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**2010**

**Virginians' Self-Reported  
Perceptions of and Actions Involving  
Targeted Safe-Driving Behaviors**

Final Report



**Prepared for:  
Virginia Department of Motor Vehicles' Highway Safety Office**

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- Students of the Behavioral Psychology Research and Analysis Team, under Dr. Bryan Porter's direction, for feedback on final survey questions.

The report's contents are the responsibility of the authors and not the Virginia Highway Safety Office or Old Dominion University.

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## Summary

In 2011, states will be required to survey their residents to assess various attitudes and perceptions in traffic safety. Specifically, respondents will be asked about seat-belt use, impaired driving, and speeding topics. Perceptions of media, perceptions of enforcement activities, and self-reported behaviors in each of these topics are to be measured too. Therefore, each state will be mandated to assess a set of nine main questions: each of the three topics (seat-belt use, impaired driving, speeding) crossed by each of the three perceptions and reports (media, enforcement, and self-reported behavior). States are encouraged to add more questions as needed or relevant pending interest. Additional follow-up questions, in particular, are encouraged to go beyond the basic required questions.

Virginia's Highway Safety Office (VHSO) decided to collect baseline information in 2010 to have some point of reference for data collection required in 2011. In addition, the VHSO wished to add two questions on distracted driving to explore its prevalence in Virginia. These questions, while not mandated, provided important data for targeting mobile phone talking and texting while driving (mobile phone use was the behavior representing distracted driving in this survey).

This report summarizes the work to create the survey to assess the areas mentioned above, deploy it to licensed drivers in Virginia, and collect and analyze data from major components of interest (i.e., statewide results; gender and regional differences). Overall, two samples were targeted. First, a sample of 1,003 licensed drivers aged 18 and older completed the survey. This sample was distributed across Virginia proportionally by regional population levels. Therefore, more of the sample came from northern and southeastern regions of Virginia than from the southwestern areas. It is appropriately representative of the Commonwealth. A second sample was derived from licensed drivers 18 – 34 years old. This age group was a particular focus of various interventions in Virginia, most notably the *Click It or Ticket* seat-belt enforcement program. The 18 - 34 sample was drawn from those in that age category from the main sample (265 of the 1,003 were 18 – 34 years old), with an additional oversampling of 300 participants making the 18 - 34 sample a total of 565 participants.

Overall, key *statewide* findings included:

### Seat-Belt Use

- The majority of respondents reported always wearing seat belts while driving or riding as passengers.
- Fewer than half recalled law enforcement activity targeting belt use.
- Approximately half of the respondents believed the chances of getting a ticket for belt non-use was “likely” or “very likely.”

### Impaired Driving

- More than 60% of the full sample and nearly 39% of the augment sample told interviewers they did not drink.
- For those who did not identify themselves as non-drinkers (and therefore were considered “drinkers” in this study), more than 80% had *not* driven within two hours after drinking alcohol; however, 8.7% (augment) and 11.5% (full) reported having done so two or more times in the past 60 days.
- Most believed the chances of arrest after drinking and driving were at least “likely.”
- Less than half of the samples recalled police activities targeting impaired driving or designated driving programs.

### Speeding

- Approximately half of the respondents from each sample reported at least sometimes speeding on local roads (more than 35 mph in 30 mph zone) and interstates (more than 70 mph in 65 mph zone).
- More than 60% believed the chances of receiving a speeding ticket were “very likely” or “likely.”
- Approximately 40% recalled law enforcement activity targeting speeding in the past 30 days.

### Distracted Driving

- More than half of the respondents “seldom” or “never” talked on mobile phones while driving; however the younger augment sample respondents were more likely to talk on a mobile phone while driving than the full augment sample.
- More than 80% of the full sample and 70% of the augment sample said they “never” text while driving.

The authors also break down these statewide results into gender and regional differences. However, readers should interpret these broken down results with caution. The survey was designed to produce representative *statewide* data. The sample was not constrained to represent equally gender or regional responses.

Additional data not presented in this report are available. Interested readers are encouraged to review Appendix A, where the complete survey and percent responses for categorical items are given.

## Introduction

This report documents the design, collection, and analysis methodology that were used to implement the new National Highway Traffic Safety Administration (NHTSA) and Governor's Highways Safety Association (GHSA) joint requirement<sup>1</sup> to assess citizen attitudes, self-reported behaviors, and perceptions on three major traffic safety issues: (a) seat-belt use; (b) impaired driving (i.e., alcohol); and (c) speeding. While federal guidelines do not require testing prior to 2011, baseline testing began in 2010 in the Commonwealth of Virginia.

The Preusser Research Group, Inc in their Task 2 Final Report (2009)<sup>2</sup> developed and tested a series of survey questions on the three interest areas required by NHTSA. These survey questions were taken from state and national organization surveys in use since 2004. A core group of questions was developed using a matrix of self-reported behavior, media awareness and enforcement awareness. Although observable seat-belt use is reported separately by all states, self-report behavior was included in these core questions to give additional information from the individual's point of view.

In addition, Virginia's Highway Safety Office (VHSO) desired questions on distracted driving as a fourth key behavior of interest. To comply, the final survey included questions on mobile phone use and texting while driving. Beyond the required three behaviors of interest across media, enforcement, and self-reported engagement, states can take advantage of this required survey to gather more information per its own interests.

States can choose how to collect these survey data. The Preusser Research Group recommended either phone or in-person surveys (e.g., at DMV offices) of licensed drivers 18+ years of age from a representative sample of the state. The minimum recommended sample size was 500.

The Commonwealth of Virginia chose to use a telephone-based, random digit dialing method. Evaluators from Old Dominion University (ODU) in partnership with the VHSO obtained the services of Issues and Answers Network, Inc. as part of an independent bid process through the Old Dominion University Research Foundation (the non-profit organization which manages the evaluators' research grants and contracts). The survey was finalized and deployed, with data collection timed, to follow approximately one month after the conclusion of the 2010 *Click It or Ticket* program. Specifically, data were collected in July, 2010.

The remainder of this report documents the basic procedures used to (a) create, test, and finalize the survey, (b) design and select the samples of interest, (c) collect data, and (d) analyze major results. The purpose of 2010 was to give Virginia its baseline to compare to future years as well as provide additional information to assist ongoing programs targeting the three key areas of seat-belt use, impaired driving, and speeding and the Virginia-added fourth area of distracted driving.

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<sup>1</sup> The requirement came from a report by J. Hedlund that was part of a NHTSA and GHSA process to add more information to traffic safety measurement. For the initial NHTSA supported report, see Hedlund, J. (2008). *Traffic safety performance measures for states and federal agencies*. Washington, DC: U.S. Department of Transportation/NHTSA. Retrieved from <http://www.nhtsa.gov/DOT/NHTSA/Traffic%20Injury%20Control/Articles/Associated%20Files/811025.pdf>.

<sup>2</sup> Hedlund, J., Casanova, T., & Chaudhary, N. (2009, February). *Survey recommendations for the NHTSA-GHSA working group (task 2 final report)*. Retrieved from [http://www.ghsa.org/html/projects/perf\\_msr/pdf/survey\\_recs.pdf](http://www.ghsa.org/html/projects/perf_msr/pdf/survey_recs.pdf).

# Procedures

## Survey

The evaluation team at Old Dominion University developed a draft survey, based on the required key areas listed above, in late spring and early summer 2010. The survey took as its questions those from Hedlund et al. (2009)<sup>3</sup> that were most relevant, with other questions that were adapted from Hedlund et al.'s or added to address other topics (i.e., follow-up questions to the key questions, demographics, distracted driving).

The survey was reviewed and pilot-tested among ODU's personnel, and given to the VHSO for review and suggestions. Once the survey questions were written and vetted to match requirements, a bid process was completed to select the vendor to finalize survey set-ups and begin data collection.

The chosen vendor, Issues and Answers Network, Inc., was brought to a planning and overview meeting after its personnel had time to review and suggest structural changes (not content changes) to administering the survey. For example, introductory language and screening variables were discussed and finalized. After this early meeting and subsequent exchanges regarding structural wording were completed, the team had its final, to-be-deployed survey.

The following are the main questions constituting the survey. Main questions are those that address the required components of this survey that all states are to follow. Questions that come directly, or nearly directly, from Hedlund et al. (2009) are marked with an asterisk (\*). In the actual survey administration, each behavior section was randomly presented to participants. For example, seat-belt use was the first behavioral category for some participants but it was presented in a different order for others.

Follow-up and demographic questions are not listed here. Rather, the full, complete survey as deployed in the telephone interviews is provided in Appendix A.

### SEAT-BELT USE

1. \*How often do you use seat belts when you **drive** a car, van, sport utility vehicle or pick up?
2. How often do you wear seat belts when you are a **front seat passenger** in a car, van, sport utility vehicle or pick up?
3. How often do driving conditions change your seat-belt use?
4. Do you wear your seat belt more, less, or about the same at night?
5. \*In the past 60 days, have you read, seen or heard anything about seat-belt law enforcement by police?
6. \*What do you think the chances are of getting a ticket if you don't wear your seat belt?

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<sup>3</sup> See note 3.

## IMPAIRED DRIVING

7. \*In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?
8. \*In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?
9. In the past 30 days, have you read, seen or heard anything about designated driving programs?

## SPEEDING

10. \*On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?
11. \*Using the same scale, on an interstate with a speed limit of 65 mph, how often do you drive faster than 70 mph?
12. \*What do you think the chances are of getting a ticket if you drive over the speed limit?
13. \*In the past 30 days, have you read, seen or heard anything about speed enforcement by police?

## DISTRACTED DRIVING

14. How often do you talk on a mobile phone while you are driving a motor vehicle?
15. Using the same scale, how often do you text with your mobile phone while you are driving a motor vehicle?

## Sample Design and Preparations

As mandated by the DOT HS 811 025 (August 2008), data were collected from a representative sample of licensed Virginia drivers who were 18 years and older. Issues and Answers Network, Inc based their sampling on the U.S. Census Bureau's demographic profile of Virginia (2000 data). In 2000, Virginia had an estimated population of 7,078,515 people of whom approximately 5,340,253 met the age criteria of the survey.

Old Dominion University requested a minimum sample 1,000 stratified by population across the major regions of the Commonwealth (i.e., areas labeled as Northern Virginia, Richmond, Hampton Roads, Southwest, Other). This sample was called the "full" sample. In addition, ODU requested an oversampling of 18 – 34 year old licensed drivers similarly proportional across Virginia's regions. The oversample size was 300. It became known as the "augment" sample, although in the Results section below note that these 300 were combined with the 265 respondents from the full sample who were 18-34 years old, creating a sample of 565 that will be referred to as the augment sample from here on in this report.

ODU required quotas only to ensure proportional sampling from Virginia's major regions. The goal was to produce representative data to allow generalization to Virginian's at large or to Virginians aged 18 – 34. However, Issues and Answers and ODU worked to meet additional soft quotas, or those that were targeted but not enforced. Specifically, the full and augment samples had soft quotas to meet expected

gender proportions (male vs. female) and age proportions (18 – 24, 25 – 34, 35 – 44, 45 – 54, 55+) given known Virginia breakdowns for these two variables. The samples came very close to meeting soft quota goals. Soft quota expected and actual sample comparisons for gender and age group are available by request to Dr. Bryan Porter (see title page for contact information).

Issues and Answers generated phone numbers for the full and augment samples through random digit dialing (RDD) methods. RDD methods have the potential to more accurately sample from listed and unlisted phone numbers (as opposed to purchasing particular phone number banks). RDD samples were drawn from each targeted region to ensure quotas would be reached and monitored. Further, ODU and Issues and Answers agreed that landline and cell phone numbers would be included. Issues and Answers' experience and research suggested 88% of households predominately use landline phones while the remaining 12% are cell-phone only households. Therefore, the sample breakdowns roughly followed an 88 – 12 split with RDD, although in reality more cell phones were targeted – proportionally – to reach the 18 – 34 year old augment sample. The final sample breakdowns were approximately 86.5% landlines for full and 74.3% landlines for augment, with the remaining participants in each sample collected via cell phone.

Once the samples were drawn, the actual interviews were collected using a Computer Assisted Telephone Interviewing (CATI) system. Leaders at Issues and Answers imported the survey into this system, managed testing to ensure the questions flowed as expected, trained interviewers (i.e., in classroom, role-play, and live pretest settings), and provided continual supervision throughout the course of the project. Issues and Answers' system and protocol also allowed quick and efficient daily reports, monitoring, access to the process by lead evaluators if requested, and, just as importantly, efficient downloading of final data into analysis platforms commonly used by evaluators (i.e., in this case, the data were directly transferrable into SPSS, a common statistical analysis software used in all projects run by the ODU team). More details about the Issues and Answers processes to manage such surveys are available from Dr. Bryan Porter (contact information on title page).

## Data Collection

### Telephone Calls

Telephone calls were made between 5:00 p.m. and 9:00 p.m. weekdays, and at varying day and night hours on weekends. Calls began on July 9 and ended July 26. The project team received daily updates from Issues and Answers. These updates included completion counts and quota management information (e.g., how well quotas were being met).

The final sample sizes were 1,003 for the full sample of Virginians 18 years and older, and 565 for the augment sample of 18 - 34 year olds only (i.e., 265 from the full sample and 300 from the oversampling effort). Table 1 provides the percents from these samples that came from the major regions of Virginia (as self-reported by respondents). Table 1 also lists the expected percent from each regions based on the stratified random design (expected percents were based on known population levels for each region). The full sample met the expected percent breakdowns. The augment sample approached the stratification goal. However, Northern Virginia was slightly over-represented while Richmond, Southwest, and Other regions were under-represented<sup>4</sup>. Even so, the actual distributions across regions were not sufficiently disparate to outweigh the benefits of creating more stable response estimates for 18 – 34 year olds (a sample of 565 is more reliable than one of 300).

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<sup>4</sup> The distribution of participants across regions for the augment sample of 565 was different from the expected proportions. The 300 oversampling effort only, before adding the 265 from the full sample, was near perfectly proportional as expected across regions.

Table 1. Sample by region with expected percent breakdowns by quota and actual percent collected.

REGION	Expected %	FULL SAMPLE		AUGMENT SAMPLE	
		<i>n</i>	Actual %	<i>n</i>	Actual %
Northern Virginia	35.7	360	35.9	236	41.8
Richmond	15.7	152	15.2	70	12.4
Hampton Roads	20.9	211	21.0	122	21.6
Southwest	13.8	139	13.9	72	12.7
Other Regions	13.8	141	14.1	65	11.5
<b>Total</b>		<b>1,003</b>		<b>565</b>	

Note: Regional information was self-reported by respondents. However, expected quotas from each region were based on U.S. Census estimates for 2000. See earlier note in the sample design section. The Augment sample is comprised of 265 participants from the full sample who were 18-34 years old, plus an additional 300 who were oversampled to give more size to the 18 – 34 year old sample.

Besides overall sample size and regional quota information, gender was the next most important variable and the only one considered beyond statewide and region in this report’s edition. Table 2 gives the breakdown for gender per sample as well as comparisons to the soft quota for proportional participation (i.e., soft quotas were the goal but were not mandated per the sample design requirements between ODU and Issues and Answers).

Table 2. Sample by gender with soft quota percent breakdown by actual percent collected.

REGION	Soft Quota %	FULL SAMPLE		AUGMENT SAMPLE	
		<i>n</i>	Actual %	<i>n</i>	Actual %
Males	48.0	414	41.3	233	41.2
Females	52.0	589	58.7	332	58.8
<b>Total</b>		<b>1,003</b>		<b>565</b>	

Note: Regional information was self-reported by respondents. However, expected quotas from each region were based on U.S. Census estimates for 2000.

## Data Set

Issues and Answers Network collected all data. No phone numbers, neither landline or cell phone, were ever included in the data set received by Old Dominion University nor VHSO. Issues and Answers destroyed the connecting data between phone number and responses. Data were analyzed by Dr. Bryan Porter in the department of psychology at ODU and students working in conjunction with him.

## Results

The following section is organized by main topic area measured via the telephone survey. The three mandated topics (i.e., seat-belt use; impaired driving; speeding) are discussed first, followed by the optional topic (distracted driving) that Virginia added in this baseline year.

## Preliminary Considerations

### Self-Report Data

Surveys requiring self-reported driving behavior have several advantages over observing behavior. They allow information to be obtained that could not be obtained in any other way, such as opinion and perception of media, enforcement, public policy and personal motivation for change<sup>5</sup>. Surveys also allow a large number of people to be accessed in a relatively short period of time. Telephone surveys also tend to reflect the same percentage of national concerns as other national surveys<sup>6</sup>. Self-report surveys, however, can be prone to certain biases such as social desirability<sup>7</sup>. Respondents may wish to control the impression they are making by deliberately giving an inaccurate answer. Respondents may also practice self-deception to the extent that they believe they are answering correctly. Self-deception, in particular, has been linked to driving skills. This self-deception leads to over-reliance in driving skills and inflated beliefs in safe driving behaviors.

Readers are encouraged to understand the strengths and weaknesses of self-report surveys as they read the results below. The data, like all data, should be compared with additional evaluation sources involving field work, crash reports, other self-report surveys, and so forth. The data are, however, useful in giving the VHSA and other interested traffic safety specialists information for program development and evaluation.

### Analytical Decisions

Further, the dataset is extremely rich with various demographic and follow-up question breakdowns. The authors made a deliberate effort to determine which information is most important at this time for programmatic reviews. This report therefore displays the following main groupings for each behavior of interest: (1) statewide responses; (2) gender differences; and (3) regional differences. The latter two variables, gender and regional information, are regularly considered in other reports on traffic safety programs in Virginia. The full survey is given in Appendix A; interested readers may contact the lead author for additional information about other variables of interest.

### Statistical Significance and Sampling Error

Finally, the authors decided to report the data *descriptively* as opposed to *inferentially*. That is, the data and discussions which follow focus only on the percents given for different responses and categories (e.g., full vs. augment, male vs. female, etc.) without any effort to determine if different percents are mathematically equivalent or different enough to be “significant.” In no way should the written descriptions be taken to mean certain groups were *statistically significant* from others in response choices. The authors decided to provide the data in this manner given the fact this is Virginia’s baseline year and statistical significance is often an artifact of design (and in some cases in this work, particularly with gender and regional comparisons, the samples were not designed to be representative of the larger population and had insufficient power to test group breakdowns statistically).

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<sup>5</sup> Hedlund, J. Chaudhary, N. & Williams, A. (2010). Driver Survey: Information and Options for State Highway Safety Offices. SHSO driver survey information 1-7-10. Retrieved from [http://www.ghsa.org/html/projects/perf\\_msrs/pdf/2010.01.07.survey.white.paper.pdf](http://www.ghsa.org/html/projects/perf_msrs/pdf/2010.01.07.survey.white.paper.pdf).

<sup>6</sup> Beck, K. H., Yan, A. J., Wang, M. Q. (2009). A comparison of web-based and telephone surveys for assessing traffic safety concerns, beliefs, and behaviors. *Journal of Safety Research*, 40, pp. 377-381.

<sup>7</sup> Lajunen, T. & Summala, H. (2003) Can we trust self-reports of driving? Effects of impression management on driver behaviour questionnaire responses. *Transportation Research Part F*, 97 – 107.

Descriptive data are useful to give insights about potential differences among categories. In some cases, the VHSO may wish to explore statistical significance via additional analyses or in comparisons with data to be collected in 2011 (e.g., is a response in 2011 significantly different from one in 2010?).

However, the sampling error for the full and augment responses at the *statewide* level is relevant and useful. The sampling error informs the reader about how well the obtained response of a sample is likely to represent the population. Specifically, how well does the full sample represent Virginian's 18 years and older? How well does the augment sample represent Virginian's 18 – 34 years of age? Small sampling errors are ideal, as these mean an obtained response is close to what is expected at the population level.

In the current work, the sampling errors were acceptable and congruent with other surveys of this type. For the full sample of 1,003 respondents, the sampling error for 95% confidence (the standard in research and evaluation) was +/- 3.09%. The augment sample of 565 respondents had a sampling error, for 95% confidence, of +/- 4.12%.

## Sample Set-ups for Comparison

As mentioned previously, there were two main samples for comparison. The first, full sample, consisted of 1,003 licensed Virginian drivers aged 18 and older. The second, augment sample, was an additional oversampling of 300 licensed drivers aged 18 – 34 *beyond* the 265 participants aged 18 – 34 from the full sample, giving a total size of 565. The remainder of this document refers to full versus augment comparisons. Gender and regional information are also presented as relevant to each topic.

## Seat-Belt Use

### Statewide Results

The first questions assessing seat-belt use focused on use while driving, while riding as a passenger, and while driving in different conditions and times of day. As seen in Figures 1 and 2, the *majority* of respondents in both the full and augment samples reported always wearing their seat belts either as a driver or as a passenger. Use rates exceed 90%, even among the augment sample who traditionally are considered higher-risk than the typical Virginian. These self-reported use rates well exceeded what the Virginia field study showed in 2010<sup>8</sup>. Even though the reported use rates were much higher than expected by roadside measurements, it is important to note that comparative differences between the full and augment samples are meaningful. The augment sample's "always" use rate was reported to be lower than the typical Virginian's, which was as expected.

There were also differences between the full and augment samples for questions involving conditions and how respondents may change belt use. Specifically, 83.2% of the full sample stated that driving conditions never affected belt use, whereas 76.6% of the augment sample stated never. Therefore, the younger driver in general may be more likely to alter belt use given the road conditions, and while this may be helpful in poor weather it may become problematic when such drivers interpret different risks and pursue unbelted trips when conditions are perceived to be safe.

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<sup>8</sup> The overall field-observed use rate for Virginia in 2010 was 80.5%, with drivers' use rate being 80.6% and passengers' 78.5%; Porter, B. E., Johnson, K. L., Dozier, J. E., & Murphy, E. M. (2010). *2010 seat-belt use in Virginia*. Norfolk, Virginia: Old Dominion University for the Virginia Highway Safety Office.

Figure 1

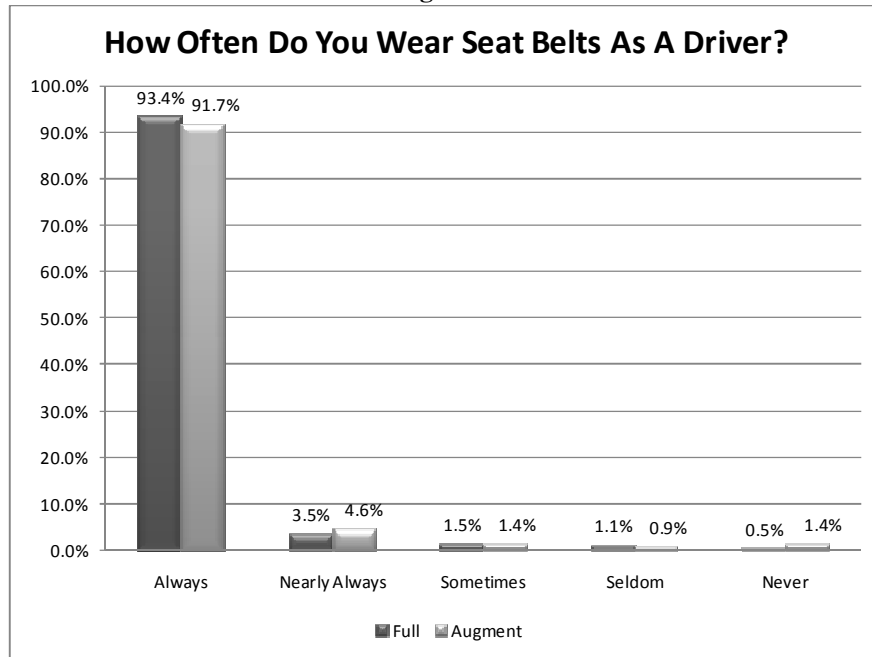
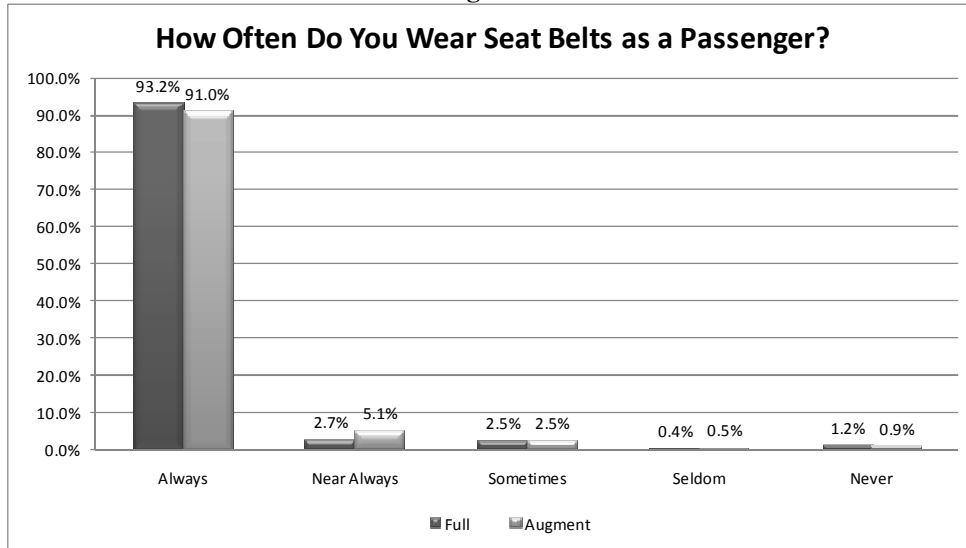


Figure 2

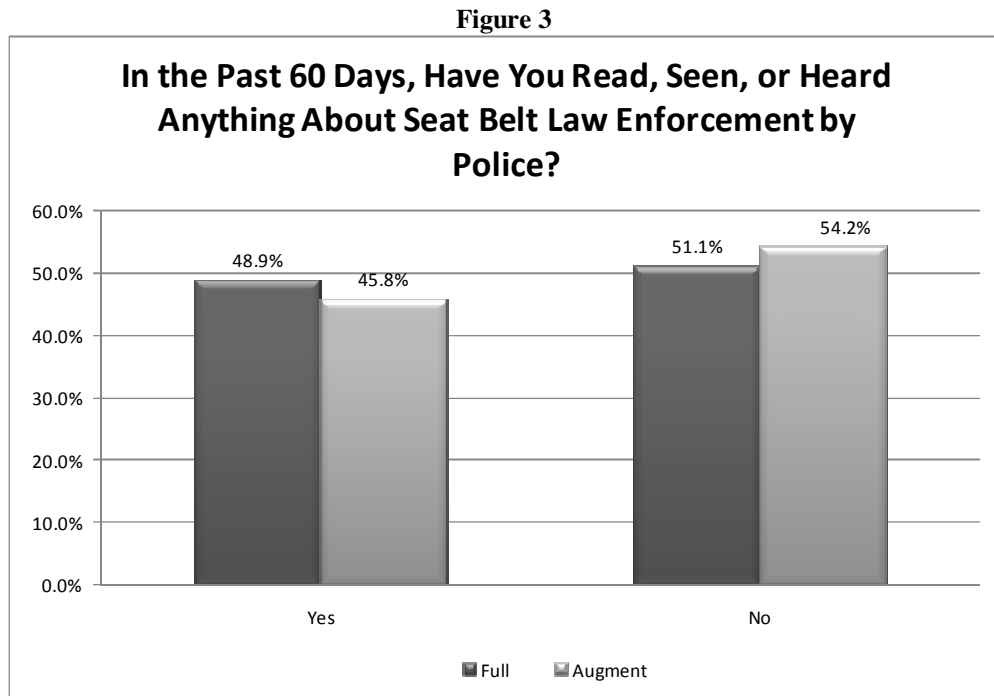


Nighttime belt use has also become a greater focus among traffic safety personnel<sup>9</sup>. While field research has demonstrated belt use differences for day and nighttime (with nighttime rates typically lower than daytime)<sup>10</sup>, the two samples here reported their belt use to be the same at night as during the day (94.4% of the full sample and 92.2% of the augment, respectively).

<sup>9</sup> For examples of this growing focus, visit the National Highway Traffic Safety Administration’s website, and search for “nighttime belt use”. A myriad of reports and strategies for enforcement and roadside observation are available. <http://www.nhtsa.gov>.

<sup>10</sup> For a good, recent example of such research and evaluation see: Masten, S. V. (2010). Do states upgrading to primary enforcement of safety belt laws experience increased daytime and nighttime belt use? *Accident Analysis and Prevention*, 39, 1131-1139.

An important concern for the VHSO and current evaluators was whether respondents remembered seeing, reading, and hearing anything about law enforcement targeting seat-belt use. The time frame for the question was “in the past 60 days,” placing it during the *Click It or Ticket* 2010 mobilization (the mobilization was May to early June; the survey occurred in July). As shown in Figure 3, almost half of the respondents from both samples remembered law enforcement activity.



Neither sample seemed certain of the chances of getting a ticket for not wearing a seat belt. Figure 4 shows the percent choosing very likely to very unlikely to get such a citation; note that the percentages are distributed across categories, although nearly 50% of each sample combined believed there was at least a likely chance of being ticketed for non-belt use.

## Gender and Regional Information

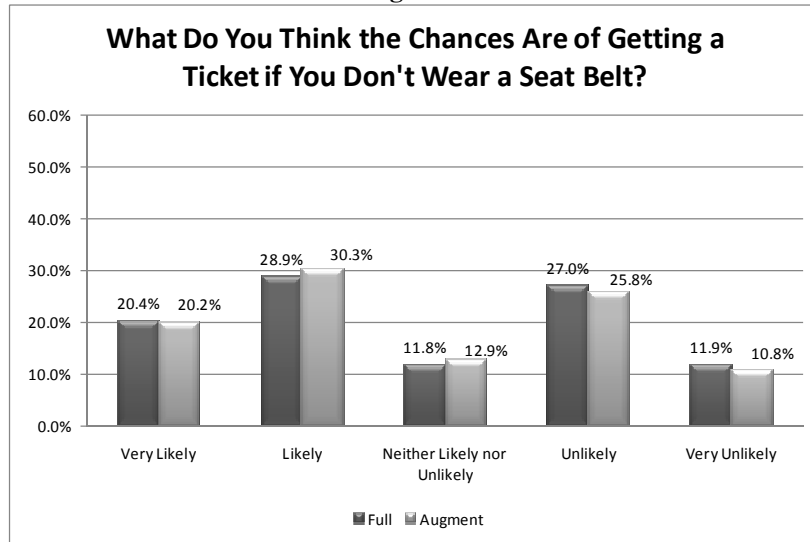
### *Gender*

The previous section reported statewide data. Recall that the sampling plan stratified responses as close as possible to population proportions across the main regions of Virginia. As such, data presented thus far can be interpreted as “the typical 18+ year old Virginian” and “the typical 18-34 year old Virginian”<sup>11</sup> responds a certain way regarding seat-belt use. The following data for gender and regions, however, are to be used only as indicators of typical responses for men and women in Virginia, and of typical responses among five main regions: Northern Virginia, Richmond area, Hampton Roads (a group of several cities and counties in southeast Virginia), Southwest, and Other areas. Regional information was determined by respondent self-identification with an area. These data should not be used to generalize to the typical

<sup>11</sup> Recall that the augment sample, as created here, over-samples Northern Virginia. See footnote #4 for additional details.

male or female, or typical resident in a certain region without additional study and more refined sampling to produce such justifiable generalizations.

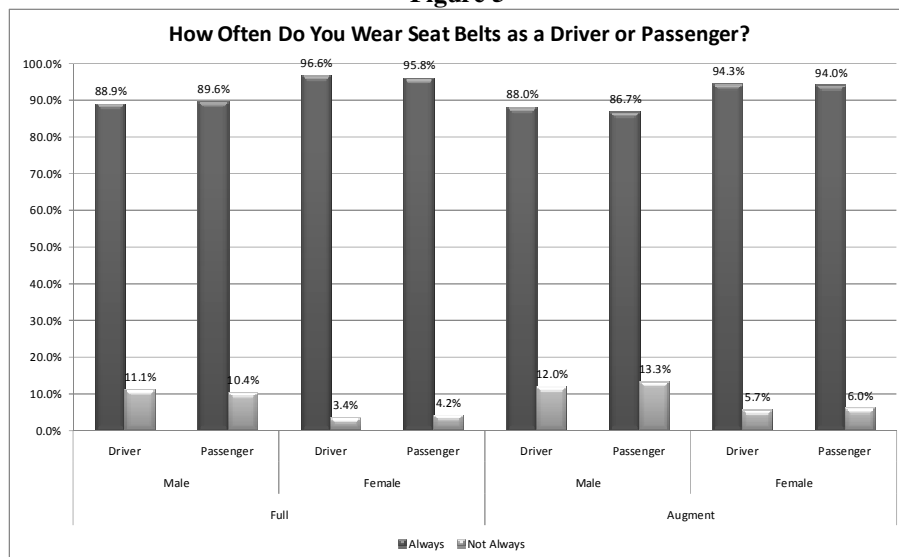
**Figure 4**



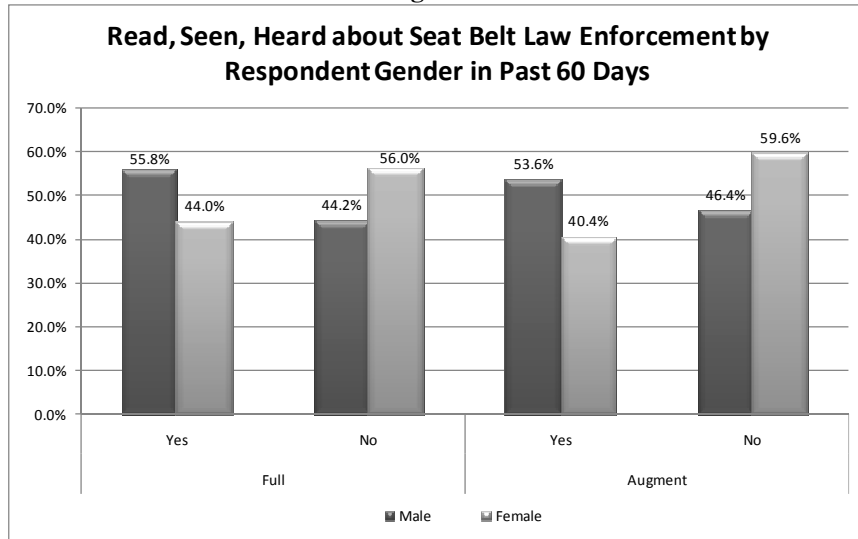
The overall differences between men and women reporting that they always wear seat belts as drivers and passengers versus not always are shown in Figure 5. Women in all cases reported higher rates of always buckling up. Within gender, there were small differences between full and augment samples and between drivers and passengers, but the male versus female difference remained the major finding.

Men were more likely than women to have witnessed in some manner law enforcement activities targeting non-belt use in the past 60 days (see Figure 6). More than half the men in both samples witnessed activities, whereas less than half of women did.

**Figure 5**



**Figure 6**

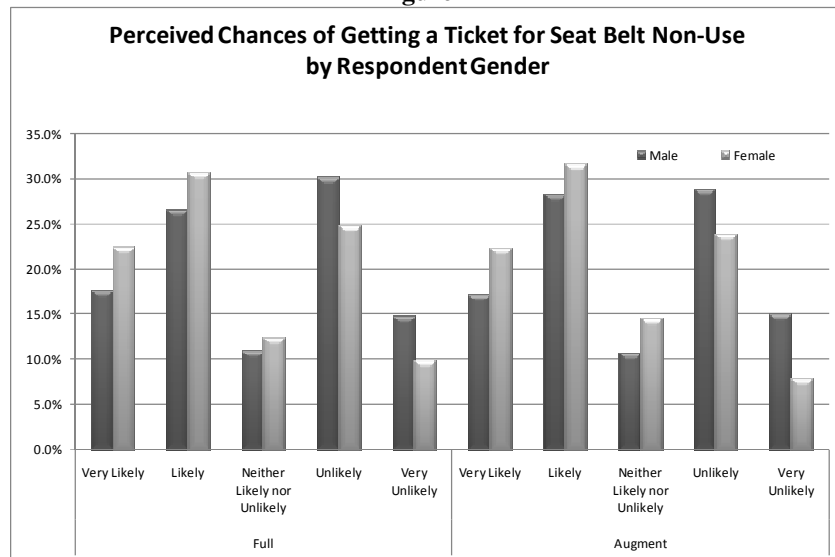


On the other hand, women perceived the likelihood of receiving a ticket for non-belt use to be higher in general than men. Figure 7 shows that more women than men from both samples believed the likelihood to be “very likely” or “likely”.

*Regional Differences*

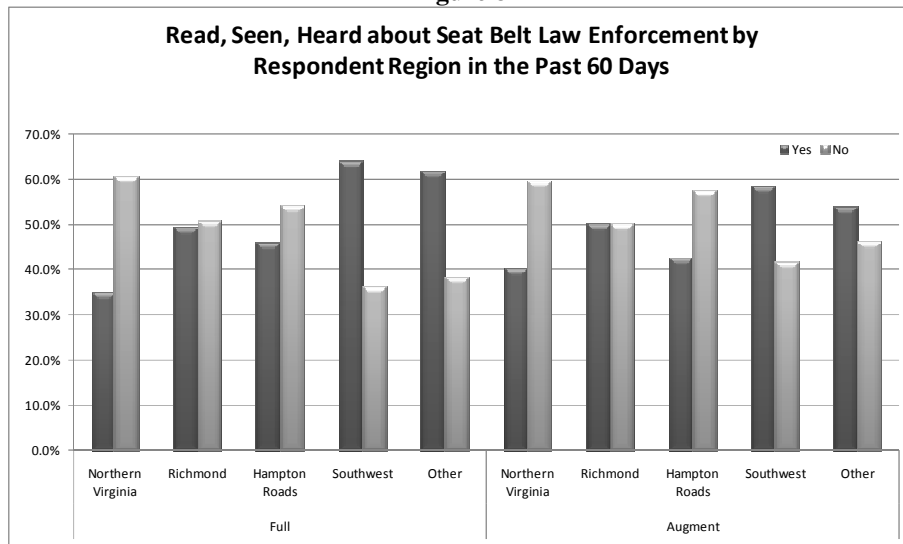
As with gender, regional differences are to be interpreted with caution. Sample sizes for regions vary; Northern Virginia’s data resulted from a larger sample than Southwest’s because Northern Virginia contributed more respondents to the full and augment samples and state-weighted outcomes. The sampling design was not structured to produce a representative comparison across regions. The following data are indicators of potential differences to focus upon.

**Figure 7**

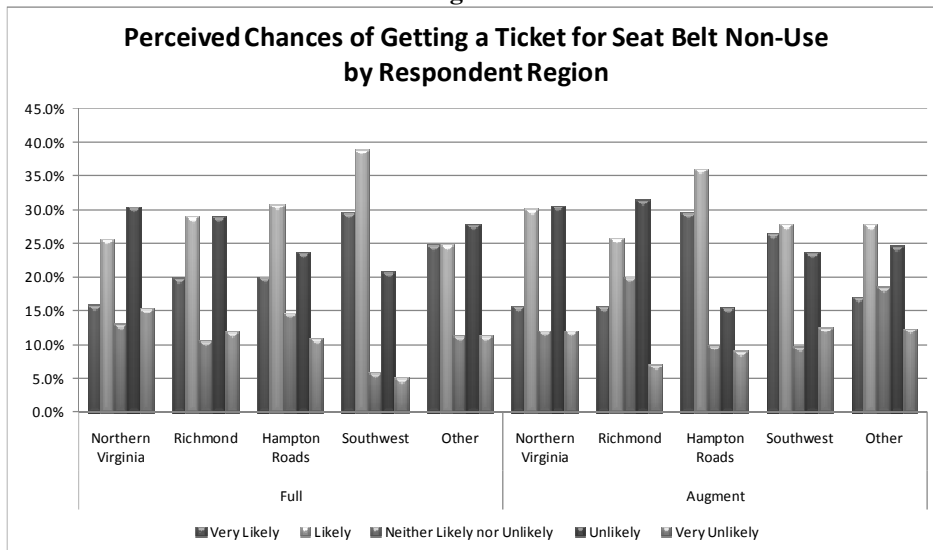


Two questions were of interest when comparing regions. First, evaluators considered regional differences in witnessing enforcement activities targeting non-belt use. Figure 8 shows that the Southwest respondents in both samples were more likely to remember witnessing enforcement activity than the three main regions of Virginia (Northern, Richmond, and Hampton Roads). Respondents coded as “Other region” had similar results. In addition, the Southwest respondents were more likely to believe getting a ticket for non-use was “very likely” or “likely” than the other main areas. Figure 9 shows these data for each sample.

**Figure 8**



**Figure 9**



## Topic Conclusions

The majority of respondents told evaluators that they always wear their seat belts, and in all conditions and times of day. These data do not match what is known from Virginia field studies or from other literature, which may call into question whether the sampling methodology reached those at greatest risk for non-belt use. This concern was mitigated somewhat by the focus of one sample on 18-34 year olds, the identified risk group for belt use interventions. Further, there were sufficient men in both samples (approximately 41% of each sample), as men are also targeted by Virginia. Yet, it remains to be seen whether (a) the hard-core non-users participated in the survey or (b) the self-report nature of the survey led people to over-report their belt use much more than is typically expected by such surveys.

While sampling questions will be answered after future years, there are useful findings that can be built upon in additional belt-use interventions. First, targeted groups are receiving the enforcement message more than non-targeted groups. Specifically, a higher percent of men in both samples reported witnessing belt-use enforcement activity. Likewise, respondents from Southwest, a region of great interest for having low belt use rates and high-fatality rates per capita, reported witnessing more enforcement activities and had more belief in the likelihood of receiving a ticket for non-belt use.

## Impaired Driving

### Statewide Results

Asking questions about one's drinking behavior is more difficult than asking about seat-belt use. The current evaluators have seen this phenomenon over several surveys from past work, with respondents becoming very quick to tell them that they do not drink. Drinking – and particularly drinking and driving – has more negative connotations than being unbuckled in a vehicle.

Therefore, the first piece of data (Figure 10) presents the percent of respondents who, when asked if they had driven within two hours of drinking alcohol in the past 60 days, either answered the question or responded "I don't drink." Those who answered the question would be considered "Those who drink" at least sometimes in future questions, whereas those who refused to answer by stating they don't drink were operationalized as "Non-drinkers." As seen in Figure 10, less than half of the full sample compared to a little more than 61% of the augment, and younger, sample answered the question and would be considered "at least sometimes drinkers."

Figure 11 shows answers from the follow-up question regarding how many times the drinkers had driven within two hours of drinking alcohol in the past 60 days. The question was answered by the 475 people in the full sample and 346 in the augment who were operationalized as at least drinking sometimes (those who gave an answer, shown in Figure 9). The vast majority of both samples (at least 80%) said they had not driven in such a way in the past 60 days. Interestingly, 11.5% of the full sample and 8.7% of the augment had driven in such a way at least twice in the past 60 days, and could be inferred to have potentially been among the impaired driving population the previous two months.

The next figure uses both the population of at least sometimes drinkers and those who stated they did not drink. Figure 12 displays the perceived likelihood that "someone" will get arrested after drinking as rated by those who do not drink (i.e., the 528 and 219 non-drinkers from the full and augment sample, respectively). It also displays the perceived likelihood that the individual him or herself will be arrested after drinking, as rated by respondents who were at least sometimes drinkers (i.e., the 475 and 346 drinkers from the full and augment sample, respectively). Overall, the augment sample perceived the

likelihood of getting arrested to be higher than the full sample. Further, the differences between rated likelihoods for someone versus oneself were negligible.

Figure 10

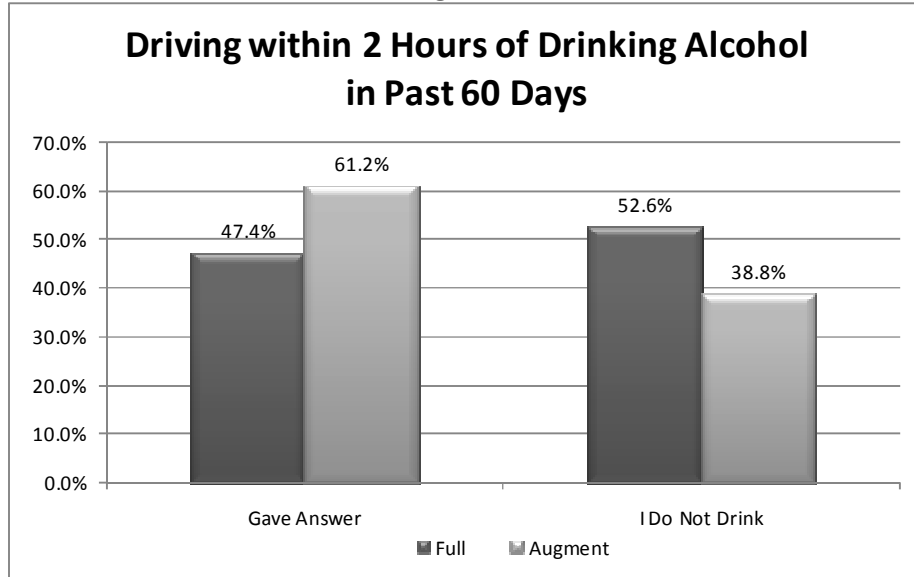
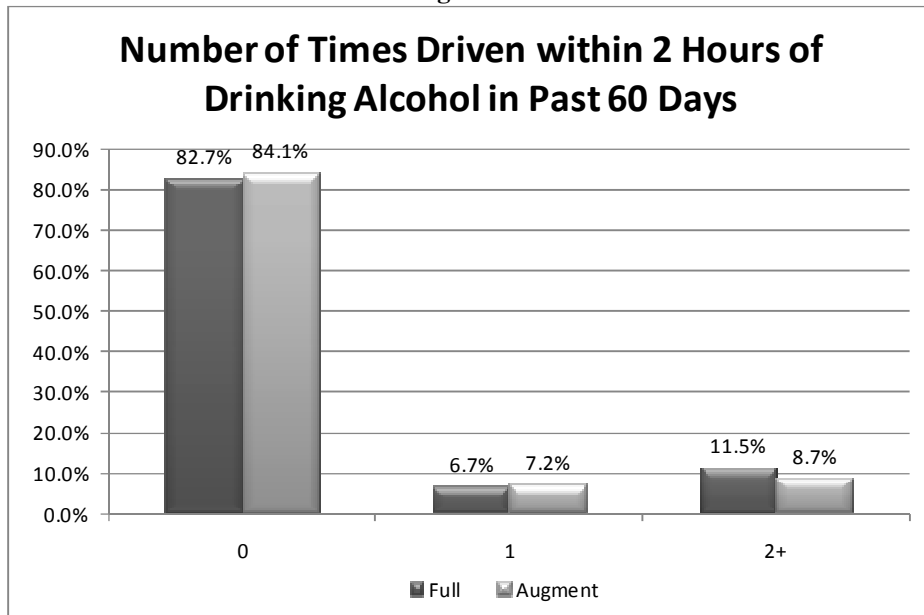
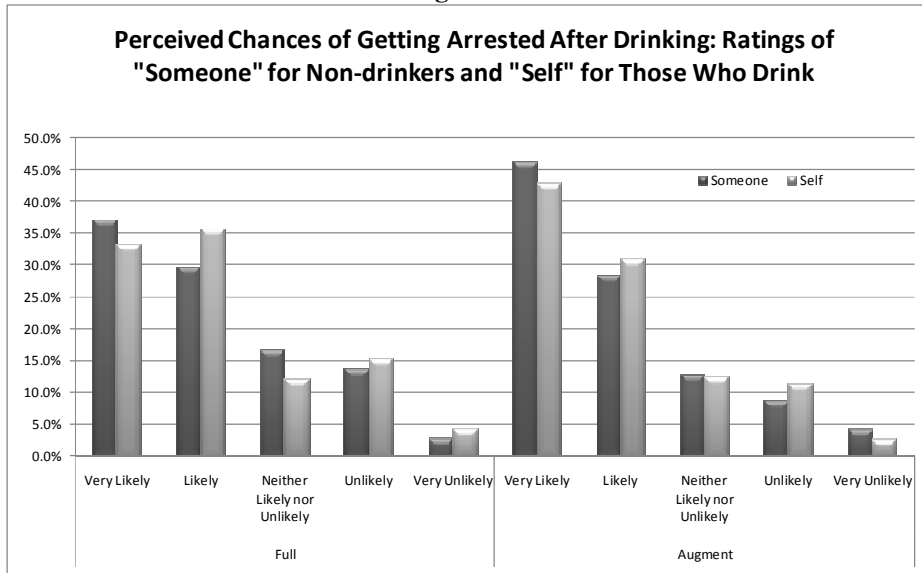


Figure 11

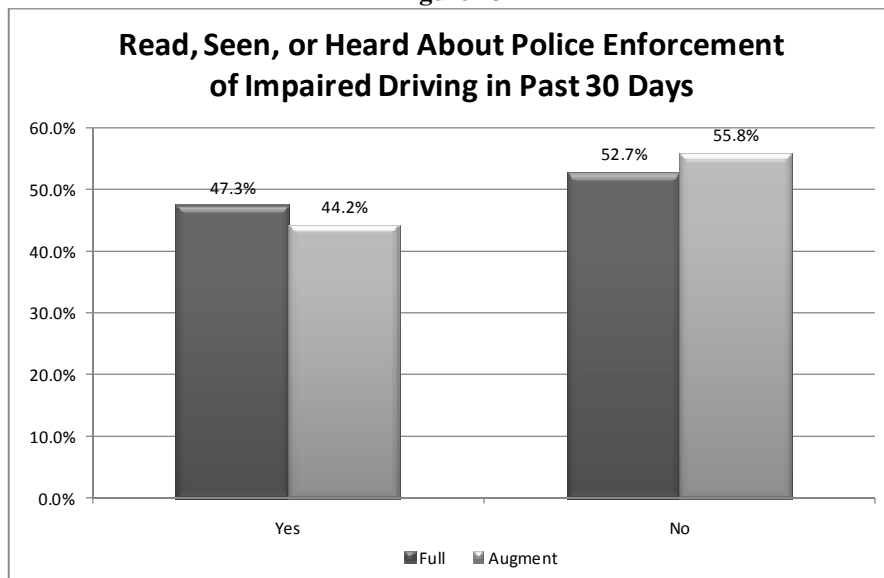


**Figure 12**



Two remaining questions were important to consider for Virginia at-large. Respondents were asked whether they had read, seen, or heard about police enforcement of impaired driving and about designated driving programs. The time period for recollection was “in the past 30 days.”<sup>12</sup> Less than half of each sample (in the 40% range) recalled witnessing impaired driving enforcement, with the augment sample recalling at a lower percentage than the full sample (Figure 13). Even fewer respondents recalled designated driving programs in the same time period, again with fewer recollections in the augment sample (only 1 in 4 compared to nearly 1 in 3 among the full sample; Figure 14).<sup>13</sup>

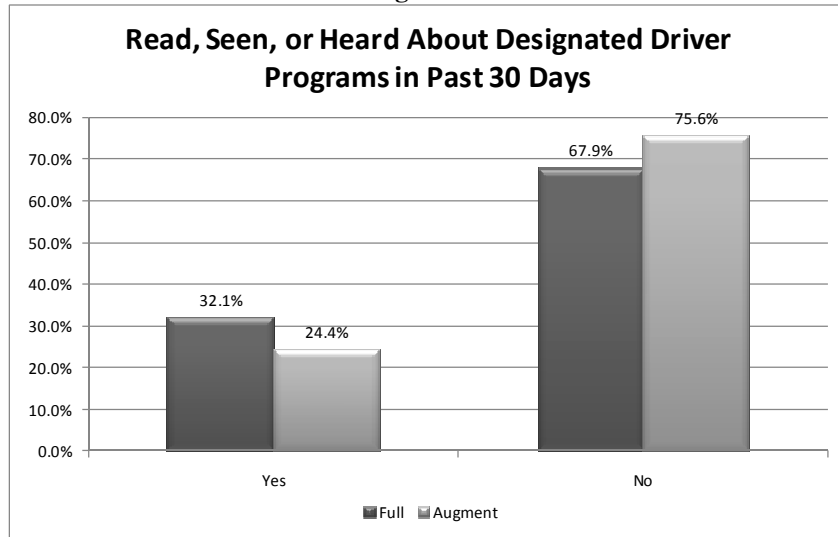
**Figure 13**



<sup>12</sup> The 30-day time period was used to remain consistent with previous questions reviewed by Hedlund et al. (see footnote #2). Impaired driving programs are often ongoing, so it was reasonable to ask about the previous 30-day period.

<sup>13</sup> Appendix A provides more information about what designated driving programs were recalled. See question #9b.

**Figure 14**

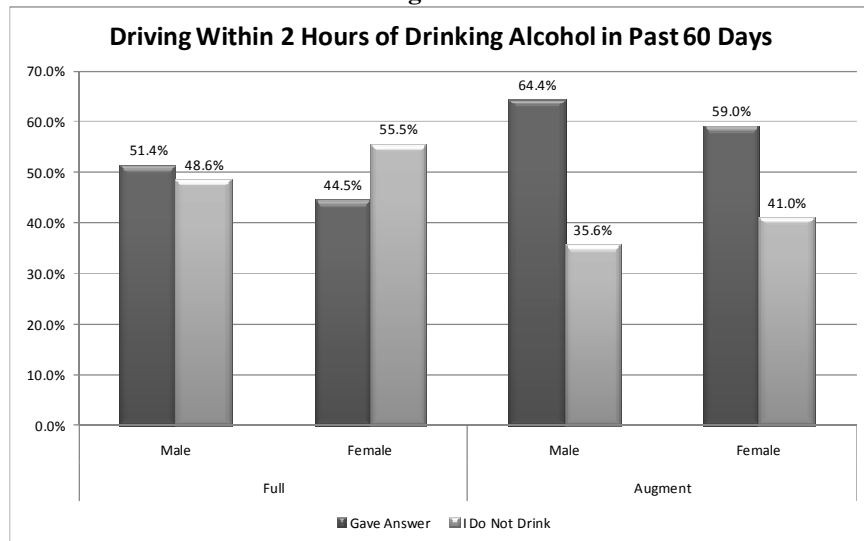


**Gender and Regional Information**

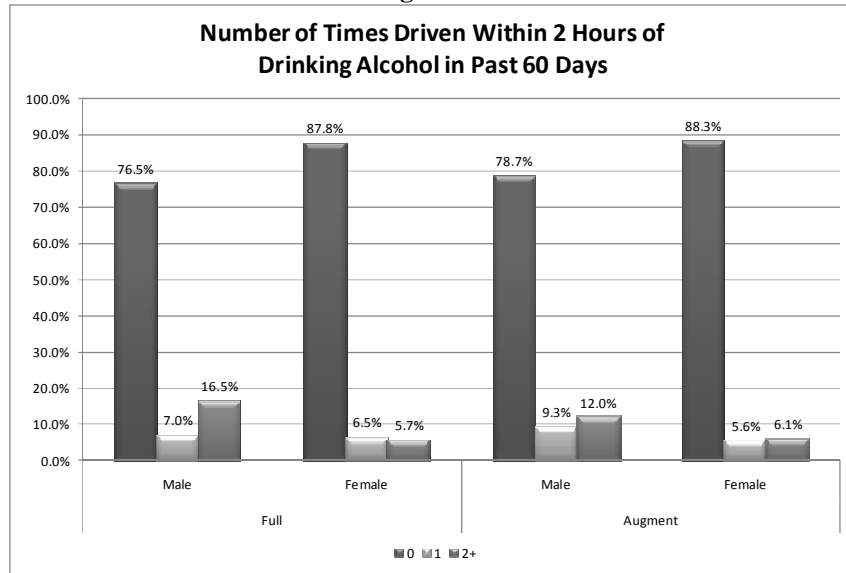
*Gender*

As with seat-belt use, the statewide questions were re-assessed by gender breakdowns. Figures 15 and 16 show that more men than women gave an answer to the drinking question, and therefore more men than women were operationalized to be, at minimum, sometimes drinkers. As expected, too, the younger augment sample had higher percentages of sometimes drinkers than the full sample. However, most of each gender in each sample reported zero times that driving occurred within two hours of drinking alcohol. Men, though, were at least twice as likely as women in each sample to have driven after drinking two or more times.

**Figure 15**

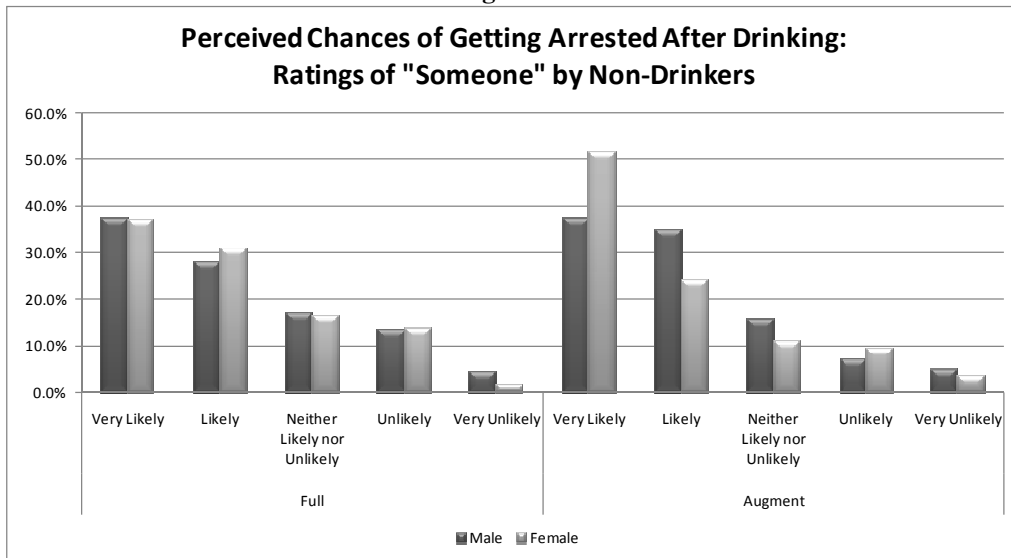


**Figure 16**

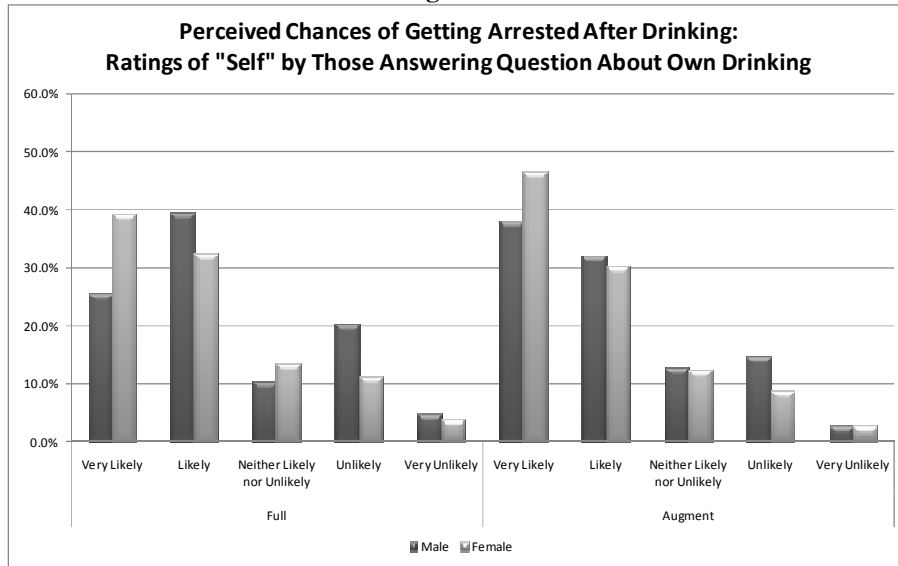


Figures 17 and 18 show each gender's ratings of the likelihood of someone or self being arrested after drinking. Recall that the "someone" ratings were by respondents who reported that they do not drink. Self ratings were by respondents operationalized to be at least sometimes drinkers. There were no appreciable differences between ratings for someone versus self. The majority of both rating groups believed it to be very likely or likely to be arrested for drinking and driving.

**Figure 17**

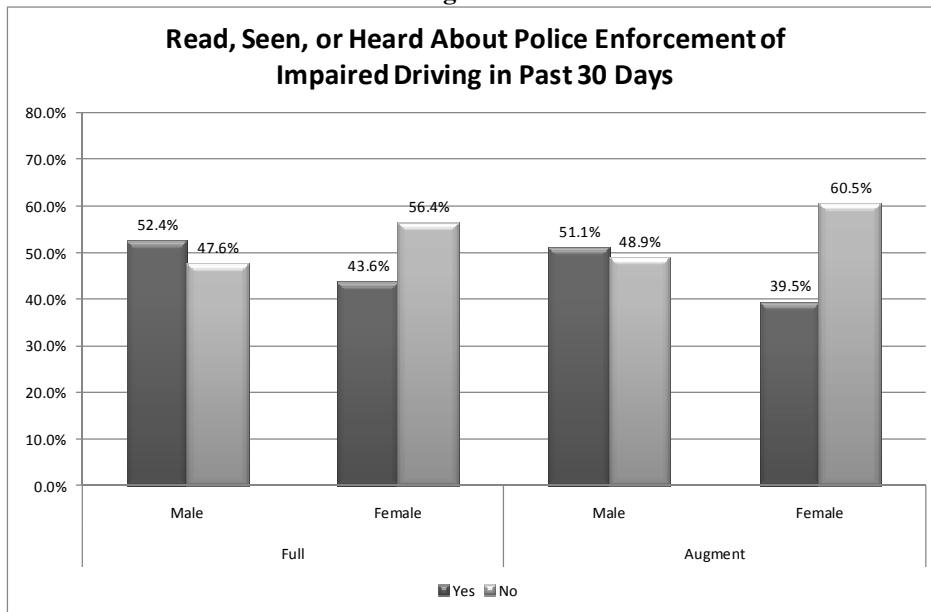


**Figure 18**

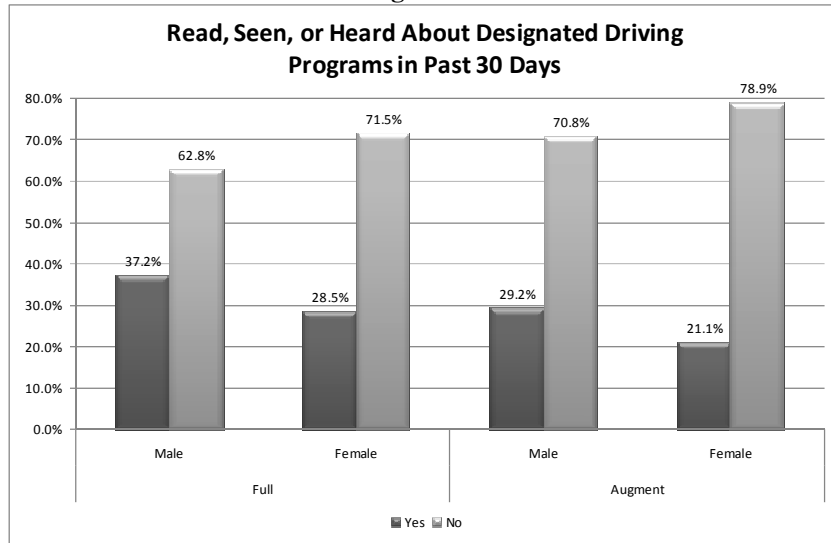


More men than women, when inspecting each sample, recalled reading, seeing, or hearing about police enforcement of impaired driving. Further, more men than women, again when looking within each sample, remembered witnessing information about designated driving programs. Figures 19 and 20 provide the percentages. Note that about half of the men recalled police; 20% to nearly 40% of men recalled designated driving programs.

**Figure 19**



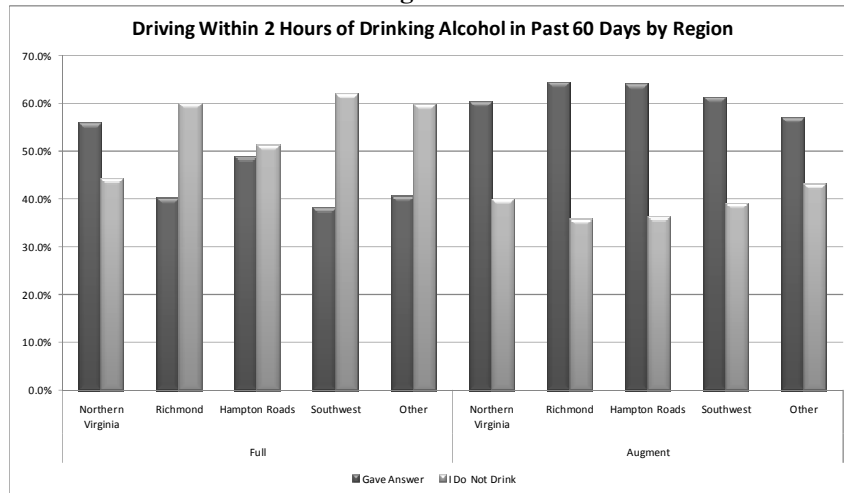
**Figure 20**



*Regional Differences*

Figure 21 shows the percent of respondents by region who were considered at least sometimes drinkers or non-drinkers. In the full sample, “sometimes” drinkers outnumbered non-drinkers in only one region. Northern Virginians were more likely than other respondents in this sample to be considered drinkers. Sometimes drinkers, on the other hand, outnumbered non-drinkers in every region of the augment sample. The higher rates of drinkers than non-drinkers in the augment sample, compared to the full sample, makes sense in that the full sample includes older than 34 year-old respondents who were less likely to drink than those aged 18 – 34.<sup>14</sup>

**Figure 21**

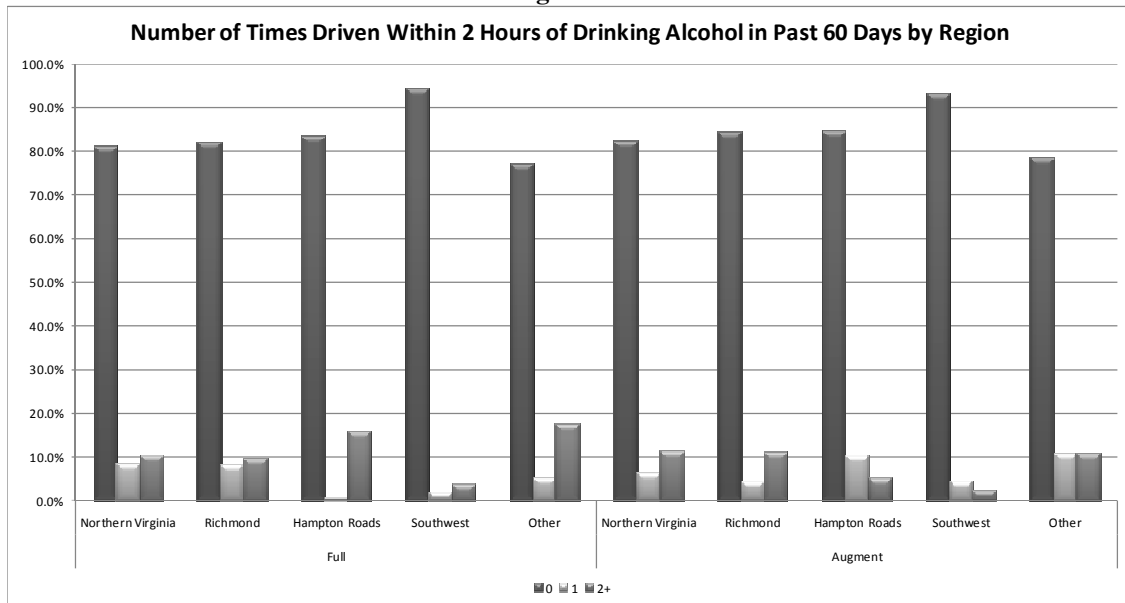


<sup>14</sup> For a national study on prevalence of alcohol use, and how younger people and males drink more than other groups, see Grant, B. F., Dawson, D. A., Stinson, F. S., Chou, S. P, Dufour, M. C., & Pickering, R. P. (2004). The 12-month prevalence and trends in DSM-IV alcohol abuse and dependence: United States, 1991-1992 and 2001-2001. *Drug and Alcohol Dependence*, 74, 223-234.

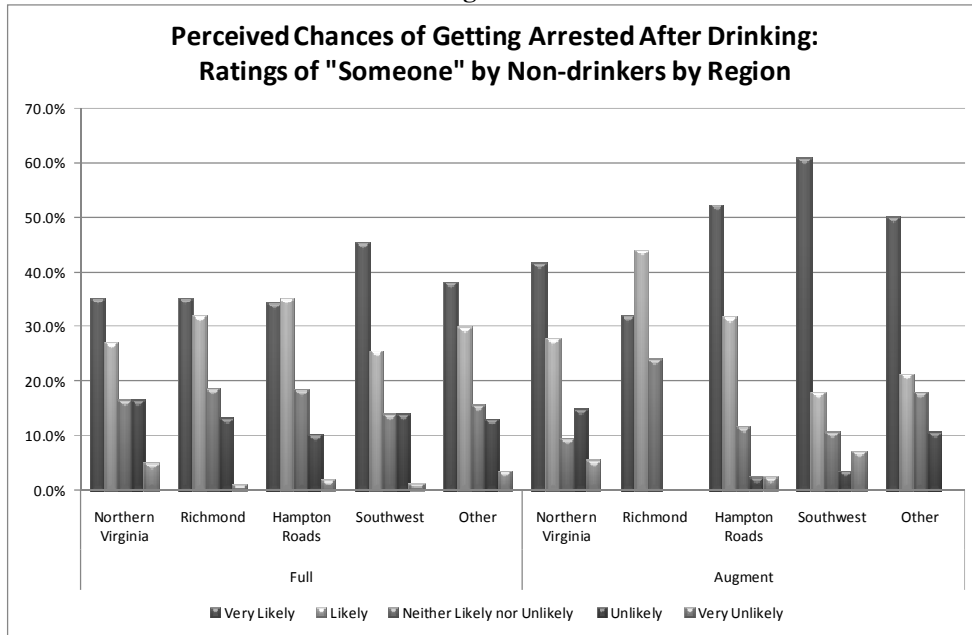
Figure 22 displays the number of times within 60 days that these sometimes drinkers drove within two hours of drinking alcohol. Southwest respondents reported a higher rate of zero times driven in these conditions than other regions, but in general the rates for all regions were very high for reporting zero occasions. Hampton Roads’ and Other respondents in the full sample had a higher percentage of driving in this situation two or more times. On the other hand, Hampton Roads’ respondents in the augment sample had the second lowest percentage reporting two or more occasions. Only augment respondents from Southwest reported lower incidence of two or more times.

Figures 23 and 24 provide regional data on someone versus self being arrested after drinking and driving. The regions mostly agree on the likelihoods, with few differences between someone and self chances. However, it is interesting to note that ratings of someone and self getting arrested by the augment group tended more toward “very likely” to “likely” than ratings by the full sample. Younger respondents believed the chances of being arrested were greater than Virginians in general.

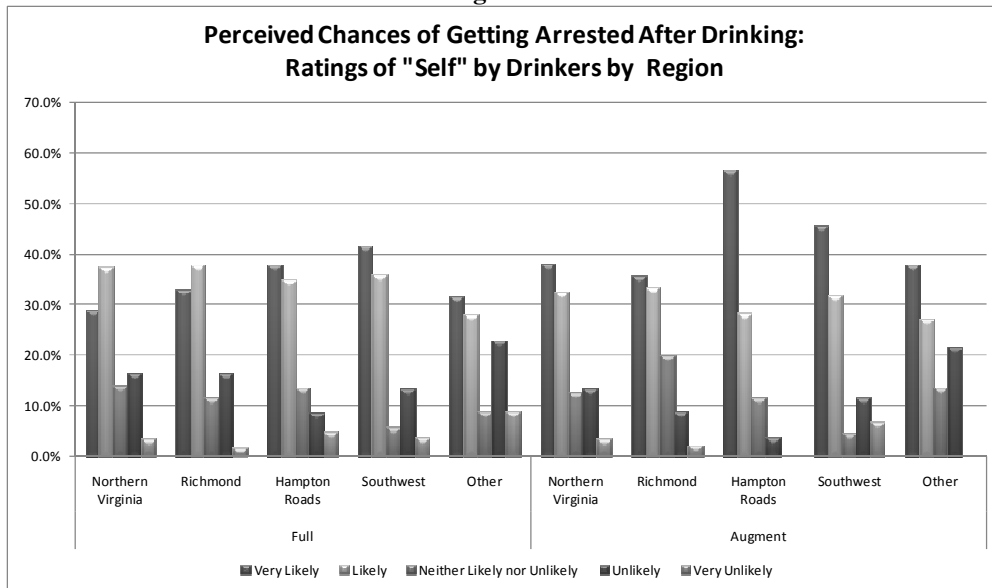
**Figure 22**



**Figure 23**

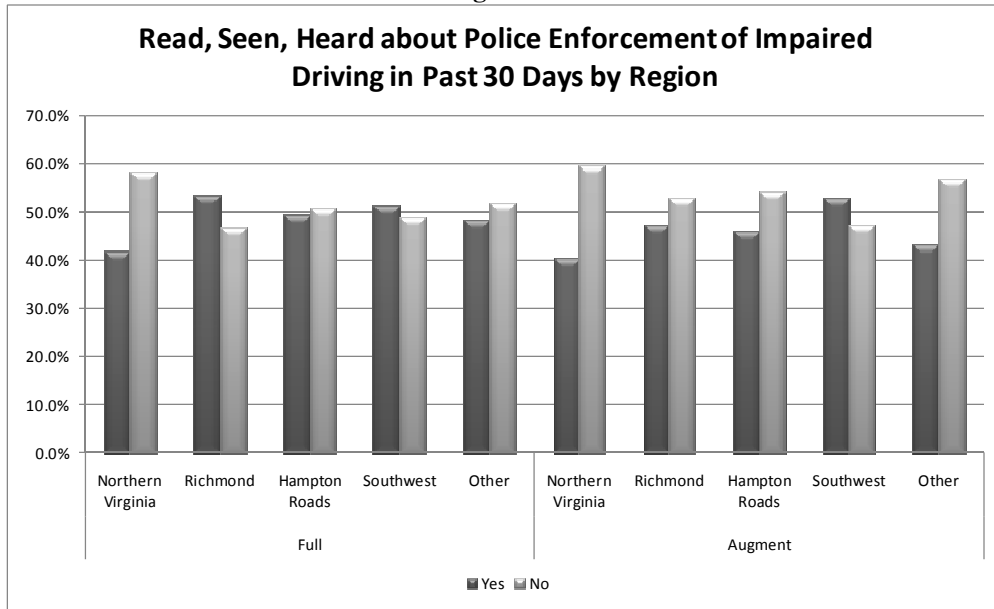


**Figure 24**

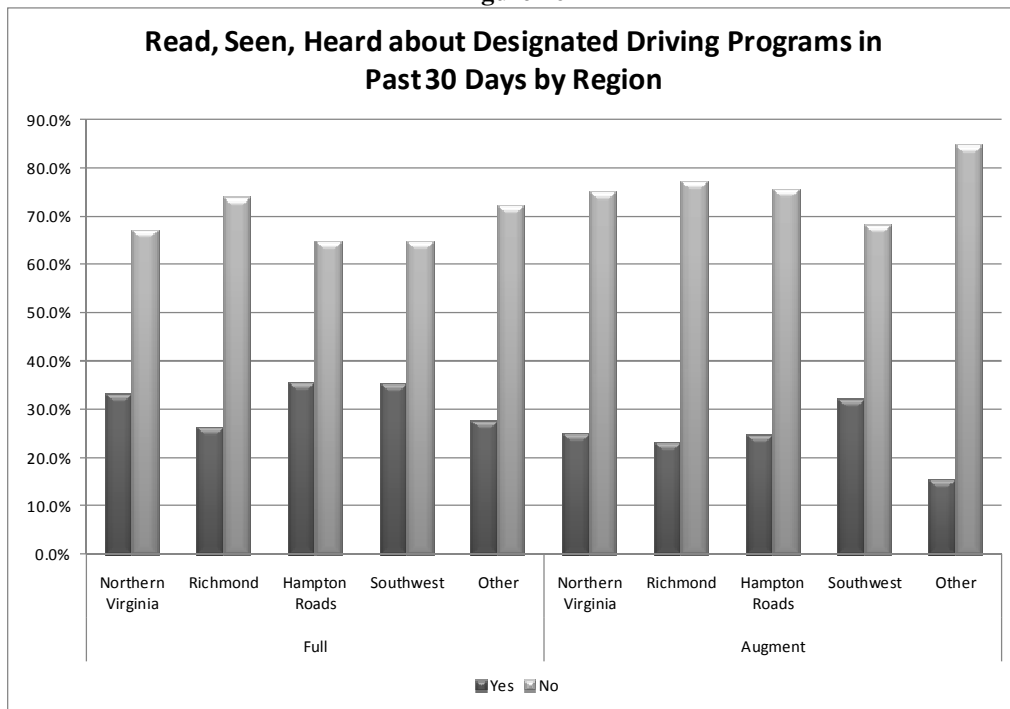


Figures 25 and 26 show regional percentages for reading, seeing, or hearing about police enforcement of impaired driving and designated driving programs, respectively. Northern Virginia respondents reported less recollection of police enforcement activity than other regions. On the other hand, "Other" regional respondents reported less recall of designated driving programs. Recall that Other is represented by respondents not identifying with any of the other major regions of Virginia.

**Figure 25**



**Figure 26**



**Topic Conclusions**

Alcohol use is a difficult behavior to address in such self-report measures, as it is reasonable to assume most people responding to the survey know that impaired driving is illegal and considered unsafe. This is one potential reason that a high number of respondents reported immediately that they do not drink. Even

so, of the approximate half of the samples operationalized as “at least sometimes drinkers,” 7% to 8% admitted to driving two or more times within two hours of drinking alcohol. These percents are not trivial.

As with seat-belt use, half or less of the respondents recalled police activities – in this case, activities targeting impaired driving. Even fewer statewide (less than 30%) recalled designated driving programs. Men, in both cases and in both samples, recalled police and designated driving programs more than women. One positive finding among these results was the perceived likelihood, by both samples, both genders, and most regions, that impaired drivers would be arrested.

Program officials leading impaired driving programs could benefit by capitalizing on the perceptions of being arrested by continuing messages of enforcement. However, to counterbalance these efforts, the data also clearly indicate more could be done to promote designated driving programs and encourage participation in those programs. There is room for improvement with designated driving efforts, outreach to women (who lagged behind men in awareness of programs), and outreach to regions that, unlike for example Northern Virginia and Hampton Roads, may not be as heavily targeted by impaired driving programs (i.e., “Other” regions).

## **Speeding**

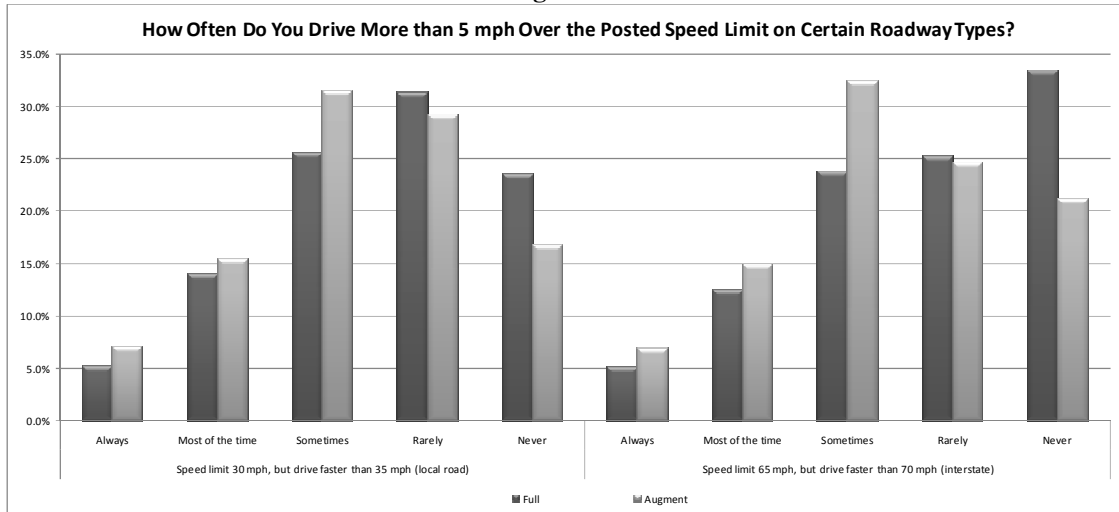
### **Statewide Results**

Evaluators focused less on speeding and distracted driving (in the next section) than seat-belt use and alcohol considerations. They did so strategically in that speeding and distracted driving receive less attention than the other two traffic behaviors. They also did so to keep the survey length manageable to encourage respondent completions and meet budget requirements. Even with these limitations, valuable data were obtained that will help programs focus more attention on speeding and distracted driving in Virginia.

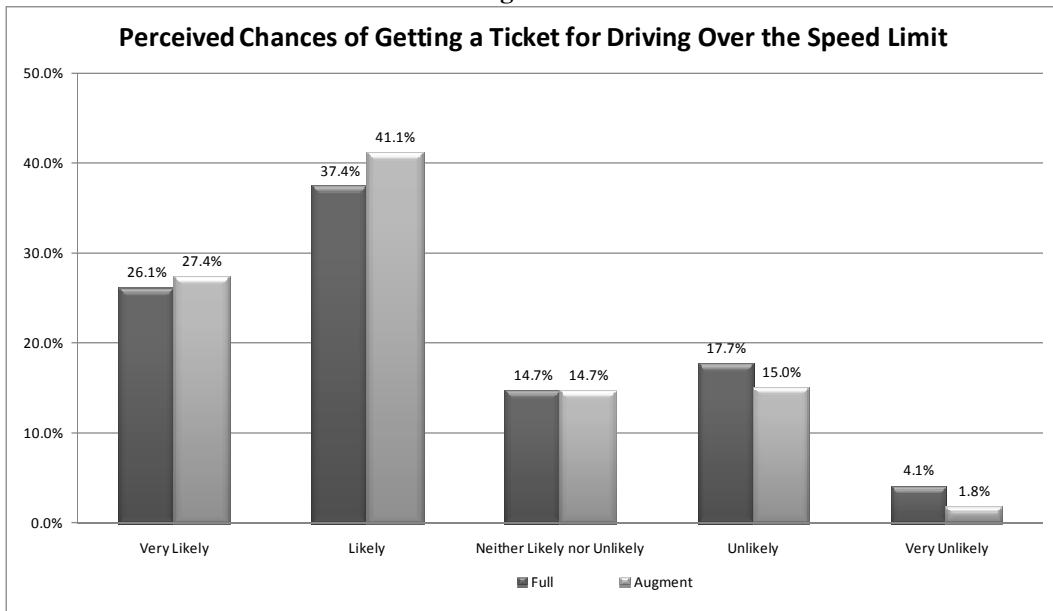
The first comparison is speeding on a typical local road versus speeding on an interstate. Figure 27 displays the likelihood respondents in each sample would speed more than 5 mph above a posted 30 mph road or 65 mph road. The pattern of responses for each road was similar, with the percent admitting to nearly always to always speeding 5 mph or more being lower than the percent responding seldom to never. However, an important 23% to 32% of each sample admitted to “sometimes” speeding on each road type. In all, a little less than half of the respondents from both samples admitted to at least sometimes speeding. The majority responded seldom-to-never speeding.

Respondents also believed that the chances of getting a ticket for speeding were good (Figure 28). The majority of respondents from both the full and augment samples believed the chances were very likely to likely. While the full and augment samples’ percent breakdowns were equivalent for most categories, they diverged at “very unlikely.” Specifically, the augment, younger sample was less likely to report the chances of receiving ticket to be “very unlikely” compared to the older, full sample.

**Figure 27**



**Figure 28**



**Figure 29**

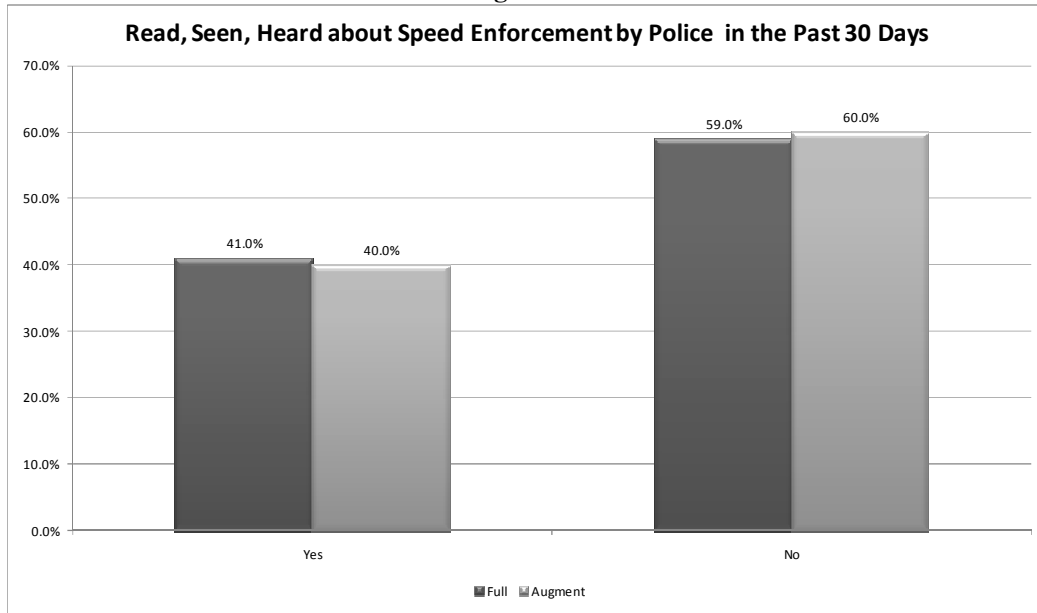


Figure 29 provides the response percents for each sample’s awareness of police activity targeting speeding in the previous 30-day period. The difference between the samples was negligible. Overall, about 40% of each sample recalled such activity.

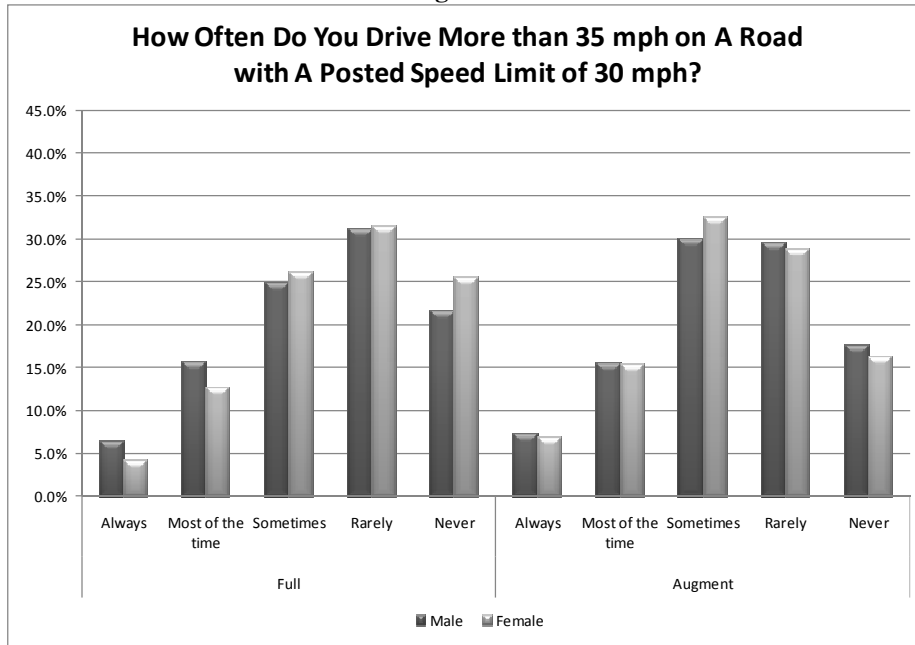
## Gender and Regional Information

### *Gender*

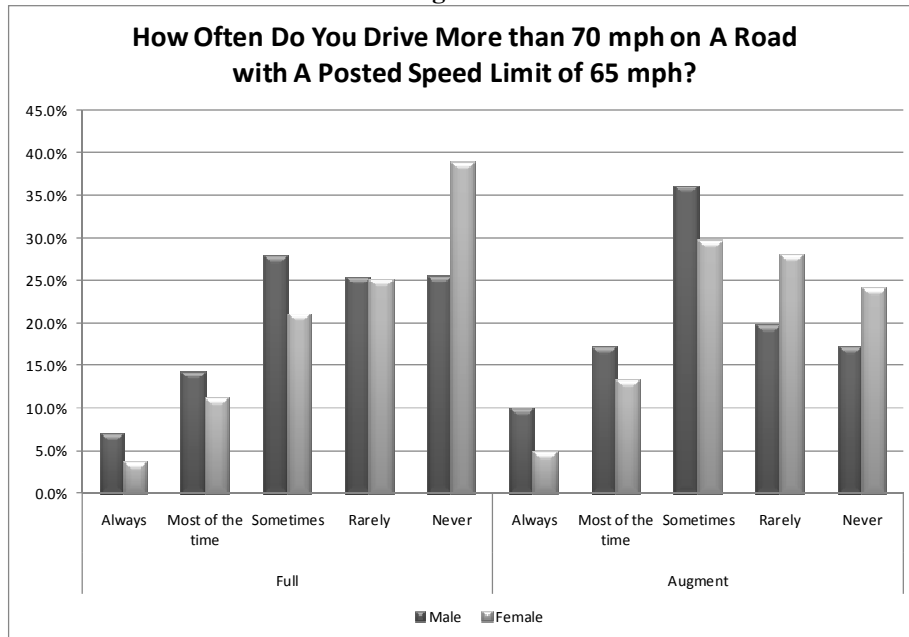
Figure 30 provides the likelihood of speeding on local (30 mph) and interstate (65 mph) roads by gender. Gender responses for the full and augment samples were similar for local road speeding. However, men in the full sample were more likely to always or nearly always drive more than 35 mph on roads with posted limits of 30 mph. Gender differences were less pronounced in the augment sample.

On the other hand, gender differences were much more pronounced for driving more than 70 mph on roads with a posted limit of 65 mph (e.g., interstates). Men in both the full and augment samples were more likely than women to at least sometimes speed. Women were more likely to report seldom or never speeding in this situation.

**Figure 30**

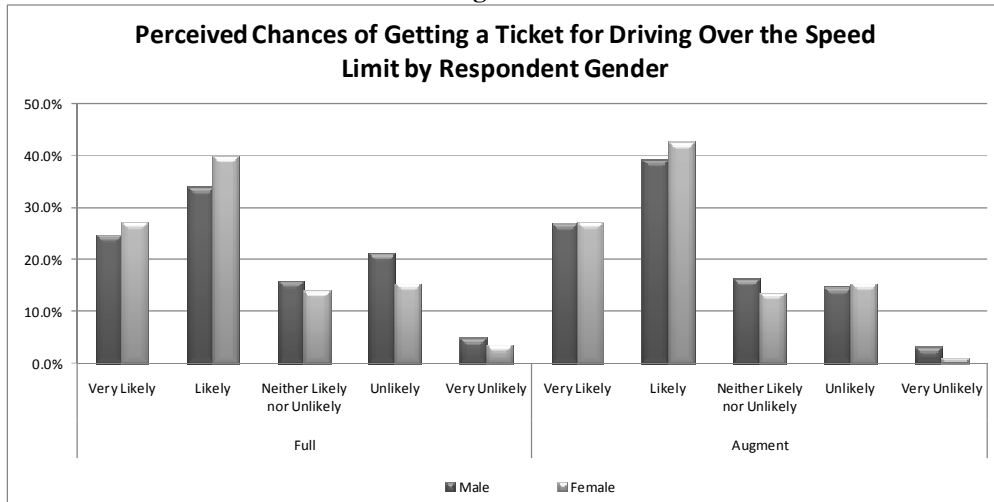


**Figure 31**

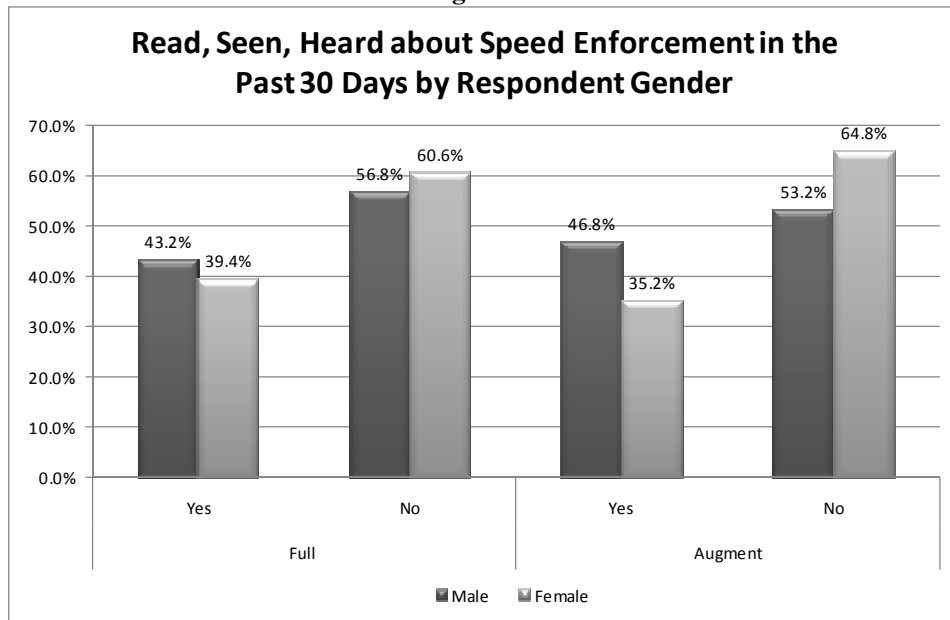


Women, though, were more likely than men to believe receiving a ticket for speeding was very likely or likely. Men were more likely to believe such tickets were unlikely or very unlikely (Figure 32). Finally, similar to results for seat-belt and impaired driving enforcement, men were more likely than women to recall enforcement activities for speeding regardless of sample (Figure 33).

**Figure 32**



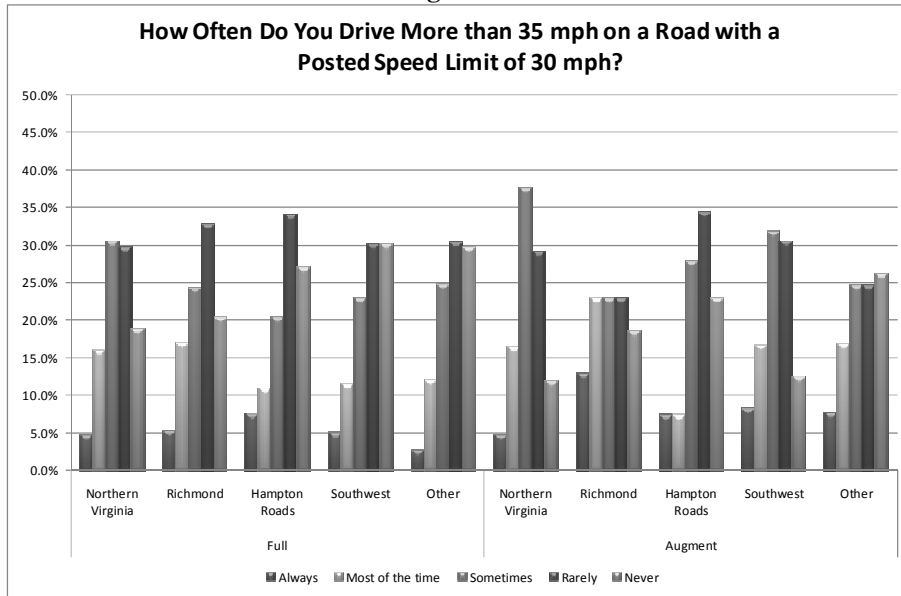
**Figure 33**



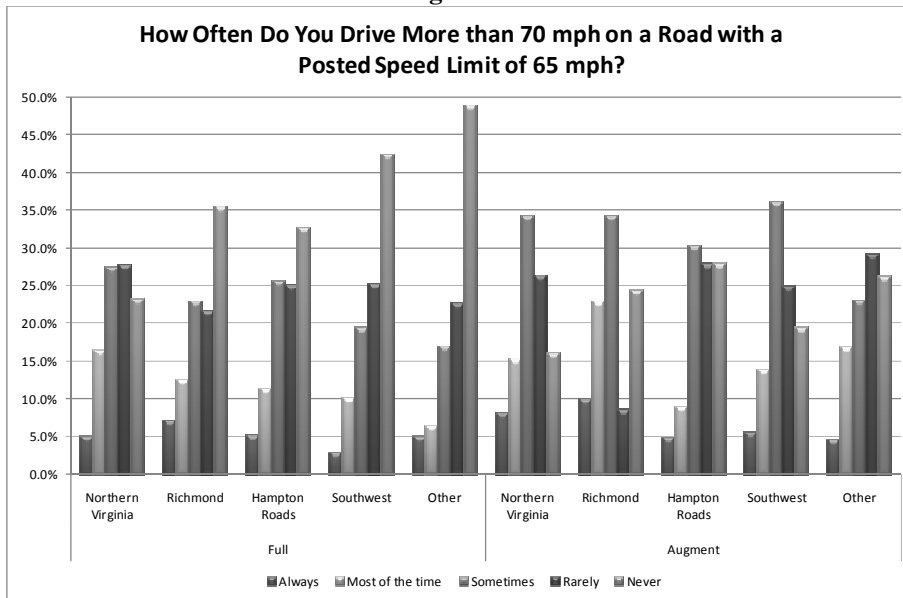
*Regional Differences*

Regional percentages for the speeding frequency are given in Figures 34 and 35. In both cases of speeding (on lower and higher speed roads), the full sample from rural areas such as the Southwest region were more likely to report never speeding. The augment sample was more varied in its speeding reports for both types of roads.

**Figure 34**

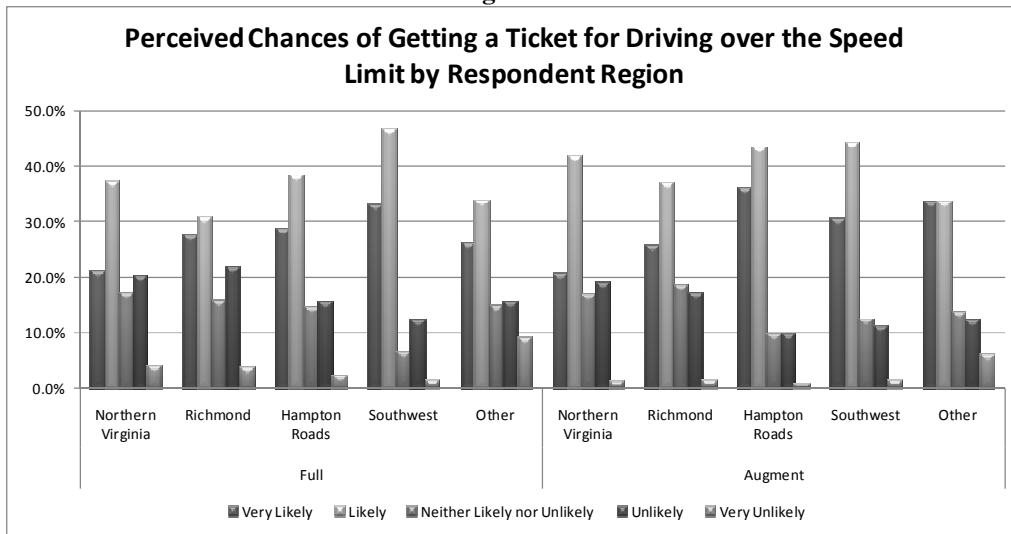


**Figure 35**

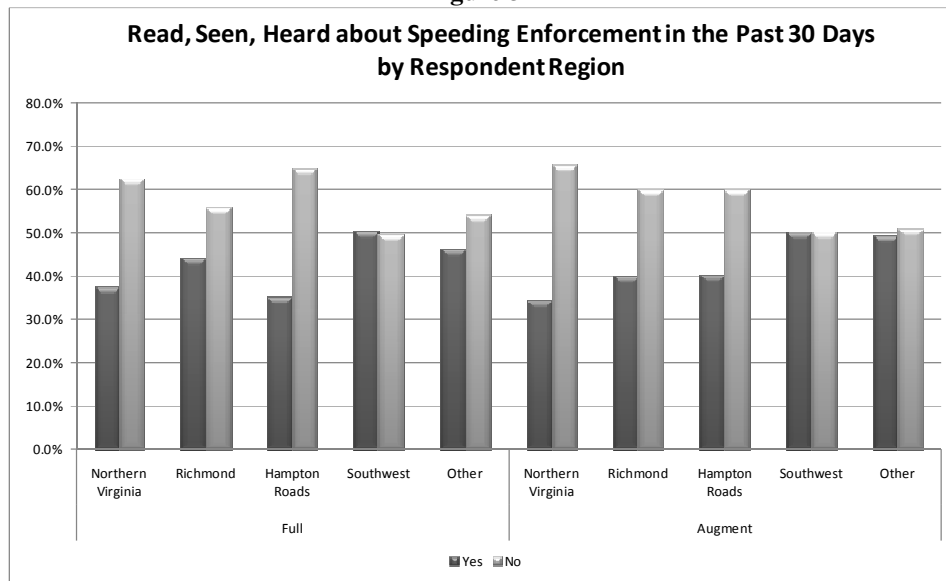


Finally, Figures 36 and 37 display perceptions of getting a ticket and recall of police activities targeting speeding, respectively. For perceived chances of getting a ticket, full and augment respondents across regions were roughly similar in that the majority of each region, across each sample, believed the chances of getting a ticket were at least likely. Further, there were regional differences in recollection of police activity. Southwest respondents in each sample were more likely to recall police targeting speeding. Less than 45% of the respondents from the more urban regions in each sample recalled such activity.

**Figure 36**



**Figure 37**



## Topic Conclusions

Approximately half of Virginians reported at least sometimes speeding on local or interstate roads. Men were more likely to report this behavior than women, as were respondents from more urban regions of the Commonwealth. Perceptions of receiving a ticket for speeding were relatively high, although recollections of police activity targeting enforcement were less than 50% in most of the data comparisons.

Given the high frequency that law enforcement targets speeding, particularly in conjunction with other programs such as *Click It or Ticket*, it was somewhat surprising to see the recollection of activities at about the same level as recollection of seat-belt and impaired-driving enforcement, which have particular

programs running at particular times (although the impaired programs are run with much higher frequency than occupant protection selective enforcement efforts).

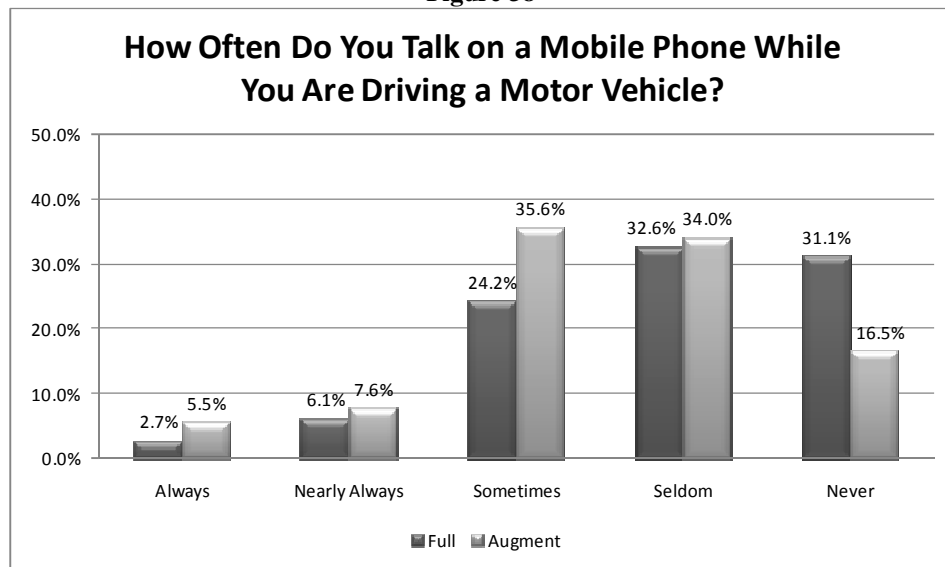
Recommendations for future programs targeting speeding are more difficult to pull from these data alone without referring to extant literature. Enforcement efforts are important and should continue, as respondents believed tickets were likely. A greater focus on the local roads may be useful too, as fewer respondents reported “never” speeding on these roads compared to interstates. The consequences of speeding on these local roads, too, could be more damaging. Local roads have more potential conflicts with intersections, pedestrians, and traffic that all can be affected by speeders and by speeders who crash.

## Distracted Driving

### Statewide Results

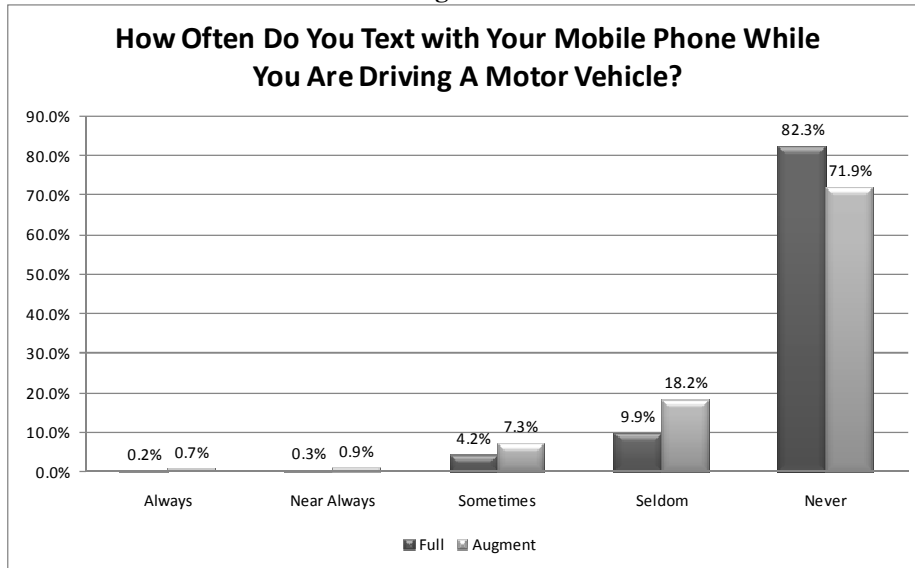
Evaluators included and asked only two distracted driving questions, and both involved mobile phones. There are certainly other variables affecting distracted driving, but the main one focused upon in the traffic safety community is the use of mobile phones while driving. The questions here assessed the frequency of talking on a mobile phone and frequency of texting while driving. Figure 38 presents the results by sample for the frequency of talking. More than 60% of the full sample and almost half of the augment sample reported seldom-to-never talking on a mobile phone while driving. An even larger number of respondents reported seldom-to-never texting while driving (90% or more; see Figure 39).

Figure 38



Note: Percents do not equal 100% because a small number of respondents in each sample reported they did not own a mobile phone.

**Figure 39**



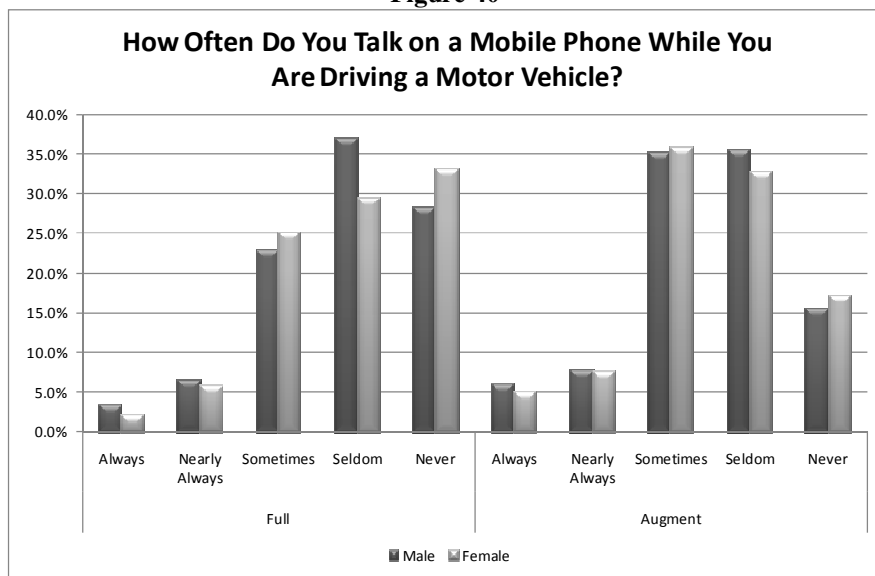
Note: Percents do not equal 100% because a small number of respondents in each sample reported they did not own a mobile phone.

## Gender and Regional Information

### Gender

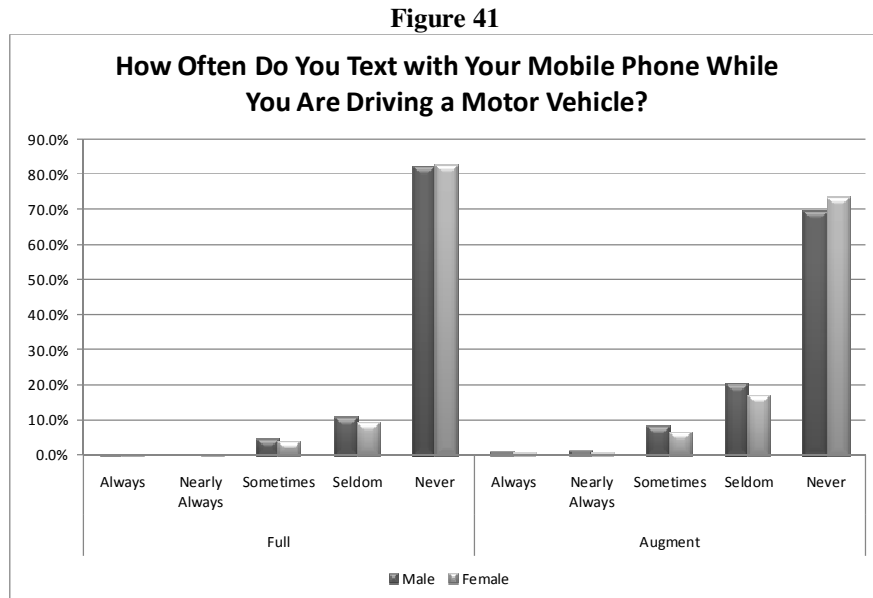
Men and women of the augment sample reported nearly equivalent talking on mobile phones while driving (Figure 40). However, there were differences in the full sample. While men and women had nearly equivalent rates reporting always, nearly always, and sometimes, more men than women were seldom likely to talk on mobile phones while driving; women were more likely to report never doing so.

**Figure 40**



Note: Percents do not equal 100% because a small number of respondents in each sample reported they did not own a mobile phone.

There were only marginal differences between men and women when asked about texting while driving (Figure 41). Both groups were at least 70% likely to say never, although the texting rates for the augment group were higher than the full sample.



Note: Percents do not equal 100% because a small number of respondents in each sample reported they did not own a mobile phone.

### *Regional Differences*

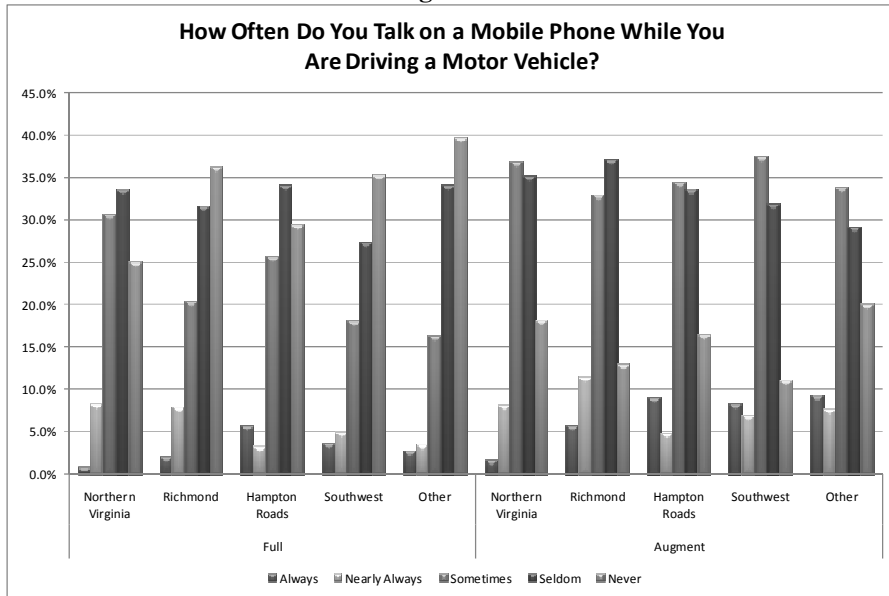
The final two figures of this report provide regional information for talking on a mobile phone and texting while driving. Figure 42 shows that across regions and both samples the frequencies of talking on the mobile phone while driving were roughly equivalent. The most common responses were seldom-to-never, however there was a significant percentage in each sample who at least sometimes talked on the mobile phone while driving.

Figure 43 shows the texting frequencies. The majority reported never texting while driving. However, there were sample and regional differences. The augment sample was more likely to report some texting than the full sample. Further, augment drivers from the Southwest region were more likely to report some texting than other regions.

### **Topic Conclusions**

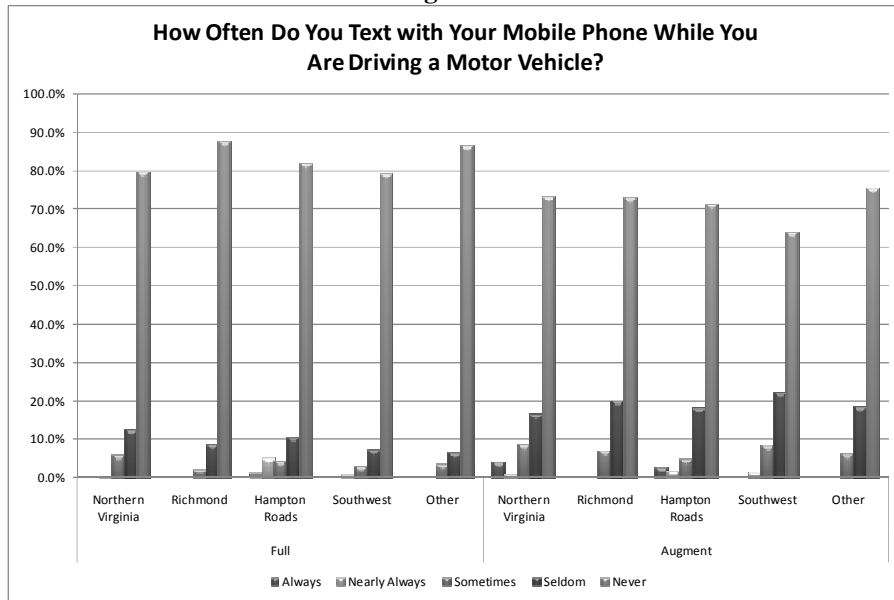
While the majority of respondents did not frequently talk on mobile phones or text while driving, the data indicated that sufficient numbers were doing so to warrant continued monitoring. Young drivers (in the augment) may be at risk, as may be those young drivers in more rural areas. Southwest augment drivers were more frequently texting than other drivers in other regions. Further, gender differences appeared to be negligible, which means this particular traffic safety problem may involve women in as much risk as men.

**Figure 42**



Note: Percents do not equal 100% because a small number of respondents in each sample reported they did not own a mobile phone.

**Figure 43**



Note: Percents do not equal 100% because a small number of respondents in each sample reported they did not own a mobile phone.

## Discussion

This report discussed the first year of a self-reported telephone survey to assess Virginians' perceptions of and actions involving targeted driving behaviors. This survey, which will be administered in some form annually, addressed seat-belt use, impaired driving, and speeding. It also addressed distracted driving via mobile phone use at the request of the VHSO. Perceptions of media, enforcement, and self-involvement in the behaviors were key considerations. The data provided statewide estimates representing two groups of Virginia licensed drivers: (1) a sample of 18+ year olds ( $n = 1,003$ ) and (2) a sample of 18 – 34 year olds ( $n = 565$ ). Additional data were presented that, with cautious interpretation, provided indications of gender and regional differences among the three key behaviors. For this general discussion, important issues are presented.

First, the data – regardless of the behavior being questioned – clearly indicated that the majority of Virginians perceived their behaviors to be consistent with safe-driving practices. The majority reported wearing seat belts, not speeding, not drinking and driving, and not using mobile phones while driving. These reports were consistent with known field work investigating actual roadway behaviors. However, what was also clear, and this is a concern for future surveys, was that the percentages reporting engagement in the risk behavior seemed lower than those observed doing the behavior (e.g., less than 10% reported not always buckling up, but field studies in Virginia show this rate closer to 20%)<sup>15</sup>. Hardcore, risky drivers and passengers may be less likely to participate in these surveys and interpretations must be cautious as a result.

Second, again regardless of the behavior, a meaningful percentage of respondents (approximately 50%) believed that police will catch risky behaviors and give tickets or make arrests (i.e., the latter for impaired driving). Yet, half or less of respondents recalled seeing enforcement activities.

Third, there were many similarities between the full and augment samples (with the exception of drinkers and texting while driving). It is possible that the augment sample's similarity was partially due to 265 participants who were in both the full and augment samples (i.e., recall that 18 - 34 year olds in the full sample were used in the full sample but also brought over to increase the sample size and reduce the sampling error in the augment sample). However, this explanation does not fully capture how the augment group's trends and tendencies mirrored the full sample. Therefore, it is possible that perceptions of traffic behaviors among 18 – 34 year olds may not be as disparate from other age groups in Virginia, even though observed behaviors are known to differ. This inconsistency is worth exploring in future surveys.

Finally, a brief note is required about gender and regional differences. While caution is necessary when interpreting these findings, future work should pay attention to: (a) why men are more aware of police activity, but report more risk in most of the behaviors than women; (b) how men and women may be equal in terms of mobile phone distractions; and (c) why some regions are different from others depending on the risk (e.g., the Southwest respondents may drink less often, but text more, than other regional respondents).

The authors encourage readers to consider other questions from the data. As mentioned previously in the report, the authors made decisions regarding what to present based on established priorities. However, they look forward to exploring other components of the data now and in future surveys – and encourage partners to suggest new avenues for consideration.

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<sup>15</sup> See footnote #8.

## Appendix A

**Text of script used in the 2010 telephone survey, including raw percentages of answers for questions with multiple choice options. Questions listed below that do not have percent responses were those involving free responses or questions for screening purposes only.**

**GENERAL POPULATION RAW PERCENTAGES IN BOLD (N = 1,003)**

*AUGMENT POPULATION RAW PERRRCENTAGES (AGES 18-34) IN ITALICS (N = 565)*

### Introduction

Hello, my name is \_\_\_\_\_ with Issues & Answers Network in Virginia Beach. We are conducting a brief survey on behalf of traffic safety officials in Virginia. Your responses will be kept completely confidential. Your telephone number was selected at random and we are not trying to sell you anything.

May I please speak to an adult in the household age 18 or older who has a valid driver's license and drives a motor vehicle? (WHEN SPEAKING WITH APPROPRIATE RESPONDENT, GO TO SCREENER. IF SOMEONE ELSE COMES TO THE PHONE, REPEAT INTRODUCTION EXCEPT FOR THE LAST SENTENCE):

#### Screen:

S1. To start, can I please confirm that you are at least 18 years of age?

- 1 Yes (CONTINUE INTERVIEW)
- 2 No (RE-SCREEN FOR ADULT IN HOUSEHOLD)

S2. Can I confirm that you have a valid driver's license and drive a motor vehicle?

- 1 Yes (CONTINUE INTERVIEW)
- 2 No (RE-SCREEN FOR ADULT WITH LICENSE)

S3. And are you currently using a cell phone or landline phone?

- 1 Cell phone
- 2 Landline
- 3 Don't know/refused (TERMINATE)

S4. How would you classify your household's phone usage? Would you say ...

- 1 Cell phone only (if S3=1, classify as cell phone quota, otherwise TERMINATE)
- 2 Cell phone mostly (if S3=1, classify as cell phone quota, otherwise TERMINATE)
- 3 Landline mostly (if S3=2, classify as landline quota, otherwise TERMINATE)
- 4 Landline only (if S3=2, classify as landline quota, otherwise TERMINATE)
- 5 Don't know/refused (TERMINATE)

S4a. If S3 and S4 do not match, ask for phone number from S4. (cell if S4=1,2 and landline if S4=3,4).

S5.	How would you classify the region of Virginia where you reside? (READ)		
1.	Northern Virginia	<b>35.9%</b>	41.8%
2.	Richmond	<b>15.2%</b>	12.4%
3.	Hampton Roads	<b>21.0%</b>	21.6%
4.	Southwest Virginia	<b>13.9%</b>	12.7%
5.	Some other area of Virginia	<b>14.1%</b>	11.5%

**Section 1: Seat Belt Usage (Randomize Sections 1,2, 3, & 4)**

NOTE: RESPONSE CHOICES ARE READ TO RESPONDENT *EXCEPT* WHERE INDICATED.

1. How often do you use seat belts when you **drive** a car, van, sport utility vehicle or pick up?

a)	Always	<b>93.4%</b>	91.7%
b)	Nearly always	<b>3.5%</b>	4.6%
c)	Sometimes	<b>1.5%</b>	1.4%
d)	Seldom	<b>1.1%</b>	0.9%
e)	Never	<b>0.5%</b>	1.4%

1a. (IF RESPONDENT ANSWERS ANYTHING OTHER THAN “A-ALWAYS”) What ONE thing, over all others, would convince you to wear your seat belt all the time? (DO NOT READ LIST, BUT MARK THE ONE THAT APPLIES CLOSEST)

a)	A primary law in Virginia (or a stronger law in Virginia)	<b>13.6%</b>	14.9%
b)	Getting a ticket	<b>18.2%</b>	14.9%
c)	Being in a crash	<b>16.7%</b>	21.3%
d)	Insurance reduction	<b>3.0%</b>	4.3%
e)	Family motivating me	<b>15.2%</b>	12.8%
f)	If I had children	<b>9.1%</b>	12.8%
g)	Other: _____	<b>24.2%</b>	19.1%

2. How often do you wear seat belts when you are a **front seat passenger** in a car, van, sport utility vehicle or pick up?

a)	Always	<b>93.2%</b>	91.0%
b)	Nearly always	<b>2.7%</b>	5.1%
c)	Sometimes	<b>2.5%</b>	2.5%
d)	Seldom	<b>0.4%</b>	0.5%
e)	Never	<b>1.2%</b>	0.9%

3. Using the same scale, how often do driving conditions change your seat-belt use?

a)	Always	<b>11.7%</b>	18.1%
b)	Nearly always	<b>1.3%</b>	0.5%
c)	Sometimes	<b>2.7%</b>	2.5%
d)	Seldom	<b>1.2%</b>	2.3%
e)	Never	<b>83.2%</b>	76.6%

4. Do you wear your seat belt more, less, or about the same at night?
- |                   |              |       |
|-------------------|--------------|-------|
| a) More           | <b>5.1%</b>  | 7.8%  |
| b) Less           | <b>0.5%</b>  | 0.0   |
| c) About the same | <b>94.4%</b> | 92.2% |
5. In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police:
- |        |              |       |
|--------|--------------|-------|
| a) Yes | <b>48.9%</b> | 45.8% |
| b) No  | <b>51.1%</b> | 54.2% |

5a. (IF RESPONDENT SAYS YES HE/SHE HAS HEARD SOMETHING ABOUT SEAT BELT LAW ENFORCEMENT BY POLICE) Where did you read, see or hear about it? (LET RESPONDENT FREE RESPOND WITHOUT US READING THE LIST AND CHECK ALL THAT APPLY).

*These percent breakdowns can be considered to represent "first choices."*

- |                       |              |       |
|-----------------------|--------------|-------|
| a) Newspaper          | <b>11.0%</b> | 7.7%  |
| b) Radio              | <b>12.4%</b> | 12.7% |
| c) TV                 | <b>36.7%</b> | 29.0% |
| d) Billboards         | <b>26.7%</b> | 33.6% |
| e) Brochure           | <b>0.4%</b>  | 0.4%  |
| f) Police enforcement | <b>4.5%</b>  | 3.9%  |
| g) Other              | <b>8.2%</b>  | 12.7% |

6. What do you think the chances are of getting a ticket if you don't wear your seat belt?
- |                                |              |       |
|--------------------------------|--------------|-------|
| a) Very likely                 | <b>20.4%</b> | 20.2% |
| b) Likely                      | <b>28.9%</b> | 30.3% |
| c) Neither likely nor unlikely | <b>11.8%</b> | 12.9% |
| d) Unlikely                    | <b>27.0%</b> | 25.8% |
| e) Very unlikely               | <b>11.9%</b> | 10.8% |

**Section 2: Alcohol use questions**

7. In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?
- a) ENTER NUMBER:
- b) I don't drink

7a (IF RESPONDENT SAYS HE/SHE DOES NOT DRINK)What do you think the chances are of someone getting arrested if he or she drives after drinking?

- |                                |              |       |
|--------------------------------|--------------|-------|
| a) Very likely                 | <b>37.1%</b> | 46.1% |
| b) Likely                      | <b>29.7%</b> | 28.3% |
| c) Neither likely nor unlikely | <b>16.7%</b> | 12.8% |
| d) Unlikely                    | <b>13.6%</b> | 8.7%  |
| e) Very unlikely               | <b>2.8%</b>  | 4.1%  |

7b (IF RESPONDENT GIVES ANY ANSWER OTHER THAN I DO NOT DRINK)

What do you think the chances are of getting arrested if you drive after drinking?

a) Very likely	<b>33.1%</b>	42.8%
b) Likely	<b>35.6%</b>	30.9%
c) Neither likely nor unlikely	<b>12.0%</b>	12.4%
d) Unlikely	<b>15.2%</b>	11.3%
e) Very unlikely	<b>4.2%</b>	2.6%

8. In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?

a) Yes	<b>47.3%</b>	44.2%
b) No	<b>52.7%</b>	55.8%

8a. (IF RESPONDENT SAYS YES HE/SHE HAS HEARD SOMETHING ABOUT ALCOHOL IMPAIRED DRIVING ENFORCEMENT BY POLICE) Where did you read, see or hear about it? (LET RESPONDENT FREE RESPOND AND CHECK ALL THAT APPLY).

*These percent breakdowns can be considered to represent "first choices."*

a) Newspaper	<b>21.1%</b>	14.4%
b) Radio	<b>15.0%</b>	18.8%
c) TV	<b>42.8%</b>	37.6%
d) Billboards	<b>5.3%</b>	7.2%
e) Brochure	<b>0.2%</b>	0.4%
f) Police enforcement	<b>8.4%</b>	10.8%
g) Other	<b>7.2%</b>	10.8%

9. In the past 30 days, have you read, seen or heard anything about designated driving programs?

a) Yes	<b>32.1%</b>	24.4%
b) No	<b>67.9%</b>	75.6%

9a. (IF RESPONDENT SAYS YES HE/SHE HAS HEARD SOMETHING ABOUT DESIGNATED DRIVING PROGRAMS) Where did you read, see or hear about it? (LET RESPONDENT FREE RESPOND AND CHECK ALL THAT APPLY).

*These percent breakdowns can be considered to represent "first choices."*

a) Newspaper	<b>14.9%</b>	8.0%
b) Radio	<b>18.9%</b>	16.7%
c) TV	<b>43.5%</b>	36.2%
d) Billboards	<b>4.7%</b>	11.6%
e) Brochure	<b>2.2%</b>	2.2%
f) Police enforcement	<b>2.2%</b>	4.3%
g) Other	<b>13.7%</b>	21.0%

9b. Do you remember any names of those designated driving programs? If so, what was the name? (LET RESPONDENT FREE RESPOND AND CHECK ALL THAT APPLY).  
*These percent breakdowns can be considered to represent “first choices.”*

a) Be A HERO, Be A Designated Driver	<b>1.5%</b>	2.5%
b) Friends don't let friends drive drunk	<b>4.9%</b>	3.7%
c) Other	<b>6.5%</b>	6.0%
d) I do not remember any program names	<b>87.1%</b>	87.8%

**Section 3: Speed Enforcement**

10. On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?

a) Always	<b>5.2%</b>	7.1%
b) Most of the time	<b>14.0%</b>	15.4%
c) Sometimes	<b>25.6%</b>	31.5%
d) Rarely	<b>31.3%</b>	29.2%
e) Never	<b>23.5%</b>	16.8%

11. Using the same scale, on an interstate with a speed limit of 65 mph, how often do you drive faster than 70 mph?

a) Always	<b>5.1%</b>	6.9%
b) Most of the time	<b>12.5%</b>	14.9%
c) Sometimes	<b>23.8%</b>	32.4%
d) Rarely	<b>25.2%</b>	24.6%
e) Never	<b>33.4%</b>	21.2%

12. What do you think the chances are of getting a ticket if you drive over the speed limit?

a) Very likely	<b>26.1%</b>	27.4%
b) Likely	<b>37.4%</b>	41.1%
c) Neither likely nor unlikely	<b>14.7%</b>	14.7%
d) Unlikely	<b>17.7%</b>	15.0%
e) Very unlikely	<b>4.1%</b>	1.8%

13. In the past 30 days, have you read, seen or heard anything about speed enforcement by police?

a) Yes	<b>41.0%</b>	40.0%
b) No	<b>59.0%</b>	60.0%

13a. (IF RESPONDENT SAYS YES HE/SHE HAS HEARD SOMETHING ABOUT SPEED ENFORCEMENT BY POLICE) Where did you read, see or hear about it? (LET RESPONDENT FREE RESPOND AND CHECK ALL THAT APPLY).

*These percent breakdowns can be considered to represent "first choices."*

a) Newspaper	<b>16.3%</b>	11.9%
b) Radio	<b>12.4%</b>	9.7%
c) TV	<b>29.7%</b>	16.8%
d) Billboards	<b>14.4%</b>	21.7%
e) Brochure	<b>0.5%</b>	1.3%
f) Police enforcement	<b>16.8%</b>	21.2%
g) Other	<b>10.0%</b>	17.3%

#### **Section 4: Distracted Driving**

14. How often do you talk on a mobile phone while you are driving a motor vehicle?

a) Always	<b>2.7%</b>	5.5%
b) Nearly always	<b>6.1%</b>	7.6%
c) Sometimes	<b>24.2%</b>	35.6%
d) Seldom	<b>32.6%</b>	34.0%
e) Never	<b>31.1%</b>	16.5%
I do not own a mobile phone	<b>3.3%</b>	0.9%

15. Using the same scale, how often do you text with your mobile phone while you are driving a motor vehicle?

a) Always	<b>0.2%</b>	0.7%
b) Nearly always	<b>0.3%</b>	0.9%
c) Sometimes	<b>4.2%</b>	7.3%
d) Seldom	<b>9.9%</b>	18.2%
e) Never	<b>82.3%</b>	71.9%
f) I do not own a mobile phone	<b>3.2%</b>	1.1%

#### **Section 5: Demographics**

Now I'd like to ask just a few questions about you. (DO NOT READ LISTS)

16. May I please have your zip code?\_\_\_\_\_

- a) Refused

17. What is your age? (ask after S1 in 13347a job)  
 a) actual age given \_\_\_\_\_ *The majority refused to give actual age, so ranges below were requested and resulted in obtaining sufficient responses.*

IF THEY GIVE APPROXIMATE AGES, OR RANGE CHOOSE BELOW.

a) 18-24	<b>6.5%</b>	30.3%
b) 25-34	<b>19.9%</b>	69.7%
c) 36-45	<b>24.0%</b>	
d) 46-55	<b>19.8%</b>	
e) Over 55	<b>27.9%</b>	
f) Refused	<b>1.8%</b>	

18. Are you male or female? (ASK ONLY IF NOT EVIDENT OR UNCERTAIN)

a) Male	<b>41.3%</b>	41.2%
b) Female	<b>58.7%</b>	58.8%

19. Approximately how many miles do you drive each week? *The median response for each sample was 100 miles (50% drove less, 50% more than 100 each week)*

20. What is your profession? \_\_\_\_\_

21. Please select which category includes your total household income from all sources before taxes last year?

a) Less than \$25,000	<b>7.2%</b>	8.5%
b) \$25,000 to less than \$50,000	<b>11.3%</b>	11.0%
c) \$50,000 to less than \$75,000	<b>11.0%</b>	11.0%
d) \$75,000 to less than \$100,000	<b>10.1%</b>	8.8%
e) \$100,000 to less than \$150,000	<b>10.7%</b>	9.7%
f) \$150,000 to less than \$200,000	<b>4.4%</b>	2.1%
g) \$200,000 or more	<b>2.7%</b>	2.3%
h) Refused	<b>42.8%</b>	46.5%

22. Are you of Hispanic, Latino or Spanish origin?

a) Yes	<b>2.9%</b>	4.1%
b) No	<b>94.8%</b>	93.1%
c) Refused	<b>2.3%</b>	2.8%

23. What is your race?

(DO NOT READ THESE CATEGORIES CHECK THE CLOSEST ONE THAT APPLIES. IF NONE IS A DIRECT MATCH, REPEAT BACK THE PERSON'S CHOICE BEFORE CHECKING OTHER)

a) White	<b>77.4%</b>	74.2%
b) Black, African Am., or Negro	<b>13.4%</b>	14.5%
c) American Indian or Alaska Native	<b>0.7%</b>	0.2%
d) Asian Indian	<b>1.2%</b>	0.9%
e) Chinese	<b>0.1%</b>	0.5%
f) Filipino	<b>0.1%</b>	0.4%
g) Japanese	<b>0.1%</b>	
h) Korean		0.2%
i) Vietnamese		
j) Native Hawaiian		
k) Guamanian or Chamorro		
l) Samoan		
m) Other Pacific Islander	<b>0.1%</b>	0.2%
n) Other Asian	<b>1.1%</b>	1.1%
o) Some other Race	<b>2.4%</b>	4.6%
p) Refused (interviewers – probe for response first, but if still refuse, then use this code)	<b>3.3%</b>	3.4%

*That's all the questions I have. Thank you very much for your time. Have a nice evening!*