3222
	African American	67%	30%	2%	1%	310
	Other	59%	38%	1%	1%	271
Hispanic/ Latino	No	53%	42%	4%	1%	3654
	Yes	59%	38%	1%	2%	180
Marital Status	Single, never married	57%	38%	4%	1%	878
	Married	51%	44%	4%	1%	2349
	Other	59%	37%	3%	1%	604
Resident Location	Urban	63%	34%	2%	1%	686
	Suburban	54%	42%	3%	1%	1687
	Rural	48%	45%	5%	2%	1463
Driving Area	Urban	57%	39%	4%	1%	1274
	Suburban	56%	40%	3%	1%	1354
	Rural	48%	46%	5%	1%	1169
Vehicle Type	Automobile	56%	40%	4%	1%	1978
	Van/Minivan	57%	40%	2%	1%	524
	Pickup Truck	46%	48%	5%	1%	465
	SUV	52%	45%	3%	0%	825
	Other	33%	29%	9%	29%	58

TABLE A1.4: DRIVING AREA

		Urban	Suburban	Rural	Total
All Respondents		34%	36%	31%	3797
Survey	Survey 1	35%	37%	28%	832
	Survey 2	34%	34%	32%	962
	Survey 3	33%	35%	31%	1007
	Survey 4	32%	37%	31%	996
Region	SW	35%	44%	21%	783
	NW	34%	28%	38%	733
	CN	41%	41%	19%	758
	NE	37%	43%	20%	740
	SE	22%	23%	55%	783
Age	25 and younger	40%	36%	24%	343
	26 to 30	34%	34%	32%	289
	31 to 35	33%	37%	30%	390
	36 to 40	35%	37%	28%	454
	41 to 45	33%	37%	30%	575
	46 to 50	32%	38%	31%	773
	51 and older	33%	33%	34%	946
Sex	Male	34%	33%	33%	1410
	Female	33%	37%	30%	2387
Race	Caucasian	31%	36%	33%	3175
	African American	53%	34%	13%	302
	Other	40%	35%	25%	266
Hispanic/ Latino	No	33%	36%	31%	3598
	Yes	47%	34%	19%	176
Marital Status	Single, never married	39%	37%	24%	858
	Married	31%	36%	33%	2321
	Other	37%	31%	32%	592
Resident Location	Urban	77%	16%	7%	670
	Suburban	29%	60%	11%	1667
	Rural	19%	17%	64%	1442
Vehicle Type	Automobile	37%	35%	28%	1947
	Van/Minivan	30%	45%	25%	520
	Pickup Truck	26%	29%	45%	458
	SUV	32%	35%	33%	813
	Other	39%	23%	38%	56

TABLE A1.5: DRIVE FOR WORK, PLEASURE OR BOTH

		Both work and pleasure	Work	Pleasure	Total
All Respondents		45%	37%	18%	3828
Survey	Survey 1	45%	37%	18%	844
	Survey 2	45%	36%	19%	966
	Survey 3	45%	38%	18%	1017
	Survey 4	46%	38%	16%	1001
Region	SW	45%	38%	16%	794
	NW	47%	35%	18%	737
	CN	48%	36%	16%	766
	NE	43%	40%	17%	741
	SE	42%	38%	20%	790
Age	25 and younger	53%	31%	15%	348
	26 to 30	45%	41%	14%	294
	31 to 35	44%	39%	18%	395
	36 to 40	42%	41%	16%	459
	41 to 45	50%	36%	14%	582
	46 to 50	43%	41%	16%	774
	51 and older	43%	34%	23%	949
Sex	Male	43%	45%	12%	1436
	Female	46%	33%	21%	2392
Race	Caucasian	44%	38%	18%	3199
	African American	55%	34%	11%	309
	Other	47%	37%	16%	267
Hispanic/ Latino	No	45%	37%	18%	3625
	Yes	44%	44%	12%	180
Marital Status	Single, never married	50%	36%	14%	866
	Married	43%	39%	18%	2338
	Other	45%	35%	20%	598
Resident Location	Urban	49%	35%	15%	679
	Suburban	46%	36%	18%	1677
	Rural	43%	40%	17%	1452
Driving Area	Urban	48%	38%	14%	1270
	Suburban	47%	33%	20%	1346
	Rural	41%	41%	18%	1160
Vehicle Type	Automobile	44%	40%	17%	1970
	Van/Minivan	47%	29%	24%	518
	Pickup Truck	45%	40%	14%	463
	SUV	48%	35%	18%	820
	Other	42%	44%	15%	55

TABLES – PART II: SEAT BELT USE

TABLE A2.1: PERCEIVED SEAT BELT USE BY OTHER DRIVERS

		Never	Rarely	Sometimes	Most of the time	Always	Total	Average
All Respondents		1%	3%	17%	51%	28%	3700	4.015
Survey	Survey 1	1%	3%	17%	44%	36%	810	4.109
	Survey 2	1%	3%	19%	52%	25%	936	3.963
	Survey 3	0%	3%	16%	56%	25%	981	4.017
	Survey 4	1%	3%	18%	51%	27%	973	3.986
Region	SW	1%	3%	17%	51%	28%	766	4.008
	NW	1%	2%	18%	54%	26%	714	4.024
	CN	0%	2%	16%	54%	27%	741	4.047
	NE	1%	4%	18%	50%	28%	713	4.006
	SE	1%	4%	18%	48%	29%	766	3.992
Age	25 and younger	2%	6%	30%	47%	14%	343	3.653
	26 to 30	1%	8%	23%	44%	23%	290	3.807
	31 to 35	1%	3%	19%	51%	27%	392	3.997
	36 to 40	1%	3%	17%	52%	28%	449	4.029
	41 to 45	1%	3%	17%	53%	27%	560	4.027
	46 to 50	0%	3%	15%	53%	29%	751	4.081
	51 and older	1%	1%	12%	52%	33%	888	4.164
Sex	Male	2%	4%	21%	50%	23%	1380	3.897
	Female	0%	2%	15%	52%	30%	2320	4.085
Race	Caucasian	1%	3%	17%	52%	27%	3098	4.021
	African American	1%	3%	21%	46%	29%	295	4.007
	Other	2%	3%	22%	42%	31%	256	3.965
Hispanic/ Latino	No	1%	3%	17%	52%	27%	3506	4.016
	Yes	-	3%	24%	43%	30%	174	4.000
Marital Status	Single, never married	2%	5%	25%	48%	20%	839	3.791
	Married	0%	2%	14%	53%	31%	2261	4.109
	Other	1%	4%	19%	50%	27%	576	3.983
Resident Location	Urban	1%	5%	21%	44%	29%	655	3.948
	Suburban	0%	2%	16%	53%	28%	1625	4.072
	Rural	1%	3%	18%	52%	26%	1402	3.983
Driving Area	Urban	1%	4%	18%	47%	30%	1218	4.026
	Suburban	1%	2%	16%	53%	27%	1307	4.045
	Rural	1%	3%	18%	53%	25%	1121	3.976
Vehicle Type	Automobile	1%	3%	17%	52%	28%	1900	4.035
	Van/Minivan	0%	2%	13%	49%	36%	509	4.191
	Pickup Truck	1%	7%	28%	44%	20%	443	3.743
	SUV	0%	2%	16%	54%	27%	789	4.052
	Other	15%	6%	21%	40%	19%	53	3.415

TABLE A2.2: LIKELIHOOD OF A DRIVER RECEIVING A TICKET for Not Wearing a Seat Belt

		Very unlikely	Somewhat unlikely	Somewhat likely	Very likely	Total	Average
All Respondents		21%	35%	24%	20%	3679	2.437
Survey	Survey 1	21%	37%	24%	18%	795	2.392
	Survey 2	23%	35%	23%	19%	943	2.371
	Survey 3	21%	36%	23%	21%	979	2.442
	Survey 4	19%	33%	25%	24%	962	2.531
Region	SW	20%	34%	24%	22%	762	2.493
	NW	21%	37%	24%	18%	717	2.382
	CN	19%	31%	25%	25%	737	2.552
	NE	20%	36%	25%	19%	702	2.422
	SE	24%	36%	21%	18%	761	2.332
Age	25 and younger	21%	39%	24%	15%	343	2.338
	26 to 30	19%	39%	19%	22%	290	2.441
	31 to 35	24%	35%	21%	20%	392	2.367
	36 to 40	19%	33%	27%	20%	444	2.480
	41 to 45	19%	33%	27%	21%	561	2.487
	46 to 50	22%	33%	23%	21%	734	2.432
	51 and older	20%	35%	23%	21%	889	2.451
Sex	Male	18%	34%	25%	24%	1370	2.543
	Female	23%	36%	23%	18%	2309	2.373
Race	Caucasian	20%	34%	24%	21%	3080	2.462
	African American	23%	38%	24%	16%	300	2.323
	Other	23%	42%	20%	15%	253	2.273
Hispanic/ Latino	No	21%	34%	24%	21%	3487	2.441
	Yes	20%	43%	20%	17%	173	2.341
Marital Status	Single, never married	19%	37%	24%	20%	841	2.445
	Married	20%	34%	25%	21%	2241	2.471
	Other	27%	35%	19%	18%	575	2.282
Resident Location	Urban	24%	33%	23%	20%	657	2.388
	Suburban	17%	35%	27%	22%	1616	2.530
	Rural	24%	36%	21%	19%	1388	2.350
Driving Area	Urban	22%	35%	23%	20%	1214	2.409
	Suburban	17%	34%	26%	22%	1296	2.538
	Rural	23%	36%	22%	18%	1114	2.348
Vehicle Type	Automobile	21%	35%	23%	21%	1888	2.453
	Van/Minivan	19%	36%	26%	19%	501	2.447
	Pickup Truck	21%	40%	20%	19%	444	2.381
	SUV	22%	32%	27%	19%	791	2.431
	Other	28%	34%	18%	20%	50	2.300

TABLE A2.3: RESPONDENTS' REPORTED SEAT BELT USE

		Never	Rarely	Some of the time	Most of the time	All of the time	Total	Average
All Respondents		2%	2%	3%	11%	82%	3850	4.671
Survey	Survey 1	2%	2%	3%	10%	82%	847	4.681
	Survey 2	3%	3%	2%	11%	80%	976	4.632
	Survey 3	2%	2%	2%	11%	82%	1022	4.695
	Survey 4	2%	2%	3%	10%	82%	1005	4.675
Region	SW	3%	2%	2%	12%	81%	796	4.660
	NW	1%	3%	4%	11%	81%	742	4.675
	CN	2%	2%	2%	10%	84%	770	4.719
	NE	2%	1%	3%	9%	85%	745	4.717
	SE	4%	3%	3%	11%	79%	797	4.587
Age	25 and younger	3%	6%	4%	11%	77%	351	4.527
	26 to 30	4%	4%	2%	12%	78%	296	4.557
	31 to 35	2%	3%	3%	12%	81%	396	4.664
	36 to 40	3%	2%	3%	10%	83%	463	4.680
	41 to 45	2%	2%	3%	10%	83%	585	4.699
	46 to 50	2%	1%	3%	13%	81%	781	4.694
	51 and older	2%	1%	2%	9%	85%	951	4.729
Sex	Male	4%	3%	4%	14%	74%	1440	4.513
	Female	1%	2%	2%	8%	86%	2410	4.765
Race	Caucasian	2%	2%	3%	10%	82%	3216	4.679
	African American	2%	1%	3%	15%	79%	310	4.677
	Other	4%	3%	4%	10%	79%	270	4.581
Hispanic/ Latino	No	2%	2%	3%	11%	82%	3647	4.670
	Yes	2%	2%	4%	10%	82%	180	4.694
Marital Status	Single, never married	3%	4%	4%	13%	76%	875	4.558
	Married	2%	1%	2%	9%	84%	2345	4.726
	Other	3%	3%	3%	12%	80%	604	4.631
Resident Location	Urban	2%	3%	5%	11%	80%	685	4.631
	Suburban	2%	2%	2%	10%	84%	1683	4.708
	Rural	3%	3%	3%	11%	81%	1461	4.648
Driving Area	Urban	2%	3%	3%	10%	83%	1272	4.696
	Suburban	3%	2%	3%	10%	83%	1353	4.685
	Rural	3%	2%	3%	12%	80%	1168	4.637
Vehicle Type	Automobile	2%	2%	3%	9%	84%	1977	4.712
	Van/Minivan	1%	2%	2%	10%	85%	523	4.765
	Pickup Truck	5%	5%	5%	18%	67%	463	4.371
	SUV	2%	1%	3%	10%	84%	825	4.731
	Other	18%	5%	4%	16%	58%	57	3.912

TABLE A2.4: FREQUENCY OF WEARING A SEAT BELT AS A FRONT SEAT PASSENGER

		Never	Rarely	Some of the time	Most of the time	All of the time	Total	Average
All Respondents		3%	2%	3%	10%	82%	3850	4.662
Survey	Survey 1	3%	2%	4%	10%	81%	846	4.644
	Survey 2	3%	3%	3%	10%	81%	976	4.651
	Survey 3	2%	2%	4%	10%	83%	1023	4.687
	Survey 4	3%	2%	3%	9%	83%	1005	4.661
Region	SW	2%	2%	3%	11%	82%	796	4.678
	NW	2%	2%	4%	9%	82%	743	4.654
	CN	2%	2%	3%	9%	85%	770	4.725
	NE	2%	2%	3%	8%	84%	745	4.709
	SE	5%	3%	3%	11%	78%	796	4.546
Age	25 and younger	4%	4%	8%	13%	71%	351	4.425
	26 to 30	4%	5%	4%	11%	77%	296	4.524
	31 to 35	2%	3%	2%	12%	81%	395	4.676
	36 to 40	2%	3%	2%	11%	82%	464	4.675
	41 to 45	2%	2%	4%	9%	84%	585	4.715
	46 to 50	3%	1%	3%	10%	83%	780	4.690
	51 and older	3%	1%	3%	7%	86%	952	4.732
Sex	Male	4%	3%	5%	13%	75%	1439	4.505
	Female	2%	2%	3%	8%	86%	2411	4.755
Race	Caucasian	3%	2%	3%	10%	82%	3215	4.667
	African American	3%	1%	3%	13%	81%	310	4.668
	Other	3%	3%	5%	8%	81%	271	4.613
Hispanic/ Latino	No	3%	2%	3%	10%	82%	3647	4.663
	Yes	2%	2%	6%	11%	79%	180	4.644
Marital Status	Single, never married	4%	4%	5%	13%	75%	876	4.515
	Married	2%	2%	3%	9%	85%	2344	4.721
	Other	3%	2%	3%	9%	82%	604	4.651
Resident Location	Urban	2%	2%	6%	11%	79%	685	4.612
	Suburban	2%	2%	2%	9%	84%	1684	4.711
	Rural	3%	2%	4%	10%	81%	1460	4.627
Driving Area	Urban	2%	2%	4%	9%	83%	1272	4.673
	Suburban	2%	2%	3%	10%	83%	1353	4.687
	Rural	3%	2%	4%	10%	80%	1167	4.629
Vehicle Type	Automobile	2%	2%	4%	9%	83%	1977	4.699
	Van/Minivan	2%	2%	2%	9%	86%	523	4.759
	Pickup Truck	6%	5%	5%	14%	71%	463	4.393
	SUV	3%	2%	2%	9%	84%	825	4.692
	Other	7%	4%	13%	18%	59%	56	4.179

TABLE A2.5: RESPONDENTS' SEAT BELT USE INCREASED, DECREASED, OR STAYED THE SAME IN LAST 30 DAYS

		Decreased	Stayed the same	Increased	Total	Average
All Respondents		0%	95%	5%	3847	2.047
Survey	Survey 1	1%	96%	3%	845	2.024
	Survey 2	0%	94%	5%	976	2.049
	Survey 3	0%	94%	6%	1022	2.054
	Survey 4	0%	93%	6%	1004	2.056
Region	SW	0%	94%	5%	794	2.048
	NW	0%	94%	6%	742	2.055
	CN	1%	95%	4%	770	2.035
	NE	0%	94%	6%	746	2.055
	SE	0%	95%	4%	795	2.040
Age	25 and younger	1%	91%	8%	348	2.075
	26 to 30	0%	95%	4%	296	2.041
	31 to 35	-	94%	6%	397	2.058
	36 to 40	1%	95%	4%	464	2.037
	41 to 45	1%	93%	6%	585	2.048
	46 to 50	-	96%	4%	780	2.044
	51 and older	0%	95%	4%	950	2.039
Sex	Male	0%	94%	6%	1437	2.056
	Female	0%	95%	5%	2410	2.041
Race	Caucasian	0%	96%	4%	3217	2.038
	African American	1%	89%	10%	308	2.091
	Other	1%	90%	9%	268	2.082
Hispanic/ Latino	No	0%	95%	5%	3644	2.044
	Yes	1%	88%	11%	180	2.094
Marital Status	Single, never married	1%	92%	7%	872	2.068
	Married	0%	96%	4%	2347	2.035
	Other	0%	94%	6%	602	2.060
Resident Location	Urban	0%	92%	8%	683	2.075
	Suburban	0%	95%	5%	1684	2.042
	Rural	1%	95%	4%	1459	2.038
Driving Area	Urban	0%	94%	6%	1272	2.054
	Suburban	0%	94%	5%	1353	2.048
	Rural	1%	95%	4%	1166	2.037
Vehicle Type	Automobile	0%	95%	5%	1975	2.043
	Van/Minivan	0%	95%	5%	524	2.046
	Pickup Truck	1%	93%	6%	464	2.056
	SUV	1%	94%	5%	824	2.049
	Other	-	93%	7%	55	2.073

TABLE A2.6: SEAT BELT USE DURING THE PAST 30 DAYS

		Never	Rarely	Some of the time	Most of the time	All of the time	Total	Average
All Respondents		2%	2%	2%	10%	83%	3842	4.691
Survey	Survey 1	3%	1%	3%	10%	83%	842	4.692
	Survey 2	3%	3%	2%	10%	82%	974	4.660
	Survey 3	2%	2%	2%	10%	84%	1021	4.719
	Survey 4	2%	2%	3%	9%	84%	1005	4.693
Region	SW	2%	2%	2%	11%	82%	793	4.683
	NW	1%	3%	4%	10%	83%	740	4.701
	CN	2%	2%	2%	9%	86%	768	4.746
	NE	2%	2%	2%	8%	86%	745	4.736
	SE	4%	2%	2%	12%	79%	796	4.595
Age	25 and younger	2%	6%	4%	11%	77%	348	4.557
	26 to 30	5%	3%	3%	11%	79%	296	4.557
	31 to 35	2%	3%	2%	11%	83%	396	4.687
	36 to 40	3%	2%	3%	9%	83%	463	4.680
	41 to 45	2%	2%	2%	10%	84%	583	4.720
	46 to 50	2%	1%	2%	11%	84%	780	4.732
	51 and older	3%	1%	2%	9%	86%	949	4.745
Sex	Male	4%	3%	3%	13%	77%	1433	4.555
	Female	2%	1%	2%	8%	87%	2409	4.773
Race	Caucasian	2%	2%	2%	10%	83%	3212	4.692
	African American	1%	2%	2%	14%	81%	308	4.731
	Other	3%	2%	3%	8%	83%	268	4.649
Hispanic/ Latino	No	2%	2%	2%	10%	83%	3640	4.689
	Yes	1%	1%	3%	9%	85%	179	4.765
Marital Status	Single, never married	3%	4%	3%	12%	78%	872	4.588
	Married	2%	1%	2%	9%	86%	2341	4.739
	Other	3%	2%	3%	11%	81%	603	4.665
Resident Location	Urban	2%	4%	4%	10%	81%	683	4.652
	Suburban	2%	2%	2%	9%	85%	1681	4.731
	Rural	3%	2%	3%	10%	82%	1457	4.665
Driving Area	Urban	2%	3%	3%	9%	84%	1270	4.704
	Suburban	2%	2%	2%	10%	84%	1350	4.712
	Rural	3%	2%	3%	11%	82%	1166	4.661
Vehicle Type	Automobile	2%	2%	2%	9%	85%	1972	4.729
	Van/Minivan	2%	1%	1%	8%	88%	523	4.797
	Pickup Truck	5%	5%	5%	15%	70%	462	4.394
	SUV	2%	1%	3%	9%	85%	825	4.742
	Other	15%	4%	4%	18%	60%	55	4.055

TABLE A2.7: APPROVAL OF LAWS REQUIRING SEAT BELT USE

		Not at all	Somewhat	A great deal	Total	Average
All Respondents		11%	23%	66%	3829	2.542
Survey	Survey 1	12%	22%	66%	835	2.534
	Survey 2	11%	24%	65%	973	2.535
	Survey 3	11%	24%	65%	1020	2.533
	Survey 4	11%	21%	68%	1001	2.564
Region	SW	9%	22%	69%	792	2.595
	NW	11%	28%	61%	742	2.500
	CN	13%	20%	68%	764	2.546
	NE	10%	22%	68%	739	2.586
	SE	14%	23%	63%	792	2.485
Age	25 and younger	9%	31%	60%	351	2.516
	26 to 30	12%	27%	61%	295	2.488
	31 to 35	10%	20%	70%	395	2.608
	36 to 40	10%	21%	69%	461	2.586
	41 to 45	11%	21%	68%	580	2.576
	46 to 50	15%	23%	62%	778	2.470
	51 and older	11%	21%	67%	942	2.562
Sex	Male	19%	28%	53%	1431	2.338
	Female	7%	20%	73%	2398	2.664
Race	Caucasian	12%	23%	65%	3200	2.533
	African American	5%	23%	72%	309	2.670
	Other	13%	19%	68%	267	2.547
Hispanic/ Latino	No	12%	23%	65%	3628	2.539
	Yes	6%	22%	71%	178	2.652
Marital Status	Single, never married	12%	28%	60%	873	2.482
	Married	11%	20%	69%	2334	2.575
	Other	11%	27%	62%	596	2.505
Resident Location	Urban	11%	25%	64%	677	2.535
	Suburban	11%	21%	68%	1680	2.577
	Rural	13%	24%	63%	1451	2.506
Driving Area	Urban	10%	22%	68%	1265	2.582
	Suburban	10%	22%	69%	1347	2.591
	Rural	15%	25%	60%	1160	2.453
Vehicle Type	Automobile	10%	23%	67%	1966	2.566
	Van/Minivan	9%	18%	74%	524	2.653
	Pickup Truck	22%	29%	49%	458	2.275
	SUV	9%	22%	69%	818	2.598
	Other	34%	25%	41%	56	2.071

TABLE A2.8: WHEN LAW ENFORCEMENT SHOULD BE ABLE TO STOP A VEHICLE FOR SEAT BELT VIOLATIONS

		No - Must observe other offense first	Yes - Should be able to stop for just seat belt violation	Total
All Respondents		33%	67%	3689
Survey	Survey 1	32%	68%	806
	Survey 2	33%	67%	941
	Survey 3	34%	66%	988
	Survey 4	34%	66%	954
Region	SW	31%	69%	760
	NW	35%	65%	711
	CN	35%	65%	742
	NE	33%	67%	712
	SE	34%	66%	764
Age	25 and younger	31%	69%	336
	26 to 30	32%	68%	284
	31 to 35	31%	69%	386
	36 to 40	36%	64%	446
	41 to 45	31%	69%	559
	46 to 50	36%	64%	746
	51 and older	34%	66%	908
Sex	Male	44%	56%	1381
	Female	27%	73%	2308
Race	Caucasian	32%	68%	3078
	African American	41%	59%	300
	Other	32%	68%	263
Hispanic/ Latino	No	34%	66%	3492
	Yes	27%	73%	176
Marital Status	Single, never married	37%	63%	843
	Married	31%	69%	2245
	Other	36%	64%	577
Resident Location	Urban	34%	66%	657
	Suburban	31%	69%	1601
	Rural	35%	65%	1411
Driving Area	Urban	32%	68%	1220
	Suburban	31%	69%	1293
	Rural	38%	62%	1122
Vehicle Type	Automobile	34%	66%	1884
	Van/Minivan	26%	74%	500
	Pickup Truck	45%	55%	448
	SUV	29%	71%	792
	Other	45%	55%	58

TABLE A2.9: OHIO CURRENTLY HAS A LAW REQUIRING SEAT BELT USE BY ADULTS

		No	Yes	Total
All Respondents		1%	99%	3782
Survey	Survey 1	1%	99%	829
	Survey 2	1%	99%	963
	Survey 3	2%	98%	1003
	Survey 4	1%	99%	987
Region	SW	1%	99%	775
	NW	1%	99%	730
	CN	1%	99%	759
	NE	1%	99%	738
	SE	1%	99%	780
Age	25 and younger	1%	99%	338
	26 to 30	1%	99%	284
	31 to 35	1%	99%	392
	36 to 40	1%	99%	448
	41 to 45	1%	99%	581
	46 to 50	1%	99%	772
	51 and older	1%	99%	941
Sex	Male	1%	99%	1415
	Female	1%	99%	2367
Race	Caucasian	1%	99%	3167
	African American	1%	99%	300
	Other	1%	99%	263
Hispanic/ Latino	No	1%	99%	3585
	Yes	1%	99%	176
Marital Status	Single, never married	1%	99%	856
	Married	1%	99%	2308
	Other	1%	99%	594
Resident Location	Urban	1%	99%	671
	Suburban	1%	99%	1654
	Rural	1%	99%	1436
Driving Area	Urban	1%	99%	1248
	Suburban	1%	99%	1329
	Rural	1%	99%	1149
Vehicle Type	Automobile	1%	99%	1941
	Van/Minivan	1%	99%	515
	Pickup Truck	1%	99%	453
	SUV	1%	99%	808
	Other	-	100%	58

TABLE A2.10: ADULTS WHO ARE REQUIRED TO WEAR A SEAT BELT ACCORDING TO OHIO LAW

		Driver only	Driver and all passengers	Driver and front seat passengers	Total
All Respondents		3%	44%	53%	3645
Survey	Survey 1	2%	46%	52%	798
	Survey 2	3%	43%	55%	939
	Survey 3	4%	46%	50%	963
	Survey 4	2%	43%	55%	945
Region	SW	3%	49%	49%	744
	NW	2%	44%	55%	708
	CN	2%	42%	56%	731
	NE	4%	47%	48%	706
	SE	2%	41%	57%	756
Age	25 and younger	4%	41%	55%	324
	26 to 30	4%	41%	55%	275
	31 to 35	3%	42%	55%	383
	36 to 40	2%	42%	56%	428
	41 to 45	2%	42%	56%	553
	46 to 50	2%	50%	48%	746
	51 and older	3%	45%	52%	911
Sex	Male	3%	42%	56%	1365
	Female	3%	46%	51%	2280
Race	Caucasian	3%	43%	54%	3049
	African American	1%	52%	47%	293
	Other	1%	50%	49%	255
Hispanic/ Latino	No	3%	44%	53%	3457
	Yes	2%	57%	41%	168
Marital Status	Single, never married	3%	44%	53%	829
	Married	3%	43%	54%	2223
	Other	2%	50%	49%	571
Resident Location	Urban	3%	45%	52%	650
	Suburban	3%	47%	49%	1592
	Rural	2%	41%	57%	1383
Driving Area	Urban	3%	45%	52%	1205
	Suburban	4%	47%	49%	1277
	Rural	2%	41%	57%	1109
Vehicle Type	Automobile	3%	43%	54%	1876
	Van/Minivan	2%	50%	48%	495
	Pickup Truck	3%	43%	54%	435
	SUV	3%	45%	52%	778
	Other	2%	44%	54%	54

TABLE A2.11: OHIO HAS A LAW REQUIRING A RESTRAINING DEVICE BY CHILDREN/MINORS BETWEEN 4 AND 15 YEARS OF AGE

		No	Yes	Total
All Respondents		5%	95%	3486
Survey	Survey 1	6%	94%	749
	Survey 2	5%	95%	895
	Survey 3	5%	95%	923
	Survey 4	5%	95%	919
Region	SW	5%	95%	716
	NW	5%	95%	669
	CN	6%	94%	707
	NE	5%	95%	675
	SE	5%	95%	719
Age	25 and younger	10%	90%	304
	26 to 30	5%	95%	261
	31 to 35	4%	96%	372
	36 to 40	4%	96%	418
	41 to 45	5%	95%	527
	46 to 50	5%	95%	711
	51 and older	5%	95%	868
Sex	Male	6%	94%	1289
	Female	5%	95%	2197
Race	Caucasian	5%	95%	2919
	African American	7%	93%	276
	Other	3%	97%	243
Hispanic/ Latino	No	5%	95%	3304
	Yes	5%	95%	162
Marital Status	Single, never married	6%	94%	776
	Married	5%	95%	2138
	Other	5%	95%	550
Resident Location	Urban	5%	95%	612
	Suburban	5%	95%	1527
	Rural	5%	95%	1328
Driving Area	Urban	4%	96%	1148
	Suburban	6%	94%	1231
	Rural	5%	95%	1056
Vehicle Type	Automobile	5%	95%	1784
	Van/Minivan	4%	96%	479
	Pickup Truck	5%	95%	415
	SUV	5%	95%	749
	Other	11%	89%	53

TABLE A2.12: OHIO HAS A LAW REQUIRING CHILD SAFETY SEAT USE FOR THOSE UNDER 4 YEARS OF AGE AND/OR WEIGH LESS THAN 40LBS

		No	Yes	Total
All Respondents		1%	99%	3802
Survey	Survey 1	-	100%	833
	Survey 2	1%	99%	961
	Survey 3	1%	99%	1015
	Survey 4	1%	99%	993
Region	SW	-	100%	788
	NW	1%	99%	735
	CN	1%	99%	759
	NE	1%	99%	738
	SE	1%	99%	782
Age	25 and younger	1%	99%	345
	26 to 30	-	100%	290
	31 to 35	-	100%	395
	36 to 40	1%	99%	453
	41 to 45	1%	99%	579
	46 to 50	1%	99%	777
	51 and older	-	100%	938
Sex	Male	1%	99%	1410
	Female	-	100%	2392
Race	Caucasian	1%	99%	3177
	African American	1%	99%	306
	Other	-	100%	265
Hispanic/ Latino	No	1%	99%	3602
	Yes	-	100%	177
Marital Status	Single, never married	1%	99%	855
	Married	1%	99%	2329
	Other	1%	99%	594
Resident Location	Urban	-	100%	676
	Suburban	1%	99%	1666
	Rural	1%	99%	1439
Driving Area	Urban	-	100%	1258
	Suburban	1%	99%	1332
	Rural	1%	99%	1152
Vehicle Type	Automobile	-	100%	1954
	Van/Minivan	1%	99%	521
	Pickup Truck	2%	98%	453
	SUV	1%	99%	811
	Other	2%	98%	57

TABLE A2.13: OHIO CURRENTLY HAS A BOOSTER SEAT LAW

		No	Yes	Total
All Respondents		3%	97%	3507
Survey	Survey 1	4%	96%	736
	Survey 2	3%	97%	875
	Survey 3	3%	97%	952
	Survey 4	3%	97%	944
Region	SW	3%	97%	729
	NW	3%	97%	677
	CN	4%	96%	699
	NE	4%	96%	675
	SE	3%	97%	727
Age	25 and younger	6%	94%	309
	26 to 30	3%	97%	276
	31 to 35	1%	99%	383
	36 to 40	2%	98%	430
	41 to 45	3%	97%	533
	46 to 50	4%	96%	696
	51 and older	3%	97%	856
Sex	Male	5%	95%	1281
	Female	2%	98%	2226
Race	Caucasian	3%	97%	2925
	African American	3%	97%	282
	Other	6%	94%	251
Hispanic/ Latino	No	3%	97%	3321
	Yes	5%	95%	166
Marital Status	Single, never married	4%	96%	779
	Married	3%	97%	2161
	Other	3%	97%	549
Resident Location	Urban	5%	95%	636
	Suburban	3%	97%	1524
	Rural	2%	98%	1328
Driving Area	Urban	3%	97%	1177
	Suburban	4%	96%	1223
	Rural	2%	98%	1055
Vehicle Type	Automobile	3%	97%	1785
	Van/Minivan	2%	98%	483
	Pickup Truck	3%	97%	416
	SUV	4%	96%	765
	Other	6%	94%	52

TABLE A2.14: WHEN LAW ENFORCEMENT CAN STOP A VEHICLE FOR SEAT BELT VIOLATIONS

		Can stop for just seat belt violation	Must observe other offense first	Total
All Respondents		66%	34%	3597
Survey	Survey 1	71%	29%	784
	Survey 2	66%	34%	907
	Survey 3	64%	36%	966
	Survey 4	66%	34%	940
Region	SW	68%	32%	741
	NW	68%	32%	697
	CN	64%	36%	718
	NE	67%	33%	702
	SE	66%	34%	739
Age	25 and younger	65%	35%	334
	26 to 30	71%	29%	274
	31 to 35	76%	24%	381
	36 to 40	63%	37%	423
	41 to 45	64%	36%	536
	46 to 50	67%	33%	732
	51 and older	65%	35%	891
Sex	Male	67%	33%	1365
	Female	66%	34%	2232
Race	Caucasian	66%	34%	2997
	African American	68%	32%	298
	Other	71%	29%	253
Hispanic/ Latino	No	66%	34%	3409
	Yes	74%	26%	167
Marital Status	Single, never married	67%	33%	825
	Married	66%	34%	2180
	Other	69%	31%	569
Resident Location	Urban	67%	33%	644
	Suburban	66%	34%	1569
	Rural	67%	33%	1364
Driving Area	Urban	68%	32%	1199
	Suburban	66%	34%	1247
	Rural	65%	35%	1098
Vehicle Type	Automobile	66%	34%	1853
	Van/Minivan	67%	33%	483
	Pickup Truck	69%	31%	440
	SUV	66%	34%	763
	Other	68%	32%	53

TABLE A2.15: SUPPORT OR OPPOSE A PRIMARY SEAT BELT LAW

		Definitely oppose	Probably oppose	Probably support	Definitely support	Total	Average
All Respondents		24%	9%	17%	51%	3742	2.940
Survey	Survey 1	23%	10%	16%	51%	822	2.939
	Survey 2	25%	9%	16%	50%	940	2.912
	Survey 3	25%	9%	18%	49%	998	2.911
	Survey 4	23%	8%	16%	53%	982	2.996
Region	SW	20%	9%	18%	53%	776	3.035
	NW	25%	11%	15%	49%	714	2.891
	CN	26%	8%	16%	51%	748	2.909
	NE	25%	8%	18%	50%	735	2.927
	SE	24%	9%	16%	51%	769	2.931
Age	25 and younger	20%	12%	21%	48%	338	2.964
	26 to 30	25%	9%	13%	52%	286	2.923
	31 to 35	21%	9%	17%	52%	393	2.997
	36 to 40	24%	9%	16%	50%	449	2.924
	41 to 45	21%	9%	17%	54%	570	3.040
	46 to 50	28%	8%	15%	49%	765	2.855
	51 and older	25%	8%	17%	51%	916	2.936
Sex	Male	35%	11%	15%	39%	1397	2.570
	Female	17%	8%	18%	58%	2345	3.160
Race	Caucasian	24%	9%	17%	51%	3128	2.941
	African American	27%	6%	16%	51%	303	2.898
	Other	22%	7%	17%	54%	261	3.027
Hispanic/ Latino	No	24%	9%	16%	50%	3544	2.933
	Yes	19%	7%	18%	56%	177	3.113
Marital Status	Single, never married	24%	10%	19%	47%	842	2.886
	Married	23%	9%	17%	51%	2289	2.961
	Other	26%	7%	13%	53%	589	2.930
Resident Location	Urban	25%	8%	17%	50%	672	2.917
	Suburban	22%	9%	17%	52%	1638	2.982
	Rural	25%	9%	16%	50%	1412	2.903
Driving Area	Urban	23%	8%	16%	53%	1246	2.992
	Suburban	22%	8%	18%	51%	1307	2.993
	Rural	27%	10%	15%	48%	1133	2.835
Vehicle Type	Automobile	24%	9%	16%	51%	1922	2.943
	Van/Minivan	17%	7%	18%	58%	512	3.172
	Pickup Truck	36%	11%	12%	41%	448	2.583
	SUV	22%	8%	19%	52%	798	3.006
	Other	36%	13%	11%	40%	55	2.545

TABLE A2.16: VOTING ON A PRIMARY SEAT BELT LAW

		Definitely against	Probably against	Probably for	Definitely for	Total	Average
All Respondents		24%	9%	15%	52%	3715	2.947
Survey	Survey 1	23%	9%	16%	52%	822	2.959
	Survey 2	26%	8%	14%	52%	927	2.915
	Survey 3	25%	9%	16%	51%	993	2.921
	Survey 4	23%	8%	16%	53%	973	2.993
Region	SW	21%	8%	17%	54%	765	3.046
	NW	26%	10%	15%	50%	716	2.892
	CN	26%	8%	14%	51%	745	2.907
	NE	24%	9%	16%	51%	723	2.943
	SE	25%	8%	14%	53%	766	2.940
Age	25 and younger	21%	10%	19%	50%	337	2.979
	26 to 30	25%	8%	16%	51%	289	2.927
	31 to 35	23%	8%	16%	53%	382	2.997
	36 to 40	25%	10%	15%	51%	450	2.916
	41 to 45	21%	9%	16%	54%	564	3.041
	46 to 50	28%	9%	13%	50%	761	2.862
	51 and older	25%	8%	14%	53%	908	2.955
Sex	Male	37%	10%	14%	40%	1391	2.562
	Female	17%	8%	16%	59%	2324	3.177
Race	Caucasian	24%	9%	15%	52%	3103	2.950
	African American	27%	7%	18%	49%	302	2.884
	Other	23%	7%	15%	56%	261	3.046
Hispanic/ Latino	No	24%	9%	15%	52%	3520	2.940
	Yes	20%	5%	18%	57%	176	3.131
Marital Status	Single, never married	25%	10%	17%	48%	839	2.883
	Married	23%	9%	15%	53%	2270	2.979
	Other	28%	7%	12%	54%	584	2.918
Resident Location	Urban	25%	8%	17%	51%	659	2.924
	Suburban	23%	9%	15%	53%	1625	2.994
	Rural	26%	9%	14%	51%	1412	2.907
Driving Area	Urban	23%	8%	15%	55%	1236	3.003
	Suburban	22%	8%	17%	53%	1294	3.007
	Rural	27%	10%	14%	48%	1130	2.835
Vehicle Type	Automobile	24%	9%	14%	53%	1901	2.957
	Van/Minivan	16%	8%	19%	57%	506	3.168
	Pickup Truck	36%	11%	11%	42%	449	2.579
	SUV	22%	8%	17%	53%	796	3.016
	Other	39%	11%	11%	39%	56	2.500

TABLE A2.17: PRIMARY SEAT BELT LAW WOULD INCREASE SEAT BELT USE IN OHIO

		No definitely	No probably	Yes probably	Yes definitely	Total	Average
All Respondents		10%	15%	37%	38%	3700	3.028
Survey	Survey 1	8%	17%	38%	37%	815	3.034
	Survey 2	12%	14%	37%	37%	946	2.996
	Survey 3	9%	15%	40%	37%	982	3.044
	Survey 4	11%	15%	35%	40%	957	3.038
Region	SW	8%	13%	38%	40%	764	3.102
	NW	9%	18%	37%	37%	709	3.013
	CN	12%	16%	34%	38%	745	2.983
	NE	10%	13%	39%	38%	713	3.042
	SE	10%	15%	39%	36%	769	2.999
Age	25 and younger	4%	14%	44%	38%	343	3.160
	26 to 30	9%	18%	35%	38%	284	3.014
	31 to 35	8%	11%	43%	37%	388	3.098
	36 to 40	9%	16%	38%	37%	452	3.029
	41 to 45	11%	13%	39%	38%	560	3.032
	46 to 50	12%	17%	35%	36%	740	2.943
	51 and older	11%	15%	34%	40%	908	3.024
Sex	Male	14%	16%	35%	35%	1380	2.912
	Female	8%	14%	39%	39%	2320	3.097
Race	Caucasian	9%	15%	39%	36%	3089	3.020
	African American	13%	15%	24%	48%	296	3.078
	Other	10%	12%	35%	43%	265	3.113
Hispanic/ Latino	No	10%	15%	38%	37%	3502	3.027
	Yes	9%	14%	36%	41%	175	3.097
Marital Status	Single, never married	9%	15%	37%	39%	847	3.055
	Married	10%	14%	38%	37%	2245	3.028
	Other	10%	17%	35%	38%	583	3.002
Resident Location	Urban	10%	15%	32%	42%	662	3.068
	Suburban	9%	14%	39%	37%	1613	3.051
	Rural	11%	16%	38%	36%	1406	2.988
Driving Area	Urban	10%	15%	34%	42%	1230	3.072
	Suburban	9%	14%	41%	36%	1291	3.045
	Rural	11%	17%	38%	35%	1124	2.962
Vehicle Type	Automobile	9%	15%	36%	40%	1901	3.057
	Van/Minivan	8%	12%	45%	34%	505	3.055
	Pickup Truck	14%	18%	33%	36%	440	2.900
	SUV	9%	15%	40%	36%	791	3.019
	Other	14%	16%	35%	35%	57	2.912

TABLE A2.18: PRIMARY SEAT BELT LAW WOULD REDUCE SERIOUS INJURIES DUE TO ACCIDENTS

		No definitely	No probably	Yes probably	Yes definitely	Total	Average
All Respondents		7%	9%	34%	50%	3627	3.270
Survey	Survey 1	6%	10%	35%	49%	798	3.277
	Survey 2	8%	8%	34%	50%	916	3.254
	Survey 3	6%	11%	36%	48%	955	3.263
	Survey 4	8%	8%	30%	53%	958	3.287
Region	SW	6%	8%	36%	50%	751	3.301
	NW	6%	11%	33%	50%	694	3.278
	CN	8%	8%	33%	51%	737	3.269
	NE	8%	9%	32%	51%	704	3.264
	SE	7%	9%	35%	48%	741	3.239
Age	25 and younger	3%	10%	37%	50%	335	3.340
	26 to 30	11%	10%	34%	45%	283	3.131
	31 to 35	7%	8%	35%	50%	375	3.275
	36 to 40	7%	11%	33%	50%	435	3.257
	41 to 45	5%	9%	37%	48%	550	3.275
	46 to 50	9%	9%	33%	50%	736	3.234
	51 and older	7%	8%	31%	54%	889	3.324
Sex	Male	10%	12%	34%	44%	1355	3.125
	Female	5%	8%	34%	54%	2272	3.357
Race	Caucasian	7%	9%	35%	49%	3030	3.270
	African American	8%	8%	29%	56%	292	3.325
	Other	9%	10%	25%	56%	257	3.296
Hispanic/ Latino	No	7%	9%	34%	50%	3433	3.269
	Yes	4%	9%	33%	54%	172	3.372
Marital Status	Single, never married	8%	10%	33%	49%	829	3.222
	Married	6%	9%	35%	50%	2220	3.286
	Other	8%	8%	32%	52%	554	3.283
Resident Location	Urban	7%	9%	30%	55%	645	3.322
	Suburban	7%	9%	34%	49%	1595	3.266
	Rural	7%	9%	35%	49%	1368	3.251
Driving Area	Urban	7%	10%	31%	53%	1197	3.296
	Suburban	5%	8%	36%	51%	1278	3.320
	Rural	9%	9%	35%	47%	1097	3.204
Vehicle Type	Automobile	7%	9%	33%	51%	1854	3.283
	Van/Minivan	5%	6%	35%	53%	493	3.359
	Pickup Truck	10%	12%	32%	45%	431	3.130
	SUV	6%	8%	36%	50%	788	3.286
	Other	13%	20%	28%	39%	54	2.926

TABLE A2.19: PRIMARY SEAT BELT LAW WOULD REDUCE FATALITIES DUE TO ACCIDENTS

		No definitely	No probably	Yes probably	Yes definitely	Total	Average
All Respondents		6%	8%	35%	51%	3613	3.308
Survey	Survey 1	6%	8%	35%	51%	795	3.316
	Survey 2	6%	7%	36%	51%	917	3.312
	Survey 3	5%	10%	36%	49%	953	3.294
	Survey 4	6%	9%	33%	52%	948	3.310
Region	SW	6%	8%	33%	53%	751	3.326
	NW	4%	10%	37%	49%	698	3.308
	CN	6%	8%	35%	51%	728	3.308
	NE	6%	8%	33%	52%	701	3.317
	SE	7%	8%	36%	49%	735	3.279
Age	25 and younger	3%	8%	42%	47%	331	3.338
	26 to 30	10%	8%	36%	45%	278	3.169
	31 to 35	6%	8%	35%	51%	377	3.313
	36 to 40	5%	10%	36%	49%	426	3.277
	41 to 45	6%	9%	36%	50%	557	3.302
	46 to 50	7%	8%	33%	51%	736	3.287
	51 and older	5%	8%	32%	55%	884	3.372
Sex	Male	9%	11%	35%	45%	1355	3.162
	Female	4%	7%	35%	54%	2258	3.395
Race	Caucasian	6%	8%	36%	51%	3018	3.314
	African American	6%	8%	33%	52%	293	3.311
	Other	7%	9%	28%	56%	254	3.315
Hispanic/ Latino	No	6%	8%	35%	51%	3417	3.308
	Yes	5%	8%	32%	55%	174	3.379
Marital Status	Single, never married	7%	9%	36%	48%	829	3.242
	Married	5%	8%	35%	52%	2208	3.332
	Other	6%	9%	34%	52%	552	3.317
Resident Location	Urban	5%	8%	33%	54%	640	3.347
	Suburban	6%	8%	35%	51%	1585	3.308
	Rural	6%	8%	36%	49%	1367	3.290
Driving Area	Urban	6%	8%	33%	53%	1192	3.338
	Suburban	5%	8%	35%	52%	1276	3.342
	Rural	6%	10%	37%	47%	1092	3.248
Vehicle Type	Automobile	6%	9%	33%	52%	1844	3.323
	Van/Minivan	4%	6%	36%	54%	493	3.400
	Pickup Truck	10%	9%	38%	42%	431	3.118
	SUV	5%	7%	36%	51%	784	3.339
	Other	13%	15%	30%	43%	54	3.019

TABLE A2.20: PRIMARY SEAT BELT LAW WOULD OFFER GREATER PROTECTION TO DRIVERS AND PASSENGERS

		No definitely	No probably	Yes probably	Yes definitely	Total	Average
All Respondents		6%	6%	27%	61%	3708	3.430
Survey	Survey 1	5%	6%	31%	58%	809	3.412
	Survey 2	6%	5%	28%	61%	940	3.428
	Survey 3	5%	6%	28%	60%	979	3.435
	Survey 4	7%	6%	23%	64%	980	3.441
Region	SW	5%	6%	27%	62%	769	3.467
	NW	5%	6%	30%	58%	710	3.408
	CN	7%	6%	24%	63%	746	3.424
	NE	6%	5%	28%	61%	724	3.438
	SE	6%	6%	28%	60%	759	3.410
Age	25 and younger	4%	5%	30%	61%	337	3.496
	26 to 30	8%	6%	29%	57%	282	3.348
	31 to 35	6%	5%	26%	62%	386	3.438
	36 to 40	7%	7%	29%	57%	443	3.372
	41 to 45	5%	7%	27%	61%	567	3.450
	46 to 50	7%	5%	27%	60%	750	3.409
	51 and older	6%	6%	26%	63%	918	3.459
Sex	Male	9%	9%	29%	54%	1379	3.271
	Female	4%	4%	26%	65%	2329	3.523
Race	Caucasian	6%	6%	28%	60%	3087	3.431
	African American	4%	6%	25%	66%	306	3.516
	Other	8%	7%	21%	64%	264	3.409
Hispanic/ Latino	No	6%	6%	28%	61%	3513	3.428
	Yes	4%	7%	22%	67%	174	3.523
Marital Status	Single, never married	7%	5%	28%	59%	846	3.402
	Married	5%	6%	27%	61%	2262	3.442
	Other	6%	7%	25%	62%	576	3.434
Resident Location	Urban	6%	5%	24%	65%	653	3.478
	Suburban	5%	7%	27%	61%	1636	3.441
	Rural	7%	6%	29%	58%	1399	3.396
Driving Area	Urban	5%	6%	25%	64%	1220	3.476
	Suburban	5%	5%	27%	62%	1314	3.462
	Rural	7%	7%	30%	56%	1119	3.360
Vehicle Type	Automobile	5%	6%	27%	62%	1901	3.448
	Van/Minivan	4%	5%	27%	64%	503	3.505
	Pickup Truck	10%	7%	32%	51%	444	3.236
	SUV	5%	6%	26%	63%	799	3.463
	Other	9%	13%	28%	50%	54	3.185

TABLE A2.21: RESPONDENTS' FREQUENCY OF SEAT BELT USE IF OHIO PASSED A PRIMARY SEAT BELT LAW

		Never	Rarely	Some of the time	Most of the time	Always	Total	Average
All Respondents		2%	1%	2%	7%	87%	3849	4.760
Survey	Survey 1	2%	1%	3%	8%	86%	846	4.742
	Survey 2	2%	1%	2%	7%	87%	976	4.755
	Survey 3	1%	2%	2%	8%	88%	1022	4.795
	Survey 4	2%	2%	2%	7%	87%	1005	4.743
Region	SW	2%	2%	2%	7%	88%	795	4.780
	NW	1%	1%	3%	8%	86%	742	4.760
	CN	2%	1%	1%	7%	89%	771	4.794
	NE	2%	1%	3%	7%	88%	745	4.788
	SE	3%	2%	2%	9%	84%	796	4.680
Age	25 and younger	1%	3%	4%	7%	84%	351	4.698
	26 to 30	3%	3%	2%	7%	85%	296	4.672
	31 to 35	2%	2%	2%	9%	85%	397	4.741
	36 to 40	2%	1%	3%	8%	87%	464	4.763
	41 to 45	2%	1%	2%	8%	88%	584	4.779
	46 to 50	2%	1%	2%	8%	87%	780	4.777
	51 and older	2%	1%	2%	6%	90%	950	4.798
Sex	Male	3%	3%	3%	11%	81%	1438	4.624
	Female	1%	1%	2%	5%	91%	2411	4.840
Race	Caucasian	2%	2%	2%	8%	87%	3216	4.755
	African American	1%	1%	2%	7%	88%	309	4.812
	Other	2%	1%	3%	5%	89%	270	4.781
Hispanic/ Latino	No	2%	2%	2%	7%	87%	3646	4.758
	Yes	1%	1%	3%	6%	90%	180	4.828
Marital Status	Single, never married	2%	3%	3%	9%	84%	876	4.701
	Married	2%	1%	2%	7%	88%	2344	4.794
	Other	3%	2%	2%	6%	87%	603	4.720
Resident Location	Urban	2%	2%	3%	6%	87%	685	4.753
	Suburban	2%	1%	2%	7%	88%	1683	4.792
	Rural	2%	2%	3%	8%	85%	1461	4.726
Driving Area	Urban	2%	2%	2%	6%	88%	1271	4.773
	Suburban	2%	1%	2%	8%	88%	1352	4.789
	Rural	2%	2%	3%	8%	85%	1167	4.718
Vehicle Type	Automobile	1%	1%	2%	6%	89%	1973	4.801
	Van/Minivan	2%	1%	2%	7%	89%	523	4.813
	Pickup Truck	4%	4%	5%	11%	75%	464	4.496
	SUV	2%	1%	1%	8%	88%	825	4.801
	Other	5%	7%	7%	7%	74%	58	4.379

TABLE A2.22: PEOPLE IMPORTANT TO YOU THINK YOU SHOULD WEAR A SEAT BELT

		Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	Total	Average
All Respondents		2%	2%	11%	85%	3814	3.798
Survey	Survey 1	2%	2%	13%	83%	837	3.779
	Survey 2	1%	2%	11%	86%	966	3.808
	Survey 3	2%	2%	11%	85%	1011	3.796
	Survey 4	2%	3%	8%	87%	1000	3.806
Region	SW	1%	2%	10%	86%	795	3.820
	NW	2%	3%	10%	85%	736	3.781
	CN	1%	1%	9%	89%	760	3.847
	NE	2%	1%	11%	86%	734	3.808
	SE	3%	2%	14%	81%	789	3.735
Age	25 and younger	1%	3%	14%	82%	350	3.760
	26 to 30	2%	2%	12%	84%	295	3.776
	31 to 35	0%	2%	9%	89%	397	3.866
	36 to 40	2%	2%	10%	86%	457	3.807
	41 to 45	1%	1%	12%	85%	579	3.813
	46 to 50	2%	2%	11%	84%	772	3.772
	51 and older	2%	2%	10%	86%	937	3.799
Sex	Male	2%	3%	14%	81%	1420	3.734
	Female	1%	2%	9%	88%	2394	3.836
Race	Caucasian	2%	2%	11%	85%	3187	3.797
	African American	1%	3%	11%	85%	306	3.814
	Other	3%	2%	7%	88%	270	3.793
Hispanic/ Latino	No	2%	2%	11%	85%	3613	3.796
	Yes	1%	2%	8%	89%	180	3.850
Marital Status	Single, never married	2%	3%	14%	81%	864	3.737
	Married	1%	2%	9%	88%	2334	3.838
	Other	3%	3%	12%	82%	591	3.733
Resident Location	Urban	2%	2%	10%	85%	681	3.789
	Suburban	1%	2%	9%	87%	1671	3.829
	Rural	2%	2%	13%	83%	1442	3.768
Driving Area	Urban	2%	2%	9%	86%	1258	3.804
	Suburban	1%	2%	10%	87%	1341	3.829
	Rural	2%	2%	13%	83%	1157	3.768
Vehicle Type	Automobile	1%	2%	11%	86%	1957	3.801
	Van/Minivan	1%	2%	9%	88%	520	3.844
	Pickup Truck	4%	2%	16%	78%	459	3.673
	SUV	0%	2%	10%	88%	817	3.848
	Other	5%	2%	15%	78%	55	3.655

TABLE A2.23: MEMBERS OF YOUR IMMEDIATE FAMILY THINK YOU SHOULD WEAR A SEAT BELT

		Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	Total	Average
All Respondents		2%	2%	9%	87%	3803	3.808
Survey	Survey 1	2%	2%	11%	85%	830	3.796
	Survey 2	2%	3%	9%	86%	967	3.798
	Survey 3	2%	2%	9%	87%	1009	3.810
	Survey 4	2%	2%	8%	88%	997	3.824
Region	SW	1%	2%	9%	88%	793	3.847
	NW	2%	3%	8%	87%	734	3.802
	CN	2%	3%	6%	89%	757	3.820
	NE	2%	1%	9%	88%	734	3.820
	SE	3%	2%	12%	83%	785	3.749
Age	25 and younger	1%	2%	9%	87%	349	3.825
	26 to 30	2%	2%	9%	87%	295	3.814
	31 to 35	2%	1%	7%	90%	395	3.848
	36 to 40	2%	2%	7%	89%	457	3.834
	41 to 45	2%	2%	10%	86%	577	3.801
	46 to 50	2%	2%	10%	86%	771	3.787
	51 and older	2%	3%	9%	86%	932	3.792
Sex	Male	3%	3%	10%	85%	1417	3.766
	Female	2%	2%	8%	88%	2386	3.832
Race	Caucasian	2%	2%	9%	87%	3177	3.806
	African American	2%	2%	10%	87%	307	3.818
	Other	3%	3%	7%	88%	268	3.802
Hispanic/ Latino	No	2%	2%	9%	87%	3604	3.805
	Yes	1%	2%	6%	90%	178	3.860
Marital Status	Single, never married	2%	3%	11%	85%	861	3.774
	Married	2%	2%	8%	88%	2327	3.830
	Other	3%	2%	10%	85%	590	3.769
Resident Location	Urban	2%	3%	9%	86%	678	3.795
	Suburban	2%	2%	8%	89%	1671	3.841
	Rural	2%	2%	11%	85%	1435	3.774
Driving Area	Urban	2%	3%	8%	88%	1258	3.812
	Suburban	1%	1%	9%	88%	1342	3.839
	Rural	2%	2%	11%	85%	1148	3.778
Vehicle Type	Automobile	2%	2%	9%	87%	1955	3.812
	Van/Minivan	2%	2%	8%	88%	519	3.827
	Pickup Truck	4%	2%	12%	82%	454	3.711
	SUV	1%	2%	7%	90%	815	3.855
	Other	4%	6%	13%	78%	54	3.648

TABLE A2.24: PEOPLE IMPORTANT TO YOU ARE CONCERNED WHEN YOU DON'T WEAR A SEAT BELT

		Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	Total	Average
All Respondents		4%	7%	13%	76%	3746	3.617
Survey	Survey 1	4%	8%	15%	73%	813	3.569
	Survey 2	4%	6%	13%	77%	954	3.627
	Survey 3	4%	7%	13%	77%	1001	3.627
	Survey 4	4%	6%	12%	78%	978	3.635
Region	SW	3%	6%	12%	78%	779	3.659
	NW	4%	8%	15%	73%	722	3.586
	CN	4%	5%	11%	80%	753	3.665
	NE	3%	7%	13%	77%	716	3.627
	SE	6%	7%	14%	73%	776	3.546
Age	25 and younger	4%	8%	19%	70%	345	3.545
	26 to 30	6%	8%	12%	73%	291	3.526
	31 to 35	3%	7%	14%	77%	392	3.656
	36 to 40	3%	6%	12%	80%	447	3.680
	41 to 45	4%	4%	12%	81%	569	3.703
	46 to 50	4%	8%	13%	74%	761	3.573
	51 and older	4%	6%	13%	76%	914	3.618
Sex	Male	5%	8%	15%	72%	1401	3.538
	Female	3%	6%	12%	79%	2345	3.664
Race	Caucasian	4%	7%	13%	76%	3125	3.616
	African American	4%	7%	15%	74%	305	3.587
	Other	5%	4%	10%	81%	267	3.663
Hispanic/ Latino	No	4%	7%	13%	76%	3549	3.613
	Yes	3%	4%	11%	82%	177	3.712
Marital Status	Single, never married	5%	8%	18%	69%	851	3.499
	Married	3%	6%	12%	79%	2287	3.669
	Other	5%	7%	12%	76%	584	3.592
Resident Location	Urban	4%	7%	13%	76%	669	3.601
	Suburban	3%	6%	13%	78%	1644	3.664
	Rural	5%	8%	14%	74%	1414	3.566
Driving Area	Urban	4%	6%	13%	78%	1237	3.644
	Suburban	3%	5%	14%	78%	1322	3.654
	Rural	4%	9%	13%	74%	1132	3.567
Vehicle Type	Automobile	4%	7%	13%	76%	1924	3.621
	Van/Minivan	2%	5%	14%	78%	512	3.684
	Pickup Truck	7%	9%	14%	70%	451	3.468
	SUV	3%	6%	11%	79%	801	3.668
	Other	6%	12%	19%	63%	52	3.404

TABLE A2.25: PEOPLE WHO CARE ABOUT YOU THINK YOU SHOULD WEAR A SEAT BELT

		Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	Total	Average
All Respondents		2%	3%	10%	85%	3799	3.775
Survey	Survey 1	2%	2%	13%	83%	833	3.764
	Survey 2	3%	3%	10%	85%	963	3.763
	Survey 3	2%	3%	10%	85%	1009	3.781
	Survey 4	3%	2%	8%	87%	994	3.792
Region	SW	1%	2%	9%	88%	789	3.831
	NW	3%	3%	10%	84%	733	3.761
	CN	2%	2%	9%	87%	762	3.795
	NE	2%	2%	11%	85%	727	3.792
	SE	4%	3%	13%	81%	788	3.698
Age	25 and younger	1%	3%	13%	83%	348	3.787
	26 to 30	4%	2%	10%	84%	295	3.729
	31 to 35	2%	2%	9%	86%	395	3.800
	36 to 40	2%	2%	8%	88%	456	3.814
	41 to 45	2%	1%	10%	86%	575	3.800
	46 to 50	2%	3%	11%	84%	769	3.757
	51 and older	3%	2%	10%	84%	934	3.758
Sex	Male	4%	3%	12%	81%	1416	3.708
	Female	2%	2%	9%	87%	2383	3.815
Race	Caucasian	2%	3%	10%	85%	3174	3.772
	African American	2%	2%	12%	84%	307	3.785
	Other	3%	1%	7%	89%	268	3.813
Hispanic/ Latino	No	2%	3%	10%	85%	3599	3.772
	Yes	2%	1%	7%	91%	179	3.860
Marital Status	Single, never married	3%	3%	13%	81%	861	3.720
	Married	2%	2%	9%	87%	2320	3.813
	Other	4%	3%	11%	82%	593	3.713
Resident Location	Urban	2%	3%	9%	86%	677	3.799
	Suburban	2%	2%	9%	87%	1665	3.808
	Rural	3%	3%	12%	82%	1436	3.724
Driving Area	Urban	2%	2%	9%	86%	1254	3.793
	Suburban	2%	2%	9%	87%	1340	3.808
	Rural	3%	3%	12%	82%	1148	3.730
Vehicle Type	Automobile	2%	3%	10%	85%	1949	3.781
	Van/Minivan	1%	2%	9%	88%	520	3.838
	Pickup Truck	6%	3%	13%	78%	456	3.625
	SUV	2%	2%	8%	88%	814	3.824
	Other	4%	7%	15%	74%	54	3.593

TABLE A2.26: LIKELIHOOD OF RECEIVING A TICKET FOR NOT WEARING A SEAT BELT IN THE NEXT 6 MONTHS

		Very unlikely	Somewhat unlikely	Somewhat likely	Very likely	Total	Average
All Respondents		26%	24%	27%	22%	3738	2.460
Survey	Survey 1	22%	25%	30%	23%	808	2.536
	Survey 2	23%	26%	26%	25%	960	2.534
	Survey 3	28%	22%	28%	22%	994	2.434
	Survey 4	31%	24%	25%	20%	976	2.350
Region	SW	26%	25%	29%	20%	776	2.433
	NW	24%	25%	28%	23%	726	2.508
	CN	30%	26%	24%	20%	746	2.342
	NE	27%	25%	27%	21%	721	2.423
	SE	23%	21%	29%	27%	769	2.590
Age	25 and younger	22%	25%	33%	20%	344	2.512
	26 to 30	25%	25%	29%	22%	291	2.474
	31 to 35	23%	25%	26%	26%	392	2.546
	36 to 40	26%	26%	29%	19%	449	2.399
	41 to 45	29%	25%	26%	20%	571	2.380
	46 to 50	27%	24%	26%	23%	750	2.448
	51 and older	27%	23%	26%	25%	916	2.480
Sex	Male	29%	25%	25%	22%	1392	2.395
	Female	24%	24%	29%	23%	2346	2.498
Race	Caucasian	26%	25%	27%	21%	3131	2.439
	African American	28%	19%	26%	27%	302	2.520
	Other	22%	23%	27%	28%	257	2.611
Hispanic/ Latino	No	26%	24%	27%	23%	3546	2.459
	Yes	22%	27%	30%	21%	171	2.503
Marital Status	Single, never married	24%	24%	30%	21%	846	2.481
	Married	28%	25%	26%	20%	2280	2.392
	Other	21%	22%	25%	32%	589	2.684
Resident Location	Urban	24%	24%	28%	24%	671	2.522
	Suburban	28%	26%	27%	19%	1626	2.356
	Rural	24%	22%	28%	26%	1424	2.546
Driving Area	Urban	26%	23%	27%	24%	1235	2.479
	Suburban	27%	26%	28%	19%	1309	2.380
	Rural	24%	23%	27%	25%	1138	2.533
Vehicle Type	Automobile	28%	23%	27%	22%	1906	2.437
	Van/Minivan	23%	29%	29%	19%	510	2.435
	Pickup Truck	23%	24%	26%	28%	453	2.583
	SUV	26%	26%	28%	21%	805	2.436
	Other	21%	16%	29%	34%	58	2.776

TABLE A2.27: RECEIVED A TICKET IN OHIO FOR NOT WEARING A SEAT BELT

		No	Yes	Total
All Respondents		84%	16%	3851
Survey	Survey 1	82%	18%	845
	Survey 2	84%	16%	977
	Survey 3	84%	16%	1025
	Survey 4	85%	15%	1004
Region	SW	87%	13%	796
	NW	83%	17%	743
	CN	87%	13%	771
	NE	84%	16%	744
	SE	80%	20%	797
Age	25 and younger	89%	11%	350
	26 to 30	82%	18%	296
	31 to 35	78%	22%	398
	36 to 40	82%	18%	461
	41 to 45	82%	18%	584
	46 to 50	84%	16%	782
	51 and older	87%	13%	953
Sex	Male	77%	23%	1443
	Female	88%	12%	2408
Race	Caucasian	84%	16%	3216
	African American	83%	17%	310
	Other	84%	16%	271
Hispanic/ Latino	No	84%	16%	3648
	Yes	82%	18%	180
Marital Status	Single, never married	83%	17%	878
	Married	86%	14%	2344
	Other	78%	22%	603
Resident Location	Urban	81%	19%	686
	Suburban	87%	13%	1683
	Rural	81%	19%	1461
Driving Area	Urban	84%	16%	1273
	Suburban	87%	13%	1349
	Rural	80%	20%	1169
Vehicle Type	Automobile	85%	15%	1976
	Van/Minivan	85%	15%	523
	Pickup Truck	74%	26%	465
	SUV	86%	14%	822
	Other	69%	31%	58

TABLE A2.28: LENGTH OF TIME SINCE RECEIVING A TICKET FOR NOT WEARING A SEAT BELT

		Days ago	Weeks ago	Months ago	Years ago	Total
All Respondents		1%	1%	7%	91%	608
Survey	Survey 1	-	2%	6%	92%	150
	Survey 2	1%	1%	7%	91%	152
	Survey 3	1%	1%	4%	94%	158
	Survey 4	1%	1%	10%	88%	148
Region	SW	1%	3%	3%	93%	100
	NW	1%	-	2%	97%	127
	CN	-	2%	5%	93%	98
	NE	1%	2%	11%	86%	121
	SE	1%	1%	10%	89%	162
Age	25 and younger	-	3%	18%	80%	40
	26 to 30	2%	-	13%	85%	53
	31 to 35	1%	2%	2%	94%	87
	36 to 40	-	-	7%	93%	81
	41 to 45	1%	2%	6%	91%	104
	46 to 50	1%	3%	3%	93%	119
	51 and older	-	1%	6%	93%	119
Sex	Male	1%	1%	6%	92%	326
	Female	0%	2%	7%	91%	282
Race	Caucasian	1%	1%	7%	91%	506
	African American	-	4%	4%	92%	51
	Other	-	-	7%	93%	43
Hispanic/ Latino	No	1%	2%	7%	91%	573
	Yes	-	-	3%	97%	32
Marital Status	Single, never married	1%	1%	8%	90%	146
	Married	-	2%	6%	92%	329
	Other	2%	1%	6%	91%	131
Resident Location	Urban	-	2%	3%	94%	126
	Suburban	-	2%	4%	94%	207
	Rural	1%	1%	10%	88%	271
Driving Area	Urban	-	2%	5%	93%	198
	Suburban	2%	2%	6%	91%	173
	Rural	0%	1%	9%	90%	226
Vehicle Type	Automobile	1%	2%	6%	91%	284
	Van/Minivan	-	3%	4%	94%	78
	Pickup Truck	-	2%	9%	89%	119
	SUV	-	-	6%	94%	109
	Other	11%	-	6%	83%	18

TABLE A2.29: IT IS IMPORTANT FOR LAW ENFORCEMENT OFFICERS TO ENFORCE THE SEAT BELT LAWS

		Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	Total	Average
All Respondents		10%	6%	22%	63%	2679	3.372
Survey	Survey 1	19%	10%	24%	47%	152	2.987
	Survey 2	11%	6%	23%	60%	518	3.326
	Survey 3	9%	6%	23%	62%	1014	3.385
	Survey 4	9%	6%	19%	67%	995	3.441
Region	SW	7%	5%	24%	63%	569	3.432
	NW	10%	7%	24%	58%	496	3.308
	CN	9%	5%	20%	65%	543	3.416
	NE	10%	6%	21%	63%	496	3.375
	SE	12%	6%	19%	63%	575	3.322
Age	25 and younger	9%	2%	31%	58%	236	3.369
	26 to 30	11%	6%	21%	62%	208	3.341
	31 to 35	10%	6%	22%	62%	287	3.373
	36 to 40	9%	6%	22%	63%	322	3.401
	41 to 45	10%	6%	21%	63%	419	3.382
	46 to 50	11%	6%	19%	63%	540	3.348
	51 and older	9%	7%	20%	64%	645	3.388
Sex	Male	17%	9%	23%	51%	1052	3.083
	Female	5%	4%	21%	70%	1627	3.559
Race	Caucasian	10%	6%	22%	63%	2223	3.375
	African American	7%	5%	29%	59%	218	3.390
	Other	12%	6%	15%	68%	197	3.391
Hispanic/ Latino	No	10%	6%	22%	63%	2543	3.368
	Yes	7%	5%	20%	68%	123	3.488
Marital Status	Single, never married	12%	6%	27%	55%	614	3.248
	Married	9%	6%	20%	65%	1619	3.419
	Other	10%	6%	20%	64%	430	3.377
Resident Location	Urban	10%	6%	25%	59%	484	3.337
	Suburban	10%	5%	23%	63%	1142	3.381
	Rural	10%	6%	19%	65%	1035	3.386
Driving Area	Urban	9%	5%	23%	63%	856	3.388
	Suburban	9%	5%	23%	64%	929	3.416
	Rural	11%	7%	19%	62%	856	3.327
Vehicle Type	Automobile	9%	6%	21%	64%	1356	3.408
	Van/Minivan	7%	5%	23%	65%	356	3.463
	Pickup Truck	18%	9%	22%	50%	346	3.046
	SUV	7%	5%	22%	66%	573	3.466
	Other	25%	11%	20%	43%	44	2.818

TABLE A2.30: SEAT BELTS ARE JUST AS LIKELY TO HARM YOU AS HELP YOU

		Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Total	Average
All Respondents		17%	24%	21%	38%	3722	2.810
Survey	Survey 1	16%	24%	20%	41%	810	2.858
	Survey 2	15%	24%	22%	38%	942	2.829
	Survey 3	15%	25%	21%	40%	998	2.859
	Survey 4	21%	22%	22%	35%	972	2.701
Region	SW	14%	21%	23%	41%	764	2.916
	NW	18%	26%	20%	36%	724	2.738
	CN	14%	22%	19%	45%	744	2.945
	NE	15%	23%	22%	39%	716	2.851
	SE	22%	26%	21%	30%	774	2.605
Age	25 and younger	22%	24%	28%	26%	338	2.592
	26 to 30	22%	29%	19%	31%	280	2.589
	31 to 35	16%	24%	21%	40%	390	2.849
	36 to 40	15%	22%	23%	40%	448	2.866
	41 to 45	13%	20%	23%	44%	569	2.986
	46 to 50	17%	24%	19%	39%	755	2.805
	51 and older	16%	24%	20%	39%	916	2.820
Sex	Male	18%	21%	21%	40%	1400	2.836
	Female	16%	26%	21%	37%	2322	2.794
Race	Caucasian	16%	23%	22%	40%	3119	2.860
	African American	21%	30%	20%	28%	294	2.558
	Other	24%	29%	19%	29%	259	2.525
Hispanic/ Latino	No	17%	24%	21%	39%	3525	2.822
	Yes	21%	27%	23%	28%	175	2.583
Marital Status	Single, never married	20%	26%	23%	30%	850	2.634
	Married	14%	21%	22%	43%	2270	2.937
	Other	23%	29%	17%	31%	577	2.572
Resident Location	Urban	20%	26%	20%	34%	657	2.679
	Suburban	14%	21%	23%	43%	1636	2.953
	Rural	19%	26%	20%	35%	1408	2.706
Driving Area	Urban	18%	25%	22%	35%	1225	2.749
	Suburban	13%	19%	23%	44%	1314	2.986
	Rural	19%	27%	18%	35%	1129	2.691
Vehicle Type	Automobile	16%	24%	21%	39%	1903	2.844
	Van/Minivan	13%	22%	21%	43%	507	2.949
	Pickup Truck	24%	25%	18%	32%	449	2.592
	SUV	16%	25%	23%	36%	799	2.797
	Other	35%	21%	18%	26%	57	2.351

TABLE A2.31: IF I WAS IN AN ACCIDENT WOULD WANT TO HAVE MY SEAT BELT ON

		Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	Total	Average
All Respondents		3%	1%	10%	86%	3771	3.795
Survey	Survey 1	3%	1%	11%	85%	826	3.780
	Survey 2	3%	2%	10%	86%	949	3.783
	Survey 3	2%	1%	10%	87%	1008	3.819
	Survey 4	3%	2%	8%	87%	988	3.795
Region	SW	2%	1%	8%	89%	781	3.849
	NW	2%	2%	10%	86%	727	3.796
	CN	3%	1%	9%	87%	758	3.798
	NE	2%	1%	8%	88%	734	3.828
	SE	5%	2%	12%	81%	771	3.704
Age	25 and younger	2%	2%	12%	84%	344	3.776
	26 to 30	5%	3%	11%	81%	288	3.688
	31 to 35	3%	1%	10%	86%	391	3.803
	36 to 40	2%	1%	9%	88%	454	3.826
	41 to 45	2%	1%	9%	88%	572	3.839
	46 to 50	3%	1%	10%	86%	766	3.785
	51 and older	3%	2%	9%	87%	931	3.799
Sex	Male	4%	2%	12%	83%	1414	3.733
	Female	2%	1%	8%	88%	2357	3.832
Race	Caucasian	3%	1%	10%	86%	3149	3.792
	African American	1%	1%	9%	89%	306	3.859
	Other	3%	2%	9%	86%	264	3.773
Hispanic/ Latino	No	3%	1%	10%	86%	3574	3.791
	Yes	1%	1%	5%	93%	176	3.892
Marital Status	Single, never married	3%	2%	12%	83%	861	3.757
	Married	2%	1%	8%	89%	2303	3.833
	Other	4%	1%	14%	81%	583	3.707
Resident Location	Urban	3%	1%	11%	85%	667	3.789
	Suburban	2%	1%	8%	88%	1658	3.826
	Rural	3%	2%	11%	84%	1427	3.764
Driving Area	Urban	3%	1%	10%	86%	1248	3.792
	Suburban	2%	1%	8%	89%	1332	3.838
	Rural	3%	2%	11%	84%	1133	3.756
Vehicle Type	Automobile	2%	1%	9%	87%	1937	3.811
	Van/Minivan	2%	1%	7%	90%	518	3.849
	Pickup Truck	6%	2%	15%	77%	450	3.640
	SUV	2%	1%	9%	87%	804	3.821
	Other	5%	5%	11%	78%	55	3.618

TABLE A2.32: PUTTING ON A SEAT BELT MAKES ME WORRY MORE ABOUT BEING IN AN ACCIDENT

		Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Total	Average
All Respondents		5%	4%	11%	81%	3821	3.680
Survey	Survey 1	3%	4%	12%	81%	835	3.713
	Survey 2	5%	3%	10%	82%	969	3.697
	Survey 3	4%	4%	8%	84%	1018	3.724
	Survey 4	7%	4%	14%	76%	999	3.594
Region	SW	4%	4%	10%	82%	794	3.704
	NW	5%	4%	13%	78%	737	3.653
	CN	5%	3%	8%	84%	767	3.712
	NE	4%	3%	11%	82%	737	3.692
	SE	5%	4%	13%	78%	786	3.641
Age	25 and younger	6%	5%	15%	74%	347	3.562
	26 to 30	5%	3%	16%	76%	294	3.626
	31 to 35	3%	5%	9%	84%	396	3.730
	36 to 40	4%	4%	12%	80%	456	3.678
	41 to 45	4%	3%	8%	84%	581	3.726
	46 to 50	4%	4%	9%	83%	777	3.703
	51 and older	5%	3%	11%	81%	943	3.680
Sex	Male	5%	4%	10%	81%	1426	3.666
	Female	4%	4%	11%	81%	2395	3.689
Race	Caucasian	4%	3%	11%	82%	3198	3.704
	African American	6%	4%	10%	80%	307	3.648
	Other	8%	5%	13%	73%	265	3.513
Hispanic/ Latino	No	4%	4%	11%	81%	3622	3.689
	Yes	10%	3%	11%	76%	177	3.531
Marital Status	Single, never married	6%	5%	13%	76%	867	3.608
	Married	4%	3%	10%	84%	2332	3.736
	Other	8%	5%	11%	77%	597	3.570
Resident Location	Urban	6%	4%	10%	79%	676	3.620
	Suburban	4%	4%	10%	83%	1676	3.715
	Rural	5%	3%	12%	80%	1449	3.674
Driving Area	Urban	5%	4%	10%	81%	1260	3.679
	Suburban	4%	4%	10%	82%	1347	3.708
	Rural	6%	3%	12%	79%	1156	3.652
Vehicle Type	Automobile	4%	4%	11%	81%	1956	3.684
	Van/Minivan	4%	4%	9%	83%	522	3.722
	Pickup Truck	7%	3%	11%	78%	459	3.614
	SUV	4%	3%	11%	82%	820	3.701
	Other	7%	9%	12%	72%	57	3.491

TABLE A2.33: SEAT BELT USE HELPS REDUCE THE NUMBER OF DEATHS CAUSED BY SERIOUS VEHICLE CRASHES

		Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	Total	Average
All Respondents		3%	3%	18%	76%	3724	3.674
Survey	Survey 1	2%	3%	21%	74%	814	3.671
	Survey 2	3%	3%	17%	77%	946	3.688
	Survey 3	3%	3%	17%	76%	987	3.657
	Survey 4	4%	2%	16%	78%	977	3.681
Region	SW	2%	3%	16%	79%	774	3.716
	NW	3%	3%	21%	73%	723	3.632
	CN	3%	3%	16%	78%	743	3.696
	NE	3%	3%	16%	79%	719	3.713
	SE	4%	3%	20%	73%	765	3.613
Age	25 and younger	3%	3%	23%	71%	345	3.626
	26 to 30	3%	5%	20%	71%	289	3.595
	31 to 35	6%	3%	17%	74%	395	3.597
	36 to 40	2%	2%	19%	77%	444	3.707
	41 to 45	1%	2%	19%	78%	567	3.727
	46 to 50	3%	3%	17%	76%	749	3.665
	51 and older	3%	3%	14%	80%	909	3.707
Sex	Male	5%	4%	19%	73%	1391	3.599
	Female	2%	2%	17%	79%	2333	3.719
Race	Caucasian	3%	3%	17%	77%	3120	3.684
	African American	3%	2%	19%	76%	295	3.671
	Other	5%	4%	18%	73%	257	3.591
Hispanic/ Latino	No	3%	3%	18%	77%	3529	3.674
	Yes	2%	4%	17%	77%	172	3.692
Marital Status	Single, never married	4%	5%	21%	70%	852	3.580
	Married	3%	2%	15%	80%	2271	3.725
	Other	4%	3%	21%	72%	575	3.612
Resident Location	Urban	3%	3%	17%	77%	658	3.675
	Suburban	3%	2%	17%	78%	1636	3.711
	Rural	4%	3%	19%	74%	1409	3.637
Driving Area	Urban	3%	3%	16%	77%	1223	3.677
	Suburban	2%	3%	16%	79%	1316	3.723
	Rural	4%	3%	20%	73%	1130	3.628
Vehicle Type	Automobile	3%	3%	16%	78%	1913	3.699
	Van/Minivan	2%	2%	16%	81%	508	3.754
	Pickup Truck	6%	4%	24%	67%	446	3.504
	SUV	3%	2%	19%	76%	795	3.675
	Other	4%	11%	25%	60%	55	3.418

TABLE A2.34: SEAT BELTS ARE LIKELY TO REDUCE THE SEVERITY OF INJURIES TO ANYONE WEARING ONE WHEN A CRASH OCCURS

		Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	Total	Average
All Respondents		2%	3%	20%	74%	3752	3.661
Survey	Survey 1	2%	4%	23%	71%	822	3.628
	Survey 2	2%	4%	19%	75%	943	3.668
	Survey 3	2%	3%	21%	74%	1003	3.672
	Survey 4	3%	3%	19%	76%	984	3.670
Region	SW	2%	3%	19%	76%	777	3.689
	NW	2%	4%	23%	70%	733	3.613
	CN	2%	4%	16%	78%	750	3.709
	NE	2%	2%	20%	76%	727	3.700
	SE	3%	4%	22%	70%	765	3.593
Age	25 and younger	2%	4%	29%	65%	344	3.561
	26 to 30	3%	4%	24%	69%	286	3.591
	31 to 35	2%	4%	20%	74%	392	3.661
	36 to 40	1%	3%	19%	77%	447	3.711
	41 to 45	2%	2%	20%	76%	567	3.697
	46 to 50	2%	4%	20%	73%	764	3.644
	51 and older	3%	3%	17%	77%	927	3.686
Sex	Male	3%	4%	22%	70%	1401	3.600
	Female	2%	3%	19%	76%	2351	3.697
Race	Caucasian	2%	3%	20%	74%	3140	3.662
	African American	2%	2%	22%	74%	304	3.691
	Other	2%	5%	20%	73%	260	3.631
Hispanic/Latino	No	2%	3%	20%	74%	3555	3.660
	Yes	2%	3%	16%	78%	175	3.703
Marital Status	Single, never married	3%	4%	26%	67%	855	3.575
	Married	2%	3%	17%	78%	2292	3.717
	Other	4%	4%	22%	69%	580	3.567
Resident Location	Urban	2%	4%	22%	73%	663	3.650
	Suburban	2%	3%	18%	77%	1656	3.707
	Rural	3%	4%	22%	71%	1412	3.612
Driving Area	Urban	3%	3%	19%	75%	1236	3.665
	Suburban	1%	3%	18%	78%	1332	3.723
	Rural	3%	4%	24%	69%	1131	3.599
Vehicle Type	Automobile	2%	3%	19%	75%	1926	3.667
	Van/Minivan	2%	2%	16%	80%	514	3.749
	Pickup Truck	4%	5%	29%	62%	447	3.481
	SUV	2%	2%	20%	76%	803	3.701
	Other		13%	24%	64%	55	3.509

TABLE A2.35: SPECIAL EFFORTS ARE BEING MADE BY POLICE TO TICKET DRIVERS FOR SEAT BELT VIOLATIONS

		No definitely	No probably	Yes probably	Yes definitely	Total	Average
All Respondents		63%	16%	4%	16%	3782	1.736
Survey	Survey 1	67%	19%	3%	11%	827	1.567
	Survey 2	56%	14%	6%	23%	963	1.964
	Survey 3	65%	16%	4%	15%	1009	1.700
	Survey 4	65%	17%	3%	15%	983	1.694
Region	SW	63%	16%	4%	17%	776	1.759
	NW	60%	17%	4%	19%	734	1.815
	CN	67%	15%	4%	14%	760	1.661
	NE	62%	18%	4%	17%	732	1.757
	SE	64%	16%	5%	14%	780	1.695
Age	25 and younger	60%	21%	4%	15%	346	1.740
	26 to 30	60%	16%	4%	20%	291	1.828
	31 to 35	58%	20%	4%	17%	392	1.811
	36 to 40	64%	15%	5%	16%	455	1.730
	41 to 45	67%	15%	4%	14%	574	1.653
	46 to 50	64%	15%	4%	17%	769	1.741
	51 and older	65%	15%	4%	17%	928	1.724
Sex	Male	57%	15%	5%	23%	1416	1.942
	Female	67%	17%	3%	13%	2366	1.613
Race	Caucasian	64%	16%	4%	16%	3162	1.713
	African American	62%	14%	4%	20%	305	1.816
	Other	57%	18%	6%	19%	263	1.878
Hispanic/ Latino	No	63%	16%	4%	16%	3584	1.734
	Yes	61%	18%	6%	16%	176	1.767
Marital Status	Single, never married	62%	17%	5%	17%	861	1.763
	Married	65%	16%	4%	16%	2306	1.707
	Other	59%	18%	4%	18%	590	1.814
Resident Location	Urban	60%	19%	5%	16%	669	1.767
	Suburban	65%	15%	4%	16%	1650	1.710
	Rural	63%	16%	4%	17%	1443	1.746
Driving Area	Urban	65%	15%	4%	16%	1243	1.710
	Suburban	64%	17%	4%	16%	1332	1.704
	Rural	61%	16%	4%	18%	1150	1.789
Vehicle Type	Automobile	63%	17%	4%	16%	1937	1.729
	Van/Minivan	66%	18%	5%	12%	514	1.630
	Pickup Truck	56%	15%	3%	26%	459	1.993
	SUV	67%	14%	4%	15%	811	1.658
	Other	54%	19%	4%	24%	54	1.981

TABLE A2.36: SAW/HEARD MESSAGES IN OHIO ENCOURAGING SEAT BELT USE IN THE PAST 30 DAYS

		No definitely	No probably	Yes probably	Yes definitely	Total	Average
All Respondents		19%	6%	6%	68%	3808	3.233
Survey	Survey 1	24%	8%	9%	60%	832	3.049
	Survey 2	14%	5%	4%	76%	972	3.420
	Survey 3	18%	5%	6%	71%	1014	3.299
	Survey 4	22%	7%	6%	65%	990	3.138
Region	SW	20%	8%	6%	66%	782	3.175
	NW	20%	7%	5%	68%	739	3.206
	CN	20%	5%	7%	68%	760	3.229
	NE	17%	6%	6%	71%	736	3.313
	SE	19%	6%	7%	68%	791	3.248
Age	25 and younger	15%	5%	8%	72%	350	3.377
	26 to 30	19%	6%	4%	72%	292	3.281
	31 to 35	18%	5%	6%	71%	394	3.305
	36 to 40	19%	7%	6%	68%	457	3.241
	41 to 45	20%	6%	7%	67%	579	3.219
	46 to 50	18%	7%	6%	70%	770	3.279
	51 and older	23%	7%	6%	64%	939	3.099
Sex	Male	18%	5%	6%	71%	1427	3.314
	Female	20%	7%	6%	66%	2381	3.185
Race	Caucasian	19%	7%	6%	68%	3176	3.222
	African American	19%	5%	6%	71%	309	3.291
	Other	19%	5%	5%	71%	270	3.289
Hispanic/ Latino	No	19%	6%	6%	69%	3607	3.246
	Yes	29%	4%	5%	61%	178	2.983
Marital Status	Single, never married	20%	5%	6%	69%	867	3.230
	Married	19%	7%	7%	67%	2318	3.222
	Other	19%	5%	5%	71%	597	3.281
Resident Location	Urban	16%	6%	7%	71%	680	3.315
	Suburban	20%	6%	6%	67%	1658	3.196
	Rural	19%	6%	6%	69%	1449	3.238
Driving Area	Urban	19%	6%	7%	69%	1257	3.244
	Suburban	21%	7%	6%	65%	1332	3.147
	Rural	17%	6%	6%	71%	1160	3.306
Vehicle Type	Automobile	19%	7%	7%	68%	1951	3.232
	Van/Minivan	19%	8%	6%	66%	519	3.195
	Pickup Truck	16%	5%	5%	74%	460	3.372
	SUV	22%	5%	6%	68%	813	3.193
	Other	22%	3%	7%	67%	58	3.190

TABLE A2.37: FREQUENCY OF SEEING/HEARING MEDIA MESSAGES PERTAINING TO SEAT BELT USE

		Fewer than usual	About the same	More than usual	Total	Average
All Respondents		5%	79%	15%	2799	2.101
Survey	Survey 1	9%	83%	8%	560	1.991
	Survey 2	3%	72%	25%	776	2.220
	Survey 3	5%	82%	13%	772	2.075
	Survey 4	5%	81%	13%	691	2.084
Region	SW	5%	80%	16%	560	2.107
	NW	4%	82%	14%	529	2.098
	CN	5%	79%	16%	561	2.105
	NE	6%	75%	19%	560	2.129
	SE	6%	80%	13%	589	2.066
Age	25 and younger	8%	79%	14%	277	2.061
	26 to 30	5%	80%	16%	219	2.110
	31 to 35	5%	80%	15%	303	2.099
	36 to 40	5%	81%	14%	333	2.093
	41 to 45	5%	77%	18%	422	2.130
	46 to 50	5%	79%	15%	575	2.097
	51 and older	5%	80%	15%	648	2.099
Sex	Male	6%	77%	17%	1094	2.116
	Female	5%	81%	14%	1705	2.091
Race	Caucasian	5%	80%	15%	2322	2.093
	African American	6%	75%	19%	236	2.136
	Other	5%	75%	20%	202	2.144
Hispanic/ Latino	No	5%	79%	15%	2664	2.102
	Yes	8%	78%	14%	118	2.068
Marital Status	Single, never married	7%	78%	15%	638	2.085
	Married	5%	80%	15%	1691	2.102
	Other	5%	78%	17%	449	2.125
Resident Location	Urban	7%	79%	14%	517	2.075
	Suburban	5%	79%	16%	1198	2.104
	Rural	4%	80%	16%	1068	2.110
Driving Area	Urban	6%	79%	15%	929	2.093
	Suburban	6%	80%	14%	938	2.088
	Rural	4%	79%	17%	884	2.123
Vehicle Type	Automobile	6%	79%	15%	1429	2.097
	Van/Minivan	4%	80%	16%	373	2.115
	Pickup Truck	6%	76%	18%	361	2.122
	SUV	4%	82%	14%	591	2.093
	Other	2%	86%	12%	42	2.095

TABLE A2.38: SAW/HEARD SLOGAN ENCOURAGING SEAT BELT USE IN THE PAST 30 DAYS

		No	Yes	Total
All Respondents		38%	62%	3727
Survey	Survey 1	47%	53%	804
	Survey 2	32%	68%	950
	Survey 3	38%	62%	991
	Survey 4	35%	65%	982
Region	SW	40%	60%	772
	NW	40%	60%	706
	CN	35%	65%	748
	NE	34%	66%	723
	SE	40%	60%	778
Age	25 and younger	30%	70%	342
	26 to 30	37%	63%	293
	31 to 35	33%	67%	387
	36 to 40	36%	64%	447
	41 to 45	42%	58%	563
	46 to 50	36%	64%	758
	51 and older	42%	58%	912
Sex	Male	35%	65%	1395
	Female	39%	61%	2332
Race	Caucasian	38%	62%	3119
	African American	34%	66%	298
	Other	34%	66%	259
Hispanic/ Latino	No	37%	63%	3535
	Yes	44%	56%	172
Marital Status	Single, never married	37%	63%	842
	Married	38%	62%	2272
	Other	39%	61%	589
Resident Location	Urban	38%	62%	660
	Suburban	36%	64%	1630
	Rural	39%	61%	1420
Driving Area	Urban	39%	61%	1226
	Suburban	35%	65%	1309
	Rural	38%	62%	1133
Vehicle Type	Automobile	38%	62%	1900
	Van/Minivan	38%	62%	509
	Pickup Truck	37%	63%	452
	SUV	38%	62%	803
	Other	38%	63%	56

TABLE A2.39: SAW/HEARD “CLICK IT OR TICKET” SLOGAN - UNPROMPTED

		No	Yes	Total
All Respondents		23%	77%	2320
Survey	Survey 1	35%	65%	428
	Survey 2	19%	81%	645
	Survey 3	22%	78%	612
	Survey 4	20%	80%	635
Region	SW	23%	77%	460
	NW	30%	70%	426
	CN	21%	79%	488
	NE	19%	81%	478
	SE	24%	76%	468
Age	25 and younger	17%	83%	238
	26 to 30	20%	80%	184
	31 to 35	20%	80%	261
	36 to 40	18%	82%	284
	41 to 45	23%	77%	328
	46 to 50	27%	73%	482
	51 and older	28%	72%	527
Sex	Male	18%	82%	906
	Female	27%	73%	1414
Race	Caucasian	22%	78%	1919
	African American	31%	69%	197
	Other	31%	69%	171
Hispanic/ Latino	No	23%	77%	2210
	Yes	33%	67%	96
Marital Status	Single, never married	19%	81%	530
	Married	23%	77%	1411
	Other	30%	70%	362
Resident Location	Urban	28%	72%	407
	Suburban	21%	79%	1043
	Rural	23%	77%	860
Driving Area	Urban	25%	75%	743
	Suburban	20%	80%	848
	Rural	25%	75%	697
Vehicle Type	Automobile	23%	77%	1186
	Van/Minivan	25%	75%	314
	Pickup Truck	22%	78%	287
	SUV	22%	78%	497
	Other	26%	74%	35

TABLE A2.40: SAW/HEARD “CLICK IT OR TICKET” SLOGAN - PROMPTED

		No	Yes	Total
All Respondents		81%	19%	1465
Survey	Survey 1	84%	16%	394
	Survey 2	81%	19%	320
	Survey 3	79%	21%	393
	Survey 4	81%	19%	358
Region	SW	80%	20%	318
	NW	80%	20%	305
	CN	80%	20%	271
	NE	81%	19%	253
	SE	84%	16%	318
Age	25 and younger	80%	20%	110
	26 to 30	82%	18%	110
	31 to 35	83%	17%	132
	36 to 40	80%	20%	169
	41 to 45	77%	23%	248
	46 to 50	84%	16%	279
	51 and older	83%	17%	406
Sex	Male	78%	22%	509
	Female	83%	17%	956
Race	Caucasian	80%	20%	1241
	African American	87%	13%	110
	Other	87%	13%	94
Hispanic/ Latino	No	81%	19%	1376
	Yes	86%	14%	81
Marital Status	Single, never married	84%	16%	337
	Married	80%	20%	884
	Other	83%	17%	236
Resident Location	Urban	85%	15%	269
	Suburban	81%	19%	615
	Rural	80%	20%	573
Driving Area	Urban	84%	16%	509
	Suburban	82%	18%	483
	Rural	77%	23%	447
Vehicle Type	Automobile	83%	17%	752
	Van/Minivan	83%	17%	199
	Pickup Truck	76%	24%	170
	SUV	79%	21%	315
	Other	78%	22%	23

TABLE A2.41: SAW/HEARD “WHAT’S HOLDING YOU BACK” SLOGAN - UNPROMPTED

		No	Yes	Total
All Respondents		96%	4%	2320
Survey	Survey 1	97%	3%	428
	Survey 2	97%	3%	645
	Survey 3	97%	3%	612
	Survey 4	95%	5%	635
Region	SW	95%	5%	460
	NW	96%	4%	426
	CN	97%	3%	488
	NE	98%	2%	478
	SE	96%	4%	468
Age	25 and younger	97%	3%	238
	26 to 30	98%	2%	184
	31 to 35	98%	2%	261
	36 to 40	94%	6%	284
	41 to 45	96%	4%	328
	46 to 50	96%	4%	482
	51 and older	96%	4%	527
Sex	Male	96%	4%	906
	Female	97%	3%	1414
Race	Caucasian	96%	4%	1919
	African American	98%	2%	197
	Other	94%	6%	171
Hispanic/ Latino	No	96%	4%	2210
	Yes	96%	4%	96
Marital Status	Single, never married	96%	4%	530
	Married	96%	4%	1411
	Other	97%	3%	362
Resident Location	Urban	96%	4%	407
	Suburban	96%	4%	1043
	Rural	97%	3%	860
Driving Area	Urban	97%	3%	743
	Suburban	96%	4%	848
	Rural	96%	4%	697
Vehicle Type	Automobile	97%	3%	1186
	Van/Minivan	96%	4%	314
	Pickup Truck	97%	3%	287
	SUV	97%	3%	497
	Other	86%	14%	35

TABLE A2.42: SAW/HEARD “WHAT’S HOLDING YOU BACK” SLOGAN - PROMPTED

		No	Yes	Total
All Respondents		50%	50%	1451
Survey	Survey 1	63%	37%	384
	Survey 2	46%	54%	320
	Survey 3	41%	59%	391
	Survey 4	51%	49%	356
Region	SW	56%	44%	312
	NW	52%	48%	301
	CN	51%	49%	267
	NE	52%	48%	256
	SE	42%	58%	315
Age	25 and younger	48%	52%	107
	26 to 30	47%	53%	109
	31 to 35	52%	48%	132
	36 to 40	44%	56%	169
	41 to 45	53%	47%	242
	46 to 50	50%	50%	278
	51 and older	52%	48%	404
Sex	Male	48%	52%	506
	Female	52%	48%	945
Race	Caucasian	49%	51%	1232
	African American	58%	42%	106
	Other	59%	41%	97
Hispanic/ Latino	No	50%	50%	1365
	Yes	64%	36%	80
Marital Status	Single, never married	51%	49%	330
	Married	51%	49%	884
	Other	48%	52%	231
Resident Location	Urban	52%	48%	265
	Suburban	54%	46%	610
	Rural	46%	54%	566
Driving Area	Urban	52%	48%	506
	Suburban	55%	45%	477
	Rural	43%	57%	442
Vehicle Type	Automobile	51%	49%	744
	Van/Minivan	55%	45%	199
	Pickup Truck	39%	61%	168
	SUV	54%	46%	314
	Other	41%	59%	22

TABLE A2.43: IMPORTANCE OF STRICT ENFORCEMENT OF SEAT BELT LAWS FOR ADULTS

		Not that important	Somewhat unimportant	Somewhat important	Very important	Total	Average
All Respondents		13%	5%	32%	49%	3823	3.171
Survey	Survey 1	14%	5%	36%	46%	841	3.133
	Survey 2	13%	6%	31%	50%	970	3.173
	Survey 3	14%	5%	31%	50%	1017	3.178
	Survey 4	13%	5%	31%	51%	995	3.193
Region	SW	11%	4%	32%	53%	790	3.270
	NW	14%	6%	34%	46%	739	3.114
	CN	15%	5%	28%	51%	763	3.161
	NE	12%	7%	34%	48%	745	3.165
	SE	16%	4%	32%	49%	786	3.140
Age	25 and younger	9%	6%	34%	51%	349	3.269
	26 to 30	15%	6%	33%	46%	296	3.101
	31 to 35	13%	6%	35%	46%	396	3.146
	36 to 40	15%	5%	30%	50%	458	3.148
	41 to 45	11%	6%	31%	52%	577	3.232
	46 to 50	17%	5%	31%	47%	776	3.075
	51 and older	12%	5%	32%	51%	946	3.218
Sex	Male	22%	7%	33%	38%	1429	2.864
	Female	8%	4%	31%	56%	2394	3.354
Race	Caucasian	14%	5%	33%	48%	3192	3.154
	African American	7%	5%	33%	55%	307	3.365
	Other	16%	3%	23%	58%	270	3.237
Hispanic/ Latino	No	14%	5%	32%	49%	3621	3.164
	Yes	9%	4%	28%	59%	179	3.374
Marital Status	Single, never married	13%	6%	33%	48%	868	3.160
	Married	13%	6%	32%	49%	2331	3.175
	Other	15%	4%	30%	52%	598	3.179
Resident Location	Urban	13%	7%	29%	51%	675	3.167
	Suburban	13%	5%	33%	49%	1676	3.186
	Rural	14%	5%	32%	49%	1451	3.155
Driving Area	Urban	12%	5%	30%	53%	1260	3.236
	Suburban	12%	5%	33%	49%	1347	3.201
	Rural	16%	6%	31%	47%	1158	3.083
Vehicle Type	Automobile	12%	6%	32%	51%	1962	3.213
	Van/Minivan	11%	4%	31%	54%	517	3.280
	Pickup Truck	25%	6%	31%	38%	458	2.830
	SUV	11%	5%	35%	50%	821	3.231
	Other	36%	5%	19%	40%	58	2.621

TABLE A2.44: IMPORTANCE OF STRICT ENFORCEMENT OF SEAT BELT LAWS FOR CHILDREN/MINORS

		Not that important	Somewhat unimportant	Somewhat important	Very important	Total	Average
All Respondents		2%	1%	8%	89%	3840	3.839
Survey	Survey 1	3%	1%	8%	88%	843	3.811
	Survey 2	2%	1%	9%	89%	972	3.842
	Survey 3	2%	1%	8%	89%	1023	3.835
	Survey 4	2%	1%	6%	91%	1002	3.863
Region	SW	2%	1%	8%	90%	793	3.869
	NW	2%	1%	9%	87%	740	3.818
	CN	3%	1%	7%	89%	768	3.810
	NE	2%	1%	8%	89%	745	3.834
	SE	2%	1%	7%	90%	794	3.861
Age	25 and younger	2%	1%	7%	91%	349	3.860
	26 to 30	1%	2%	7%	89%	294	3.844
	31 to 35	1%	1%	7%	91%	398	3.879
	36 to 40	2%	1%	7%	90%	462	3.855
	41 to 45	3%	1%	8%	88%	583	3.810
	46 to 50	3%	1%	8%	88%	777	3.808
	51 and older	2%	1%	8%	89%	951	3.848
Sex	Male	4%	1%	11%	83%	1436	3.737
	Female	1%	1%	6%	93%	2404	3.900
Race	Caucasian	2%	1%	8%	89%	3207	3.841
	African American	1%	1%	5%	93%	310	3.897
	Other	4%	1%	6%	89%	270	3.804
Hispanic/Latino	No	2%	1%	8%	89%	3637	3.836
	Yes	1%	-	4%	95%	180	3.928
Marital Status	Single, never married	3%	1%	8%	88%	873	3.821
	Married	2%	1%	8%	89%	2339	3.834
	Other	1%	1%	5%	93%	603	3.889
Resident Location	Urban	2%	1%	8%	89%	685	3.850
	Suburban	2%	1%	7%	90%	1681	3.845
	Rural	2%	1%	9%	88%	1453	3.828
Driving Area	Urban	2%	1%	7%	91%	1270	3.856
	Suburban	2%	1%	8%	89%	1349	3.838
	Rural	2%	1%	9%	88%	1162	3.821
Vehicle Type	Automobile	2%	1%	7%	90%	1968	3.848
	Van/Minivan	3%	1%	8%	89%	522	3.828
	Pickup Truck	3%	2%	10%	85%	462	3.777
	SUV	2%	1%	7%	91%	823	3.866
	Other	7%	2%	5%	86%	58	3.707

TABLE A2.45: PERCEIVED IMPACT OF VISIBLE LAW ENFORCEMENT ON SEAT BELT USE

		Decrease	Stay the same	Increase	Total	Average
All Respondents		1%	40%	59%	3792	2.578
Survey	Survey 1	1%	41%	58%	831	2.570
	Survey 2	1%	37%	62%	960	2.611
	Survey 3	1%	43%	56%	1010	2.553
	Survey 4	1%	41%	59%	991	2.577
Region	SW	1%	40%	59%	780	2.582
	NW	1%	41%	58%	736	2.576
	CN	1%	45%	55%	763	2.539
	NE	1%	43%	56%	732	2.552
	SE	1%	34%	65%	781	2.639
Age	25 and younger	1%	35%	64%	347	2.634
	26 to 30	1%	44%	55%	291	2.546
	31 to 35	1%	36%	63%	395	2.623
	36 to 40	0%	38%	62%	460	2.611
	41 to 45	0%	41%	59%	573	2.590
	46 to 50	1%	42%	56%	774	2.552
	51 and older	1%	42%	57%	926	2.555
Sex	Male	1%	42%	57%	1421	2.556
	Female	1%	39%	60%	2371	2.591
Race	Caucasian	1%	41%	59%	3164	2.578
	African American	2%	37%	61%	308	2.588
	Other	1%	39%	60%	267	2.592
Hispanic/ Latino	No	1%	41%	58%	3593	2.576
	Yes	1%	35%	64%	176	2.631
Marital Status	Single, never married	1%	40%	59%	864	2.582
	Married	1%	41%	58%	2308	2.572
	Other	1%	39%	60%	594	2.594
Resident Location	Urban	1%	42%	58%	675	2.569
	Suburban	1%	41%	58%	1655	2.573
	Rural	1%	39%	60%	1441	2.588
Driving Area	Urban	1%	42%	57%	1249	2.566
	Suburban	1%	41%	58%	1330	2.577
	Rural	1%	38%	61%	1155	2.595
Vehicle Type	Automobile	1%	41%	58%	1943	2.572
	Van/Minivan	0%	35%	65%	515	2.647
	Pickup Truck	1%	43%	56%	456	2.557
	SUV	1%	42%	57%	815	2.562
	Other	4%	39%	57%	56	2.536

TABLE A2.46: INTENDED SEAT BELT USE ON SHORT TRIPS OF LESS THAN FIVE MILES

		Never	Rarely	Some of the time	Most of the time	All of the time	Total	Average
All Respondents		4%	3%	4%	7%	82%	3848	4.601
Survey	Survey 1	4%	3%	3%	8%	82%	845	4.605
	Survey 2	5%	3%	3%	7%	82%	974	4.595
	Survey 3	3%	4%	4%	7%	82%	1024	4.609
	Survey 4	5%	2%	4%	7%	82%	1005	4.595
Region	SW	4%	2%	4%	7%	83%	797	4.624
	NW	4%	3%	5%	6%	82%	743	4.587
	CN	3%	3%	3%	8%	84%	770	4.670
	NE	3%	2%	2%	7%	85%	743	4.681
	SE	7%	4%	4%	7%	78%	795	4.450
Age	25 and younger	6%	6%	4%	9%	74%	349	4.378
	26 to 30	7%	4%	5%	5%	79%	295	4.458
	31 to 35	5%	3%	4%	9%	81%	397	4.584
	36 to 40	4%	3%	4%	7%	82%	464	4.601
	41 to 45	4%	3%	3%	7%	84%	584	4.654
	46 to 50	4%	2%	4%	8%	82%	780	4.629
	51 and older	4%	2%	3%	5%	86%	952	4.686
Sex	Male	7%	5%	5%	8%	76%	1439	4.415
	Female	3%	2%	3%	6%	86%	2409	4.712
Race	Caucasian	5%	3%	3%	7%	82%	3215	4.600
	African American	3%	3%	4%	10%	81%	309	4.628
	Other	4%	4%	4%	4%	83%	271	4.590
Hispanic/ Latino	No	4%	3%	3%	7%	82%	3646	4.596
	Yes	1%	2%	6%	6%	86%	180	4.728
Marital Status	Single, never married	6%	4%	5%	9%	76%	876	4.449
	Married	3%	2%	3%	6%	85%	2345	4.670
	Other	5%	4%	3%	6%	82%	602	4.561
Resident Location	Urban	4%	3%	5%	7%	81%	685	4.572
	Suburban	3%	2%	3%	7%	85%	1683	4.668
	Rural	5%	3%	4%	7%	80%	1459	4.537
Driving Area	Urban	4%	3%	3%	7%	84%	1271	4.633
	Suburban	4%	2%	3%	7%	84%	1351	4.654
	Rural	5%	4%	4%	7%	79%	1167	4.512
Vehicle Type	Automobile	3%	3%	4%	5%	85%	1973	4.656
	Van/Minivan	3%	1%	3%	7%	86%	523	4.717
	Pickup Truck	10%	6%	5%	12%	68%	463	4.227
	SUV	4%	2%	2%	8%	83%	825	4.653
	Other	19%	7%	5%	5%	64%	58	3.879

TABLE A2.47: INTENDED SEAT BELT USE ON SHORT TRIPS SUCH AS GROCERY OR DRUG STORES

		Never	Rarely	Some of the time	Most of the time	All of the time	Total	Average
All Respondents		5%	3%	3%	6%	83%	3849	4.595
Survey	Survey 1	4%	3%	3%	7%	83%	845	4.609
	Survey 2	5%	3%	4%	5%	83%	975	4.570
	Survey 3	4%	4%	3%	6%	83%	1024	4.599
	Survey 4	5%	2%	3%	6%	84%	1005	4.603
Region	SW	5%	2%	3%	6%	83%	797	4.600
	NW	4%	3%	4%	7%	81%	743	4.565
	CN	3%	2%	3%	6%	85%	770	4.670
	NE	4%	2%	2%	6%	86%	744	4.664
	SE	7%	4%	4%	6%	80%	795	4.481
Age	25 and younger	6%	6%	5%	7%	75%	350	4.394
	26 to 30	7%	3%	3%	6%	80%	295	4.492
	31 to 35	5%	2%	2%	9%	82%	397	4.610
	36 to 40	5%	2%	3%	7%	82%	464	4.593
	41 to 45	4%	3%	3%	5%	85%	584	4.639
	46 to 50	4%	3%	4%	7%	82%	780	4.608
	51 and older	4%	2%	3%	4%	87%	952	4.667
Sex	Male	8%	5%	4%	8%	75%	1439	4.385
	Female	3%	2%	3%	5%	88%	2410	4.720
Race	Caucasian	5%	3%	3%	6%	83%	3215	4.593
	African American	3%	3%	4%	7%	83%	310	4.642
	Other	6%	3%	3%	4%	83%	271	4.557
Hispanic/ Latino	No	5%	3%	3%	6%	83%	3647	4.592
	Yes	3%	3%	3%	6%	85%	180	4.667
Marital Status	Single, never married	6%	4%	5%	7%	78%	877	4.464
	Married	4%	2%	3%	6%	85%	2344	4.661
	Other	6%	3%	3%	6%	81%	603	4.531
Resident Location	Urban	5%	3%	4%	6%	81%	685	4.552
	Suburban	4%	3%	2%	6%	85%	1684	4.647
	Rural	5%	3%	4%	6%	82%	1459	4.555
Driving Area	Urban	5%	3%	3%	6%	84%	1271	4.610
	Suburban	4%	3%	3%	6%	84%	1352	4.635
	Rural	5%	3%	4%	6%	81%	1167	4.544
Vehicle Type	Automobile	4%	3%	3%	5%	85%	1974	4.642
	Van/Minivan	3%	2%	2%	6%	87%	523	4.723
	Pickup Truck	10%	6%	5%	10%	69%	463	4.214
	SUV	4%	2%	4%	6%	85%	825	4.667
	Other	19%	9%	5%	5%	62%	58	3.828

TABLE A2.48: INTENDED SEAT BELT USE ON LONG TRIPS OF MORE THAN 25 MILES

		Never	Rarely	Some of the time	Most of the time	All of the time	Total	Average
All Respondents		2%	1%	2%	5%	89%	3849	4.771
Survey	Survey 1	2%	1%	3%	4%	89%	846	4.770
	Survey 2	3%	1%	2%	4%	89%	974	4.759
	Survey 3	2%	1%	2%	7%	89%	1024	4.802
	Survey 4	3%	1%	3%	5%	89%	1005	4.752
Region	SW	3%	1%	2%	5%	89%	797	4.770
	NW	1%	1%	3%	6%	88%	743	4.793
	CN	2%	1%	2%	4%	91%	770	4.816
	NE	2%	1%	3%	5%	90%	744	4.797
	SE	4%	2%	2%	5%	87%	795	4.683
Age	25 and younger	2%	3%	5%	7%	83%	350	4.643
	26 to 30	4%	2%	3%	4%	87%	294	4.697
	31 to 35	3%	1%	2%	7%	88%	397	4.776
	36 to 40	2%	1%	3%	5%	89%	464	4.789
	41 to 45	2%	1%	2%	5%	90%	584	4.808
	46 to 50	2%	1%	2%	6%	89%	781	4.785
	51 and older	3%	1%	2%	3%	91%	952	4.801
Sex	Male	4%	2%	3%	7%	83%	1439	4.637
	Female	1%	1%	2%	4%	92%	2410	4.851
Race	Caucasian	3%	1%	2%	5%	89%	3215	4.770
	African American	1%	2%	2%	5%	90%	310	4.829
	Other	3%	1%	4%	3%	88%	271	4.720
Hispanic/ Latino	No	2%	1%	2%	5%	89%	3647	4.770
	Yes	2%	1%	4%	3%	90%	180	4.794
Marital Status	Single, never married	3%	2%	4%	6%	85%	877	4.694
	Married	2%	1%	2%	5%	91%	2344	4.807
	Other	3%	1%	2%	4%	89%	603	4.748
Resident Location	Urban	2%	2%	3%	4%	89%	685	4.768
	Suburban	2%	1%	2%	5%	90%	1683	4.795
	Rural	3%	1%	2%	5%	88%	1460	4.745
Driving Area	Urban	2%	1%	3%	4%	90%	1272	4.781
	Suburban	2%	1%	1%	6%	89%	1352	4.792
	Rural	3%	1%	3%	5%	88%	1166	4.743
Vehicle Type	Automobile	2%	1%	2%	5%	90%	1974	4.803
	Van/Minivan	2%	1%	2%	4%	92%	523	4.839
	Pickup Truck	6%	2%	4%	8%	79%	464	4.517
	SUV	2%	1%	2%	5%	91%	824	4.822
	Other	7%	5%	7%	9%	72%	58	4.345

TABLE A2.49: INTENDED SEAT BELT USE WHEN DRIVING ON THE INTERSTATE

		Never	Rarely	Some of the time	Most of the time	All of the time	Total	Average
All Respondents		2%	1%	2%	5%	90%	3845	4.783
Survey	Survey 1	2%	1%	3%	5%	89%	844	4.776
	Survey 2	3%	1%	2%	4%	90%	975	4.777
	Survey 3	2%	1%	2%	5%	91%	1023	4.808
	Survey 4	3%	1%	2%	6%	88%	1003	4.767
Region	SW	3%	1%	1%	6%	89%	797	4.769
	NW	1%	1%	3%	6%	89%	742	4.809
	CN	2%	1%	2%	4%	91%	768	4.828
	NE	2%	1%	2%	5%	90%	742	4.805
	SE	4%	1%	2%	4%	88%	796	4.707
Age	25 and younger	3%	3%	4%	7%	83%	350	4.637
	26 to 30	4%	1%	3%	4%	87%	294	4.704
	31 to 35	3%	1%	2%	5%	90%	396	4.790
	36 to 40	2%	1%	2%	5%	90%	464	4.804
	41 to 45	2%	0%	2%	4%	91%	584	4.822
	46 to 50	2%	1%	2%	6%	89%	780	4.795
	51 and older	2%	1%	1%	4%	91%	950	4.815
Sex	Male	4%	2%	3%	7%	84%	1438	4.648
	Female	1%	0%	2%	4%	93%	2407	4.863
Race	Caucasian	3%	1%	2%	5%	90%	3213	4.779
	African American	0%	2%	2%	6%	90%	310	4.845
	Other	3%	1%	4%	3%	89%	269	4.751
Hispanic/ Latino	No	3%	1%	2%	5%	89%	3643	4.779
	Yes	1%	1%	3%	5%	91%	180	4.856
Marital Status	Single, never married	3%	2%	3%	7%	85%	876	4.702
	Married	2%	1%	2%	4%	91%	2343	4.818
	Other	3%	1%	3%	4%	89%	601	4.762
Resident Location	Urban	2%	1%	3%	5%	89%	685	4.780
	Suburban	2%	1%	2%	5%	90%	1681	4.797
	Rural	3%	1%	2%	5%	89%	1458	4.767
Driving Area	Urban	2%	1%	2%	5%	90%	1271	4.799
	Suburban	2%	1%	2%	6%	89%	1350	4.792
	Rural	3%	1%	3%	4%	89%	1165	4.767
Vehicle Type	Automobile	2%	1%	2%	5%	90%	1972	4.807
	Van/Minivan	1%	1%	2%	4%	92%	522	4.847
	Pickup Truck	6%	2%	3%	7%	81%	463	4.562
	SUV	2%	0%	2%	4%	92%	825	4.841
	Other	11%	5%	2%	12%	70%	57	4.263

TABLE A2.50: FREQUENCY OF ENCOURAGING PASSENGERS TO WEAR THEIR SEAT BELT

		Never	Rarely	Some of the time	Most of the time	All of the time	Total	Average
All Respondents		5%	2%	3%	8%	83%	3821	4.623
Survey	Survey 1	4%	2%	4%	8%	83%	835	4.626
	Survey 2	6%	2%	3%	7%	83%	972	4.603
	Survey 3	5%	2%	2%	8%	83%	1016	4.628
	Survey 4	4%	2%	4%	8%	83%	998	4.634
Region	SW	4%	2%	2%	8%	84%	787	4.667
	NW	4%	2%	5%	8%	81%	739	4.608
	CN	5%	2%	3%	6%	85%	769	4.644
	NE	4%	2%	3%	8%	83%	736	4.639
	SE	6%	2%	4%	7%	82%	790	4.558
Age	25 and younger	5%	5%	6%	12%	72%	346	4.402
	26 to 30	8%	3%	4%	9%	76%	294	4.432
	31 to 35	2%	2%	4%	9%	83%	396	4.689
	36 to 40	5%	2%	3%	6%	84%	459	4.625
	41 to 45	4%	1%	2%	7%	87%	580	4.714
	46 to 50	5%	2%	2%	8%	83%	772	4.614
	51 and older	4%	1%	3%	6%	86%	947	4.691
Sex	Male	8%	3%	4%	10%	74%	1421	4.374
	Female	2%	1%	2%	6%	88%	2400	4.770
Race	Caucasian	5%	2%	3%	8%	82%	3194	4.615
	African American	2%	2%	3%	8%	86%	305	4.731
	Other	6%	2%	3%	5%	84%	269	4.595
Hispanic/ Latino	No	5%	2%	3%	8%	83%	3619	4.620
	Yes	2%	3%	3%	9%	83%	179	4.693
Marital Status	Single, never married	7%	4%	5%	10%	74%	864	4.416
	Married	4%	1%	2%	7%	86%	2331	4.699
	Other	4%	2%	4%	7%	83%	600	4.632
Resident Location	Urban	4%	3%	3%	8%	81%	680	4.600
	Suburban	4%	2%	2%	8%	84%	1671	4.655
	Rural	5%	2%	4%	7%	82%	1450	4.594
Driving Area	Urban	4%	2%	3%	7%	85%	1261	4.663
	Suburban	4%	1%	3%	8%	84%	1342	4.656
	Rural	6%	2%	4%	8%	80%	1163	4.557
Vehicle Type	Automobile	4%	2%	3%	7%	83%	1958	4.636
	Van/Minivan	2%	1%	2%	7%	88%	521	4.772
	Pickup Truck	9%	3%	5%	10%	73%	461	4.341
	SUV	4%	1%	3%	8%	85%	819	4.692
	Other	18%	4%	4%	5%	70%	57	4.070

TABLES – PART III: ALCOHOL IMPAIRED DRIVING

TABLE A3.1: LIKELIHOOD OF AVERAGE DRIVER BEING STOPPED FOR DRINKING AND DRIVING

		Very unlikely	Somewhat unlikely	Somewhat likely	Very likely	Total	Average
All Respondents		7%	23%	44%	26%	3698	2.900
Survey	Survey 1	6%	24%	44%	26%	802	2.903
	Survey 2	7%	20%	44%	28%	932	2.939
	Survey 3	6%	25%	45%	25%	985	2.887
	Survey 4	9%	22%	43%	27%	979	2.875
Region	SW	7%	22%	46%	25%	759	2.875
	NW	6%	23%	43%	28%	709	2.920
	CN	7%	25%	43%	25%	745	2.859
	NE	7%	21%	46%	26%	728	2.909
	SE	7%	22%	43%	29%	757	2.941
Age	25 and younger	4%	16%	47%	33%	347	3.095
	26 to 30	8%	24%	43%	25%	290	2.848
	31 to 35	8%	22%	46%	24%	389	2.848
	36 to 40	6%	24%	48%	22%	443	2.856
	41 to 45	8%	25%	41%	25%	554	2.836
	46 to 50	7%	25%	43%	25%	739	2.865
	51 and older	7%	21%	44%	29%	911	2.945
Sex	Male	7%	25%	41%	26%	1389	2.859
	Female	6%	21%	46%	27%	2309	2.926
Race	Caucasian	7%	24%	45%	25%	3085	2.877
	African American	7%	17%	42%	34%	301	3.027
	Other	8%	17%	41%	34%	262	3.008
Hispanic/ Latino	No	7%	23%	44%	26%	3502	2.895
	Yes	6%	21%	41%	31%	173	2.971
Marital Status	Single, never married	7%	20%	43%	31%	839	2.975
	Married	6%	24%	46%	23%	2250	2.864
	Other	9%	22%	38%	32%	585	2.935
Resident Location	Urban	8%	20%	40%	31%	654	2.940
	Suburban	6%	24%	47%	23%	1619	2.874
	Rural	7%	23%	42%	28%	1405	2.912
Driving Area	Urban	8%	21%	43%	29%	1222	2.926
	Suburban	6%	24%	46%	24%	1301	2.878
	Rural	7%	23%	43%	27%	1119	2.898
Vehicle Type	Automobile	7%	22%	43%	28%	1900	2.925
	Van/Minivan	7%	27%	45%	22%	498	2.811
	Pickup Truck	6%	23%	42%	28%	443	2.930
	SUV	7%	23%	47%	24%	796	2.881
	Other	16%	16%	30%	38%	56	2.893

TABLE A3.2: LIKELIHOOD OF AVERAGE DRIVER BEING IN A CRASH DUE TO DRINKING AND DRIVING

		Very unlikely	Somewhat unlikely	Somewhat likely	Very likely	Total	Average
All Respondents		2%	13%	51%	34%	3693	3.165
Survey	Survey 1	1%	16%	52%	31%	813	3.117
	Survey 2	1%	12%	49%	38%	940	3.234
	Survey 3	2%	14%	54%	30%	979	3.116
	Survey 4	2%	12%	50%	35%	961	3.189
Region	SW	2%	13%	50%	35%	755	3.180
	NW	2%	15%	54%	29%	718	3.104
	CN	2%	14%	52%	32%	747	3.147
	NE	1%	13%	53%	33%	716	3.168
	SE	2%	13%	47%	38%	757	3.225
Age	25 and younger	1%	8%	48%	42%	341	3.317
	26 to 30	4%	10%	56%	30%	282	3.124
	31 to 35	2%	15%	54%	28%	384	3.089
	36 to 40	2%	12%	54%	32%	445	3.164
	41 to 45	2%	15%	50%	33%	564	3.154
	46 to 50	1%	15%	52%	31%	739	3.133
	51 and older	2%	14%	49%	36%	913	3.182
Sex	Male	3%	17%	51%	29%	1380	3.051
	Female	1%	11%	52%	36%	2313	3.234
Race	Caucasian	2%	14%	53%	31%	3085	3.137
	African American	3%	9%	42%	45%	299	3.304
	Other	1%	9%	45%	45%	259	3.347
Hispanic/ Latino	No	2%	14%	51%	33%	3499	3.158
	Yes	1%	7%	49%	43%	173	3.335
Marital Status	Single, never married	3%	12%	49%	37%	834	3.197
	Married	1%	14%	54%	31%	2256	3.138
	Other	2%	12%	46%	40%	579	3.233
Resident Location	Urban	2%	10%	48%	40%	662	3.258
	Suburban	2%	15%	53%	30%	1613	3.115
	Rural	2%	13%	51%	34%	1400	3.178
Driving Area	Urban	2%	11%	50%	36%	1219	3.208
	Suburban	2%	15%	53%	30%	1289	3.115
	Rural	2%	14%	51%	34%	1128	3.170
Vehicle Type	Automobile	2%	12%	50%	36%	1885	3.189
	Van/Minivan	1%	14%	55%	30%	502	3.147
	Pickup Truck	2%	16%	51%	31%	443	3.117
	SUV	2%	14%	53%	31%	802	3.131
	Other	-	9%	44%	47%	55	3.382

TABLE A3.3: DRINKING AND DRIVING BY PEOPLE WHO ARE NOT ALCOHOLICS OR PROBLEM DRINKERS IS A SERIOUS HIGHWAY SAFETY PROBLEM

		Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	Total	Average
All Respondents		3%	5%	20%	72%	3765	3.613
Survey	Survey 1	3%	6%	25%	67%	825	3.550
	Survey 2	2%	4%	18%	76%	954	3.679
	Survey 3	3%	5%	18%	74%	1002	3.623
	Survey 4	4%	5%	19%	72%	984	3.591
Region	SW	2%	5%	17%	77%	776	3.693
	NW	3%	6%	21%	70%	725	3.572
	CN	3%	5%	22%	71%	756	3.610
	NE	3%	6%	20%	70%	731	3.572
	SE	4%	4%	18%	73%	777	3.613
Age	25 and younger	3%	5%	23%	69%	348	3.589
	26 to 30	3%	3%	21%	72%	289	3.623
	31 to 35	4%	3%	17%	76%	390	3.651
	36 to 40	2%	4%	18%	76%	453	3.695
	41 to 45	2%	5%	17%	75%	573	3.654
	46 to 50	3%	6%	19%	71%	761	3.586
	51 and older	3%	7%	21%	69%	924	3.558
Sex	Male	4%	7%	22%	68%	1414	3.543
	Female	3%	4%	18%	75%	2351	3.655
Race	Caucasian	3%	5%	20%	72%	3148	3.616
	African American	2%	7%	18%	73%	303	3.611
	Other	3%	6%	16%	75%	264	3.629
Hispanic/Latino	No	3%	5%	20%	72%	3566	3.615
	Yes	3%	7%	15%	74%	177	3.599
Marital Status	Single, never married	3%	6%	23%	68%	860	3.567
	Married	3%	5%	19%	73%	2290	3.620
	Other	3%	5%	17%	75%	591	3.655
Resident Location	Urban	3%	6%	21%	70%	672	3.580
	Suburban	2%	5%	20%	73%	1652	3.636
	Rural	4%	5%	19%	72%	1421	3.601
Driving Area	Urban	4%	6%	18%	73%	1257	3.600
	Suburban	2%	5%	21%	72%	1316	3.632
	Rural	3%	5%	19%	73%	1132	3.610
Vehicle Type	Automobile	3%	5%	19%	72%	1929	3.611
	Van/Minivan	3%	4%	18%	76%	512	3.666
	Pickup Truck	3%	6%	22%	68%	452	3.549
	SUV	3%	5%	20%	72%	809	3.618
	Other	4%	4%	13%	80%	56	3.696

TABLE A3.4: PEOPLE SHOULD NOT BE ALLOWED TO DRIVE IF THEY HAVE BEEN DRINKING ANY ALCOHOL AT ALL

		Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	Total	Average
All Respondents		16%	22%	16%	46%	3778	2.907
Survey	Survey 1	17%	21%	15%	46%	830	2.901
	Survey 2	14%	20%	17%	49%	956	3.016
	Survey 3	17%	23%	17%	44%	1007	2.873
	Survey 4	18%	24%	15%	43%	985	2.841
Region	SW	16%	21%	15%	47%	783	2.936
	NW	17%	24%	18%	42%	732	2.847
	CN	20%	23%	16%	42%	755	2.796
	NE	18%	25%	16%	42%	727	2.812
	SE	12%	17%	16%	54%	781	3.129
Age	25 and younger	13%	20%	16%	51%	347	3.058
	26 to 30	18%	26%	15%	40%	292	2.771
	31 to 35	14%	23%	17%	45%	392	2.934
	36 to 40	17%	22%	17%	44%	457	2.886
	41 to 45	17%	19%	16%	48%	574	2.962
	46 to 50	17%	23%	15%	45%	762	2.881
	51 and older	17%	22%	17%	44%	927	2.869
Sex	Male	24%	24%	15%	37%	1412	2.664
	Female	12%	21%	17%	50%	2366	3.052
Race	Caucasian	17%	22%	16%	45%	3157	2.890
	African American	14%	24%	14%	49%	306	2.977
	Other	15%	16%	14%	55%	263	3.091
Hispanic/ Latino	No	17%	22%	16%	45%	3578	2.894
	Yes	11%	15%	16%	58%	178	3.219
Marital Status	Single, never married	16%	21%	15%	47%	856	2.942
	Married	17%	23%	16%	44%	2305	2.868
	Other	16%	19%	16%	50%	593	3.000
Resident Location	Urban	16%	22%	14%	48%	674	2.945
	Suburban	19%	25%	16%	40%	1653	2.788
	Rural	14%	19%	17%	50%	1431	3.031
Driving Area	Urban	17%	22%	15%	47%	1253	2.913
	Suburban	16%	25%	16%	43%	1325	2.853
	Rural	16%	19%	17%	48%	1142	2.974
Vehicle Type	Automobile	17%	22%	16%	46%	1937	2.907
	Van/Minivan	11%	20%	18%	50%	515	3.074
	Pickup Truck	20%	22%	14%	44%	455	2.818
	SUV	17%	24%	16%	43%	808	2.849
	Other	18%	18%	14%	50%	56	2.964

TABLE A3.5: SCIENTIFIC EVIDENCE HAS SHOWN THAT ANY AMOUNT OF ALCOHOL IMPAIRS DRIVING

		Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	Total	Average
All Respondents		11%	16%	26%	47%	3644	3.092
Survey	Survey 1	11%	16%	25%	47%	807	3.084
	Survey 2	10%	14%	27%	49%	921	3.141
	Survey 3	11%	16%	27%	46%	969	3.074
	Survey 4	12%	16%	25%	47%	947	3.071
Region	SW	12%	15%	24%	50%	755	3.111
	NW	12%	19%	26%	43%	711	2.997
	CN	10%	16%	30%	44%	732	3.086
	NE	11%	18%	26%	44%	701	3.033
	SE	10%	11%	25%	54%	745	3.227
Age	25 and younger	9%	12%	31%	49%	334	3.201
	26 to 30	13%	17%	25%	46%	274	3.033
	31 to 35	9%	17%	27%	46%	384	3.102
	36 to 40	10%	14%	29%	47%	435	3.143
	41 to 45	12%	13%	26%	49%	554	3.105
	46 to 50	11%	15%	26%	47%	744	3.087
	51 and older	12%	18%	24%	46%	892	3.039
Sex	Male	16%	17%	28%	40%	1379	2.925
	Female	8%	15%	25%	51%	2265	3.195
Race	Caucasian	11%	16%	27%	46%	3046	3.079
	African American	10%	16%	22%	51%	297	3.135
	Other	11%	12%	20%	57%	249	3.237
Hispanic/ Latino	No	11%	16%	26%	47%	3457	3.088
	Yes	11%	13%	21%	55%	166	3.211
Marital Status	Single, never married	11%	13%	27%	48%	829	3.117
	Married	11%	17%	26%	46%	2221	3.081
	Other	12%	14%	24%	49%	573	3.106
Resident Location	Urban	13%	14%	25%	48%	655	3.078
	Suburban	11%	18%	27%	44%	1586	3.033
	Rural	10%	14%	26%	51%	1383	3.176
Driving Area	Urban	11%	16%	25%	48%	1213	3.092
	Suburban	11%	16%	28%	44%	1275	3.055
	Rural	10%	14%	26%	49%	1099	3.141
Vehicle Type	Automobile	11%	15%	26%	48%	1868	3.117
	Van/Minivan	9%	14%	25%	52%	503	3.197
	Pickup Truck	15%	18%	25%	42%	443	2.948
	SUV	11%	17%	28%	44%	771	3.054
	Other	17%	9%	25%	49%	53	3.057

TABLE A3.6: DRIVING AFTER DRINKING A FEW BEERS CAN BE AS DANGEROUS AS DRIVING AFTER DRINKING HARD LIQUOR

		Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	Total	Average
All Respondents		5%	8%	19%	67%	3676	3.483
Survey	Survey 1	4%	9%	20%	67%	789	3.498
	Survey 2	4%	9%	19%	67%	925	3.498
	Survey 3	6%	8%	20%	66%	990	3.467
	Survey 4	7%	7%	18%	68%	972	3.473
Region	SW	6%	8%	19%	67%	763	3.459
	NW	4%	12%	21%	63%	708	3.434
	CN	6%	7%	19%	68%	742	3.505
	NE	5%	7%	20%	67%	709	3.491
	SE	5%	8%	17%	70%	754	3.525
Age	25 and younger	7%	11%	24%	58%	342	3.333
	26 to 30	7%	12%	22%	59%	288	3.337
	31 to 35	5%	8%	19%	68%	384	3.487
	36 to 40	4%	6%	21%	69%	436	3.553
	41 to 45	5%	8%	18%	69%	554	3.522
	46 to 50	5%	8%	18%	69%	744	3.513
	51 and older	5%	8%	18%	69%	901	3.504
Sex	Male	9%	10%	21%	60%	1389	3.326
	Female	3%	7%	18%	71%	2287	3.578
Race	Caucasian	5%	8%	20%	67%	3072	3.484
	African American	5%	9%	17%	69%	296	3.503
	Other	6%	9%	17%	68%	257	3.463
Hispanic/ Latino	No	5%	8%	19%	67%	3480	3.485
	Yes	7%	9%	15%	69%	173	3.468
Marital Status	Single, never married	8%	9%	22%	61%	846	3.361
	Married	5%	8%	19%	69%	2231	3.517
	Other	4%	8%	18%	70%	575	3.536
Resident Location	Urban	5%	8%	19%	68%	658	3.503
	Suburban	6%	8%	21%	66%	1611	3.463
	Rural	5%	8%	18%	69%	1386	3.500
Driving Area	Urban	5%	8%	18%	68%	1228	3.501
	Suburban	5%	8%	20%	66%	1286	3.477
	Rural	5%	8%	19%	67%	1106	3.482
Vehicle Type	Automobile	5%	8%	19%	68%	1897	3.509
	Van/Minivan	3%	7%	19%	71%	502	3.592
	Pickup Truck	9%	10%	19%	61%	440	3.323
	SUV	5%	9%	21%	65%	774	3.453
	Other	18%	-	13%	70%	56	3.339

TABLE A3.7: DRINKING ALCOHOL DISTORTS A DRIVER'S JUDGMENT OF DISTANCE

		Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	Total	Average
All Respondents		2%	3%	20%	76%	3710	3.703
Survey	Survey 1	2%	2%	21%	74%	807	3.679
	Survey 2	1%	2%	19%	78%	940	3.743
	Survey 3	1%	3%	21%	74%	992	3.682
	Survey 4	2%	3%	18%	77%	971	3.706
Region	SW	1%	4%	21%	74%	771	3.677
	NW	2%	3%	21%	74%	716	3.672
	CN	2%	3%	19%	76%	745	3.685
	NE	1%	1%	21%	77%	716	3.735
	SE	1%	2%	18%	79%	762	3.748
Age	25 and younger	1%	2%	24%	73%	343	3.694
	26 to 30	2%	2%	18%	77%	288	3.694
	31 to 35	2%	2%	22%	74%	388	3.691
	36 to 40	1%	2%	19%	78%	449	3.744
	41 to 45	1%	2%	20%	77%	563	3.721
	46 to 50	2%	3%	18%	77%	745	3.699
	51 and older	2%	3%	20%	75%	908	3.687
Sex	Male	3%	4%	24%	70%	1383	3.612
	Female	1%	2%	18%	79%	2327	3.757
Race	Caucasian	1%	2%	20%	76%	3101	3.712
	African American	2%	4%	20%	74%	300	3.667
	Other	4%	4%	17%	75%	260	3.627
Hispanic/ Latino	No	1%	3%	20%	76%	3514	3.707
	Yes	4%	1%	22%	72%	174	3.632
Marital Status	Single, never married	2%	3%	23%	72%	851	3.659
	Married	1%	2%	19%	77%	2255	3.722
	Other	2%	3%	19%	76%	581	3.699
Resident Location	Urban	2%	3%	19%	76%	659	3.687
	Suburban	1%	3%	22%	74%	1623	3.688
	Rural	1%	2%	19%	78%	1410	3.730
Driving Area	Urban	2%	3%	21%	75%	1229	3.680
	Suburban	1%	2%	20%	76%	1306	3.708
	Rural	1%	2%	19%	78%	1121	3.728
Vehicle Type	Automobile	1%	2%	19%	77%	1892	3.723
	Van/Minivan	0%	2%	19%	79%	508	3.762
	Pickup Truck	3%	5%	21%	71%	456	3.601
	SUV	2%	3%	21%	74%	793	3.683
	Other	2%	2%	20%	76%	55	3.709

TABLE A3.8: LIKELIHOOD OF RESPONDENT BEING STOPPED FOR DRIVER AFTER DRINKING

		Very unlikely	Somewhat unlikely	Somewhat likely	Very likely	Almost certain	Total	Average
All Respondents		10%	16%	35%	22%	17%	3659	3.192
Survey	Survey 1	9%	16%	38%	21%	15%	788	3.171
	Survey 2	9%	16%	34%	22%	18%	931	3.227
	Survey 3	9%	17%	34%	22%	18%	979	3.228
	Survey 4	12%	16%	34%	22%	16%	961	3.137
Region	SW	10%	15%	34%	24%	17%	741	3.233
	NW	11%	17%	37%	18%	16%	704	3.122
	CN	9%	19%	34%	21%	17%	739	3.176
	NE	9%	18%	36%	21%	15%	713	3.151
	SE	10%	13%	35%	24%	18%	762	3.268
Age	25 and younger	8%	15%	34%	27%	16%	337	3.261
	26 to 30	11%	15%	36%	21%	17%	289	3.187
	31 to 35	10%	15%	35%	23%	17%	385	3.216
	36 to 40	8%	17%	34%	23%	17%	438	3.237
	41 to 45	10%	18%	33%	23%	16%	552	3.178
	46 to 50	11%	18%	37%	18%	17%	740	3.126
	51 and older	11%	15%	35%	22%	17%	894	3.188
Sex	Male	12%	20%	35%	20%	12%	1382	2.993
	Female	8%	14%	35%	23%	19%	2277	3.312
Race	Caucasian	10%	17%	36%	21%	16%	3072	3.185
	African American	15%	15%	30%	22%	18%	287	3.129
	Other	10%	14%	27%	29%	21%	257	3.362
Hispanic/ Latino	No	10%	16%	35%	22%	17%	3473	3.189
	Yes	7%	21%	28%	28%	16%	167	3.263
Marital Status	Single, never married	10%	16%	35%	22%	17%	834	3.183
	Married	10%	17%	37%	21%	15%	2230	3.152
	Other	11%	13%	29%	25%	23%	575	3.367
Resident Location	Urban	11%	14%	33%	23%	19%	632	3.253
	Suburban	9%	18%	37%	21%	16%	1618	3.179
	Rural	11%	16%	33%	23%	17%	1389	3.184
Driving Area	Urban	10%	16%	33%	23%	19%	1200	3.245
	Suburban	9%	18%	36%	21%	16%	1298	3.173
	Rural	11%	15%	36%	21%	16%	1108	3.152
Vehicle Type	Automobile	9%	17%	35%	21%	18%	1875	3.214
	Van/Minivan	10%	16%	37%	21%	16%	501	3.178
	Pickup Truck	14%	19%	31%	21%	16%	437	3.059
	SUV	9%	15%	37%	24%	15%	788	3.207
	Other	13%	9%	28%	26%	23%	53	3.358

TABLE A3.9: LIKELIHOOD OF RESPONDENT TO RECEIVE PUNISHMENT FOR DRIVING AFTER DRINKING

		Very unlikely	Somewhat unlikely	Somewhat likely	Very likely	Almost certain	Total	Average
All Respondents		2%	2%	7%	39%	51%	3720	4.339
Survey	Survey 1	2%	1%	7%	45%	44%	817	4.274
	Survey 2	1%	2%	7%	39%	50%	942	4.339
	Survey 3	2%	3%	7%	35%	53%	995	4.354
	Survey 4	2%	2%	6%	36%	54%	966	4.378
Region	SW	3%	2%	6%	40%	50%	766	4.324
	NW	1%	2%	6%	36%	55%	723	4.423
	CN	1%	3%	7%	38%	51%	744	4.345
	NE	2%	2%	8%	40%	47%	723	4.284
	SE	2%	2%	7%	39%	50%	764	4.319
Age	25 and younger	1%	3%	7%	45%	44%	341	4.267
	26 to 30	0%	1%	7%	40%	52%	289	4.419
	31 to 35	2%	3%	4%	41%	50%	392	4.355
	36 to 40	1%	2%	7%	35%	54%	448	4.393
	41 to 45	2%	1%	6%	37%	53%	568	4.384
	46 to 50	3%	2%	7%	40%	49%	746	4.292
	51 and older	3%	2%	7%	36%	51%	910	4.318
Sex	Male	1%	2%	5%	40%	52%	1407	4.393
	Female	2%	2%	8%	37%	50%	2313	4.306
Race	Caucasian	2%	2%	7%	39%	51%	3116	4.348
	African American	4%	3%	9%	34%	50%	301	4.236
	Other	1%	2%	7%	41%	49%	256	4.344
Hispanic/ Latino	No	2%	2%	7%	38%	51%	3530	4.337
	Yes	1%	1%	7%	39%	51%	171	4.386
Marital Status	Single, never married	2%	2%	7%	41%	49%	857	4.321
	Married	2%	2%	7%	38%	51%	2259	4.339
	Other	2%	2%	6%	38%	53%	580	4.369
Resident Location	Urban	2%	2%	7%	35%	53%	658	4.362
	Suburban	2%	2%	7%	39%	50%	1639	4.337
	Rural	2%	2%	7%	39%	50%	1403	4.338
Driving Area	Urban	2%	2%	7%	37%	52%	1231	4.339
	Suburban	2%	2%	7%	39%	50%	1314	4.334
	Rural	2%	2%	7%	40%	50%	1121	4.346
Vehicle Type	Automobile	2%	2%	6%	40%	50%	1904	4.331
	Van/Minivan	2%	2%	8%	35%	53%	502	4.347
	Pickup Truck	2%	1%	6%	39%	53%	449	4.401
	SUV	2%	3%	8%	38%	50%	805	4.314
	Other	-	4%	6%	39%	52%	54	4.389

TABLE A3.10: SEVERITY OF RESPONDENTS PUNISHMENT FOR DRINKING AND DRIVING

		Not severe	Somewhat severe	Very severe	Total	Average
All Respondents		13%	55%	32%	3615	2.189
Survey	Survey 1	13%	57%	30%	795	2.175
	Survey 2	12%	54%	34%	917	2.216
	Survey 3	15%	54%	31%	974	2.155
	Survey 4	11%	56%	32%	929	2.210
Region	SW	15%	54%	31%	747	2.163
	NW	12%	57%	32%	711	2.200
	CN	14%	55%	31%	716	2.166
	NE	13%	53%	34%	699	2.216
	SE	11%	57%	31%	742	2.201
Age	25 and younger	5%	56%	39%	341	2.337
	26 to 30	11%	56%	32%	285	2.211
	31 to 35	12%	60%	28%	371	2.154
	36 to 40	17%	53%	29%	438	2.119
	41 to 45	13%	58%	29%	551	2.154
	46 to 50	15%	54%	31%	725	2.154
	51 and older	12%	53%	35%	880	2.223
Sex	Male	9%	51%	39%	1365	2.302
	Female	15%	58%	27%	2250	2.120
Race	Caucasian	13%	56%	30%	3028	2.173
	African American	12%	54%	34%	289	2.215
	Other	11%	44%	45%	254	2.343
Hispanic/ Latino	No	13%	56%	31%	3429	2.183
	Yes	10%	47%	44%	167	2.341
Marital Status	Single, never married	10%	54%	36%	834	2.255
	Married	14%	56%	30%	2192	2.162
	Other	14%	53%	33%	565	2.193
Resident Location	Urban	13%	53%	34%	638	2.215
	Suburban	12%	56%	32%	1595	2.192
	Rural	14%	55%	31%	1363	2.175
Driving Area	Urban	12%	53%	34%	1198	2.220
	Suburban	13%	58%	30%	1277	2.167
	Rural	14%	55%	32%	1087	2.179
Vehicle Type	Automobile	12%	55%	33%	1861	2.208
	Van/Minivan	15%	60%	25%	491	2.098
	Pickup Truck	12%	49%	40%	431	2.281
	SUV	14%	58%	28%	774	2.136
	Other	12%	38%	50%	52	2.385

TABLE A3.11: CURRENT PENALTIES FOR DRINKING AND DRIVING SHOULD BE MORE OR LESS SEVERE

		Much less severe	Somewhat less severe	Stay the same	Somewhat more severe	Much more severe	Total	Average
All Respondents		1%	2%	39%	21%	37%	3577	3.904
Survey	Survey 1	1%	3%	38%	19%	38%	782	3.910
	Survey 2	1%	2%	39%	24%	35%	919	3.904
	Survey 3	1%	2%	41%	23%	33%	951	3.838
	Survey 4	1%	2%	38%	18%	41%	925	3.968
Region	SW	1%	2%	38%	21%	38%	738	3.932
	NW	1%	3%	45%	21%	31%	685	3.772
	CN	0%	2%	42%	20%	36%	703	3.888
	NE	1%	2%	38%	21%	37%	695	3.917
	SE	1%	2%	34%	22%	41%	756	4.001
Age	25 and younger	1%	1%	43%	24%	31%	334	3.838
	26 to 30	2%	1%	39%	20%	38%	276	3.899
	31 to 35	1%	1%	38%	19%	41%	374	3.989
	36 to 40	1%	3%	37%	22%	38%	430	3.935
	41 to 45	-	2%	36%	25%	37%	538	3.976
	46 to 50	1%	2%	41%	19%	37%	723	3.899
	51 and older	1%	3%	40%	20%	35%	880	3.842
Sex	Male	2%	3%	50%	17%	29%	1358	3.675
	Female	0%	1%	33%	24%	42%	2219	4.045
Race	Caucasian	1%	2%	39%	21%	37%	2999	3.914
	African American	1%	2%	40%	21%	36%	287	3.895
	Other	2%	1%	43%	20%	34%	248	3.831
Hispanic/ Latino	No	1%	2%	39%	21%	37%	3388	3.908
	Yes	1%	2%	44%	19%	35%	170	3.847
Marital Status	Single, never married	1%	2%	45%	20%	32%	826	3.785
	Married	1%	2%	38%	21%	37%	2166	3.925
	Other	1%	2%	35%	22%	41%	566	4.004
Resident Location	Urban	1%	3%	37%	22%	36%	646	3.890
	Suburban	1%	2%	42%	21%	34%	1536	3.861
	Rural	1%	2%	37%	20%	40%	1378	3.964
Driving Area	Urban	1%	2%	40%	21%	36%	1195	3.895
	Suburban	1%	3%	40%	22%	34%	1234	3.870
	Rural	1%	2%	37%	20%	40%	1090	3.961
Vehicle Type	Automobile	1%	2%	40%	22%	35%	1843	3.881
	Van/Minivan	0%	2%	31%	20%	46%	476	4.105
	Pickup Truck	2%	3%	46%	17%	31%	433	3.721
	SUV	1%	1%	38%	22%	38%	762	3.958
	Other	2%	4%	43%	25%	27%	56	3.714

TABLE A3.12: PERCEIVED EFFECTIVENESS OF CURRENT OHIO LAWS AT REDUCING DRUNK DRIVING

		Not at all effective	Not too effective	Somewhat effective	Very effective	Total	Average
All Respondents		6%	19%	59%	15%	3669	2.842
Survey	Survey 1	5%	20%	61%	14%	804	2.832
	Survey 2	7%	18%	61%	14%	935	2.831
	Survey 3	6%	21%	57%	16%	971	2.824
	Survey 4	6%	18%	58%	18%	959	2.879
Region	SW	6%	20%	60%	14%	759	2.823
	NW	5%	18%	61%	16%	713	2.877
	CN	5%	19%	59%	17%	726	2.869
	NE	7%	20%	59%	14%	703	2.809
	SE	7%	19%	58%	16%	768	2.832
Age	25 and younger	6%	18%	63%	14%	342	2.842
	26 to 30	8%	18%	62%	11%	288	2.771
	31 to 35	6%	21%	60%	14%	375	2.816
	36 to 40	7%	21%	59%	14%	430	2.800
	41 to 45	6%	18%	60%	15%	553	2.848
	46 to 50	6%	20%	56%	18%	749	2.857
	51 and older	5%	19%	59%	17%	906	2.879
Sex	Male	6%	15%	59%	20%	1400	2.933
	Female	6%	22%	59%	13%	2269	2.786
Race	Caucasian	6%	20%	60%	15%	3069	2.829
	African American	5%	18%	57%	21%	297	2.939
	Other	7%	15%	59%	18%	254	2.878
Hispanic/ Latino	No	6%	20%	59%	15%	3474	2.839
	Yes	6%	13%	65%	15%	173	2.890
Marital Status	Single, never married	6%	18%	60%	16%	852	2.859
	Married	6%	19%	60%	15%	2212	2.841
	Other	7%	22%	55%	17%	581	2.816
Resident Location	Urban	7%	18%	59%	16%	659	2.829
	Suburban	5%	18%	62%	15%	1596	2.873
	Rural	7%	21%	57%	16%	1393	2.814
Driving Area	Urban	6%	19%	60%	15%	1220	2.840
	Suburban	5%	20%	61%	14%	1274	2.845
	Rural	7%	19%	57%	17%	1118	2.844
Vehicle Type	Automobile	6%	18%	60%	16%	1880	2.869
	Van/Minivan	5%	22%	61%	12%	489	2.804
	Pickup Truck	8%	15%	57%	20%	444	2.878
	SUV	6%	22%	59%	13%	793	2.781
	Other	4%	30%	44%	23%	57	2.860

TABLE A3.13: PERCEIVED EFFECTIVENESS OF THE ENFORCEMENT OF CURRENT OHIO LAWS AT REDUCING DRUNK DRIVING

		Not at all effective	Not too effective	Somewhat effective	Very effective	Total	Average
All Respondents		5%	16%	60%	19%	3591	2.932
Survey	Survey 1	5%	16%	61%	18%	787	2.928
	Survey 2	5%	17%	61%	17%	914	2.898
	Survey 3	5%	16%	58%	20%	947	2.937
	Survey 4	5%	15%	60%	20%	943	2.964
Region	SW	6%	15%	60%	19%	751	2.924
	NW	3%	15%	60%	22%	697	3.009
	CN	4%	17%	61%	18%	712	2.933
	NE	6%	17%	60%	17%	691	2.886
	SE	6%	16%	60%	18%	740	2.911
Age	25 and younger	4%	11%	67%	17%	336	2.973
	26 to 30	5%	16%	60%	19%	284	2.930
	31 to 35	4%	19%	62%	15%	364	2.874
	36 to 40	4%	18%	63%	16%	422	2.903
	41 to 45	6%	16%	57%	21%	551	2.929
	46 to 50	6%	17%	58%	19%	728	2.907
	51 and older	5%	15%	58%	22%	881	2.982
Sex	Male	4%	13%	60%	23%	1374	3.027
	Female	6%	18%	60%	16%	2217	2.873
Race	Caucasian	5%	16%	61%	18%	3006	2.925
	African American	5%	13%	58%	24%	286	3.007
	Other	7%	15%	56%	21%	252	2.913
Hispanic/Latino	No	5%	16%	60%	19%	3401	2.932
	Yes	7%	15%	55%	23%	169	2.947
Marital Status	Single, never married	5%	14%	60%	21%	826	2.973
	Married	5%	16%	61%	18%	2183	2.921
	Other	6%	18%	56%	20%	559	2.907
Resident Location	Urban	6%	16%	57%	21%	639	2.928
	Suburban	4%	15%	61%	19%	1563	2.950
	Rural	5%	17%	60%	18%	1368	2.911
Driving Area	Urban	5%	16%	60%	19%	1187	2.933
	Suburban	4%	17%	61%	18%	1253	2.933
	Rural	6%	15%	59%	20%	1096	2.932
Vehicle Type	Automobile	5%	15%	60%	20%	1846	2.959
	Van/Minivan	4%	21%	59%	15%	481	2.863
	Pickup Truck	6%	12%	59%	23%	435	2.982
	SUV	6%	16%	62%	17%	769	2.893
	Other	9%	24%	48%	19%	54	2.759

TABLE A3.14: PERCEIVED EFFECTIVENESS OF COURT SENTENCES FOR DUI CONVICTIONS AT REDUCING DRUNK DRIVING

		Not at all effective	Not too effective	Somewhat effective	Very effective	Total	Average
All Respondents		8%	22%	52%	18%	3451	2.805
Survey	Survey 1	6%	23%	53%	17%	761	2.812
	Survey 2	8%	23%	51%	18%	878	2.782
	Survey 3	7%	23%	51%	19%	914	2.824
	Survey 4	8%	21%	53%	18%	898	2.803
Region	SW	8%	22%	52%	18%	701	2.795
	NW	6%	19%	54%	21%	678	2.885
	CN	7%	24%	51%	18%	666	2.793
	NE	8%	23%	53%	16%	676	2.781
	SE	8%	24%	49%	18%	730	2.775
Age	25 and younger	6%	17%	55%	22%	328	2.936
	26 to 30	7%	18%	56%	18%	279	2.857
	31 to 35	6%	24%	56%	13%	352	2.770
	36 to 40	9%	24%	50%	17%	398	2.744
	41 to 45	7%	25%	51%	17%	519	2.788
	46 to 50	9%	25%	47%	18%	695	2.748
	51 and older	7%	21%	53%	19%	858	2.843
Sex	Male	5%	19%	53%	23%	1326	2.931
	Female	9%	25%	51%	15%	2125	2.727
Race	Caucasian	7%	23%	53%	17%	2889	2.789
	African American	9%	20%	47%	25%	281	2.883
	Other	9%	23%	42%	26%	235	2.855
Hispanic/Latino	No	8%	23%	52%	18%	3272	2.800
	Yes	8%	20%	47%	25%	158	2.905
Marital Status	Single, never married	7%	20%	49%	23%	797	2.886
	Married	7%	23%	53%	16%	2082	2.780
	Other	9%	23%	50%	18%	550	2.773
Resident Location	Urban	10%	22%	51%	18%	627	2.764
	Suburban	6%	21%	54%	19%	1481	2.841
	Rural	8%	24%	50%	18%	1324	2.781
Driving Area	Urban	8%	22%	54%	17%	1150	2.798
	Suburban	7%	23%	52%	19%	1186	2.819
	Rural	8%	23%	50%	19%	1065	2.799
Vehicle Type	Automobile	7%	21%	53%	18%	1758	2.824
	Van/Minivan	6%	26%	50%	17%	464	2.791
	Pickup Truck	8%	19%	50%	23%	426	2.883
	SUV	9%	24%	52%	15%	747	2.735
	Other	14%	28%	34%	24%	50	2.680

TABLE A3.15: SAW A SOBRIETY CHECKPOINT IN THE PAST 12 MONTHS

		No	Yes	Total
All Respondents		72%	28%	3843
Survey	Survey 1	75%	25%	845
	Survey 2	75%	25%	976
	Survey 3	72%	28%	1021
	Survey 4	68%	32%	1001
Region	SW	74%	26%	794
	NW	70%	30%	743
	CN	76%	24%	769
	NE	65%	35%	743
	SE	77%	23%	794
Age	25 and younger	63%	37%	349
	26 to 30	66%	34%	296
	31 to 35	75%	25%	395
	36 to 40	73%	27%	460
	41 to 45	72%	28%	585
	46 to 50	73%	27%	781
	51 and older	76%	24%	950
Sex	Male	71%	29%	1441
	Female	73%	27%	2402
Race	Caucasian	74%	26%	3212
	African American	62%	38%	309
	Other	69%	31%	268
Hispanic/ Latino	No	72%	28%	3641
	Yes	72%	28%	179
Marital Status	Single, never married	67%	33%	873
	Married	75%	25%	2340
	Other	71%	29%	604
Resident Location	Urban	68%	32%	684
	Suburban	72%	28%	1680
	Rural	75%	25%	1458
Driving Area	Urban	71%	29%	1272
	Suburban	71%	29%	1346
	Rural	75%	25%	1165
Vehicle Type	Automobile	72%	28%	1973
	Van/Minivan	73%	27%	521
	Pickup Truck	71%	29%	461
	SUV	74%	26%	824
	Other	74%	26%	57

TABLE A3.16: FREQUENCY OF USE FOR SOBRIETY CHECKPOINTS

		Less frequently	About the same	More frequently	Total	Average
All Respondents		6%	33%	61%	3692	2.548
Survey	Survey 1	8%	32%	61%	798	2.534
	Survey 2	5%	32%	63%	944	2.578
	Survey 3	7%	34%	58%	991	2.512
	Survey 4	6%	32%	62%	959	2.567
Region	SW	7%	36%	57%	760	2.504
	NW	6%	34%	59%	724	2.529
	CN	7%	30%	63%	736	2.552
	NE	6%	33%	62%	709	2.559
	SE	5%	30%	65%	763	2.596
Age	25 and younger	5%	35%	61%	342	2.556
	26 to 30	6%	33%	61%	287	2.547
	31 to 35	5%	29%	66%	381	2.612
	36 to 40	7%	30%	64%	439	2.572
	41 to 45	5%	31%	64%	562	2.596
	46 to 50	8%	34%	58%	745	2.505
	51 and older	7%	34%	59%	911	2.513
Sex	Male	11%	39%	51%	1393	2.398
	Female	4%	29%	67%	2299	2.639
Race	Caucasian	6%	33%	61%	3090	2.544
	African American	4%	33%	63%	302	2.596
	Other	8%	28%	64%	254	2.559
Hispanic/ Latino	No	6%	33%	61%	3501	2.545
	Yes	5%	27%	67%	172	2.622
Marital Status	Single, never married	8%	35%	57%	849	2.486
	Married	6%	33%	61%	2245	2.546
	Other	5%	26%	70%	575	2.650
Resident Location	Urban	6%	32%	62%	661	2.557
	Suburban	7%	34%	59%	1614	2.519
	Rural	6%	31%	64%	1397	2.581
Driving Area	Urban	6%	33%	61%	1222	2.559
	Suburban	8%	33%	60%	1297	2.521
	Rural	6%	32%	62%	1117	2.566
Vehicle Type	Automobile	7%	34%	59%	1893	2.527
	Van/Minivan	3%	29%	67%	501	2.639
	Pickup Truck	9%	37%	55%	445	2.463
	SUV	6%	29%	65%	793	2.591
	Other	6%	38%	57%	53	2.509

TABLE A3.17: RESPONDENT KNOWS OHIO'S BAC LEVEL

		No	Yes	Total
All Respondents		49%	51%	3818
Survey	Survey 1	46%	54%	828
	Survey 2	50%	50%	975
	Survey 3	49%	51%	1024
	Survey 4	52%	48%	991
Region	SW	52%	48%	788
	NW	45%	55%	739
	CN	48%	52%	763
	NE	50%	50%	741
	SE	52%	48%	787
Age	25 and younger	39%	61%	346
	26 to 30	40%	60%	295
	31 to 35	48%	52%	395
	36 to 40	48%	52%	462
	41 to 45	51%	49%	580
	46 to 50	51%	49%	768
	51 and older	56%	44%	945
Sex	Male	35%	65%	1434
	Female	58%	42%	2384
Race	Caucasian	48%	52%	3191
	African American	64%	36%	306
	Other	56%	44%	267
Hispanic/ Latino	No	49%	51%	3618
	Yes	60%	40%	178
Marital Status	Single, never married	46%	54%	869
	Married	50%	50%	2328
	Other	53%	47%	595
Resident Location	Urban	54%	46%	679
	Suburban	48%	52%	1671
	Rural	49%	51%	1447
Driving Area	Urban	51%	49%	1264
	Suburban	49%	51%	1339
	Rural	49%	51%	1156
Vehicle Type	Automobile	50%	50%	1954
	Van/Minivan	56%	44%	519
	Pickup Truck	40%	60%	458
	SUV	51%	49%	823
	Other	40%	60%	57

TABLE A3.18: OHIO'S BAC LEGAL LIMIT

		.01	.02	.03	.04	.05	.06	.07	.08	.09	.10	Other	Total
All Respondents		5%	3%	1%	2%	1%	1%	1%	73%	1%	5%	7%	1931
Survey	Survey 1	7%	4%	1%	2%	2%	1%	2%	69%	1%	4%	8%	445
	Survey 2	6%	3%	1%	2%	1%	1%	1%	72%	1%	6%	7%	491
	Survey 3	5%	4%	1%	1%	2%	0%	1%	75%	0%	6%	7%	522
	Survey 4	4%	2%	1%	1%	1%	1%	1%	78%	1%	3%	6%	473
Region	SW	5%	4%	2%	2%	1%	1%	2%	71%	1%	4%	7%	380
	NW	5%	2%	-	1%	2%	1%	1%	76%	1%	5%	6%	407
	CN	6%	3%	1%	1%	1%	1%	1%	73%	-	5%	8%	396
	NE	6%	5%	0%	2%	1%	1%	0%	74%	0%	4%	6%	371
	SE	3%	3%	1%	2%	1%	1%	1%	74%	1%	5%	7%	377
Age	25 and younger	3%	3%	0%	2%	1%	2%	1%	79%	0%	1%	7%	212
	26 to 30	4%	4%	1%	1%	2%	2%	3%	76%	1%	3%	3%	178
	31 to 35	2%	5%	0%	2%	2%	1%	1%	75%	0%	4%	6%	207
	36 to 40	5%	4%	0%	1%	1%	0%	0%	76%	1%	4%	6%	240
	41 to 45	8%	2%	1%	2%	1%	1%	2%	71%	1%	5%	7%	287
	46 to 50	5%	3%	1%	1%	1%	1%	1%	72%	1%	7%	6%	378
	51 and older	6%	3%	1%	1%	1%	1%	0%	71%	1%	5%	10%	415
Sex	Male	4%	2%	1%	2%	1%	1%	1%	80%	1%	3%	5%	933
	Female	7%	4%	1%	1%	1%	1%	1%	68%	1%	6%	9%	998
Race	Caucasian	5%	3%	1%	1%	1%	1%	1%	75%	1%	4%	6%	1674
	African American	6%	6%	3%	3%	4%	2%		56%	1%	8%	13%	109
	Other	1%	3%	3%	3%	1%	1%	3%	70%	1%	5%	9%	117
Hispanic/ Latino	No	5%	3%	1%	1%	1%	1%	1%	74%	1%	4%	7%	1847
	Yes	1%	1%	3%	3%	3%	-	-	73%	-	7%	8%	71
Marital Status	Single, never married	4%	3%	1%	1%	2%	1%	1%	76%	0%	2%	8%	471
	Married	5%	4%	1%	2%	1%	1%	1%	73%	1%	6%	7%	1164
	Other	8%	3%	1%	1%	2%	1%	1%	73%	0%	4%	6%	280
Resident Location	Urban	5%	3%	1%	2%	2%	2%	-	70%	0%	4%	9%	314
	Suburban	5%	4%	1%	1%	1%	1%	1%	75%	1%	4%	6%	877
	Rural	5%	3%	1%	2%	1%	1%	1%	73%	1%	5%	7%	734
Driving Area	Urban	5%	4%	1%	2%	1%	1%	1%	72%	0%	5%	7%	621
	Suburban	6%	3%	0%	0%	1%	1%	1%	75%	1%	4%	7%	685
	Rural	6%	3%	1%	2%	2%	1%	1%	73%	1%	5%	6%	595
Vehicle Type	Automobile	4%	3%	1%	1%	1%	1%	1%	73%	0%	5%	8%	986
	Van/Minivan	9%	3%	1%	1%	2%	-	0%	67%	1%	5%	10%	230
	Pickup Truck	5%	3%	1%	1%	1%	1%	1%	78%	1%	4%	4%	275
	SUV	6%	3%	1%	2%	1%	1%	1%	74%	1%	5%	5%	404
	Other	-	-	-	9%	-	3%	-	76%	-	6%	6%	34

TABLE A3.19: LOWERING BAC-LEVEL HAS REDUCED DRINKING AND DRIVING IN OHIO

		No	Yes	Total
All Respondents		77%	23%	3194
Survey	Survey 1	78%	22%	650
	Survey 2	76%	24%	827
	Survey 3	77%	23%	884
	Survey 4	75%	25%	833
Region	SW	79%	21%	650
	NW	76%	24%	631
	CN	80%	20%	620
	NE	76%	24%	623
	SE	73%	27%	670
Age	25 and younger	75%	25%	304
	26 to 30	80%	20%	256
	31 to 35	81%	19%	330
	36 to 40	81%	19%	386
	41 to 45	76%	24%	487
	46 to 50	76%	24%	640
	51 and older	74%	26%	769
Sex	Male	76%	24%	1238
	Female	77%	23%	1956
Race	Caucasian	77%	23%	2682
	African American	76%	24%	248
	Other	73%	27%	222
Hispanic/ Latino	No	77%	23%	3026
	Yes	73%	27%	149
Marital Status	Single, never married	76%	24%	744
	Married	77%	23%	1917
	Other	78%	22%	513
Resident Location	Urban	80%	20%	565
	Suburban	76%	24%	1372
	Rural	76%	24%	1241
Driving Area	Urban	79%	21%	1063
	Suburban	76%	24%	1091
	Rural	75%	25%	993
Vehicle Type	Automobile	77%	23%	1628
	Van/Minivan	77%	23%	413
	Pickup Truck	75%	25%	403
	SUV	78%	22%	693
	Other	82%	18%	51

TABLE A3.20: EFFECTIVENESS IN REDUCING DRIVING – AVAILABLE FREE TRANSPORTATION

		Not at all effective	Somewhat effective	Extremely effective	Total	Average
All Respondents		8%	49%	44%	3765	2.361
Survey	Survey 1	9%	48%	43%	820	2.335
	Survey 2	7%	51%	42%	964	2.353
	Survey 3	6%	48%	46%	1010	2.396
	Survey 4	9%	47%	44%	971	2.354
Region	SW	7%	50%	43%	775	2.357
	NW	7%	47%	45%	728	2.380
	CN	8%	50%	42%	752	2.343
	NE	8%	48%	44%	728	2.363
	SE	8%	48%	44%	782	2.362
Age	25 and younger	4%	45%	51%	343	2.464
	26 to 30	7%	37%	56%	295	2.485
	31 to 35	5%	44%	51%	394	2.464
	36 to 40	9%	50%	41%	454	2.326
	41 to 45	8%	53%	39%	573	2.305
	46 to 50	10%	49%	41%	754	2.317
	51 and older	8%	51%	41%	927	2.331
Sex	Male	9%	49%	42%	1407	2.325
	Female	7%	48%	45%	2358	2.383
Race	Caucasian	8%	50%	42%	3153	2.346
	African American	4%	38%	58%	302	2.533
	Other	13%	41%	46%	259	2.332
Hispanic/ Latino	No	8%	49%	44%	3572	2.358
	Yes	8%	44%	49%	172	2.413
Marital Status	Single, never married	6%	41%	53%	854	2.471
	Married	8%	53%	39%	2301	2.312
	Other	8%	44%	48%	586	2.398
Resident Location	Urban	7%	46%	47%	668	2.406
	Suburban	8%	49%	43%	1648	2.354
	Rural	8%	50%	43%	1432	2.346
Driving Area	Urban	8%	47%	45%	1245	2.378
	Suburban	8%	50%	42%	1320	2.348
	Rural	8%	48%	44%	1144	2.358
Vehicle Type	Automobile	7%	47%	46%	1929	2.393
	Van/Minivan	7%	53%	40%	514	2.331
	Pickup Truck	10%	49%	41%	448	2.313
	SUV	8%	51%	41%	811	2.332
	Other	16%	32%	52%	56	2.357

TABLE A3.21: EFFECTIVENESS IN REDUCING DRIVING – AVAILABLE LOW-COST TRANSPORTATION

		Not at all effective	Somewhat effective	Extremely effective	Total	Average
All Respondents		17%	53%	30%	3754	2.133
Survey	Survey 1	18%	50%	32%	815	2.135
	Survey 2	14%	57%	29%	963	2.154
	Survey 3	16%	54%	30%	1004	2.139
	Survey 4	19%	51%	30%	972	2.106
Region	SW	18%	53%	29%	774	2.116
	NW	16%	53%	30%	725	2.141
	CN	17%	53%	29%	751	2.120
	NE	16%	54%	30%	729	2.136
	SE	17%	51%	32%	775	2.155
Age	25 and younger	12%	48%	40%	345	2.284
	26 to 30	13%	51%	37%	293	2.242
	31 to 35	15%	52%	34%	394	2.188
	36 to 40	18%	56%	26%	453	2.077
	41 to 45	19%	56%	25%	571	2.060
	46 to 50	20%	52%	29%	755	2.087
	51 and older	16%	55%	29%	918	2.134
Sex	Male	17%	53%	30%	1405	2.135
	Female	17%	53%	30%	2349	2.133
Race	Caucasian	17%	54%	29%	3144	2.116
	African American	15%	43%	43%	298	2.279
	Other	15%	51%	34%	260	2.185
Hispanic/ Latino	No	17%	53%	30%	3561	2.129
	Yes	13%	50%	37%	171	2.240
Marital Status	Single, never married	12%	48%	40%	856	2.277
	Married	19%	55%	26%	2286	2.071
	Other	15%	52%	33%	587	2.172
Resident Location	Urban	17%	48%	35%	663	2.175
	Suburban	17%	54%	29%	1646	2.125
	Rural	17%	54%	29%	1426	2.124
Driving Area	Urban	17%	49%	34%	1241	2.163
	Suburban	17%	56%	27%	1319	2.102
	Rural	16%	54%	30%	1139	2.137
Vehicle Type	Automobile	16%	52%	33%	1921	2.172
	Van/Minivan	17%	58%	26%	511	2.092
	Pickup Truck	19%	51%	30%	449	2.102
	SUV	18%	56%	26%	811	2.074
	Other	15%	38%	47%	55	2.327

TABLE A3.22: EFFECTIVENESS IN REDUCING DRIVING – COURT ORDERED YELLOW PLATES

		Not at all effective	Somewhat effective	Extremely effective	Total	Average
All Respondents		23%	38%	40%	3691	2.169
Survey	Survey 1	23%	39%	38%	806	2.159
	Survey 2	21%	39%	39%	932	2.180
	Survey 3	23%	37%	40%	989	2.174
	Survey 4	24%	35%	40%	964	2.161
Region	SW	22%	35%	42%	757	2.198
	NW	26%	38%	35%	710	2.094
	CN	22%	38%	40%	741	2.188
	NE	22%	40%	38%	716	2.158
	SE	22%	37%	42%	767	2.201
Age	25 and younger	16%	46%	38%	344	2.212
	26 to 30	25%	39%	36%	290	2.110
	31 to 35	21%	44%	35%	389	2.139
	36 to 40	25%	35%	40%	440	2.148
	41 to 45	22%	38%	40%	556	2.173
	46 to 50	23%	37%	40%	737	2.178
	51 and older	24%	33%	43%	909	2.188
Sex	Male	26%	38%	36%	1386	2.097
	Female	21%	37%	42%	2305	2.212
Race	Caucasian	23%	39%	38%	3088	2.154
	African American	22%	27%	51%	294	2.286
	Other	22%	33%	45%	257	2.230
Hispanic/ Latino	No	23%	38%	40%	3497	2.168
	Yes	21%	35%	44%	172	2.233
Marital Status	Single, never married	23%	37%	40%	844	2.168
	Married	22%	39%	39%	2247	2.164
	Other	23%	33%	44%	574	2.204
Resident Location	Urban	24%	35%	41%	658	2.178
	Suburban	20%	39%	40%	1616	2.200
	Rural	25%	37%	38%	1397	2.132
Driving Area	Urban	24%	35%	41%	1219	2.174
	Suburban	21%	39%	40%	1289	2.189
	Rural	24%	39%	38%	1125	2.141
Vehicle Type	Automobile	22%	39%	39%	1886	2.178
	Van/Minivan	21%	39%	40%	503	2.189
	Pickup Truck	28%	33%	39%	444	2.110
	SUV	23%	37%	40%	796	2.177
	Other	38%	20%	42%	55	2.036

TABLE A3.23: EFFECTIVENESS IN REDUCING DRIVING – DRIVER’S LICENSE SANCTIONS

		Not at all effective	Somewhat effective	Extremely effective	Total	Average
All Respondents		14%	45%	42%	3723	2.281
Survey	Survey 1	13%	45%	43%	799	2.297
	Survey 2	13%	46%	41%	955	2.274
	Survey 3	14%	43%	43%	1000	2.294
	Survey 4	14%	46%	40%	969	2.261
Region	SW	12%	46%	42%	767	2.295
	NW	15%	44%	41%	725	2.258
	CN	13%	44%	43%	749	2.300
	NE	13%	49%	38%	716	2.251
	SE	15%	40%	45%	766	2.298
Age	25 and younger	8%	50%	43%	342	2.351
	26 to 30	13%	46%	41%	285	2.281
	31 to 35	12%	48%	39%	379	2.269
	36 to 40	14%	46%	40%	452	2.261
	41 to 45	16%	43%	41%	571	2.243
	46 to 50	15%	43%	43%	757	2.280
	51 and older	14%	43%	43%	910	2.296
Sex	Male	14%	45%	41%	1404	2.270
	Female	13%	45%	42%	2319	2.288
Race	Caucasian	13%	46%	41%	3124	2.271
	African American	14%	40%	46%	300	2.327
	Other	15%	35%	50%	252	2.353
Hispanic/ Latino	No	14%	45%	41%	3534	2.276
	Yes	11%	37%	53%	169	2.420
Marital Status	Single, never married	13%	45%	42%	844	2.290
	Married	13%	46%	41%	2275	2.280
	Other	17%	40%	43%	581	2.267
Resident Location	Urban	16%	43%	41%	661	2.253
	Suburban	11%	47%	43%	1635	2.321
	Rural	16%	43%	41%	1408	2.251
Driving Area	Urban	14%	44%	42%	1228	2.285
	Suburban	12%	47%	41%	1308	2.295
	Rural	15%	43%	41%	1131	2.261
Vehicle Type	Automobile	13%	45%	42%	1902	2.296
	Van/Minivan	15%	45%	40%	507	2.245
	Pickup Truck	16%	43%	40%	449	2.238
	SUV	12%	45%	43%	805	2.306
	Other	23%	42%	36%	53	2.132

TABLE A3.24: EFFECTIVENESS IN REDUCING DRIVING – FINES

		Not at all effective	Somewhat effective	Extremely effective	Total	Average
All Respondents		13%	49%	38%	3762	2.247
Survey	Survey 1	13%	51%	36%	820	2.237
	Survey 2	13%	49%	37%	961	2.243
	Survey 3	12%	49%	39%	1008	2.275
	Survey 4	14%	48%	37%	973	2.231
Region	SW	11%	51%	38%	772	2.267
	NW	15%	49%	37%	731	2.219
	CN	13%	49%	38%	751	2.254
	NE	13%	52%	35%	730	2.218
	SE	13%	46%	41%	778	2.275
Age	25 and younger	10%	51%	40%	345	2.301
	26 to 30	12%	51%	37%	293	2.242
	31 to 35	13%	54%	33%	389	2.206
	36 to 40	14%	53%	33%	454	2.192
	41 to 45	14%	49%	37%	574	2.223
	46 to 50	13%	47%	40%	760	2.274
	51 and older	13%	46%	40%	921	2.268
Sex	Male	14%	47%	39%	1416	2.251
	Female	12%	51%	37%	2346	2.245
Race	Caucasian	13%	51%	36%	3149	2.233
	African American	11%	42%	46%	302	2.351
	Other	15%	38%	47%	262	2.321
Hispanic/ Latino	No	13%	50%	37%	3567	2.242
	Yes	10%	38%	51%	175	2.411
Marital Status	Single, never married	13%	47%	41%	857	2.281
	Married	13%	51%	36%	2293	2.234
	Other	14%	46%	39%	588	2.248
Resident Location	Urban	14%	45%	42%	669	2.280
	Suburban	11%	52%	37%	1654	2.257
	Rural	15%	48%	37%	1422	2.224
Driving Area	Urban	14%	48%	39%	1247	2.249
	Suburban	11%	52%	37%	1318	2.257
	Rural	14%	48%	38%	1139	2.237
Vehicle Type	Automobile	12%	48%	39%	1922	2.268
	Van/Minivan	14%	52%	34%	514	2.198
	Pickup Truck	12%	48%	39%	451	2.268
	SUV	13%	51%	36%	813	2.223
	Other	22%	40%	38%	55	2.164

TABLE A3.25: EFFECTIVENESS IN REDUCING DRIVING – INCREASED INSURANCE RATES

		Not at all effective	Somewhat effective	Extremely effective	Total	Average
All Respondents		14%	41%	45%	3764	2.314
Survey	Survey 1	12%	42%	45%	826	2.329
	Survey 2	12%	43%	45%	962	2.332
	Survey 3	14%	41%	45%	1001	2.310
	Survey 4	16%	40%	44%	975	2.288
Region	SW	13%	43%	44%	773	2.312
	NW	13%	42%	45%	730	2.318
	CN	12%	44%	44%	753	2.324
	NE	13%	45%	43%	729	2.298
	SE	17%	35%	49%	779	2.318
Age	25 and younger	5%	43%	52%	344	2.468
	26 to 30	14%	42%	43%	292	2.295
	31 to 35	13%	46%	41%	392	2.278
	36 to 40	12%	44%	43%	457	2.306
	41 to 45	14%	45%	41%	572	2.269
	46 to 50	16%	38%	46%	753	2.303
	51 and older	15%	38%	47%	928	2.317
Sex	Male	16%	41%	44%	1413	2.276
	Female	12%	42%	46%	2351	2.337
Race	Caucasian	13%	43%	44%	3150	2.308
	African American	17%	33%	51%	303	2.343
	Other	15%	33%	52%	261	2.364
Hispanic/ Latino	No	13%	42%	45%	3571	2.311
	Yes	12%	34%	54%	173	2.422
Marital Status	Single, never married	13%	38%	49%	858	2.359
	Married	13%	44%	43%	2298	2.305
	Other	17%	38%	45%	585	2.279
Resident Location	Urban	15%	37%	47%	672	2.320
	Suburban	11%	44%	45%	1646	2.340
	Rural	15%	41%	44%	1428	2.285
Driving Area	Urban	14%	40%	46%	1247	2.314
	Suburban	12%	44%	44%	1315	2.324
	Rural	15%	40%	45%	1143	2.308
Vehicle Type	Automobile	13%	41%	46%	1924	2.331
	Van/Minivan	13%	43%	44%	520	2.304
	Pickup Truck	16%	40%	43%	447	2.273
	SUV	13%	42%	45%	810	2.311
	Other	23%	30%	46%	56	2.232

TABLE A3.26: EFFECTIVENESS IN REDUCING DRIVING – JAIL TIME

		Not at all effective	Somewhat effective	Extremely effective	Total	Average
All Respondents		9%	35%	57%	3756	2.481
Survey	Survey 1	8%	36%	56%	817	2.479
	Survey 2	9%	37%	54%	958	2.455
	Survey 3	8%	32%	60%	1006	2.520
	Survey 4	9%	35%	56%	975	2.470
Region	SW	9%	35%	56%	771	2.471
	NW	9%	36%	55%	734	2.458
	CN	7%	33%	60%	750	2.535
	NE	8%	36%	56%	729	2.484
	SE	10%	33%	56%	772	2.460
Age	25 and younger	3%	29%	68%	343	2.644
	26 to 30	7%	32%	61%	293	2.539
	31 to 35	7%	35%	58%	393	2.511
	36 to 40	8%	34%	58%	455	2.499
	41 to 45	9%	37%	55%	575	2.457
	46 to 50	10%	36%	55%	754	2.448
	51 and older	10%	37%	53%	917	2.424
Sex	Male	11%	35%	55%	1410	2.440
	Female	7%	35%	58%	2346	2.506
Race	Caucasian	8%	35%	56%	3151	2.482
	African American	7%	33%	60%	296	2.530
	Other	14%	29%	57%	259	2.432
Hispanic/ Latino	No	8%	35%	57%	3560	2.481
	Yes	9%	29%	62%	175	2.526
Marital Status	Single, never married	9%	32%	59%	857	2.499
	Married	8%	35%	56%	2292	2.484
	Other	9%	36%	54%	583	2.449
Resident Location	Urban	10%	34%	56%	667	2.463
	Suburban	8%	34%	59%	1655	2.512
	Rural	9%	37%	55%	1415	2.458
Driving Area	Urban	10%	34%	56%	1248	2.463
	Suburban	7%	34%	59%	1319	2.520
	Rural	9%	37%	55%	1133	2.460
Vehicle Type	Automobile	8%	36%	56%	1918	2.481
	Van/Minivan	9%	35%	56%	511	2.468
	Pickup Truck	9%	37%	54%	451	2.446
	SUV	8%	32%	60%	815	2.525
	Other	22%	26%	52%	54	2.296

TABLE A3.27: EFFECTIVENESS IN REDUCING DRIVING – MEDIA PROGRAMS ABOUT THE RISKS OF DRINKING AND DRIVING

		Not at all effective	Somewhat effective	Extremely effective	Total	Average
All Respondents		29%	53%	18%	3752	1.897
Survey	Survey 1	29%	55%	16%	816	1.869
	Survey 2	28%	55%	17%	956	1.895
	Survey 3	27%	54%	19%	1004	1.916
	Survey 4	31%	48%	21%	976	1.901
Region	SW	28%	54%	19%	771	1.909
	NW	27%	53%	19%	729	1.925
	CN	28%	55%	17%	748	1.885
	NE	28%	54%	18%	729	1.898
	SE	32%	49%	19%	775	1.867
Age	25 and younger	28%	56%	15%	345	1.870
	26 to 30	41%	43%	16%	293	1.747
	31 to 35	30%	57%	13%	387	1.824
	36 to 40	28%	56%	16%	452	1.878
	41 to 45	27%	53%	20%	569	1.930
	46 to 50	27%	53%	20%	755	1.922
	51 and older	26%	52%	22%	924	1.955
Sex	Male	30%	53%	17%	1404	1.863
	Female	28%	53%	19%	2348	1.917
Race	Caucasian	29%	54%	16%	3141	1.870
	African American	24%	48%	28%	302	2.046
	Other	26%	45%	29%	260	2.031
Hispanic/Latino	No	29%	53%	18%	3561	1.887
	Yes	22%	44%	34%	170	2.118
Marital Status	Single, never married	29%	51%	20%	853	1.909
	Married	28%	56%	16%	2286	1.888
	Other	32%	46%	23%	589	1.912
Resident Location	Urban	27%	50%	23%	664	1.968
	Suburban	26%	57%	17%	1650	1.909
	Rural	33%	50%	18%	1419	1.848
Driving Area	Urban	27%	53%	20%	1241	1.923
	Suburban	29%	55%	17%	1318	1.879
	Rural	30%	52%	18%	1137	1.879
Vehicle Type	Automobile	28%	53%	19%	1920	1.908
	Van/Minivan	26%	57%	17%	515	1.915
	Pickup Truck	31%	50%	18%	451	1.871
	SUV	30%	54%	17%	804	1.871
	Other	31%	45%	24%	55	1.927

TABLE A3.28: EFFECTIVENESS IN REDUCING DRIVING – MORE LAW ENFORCEMENT ON ROADS

		Not at all effective	Somewhat effective	Extremely effective	Total	Average
All Respondents		9%	41%	50%	3777	2.417
Survey	Survey 1	8%	42%	50%	823	2.418
	Survey 2	9%	41%	50%	969	2.406
	Survey 3	9%	42%	50%	1006	2.411
	Survey 4	8%	40%	52%	979	2.433
Region	SW	9%	43%	47%	775	2.382
	NW	10%	40%	50%	733	2.407
	CN	8%	44%	48%	755	2.399
	NE	8%	39%	52%	732	2.441
	SE	8%	38%	54%	782	2.455
Age	25 and younger	5%	40%	56%	345	2.510
	26 to 30	8%	46%	46%	294	2.374
	31 to 35	6%	43%	51%	393	2.450
	36 to 40	7%	40%	53%	455	2.462
	41 to 45	7%	42%	51%	572	2.444
	46 to 50	11%	39%	50%	764	2.389
	51 and older	11%	40%	48%	927	2.372
Sex	Male	12%	42%	46%	1413	2.340
	Female	7%	41%	53%	2364	2.463
Race	Caucasian	8%	42%	50%	3163	2.413
	African American	9%	40%	52%	300	2.430
	Other	11%	32%	57%	266	2.462
Hispanic/ Latino	No	9%	41%	50%	3579	2.412
	Yes	7%	33%	60%	177	2.537
Marital Status	Single, never married	10%	40%	50%	859	2.407
	Married	8%	42%	50%	2302	2.417
	Other	10%	38%	52%	592	2.427
Resident Location	Urban	10%	39%	52%	669	2.419
	Suburban	7%	44%	49%	1654	2.414
	Rural	9%	39%	52%	1435	2.422
Driving Area	Urban	9%	40%	51%	1249	2.424
	Suburban	8%	43%	49%	1320	2.413
	Rural	10%	39%	51%	1150	2.416
Vehicle Type	Automobile	9%	42%	49%	1930	2.397
	Van/Minivan	6%	41%	53%	518	2.471
	Pickup Truck	10%	40%	50%	453	2.397
	SUV	7%	39%	53%	814	2.458
	Other	22%	38%	40%	55	2.182

TABLE A3.29: EFFECTIVENESS IN REDUCING DRIVING – MORE SOBRIETY CHECKPOINTS

		Not at all effective	Somewhat effective	Extremely effective	Total	Average
All Respondents		10%	36%	53%	3770	2.430
Survey	Survey 1	11%	37%	52%	822	2.406
	Survey 2	9%	36%	55%	966	2.461
	Survey 3	11%	39%	50%	1001	2.395
	Survey 4	10%	34%	56%	981	2.457
Region	SW	10%	40%	49%	778	2.392
	NW	11%	37%	52%	732	2.403
	CN	13%	35%	52%	752	2.396
	NE	9%	38%	53%	729	2.444
	SE	8%	32%	60%	779	2.513
Age	25 and younger	4%	34%	61%	345	2.571
	26 to 30	11%	37%	53%	293	2.423
	31 to 35	7%	39%	55%	392	2.482
	36 to 40	11%	35%	53%	446	2.417
	41 to 45	8%	37%	55%	572	2.463
	46 to 50	11%	36%	53%	769	2.414
	51 and older	13%	37%	49%	927	2.359
Sex	Male	15%	38%	47%	1413	2.323
	Female	8%	35%	57%	2357	2.495
Race	Caucasian	10%	37%	53%	3160	2.421
	African American	7%	32%	61%	302	2.533
	Other	10%	33%	57%	261	2.467
Hispanic/ Latino	No	10%	37%	53%	3575	2.430
	Yes	11%	31%	58%	174	2.471
Marital Status	Single, never married	10%	36%	54%	854	2.431
	Married	10%	38%	52%	2305	2.416
	Other	10%	32%	58%	589	2.480
Resident Location	Urban	11%	34%	55%	669	2.435
	Suburban	11%	39%	50%	1648	2.399
	Rural	9%	35%	56%	1434	2.467
Driving Area	Urban	10%	36%	53%	1249	2.428
	Suburban	11%	38%	52%	1321	2.413
	Rural	9%	35%	55%	1143	2.459
Vehicle Type	Automobile	10%	37%	53%	1927	2.421
	Van/Minivan	8%	37%	54%	518	2.459
	Pickup Truck	12%	36%	52%	457	2.392
	SUV	9%	35%	56%	806	2.468
	Other	16%	36%	47%	55	2.309

TABLE A3.30: EFFECTIVENESS IN REDUCING DRIVING – DUI COURT PROGRAM

		Not at all effective	Somewhat effective	Extremely effective	Total	Average
All Respondents		16%	52%	32%	3604	2.158
Survey	Survey 1	16%	56%	28%	785	2.113
	Survey 2	16%	54%	31%	934	2.151
	Survey 3	16%	51%	33%	947	2.173
	Survey 4	16%	49%	35%	938	2.189
Region	SW	14%	53%	34%	746	2.200
	NW	18%	52%	30%	702	2.120
	CN	17%	53%	30%	718	2.130
	NE	15%	53%	32%	691	2.171
	SE	16%	50%	33%	747	2.170
Age	25 and younger	12%	54%	34%	338	2.222
	26 to 30	17%	52%	31%	286	2.136
	31 to 35	14%	60%	26%	369	2.114
	36 to 40	17%	52%	31%	437	2.140
	41 to 45	18%	49%	32%	545	2.141
	46 to 50	19%	50%	31%	716	2.122
	51 and older	13%	52%	35%	889	2.211
Sex	Male	21%	51%	28%	1332	2.071
	Female	13%	53%	34%	2272	2.210
Race	Caucasian	17%	54%	29%	3016	2.128
	African American	11%	42%	47%	290	2.362
	Other	13%	43%	44%	253	2.308
Hispanic/ Latino	No	16%	53%	31%	3417	2.152
	Yes	14%	42%	45%	168	2.310
Marital Status	Single, never married	15%	51%	34%	832	2.183
	Married	16%	54%	30%	2189	2.135
	Other	16%	46%	38%	560	2.214
Resident Location	Urban	14%	48%	39%	644	2.247
	Suburban	14%	55%	31%	1576	2.164
	Rural	19%	52%	30%	1366	2.113
Driving Area	Urban	15%	52%	33%	1196	2.188
	Suburban	16%	53%	31%	1262	2.150
	Rural	18%	51%	31%	1094	2.135
Vehicle Type	Automobile	15%	51%	34%	1857	2.192
	Van/Minivan	13%	56%	30%	496	2.173
	Pickup Truck	21%	53%	26%	430	2.051
	SUV	17%	53%	30%	762	2.133
	Other	19%	51%	30%	53	2.113

TABLE A3.31: EFFECTIVENESS IN REDUCING DRIVING – TREATMENT

		Not at all effective	Somewhat effective	Extremely effective	Total	Average
All Respondents		16%	51%	32%	3699	2.158
Survey	Survey 1	17%	55%	28%	810	2.107
	Survey 2	15%	51%	33%	950	2.176
	Survey 3	17%	51%	33%	982	2.160
	Survey 4	17%	49%	35%	957	2.180
Region	SW	15%	51%	34%	763	2.182
	NW	17%	52%	31%	715	2.145
	CN	16%	53%	31%	743	2.157
	NE	15%	52%	32%	713	2.167
	SE	19%	49%	32%	765	2.136
Age	25 and younger	12%	56%	32%	344	2.201
	26 to 30	20%	48%	32%	293	2.116
	31 to 35	15%	60%	25%	386	2.104
	36 to 40	18%	52%	30%	444	2.128
	41 to 45	16%	53%	31%	561	2.144
	46 to 50	19%	49%	32%	740	2.131
	51 and older	15%	48%	37%	907	2.224
Sex	Male	21%	52%	28%	1386	2.069
	Female	14%	51%	35%	2313	2.211
Race	Caucasian	17%	53%	30%	3096	2.137
	African American	10%	44%	45%	295	2.353
	Other	17%	45%	38%	261	2.211
Hispanic/ Latino	No	16%	52%	32%	3505	2.153
	Yes	15%	41%	44%	174	2.293
Marital Status	Single, never married	16%	49%	35%	851	2.182
	Married	16%	54%	30%	2251	2.135
	Other	16%	47%	37%	574	2.206
Resident Location	Urban	14%	49%	37%	666	2.227
	Suburban	14%	53%	32%	1618	2.177
	Rural	20%	51%	30%	1397	2.102
Driving Area	Urban	15%	50%	35%	1230	2.195
	Suburban	16%	53%	31%	1293	2.156
	Rural	19%	51%	30%	1122	2.113
Vehicle Type	Automobile	15%	51%	35%	1895	2.200
	Van/Minivan	13%	56%	31%	504	2.173
	Pickup Truck	22%	50%	27%	443	2.050
	SUV	18%	51%	30%	796	2.121
	Other	29%	44%	27%	55	1.982

TABLE A3.32: HEARD/SAW SLOGAN DISCOURAGING ALCOHOL-IMPAIRED DRIVING

		No	Yes	Total
All Respondents		52%	48%	3634
Survey	Survey 1	55%	45%	786
	Survey 2	55%	45%	928
	Survey 3	55%	45%	960
	Survey 4	45%	55%	960
Region	SW	52%	48%	754
	NW	48%	52%	701
	CN	52%	48%	719
	NE	53%	47%	713
	SE	56%	44%	747
Age	25 and younger	48%	52%	337
	26 to 30	49%	51%	284
	31 to 35	50%	50%	371
	36 to 40	54%	46%	433
	41 to 45	51%	49%	552
	46 to 50	52%	48%	736
	51 and older	55%	45%	896
Sex	Male	45%	55%	1379
	Female	56%	44%	2255
Race	Caucasian	52%	48%	3026
	African American	50%	50%	298
	Other	51%	49%	257
Hispanic/ Latino	No	52%	48%	3438
	Yes	61%	39%	173
Marital Status	Single, never married	50%	50%	834
	Married	53%	47%	2207
	Other	53%	47%	570
Resident Location	Urban	56%	44%	654
	Suburban	51%	49%	1587
	Rural	52%	48%	1372
Driving Area	Urban	52%	48%	1205
	Suburban	53%	47%	1272
	Rural	52%	48%	1100
Vehicle Type	Automobile	52%	48%	1853
	Van/Minivan	54%	46%	504
	Pickup Truck	46%	54%	436
	SUV	54%	46%	780
	Other	50%	50%	54

TABLE A3.33: RECALL OF THE “YOU DRINK AND DRIVE, YOU LOSE” SLOGAN – UNPROMPTED

		No	Yes	Total
All Respondents		91%	9%	1735
Survey	Survey 1	94%	6%	357
	Survey 2	96%	4%	421
	Survey 3	93%	7%	430
	Survey 4	84%	16%	527
Region	SW	94%	6%	360
	NW	93%	7%	365
	CN	92%	8%	347
	NE	86%	14%	337
	SE	92%	8%	326
Age	25 and younger	93%	7%	175
	26 to 30	92%	8%	144
	31 to 35	89%	11%	184
	36 to 40	93%	7%	201
	41 to 45	93%	7%	270
	46 to 50	92%	8%	351
	51 and older	89%	11%	404
Sex	Male	89%	11%	753
	Female	93%	7%	982
Race	Caucasian	91%	9%	1440
	African American	94%	6%	148
	Other	87%	13%	126
Hispanic/ Latino	No	91%	9%	1660
	Yes	90%	10%	68
Marital Status	Single, never married	91%	9%	418
	Married	91%	9%	1039
	Other	91%	9%	270
Resident Location	Urban	92%	8%	291
	Suburban	91%	9%	780
	Rural	91%	9%	653
Driving Area	Urban	93%	7%	578
	Suburban	91%	9%	598
	Rural	89%	11%	529
Vehicle Type	Automobile	92%	8%	883
	Van/Minivan	92%	8%	233
	Pickup Truck	88%	12%	235
	SUV	93%	7%	357
	Other	74%	26%	27

TABLE A3.34: RECALL OF THE “YOU DRINK AND DRIVE, YOU LOSE” SLOGAN – PROMPTED

		No	Yes	Total
All Respondents		59%	41%	1863
Survey	Survey 1	61%	39%	418
	Survey 2	58%	42%	497
	Survey 3	57%	43%	521
	Survey 4	58%	42%	427
Region	SW	61%	39%	387
	NW	60%	40%	335
	CN	54%	46%	360
	NE	60%	40%	369
	SE	58%	42%	412
Age	25 and younger	65%	35%	159
	26 to 30	56%	44%	137
	31 to 35	57%	43%	184
	36 to 40	59%	41%	225
	41 to 45	62%	38%	276
	46 to 50	58%	42%	378
	51 and older	56%	44%	485
Sex	Male	58%	42%	611
	Female	59%	41%	1252
Race	Caucasian	59%	41%	1553
	African American	56%	44%	151
	Other	57%	43%	129
Hispanic/ Latino	No	59%	41%	1745
	Yes	55%	45%	103
Marital Status	Single, never married	60%	40%	412
	Married	59%	41%	1141
	Other	56%	44%	295
Resident Location	Urban	56%	44%	363
	Suburban	62%	38%	786
	Rural	56%	44%	705
Driving Area	Urban	59%	41%	623
	Suburban	63%	37%	656
	Rural	53%	47%	557
Vehicle Type	Automobile	59%	41%	954
	Van/Minivan	57%	43%	267
	Pickup Truck	56%	44%	195
	SUV	59%	41%	413
	Other	59%	41%	27

TABLE A3.35: RECALL OF THE “DRUNK DRIVING. OVER THE LIMIT. UNDER ARREST” SLOGAN – UNPROMPTED

		No	Yes	Total
All Respondents		90%	10%	1735
Survey	Survey 1	89%	11%	357
	Survey 2	91%	9%	421
	Survey 3	92%	8%	430
	Survey 4	87%	13%	527
Region	SW	86%	14%	360
	NW	91%	9%	365
	CN	88%	12%	347
	NE	91%	9%	337
	SE	91%	9%	326
Age	25 and younger	85%	15%	175
	26 to 30	85%	15%	144
	31 to 35	88%	13%	184
	36 to 40	88%	12%	201
	41 to 45	91%	9%	270
	46 to 50	91%	9%	351
	51 and older	93%	7%	404
Sex	Male	86%	14%	753
	Female	92%	8%	982
Race	Caucasian	89%	11%	1440
	African American	92%	8%	148
	Other	90%	10%	126
Hispanic/ Latino	No	90%	10%	1660
	Yes	91%	9%	68
Marital Status	Single, never married	87%	13%	418
	Married	89%	11%	1039
	Other	94%	6%	270
Resident Location	Urban	91%	9%	291
	Suburban	89%	11%	780
	Rural	90%	10%	653
Driving Area	Urban	92%	8%	578
	Suburban	89%	11%	598
	Rural	88%	12%	529
Vehicle Type	Automobile	89%	11%	883
	Van/Minivan	94%	6%	233
	Pickup Truck	87%	13%	235
	SUV	90%	10%	357
	Other	96%	4%	27

TABLE A3.36: RECALL OF THE “DRUNK DRIVING. OVER THE LIMIT. UNDER ARREST” SLOGAN – PROMPTED

		No	Yes	Total
All Respondents		69%	31%	1872
Survey	Survey 1	69%	31%	416
	Survey 2	69%	31%	499
	Survey 3	69%	31%	527
	Survey 4	71%	29%	430
Region	SW	61%	39%	389
	NW	72%	28%	331
	CN	68%	32%	365
	NE	76%	24%	371
	SE	71%	29%	416
Age	25 and younger	55%	45%	160
	26 to 30	62%	38%	139
	31 to 35	71%	29%	184
	36 to 40	70%	30%	227
	41 to 45	70%	30%	281
	46 to 50	71%	29%	377
	51 and older	74%	26%	486
Sex	Male	61%	39%	618
	Female	74%	26%	1254
Race	Caucasian	70%	30%	1562
	African American	70%	30%	150
	Other	66%	34%	129
Hispanic/ Latino	No	70%	30%	1753
	Yes	66%	34%	104
Marital Status	Single, never married	63%	37%	413
	Married	71%	29%	1147
	Other	73%	27%	298
Resident Location	Urban	68%	32%	358
	Suburban	70%	30%	795
	Rural	69%	31%	710
Driving Area	Urban	69%	31%	619
	Suburban	71%	29%	662
	Rural	68%	32%	563
Vehicle Type	Automobile	67%	33%	960
	Van/Minivan	78%	22%	266
	Pickup Truck	63%	37%	195
	SUV	74%	26%	417
	Other	63%	37%	27

TABLE A3.37: RECALL OF THE “BUZZED DRIVING IS DRUNK DRIVING” SLOGAN – UNPROMPTED

		No	Yes	Total
All Respondents		92%	8%	1735
Survey	Survey 1	91%	9%	357
	Survey 2	95%	5%	421
	Survey 3	92%	8%	430
	Survey 4	91%	9%	527
Region	SW	89%	11%	360
	NW	90%	10%	365
	CN	95%	5%	347
	NE	93%	7%	337
	SE	94%	6%	326
Age	25 and younger	90%	10%	175
	26 to 30	90%	10%	144
	31 to 35	91%	9%	184
	36 to 40	91%	9%	201
	41 to 45	91%	9%	270
	46 to 50	93%	7%	351
	51 and older	95%	5%	404
Sex	Male	92%	8%	753
	Female	93%	7%	982
Race	Caucasian	92%	8%	1440
	African American	94%	6%	148
	Other	92%	8%	126
Hispanic/ Latino	No	92%	8%	1660
	Yes	90%	10%	68
Marital Status	Single, never married	90%	10%	418
	Married	93%	7%	1039
	Other	94%	6%	270
Resident Location	Urban	93%	7%	291
	Suburban	92%	8%	780
	Rural	93%	7%	653
Driving Area	Urban	94%	6%	578
	Suburban	90%	10%	598
	Rural	93%	7%	529
Vehicle Type	Automobile	92%	8%	883
	Van/Minivan	93%	7%	233
	Pickup Truck	91%	9%	235
	SUV	93%	7%	357
	Other	85%	15%	27

TABLE A3.38: RECALL OF THE “BUZZED DRIVING IS DRUNK DRIVING” SLOGAN – PROMPTED

		No	Yes	Total
All Respondents		69%	31%	1877
Survey	Survey 1	68%	32%	422
	Survey 2	69%	31%	498
	Survey 3	68%	32%	527
	Survey 4	70%	30%	430
Region	SW	66%	34%	389
	NW	59%	41%	332
	CN	80%	20%	367
	NE	74%	26%	374
	SE	64%	36%	415
Age	25 and younger	61%	39%	157
	26 to 30	61%	39%	139
	31 to 35	71%	29%	185
	36 to 40	72%	28%	227
	41 to 45	73%	27%	281
	46 to 50	69%	31%	383
	51 and older	69%	31%	486
Sex	Male	66%	34%	616
	Female	70%	30%	1261
Race	Caucasian	69%	31%	1566
	African American	67%	33%	151
	Other	74%	26%	129
Hispanic/ Latino	No	69%	31%	1758
	Yes	72%	28%	104
Marital Status	Single, never married	63%	37%	413
	Married	70%	30%	1152
	Other	70%	30%	298
Resident Location	Urban	69%	31%	363
	Suburban	70%	30%	792
	Rural	68%	32%	712
Driving Area	Urban	69%	31%	624
	Suburban	70%	30%	660
	Rural	67%	33%	565
Vehicle Type	Automobile	68%	32%	961
	Van/Minivan	72%	28%	268
	Pickup Truck	67%	33%	199
	SUV	70%	30%	415
	Other	78%	22%	27

TABLE A3.39: RECALL OF THE “DRIVE SOBER OR GET PULLED OVER” SLOGAN – UNPROMPTED

		No	Yes	Total
All Respondents		96%	4%	957
Survey	Survey 3	99%	1%	430
	Survey 4	93%	7%	527
Region	SW	93%	7%	207
	NW	97%	3%	199
	CN	96%	4%	191
	NE	95%	5%	193
	SE	98%	2%	167
Age	25 and younger	96%	4%	93
	26 to 30	93%	7%	75
	31 to 35	96%	4%	96
	36 to 40	97%	3%	111
	41 to 45	97%	3%	156
	46 to 50	95%	5%	201
Sex	51 and older	97%	3%	220
	Male	96%	4%	422
	Female	96%	4%	535
Race	Caucasian	96%	4%	782
	African American	95%	5%	85
	Other	95%	5%	75
Hispanic/ Latino	No	96%	4%	912
	Yes	98%	2%	41
Marital Status	Single, never married	95%	5%	227
	Married	96%	4%	585
	Other	99%	1%	138
Resident Location	Urban	96%	4%	167
	Suburban	95%	5%	424
	Rural	97%	3%	358
Driving Area	Urban	97%	3%	308
	Suburban	94%	6%	334
	Rural	97%	3%	301
Vehicle Type	Automobile	95%	5%	478
	Van/Minivan	97%	3%	131
	Pickup Truck	96%	4%	134
	SUV	98%	2%	198
	Other	100%	-	16

TABLE A3.40: RECALL OF THE “DRIVE SOBER OR GET PULLED OVER” SLOGAN – PROMPTED

		No	Yes	Total
All Respondents		86%	14%	943
Survey	Survey 3	91%	9%	512
	Survey 4	81%	19%	431
Region	SW	82%	18%	198
	NW	84%	16%	163
	CN	88%	12%	191
	NE	90%	10%	186
	SE	87%	13%	205
Age	25 and younger	78%	22%	72
	26 to 30	81%	19%	70
	31 to 35	87%	13%	100
	36 to 40	89%	11%	116
	41 to 45	88%	12%	142
	46 to 50	91%	9%	198
	51 and older	83%	17%	235
Sex	Male	86%	14%	313
	Female	87%	13%	630
Race	Caucasian	88%	12%	773
	African American	76%	24%	78
	Other	79%	21%	75
Hispanic/ Latino	No	87%	13%	886
	Yes	75%	25%	52
Marital Status	Single, never married	82%	18%	203
	Married	88%	13%	576
	Other	87%	13%	161
Resident Location	Urban	85%	15%	182
	Suburban	88%	12%	410
	Rural	85%	15%	345
Driving Area	Urban	84%	16%	309
	Suburban	89%	11%	338
	Rural	86%	14%	282
Vehicle Type	Automobile	86%	14%	495
	Van/Minivan	86%	14%	120
	Pickup Truck	87%	13%	89
	SUV	87%	13%	222
	Other	85%	15%	13

TABLE A3.41: RECALL OF SOME "OTHER" SLOGAN - UNPROMPTED

		No	Yes	Total
All Respondents		77%	23%	1735
Survey	Survey 1	73%	27%	357
	Survey 2	73%	27%	421
	Survey 3	75%	25%	430
	Survey 4	84%	16%	527
Region	SW	79%	21%	360
	NW	78%	22%	365
	CN	75%	25%	347
	NE	76%	24%	337
	SE	77%	23%	326
Age	25 and younger	78%	22%	175
	26 to 30	81%	19%	144
	31 to 35	80%	20%	184
	36 to 40	80%	20%	201
	41 to 45	75%	25%	270
	46 to 50	74%	26%	351
	51 and older	76%	24%	404
Sex	Male	78%	22%	753
	Female	76%	24%	982
Race	Caucasian	77%	23%	1440
	African American	76%	24%	148
	Other	72%	28%	126
Hispanic/ Latino	No	77%	23%	1660
	Yes	66%	34%	68
Marital Status	Single, never married	78%	22%	418
	Married	77%	23%	1039
	Other	74%	26%	270
Resident Location	Urban	76%	24%	291
	Suburban	77%	23%	780
	Rural	77%	23%	653
Driving Area	Urban	76%	24%	578
	Suburban	77%	23%	598
	Rural	78%	22%	529
Vehicle Type	Automobile	75%	25%	883
	Van/Minivan	79%	21%	233
	Pickup Truck	82%	18%	235
	SUV	78%	22%	357
	Other	70%	30%	27

TABLE A3.42: HEARD SLOGAN - CAN'T RECALL NAME

		No	Yes	Total
All Respondents		47%	53%	1735
Survey	Survey 1	48%	52%	357
	Survey 2	41%	59%	421
	Survey 3	46%	54%	430
	Survey 4	51%	49%	527
Region	SW	50%	50%	360
	NW	44%	56%	365
	CN	47%	53%	347
	NE	50%	50%	337
	SE	43%	57%	326
Age	25 and younger	51%	49%	175
	26 to 30	51%	49%	144
	31 to 35	47%	53%	184
	36 to 40	43%	57%	201
	41 to 45	47%	53%	270
	46 to 50	47%	53%	351
	51 and older	44%	56%	404
Sex	Male	51%	49%	753
	Female	44%	56%	982
Race	Caucasian	47%	53%	1440
	African American	43%	57%	148
	Other	51%	49%	126
Hispanic/ Latino	No	46%	54%	1660
	Yes	53%	47%	68
Marital Status	Single, never married	50%	50%	418
	Married	47%	53%	1039
	Other	41%	59%	270
Resident Location	Urban	45%	55%	291
	Suburban	48%	52%	780
	Rural	46%	54%	653
Driving Area	Urban	44%	56%	578
	Suburban	49%	51%	598
	Rural	47%	53%	529
Vehicle Type	Automobile	49%	51%	883
	Van/Minivan	39%	61%	233
	Pickup Truck	49%	51%	235
	SUV	45%	55%	357
	Other	63%	37%	27

TABLE A3.43: DRIVEN A MOTOR VEHICLE WITHIN TWO HOURS OF DRINKING ALCOHOL IN PAST 60 DAYS

		No	Yes	Total
All Respondents		85%	15%	3828
Survey	Survey 1	85%	15%	843
	Survey 2	86%	14%	968
	Survey 3	84%	16%	1016
	Survey 4	83%	17%	1001
Region	SW	83%	17%	789
	NW	83%	17%	738
	CN	84%	16%	766
	NE	82%	18%	745
	SE	90%	10%	790
Age	25 and younger	85%	15%	348
	26 to 30	78%	22%	295
	31 to 35	83%	17%	395
	36 to 40	86%	14%	460
	41 to 45	83%	17%	583
	46 to 50	84%	16%	776
	51 and older	88%	12%	945
Sex	Male	76%	24%	1431
	Female	90%	10%	2397
Race	Caucasian	84%	16%	3198
	African American	85%	15%	308
	Other	85%	15%	268
Hispanic/ Latino	No	84%	16%	3626
	Yes	87%	13%	180
Marital Status	Single, never married	83%	17%	869
	Married	85%	15%	2332
	Other	87%	13%	601
Resident Location	Urban	84%	16%	683
	Suburban	82%	18%	1675
	Rural	88%	12%	1449
Driving Area	Urban	83%	17%	1264
	Suburban	84%	16%	1346
	Rural	87%	13%	1159
Vehicle Type	Automobile	85%	15%	1962
	Van/Minivan	88%	12%	520
	Pickup Truck	79%	21%	461
	SUV	84%	16%	820
	Other	84%	16%	58

TABLE A3.44: NUMBER OF TIMES DRIVING WITHIN TWO HOURS OF CONSUMING ALCOHOL IN PAST 60 DAYS

		1 time	2 times	3 times	4 times	5 times	6 times	7 times	8 times	9 times	10 or more times	Total	Average
All Respondents		32%	32%	11%	7%	6%	3%	1%	2%	0%	7%	559	2.900
Survey	Survey 1	37%	33%	10%	3%	5%	3%		1%	1%	7%	118	2.703
	Survey 2	38%	25%	11%	7%	6%	3%	1%	1%	-	8%	130	2.938
	Survey 3	28%	32%	11%	9%	9%	3%	1%	3%	-	5%	152	2.993
	Survey 4	28%	38%	11%	6%	3%	3%	1%	2%	-	8%	159	2.925
Region	SW	30%	36%	10%	6%	7%	3%	-	2%	-	6%	125	2.872
	NW	35%	29%	8%	10%	5%	3%	-	2%	-	7%	122	2.943
	CN	29%	31%	13%	7%	7%	4%	2%	1%	1%	5%	113	2.965
	NE	36%	31%	9%	6%	5%	2%	1%	3%	-	6%	124	2.847
	SE	31%	36%	15%	3%	4%	3%	-	-	-	9%	75	2.867
Age	25 and younger	21%	29%	10%	6%	12%	8%	2%	2%	-	12%	52	3.788
	26 to 30	29%	40%	10%	7%			2%	3%	-	9%	58	2.931
	31 to 35	30%	35%	9%	3%	8%	2%	2%	3%	-	9%	66	3.121
	36 to 40	33%	38%	5%	5%	7%	5%	-	3%	-	3%	58	2.724
	41 to 45	31%	33%	13%	6%	5%	3%	-	-	1%	8%	95	2.979
	46 to 50	38%	26%	14%	9%	6%	2%	-	2%	-	3%	117	2.496
	51 and older	34%	32%	11%	6%	5%	4%	-	1%	-	6%	108	2.759
Sex	Male	27%	32%	12%	7%	7%	3%	1%	2%	-	10%	323	3.245
	Female	40%	33%	8%	6%	5%	3%	0%	2%	0%	2%	236	2.428
Race	Caucasian	32%	33%	10%	8%	6%	3%	0%	2%	0%	6%	473	2.888
	African American	45%	29%	14%	-	-	-	2%	-	-	10%	42	2.571
	Other	29%	32%	16%	-	11%	3%	-	-	-	11%	38	3.132
Hispanic/ Latino	No	32%	32%	11%	7%	6%	3%	1%	2%	0%	6%	533	2.882
	Yes	32%	32%	9%	5%	5%	-	-	-	-	18%	22	3.455
Marital Status	Single, never married	27%	26%	12%	6%	8%	4%	1%	3%	-	13%	139	3.669
	Married	34%	35%	11%	7%	4%	3%	0%	1%	0%	4%	347	2.614
	Other	36%	30%	10%	3%	11%	1%		1%	-	7%	70	2.857
Resident Location	Urban	38%	28%	9%	6%	2%	2%	1%	2%	-	11%	99	3.030
	Suburban	30%	33%	12%	7%	8%	2%	1%	2%	0%	4%	289	2.851
	Rural	33%	34%	9%	6%	5%	5%	-	1%	-	8%	170	2.912
Driving Area	Urban	37%	30%	10%	7%	3%	4%	1%	3%		7%	196	2.816
	Suburban	27%	30%	13%	7%	9%	2%	1%	2%	0%	8%	209	3.234
	Rural	35%	39%	10%	4%	4%	3%	-	-	-	5%	147	2.463
Vehicle Type	Automobile	33%	33%	11%	5%	7%	3%	1%	2%	0%	6%	273	2.868
	Van/Minivan	42%	28%	8%	8%	5%	2%	-	3%	-	5%	64	2.578
	Pickup Truck	25%	32%	14%	11%	6%	3%	-	-	-	8%	87	3.069
	SUV	32%	34%	11%	6%	4%	5%	-	2%	-	6%	125	2.824
	Other	11%	33%	-	-	11%		-	-	-	44%	9	5.778

TABLE A3.45: FREQUENCY OF SEEING LAW ENFORCEMENT ON THE ROAD COMPARED TO THREE MONTHS AGO

		Never	Less often	About the same	More often	Total	Average
All Respondents		0%	6%	76%	18%	3837	3.111
Survey	Survey 1	0%	6%	76%	17%	839	3.108
	Survey 2	0%	6%	74%	20%	977	3.130
	Survey 3	0%	6%	78%	16%	1020	3.095
	Survey 4	0%	6%	75%	18%	1001	3.109
Region	SW	0%	6%	76%	17%	791	3.101
	NW	0%	6%	77%	16%	740	3.092
	CN	0%	3%	78%	19%	770	3.149
	NE	0%	9%	72%	18%	743	3.087
	SE	0%	6%	75%	19%	793	3.121
Age	25 and younger	-	7%	73%	21%	349	3.140
	26 to 30	0%	4%	80%	16%	294	3.109
	31 to 35	-	5%	78%	16%	395	3.111
	36 to 40	0%	6%	76%	17%	463	3.099
	41 to 45	0%	6%	74%	20%	581	3.145
	46 to 50	1%	8%	76%	16%	778	3.068
	51 and older	0%	6%	75%	19%	950	3.119
Sex	Male	0%	7%	78%	15%	1436	3.085
	Female	0%	6%	74%	19%	2401	3.126
Race	Caucasian	0%	6%	77%	17%	3207	3.107
	African American	0%	8%	69%	22%	308	3.136
	Other	1%	6%	73%	20%	269	3.134
Hispanic/ Latino	No	0%	6%	76%	18%	3635	3.109
	Yes	1%	6%	72%	22%	179	3.140
Marital Status	Single, never married	0%	6%	74%	19%	871	3.131
	Married	0%	6%	77%	17%	2339	3.104
	Other	-	8%	74%	18%	602	3.105
Resident Location	Urban	0%	8%	75%	17%	681	3.093
	Suburban	0%	5%	77%	18%	1678	3.129
	Rural	0%	7%	74%	18%	1457	3.098
Driving Area	Urban	0%	7%	76%	16%	1269	3.082
	Suburban	0%	5%	77%	18%	1348	3.125
	Rural	0%	7%	74%	20%	1163	3.124
Vehicle Type	Automobile	0%	6%	76%	18%	1968	3.116
	Van/Minivan	1%	6%	74%	19%	521	3.115
	Pickup Truck	0%	8%	77%	15%	461	3.072
	SUV	0%	6%	76%	18%	824	3.117
	Other	-	9%	72%	19%	57	3.105

TABLE A3.46: LIKELIHOOD OF A DRIVER BEING PULLED OVER FOR DRINKING AND DRIVING COMPARED TO THREE MONTHS AGO

		Less likely	About as likely	More likely	Total	Average
All Respondents		9%	67%	24%	3729	2.146
Survey	Survey 1	9%	68%	23%	816	2.147
	Survey 2	11%	63%	26%	951	2.146
	Survey 3	9%	69%	22%	987	2.138
	Survey 4	9%	67%	24%	975	2.153
Region	SW	8%	68%	24%	767	2.155
	NW	9%	66%	24%	724	2.149
	CN	7%	68%	25%	747	2.177
	NE	12%	65%	23%	720	2.114
	SE	10%	67%	23%	771	2.134
Age	25 and younger	6%	61%	34%	344	2.282
	26 to 30	8%	67%	25%	292	2.178
	31 to 35	6%	71%	23%	388	2.168
	36 to 40	9%	74%	17%	447	2.087
	41 to 45	9%	69%	22%	569	2.127
	46 to 50	11%	65%	23%	758	2.119
	51 and older	11%	64%	25%	907	2.135
Sex	Male	8%	66%	25%	1407	2.171
	Female	10%	67%	23%	2322	2.130
Race	Caucasian	9%	70%	21%	3122	2.128
	African American	17%	45%	38%	300	2.207
	Other	7%	60%	34%	258	2.271
Hispanic/ Latino	No	9%	67%	23%	3536	2.141
	Yes	7%	60%	33%	176	2.261
Marital Status	Single, never married	10%	59%	31%	856	2.204
	Married	9%	70%	21%	2275	2.126
	Other	11%	65%	24%	575	2.136
Resident Location	Urban	13%	59%	28%	656	2.157
	Suburban	7%	70%	23%	1632	2.161
	Rural	10%	67%	23%	1420	2.125
Driving Area	Urban	10%	63%	26%	1227	2.157
	Suburban	8%	70%	22%	1304	2.147
	Rural	10%	67%	23%	1143	2.131
Vehicle Type	Automobile	9%	66%	25%	1910	2.153
	Van/Minivan	7%	70%	23%	506	2.164
	Pickup Truck	11%	64%	25%	448	2.136
	SUV	9%	71%	21%	803	2.122
	Other	13%	57%	30%	56	2.179

TABLE A3.47: WITNESSED SPECIAL EFFORTS TO TICKET DRUNK DRIVERS IN THE PAST 30 DAYS

		No definitely	No probably	Yes probably	Yes definitely	Total	Average
All Respondents		56%	19%	5%	20%	3760	1.890
Survey	Survey 1	60%	22%	5%	12%	828	1.702
	Survey 2	55%	19%	5%	20%	959	1.898
	Survey 3	58%	18%	5%	19%	997	1.844
	Survey 4	52%	15%	5%	28%	976	2.088
Region	SW	56%	21%	4%	19%	772	1.869
	NW	49%	19%	6%	25%	726	2.080
	CN	58%	18%	6%	19%	754	1.855
	NE	57%	20%	5%	19%	734	1.854
	SE	62%	16%	4%	19%	774	1.798
Age	25 and younger	54%	24%	5%	17%	342	1.854
	26 to 30	55%	22%	4%	19%	290	1.879
	31 to 35	56%	21%	6%	17%	388	1.845
	36 to 40	58%	18%	5%	18%	452	1.836
	41 to 45	57%	18%	5%	20%	575	1.883
	46 to 50	55%	18%	5%	22%	762	1.941
	51 and older	57%	15%	6%	22%	925	1.923
Sex	Male	54%	17%	6%	23%	1418	1.980
	Female	57%	20%	5%	18%	2342	1.835
Race	Caucasian	57%	18%	5%	19%	3149	1.866
	African American	52%	20%	4%	25%	297	2.007
	Other	51%	23%	4%	22%	264	1.962
Hispanic/ Latino	No	56%	18%	5%	20%	3564	1.887
	Yes	53%	22%	5%	20%	176	1.920
Marital Status	Single, never married	55%	20%	5%	20%	850	1.901
	Married	57%	19%	5%	19%	2303	1.865
	Other	55%	16%	5%	24%	585	1.978
Resident Location	Urban	54%	20%	5%	21%	665	1.937
	Suburban	55%	20%	5%	20%	1646	1.899
	Rural	58%	17%	5%	19%	1430	1.855
Driving Area	Urban	56%	19%	5%	20%	1245	1.898
	Suburban	57%	18%	5%	19%	1321	1.868
	Rural	56%	18%	5%	21%	1138	1.905
Vehicle Type	Automobile	56%	19%	5%	20%	1926	1.902
	Van/Minivan	60%	19%	6%	15%	513	1.766
	Pickup Truck	52%	18%	4%	25%	454	2.029
	SUV	58%	18%	5%	19%	806	1.847
	Other	46%	20%	6%	28%	54	2.148

TABLES – PART IV: DISTRACTED DRIVING

TABLE A4.1: FREQUENCY OF RESPONDENT TALKING ON A CELL PHONE WHILE DRIVING (NO HANDS-FREE DEVICE)

		Every day	Almost every day	Sometimes	Rarely	Never	Total	Average
All Respondents		15%	9%	24%	21%	32%	3843	3.474
Survey	Survey 1	16%	9%	26%	19%	30%	845	3.385
	Survey 2	13%	7%	21%	24%	35%	974	3.602
	Survey 3	13%	10%	24%	21%	33%	1020	3.502
	Survey 4	17%	8%	24%	23%	29%	1004	3.398
Region	SW	17%	8%	24%	20%	31%	794	3.401
	NW	12%	9%	26%	22%	31%	741	3.509
	CN	16%	10%	24%	22%	28%	771	3.350
	NE	16%	10%	23%	20%	31%	742	3.418
	SE	12%	6%	21%	23%	38%	795	3.689
Age	25 and younger	16%	11%	28%	18%	27%	350	3.286
	26 to 30	19%	13%	26%	19%	23%	295	3.142
	31 to 35	17%	10%	27%	20%	26%	398	3.274
	36 to 40	17%	11%	21%	24%	26%	463	3.292
	41 to 45	17%	10%	23%	21%	29%	582	3.357
	46 to 50	13%	7%	23%	22%	35%	780	3.600
	51 and older	10%	5%	21%	22%	41%	948	3.795
Sex	Male	16%	8%	24%	20%	32%	1437	3.443
	Female	14%	9%	23%	22%	32%	2406	3.493
Race	Caucasian	15%	9%	24%	21%	31%	3212	3.443
	African American	16%	6%	19%	24%	36%	307	3.573
	Other	12%	6%	21%	21%	40%	270	3.704
Hispanic/ Latino	No	15%	9%	23%	22%	32%	3640	3.467
	Yes	12%	7%	26%	18%	37%	180	3.600
Marital Status	Single, never married	13%	8%	23%	19%	36%	873	3.577
	Married	16%	9%	25%	22%	28%	2346	3.367
	Other	12%	6%	20%	20%	41%	598	3.731
Resident Location	Urban	12%	7%	23%	21%	37%	681	3.651
	Suburban	16%	10%	24%	20%	30%	1682	3.384
	Rural	15%	8%	23%	23%	32%	1459	3.494
Driving Area	Urban	14%	8%	23%	20%	34%	1268	3.515
	Suburban	15%	10%	24%	22%	30%	1350	3.404
	Rural	14%	8%	25%	23%	31%	1167	3.494
Vehicle Type	Automobile	13%	8%	23%	22%	34%	1974	3.576
	Van/Minivan	17%	11%	27%	21%	24%	522	3.238
	Pickup Truck	17%	8%	20%	21%	33%	462	3.463
	SUV	16%	9%	26%	20%	28%	823	3.362
	Other	18%	7%	9%	18%	49%	57	3.737

TABLE A4.2: FREQUENCY OF SEEING OTHERS TALK ON A CELL PHONE WHILE DRIVING (NO HANDS-FREE DEVICE)

		Every day	Almost every day	Sometimes	Rarely	Never	Total	Average
All Respondents		77%	16%	6%	1%	0%	3845	1.315
Survey	Survey 1	75%	17%	6%	1%	1%	842	1.361
	Survey 2	79%	14%	6%	1%	0%	976	1.292
	Survey 3	78%	16%	4%	1%	0%	1024	1.290
	Survey 4	77%	16%	6%	1%	0%	1003	1.324
Region	SW	77%	17%	5%	1%	0%	796	1.319
	NW	76%	16%	7%	1%	0%	741	1.328
	CN	78%	16%	4%	1%	1%	771	1.305
	NE	80%	13%	5%	1%	0%	744	1.272
	SE	76%	16%	7%	1%	0%	793	1.349
Age	25 and younger	62%	26%	8%	3%	1%	350	1.534
	26 to 30	78%	17%	4%	1%	-	296	1.274
	31 to 35	77%	15%	7%	1%	1%	397	1.348
	36 to 40	80%	12%	6%	1%	0%	464	1.289
	41 to 45	78%	15%	6%	1%	0%	583	1.302
	46 to 50	81%	14%	5%	1%	0%	779	1.253
	51 and older	78%	15%	5%	1%	1%	949	1.299
Sex	Male	77%	16%	6%	1%	1%	1440	1.326
	Female	78%	16%	5%	1%	0%	2405	1.308
Race	Caucasian	78%	16%	5%	1%	0%	3211	1.307
	African American	80%	14%	4%	1%	1%	310	1.281
	Other	73%	14%	11%	2%	0%	271	1.432
Hispanic/ Latino	No	77%	16%	5%	1%	0%	3642	1.314
	Yes	77%	13%	9%	1%	-	180	1.339
Marital Status	Single, never married	73%	19%	7%	2%	0%	877	1.382
	Married	79%	15%	5%	1%	0%	2342	1.292
	Other	79%	15%	5%	1%	1%	600	1.305
Resident Location	Urban	79%	15%	5%	1%	0%	686	1.287
	Suburban	77%	16%	5%	1%	0%	1684	1.316
	Rural	77%	16%	6%	1%	0%	1454	1.327
Driving Area	Urban	80%	14%	5%	1%	0%	1274	1.282
	Suburban	77%	16%	5%	1%	0%	1350	1.313
	Rural	75%	17%	7%	1%	1%	1161	1.350
Vehicle Type	Automobile	75%	17%	7%	1%	0%	1970	1.354
	Van/Minivan	77%	17%	6%	0%	0%	524	1.305
	Pickup Truck	81%	13%	4%	1%	1%	463	1.285
	SUV	80%	15%	4%	1%	0%	823	1.256
	Other	93%	3%	2%	-	2%	58	1.138

TABLE A4.3: TALKING ON A CELL PHONE WITHOUT A HANDS-FREE DEVICE – SAFE OR DANGEROUS

		Very safe	Somewhat safe	Neither	Somewhat dangerous	Very dangerous	Total	Average
All Respondents		1%	11%	7%	45%	36%	3825	4.042
Survey	Survey 1	1%	11%	8%	44%	36%	837	4.020
	Survey 2	1%	9%	8%	43%	39%	969	4.093
	Survey 3	1%	12%	5%	46%	35%	1015	4.035
	Survey 4	1%	10%	8%	46%	35%	1004	4.018
Region	SW	2%	10%	7%	46%	35%	794	4.025
	NW	1%	13%	7%	45%	34%	735	4.004
	CN	2%	12%	8%	45%	33%	768	3.965
	NE	1%	9%	8%	47%	36%	739	4.072
	SE	1%	10%	6%	42%	42%	789	4.142
Age	25 and younger	2%	13%	9%	48%	28%	349	3.883
	26 to 30	1%	13%	12%	43%	31%	294	3.898
	31 to 35	2%	13%	9%	49%	27%	395	3.863
	36 to 40	1%	12%	8%	48%	31%	461	3.946
	41 to 45	1%	12%	8%	45%	34%	581	3.983
	46 to 50	1%	9%	7%	44%	40%	774	4.124
	51 and older	0%	8%	5%	42%	45%	944	4.239
Sex	Male	2%	12%	9%	45%	32%	1432	3.936
	Female	1%	10%	6%	45%	38%	2393	4.106
Race	Caucasian	1%	11%	8%	46%	34%	3195	4.014
	African American	1%	9%	4%	41%	45%	309	4.201
	Other	2%	9%	6%	36%	48%	269	4.197
Hispanic/ Latino	No	1%	11%	7%	45%	36%	3623	4.032
	Yes	2%	7%	3%	43%	45%	179	4.229
Marital Status	Single, never married	1%	11%	8%	43%	37%	872	4.037
	Married	1%	11%	7%	47%	33%	2328	4.000
	Other	1%	8%	6%	40%	46%	599	4.215
Resident Location	Urban	1%	9%	6%	41%	43%	679	4.144
	Suburban	1%	11%	8%	47%	33%	1676	4.005
	Rural	1%	12%	7%	44%	36%	1449	4.036
Driving Area	Urban	1%	10%	7%	43%	39%	1268	4.077
	Suburban	1%	10%	8%	47%	34%	1344	4.026
	Rural	1%	12%	7%	45%	35%	1155	4.018
Vehicle Type	Automobile	1%	10%	7%	45%	38%	1965	4.083
	Van/Minivan	1%	12%	8%	50%	30%	520	3.958
	Pickup Truck	1%	17%	8%	37%	38%	461	3.941
	SUV	1%	9%	8%	47%	35%	817	4.061
	Other	4%	16%	4%	37%	40%	57	3.947

TABLE A4.4: FREQUENCY OF RESPONDENT TALKING ON CELL PHONE WHILE DRIVING (WITH HANDS-FREE DEVICE)

		Every day	Almost every day	Sometimes	Rarely	Never	Total	Average
All Respondents		9%	5%	10%	7%	69%	3829	4.229
Survey	Survey 1	9%	5%	12%	7%	67%	843	4.177
	Survey 2	7%	4%	9%	7%	72%	975	4.342
	Survey 3	7%	5%	11%	7%	71%	1009	4.303
	Survey 4	12%	5%	9%	8%	65%	1002	4.090
Region	SW	10%	7%	10%	8%	65%	793	4.110
	NW	7%	3%	10%	6%	73%	736	4.341
	CN	10%	6%	12%	9%	63%	766	4.099
	NE	9%	5%	11%	7%	68%	740	4.191
	SE	7%	4%	8%	6%	76%	794	4.407
Age	25 and younger	9%	5%	7%	7%	73%	350	4.297
	26 to 30	9%	9%	13%	6%	62%	293	4.044
	31 to 35	11%	6%	13%	7%	63%	396	4.068
	36 to 40	10%	6%	11%	7%	65%	463	4.117
	41 to 45	10%	5%	10%	9%	66%	581	4.148
	46 to 50	8%	5%	10%	7%	70%	777	4.265
	51 and older	6%	3%	9%	8%	74%	942	4.401
Sex	Male	11%	5%	10%	8%	66%	1432	4.134
	Female	8%	5%	10%	7%	71%	2397	4.286
Race	Caucasian	8%	4%	10%	7%	71%	3198	4.279
	African American	16%	9%	12%	6%	56%	308	3.779
	Other	8%	4%	12%	12%	64%	269	4.186
Hispanic/ Latino	No	9%	5%	10%	7%	69%	3626	4.238
	Yes	10%	6%	15%	10%	59%	180	4.033
Marital Status	Single, never married	8%	4%	8%	8%	72%	873	4.305
	Married	9%	6%	11%	8%	67%	2335	4.181
	Other	8%	3%	11%	6%	71%	595	4.296
Resident Location	Urban	7%	4%	10%	9%	70%	679	4.303
	Suburban	10%	6%	11%	8%	65%	1676	4.114
	Rural	8%	4%	9%	7%	72%	1453	4.317
Driving Area	Urban	9%	4%	10%	7%	69%	1264	4.224
	Suburban	8%	6%	11%	8%	66%	1344	4.167
	Rural	8%	3%	9%	7%	72%	1163	4.315
Vehicle Type	Automobile	9%	5%	9%	8%	70%	1966	4.264
	Van/Minivan	6%	4%	12%	9%	70%	519	4.331
	Pickup Truck	9%	3%	10%	7%	71%	458	4.277
	SUV	10%	7%	13%	6%	64%	824	4.061
	Other	12%	4%	7%	9%	68%	57	4.175

TABLE A4.5: FREQUENCY OF SEEING OTHERS TALK ON CELL PHONE WHILE DRIVING (WITH HANDS-FREE DEVICE)

		Every day	Almost every day	Sometimes	Rarely	Never	Total	Average
All Respondents		28%	12%	27%	20%	13%	3543	2.765
Survey	Survey 1	29%	13%	26%	18%	15%	752	2.770
	Survey 2	28%	12%	29%	20%	13%	898	2.784
	Survey 3	27%	13%	28%	20%	13%	952	2.779
	Survey 4	30%	12%	26%	20%	12%	941	2.727
Region	SW	28%	14%	27%	19%	12%	728	2.734
	NW	26%	12%	27%	21%	13%	696	2.832
	CN	34%	12%	26%	17%	10%	706	2.572
	NE	32%	12%	26%	17%	12%	680	2.654
	SE	22%	11%	27%	23%	17%	733	3.019
Age	25 and younger	20%	17%	27%	22%	15%	338	2.950
	26 to 30	27%	14%	24%	23%	12%	275	2.793
	31 to 35	31%	14%	27%	16%	13%	367	2.659
	36 to 40	31%	11%	29%	17%	11%	435	2.683
	41 to 45	30%	13%	29%	18%	10%	542	2.655
	46 to 50	30%	11%	27%	20%	12%	710	2.732
	51 and older	27%	11%	26%	21%	15%	850	2.864
Sex	Male	29%	12%	27%	20%	12%	1330	2.738
	Female	28%	12%	27%	19%	14%	2213	2.780
Race	Caucasian	28%	12%	27%	20%	13%	2940	2.774
	African American	33%	13%	24%	18%	12%	298	2.624
	Other	27%	11%	33%	20%	10%	255	2.761
Hispanic/ Latino	No	28%	12%	27%	19%	13%	3349	2.761
	Yes	27%	10%	29%	22%	12%	172	2.808
Marital Status	Single, never married	27%	12%	25%	20%	17%	818	2.872
	Married	29%	13%	28%	19%	11%	2145	2.706
	Other	28%	11%	26%	22%	13%	555	2.818
Resident Location	Urban	30%	12%	26%	20%	12%	644	2.719
	Suburban	30%	13%	27%	18%	12%	1537	2.701
	Rural	26%	11%	28%	21%	14%	1341	2.858
Driving Area	Urban	33%	12%	26%	17%	12%	1173	2.633
	Suburban	27%	13%	27%	19%	13%	1238	2.784
	Rural	25%	12%	28%	22%	13%	1076	2.874
Vehicle Type	Automobile	27%	13%	27%	19%	14%	1811	2.803
	Van/Minivan	31%	11%	27%	20%	12%	481	2.713
	Pickup Truck	29%	10%	28%	21%	12%	428	2.780
	SUV	28%	13%	28%	19%	11%	761	2.719
	Other	45%	7%	16%	22%	9%	55	2.418

TABLE A4.6: TALKING ON A CELL PHONE WITH A HANDS-FREE DEVICE – SAFE OR DANGEROUS

		Very safe	Somewhat safe	Neither	Somewhat dangerous	Very dangerous	Total	Average
All Respondents		9%	35%	7%	37%	12%	3800	3.065
Survey	Survey 1	9%	37%	7%	37%	11%	833	3.042
	Survey 2	8%	34%	7%	38%	13%	965	3.130
	Survey 3	10%	37%	5%	37%	11%	1008	3.031
	Survey 4	10%	34%	8%	35%	12%	994	3.057
Region	SW	10%	38%	6%	33%	13%	784	3.015
	NW	8%	36%	7%	36%	13%	733	3.082
	CN	10%	38%	8%	35%	10%	767	2.970
	NE	9%	34%	8%	39%	10%	732	3.071
	SE	9%	32%	5%	41%	14%	784	3.188
Age	25 and younger	12%	40%	8%	32%	8%	348	2.848
	26 to 30	13%	41%	7%	32%	7%	291	2.784
	31 to 35	13%	39%	9%	33%	7%	395	2.825
	36 to 40	11%	33%	9%	39%	7%	461	2.991
	41 to 45	10%	39%	6%	34%	10%	578	2.965
	46 to 50	8%	33%	7%	38%	14%	769	3.174
	51 and older	5%	32%	5%	40%	18%	933	3.338
Sex	Male	11%	38%	8%	33%	11%	1425	2.952
	Female	8%	34%	6%	39%	13%	2375	3.133
Race	Caucasian	9%	36%	7%	37%	11%	3176	3.067
	African American	16%	34%	5%	34%	12%	307	2.915
	Other	7%	36%	5%	36%	16%	266	3.180
Hispanic/ Latino	No	9%	35%	7%	37%	12%	3599	3.058
	Yes	8%	38%	4%	33%	17%	178	3.124
Marital Status	Single, never married	11%	36%	7%	34%	12%	861	3.003
	Married	9%	36%	7%	38%	10%	2318	3.050
	Other	7%	35%	6%	34%	18%	595	3.208
Resident Location	Urban	10%	34%	7%	35%	14%	675	3.081
	Suburban	10%	36%	7%	37%	10%	1664	3.014
	Rural	8%	35%	6%	37%	13%	1442	3.107
Driving Area	Urban	11%	34%	7%	36%	12%	1257	3.046
	Suburban	9%	36%	7%	38%	11%	1333	3.065
	Rural	9%	36%	6%	36%	13%	1154	3.088
Vehicle Type	Automobile	9%	35%	7%	37%	13%	1946	3.091
	Van/Minivan	8%	36%	8%	38%	10%	518	3.056
	Pickup Truck	10%	39%	7%	31%	13%	461	2.998
	SUV	9%	36%	6%	39%	10%	815	3.044
	Other	20%	20%	5%	35%	20%	55	3.145

TABLE A4.7: FREQUENCY OF RESPONDENT TEXTING ON CELL PHONE WHILE DRIVING

		Every day	Almost every day	Sometimes	Never	Rarely	Total	Average
All Respondents		4%	1%	6%	10%	79%	3841	4.593
Survey	Survey 1	4%	1%	7%	9%	79%	844	4.586
	Survey 2	3%	1%	4%	10%	82%	973	4.656
	Survey 3	3%	2%	5%	10%	82%	1021	4.660
	Survey 4	5%	2%	7%	12%	73%	1003	4.471
Region	SW	6%	1%	7%	10%	75%	795	4.483
	NW	3%	1%	5%	11%	79%	738	4.619
	CN	3%	2%	6%	11%	78%	771	4.599
	NE	2%	1%	7%	10%	79%	743	4.623
	SE	4%	2%	3%	9%	83%	794	4.646
Age	25 and younger	11%	4%	12%	18%	56%	350	4.043
	26 to 30	7%	2%	11%	16%	65%	295	4.298
	31 to 35	4%	3%	9%	14%	71%	398	4.457
	36 to 40	4%	2%	8%	11%	76%	463	4.544
	41 to 45	3%	1%	5%	10%	81%	583	4.654
	46 to 50	2%	1%	3%	7%	87%	780	4.747
	51 and older	2%	0%	2%	7%	89%	945	4.807
Sex	Male	5%	2%	6%	11%	76%	1436	4.506
	Female	3%	1%	5%	10%	81%	2405	4.646
Race	Caucasian	3%	1%	5%	11%	79%	3210	4.604
	African American	6%	1%	6%	9%	77%	307	4.502
	Other	3%	1%	8%	8%	80%	270	4.604
Hispanic/Latino	No	4%	1%	6%	10%	79%	3638	4.592
	Yes	3%	1%	8%	8%	80%	180	4.600
Marital Status	Single, never married	7%	2%	9%	13%	70%	874	4.364
	Married	3%	1%	5%	10%	81%	2345	4.658
	Other	3%	1%	5%	7%	84%	596	4.673
Resident Location	Urban	4%	2%	6%	9%	80%	681	4.598
	Suburban	4%	1%	7%	11%	77%	1681	4.556
	Rural	4%	1%	4%	10%	81%	1458	4.632
Driving Area	Urban	4%	1%	6%	8%	80%	1270	4.595
	Suburban	3%	1%	7%	12%	77%	1348	4.572
	Rural	4%	2%	4%	11%	80%	1165	4.612
Vehicle Type	Automobile	4%	1%	6%	9%	79%	1971	4.594
	Van/Minivan	3%	1%	7%	11%	78%	522	4.590
	Pickup Truck	5%	2%	4%	9%	82%	461	4.612
	SUV	4%	2%	5%	13%	76%	825	4.575
	Other	4%		4%	9%	84%	57	4.702

TABLE A4.8: FREQUENCY OF SEEING OTHERS TEXTING ON CELL PHONE WHILE DRIVING

		Every day	Almost every day	Sometimes	Never	Rarely	Total	Average
All Respondents		43%	16%	22%	10%	9%	3747	2.254
Survey	Survey 1	39%	16%	24%	11%	11%	814	2.393
	Survey 2	46%	15%	23%	9%	8%	960	2.181
	Survey 3	41%	18%	21%	12%	8%	996	2.273
	Survey 4	46%	15%	20%	10%	8%	977	2.191
Region	SW	42%	17%	21%	10%	10%	772	2.285
	NW	44%	15%	22%	11%	8%	724	2.235
	CN	43%	16%	22%	11%	8%	752	2.254
	NE	41%	16%	23%	11%	7%	722	2.270
	SE	46%	14%	21%	10%	9%	777	2.228
Age	25 and younger	48%	20%	18%	8%	6%	348	2.040
	26 to 30	53%	17%	19%	7%	4%	288	1.913
	31 to 35	42%	15%	25%	12%	7%	390	2.259
	36 to 40	43%	16%	23%	11%	7%	452	2.228
	41 to 45	43%	17%	25%	9%	7%	570	2.193
	46 to 50	44%	15%	21%	10%	10%	762	2.274
	51 and older	39%	14%	22%	12%	13%	910	2.458
Sex	Male	47%	17%	19%	10%	7%	1410	2.122
	Female	41%	15%	23%	11%	10%	2337	2.334
Race	Caucasian	42%	16%	22%	11%	9%	3123	2.266
	African American	46%	12%	21%	10%	11%	304	2.289
	Other	49%	14%	22%	9%	6%	267	2.086
Hispanic/ Latino	No	43%	16%	22%	11%	9%	3546	2.267
	Yes	52%	14%	20%	8%	6%	178	2.011
Marital Status	Single, never married	46%	16%	20%	10%	9%	857	2.204
	Married	42%	16%	23%	11%	8%	2282	2.273
	Other	46%	15%	18%	11%	10%	582	2.256
Resident Location	Urban	46%	16%	21%	8%	10%	668	2.184
	Suburban	42%	17%	22%	12%	8%	1648	2.263
	Rural	43%	15%	22%	11%	9%	1412	2.277
Driving Area	Urban	45%	17%	20%	9%	9%	1242	2.191
	Suburban	41%	16%	24%	11%	8%	1317	2.292
	Rural	44%	14%	22%	11%	9%	1130	2.276
Vehicle Type	Automobile	41%	16%	23%	11%	9%	1914	2.320
	Van/Minivan	39%	15%	25%	14%	8%	511	2.374
	Pickup Truck	51%	17%	15%	10%	7%	451	2.060
	SUV	46%	16%	22%	8%	8%	807	2.165
	Other	61%	19%	14%	4%	2%	57	1.649

TABLE A4.9: TEXTING WHILE DRIVING – SAFE OR DANGEROUS

		Very safe	Somewhat safe	Neither	Somewhat dangerous	Very dangerous	Total	Average
All Respondents		0%	1%	1%	8%	91%	3835	4.878
Survey	Survey 1	-	1%	0%	9%	89%	842	4.871
	Survey 2	0%	1%	1%	6%	92%	974	4.889
	Survey 3	0%	0%	0%	7%	92%	1017	4.902
	Survey 4	0%	1%	1%	9%	89%	1002	4.848
Region	SW	0%	2%	1%	9%	88%	791	4.828
	NW	0%	1%	0%	9%	90%	738	4.878
	CN	0%	0%	1%	8%	91%	769	4.895
	NE	0%	1%	1%	8%	91%	743	4.884
	SE	0%	1%	0%	6%	93%	794	4.904
Age	25 and younger	1%	1%	2%	17%	80%	350	4.734
	26 to 30	-	2%	1%	10%	86%	294	4.806
	31 to 35	0%	1%	1%	11%	88%	398	4.847
	36 to 40	0%	1%	0%	8%	90%	462	4.877
	41 to 45	0%	1%	1%	8%	91%	581	4.883
	46 to 50	0%	1%	1%	6%	93%	778	4.906
	51 and older	0%	0%	0%	5%	95%	946	4.941
Sex	Male	0%	1%	1%	10%	88%	1432	4.838
	Female	0%	0%	1%	7%	92%	2403	4.901
Race	Caucasian	0%	1%	1%	8%	91%	3204	4.886
	African American	1%	1%	1%	8%	89%	310	4.832
	Other	0%	1%	0%	10%	88%	268	4.847
Hispanic/ Latino	No	0%	1%	1%	8%	91%	3633	4.878
	Yes	1%	-	1%	9%	90%	179	4.877
Marital Status	Single, never married	0%	1%	1%	11%	86%	869	4.812
	Married	0%	1%	0%	7%	92%	2340	4.897
	Other	-	1%	1%	7%	92%	600	4.902
Resident Location	Urban	0%	1%	1%	8%	91%	679	4.881
	Suburban	0%	1%	1%	9%	89%	1678	4.863
	Rural	0%	1%	0%	7%	92%	1457	4.893
Driving Area	Urban	0%	1%	0%	7%	92%	1270	4.890
	Suburban	0%	1%	1%	9%	89%	1346	4.854
	Rural	0%	1%	0%	7%	91%	1163	4.892
Vehicle Type	Automobile	0%	1%	0%	8%	90%	1963	4.872
	Van/Minivan	-	0%	0%	8%	91%	523	4.906
	Pickup Truck	-	1%	1%	8%	90%	463	4.877
	SUV	0%	1%	1%	8%	90%	824	4.874
	Other	2%	-	-	7%	91%	57	4.860

TABLE A4.10: RESPONDENT MAINTAINS THEY ARE ABLE TO DETERMINE WHEN IT IS SAFE TO USE A CELL PHONE TO MAKE A CALL WHILE DRIVING

		Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Total	Average
All Respondents		25%	30%	12%	32%	3728	2.515
Survey	Survey 1	26%	31%	11%	32%	829	2.501
	Survey 2	22%	30%	12%	36%	929	2.611
	Survey 3	25%	31%	10%	33%	996	2.522
	Survey 4	28%	30%	14%	29%	974	2.428
Region	SW	27%	32%	12%	29%	773	2.433
	NW	23%	31%	12%	34%	722	2.558
	CN	25%	34%	14%	27%	746	2.426
	NE	28%	29%	11%	32%	717	2.464
	SE	22%	26%	11%	40%	770	2.690
Age	25 and younger	30%	37%	13%	20%	343	2.219
	26 to 30	33%	37%	10%	20%	288	2.170
	31 to 35	30%	34%	11%	25%	395	2.301
	36 to 40	29%	32%	13%	26%	448	2.366
	41 to 45	23%	33%	12%	31%	572	2.507
	46 to 50	25%	26%	12%	37%	751	2.605
	51 and older	18%	25%	12%	45%	904	2.838
Sex	Male	29%	31%	10%	30%	1388	2.405
	Female	23%	30%	13%	34%	2340	2.580
Race	Caucasian	26%	31%	12%	32%	3112	2.495
	African American	26%	25%	13%	36%	299	2.582
	Other	21%	29%	13%	38%	266	2.673
Hispanic/ Latino	No	26%	30%	12%	32%	3528	2.508
	Yes	20%	31%	13%	36%	177	2.638
Marital Status	Single, never married	27%	30%	12%	31%	846	2.474
	Married	26%	32%	12%	30%	2286	2.464
	Other	20%	26%	11%	43%	570	2.767
Resident Location	Urban	25%	25%	12%	37%	662	2.616
	Suburban	27%	32%	11%	29%	1639	2.423
	Rural	23%	31%	13%	34%	1407	2.570
Driving Area	Urban	26%	27%	12%	35%	1236	2.553
	Suburban	27%	31%	12%	29%	1316	2.434
	Rural	22%	32%	12%	33%	1120	2.571
Vehicle Type	Automobile	24%	29%	13%	34%	1913	2.577
	Van/Minivan	27%	34%	11%	28%	508	2.392
	Pickup Truck	27%	27%	9%	37%	444	2.563
	SUV	26%	34%	13%	28%	805	2.426
	Other	37%	19%	11%	33%	54	2.407

TABLE A4.11: USING A HANDS-FREE DEVICE MAKES CALLING SAFE WHILE DRIVING

		Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Total	Average
All Respondents		25%	36%	12%	27%	3485	2.406
Survey	Survey 1	26%	35%	13%	26%	780	2.385
	Survey 2	23%	37%	13%	27%	882	2.441
	Survey 3	23%	39%	11%	27%	911	2.413
	Survey 4	28%	32%	13%	27%	912	2.385
Region	SW	26%	37%	13%	24%	733	2.351
	NW	26%	36%	13%	25%	667	2.367
	CN	25%	39%	13%	23%	689	2.343
	NE	27%	34%	14%	26%	673	2.385
	SE	21%	34%	11%	34%	723	2.580
Age	25 and younger	33%	37%	12%	18%	329	2.161
	26 to 30	32%	34%	15%	19%	270	2.211
	31 to 35	28%	40%	11%	20%	372	2.231
	36 to 40	28%	40%	10%	22%	416	2.257
	41 to 45	25%	38%	13%	24%	519	2.356
	46 to 50	22%	37%	13%	28%	707	2.465
	51 and older	19%	31%	13%	38%	847	2.693
Sex	Male	28%	34%	12%	25%	1310	2.346
	Female	23%	37%	13%	27%	2175	2.443
Race	Caucasian	24%	37%	13%	27%	2895	2.421
	African American	36%	32%	10%	23%	287	2.192
	Other	27%	30%	13%	31%	252	2.468
Hispanic/ Latino	No	25%	36%	12%	26%	3300	2.399
	Yes	22%	34%	15%	29%	162	2.519
Marital Status	Single, never married	28%	32%	13%	28%	810	2.405
	Married	25%	38%	13%	24%	2113	2.358
	Other	21%	33%	11%	35%	537	2.596
Resident Location	Urban	28%	33%	12%	27%	613	2.383
	Suburban	25%	38%	13%	24%	1549	2.357
	Rural	23%	35%	12%	29%	1303	2.465
Driving Area	Urban	27%	34%	11%	28%	1134	2.400
	Suburban	25%	38%	12%	24%	1244	2.356
	Rural	23%	35%	14%	28%	1054	2.479
Vehicle Type	Automobile	25%	35%	13%	28%	1804	2.440
	Van/Minivan	24%	39%	14%	23%	470	2.351
	Pickup Truck	25%	34%	11%	31%	422	2.467
	SUV	26%	39%	11%	24%	736	2.317
	Other	29%	24%	10%	37%	49	2.551

TABLE A4.12: RESPONDENT FEELS THEY CAN SAFELY ADAPT THEIR DRIVING WHILE USING A CELL PHONE

		Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Total	Average
All Respondents		16%	28%	13%	43%	3727	2.833
Survey	Survey 1	16%	28%	13%	43%	822	2.828
	Survey 2	12%	28%	14%	45%	937	2.923
	Survey 3	16%	27%	12%	45%	992	2.851
	Survey 4	19%	28%	14%	39%	976	2.733
Region	SW	19%	28%	13%	40%	770	2.744
	NW	14%	28%	15%	43%	720	2.871
	CN	16%	32%	13%	39%	750	2.747
	NE	16%	27%	16%	41%	720	2.815
	SE	14%	25%	10%	51%	767	2.988
Age	25 and younger	22%	35%	14%	29%	341	2.504
	26 to 30	18%	33%	19%	30%	283	2.618
	31 to 35	20%	34%	14%	32%	394	2.576
	36 to 40	14%	35%	12%	38%	456	2.741
	41 to 45	17%	28%	15%	40%	571	2.781
	46 to 50	15%	25%	12%	48%	752	2.928
	51 and older	12%	19%	12%	57%	903	3.143
Sex	Male	20%	28%	13%	40%	1391	2.726
	Female	14%	28%	14%	45%	2336	2.897
Race	Caucasian	16%	29%	13%	42%	3115	2.817
	African American	16%	23%	14%	46%	299	2.906
	Other	16%	23%	13%	48%	263	2.932
Hispanic/ Latino	No	16%	28%	13%	43%	3529	2.824
	Yes	12%	24%	15%	49%	176	3.011
Marital Status	Single, never married	18%	27%	14%	41%	845	2.767
	Married	16%	29%	13%	41%	2282	2.799
	Other	12%	22%	13%	53%	574	3.054
Resident Location	Urban	18%	23%	12%	46%	655	2.870
	Suburban	16%	30%	14%	40%	1641	2.767
	Rural	14%	27%	14%	45%	1411	2.889
Driving Area	Urban	17%	25%	13%	45%	1227	2.845
	Suburban	17%	30%	14%	39%	1319	2.760
	Rural	14%	28%	13%	45%	1126	2.901
Vehicle Type	Automobile	15%	26%	13%	45%	1910	2.887
	Van/Minivan	16%	31%	13%	40%	511	2.771
	Pickup Truck	18%	25%	13%	44%	444	2.831
	SUV	16%	32%	14%	38%	804	2.748
	Other	24%	20%	6%	50%	54	2.815

TABLE A4.13: RESPONDENT FEELS THEY ARE ABLE TO DETERMINE WHEN IT IS SAFE TO TEXT WHILE DRIVING

		Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Total	Average
All Respondents		7%	9%	8%	76%	3724	3.526
Survey	Survey 1	7%	9%	9%	75%	828	3.529
	Survey 2	6%	8%	7%	80%	935	3.604
	Survey 3	6%	10%	8%	77%	989	3.559
	Survey 4	10%	10%	8%	72%	972	3.413
Region	SW	9%	11%	9%	71%	772	3.421
	NW	7%	8%	8%	77%	719	3.561
	CN	7%	9%	7%	76%	742	3.523
	NE	7%	11%	7%	76%	723	3.517
	SE	6%	7%	7%	80%	768	3.608
Age	25 and younger	14%	22%	12%	52%	342	3.018
	26 to 30	13%	13%	12%	62%	288	3.236
	31 to 35	9%	11%	10%	69%	393	3.394
	36 to 40	6%	9%	8%	77%	454	3.557
	41 to 45	6%	10%	7%	77%	567	3.550
	46 to 50	5%	6%	7%	82%	747	3.652
	51 and older	4%	4%	6%	86%	906	3.741
Sex	Male	9%	11%	8%	73%	1391	3.439
	Female	6%	8%	8%	78%	2333	3.577
Race	Caucasian	7%	9%	8%	76%	3111	3.537
	African American	10%	7%	9%	74%	300	3.467
	Other	8%	10%	6%	76%	263	3.494
Hispanic/ Latino	No	7%	9%	8%	76%	3528	3.529
	Yes	8%	9%	9%	73%	173	3.480
Marital Status	Single, never married	11%	14%	10%	66%	847	3.303
	Married	6%	8%	7%	78%	2278	3.570
	Other	5%	6%	7%	83%	574	3.679
Resident Location	Urban	8%	9%	7%	76%	659	3.501
	Suburban	8%	11%	8%	74%	1637	3.478
	Rural	6%	7%	8%	78%	1407	3.593
Driving Area	Urban	8%	9%	7%	77%	1225	3.522
	Suburban	8%	10%	8%	75%	1317	3.495
	Rural	6%	9%	9%	77%	1126	3.568
Vehicle Type	Automobile	7%	9%	8%	76%	1905	3.535
	Van/Minivan	6%	10%	9%	75%	504	3.530
	Pickup Truck	8%	8%	7%	77%	451	3.539
	SUV	7%	11%	8%	74%	805	3.481
	Other	4%	7%	5%	84%	55	3.691

TABLE A4.14: RESPONDENT FEELS THEY CAN SAFELY ADAPT THEIR DRIVING WHILE USING A CELL PHONE to Text

		Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Total	Average
All Respondents		4%	7%	7%	82%	3715	3.673
Survey	Survey 1	5%	7%	6%	81%	824	3.636
	Survey 2	3%	5%	7%	85%	930	3.747
	Survey 3	3%	7%	7%	83%	989	3.689
	Survey 4	5%	8%	8%	80%	972	3.618
Region	SW	6%	8%	7%	78%	770	3.570
	NW	4%	6%	8%	83%	713	3.690
	CN	3%	7%	8%	83%	747	3.700
	NE	3%	8%	7%	82%	717	3.681
	SE	4%	5%	6%	85%	768	3.728
Age	25 and younger	9%	17%	14%	59%	338	3.234
	26 to 30	7%	10%	12%	71%	283	3.459
	31 to 35	6%	8%	9%	77%	392	3.566
	36 to 40	3%	8%	6%	82%	457	3.676
	41 to 45	3%	6%	7%	84%	567	3.723
	46 to 50	3%	4%	5%	88%	750	3.788
	51 and older	3%	2%	4%	91%	901	3.829
Sex	Male	5%	8%	8%	79%	1383	3.594
	Female	3%	5%	7%	84%	2332	3.720
Race	Caucasian	4%	6%	7%	83%	3104	3.683
	African American	6%	7%	7%	80%	300	3.597
	Other	5%	7%	4%	84%	261	3.659
Hispanic/ Latino	No	4%	6%	7%	82%	3518	3.675
	Yes	5%	8%	7%	80%	174	3.632
Marital Status	Single, never married	7%	10%	10%	72%	839	3.476
	Married	4%	6%	6%	84%	2276	3.717
	Other	2%	5%	5%	88%	575	3.783
Resident Location	Urban	5%	8%	6%	80%	650	3.611
	Suburban	5%	7%	7%	81%	1635	3.650
	Rural	3%	5%	7%	84%	1409	3.725
Driving Area	Urban	4%	7%	7%	82%	1224	3.661
	Suburban	4%	7%	8%	82%	1311	3.664
	Rural	4%	5%	7%	84%	1125	3.702
Vehicle Type	Automobile	5%	6%	7%	82%	1904	3.669
	Van/Minivan	3%	6%	8%	84%	506	3.727
	Pickup Truck	5%	7%	4%	84%	444	3.667
	SUV	4%	7%	9%	80%	802	3.652
	Other	5%	7%	4%	84%	55	3.655

TABLE A4.15: USING A HANDS-FREE DEVICE MAKES TEXTING SAFE WHILE DRIVING

		Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Total	Average
All Respondents		8%	13%	11%	68%	3383	3.389
Survey	Survey 1	8%	10%	10%	73%	751	3.473
	Survey 2	6%	13%	12%	70%	858	3.453
	Survey 3	8%	14%	10%	68%	881	3.388
	Survey 4	12%	14%	11%	63%	893	3.256
Region	SW	10%	13%	11%	66%	720	3.324
	NW	7%	11%	11%	71%	643	3.454
	CN	8%	13%	12%	67%	673	3.370
	NE	9%	13%	10%	69%	645	3.384
	SE	7%	13%	11%	69%	702	3.417
Age	25 and younger	14%	22%	15%	49%	321	2.975
	26 to 30	14%	14%	13%	59%	264	3.170
	31 to 35	11%	15%	14%	59%	358	3.215
	36 to 40	10%	12%	11%	68%	398	3.377
	41 to 45	6%	14%	12%	69%	502	3.426
	46 to 50	6%	11%	9%	74%	694	3.507
	51 and older	6%	8%	8%	78%	823	3.577
Sex	Male	10%	14%	12%	63%	1271	3.287
	Female	7%	12%	10%	71%	2112	3.450
Race	Caucasian	8%	13%	11%	69%	2810	3.406
	African American	12%	14%	10%	63%	281	3.238
	Other	11%	12%	11%	67%	243	3.342
Hispanic/ Latino	No	8%	13%	11%	68%	3199	3.389
	Yes	12%	9%	10%	69%	161	3.360
Marital Status	Single, never married	12%	15%	13%	60%	783	3.209
	Married	7%	13%	10%	70%	2047	3.426
	Other	7%	9%	10%	74%	530	3.504
Resident Location	Urban	11%	14%	10%	66%	600	3.300
	Suburban	8%	13%	12%	67%	1492	3.370
	Rural	7%	12%	10%	71%	1273	3.449
Driving Area	Urban	10%	12%	9%	69%	1107	3.369
	Suburban	7%	14%	11%	68%	1202	3.396
	Rural	8%	12%	12%	69%	1026	3.405
Vehicle Type	Automobile	8%	12%	11%	69%	1761	3.408
	Van/Minivan	8%	11%	10%	71%	452	3.449
	Pickup Truck	9%	13%	10%	68%	406	3.372
	SUV	10%	15%	11%	64%	714	3.305
	Other	6%	11%	11%	72%	47	3.489

TABLE A4.16: FREQUENCY OF DRIVING AT LEAST FIVE MILES OVER THE POSTED SPEED LIMIT ON LOCAL ROADS

		Always	Most of the time	Half of the time	Rarely	Never	Total	Average
All Respondents		17%	24%	24%	26%	10%	3845	2.881
Survey	Survey 1	15%	22%	26%	26%	10%	846	2.941
	Survey 2	16%	22%	24%	30%	8%	975	2.919
	Survey 3	17%	25%	22%	25%	10%	1020	2.861
	Survey 4	18%	25%	23%	24%	9%	1004	2.813
Region	SW	18%	24%	25%	25%	8%	795	2.819
	NW	16%	24%	24%	27%	10%	739	2.897
	CN	16%	25%	23%	27%	9%	771	2.890
	NE	21%	26%	24%	22%	7%	745	2.690
	SE	13%	21%	22%	31%	13%	795	3.097
Age	25 and younger	26%	29%	21%	18%	6%	349	2.496
	26 to 30	27%	23%	21%	21%	7%	295	2.583
	31 to 35	20%	24%	26%	21%	9%	397	2.741
	36 to 40	17%	26%	24%	25%	8%	462	2.814
	41 to 45	16%	26%	25%	24%	9%	585	2.839
	46 to 50	13%	25%	24%	28%	10%	781	2.973
	51 and older	12%	19%	23%	33%	13%	950	3.151
Sex	Male	20%	25%	23%	25%	8%	1438	2.769
	Female	15%	23%	24%	27%	10%	2407	2.947
Race	Caucasian	17%	24%	24%	27%	9%	3215	2.871
	African American	18%	20%	24%	25%	12%	309	2.919
	Other	18%	21%	22%	25%	13%	267	2.933
Hispanic/ Latino	No	16%	24%	24%	27%	9%	3643	2.890
	Yes	25%	25%	20%	20%	11%	179	2.670
Marital Status	Single, never married	21%	26%	21%	24%	9%	872	2.735
	Married	16%	24%	25%	26%	9%	2344	2.883
	Other	14%	21%	22%	31%	13%	603	3.076
Resident Location	Urban	19%	21%	23%	26%	12%	684	2.902
	Suburban	17%	26%	26%	23%	8%	1681	2.788
	Rural	16%	22%	22%	31%	10%	1459	2.977
Driving Area	Urban	18%	23%	24%	25%	10%	1271	2.843
	Suburban	16%	26%	25%	25%	8%	1352	2.831
	Rural	16%	21%	22%	30%	11%	1165	2.982
Vehicle Type	Automobile	17%	24%	23%	26%	10%	1974	2.874
	Van/Minivan	12%	24%	26%	29%	9%	524	2.994
	Pickup Truck	17%	19%	23%	30%	10%	462	2.959
	SUV	18%	26%	25%	24%	8%	824	2.785
	Other	30%	19%	16%	14%	21%	57	2.772

TABLE A4.17: FREQUENCY OF DRIVING FASTER THAN 35 MPH ON LOCAL ROADS WITH A POSTED SPEED LIMIT OF 30 MPH

		Always	Most of the time	Half of the time	Rarely	Never	Total	Average
All Respondents		6%	9%	15%	41%	29%	3838	3.773
Survey	Survey 1	5%	9%	15%	41%	30%	844	3.834
	Survey 2	6%	7%	14%	44%	30%	976	3.853
	Survey 3	7%	9%	14%	41%	29%	1018	3.756
	Survey 4	8%	10%	17%	40%	26%	1000	3.658
Region	SW	6%	10%	17%	42%	25%	794	3.688
	NW	5%	8%	15%	40%	32%	739	3.855
	CN	6%	8%	13%	43%	29%	769	3.815
	NE	8%	12%	18%	40%	22%	744	3.566
	SE	5%	7%	12%	42%	34%	792	3.933
Age	25 and younger	10%	14%	15%	33%	27%	349	3.521
	26 to 30	8%	10%	15%	42%	26%	294	3.670
	31 to 35	7%	9%	15%	41%	28%	397	3.733
	36 to 40	6%	10%	19%	42%	24%	462	3.677
	41 to 45	6%	9%	15%	43%	26%	582	3.744
	46 to 50	6%	8%	16%	40%	31%	778	3.823
	51 and older	5%	6%	12%	45%	32%	950	3.937
Sex	Male	7%	9%	15%	43%	25%	1436	3.682
	Female	5%	8%	15%	40%	31%	2402	3.827
Race	Caucasian	6%	9%	15%	42%	28%	3206	3.789
	African American	9%	10%	18%	38%	26%	309	3.618
	Other	9%	10%	12%	38%	31%	269	3.706
Hispanic/Latino	No	6%	9%	15%	42%	28%	3635	3.778
	Yes	9%	11%	14%	34%	31%	180	3.667
Marital Status	Single, never married	8%	11%	15%	38%	28%	870	3.648
	Married	6%	8%	16%	43%	27%	2339	3.784
	Other	5%	9%	11%	40%	34%	603	3.897
Resident Location	Urban	6%	11%	15%	38%	29%	684	3.737
	Suburban	6%	10%	17%	42%	25%	1678	3.685
	Rural	6%	6%	13%	43%	32%	1456	3.891
Driving Area	Urban	6%	9%	16%	40%	28%	1268	3.750
	Suburban	7%	11%	16%	42%	25%	1349	3.679
	Rural	6%	7%	13%	42%	33%	1164	3.905
Vehicle Type	Automobile	6%	9%	15%	40%	30%	1970	3.779
	Van/Minivan	5%	9%	14%	46%	26%	521	3.800
	Pickup Truck	6%	8%	15%	45%	26%	462	3.762
	SUV	7%	8%	16%	40%	28%	823	3.742
	Other	14%	7%	7%	33%	40%	58	3.776

TABLE A4.18: FREQUENCY OF DRIVING FASTER THAN 70 MPH ON LOCAL ROADS WITH A POSTED SPEED LIMIT OF 65 MPH

		Always	Most of the time	Half of the time	Rarely	Never	Total	Average
All Respondents		8%	11%	15%	34%	32%	3842	3.709
Survey	Survey 1	6%	10%	16%	34%	35%	844	3.816
	Survey 2	6%	8%	14%	38%	34%	976	3.857
	Survey 3	9%	13%	16%	33%	29%	1020	3.618
	Survey 4	10%	14%	15%	32%	29%	1002	3.567
Region	SW	8%	13%	17%	31%	31%	794	3.632
	NW	8%	11%	14%	36%	30%	739	3.693
	CN	9%	12%	16%	35%	28%	771	3.617
	NE	7%	13%	18%	33%	29%	745	3.635
	SE	7%	7%	10%	35%	40%	793	3.958
Age	25 and younger	11%	13%	20%	28%	28%	349	3.493
	26 to 30	10%	14%	15%	31%	30%	294	3.558
	31 to 35	11%	14%	15%	35%	26%	396	3.525
	36 to 40	8%	15%	16%	34%	27%	462	3.565
	41 to 45	8%	11%	18%	36%	27%	583	3.633
	46 to 50	6%	10%	15%	34%	34%	781	3.798
	51 and older	5%	8%	11%	37%	39%	950	3.962
Sex	Male	10%	14%	18%	33%	25%	1437	3.478
	Female	6%	10%	14%	35%	36%	2405	3.847
Race	Caucasian	8%	12%	15%	35%	31%	3211	3.707
	African American	7%	12%	18%	30%	33%	307	3.691
	Other	10%	9%	17%	30%	34%	270	3.696
Hispanic/Latino	No	8%	11%	15%	35%	32%	3639	3.712
	Yes	12%	8%	18%	27%	34%	180	3.622
Marital Status	Single, never married	8%	12%	16%	32%	31%	870	3.653
	Married	8%	11%	15%	36%	30%	2344	3.682
	Other	5%	10%	16%	32%	38%	603	3.886
Resident Location	Urban	7%	12%	13%	34%	35%	682	3.771
	Suburban	8%	13%	19%	33%	27%	1683	3.583
	Rural	8%	9%	12%	36%	36%	1456	3.823
Driving Area	Urban	7%	13%	15%	33%	32%	1270	3.700
	Suburban	8%	12%	18%	35%	27%	1352	3.603
	Rural	8%	9%	13%	35%	36%	1163	3.831
Vehicle Type	Automobile	7%	11%	15%	34%	33%	1976	3.735
	Van/Minivan	6%	11%	16%	37%	30%	523	3.763
	Pickup Truck	8%	13%	12%	38%	29%	461	3.666
	SUV	9%	13%	16%	32%	31%	820	3.635
	Other	14%	7%	12%	31%	36%	58	3.690

TABLE A4.19: SAW, HEARD, OR READ ANYTHING ABOUT SPEED ENFORCEMENT BY POLICE IN THE PAST 30 DAYS

		No definitely	No probably	Yes probably	Yes definitely	Total	Average
All Respondents		51%	16%	6%	26%	3788	2.071
Survey	Survey 1	54%	20%	7%	19%	832	1.906
	Survey 2	52%	19%	7%	22%	965	1.984
	Survey 3	54%	14%	6%	26%	1011	2.046
	Survey 4	45%	13%	6%	36%	980	2.321
Region	SW	46%	15%	9%	30%	777	2.232
	NW	52%	18%	6%	25%	728	2.033
	CN	54%	16%	6%	25%	761	2.011
	NE	50%	14%	6%	30%	740	2.151
	SE	54%	20%	6%	20%	782	1.930
Age	25 and younger	44%	22%	9%	25%	341	2.144
	26 to 30	45%	19%	9%	27%	293	2.184
	31 to 35	52%	17%	8%	24%	391	2.028
	36 to 40	55%	17%	4%	24%	458	1.974
	41 to 45	52%	16%	5%	26%	577	2.054
	46 to 50	50%	16%	7%	27%	770	2.114
	51 and older	54%	14%	6%	26%	931	2.045
Sex	Male	50%	15%	8%	28%	1422	2.132
	Female	52%	17%	6%	25%	2366	2.034
Race	Caucasian	52%	17%	6%	25%	3166	2.038
	African American	50%	15%	6%	30%	303	2.158
	Other	44%	13%	9%	34%	266	2.338
Hispanic/Latino	No	51%	16%	7%	26%	3590	2.067
	Yes	49%	16%	6%	29%	176	2.153
Marital Status	Single, never married	48%	18%	8%	25%	856	2.098
	Married	51%	16%	7%	26%	2316	2.083
	Other	55%	16%	4%	25%	590	1.990
Resident Location	Urban	49%	17%	5%	28%	677	2.130
	Suburban	50%	16%	7%	27%	1652	2.109
	Rural	54%	17%	6%	24%	1439	1.997
Driving Area	Urban	51%	17%	6%	26%	1259	2.079
	Suburban	51%	16%	7%	26%	1325	2.080
	Rural	52%	16%	6%	25%	1146	2.046
Vehicle Type	Automobile	52%	16%	7%	25%	1944	2.045
	Van/Minivan	49%	19%	6%	26%	518	2.091
	Pickup Truck	49%	16%	7%	28%	458	2.138
	SUV	51%	17%	6%	26%	804	2.065
	Other	40%	16%	9%	35%	57	2.386

TABLE A4.20: CHANCES OF RECEIVING A TICKET FOR DRIVING OVER THE POSTED SPEED LIMIT

		Very unlikely	Somewhat unlikely	Somewhat likely	Very likely	Total	Average
All Respondents		6%	15%	49%	29%	3772	3.011
Survey	Survey 1	5%	13%	53%	29%	828	3.051
	Survey 2	6%	15%	47%	31%	958	3.037
	Survey 3	8%	15%	50%	27%	1000	2.955
	Survey 4	6%	17%	48%	30%	986	3.009
Region	SW	5%	15%	52%	27%	776	3.018
	NW	7%	15%	51%	27%	733	2.973
	CN	9%	17%	46%	29%	757	2.945
	NE	6%	16%	49%	29%	728	3.014
	SE	5%	13%	49%	33%	778	3.102
Age	25 and younger	6%	13%	50%	31%	343	3.070
	26 to 30	6%	14%	54%	26%	292	2.997
	31 to 35	6%	14%	52%	28%	392	3.020
	36 to 40	6%	18%	47%	29%	452	2.998
	41 to 45	7%	16%	49%	28%	576	2.977
	46 to 50	8%	15%	47%	29%	762	2.978
	51 and older	5%	15%	50%	30%	932	3.041
Sex	Male	10%	18%	46%	26%	1410	2.878
	Female	4%	13%	51%	31%	2362	3.090
Race	Caucasian	6%	16%	51%	27%	3159	2.993
	African American	6%	12%	42%	40%	305	3.164
	Other	8%	11%	43%	37%	260	3.088
Hispanic/ Latino	No	6%	15%	50%	29%	3583	3.014
	Yes	11%	13%	43%	33%	172	2.983
Marital Status	Single, never married	6%	14%	49%	31%	854	3.050
	Married	7%	16%	50%	27%	2309	2.974
	Other	5%	14%	46%	35%	586	3.102
Resident Location	Urban	6%	14%	47%	32%	672	3.054
	Suburban	6%	17%	51%	26%	1652	2.971
	Rural	7%	14%	49%	31%	1429	3.036
Driving Area	Urban	6%	14%	49%	31%	1250	3.057
	Suburban	7%	16%	51%	26%	1329	2.969
	Rural	7%	15%	49%	29%	1138	3.003
Vehicle Type	Automobile	7%	14%	49%	30%	1934	3.022
	Van/Minivan	5%	17%	54%	24%	517	2.961
	Pickup Truck	7%	14%	49%	30%	451	3.029
	SUV	6%	16%	49%	29%	807	3.002
	Other	7%	16%	45%	33%	58	3.034

TABLE A4.21: CHANGES IN RESPONDENTS' DRIVING BEHAVIORS THAT WOULD INCREASE SAFETY – WEAR SEAT BELT MORE OFTEN

		No	Yes	Total
All Respondents		95%	5%	3857
Survey	Survey 1	94%	6%	848
	Survey 2	95%	5%	978
	Survey 3	95%	5%	1025
	Survey 4	94%	6%	1006
Region	SW	95%	5%	797
	NW	94%	6%	744
	CN	94%	6%	772
	NE	94%	6%	747
	SE	95%	5%	797
Age	25 and younger	93%	7%	351
	26 to 30	92%	8%	296
	31 to 35	95%	5%	398
	36 to 40	94%	6%	464
	41 to 45	95%	5%	585
	46 to 50	95%	5%	782
	51 and older	95%	5%	954
Sex	Male	95%	5%	1444
	Female	95%	5%	2413
Race	Caucasian	95%	5%	3222
	African American	90%	10%	310
	Other	94%	6%	271
Hispanic/ Latino	No	95%	5%	3654
	Yes	94%	6%	180
Marital Status	Single, never married	92%	8%	878
	Married	96%	4%	2349
	Other	93%	7%	604
Resident Location	Urban	92%	8%	686
	Suburban	95%	5%	1687
	Rural	95%	5%	1463
Driving Area	Urban	94%	6%	1274
	Suburban	94%	6%	1354
	Rural	96%	4%	1169
Vehicle Type	Automobile	94%	6%	1978
	Van/Minivan	95%	5%	524
	Pickup Truck	91%	9%	465
	SUV	96%	4%	825
	Other	95%	5%	58

TABLE A4.22: CHANGES IN RESPONDENTS' DRIVING BEHAVIORS THAT WOULD INCREASE SAFETY – CHECK MIRRORS MORE OFTEN

		No	Yes	Total
All Respondents		98%	2%	3857
Survey	Survey 1	98%	2%	848
	Survey 2	98%	2%	978
	Survey 3	99%	1%	1025
	Survey 4	97%	3%	1006
Region	SW	98%	2%	797
	NW	99%	1%	744
	CN	98%	2%	772
	NE	98%	2%	747
	SE	99%	1%	797
Age	25 and younger	97%	3%	351
	26 to 30	99%	1%	296
	31 to 35	99%	1%	398
	36 to 40	98%	2%	464
	41 to 45	98%	2%	585
	46 to 50	98%	2%	782
	51 and older	98%	2%	954
Sex	Male	98%	2%	1444
	Female	98%	2%	2413
Race	Caucasian	98%	2%	3222
	African American	98%	2%	310
	Other	97%	3%	271
Hispanic/ Latino	No	98%	2%	3654
	Yes	99%	1%	180
Marital Status	Single, never married	97%	3%	878
	Married	99%	1%	2349
	Other	99%	1%	604
Resident Location	Urban	98%	2%	686
	Suburban	98%	2%	1687
	Rural	98%	2%	1463
Driving Area	Urban	98%	2%	1274
	Suburban	98%	2%	1354
	Rural	98%	2%	1169
Vehicle Type	Automobile	99%	1%	1978
	Van/Minivan	98%	2%	524
	Pickup Truck	97%	3%	465
	SUV	99%	1%	825
	Other	98%	2%	58

TABLE A4.23: CHANGES IN RESPONDENTS' DRIVING BEHAVIORS THAT WOULD INCREASE SAFETY – WATCH SPEED

		No	Yes	Total
All Respondents		69%	31%	3857
Survey	Survey 1	69%	31%	848
	Survey 2	73%	27%	978
	Survey 3	67%	33%	1025
	Survey 4	68%	32%	1006
Region	SW	67%	33%	797
	NW	70%	30%	744
	CN	68%	32%	772
	NE	67%	33%	747
	SE	74%	26%	797
Age	25 and younger	59%	41%	351
	26 to 30	71%	29%	296
	31 to 35	62%	38%	398
	36 to 40	67%	33%	464
	41 to 45	69%	31%	585
	46 to 50	73%	27%	782
	51 and older	75%	25%	954
Sex	Male	74%	26%	1444
	Female	67%	33%	2413
Race	Caucasian	70%	30%	3222
	African American	64%	36%	310
	Other	71%	29%	271
Hispanic/ Latino	No	69%	31%	3654
	Yes	73%	27%	180
Marital Status	Single, never married	68%	32%	878
	Married	69%	31%	2349
	Other	74%	26%	604
Resident Location	Urban	68%	32%	686
	Suburban	67%	33%	1687
	Rural	73%	27%	1463
Driving Area	Urban	69%	31%	1274
	Suburban	66%	34%	1354
	Rural	73%	27%	1169
Vehicle Type	Automobile	69%	31%	1978
	Van/Minivan	67%	33%	524
	Pickup Truck	77%	23%	465
	SUV	67%	33%	825
	Other	69%	31%	58

TABLE A4.24: CHANGES IN RESPONDENTS' DRIVING BEHAVIORS THAT WOULD INCREASE SAFETY – STOP TALKING ON CELL PHONE WHILE DRIVING

		No	Yes	Total
All Respondents		75%	25%	3857
Survey	Survey 1	73%	27%	848
	Survey 2	77%	23%	978
	Survey 3	76%	24%	1025
	Survey 4	76%	24%	1006
Region	SW	72%	28%	797
	NW	75%	25%	744
	CN	75%	25%	772
	NE	73%	27%	747
	SE	82%	18%	797
Age	25 and younger	75%	25%	351
	26 to 30	72%	28%	296
	31 to 35	71%	29%	398
	36 to 40	71%	29%	464
	41 to 45	73%	27%	585
	46 to 50	77%	23%	782
	51 and older	80%	20%	954
Sex	Male	80%	20%	1444
	Female	73%	27%	2413
Race	Caucasian	75%	25%	3222
	African American	79%	21%	310
	Other	79%	21%	271
Hispanic/ Latino	No	75%	25%	3654
	Yes	74%	26%	180
Marital Status	Single, never married	79%	21%	878
	Married	73%	27%	2349
	Other	79%	21%	604
Resident Location	Urban	79%	21%	686
	Suburban	73%	27%	1687
	Rural	76%	24%	1463
Driving Area	Urban	76%	24%	1274
	Suburban	73%	27%	1354
	Rural	77%	23%	1169
Vehicle Type	Automobile	77%	23%	1978
	Van/Minivan	70%	30%	524
	Pickup Truck	81%	19%	465
	SUV	72%	28%	825
	Other	86%	14%	58

TABLE A4.25: CHANGES IN RESPONDENTS' DRIVING BEHAVIORS THAT WOULD INCREASE SAFETY – STOP TEXTING WHILE DRIVING

		No	Yes	Total
All Respondents		92%	8%	3857
Survey	Survey 1	91%	9%	848
	Survey 2	92%	8%	978
	Survey 3	93%	7%	1025
	Survey 4	92%	8%	1006
Region	SW	90%	10%	797
	NW	92%	8%	744
	CN	92%	8%	772
	NE	93%	7%	747
	SE	94%	6%	797
Age	25 and younger	86%	14%	351
	26 to 30	85%	15%	296
	31 to 35	90%	10%	398
	36 to 40	91%	9%	464
	41 to 45	92%	8%	585
	46 to 50	95%	5%	782
	51 and older	97%	3%	954
Sex	Male	92%	8%	1444
	Female	93%	7%	2413
Race	Caucasian	92%	8%	3222
	African American	91%	9%	310
	Other	94%	6%	271
Hispanic/ Latino	No	92%	8%	3654
	Yes	89%	11%	180
Marital Status	Single, never married	89%	11%	878
	Married	93%	7%	2349
	Other	93%	7%	604
Resident Location	Urban	93%	7%	686
	Suburban	91%	9%	1687
	Rural	93%	7%	1463
Driving Area	Urban	92%	8%	1274
	Suburban	91%	9%	1354
	Rural	94%	6%	1169
Vehicle Type	Automobile	92%	8%	1978
	Van/Minivan	92%	8%	524
	Pickup Truck	94%	6%	465
	SUV	92%	8%	825
	Other	93%	7%	58

TABLE A4.26: CHANGES IN RESPONDENTS' DRIVING BEHAVIORS THAT WOULD INCREASE SAFETY – LET SOMEONE ELSE DRIVE WHEN RESPONDENT HAS BEEN DRINKING ALCOHOL

		No	Yes	Total
All Respondents		99%	1%	3857
Survey	Survey 1	99%	1%	848
	Survey 2	99%	1%	978
	Survey 3	99%	1%	1025
	Survey 4	99%	1%	1006
Region	SW	99%	1%	797
	NW	99%	1%	744
	CN	99%	1%	772
	NE	98%	2%	747
	SE	99%	1%	797
Age	25 and younger	98%	2%	351
	26 to 30	99%	1%	296
	31 to 35	98%	2%	398
	36 to 40	99%	1%	464
	41 to 45	99%	1%	585
	46 to 50	99%	1%	782
	51 and older	99%	1%	954
Sex	Male	98%	2%	1444
	Female	99%	1%	2413
Race	Caucasian	99%	1%	3222
	African American	100%	0%	310
	Other	99%	1%	271
Hispanic/ Latino	No	99%	1%	3654
	Yes	98%	2%	180
Marital Status	Single, never married	98%	2%	878
	Married	99%	1%	2349
	Other	99%	1%	604
Resident Location	Urban	99%	1%	686
	Suburban	99%	1%	1687
	Rural	99%	1%	1463
Driving Area	Urban	99%	1%	1274
	Suburban	99%	1%	1354
	Rural	99%	1%	1169
Vehicle Type	Automobile	99%	1%	1978
	Van/Minivan	99%	1%	524
	Pickup Truck	98%	2%	465
	SUV	99%	1%	825
	Other	93%	7%	58

TABLE A4.27: CHANGES IN RESPONDENTS' DRIVING BEHAVIORS THAT WOULD INCREASE SAFETY – USE 2ND MIRROR TO WATCH KIDS IN BACKSEAT

		No	Yes	Total
All Respondents		98%	2%	3857
Survey	Survey 1	98%	2%	848
	Survey 2	98%	2%	978
	Survey 3	99%	1%	1025
	Survey 4	99%	1%	1006
Region	SW	98%	2%	797
	NW	99%	1%	744
	CN	99%	1%	772
	NE	98%	2%	747
	SE	99%	1%	797
Age	25 and younger	99%	1%	351
	26 to 30	99%	1%	296
	31 to 35	96%	4%	398
	36 to 40	97%	3%	464
	41 to 45	98%	2%	585
	46 to 50	99%	1%	782
	51 and older	99%	1%	954
Sex	Male	100%	0%	1444
	Female	98%	2%	2413
Race	Caucasian	98%	2%	3222
	African American	99%	1%	310
	Other	99%	1%	271
Hispanic/ Latino	No	98%	2%	3654
	Yes	99%	1%	180
Marital Status	Single, never married	99%	1%	878
	Married	98%	2%	2349
	Other	98%	2%	604
Resident Location	Urban	99%	1%	686
	Suburban	98%	2%	1687
	Rural	99%	1%	1463
Driving Area	Urban	99%	1%	1274
	Suburban	98%	2%	1354
	Rural	99%	1%	1169
Vehicle Type	Automobile	99%	1%	1978
	Van/Minivan	97%	3%	524
	Pickup Truck	100%	0%	465
	SUV	98%	2%	825
	Other	98%	2%	58

TABLE A4.28: CHANGES IN RESPONDENTS' DRIVING BEHAVIORS THAT WOULD INCREASE SAFETY – STOP EATING WHILE DRIVING

		No	Yes	Total
All Respondents		98%	2%	3857
Survey	Survey 1	98%	2%	848
	Survey 2	98%	2%	978
	Survey 3	99%	1%	1025
	Survey 4	99%	1%	1006
Region	SW	98%	2%	797
	NW	98%	2%	744
	CN	99%	1%	772
	NE	99%	1%	747
	SE	98%	2%	797
Age	25 and younger	99%	1%	351
	26 to 30	99%	1%	296
	31 to 35	98%	2%	398
	36 to 40	98%	2%	464
	41 to 45	99%	1%	585
	46 to 50	98%	2%	782
	51 and older	98%	2%	954
Sex	Male	99%	1%	1444
	Female	98%	2%	2413
Race	Caucasian	98%	2%	3222
	African American	100%	0%	310
	Other	100%	0%	271
Hispanic/ Latino	No	98%	2%	3654
	Yes	99%	1%	180
Marital Status	Single, never married	99%	1%	878
	Married	98%	2%	2349
	Other	99%	1%	604
Resident Location	Urban	99%	1%	686
	Suburban	99%	1%	1687
	Rural	98%	2%	1463
Driving Area	Urban	99%	1%	1274
	Suburban	98%	2%	1354
	Rural	98%	2%	1169
Vehicle Type	Automobile	98%	2%	1978
	Van/Minivan	99%	1%	524
	Pickup Truck	99%	1%	465
	SUV	98%	2%	825
	Other	100%	-	58

TABLE A4.29: CHANGES IN RESPONDENTS' DRIVING BEHAVIORS THAT WOULD INCREASE SAFETY – ADJUSTING THE RADIO

		No	Yes	Total
All Respondents		97%	3%	3857
Survey	Survey 1	97%	3%	848
	Survey 2	97%	3%	978
	Survey 3	98%	2%	1025
	Survey 4	98%	2%	1006
Region	SW	97%	3%	797
	NW	97%	3%	744
	CN	98%	2%	772
	NE	98%	2%	747
	SE	96%	4%	797
Age	25 and younger	95%	5%	351
	26 to 30	99%	1%	296
	31 to 35	96%	4%	398
	36 to 40	97%	3%	464
	41 to 45	98%	2%	585
	46 to 50	97%	3%	782
	51 and older	98%	2%	954
Sex	Male	98%	2%	1444
	Female	97%	3%	2413
Race	Caucasian	97%	3%	3222
	African American	100%	0%	310
	Other	99%	1%	271
Hispanic/ Latino	No	97%	3%	3654
	Yes	97%	3%	180
Marital Status	Single, never married	97%	3%	878
	Married	97%	3%	2349
	Other	98%	2%	604
Resident Location	Urban	99%	1%	686
	Suburban	97%	3%	1687
	Rural	97%	3%	1463
Driving Area	Urban	98%	2%	1274
	Suburban	97%	3%	1354
	Rural	98%	2%	1169
Vehicle Type	Automobile	97%	3%	1978
	Van/Minivan	98%	2%	524
	Pickup Truck	97%	3%	465
	SUV	97%	3%	825
	Other	100%	-	58

TABLE A4.30: CHANGES IN RESPONDENTS' DRIVING BEHAVIORS THAT WOULD INCREASE SAFETY – OTHER

		No	Yes	Total
All Respondents		76%	24%	3857
Survey	Survey 1	77%	23%	848
	Survey 2	72%	28%	978
	Survey 3	77%	23%	1025
	Survey 4	78%	22%	1006
Region	SW	76%	24%	797
	NW	76%	24%	744
	CN	76%	24%	772
	NE	76%	24%	747
	SE	75%	25%	797
Age	25 and younger	79%	21%	351
	26 to 30	80%	20%	296
	31 to 35	74%	26%	398
	36 to 40	77%	23%	464
	41 to 45	73%	27%	585
	46 to 50	76%	24%	782
	51 and older	74%	26%	954
Sex	Male	75%	25%	1444
	Female	76%	24%	2413
Race	Caucasian	76%	24%	3222
	African American	77%	23%	310
	Other	70%	30%	271
Hispanic/ Latino	No	76%	24%	3654
	Yes	71%	29%	180
Marital Status	Single, never married	78%	22%	878
	Married	75%	25%	2349
	Other	74%	26%	604
Resident Location	Urban	74%	26%	686
	Suburban	75%	25%	1687
	Rural	77%	23%	1463
Driving Area	Urban	77%	23%	1274
	Suburban	75%	25%	1354
	Rural	76%	24%	1169
Vehicle Type	Automobile	75%	25%	1978
	Van/Minivan	73%	27%	524
	Pickup Truck	79%	21%	465
	SUV	77%	23%	825
	Other	76%	24%	58

TABLE A4.31: CHANGES IN RESPONDENTS' DRIVING BEHAVIORS THAT WOULD INCREASE SAFETY – NONE

		No	Yes	Total
All Respondents		78%	22%	3857
Survey	Survey 1	82%	18%	848
	Survey 2	78%	22%	978
	Survey 3	77%	23%	1025
	Survey 4	77%	23%	1006
Region	SW	81%	19%	797
	NW	80%	20%	744
	CN	79%	21%	772
	NE	80%	20%	747
	SE	72%	28%	797
Age	25 and younger	87%	13%	351
	26 to 30	80%	20%	296
	31 to 35	83%	17%	398
	36 to 40	82%	18%	464
	41 to 45	81%	19%	585
	46 to 50	76%	24%	782
	51 and older	72%	28%	954
Sex	Male	74%	26%	1444
	Female	81%	19%	2413
Race	Caucasian	79%	21%	3222
	African American	79%	21%	310
	Other	76%	24%	271
Hispanic/ Latino	No	78%	22%	3654
	Yes	78%	22%	180
Marital Status	Single, never married	79%	21%	878
	Married	80%	20%	2349
	Other	73%	27%	604
Resident Location	Urban	77%	23%	686
	Suburban	81%	19%	1687
	Rural	76%	24%	1463
Driving Area	Urban	77%	23%	1274
	Suburban	82%	18%	1354
	Rural	76%	24%	1169
Vehicle Type	Automobile	77%	23%	1978
	Van/Minivan	84%	16%	524
	Pickup Truck	71%	29%	465
	SUV	81%	19%	825
	Other	76%	24%	58

TABLE A4.32: CHANGES IN RESPONDENTS' DRIVING BEHAVIORS THAT WOULD INCREASE SAFETY – NOT SURE

		No	Yes	Total
All Respondents		94%	6%	3857
Survey	Survey 1	89%	11%	848
	Survey 2	94%	6%	978
	Survey 3	95%	5%	1025
	Survey 4	97%	3%	1006
Region	SW	94%	6%	797
	NW	92%	8%	744
	CN	95%	5%	772
	NE	96%	4%	747
	SE	92%	8%	797
Age	25 and younger	93%	7%	351
	26 to 30	95%	5%	296
	31 to 35	94%	6%	398
	36 to 40	95%	5%	464
	41 to 45	96%	4%	585
	46 to 50	92%	8%	782
	51 and older	94%	6%	954
Sex	Male	93%	7%	1444
	Female	94%	6%	2413
Race	Caucasian	93%	7%	3222
	African American	96%	4%	310
	Other	96%	4%	271
Hispanic/ Latino	No	94%	6%	3654
	Yes	96%	4%	180
Marital Status	Single, never married	94%	6%	878
	Married	94%	6%	2349
	Other	94%	6%	604
Resident Location	Urban	95%	5%	686
	Suburban	95%	5%	1687
	Rural	93%	7%	1463
Driving Area	Urban	94%	6%	1274
	Suburban	95%	5%	1354
	Rural	93%	7%	1169
Vehicle Type	Automobile	95%	5%	1978
	Van/Minivan	95%	5%	524
	Pickup Truck	91%	9%	465
	SUV	93%	7%	825
	Other	91%	9%	58