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2013 Traffic Safety Behaviors Report

Minnesota Department of Public Safety, Office of Traffic Safety

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CONTENTS

INTRODUCTION

In 2013, the Minnesota Department of Public Safety's Office of Traffic Safety retained Corona Insights to conduct a random telephone survey of Minnesotans for the purpose of examining the behaviors of Minnesotans with regard to a variety of traffic safety issues, as well as their awareness of various efforts to promote safer driving in the state. This survey will help to better understand the impacts that these efforts are having.

In addition to understanding the attitudes and behaviors of the state's population as a whole, the 2013 survey also sought to test how various groups of subpopulations differed in their responses. Specifically, the study was designed to examine how responses varied by age, gender, and geographic areas (i.e., urban and rural). In addition, the survey specifically examined findings for a key target of the traffic safety campaigns: young unmarried males (defined as males between the ages of 18 and 34 who are not currently married).

Finally, the 2013 survey data were compared with the 2012 survey data for examining changes across time.

REPORT LAYOUT

This report is divided into a number of major sections, which include the following:

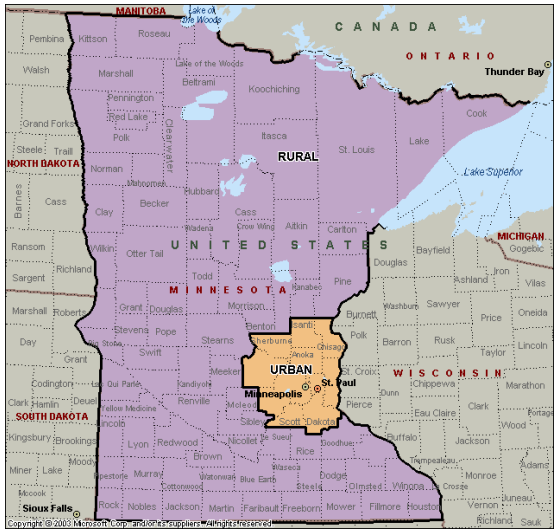
- **Background and Methodology –** This section provides a detailed description of the approach used for this project in terms of goals and methodologies used.
- **Summary of Key Findings –** This section contains a brief overview of the key findings and themes of the research.
- **Detailed Findings –** This section is divided into numerous subsections and focuses on the results of the research in each of the major question topic categories addressed in the survey.
- **Comparison of 2012 and 2013 Results –** This section contains the key and detailed findings of analyses that compare the results from the 2012 survey to those of the 2013 survey.
- **Appendix A: Respondent Demographics –** This appendix contains tables of demographic characteristics of survey respondents.
- **Appendix B: Open Ended Responses –** This appendix contains the unedited responses that survey respondents gave in response to the open ended questions.

- **Appendix C: Survey Instrument –** This appendix contains the actual survey instrument used for this study.
- **Appendix D: Detailed Weighting Methodology** – This final appendix contains a detailed description of the methodology used to weight responses.

SUBPOPULATION DEFINITIONS

As described previously, the study was designed to examine the attitudes and behaviors of the state's population as a whole and by key subpopulations. The following are the definitions to categorize respondents into the subpopulations used throughout this report.

- **Young unmarried males** - Young unmarried males are defined as males between ages 18 and 34 who are not currently married. This includes those who have never been married, but also a small percentage of those who are separated, divorced, or living with a partner.
- **Gender** – Respondents are categorized as male or female.
- **Age** – Respondents are divided between those who are ages 18 and 34 and those who are 35 or older.
- **Geographic area** – Respondents are classified as being in an urban or rural area based on their county. The map below shows the exact geographic areas that are defined as "urban" and "rural" for the purposes of this report.



METHODOLOGY

SURVEY INSTRUMENT DESIGN

The survey instrument for this study was developed through a collaborative process between Corona Insights and the Office of Traffic Safety. The Office of Traffic Safety prepared a rough draft of the questions that were desired to be included in the survey. Based on this draft, Corona made recommendations to improve the survey through minor question edits, revised ordering, and the addition of questions necessary to accommodate the sampling of cell phone users. Based on these recommendations, the team collaboratively decided on final revisions to the survey instrument.

SURVEY IMPLEMENTATION

All surveys were conducted via telephone between July 1st and July 30th, 2013 through a randomly generated sample of telephone numbers. The telephone sample included both landlines and cell phones (with no fewer than 51 percent of responses gathered from the cell phone sample). The specific number of respondents in each of the various subpopulations examined is shown in the following table:

Audience	Total Completed Surveys
Total Population	**945**
Subpopulations	
Young Unmarried Males (ages 18-34)	220
Urban	504
Rural	441
Males	587
Females	358
Adults 18-34	315
Adults 35+	630

➔ The proportion of cell phone to landline surveys was determined based on NHIS (National Health Interview Survey) data for "cell only" and "cell mostly" households. Dual users (i.e., households who have both cell phones and landlines) were not excluded from the cell sample, nor were they excluded from the landline sample.

WEIGHTING

Telephone surveys, like any other type of survey, do not precisely reflect the entire population when merely summed and totaled. Older residents, for example, are more likely to respond to telephone surveys than are younger residents. In this particular survey young unmarried males and rural residents were over sampled to ensure adequate representation. Because of different response probabilities among single- and dual-users (i.e. individuals who use only cell or landline phones vs. those who use both) within each sample, we also had to weight each sample individually for single- and dual-users using NHIS population data. A compositing estimator (another kind of weight to account for selection probability of single- and dual-users) was then used to combine data from landline and cell samples.

After those initial weighting and combining steps, the study team developed a final unique weighting factor for every single respondent that adjusted that person's representation in the survey data. Weights are based on four variables: region (urban/rural), gender, age (three categories: 18-34, 35-54, 55+), and telephone service by area (rural landline-only, rural dual, rural cell-only, urban landline-only, urban dual, urban cell-only). Telephone usage (i.e., landline-only, landline-mostly, dual use, cell-mostly, cell-only) was not used as a weighting variable because it has not been found to reduce bias compared to telephone service alone, and it results in a larger design effect.

Population estimates for region, gender, and age were obtained from the 2011 American Community Survey conducted by the U.S. Census. Population estimates for telephone service in Minnesota were obtained from National Health Statistics Reports, 2012. Cell weighting is not possible because estimates of telephone service by region, gender, and age are not available. Therefore, a process of iterative marginal weighting (i.e., raking or Random Iterative Method weighting) was used to develop weights for each respondent. Sixteen iterations were performed to allow convergence.

The responses of those respondents who have traits that were underrepresented in the group of survey participants were therefore weighted more heavily than those whose traits were overrepresented among the survey participants. For this reason, the survey findings represent a much more complex, but also more accurate analysis than would a mere tabulation of the raw data.

See Appendix D for a more detailed description of the methodology used to derive the weights used for this study.

MARGIN OF ERROR

A total of 945 surveys were completed during the survey period, resulting in an overall adjusted margin of error of (plus or minus) 3.8 percent with a 95 percent confidence level. Margins of error take into account the weighting factors.

During the course of the survey, Corona recorded information on several attributes of survey respondents, including their gender and geographical region. It is possible to segment findings among these groups with varying degrees of confidence; this report provides information for each question for the total population, as well as unmarried males age 18-34, gender breakdowns (male vs. female), geography (urban vs. rural), and age (under 35 vs. 35 and over).

Shown below is a table of the margins of error (with a 95 percent confidence level) for each segment. Margins of error are also corrected for the weighting effect, which will reduce the margin of error in proportion to the size of the weights required.

Margins of Error (MoE) by Segment

Subpopulation	Survey Respondents	95% MoE
Statewide 18+	945	± 3.8%
Unmarried males age 18 to 34	220	± 6.7%
Males	587	± 4.8%
Females	358	± 5.8%
Rural	441	± 5.5%
Urban	504	± 5.2%
Adults 18-34	315	± 6.6%
35 and over	630	± 4.4%

(Smaller margins of error represent more confidence in the findings.)

SUMMARY OF KEY FINDINGS

Readers are encouraged to review the tables in the following pages for a full overview of how respondents answered the various questions included in the survey. However, the following is a brief discussion of some of the key findings and implications of the survey.

SEAT BELT BEHAVIORS AND ENFORCEMENT AWARENESS

Narrative: Seat belt non-use is predominantly a "male," and a "young unmarried male" issue. However, recognition of seat belt enforcement related messages is fairly evenly spread across respondent subpopulations, which indicates that those who are less likely to wear their seat belts are not necessarily receiving or heeding messages in proportion to their need. This may be particularly important given that males and young unmarried males appear to be less likely to perceive they will receive a ticket for not wearing a seat belt.

Several key findings related to seat belt use and enforcement awareness are given below.

1. **Males and young unmarried males are less likely to wear their seat belts "all of the time."** Ninety one (91) percent of all statewide respondents self-report wearing their seat belts "all of the time." This includes 97 percent of females who report this and 84 percent of males, a statistically significant difference. In addition, only 82 percent of young unmarried males report this behavior versus 92 percent of all "other" respondents. *Source: Exhibit 1*

2. **About one half of statewide respondents have seen or heard about recent seat belt law enforcement by police.** When asked if they are aware of law enforcement efforts within the past 30 days, 49 percent of respondents indicate they are. When results are examined by subpopulations by area, gender, age and young unmarried males (vs. "others), there are no statistically significant differences observed. *Source: Exhibit 2*

3. **Males and young unmarried males are less likely to perceive they will get a ticket for not wearing a seat belt.** Perhaps a key reason for the finding in number one above, both males and young unmarried males are statistically significantly less likely than their female or "other" counterparts to feel they are "very likely" to get a ticket for not wearing their seat belt. Only 27-33 percent of these male audiences perceive a "very likely" chance versus 39 percent of statewide respondents. In a separate finding, it should also be noted that urban respondents are statistically less likely than rural respondents (35 percent versus 45 percent) to perceive being very likely to be ticketed in this situation. *Source: Exhibit 4*

SPEEDING BEHAVIORS AND ENFORCEMENT AWARENESS

Narrative: Similar to seat belt use, speeding is a behavior that is more common among young drivers and males, including the specific young unmarried male subpopulation. Perceptions of getting a ticket for speeding, however, are greater among females and young drivers. Thus, perceptions of risk may need to be increased with males, through messaging or otherwise.

Several key findings related to speeding while driving are given below.

4. **Young drivers and males are more likely to speed "most of time" in highway driving.** Both young drivers (under 35) and males, including young unmarried males, are more likely to speed on a road with a speed limit of 65 miles per hour. Each of these groups is about twice as likely as its respective counterpart group to indicate they speed in this case. Compared with statewide respondents among whom nine percent indicate they speed "most of the time," 17 percent of young unmarried males indicate this behavior and 12-13 percent of both males and young drivers also indicate this. *Source: Exhibit 6*

5. **Awareness of speeding enforcement efforts is consistent across subpopulations, though females and young drivers are more likely to perceive a greater likelihood of getting a ticket if they driver over the speed limit.** Awareness of speed enforcement by police is stated by 47 percent of statewide respondents and is somewhat consistent across subpopulations. In terms of subpopulations' perceptions of being ticked for driving over the speed limit, females are statistically more likely than males to perceive this chance (35 percent "very likely" versus 21 percent) and younger respondents (under 35) are more likely than older respondents (36 percent versus 25 percent). Females are also statistically more likely than males (67 percent versus 54 percent) to believe they can only drive 1-5 miles per hour over the speed limit before they risk the chance of being pulled over. *Source: Exhibits 7, 8 and 9*

IMPAIRED DRIVING BEHAVIORS AND ENFORCEMENT AWARENESS

Narrative: A large difference in drinking and driving behaviors among subpopulations exists between males and females. Males are much more likely to self-report drinking and driving in the past 30 days. Females, however, are more likely than males to believe that someone will get arrested for driving after they have been drinking. As observed with awareness of seat belt enforcement efforts and speeding enforcement efforts, awareness of impaired driving enforcement is relatively even among a majority of statewide respondents.

Several key findings related to impaired driving are given below.

6. **Males are most likely to drive after drinking.** Males are statistically more likely than females to indicate driving a vehicle within two hours after drinking alcohol, as well as at higher frequencies in the past 30 days. Twenty two (22) percent of male respondents indicate they have engaged in this behavior at least once in the past 30 days versus just eight percent of females. This behavior by males is the most frequent among several subpopulations examined. Urban drivers as a group are statistically more likely than rural drivers to drive after drinking, though to a lesser extent. *Source: Exhibit 11*

7. **The vast majority of statewide respondents believe it is at least "somewhat likely" that someone will get arrested for driving after they drink.** Eighty eight (88) percent of statewide respondents perceive someone who drives after drinking is at least "somewhat likely" of being arrested. Out of these, 37 percent perceive this chance to be "very likely." Females and younger (under 35) respondents are statistically more likely than their male and older counterparts to also believe this chance is "very likely." Females are 10 percentage points more likely to believe this versus males (42 percent versus 32 percent) and 49 percent of younger respondents believe this versus 32 percent among their older counterparts. *Source: Exhibit 12*

8. **A vast majority of respondents are aware of recent impaired driving enforcement efforts.** Seventy one (71) percent of statewide respondents overall have recently noticed impaired driving enforcement efforts. No statistically significant difference in awareness among gender, age or areas-specific subpopulations exist, however.

   In a separate question about personal experience driving through an area of increased police enforcement in the past 30 days, urban respondents are more likely to indicate this, along with younger (under 35) drivers. Twenty seven (27) percent of statewide respondents overall indicated this personal observation. *Source: Exhibits 14 and 16*

MESSAGING AND COMMUNICATIONS

Narrative: Click It or Ticket is the most often recalled slogan. The seat belt-related Click It or Ticket slogan is slightly more likely to be recalled by young and rural respondents when compared with older and urban respondents, respectively. The second-most recalled slogan is the impaired driving message, Friends Don't Let Friends Drive Drunk. Overall, TV is the most common source cited for recall of traffic safety slogans. Billboards/signs are the next most likely source, overall, for slogans that are recalled.

A couple key findings related to messaging and message sources are given below.

9. ***Click It or Ticket* is the slogan with the highest recall in the past 30 days and is more likely recalled by certain subpopulations.** Nearly three-quarters (72 percent) of respondents recall seeing or hearing the Click It or Ticket slogan in the past 30 days. Rural respondents are more likely (79 percent versus 67 percent) to recall hearing or seeing this slogan than their urban respondents. Also, younger respondents (ages 18-34) are more likely to recall this slogan versus older respondents (83 percent versus 68 percent).

   Friends Don't Let Friends Drive Drunk is the second-highest recalled slogan statewide (by 65 percent of respondents). Rural respondents are statistically more likely to recall this slogan versus urban respondents (71 percent versus 61 percent).

   A few other drinking and driving slogans are recalled by at least half of statewide respondents, and include: Look Twice for Motorcyclists (57 percent); You Drink, You Drive, You Lose (51 percent); Share the Road (50 percent); and Drive Sober or Get Pulled Over (50 percent). *Source: Exhibit 18*

10. **Seat belt enforcement efforts, drinking and driving enforcement efforts, and traffic safety slogans are mostly recalled via TV in unaided responses.** Television is the primary source for recall of traffic safety efforts and slogans. It is most commonly mentioned for recognition of a traffic safety slogan (67 percent), followed by drinking and driving enforcement efforts (51 percent) and seat belt enforcement efforts (51 percent). For slogans, television is mentioned by a statistically significant higher percentage of older respondents (over 35) versus younger. Otherwise, no statistically significant differences are observed among subpopulations examined for drinking and driving or seat belt enforcement communications.

    Electronic road signs are recalled by 27-29 percent of respondents for either communicating seat belt enforcement efforts or drinking and driving enforcement efforts, and more likely to be recalled by urban respondents. These signs are the second-most common mentioned source behind TV for drinking and driving messages and third-most common (behind TV and billboards/signs) for seat belt messages.

    Billboards/signs are the second-most common source behind TV for slogans, with 42 percent of respondents recalling these as a source. *Source: Exhibits 3, 15 and 19*

ADDITIONAL ANALYSES

Narrative: Young respondents and young unmarried males are much more likely to talk on a cell phone or text while driving. This occurs despite the fact that young respondents, in general, are more aware of the texting while driving law than older respondents (86 percent versus 75 percent). This appears to imply that the mere presence of a law, in of itself, does not act as a deterrent. It should be noted, however, that the frequency of texting while driving within a prior seven day period is self-reported at roughly half the rate of talking on a cell phone while driving.

Several key findings related to additional analyses are given below.

11. **Young respondents are much more likely to talk on a cell phone while driving, or text while driving.** Young respondents (ages 18-34) and young unmarried males are most likely to talk on their cell phone or text while driving. In the past seven days, young unmarried males report an average of 6.8 times talking on their cell phone while driving and the group of all young respondents (under 35) reports an average of 7.6 times during this period. Texting is slightly less common, although young unmarried males report this activity an average of 3.8 times in the past week and the group of young respondents reports this an average of 2.6 times. *Source: Exhibits 21 and 22*

12. **There is reasonably high awareness of the texting while driving law in Minnesota.** Overall, 79 percent of respondents are aware of this law. Young respondents under age 35 are statistically more aware of the law than those 35 and over (86 percent versus 75 percent) and males are more likely than females to be aware (83 percent versus 75 percent). All younger subpopulations (across gender and geographic area), including young unmarried males, generally indicate higher awareness of this law than their older counterparts, though these differences are not statistically significant in all cases. *Source: Exhibit 23*

13. **Awareness, risk perception and actual behavior tend to be consistent across traffic safety issues.** Generally speaking, respondents who are aware of one type of messaging for a traffic safety issue (e.g. seat belt use) are likely to also be aware of messaging for additional

traffic safety issues (e.g. drinking and driving and speeding). This pattern also holds true for risk perception and (good) behavior. Overall, there is a slightly stronger relationship between perceived risk and (good) behavior than there is for messaging awareness and behavior. *Source: Section 1*

DETAILED FINDINGS

TABLE INTERPRETATION

Throughout this report, a relatively consistent format is used to present the results of each question. The following is a general description of how to interpret these tables.

- In each table, the row heading contains all of the answers given by respondents to the question. The column heading contains each of the various subpopulations being examined (i.e., males, females, urban respondents, rural respondents, etc.). Therefore, the distribution of answers to each question is shown in each column.

- The "sample size" row contains the total number of respondents in each category who answered the question. This number will vary slightly from question to question in cases where the question was only asked to a subset of respondents.

- The "X^2 (chi-square) result" row contains the results of a chi-square test for relationships between the demographic category being examined (e.g., gender) and the question being asked. In other words, this test identifies whether the variations in question responses are related to variations in group membership. This test was conducted at the 95 percent confidence level with three possible results as defined below:
    - *Different* – There is evidence (at the 95 percent confidence level) that there is a relationship between the demographic characteristic being examined and the question's results. In other words, the two groups have "different" response patterns.
    - *Not Different* – There is evidence (at the 95 percent confidence level) that there is *not* a relationship between the demographic characteristic being examined and the question's results. In other words, the two groups have the "same" response patterns.
    - *Inconclusive* – The results of the chi-square test are "inconclusive" at the 95 percent confidence level.
- Each analysis cell contains the percentage of respondents of each type who gave each answer. In addition, a z-test was conducted between individual responses to identify whether one group was significantly more (or less) likely to select a response. In cases where the two groups being examined were significantly more (or less) likely to select a response, an asterisk (*) is shown between the two percentages. All z-tests were conducted at the 95 percent confidence level.
- Figures in all tables have been rounded for reporting purposes. Occasionally, a column may not add exactly to 100 percent for this reason.
- As an example, consider the sample analysis table shown on the following page.
- "Word clouds" are used to provide a glimpse at open-ended responses. These visualizations show words mentioned more frequently by respondents in larger fonts and words mentioned less frequently in smaller fonts. The colors used are for clarity in reading only.

Sample Analysis

		Target Group		Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	945	220	725	504	441	587	358	315	630
X^2 Result		Inconclusive		Different		Different		Different	
Car	56%	64%	55%	62%*	48%	51%	61%*	64%*	53%
Van or minivan	10%	4%	11%†	8%	12%	8%	12%†	7%	11%
Motorcycle	1%	2%	1%	0%	1%	1%†	-	1%	1%
Pickup truck	13%	13%	13%	9%	19%*	23%*	4%	13%	14%
Sport Utility Vehicle	16%	9%	17%†	16%	16%	12%	19%*	12%	18%†
Other	0%	1%	0%	0%	1%	1%	0%	0%	0%
Other truck	1%	1%	1%	0%	1%	1%†	-	0%	1%
Never drive	2%	6%†	2%	3%	2%	2%	3%	3%	2%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

As shown in the table above, 56 percent of all respondents most frequently drove a car. In addition, there were differences observed between respondents of different areas, genders, and ages (as evidenced by the results of the chi-square test). More specifically, urban respondents were more likely to drive a car than rural respondents (based on the presence of an asterisk in that result); females were more likely to drive a car than males; and younger respondents were more likely to drive a car than older respondents. Other significant differences can be observed in the other response categories indicated by an asterisk above. A † indicates that the data are significant but at a weaker level than the asterisk. Although the pattern of data suggests that a difference exists between groups marked with a †, the weaker significance level means that there is still a possibility that this difference is purely due to chance. Thus we label those differences as "Inconclusive".

SECTION 1: OVERARCHING FINDINGS (INTERRELATED AREAS)

In addition to the various analyses of subpopulations presented previously in this report, the research team also examined how responses to some of the survey's questions related to responses of other questions, especially those across the spectrum of awareness, perceptions and behaviors. We present an overview of some of these findings below.

- **Respondents who are aware of DWI messaging are somewhat likely to be aware of other traffic safety messaging.** Similar to findings in this analysis in 2012, there is a significant proportion of respondents who are aware of DUI enforcement messaging who are also highly likely to be aware of messaging for one or both of the two other primary traffic safety issues addressed (i.e. speeding and seat belts). This shows the reality that awareness, where it exists, is likely in some cases to exist across the spectrum of these traffic safety issues.

Awareness	Pct
ALL	23%
SB/SP	3%
SB/DWI	16%
SP/DWI	17%
SB	6%
SP	4%
DWI	15%
NONE	16%

- The table to the right illustrates the percentage of respondents who are aware of all three types of messaging, none of the three, or some combination thereof. A vast majority of respondents (84 percent) had heard of at least some types of messaging, though just short of one in four (23 percent) were aware of all three types of messaging. Awareness is highest for DWI messaging (71 percent in total), while awareness for seat belt and speeding messaging are similar (48 and 47 percent, respectively). Although there is a hint of different awareness patterns between 2012 and 2013, these results are inconclusive.

- **There appears to be a very strong correlation between perceptions of the risk of getting a ticket (or arrested) for various behaviors.** Similar to the above, a solid majority of respondents who believe that the risk of them being cited for not wearing a seat belt is high also believe that the risk of their being cited for speeding or driving under the influence is high as well. Thus, the perception of risk for unacceptable driving behaviors tends to be more "global," thereby applying across the three major traffic safety issues, regardless of whether this risk perception is high or low.

Perceived Risk	Pct.
ALL	58%
SB/SP	2%
SB/DWI	10%
SP/DWI	13%
SB	3%
SP	3%
DWI	8%
NONE	4%

- The table to the right shows the percentages of respondents who believe they would be at least "somewhat likely" to be cited for the three behaviors, none of the three behaviors, or some combination thereof. Over half (58 percent) of respondents felt that they would be at least "somewhat likely" to be cited for all three behaviors while very few (4 percent) felt that they would be "very unlikely" to be cited for any of the three behaviors. Similar to findings above for awareness, more feel they would be penalized for DWI (89 percent) compared to speeding (76 percent) or seat belt offenses (73 percent). Overall, the 2013 risk perceptions were similar to the 2012 risk perceptions. The only significant difference was that fewer people in 2013 perceived high risk of getting a ticket for both not wearing a seat belt and for speeding.

- **Those who exhibit good driving behaviors are more likely to also exhibit other good driving behaviors.** Again, as shown, there is a strong correlation between those who wear their seat belts and those who don't drink and drive. As was seen previously, some individuals are simply more risky with their behaviors, and that attitude manifests itself across the undesirable behaviors.

- The table to the right illustrates the percentage of respondents who exhibit each of the three "good" behaviors. That is, people who wear their seat belt "all of the time," who "never" drive more than 5 mph over the speed limit, and who have not driven after drinking in the past 30 days. Roughly one-fourth of respondents (28 percent) exhibited good behaviors in all three categories, and an additional 50 percent exhibited good behaviors in the two areas aside from speeding. Overall, respondents are the most likely to exhibit good behaviors with regard to seat belt use (91 percent), followed by DWI (85 percent) and speeding (31 percent). There were no significant differences in behavior in 2013 compared to 2012.

Good Behavior	Pct.
ALL	28%
SB/SP	2%
SB/DWI	50%
SP/DWI	1%
SB	11%
SP	0%
DWI	6%
NONE	2%

- **Behaviors are more strongly correlated with perceived risk than with awareness of messaging.** Using the information discussed above for overall awareness, the research team created a "score" for each respondent based on their responses for awareness, perception of risk, and good behavior across all three behavior categories. In other words, this score evaluated how aware a person is overall (A), how they asses risk of enforcement (R), and how well they behaved (B) in general. Using these scores, respondents are classified as having a "high" score if they are in the top one-third (roughly) of all respondents in that category.

- The table to the right illustrates the results of this analysis, though readers should use caution in interpreting these raw percentages given that the scoring system is somewhat arbitrary in nature. However, this analysis is useful in that it illustrates a trend seen across the survey's results: those who perceive their risk to be higher are less likely to exhibit bad behaviors than those who are merely aware of the issue.

High Scores	Pct.
A/R/B	26%
A/R	14%
A/B	11%
R/B	18%
A	9%
R	8%
B	9%
NONE	6%

- **There are significant demographic differences between respondents who have high awareness, perception of risk, and good behaviors.** In addition to illustrating the correlation between perceived risk and behavior, this analysis was useful in identifying some key differences between respondents of various types. Not surprisingly, individuals who scored lowly in risk perception and good behavior are more likely to be young, unmarried, and male. Unlike 2012, however, there were no age, gender, or marital status differences for campaign awareness. Nor were there any racial or ethnic differences. Males, overall, were more likely to have high campaign awareness and yet score low on good behavior, regardless of whether they had high or low risk perceptions. Additionally, younger respondents and young unmarried males (approximately 20 percent of each of them) were more likely to have high campaign awareness, high risk perceptions, and yet scored low in terms of good behavior.

SECTION 2: SEAT BELT BEHAVIORS AND ENFORCEMENT AWARENESS

Exhibit 1
Seat Belt Usage Frequency
(How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle, or pick up?)

		Target Group		Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	945	220	725	504	441	587	358	315	630
X^2 Result		Different		Different		Different		Different	
All of the time	91%	82%	92%*	94%*	87%	84%	97%*	87%	92%
Most of the time	6%	12%†	6%	5%	8%	11%*	2%	9%†	5%
Some of the time	1%	3%	1%	0%	3%*	3%*	0%	2%	1%
Rarely	1%	2%	1%	1%	1%	1%	0%	1%	0%
Never	1%	1%	0%	0%	1%	1%	-	0%	1%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

SEAT BELT USE FREQUENCY IS STATISTICALLY DIFFERENT ACROSS ALL SUBPOPULATIONS OBSERVED

Ninety-one (91) percent of respondents, overall, report wearing their seat belts "all of the time." Young unmarried males are least likely to wear seat belts "all of the time," while females are most likely to wear their seat belts with this frequency. While 82 percent of young unmarried males wear their seat belts "all of the time," 97 percent of females report wearing their seat belt with this frequency.

When comparing responses across selected subpopulations, statistically significant differences are observed in each case. The largest difference observed in self-reported seat belt use was by gender. Females are more likely than males to report this behavior "all of the time" (97 percent versus 84 percent). The next largest difference was between young unmarried males and all others, where only 82 percent of the former report this frequency of seat belt use compared with 92 percent of all others. Differences observed by age group and area (i.e. urban versus rural) are also statistically significant, although smaller, with only a 5 to 7 percentage point difference in each case with rural and younger drivers being slightly less likely to report wearing their seat belts all of the time versus their counterparts.

Exhibit 1a
Seat Belt Usage Frequency by Detailed Subpopulations
(How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle, or pick up?)

		Area by Gender				Area by Age			
	Statewide	Urban Males	Urban Females	Rural Males	Rural Females	Urban <35	Urban 35+	Rural <35	Rural 35+
Sample Size (n)	945	308	196	279	162	168	336	147	294
X^2 Result		Different		Different		Not Different		Different	
All of the time	91%	88%	98%*	79%	95%*	91%	95%	80%	90%†
Most of the time	6%	10%*	1%	12%*	4%	6%	5%	15%	6%*
Some of the time	1%	0%	-	6%	1%	0%	-	4%	3%
Rarely	1%	1%	1%	1%	-	2%	0%	1%	1%
Never	1%	0%	-	2%	-	0%	0%	0%	1%

Exhibit 1a Continued
Seat Belt Usage Frequency by Detailed Subpopulations
(How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle, or pick up?)

		Area by Young Unmarried Males				Age by Gender			
	Statewide	Urban Y.U.M.	Urban Others	Rural Y.U.M.	Rural Others	<35 Males	<35 Females	35+ Males	35+ Females
Sample Size (n)	945	109	395	111	330	241	74	346	284
X^2 Result		Different		Not Different		Different		Different	
All of the time	91%	85%	95%*	77%	88%	80%	94%*	86%	98%*
Most of the time	6%	11%	5%	13%	8%	14%	5%†	9%*	1%
Some of the time	1%	1%*	-	6%	3%	4%	-	2%	1%
Rarely	1%	2%	1%	3%	0%	2%	1%	1%	-
Never	1%	1%	0%	1%	1%	1%	-	1%	-

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

MALE AND RURAL SUBPOPULATIONS ARE LESS LIKELY TO WEAR THEIR SEAT BELTS

When compared with females subpopulations, all male subpopulations examined including urban males, rural males, and males in both age groups are statistically less likely than their female counterparts to indicate that they wear their seat belts "all of the time." In all cases, the difference between these subpopulations is more than 10 percentage points.

Out of all subpopulations, the groups least likely to indicate they wear their seat belts "all of the time" all include some segment of males: rural males, rural young drivers, rural young unmarried males, and young males. Seventy seven to 80 percent of those in each of these groups report this frequency of seat belt use versus 91 percent of respondents overall.

Exhibit 1b
Seat Belt Usage Frequency by Vehicle Type Driven
(How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle, or pick up?)

	Statewide	Car	Van	Truck	SUV	Other
Sample Size (n)	945	522	87	139	146	51
All of the time	91%	92%	94%	76%	94%	94%
Most of the time	6%	6%	5%	16%	4%	3%
Some of the time	1%	1%	1%	6%	1%	1%
Rarely	1%	1%	-	0%	1%	2%
Never	1%	0%	1%	2%	-	1%

PICKUP TRUCK DRIVERS ARE LESS LIKELY TO WEAR SEAT BELTS ALL OF THE TIME

While 91 percent of respondents, overall, indicate they wear their seat belts all of the time, 76 percent of pickup truck drivers indicate this. Instead, higher proportions of pickup truck drivers indicate "most of the time," or "some of the time."

Given that pickup driver respondents are more likely male than female by about a five-to-one ratio (Exhibit 26), and rural, these factors likely play a role in pickup truck drivers' lack of seat belt use.

Exhibit 2
Awareness of Seat Belt Enforcement Efforts
(In the past 30 days, have you read, seen, or heard anything about seat belt law enforcement by police?)

		Target Group		Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	945	220	725	504	441	587	358	315	630
X^2 Result		Not Different		Not Different		Not Different		Not Different	
Yes	49%	51%	48%	48%	50%	51%	46%	53%	47%
No	49%	47%	49%	49%	48%	46%	52%	44%	51%
Don't know	3%	3%	3%	3%	2%	3%	2%	3%	2%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

THERE ARE NO STATISTICALLY SIGNIFICANT DIFFERENCES AMONG MAJOR SUBPOPULATIONS IN AWARENESS OF RECENT SEAT BELT ENFORCMENT EFFORTS

Statewide, respondents are split evenly in terms of whether they are aware of recent seat belt enforcement efforts. When examining subpopulation groups, no statistically significant differences are observed. Otherwise, slightly lower proportions of urban, female and older (35+) respondents report they are aware of recent seat belt law enforcement efforts than their counterparts. Just one statistically significant difference is observed at the individual response level, in which females are more likely to indicate they have not heard or seen anything about these efforts than males (52 percent versus 46 percent).

Exhibit 2a
Awareness of Seat Belt Enforcement Efforts by Detailed Subpopulations
(In the past 30 days, have you read, seen, or heard anything about seat belt law enforcement by police?)

		Area by Gender				Area by Age			
	Statewide	Urban Males	Urban Females	Rural Males	Rural Females	Urban <35	Urban 35+	Rural <35	Rural 35+
Sample Size (n)	945	308	196	279	162	168	336	147	294
X^2 Result		Not Different		Not Different		Not Different		Not Different	
Yes	49%	50%	46%	53%	47%	53%	45%	53%	49%
No	49%	46%	52%	46%	51%	42%	52%†	47%	49%
Don't know	3%	4%	3%	1%	2%	4%	3%	0%	2%

Exhibit 2a Continued
Awareness of Seat Belt Enforcement Efforts by Detailed Subpopulations
(In the past 30 days, have you read, seen, or heard anything about seat belt law enforcement by police?)

		Area by Young Unmarried Males				Age by Gender			
	Statewide	Urban Y.U.M.	Urban Others	Rural Y.U.M.	Rural Others	<35 Males	<35 Females	35+ Males	35+ Females
Sample Size (n)	945	109	395	111	330	241	74	346	284
X^2 Result		Not Different		Not Different		Not Different		Inconclusive	
Yes	49%	52%	47%	50%	50%	52%	54%	51%†	43%
No	49%	45%	50%	49%	48%	45%	44%	47%	55%
Don't know	3%	4%	3%	1%	2%	3%	2%	2%	3%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

NO STATISTICALLY SIGNIFICANT DIFFERENCES ARE OBSERVED IN AWARENESS OF SEAT BELT ENFORCEMENT EFFORTS

When examining more specific subpopulations, while no statistically significant differences are observed, some male subpopulations may be slightly more likely to be aware of recent enforcement efforts versus females. In addition, it generally appears that younger subpopulations, including young unmarried males, are more likely to be aware of these efforts versus their older subpopulation counterparts.

Overall, most subpopulation findings tend to resemble the finding in the overall population of a fairly equal split between having awareness versus no awareness.

Exhibit 3
Sources of Seat Belt Enforcement Awareness
(Where did you read, see, or hear that message?)

		Target Group		Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	469	111	358	249	220	304	165	162	307
X^2 Result		Not Different		Different		Inconclusive		Different	
TV	51%	47%	52%	47%	57%†	52%	51%	47%	54%
Radio	24%	27%	24%	19%	30%*	29%†	19%	25%	24%
Online ads or social media	2%	2%	2%	0%	4%†	2%	2%	3%	1%
Newspaper	11%	4%	12%	7%	17%*	11%	11%	4%	15%*
Billboard/signs	32%	33%	32%	35%	28%	28%	36%	40%*	28%
Personal observation/on the road	5%	5%	5%	5%	4%	4%	5%	5%	5%
Electronic Road Signs	27%	33%	26%	38%*	11%	28%	26%	30%	25%
Bar restroom	1%	-	1%	1%	1%	1%	1%	1%	1%
Twins	0%	-	0%	-	0%	-	0%	-	0%
Gas station ad	0%	1%	-	-	0%	0%	-	0%	
Other	7%	7%	7%	8%	6%	7%	7%	5%	8%
Don't know	1%	-	1%	1%	1%	1%	0%	-	1%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

TV IS THE MOST COMMON SOURCE MENTIONED, FOLLOWED BY BILLBOARDS, ELECTRONIC SIGNS AND RADIO

Half of statewide respondents and nearly equal proportions of all subpopulations examined are likely to cite TV as a source of enforcement messages with between 47-57 percent indicating this. Otherwise, roughly one-third of respondents cite billboards/signs and roughly one-quarter each cite electronic road signs and radio. Urban respondents are statistically more likely to cite electronic road signs and rural respondents are statistically more likely to cite radio and newspaper as sources for enforcement messages.

Exhibit 3a
Sources of Seat Belt Enforcement Awareness by Detailed Subpopulations
(Where did you read, see, or hear that message?)

		Area by Gender				Area by Age			
	Statewide	Urban Males	Urban Females	Rural Males	Rural Females	Urban <35	Urban 35+	Rural <35	Rural 35+
Sample Size (n)	469	157	92	147	73	89	160	73	147
X^2 Result		n/a		n/a		n/a		n/a	
TV	51%	46%	48%	59%	55%	45%	48%	50%	60%
Radio	24%	27%*	12%	31%	29%	19%	19%	33%	29%
Online ads or social media	2%	1%	-	4%	4%	1%	-	7%	3%
Newspaper	11%	7%	7%	17%	17%	3%	9%	6%	22%†
Billboard/signs	32%	27%	43%†	29%	26%	44%†	30%	34%	25%
Personal observation/on the road	5%	5%	5%	4%	5%	5%	5%	5%	4%
Electronic Road Signs	27%	42%	34%	10%	13%	39%	38%	17%	9%
Bar restroom	1%	-	1%	2%	-	2%	-	-	1%
Twins	0%	-	-	-	1%	-	-	-	1%
Gas station ad	0%	-	-	1%	-	-	-	1%	-
Other	7%	9%	7%	4%	8%	5%	9%	4%	6%
Don't know	1%	1%	0%	1%	1%	-	1%	-	1%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

Exhibit 3a Continued
Sources of Seat Belt Enforcement Awareness by Detailed Subpopulations
(Where did you read, see, or hear that message?)

		Area by Young Unmarried Males				Age by Gender			
	Statewide	Urban Y.U.M.	Urban Others	Rural Y.U.M.	Rural Others	<35 Males	<35 Females	35+ Males	35+ Females
Sample Size (n)	469	57	192	54	166	123	39	181	126
X^2 Result		n/a		n/a		n/a		n/a	
TV	51%	48%	47%	47%	58%	51%	43%	52%	55%
Radio	24%	23%	19%	34%	30%	34%†	16%	26%	21%
Online ads or social media	2%	3%	-	1%	4%	4%	3%	1%	1%
Newspaper	11%	2%	7%	7%	18%	3%	5%	15%	15%
Billboard/signs	32%	37%	35%	27%	28%	33%	48%	26%	30%
Personal observation/on the road	5%	5%	5%	5%	4%	4%	6%	5%	4%
Electronic Road Signs	27%	50%	37%	5%	12%	31%	30%	27%	23%
Bar restroom	1%	-	1%	-	1%	-	2%	1%	-
Twins	0%	-	-	-	1%	-	-	-	1%
Gas station ad	0%	-	-	3%	-	1%	-	-	-
Other	7%	4%	8%	13%	5%	8%	1%	6%	10%
Don't know	1%	-	1%	-	1%	-	-	1%	1%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

Note: This question was only asked to respondents who had seen such enforcement efforts (n=469).

YOUNG MALE SUBPOPULATIONS ARE ESPECIALLY LIKELY TO REPORT ELECTRONIC ROAD SIGNS AS A SOURCE

When examining sources by specific subpopulations, urban males appear more likely to notice electronic road signs (42 percent versus 27 percent of overall respondents) as well as urban young unmarried males (50 percent versus 27 percent of overall respondents). In contrast, rural young unmarried males, on the other hand appear slightly more likely to hear messages on radio.

Otherwise, statistically significant differences are observed among urban female and urban young subpopulations who are more likely than their counterparts to report seeing billboards as a source for messages.

Exhibit 4
Perceived Likelihood of Being Ticketed for not Wearing a Seat Belt
(How likely do you think you are to get a ticket if you don't wear your seat belt?)

		Target Group		Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	945	220	725	504	441	587	358	315	630
X^2 Result		Different		Different		Different		Not Different	
Very likely	39%	27%	41%*	35%	45%*	33%	46%*	36%	41%
Somewhat likely	33%	38%	33%	34%	32%	34%	33%	37%	31%
Somewhat unlikely	15%	18%	14%	16%	13%	21%*	9%	16%	14%
Very unlikely	13%	17%	12%	15%†	10%	13%	13%	10%	14%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

STATISTICAL DIFFERENCES ARE OBSERVED BY GENDER AND AREA RELATED TO PERCEPTION OF BEING TICKETED FOR NOT WEARING A SEAT

Both females and rural respondents are more likely than their male and urban counterparts to perceive being "very likely" to be ticketed for not wearing a seat belt. In both cases, these respondents are between 10-13 percentage points more likely to perceive this. In addition, young unmarried males are statistically less likely than the group of "all other" respondents (27 percent versus 41 percent) to perceive being "very likely" to be ticketed.

Exhibit 4a
Perceived Likelihood of Being Ticketed for not Wearing a Seat Belt by Detailed Subpopulations
(How likely do you think you are to get a ticket if you don't wear your seat belt?)

		Area by Gender				Area by Age			
	Statewide	Urban Males	Urban Females	Rural Males	Rural Females	Urban <35	Urban 35+	Rural <35	Rural 35+
Sample Size (n)	945	308	196	279	162	168	336	147	294
X^2 Result		Different		Different		No Different		Not Different	
Very likely	39%	29%	41%*	38%	52%*	31%	37%	44%	46%
Somewhat likely	33%	35%	34%	32%	32%	37%	33%	38%	29%
Somewhat unlikely	15%	21%*	11%	20%*	6%	20%	14%	10%	14%
Very unlikely	13%	15%	15%	10%	10%	12%	16%	8%	11%

Exhibit 4a Continued
Perceived Likelihood of Being Ticketed for not Wearing a Seat Belt by Detailed Subpopulations
(How likely do you think you are to get a ticket if you don't wear your seat belt?)

		Area by Young Unmarried Males				Age by Gender			
	Statewide	Urban Y.U.M.	Urban Others	Rural Y.U.M.	Rural Others	<35 Males	<35 Females	35+ Males	35+ Females
Sample Size (n)	945	109	395	111	330	241	74	346	284
X2 Result		Not Different		Inconclusive		Inconclusive		Different	
Very likely	39%	27%	36%	26%	47%†	31%	41%	33%	47%*
Somewhat likely	33%	38%	34%	39%	31%	35%	40%	33%	30%
Somewhat unlikely	15%	19%	15%	17%	12%	21%†	11%	21%*	8%
Very unlikely	13%	16%	15%	18%	9%	13%	8%	13%	15%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

FEMALE SUBPOPULATIONS ARE STATISTICALLY MORE LIKELY TO BELIEVE THEY WILL BE TICKETED FOR NOT WEARING A SEAT BELT

Both urban females and rural females are statistically more likely (by 12-14 percentage points) to perceive being "very likely" to receive a ticket versus their male counterparts. These differences between females and males are 12-14 percentage points, overall. In addition, older females (35 and older) are statistically more likely to perceive this likelihood when compared with older males (47 percent versus 33 percent).

When compared with rural young unmarried males, all other rural respondents are statistically more likely to perceive a "very likely" chance of being ticketed. Just 26 percent of rural young unmarried males believe they will be ticketed for not wearing a seat belt.

Exhibit 4b
Perceived Likelihood of Being Ticketed for not Wearing a Seat Belt by Type of Vehicle Driven
(How likely do you think you are to get a ticket if you don't wear your seat belt?)

	Statewide	Car	Van	Truck	SUV	Other
Sample Size (n)	945	522	87	139	146	51
Very likely	39%	37%	50%	40%	39%	41%
Somewhat likely	33%	35%	24%	33%	36%	23%
Somewhat unlikely	15%	15%	11%	16%	14%	19%
Very unlikely	13%	13%	15%	11%	10%	17%

CAR DRIVERS ARE SLIGHTLY LESS LIKELY THAN OTHER DRIVERS TO PERCEIVE BEING VERY LIKELY TO BE TICKETED FOR NOT WEARING A SEAT BELT

Thirty seven (37) percent of car drivers indicate a perception of being very likely to be pulled over for not wearing their seat belt. This was a lower proportion than the statewide respondent sample overall (39 percent) and especially lower than van drivers, in particular, among half of whom perceive this likelihood.

Exhibit 5
Importance of Seat Belt Law being Primary
(How important do you think it is for the Minnesota Seat Belt Law to be Primary?)

		Target Group		Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	945	220	725	504	441	587	358	315	630
X^2 Result		Different		Not Different		Different		Different	
Very important	58%	39%	60%*	56%	61%	46%	70%*	51%	61%*
Fairly important	17%	21%	16%	17%	17%	18%	16%	21%†	15%
Just somewhat important	11%	17%	11%	13%	9%	16%*	7%	11%	12%
Not that important	14%	23%*	12%	14%	13%	20%*	7%	17%†	12%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

YOUNG AND MALE RESPONDENTS ARE LESS LIKELY TO CONSIDER THE SEAT BELT LAW BEING PRIMARY AS VERY IMPORTANT

Young unmarried males are least likely of all subpopulations examined to consider the Primary seat belt law as being "very important." While 60 percent of respondents who are not young unmarried males believe this, only 39 percent of young unmarried males do. This difference is statistically significant. Males in general (versus females) are less likely to consider this law as "very important" (46 percent versus 70 percent) as well as those under 35 years old versus 35 and over (51 percent versus 61 percent). Both of these differences are also statistically significant.

Otherwise, little difference in opinions exists between urban and rural respondents.

Exhibit 5a
Importance of Seat Belt Law being Primary by Detailed Subpopulations
(How important do you think it is for the Minnesota Seat Belt Law to be Primary?)

		Area by Gender				Area by Age			
	Statewide	Urban Males	Urban Females	Rural Males	Rural Females	Urban <35	Urban 35+	Rural <35	Rural 35+
Sample Size (n)	945	308	196	279	162	168	336	147	294
X^2 Result		Different		Different		Not Different		Different	
Very important	58%	43%	69%*	50%	71%*	52%	58%	49%	65%*
Fairly important	17%	19%	15%	17%	17%	20%	16%	23%	14%
Just somewhat important	11%	17%*	9%	14%*	5%	13%	13%	8%	10%
Not that important	14%	21%*	7%	20%*	7%	15%	13%	20%†	11%

Exhibit 5a Continued
Importance of Seat Belt Law being Primary by Detailed Subpopulations
(How important do you think it is for the Minnesota Seat Belt Law to be Primary?)

		Area by Young Unmarried Males				Age by Gender			
	Statewide	Urban Y.U.M.	Urban Others	Rural Y.U.M.	Rural Others	<35 Males	<35 Females	35+ Males	35+ Females
Sample Size (n)	945	109	395	111	330	241	74	346	284
X^2 Result		Inconclusive		Different		Different		Different	
Very important	58%	42%	58%†	34%	64%*	40%	62%*	48%	73%*
Fairly important	17%	19%	17%	24%	16%	20%	22%	17%	13%
Just somewhat important	11%	19%	12%	15%	9%	13%	9%	17%*	7%
Not that important	14%	21%	13%	27%†	12%	27%*	8%	18%*	7%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

FEMALE SUBPOPULATIONS ARE SIMILAR IN THEIR OPINIONS ON THE IMPORTANCE OF THE PRIMARY SEAT BELT LAW

When compared with their male counterparts, females in both urban and rural areas, and females in both age groups are statistically more likely to believe the Primary seat belt law is "very important." In all of these cases, differences between females and males is greater than 20 percentage points, suggesting a large gap in perceived importance of this law.

Otherwise, the older rural respondent population is statistically more likely to perceive this level of importance versus younger rural respondents (65 percent versus 49 percent).

SECTION 3: SPEEDING BEHAVIORS AND ENFORCEMENT AWARENESS

Exhibit 6
Speeding Frequency
(On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph?)

		Target Group		Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	945	220	725	504	441	587	358	315	630
X^2 Result		Different		Different		Different		Different	
Most of the time	9%	17%*	8%	10%	8%	12%*	6%	13%*	7%
Half the time	14%	18%	14%	16%†	11%	14%	14%	19%*	12%
Rarely	45%	42%	45%	46%	43%	48%	42%	44%	45%
Never	31%	23%	33%	27%	38%*	26%	37%*	23%	35%*
Don't know	1%	0%	1%	0%	1%	0%	1%	0%	1%
Refused	0%	0%	0%	0%	0%	1%	0%	1%	0%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

MALES AND YOUNGER DRIVERS ARE MORE LIKELY TO DRIVE FASTER THAN 70 MPH WITH A SPEED LIMIT OF 65 MPH

Speeding behavior is associated with younger age and males. Males are twice as likely as females to indicate they drive faster than 70 miles per hour in a 65 miles per hour zone "most of the time" (12 percent versus 6 percent). Young unmarried males are also twice as likely as "other" respondents to state this (17 percent versus 8 percent). Younger respondents (under 35) are twice as likely as their older counterparts to indicate this. All of these differences are statistically significant.

As a group, rural drivers are statistically less likely to speed with 38 percent of these drivers indicating they "never" speed compared with just 27 percent of urban drivers who state this.

Exhibit 6a
Speeding Frequency by Detailed Subpopulations
(On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph?)

		Area by Gender				Area by Age			
	Statewide	Urban Males	Urban Females	Rural Males	Rural Females	Urban <35	Urban 35+	Rural <35	Rural 35+
Sample Size (n)	945	308	196	279	162	168	336	147	294
X^2 Result		Different		Different		Different		Inconclusive	
Most of the time	9%	15%*	5%	7%	8%	14%†	8%	12%	6%
Half the time	14%	16%	17%	11%	11%	21%†	14%	16%	9%
Rarely	45%	46%	46%	50%*	36%	45%	47%	44%	43%
Never	31%	22%	32%†	31%	44%†	19%	31%*	29%	41%†
Don't know	1%	-	1%	1%	1%	-	1%	0%	1%
Refused	0%	1%	-	-	0%	1%	-	-	0%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

Exhibit 6a Continued
Speeding Frequency by Detailed Subpopulations
(On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph?)

		Area by Young Unmarried Males				Age by Gender			
	Statewide	Urban Y.U.M.	Urban Others	Rural Y.U.M.	Rural Others	<35 Males	<35 Females	35+ Males	35+ Females
Sample Size (n)	945	109	395	111	330	241	74	346	284
X^2 Result		Not Different		Inconclusive		Not Different		Different	
Most of the time	9%	17%	9%	17%†	7%	16%	10%	10%†	5%
Half the time	14%	20%	16%	14%	10%	16%	23%	13%	11%
Rarely	45%	41%	47%	43%	43%	45%	43%	49%	41%
Never	31%	21%	28%	25%	39%	21%	24%	28%	42%*
Don't know	1%	-	0%	1%	1%	0%	-	0%	1%
Refused	0%	1%	0%	-	0%	2%	-	-	0%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

SOME FEMALE AND OLDER RESPONDENT SUBPOPULATIONS ARE MORE LIKELY TO NEVER SPEED

Older females (35 and older) are statistically more likely than older males to indicate they "never" speed (42 percent versus 28 percent). Otherwise, when comparing across other subpopulation groups, urban females, rural females, and urban older respondents are groups that are each less likely than their male or younger counterparts to indicate speeding behavior.

Exhibit 7
Awareness of Speeding Enforcement Efforts
(In the past 30 days, have you read, seen or heard anything about speed enforcement by police?)

		Target Group		Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	945	220	725	504	441	587	358	315	630
X^2 Result		Not Different		Not Different		Not Different		Not Different	
Yes	47%	51%	47%	50%	43%	49%	45%	50%	46%
No	52%	49%	52%	50%	54%	51%	53%	50%	52%
Don't know	1%	0%	1%	1%	2%	1%	2%	0%	2%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

NO STATISTICALLY SIGNIFICANT DIFFERENCES ARE OBSERVED ACROSS MAJOR SUBPOPULATIONS

Overall, statewide respondents are nearly evenly split as to whether they have recently read, seen or heard anything about speed enforcement efforts by police in the past 30 days with slightly more than half indicating they have not. While rural, female and older subpopulations appear slightly less likely than their counterparts to have noticed these efforts, these differences are not statistically significant.

Just slightly more than half (51 percent) of young unmarried males recall these efforts versus 47 percent of statewide respondents.

Exhibit 7a
Awareness of Speeding Enforcement Efforts by Detailed Subpopulations
(In the past 30 days, have you read, seen or heard anything about speed enforcement by police?)

		Area by Gender				Area by Age			
	Statewide	Urban Males	Urban Females	Rural Males	Rural Females	Urban <35	Urban 35+	Rural <35	Rural 35+
Sample Size (n)	945	308	196	279	162	168	336	147	294
X^2 Result		Not Different		Not Different		Not Different		Not Different	
Yes	47%	53%	47%	44%	43%	52%	48%	47%	42%
No	52%	47%	52%	55%	53%	48%	51%	53%	55%
Don't know	1%	0%	1%	1%	3%	-	1%	0%	3%

Exhibit 7a Continued
Awareness of Speeding Enforcement Efforts by Detailed Subpopulations
(In the past 30 days, have you read, seen or heard anything about speed enforcement by police?)

		Area by Young Unmarried Males				Age by Gender			
	Statewide	Urban Y.U.M.	Urban Others	Rural Y.U.M.	Rural Others	<35 Males	<35 Females	35+ Males	35+ Females
Sample Size (n)	945	109	395	111	330	241	74	346	284
X^2 Result		Not Different		Not Different		Not Different		Not Different	
Yes	47%	57%	49%	41%	44%	54%	46%	46%	45%
No	52%	43%	51%	58%	54%	46%	54%	53%	52%
Don't know	1%	-	1%	1%	2%	0%	-	1%	3%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

NO SIGNIFICANT DIFFERENCES IN AWARENESS OF RECENT SPEED ENFORCMENT EFFORTS ARE OBSERVED AMONG DETAILED SUBPOPULATIONS

In general, males appear slightly more likely than females to be aware of recent efforts, and younger respondents appear to be more aware of these than older respondents. However, these differences are not statistically significant. Urban respondents may also be slightly more aware.

When considering young unmarried males, 57 percent of urban young unmarried males indicate awareness of recent speed enforcement efforts versus 47 percent of the statewide population or 49 percent of their urban "other" counterparts.

Exhibit 8
Perceived Likelihood of Being Ticketed for Speeding
(How likely do you think you are to get a ticket if you drive over the speed limit?)

		Target Group		Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	945	220	725	504	441	587	358	315	630
X^2 Result		Not Different		Not Different		Different		Different	
Very likely	28%	29%	28%	27%	30%	21%	35%*	36%*	25%
Somewhat likely	48%	51%	47%	47%	49%	51%	45%	49%	47%
Somewhat unlikely	12%	13%	12%	13%	11%	15%*	9%	6%	15%*
Very unlikely	10%	7%	10%	10%	9%	10%	9%	7%	11%
Don't know	2%	0%	3%	3%	2%	3%	2%	1%	3%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

FEMALE AND YOUNGER RESPONDENTS ARE MORE LIKELY TO BELIEVE THEY WILL BE TICKETED FOR SPEEDING

About one quarter (28 percent) statewide respondents believe they are "very likely" to be ticketed for speeding if they drive over the speed limit. Among subpopulations, females are statistically more likely than males to believe this (35 percent versus 21 percent) and younger respondents (under 35) are statistically more likely than older respondents to indicate this perception (36 percent versus 25 percent). Instead, males and older respondents are statistically more likely to believe being ticketed in this case is "somewhat unlikely."

Exhibit 8a
Perceived Likelihood of Being Ticketed for Speeding by Detailed Subpopulations
(How likely do you think you are to get a ticket if you drive over the speed limit?)

		Area by Gender				Area by Age			
	Statewide	Urban Males	Urban Females	Rural Males	Rural Females	Urban <35	Urban 35+	Rural <35	Rural 35+
Sample Size (n)	945	308	196	278	162	168	336	147	294
X^2 Result		Different		Different		Different		Inconclusive	
Very likely	28%	19%	34%*	24%	36%*	40%*	21%	31%	30%
Somewhat likely	48%	52%†	42%	49%	48%	44%	48%	58%†	45%
Somewhat unlikely	12%	16%†	10%	14%	8%	5%	17%*	8%	12%
Very unlikely	10%	10%	11%	12%	6%	10%	11%	3%	11%†
Don't know	2%	3%	3%	2%	1%	1%	4%	0%	2%

Exhibit 8a Continued
Perceived Likelihood of Being Ticketed for Speeding by Detailed Subpopulations
(How likely do you think you are to get a ticket if you drive over the speed limit?)

		Area by Young Unmarried Males				Age by Gender			
	Statewide	Urban Y.U.M.	Urban Others	Rural Y.U.M.	Rural Others	<35 Males	<35 Females	35+ Males	35+ Females
Sample Size (n)	945	109	395	111	330	241	74	346	284
X^2 Result		Not Different		Not Different		Different		Different	
Very likely	28%	31%	26%	26%	30%	28%	45%*	18%	31%*
Somewhat likely	48%	53%	46%	48%	49%	53%	46%	50%	44%
Somewhat unlikely	12%	11%	13%	16%	10%	9%†	3%	18%†	12%
Very unlikely	10%	5%	11%	9%	9%	8%	7%	12%	10%
Don't know	2%	-	3%	1%	2%	2%	-	3%	3%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

FEMALE SUBPOPULATIONS BY AREA AND BY AGE GROUP PERCEIVE A GREATER LIKELIHOOD OF RECEIVING A SPEEDING TICKET THAN THEIR MALE COUNTERPARTS

Rural females are significantly more likely than rural males (36 percent versus 24 percent) to perceive being "very likely" to receive a ticket if they drive over the speed limit. Similarly, urban females are more likely than urban males (34 percent versus 19 percent) to perceive being "very likely" to receive a speeding ticket.

Both younger female and older female subpopulation groups are also statistically more likely to indicate this when compared with their male counterparts with differences in these cases between 13 and 17 percentage points.

Exhibit 9
Perceived Level of Speeding at which Police would Stop a Vehicle
(How far over the speed limit do you think you can drive before a police officer would stop you for speeding?)

		Target Group		Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	945	220	725	504	44`	587	358	315	630
X^2 Result		Not Different		Different		Different		Not Different	
1-5mph	61%	54%	62%	57%	66%*	54%	67%*	57%	62%
6-10mph	36%	42%	36%	40%*	31%	42%*	31%	38%	36%
11-15mph	2%	3%	2%	2%	2%	3%†	1%	4%	2%
More than 15mph	1%	2%	1%	1%	1%	1%	0%	1%	1%
Mean response	6.3	6.7	6.2	6.5	6.0	6.7	5.9	6.6	6.1

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

MOST BELIEVE THEY CAN DRIVE 1-10 MILES PER HOUR OVER THE SPEED LIMIT BEFORE BEING STOPPED BY A POLICE OFFICER

A majority (61 percent) believe they can speed just 1-5 miles per hour over the speed limit before being stopped. Another 36 percent believe they can speed 6-10 miles per hour over the limit. These proportions are somewhat similar across subpopulations examined.

A couple statistically significant differences are observed by area and gender. Rural respondents are more likely than urban (66 percent versus 57 percent) to believe that just 1-5 miles over the speed limit is the limit. In addition, female respondents are more likely to perceive this than males (67 percent versus 54 percent).

Exhibit 9a
Perceived Level of Speeding at which Police would Stop a Vehicle by Detailed Subpopulations
(How far over the speed limit do you think you can drive before a police officer would stop you for speeding?)

		Area by Gender				Area by Age			
	Statewide	Urban Males	Urban Females	Rural Males	Rural Females	Urban <35	Urban 35+	Rural <35	Rural 35+
Sample Size (n)	945	308	196	279	162	168	336	147	294
X^2 Result		Different		Not Different		Not Different		Not Different	
1-5mph	61%	48%	65%*	61%	71%	56%	57%	60%	69%
6-10mph	36%	47%*	33%	34%	28%	39%	41%	37%	29%
11-15mph	2%	4%†	1%	3%	1%	4%	2%	3%	2%
More than 15mph	1%	1%	1%	2%	-	2%	0%	0%	1%
Mean response	6.3	6.9	6.1	6.4	5.6	6.7	6.4	6.3	5.9

Exhibit 9a Continued
Perceived Level of Speeding at which Police would Stop a Vehicle by Detailed Subpopulations
(How far over the speed limit do you think you can drive before a police officer would stop you for speeding?)

		Area by Young Unmarried Males				Age by Gender			
	Statewide	Urban Y.U.M.	Urban Others	Rural Y.U.M.	Rural Others	<35 Males	<35 Females	35+ Males	35+ Females
Sample Size (n)	945	109	395	111	330	241	74	346	284
X^2 Result		Not Different		Not Different		Not Different		Different	
1-5mph	61%	53%	57%	56%	68%	53%	62%	54%	70%*
6-10mph	36%	41%	40%	43%	29%	41%	35%	42%*	30%
11-15mph	2%	4%	2%	-	2%	5%	2%	3%	1%
More than 15mph	1%	2%	1%	1%	1%	1%	1%	1%	0%
Mean response	6.3	7.0	6.4	6.3	6.0	6.7	6.4	6.7	5.6

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

URBAN FEMALES AND OLDER FEMALES DIFFER SIGNIFICANTLY IN PERCEPTIONS OF HOW MUCH THEY CAN SPEED BEFORE BEING STOPPED

Urban females are statistically more likely (65 percent versus 48 percent) than their male counterparts to believe they can just speed 1-5 miles over the limit before being stopped. Urban males instead are statistically more likely than their female counterparts to believe they can speed 6-10 miles per hour over (47 percent versus 33 percent).

A similar pattern is observed when looking by age by gender. Older females (35 and older) are also statistically more likely than older males to indicate they can speed just the minimum of 1-5 miles per hour over the speed limit before being stopped. Older males are 12 percentage points more likely than older females to believe they can speed 6-10 miles per hour before being stopped- a statistically significant difference.

All other specific subpopulations do not vary significantly when compared with each other and are generally in-line with statewide results.

SECTION 4: IMPAIRED DRIVING BEHAVIORS AND ENFORCEMENT AWARENESS

Exhibit 10
Alcohol Use
(During the past 7 days have you had at least one drink of any alcoholic beverage, including liquor, beer, wine or wine coolers?)

		Target Group		Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	945	220	725	504	441	587	358	315	630
X^2 Result		Not Different		Different		Different		Not Different	
Yes	50%	55%	49%	54%*	44%	55%*	45%	47%	51%
No	50%	45%	50%	46%	56%*	44%	55%*	53%	48%
Don't know	0%	-	0%	0%	-	0%	-	-	0%
Refused	0%	-	0%	0%	0%	0%	-	-	0%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

HALF OF STATEWIDE RESPONDENTS INDICATE HAVING AT LEAST ONE DRINK IN THE PAST 7 DAYS

The proportions of those indicating they have had a drink in the past seven days and those who have not are equal. Statistically significant differences are observed by area and gender. Urban respondents are more likely to have had a drink versus rural respondents, and males are more likely to have had a drink in this time period versus females.

Exhibit 10a
Alcohol Use by Detailed Subpopulations
(During the past 7 days have you had at least one drink of any alcoholic beverage, including liquor, beer, wine or wine coolers?)

		Area by Gender				Area by Age			
	Statewide	Urban Males	Urban Females	Rural Males	Rural Females	Urban <35	Urban 35+	Rural <35	Rural 35+
Sample Size (n)	945	308	196	279	162	168	336	147	294
X^2 Result		Inconclusive		Inconclusive		Not Different		Not Different	
Yes	50%	59%†	49%	50%†	38%	51%	56%	41%	45%
No	50%	40%	51%†	49%	62%†	49%	44%	59%	54%
Don't know	0%	0%	-	-	-	-	0%	-	-
Refused	0%	0%	-	0%	-	-	0%	-	0%

Exhibit 10a Continued
Alcohol Use by Detailed Subpopulations
(During the past 7 days have you had at least one drink of any alcoholic beverage, including liquor, beer, wine or wine coolers?)

		Area by Young Unmarried Males				Age by Gender			
	Statewide	Urban Y.U.M.	Urban Others	Rural Y.U.M.	Rural Others	<35 Males	<35 Females	35+ Males	35+ Females
Sample Size (n)	945	109	395	111	330	241	74	346	284
X^2 Result		Not Different		Not Different		Inconclusive		Inconclusive	
Yes	50%	53%	54%	57%	43%	54%†	40%	56%†	47%
No	50%	47%	45%	43%	57%	46%	60%†	43%	53%†
Don't know	0%	-	0%	-	-	-	-	0%	-
Refused	0%	-	0%	-	0%	-	-	0%	-

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

WEAKER DIFFERENCES IN DRINKING BEHAVIOR ARE OBSERVED ACROSS SPECIFIC SUBPOPULATIONS

When looking at more specific subpopulations, there are no statistically significant differences observed. While urban and rural respondents are significantly different based on findings in Exhibit 10, weaker and/or no differences in subpopulations within these geographic areas exist.

Exhibit 11
Frequency of Driving after Drinking
(In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?)

		Target Group		Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	945	220	725	504	441	587	358	315	630
X^2 Result		Not Different		Different		Different		Not Different	
None	85%	80%	86%	83%	89%†	78%	92%*	83%	86%
1	6%	8%	6%	7%	5%	8%†	4%	6%	6%
2	5%	5%	5%	6%*	2%	7%*	2%	5%	4%
3	1%	2%	1%	1%	1%	2%	1%	2%	1%
4	0%	1%	0%	0%	1%	1%	-	0%	0%
5 times or more	2%	4%	2%	2%	2%	4%*	1%	2%	2%
Refused	0%	-	0%	0%	-	0%	-	-	0%
Mean response	0.5	0.8	0.4	0.5	0.4	0.8	0.2	0.6	0.4

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

MALES AND URBAN AREA RESPONDENTS DIFFER IN THEIR DRINKING AND DRIVING TENDENCIES

While there are either no or only weak statistically significant differences in the drinking behavior among several subpopulations observed in Exhibit 10a, there do exist differences in drinking and driving behaviors by gender and area as shown in Exhibit 11. Females are statistically more likely than males (92 percent versus 78) to indicate "none" as the number of times in the past 30 days that they have driven a vehicle within two hours of drinking. On the other hand, males are statistically more likely than females to indicate engaging in this behavior five or more times in the past 30 days.

Urban respondents, as a group, are statistically more likely than rural respondents to have exhibited drinking and driving behavior in the past 30 days.

Exhibit 11a
Frequency of Driving after Drinking by Detailed Subpopulations
(In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?)

		Area by Gender				Area by Age			
	Statewide	Urban Males	Urban Females	Rural Males	Rural Females	Urban <35	Urban 35+	Rural <35	Rural 35+
Sample Size (n)	945	308	196	279	162	168	336	147	294
X^2 Result		Different		Inconclusive		Not Different		Not Different	
None	85%	74%	91%*	84%	93%†	82%	83%	86%	90%
1	6%	10%*	4%	6%	4%	7%	7%	5%	5%
2	5%	9%†	4%	4%†	-	8%	6%	2%	2%
3	1%	2%	1%	2%	1%	2%	1%	2%	1%
4	0%	1%	-	1%	-	-	1%	1%	0%
5 times or more	2%	4%*	-	3%	2%	1%	3%	4%	2%
Refused	0%	0%	-	-	-	-	0%	-	-
Mean	0.5	0.9	0.2	0.6	0.3	0.5	0.5	0.7	0.3

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

Exhibit 11a Continued
Frequency of Driving after Drinking by Detailed Subpopulations
(In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?)

		Area by Young Unmarried Males				Age by Gender			
	Statewide	Urban Y.U.M.	Urban Others	Rural Y.U.M.	Rural Others	<35 Males	<35 Females	35+ Males	35+ Females
Sample Size (n)	945	109	395	111	330	241	74	346	284
X^2 Result		Not Different		Not Different		Different		Different	
None	85%	80%	83%	81%	90%	77%	90%*	79%	93%*
1	6%	9%	7%	7%	5%	11%*	2%	7%	5%
2	5%	5%	7%	5%	2%	7%	4%	7%*	2%
3	1%	2%	1%	1%	2%	3%	2%	2%	1%
4	0%	-	0%	2%	0%	1%	-	1%	-
5 times or more	2%	4%	2%	4%	2%	3%	2%	4%*	0%
Refused	0%	-	0%	-	-	-	-	0%	-
Mean	0.5	0.8	0.5	0.8	0.4	0.7	0.4	0.8	0.1

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

NEARLY ALL FEMALE SUBPOPULATIONS EXAMINED ARE LESS LIKELY TO DRINK AND DRIVE VERSUS THEIR RESPECTIVE MALE SUBPOPULATIONS

Females in urban areas are statistically less likely to drink and drive less often versus their male counterparts in these areas. Similarly, both female subpopulation groups by age (i.e. under the age of 35, and 35 and older) drink and drive significantly less often than their male counterparts. When age groups alone are compared in Exhibit 11 (under 35 versus 35+), however, there is no difference in self-reported drinking and driving behavior.

The young unmarried males group does not differ significantly in these self-reported drinking and driving behaviors when compared with all other respondents.

Exhibit 12
Perceived Likelihood of Being Arrested for Driving after Drinking
(How likely do you think it is that someone will get arrested if they drive after drinking?)

		Target Group		Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	945	220	725	504	441	587	358	315	630
X^2 Result		Not Different		Different		Different		Different	
Very likely	37%	44%	36%	35%	40%	32%	42%*	49%*	32%
Somewhat likely	51%	43%	52%	50%	53%	52%	50%	42%	55%*
Not likely	9%	11%	9%	12%*	5%	13%*	6%	8%	10%
Don't know	2%	3%	2%	3%	1%	3%	2%	2%	3%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

THE VAST MAJORITY OF RESPONDENTS STATEWIDE BELIEVE IT IS AT LEAST "SOMEWHAT LIKELY" SOMEONE WILL BE ARRESTED IF THEY DRIVE AFTER DRINKING

Eighty-eight (88) percent of statewide respondents believe it is at least somewhat likely someone will get arrested if they drive after drinking. This proportion includes 37 percent of statewide respondents who believe it is "very likely" that someone will get arrested for this behavior. Younger age respondents and females are statistically more likely than their counterparts to indicate this chance of being arrested is "very likely." In addition, rural respondents as a group are statistically more likely to believe an arrest will result when compared with urban respondents.

While young unmarried males are more slightly likely than "all other" respondents to believe an arrest will result, this difference is not statistically significant.

Exhibit 12a
Perceived Likelihood of Being Arrested for Driving after Drinking by Detailed Subpopulations
(How likely do you think it is that someone will get arrested if they drive after drinking?)

		Area by Gender				Area by Age			
	Statewide	Urban Males	Urban Females	Rural Males	Rural Females	Urban <35	Urban 35+	Rural <35	Rural 35+
Sample Size (n)	945	308	196	279	162	168	336	147	294
X^2 Result		Different		Not Different		Different		Different	
Very likely	37%	29%	41%*	37%	43%	47%*	30%	52%*	36%
Somewhat likely	51%	51%	49%	54%	52%	42%	54%†	43%	57%†
Not likely	9%	17%*	7%	7%	4%	10%	13%	5%	6%
Don't know	2%	3%	3%	2%	0%	2%	2%	1%	2%

Exhibit 12a Continued
Perceived Likelihood of Being Arrested for Driving after Drinking by Detailed Subpopulations
(How likely do you think it is that someone will get arrested if they drive after drinking?)

		Area by Young Unmarried Males				Age by Gender			
	Statewide	Urban Y.U.M.	Urban Others	Rural Y.U.M.	Rural Others	<35 Males	<35 Females	35+ Males	35+ Females
Sample Size (n)	945	109	395	111	330	241	74	346	284
X^2 Result		Not Different		Not Different		Inconclusive		Different	
Very likely	37%	40%	35%	49%	39%	46%	51%	26%	38%*
Somewhat likely	51%	45%	50%	38%	55%	40%	44%	57%	53%
Not likely	9%	11%	12%	10%	5%	11%†	4%	13%*	7%
Don't know	2%	4%	3%	2%	1%	2%	1%	3%	2%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

YOUNGER RESPONDENTS UNDER AGE 35 IN BOTH RURAL AND URBAN AREAS ARE STATISTICALLY MORE LIKELY TO PERCEIVE A LIKELY ARREST FOR DRINKING AND DRIVING

Across both urban and rural areas, a statistically significant difference between younger (under age 35) and older respondents (35 and over) is observed in perception of the likelihood of an arrest when a person is drinking and driving. Respondents under 35 years of age in both geographic areas are statistically more likely to believe it is "very likely" that someone will get arrested if they drive after drinking. The difference in each case is 16-17 percentage points.

A couple of other statistically significant differences were observed. Both urban females and older females are more likely than their male counterparts to believe the "very likely" chance of being arrested in this scenario. In each of these cases, the female subpopulation is 12 percentage points more likely to choose "very likely."

Exhibit 13
Perceived Likelihood of Being Stopped for Driving Drunk
(Suppose you drove a motor vehicle after drinking alcohol and the amount of alcohol in your body was more than what the law allows for drivers. How likely is it that the police would stop you?)

		Target Group		Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	945	220	725	504	447	587	358	315	630
X^2 Result		Not Different		Not Different		Different		Inconclusive	
Very likely	45%	46%	45%	44%	46%	35%	54%*	50%†	42%
Somewhat likely	40%	42%	40%	39%	42%	46%*	34%	38%	41%
Not likely	11%	10%	11%	13%	9%	14%*	8%	8%	13%†
Don't know	4%	3%	4%	4%	3%	4%	4%	4%	4%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

THE PERCEIVED LIKELIHOOD OF BEING STOPPED FOR DRIVING DRUNK

The vast majority (85 percent) of statewide respondents perceive they are "very likely" or "somewhat likely" to be stopped for driving after drinking and with a higher than legal amount of alcohol in their system. When comparing subpopulations, a statistically significant difference is observed by gender. In particular, female respondents are more likely (by a margin of 54 percent versus 35 percent) than male respondents to believe being stopped is "very likely." Males are more likely to choose "somewhat likely."

Exhibit 13a
Perceived Likelihood of Being Stopped for Driving Drunk by Detailed Subpopulations
(Suppose you drove a motor vehicle after drinking alcohol and the amount of alcohol in your body was more than what the law allows for drivers. How likely is it that the police would stop you?)

		Area by Gender				Area by Age			
	Statewide	Urban Males	Urban Females	Rural Males	Rural Females	Urban <35	Urban 35+	Rural <35	Rural 35+
Sample Size (n)	945	308	196	279	162	168	336	147	294
X^2 Result		Different		Different		Not Different		Not Different	
Very likely	45%	33%	54%*	39%	53%*	48%	42%	54%	43%
Somewhat likely	40%	45%†	34%	49%*	35%	38%	40%	38%	43%
Not likely	11%	18%*	8%	9%	9%	9%	15%	6%	10%
Don't know	4%	5%	4%	4%	3%	6%	4%	1%	4%

Exhibit 13a Continued
Perceived Likelihood of Being Stopped for Driving Drunk by Detailed Subpopulations
(Suppose you drove a motor vehicle after drinking alcohol and the amount of alcohol in your body was more than what the law allows for drivers. How likely is it that the police would stop you?)

		Area by Young Unmarried Males				Age by Gender			
	Statewide	Urban Y.U.M.	Urban Others	Rural Y.U.M.	Rural Others	<35 Males	<35 Females	35+ Males	35+ Females
Sample Size (n)	945	109	395	111	330	241	74	346	284
X^2 Result		Not Different		Not Different		Different		Different	
Very likely	45%	41%	44%	53%	45%	41%	59%*	32%	52%*
Somewhat likely	40%	47%	38%	33%	43%	43%	33%	48%*	35%
Not likely	11%	10%	13%	10%	9%	11%	5%	15%	10%
Don't know	4%	2%	5%	4%	3%	5%	3%	4%	4%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

FEMALES ARE STATISTICALLY DIFFERENT IN PERCEPTIONS, ACROSS GEOGRAPHIC AREAS AND ACROSS AGE GROUPS

Both urban and rural females are statistically more likely than their male counterparts to believe police will stop them for driving under the influence of alcohol. Also, both groups of females by age (i.e. under 35 and 35 and over) are more likely than their female counterparts to believe they will be stopped.

Exhibit 14
Awareness of Impaired Driving Enforcement Efforts
(In the past 30 days, have you read, seen, or heard anything about alcohol-impaired driving (or drunk driving) enforcement by police?)

		Target Group		Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	945	220	725	504	441	587	358	315	630
X^2 Result		Not Different		Inconclusive		Different		Not Different	
Yes	71%	71%	71%	73%†	67%	73%	68%	73%	70%
No	28%	29%	28%	25%	32%†	27%	29%	27%	28%
Don't know	1%	1%	1%	1%	1%	0%	2%*	0%	2%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

AWARENESS OF IMPAIRED DRIVING EFFORTS VARY BY GENDER

Overall, 71 percent of respondents report they recently had read, seen or heard about alcohol-impaired driving enforcement efforts by police in the past 30 days. When comparing across subpopulations, male respondents are statistically more likely to report not knowing whether they are aware of these recent efforts than their female counterparts. There was a weak difference between urban and rural respondents suggesting that those in urban areas were more aware of the impaired driving efforts. Although not significant, 73 percent of male respondents report recent awareness of these efforts (versus 68 percent of female respondents).

Exhibit 14a
Awareness of Impaired Driving Enforcement Efforts by Detailed Subpopulations
(In the past 30 days, have you read, seen, or heard anything about alcohol-impaired driving (or drunk driving) enforcement by police?)

		Area by Gender				Area by Age			
	Statewide	Urban Males	Urban Females	Rural Males	Rural Females	Urban <35	Urban 35+	Rural <35	Rural 35+
Sample Size (n)	945	308	196	279	162	168	336	147	294
X^2 Result		Not Different		Not Different		Not Different		Not Different	
Yes	71%	76%	70%	69%	65%	76%	72%	68%	66%
No	28%	23%	27%	31%	33%	24%	26%	32%	32%
Don't know	1%	0%	2%	-	3%	0%	2%	-	2%

Exhibit 14a Continued
Awareness of Impaired Driving Enforcement Efforts by Detailed Subpopulations
(In the past 30 days, have you read, seen, or heard anything about alcohol-impaired driving (or drunk driving) enforcement by police?)

		Area by Young Unmarried Males				Age by Gender			
	Statewide	Urban Y.U.M.	Urban Others	Rural Y.U.M.	Rural Others	<35 Males	<35 Females	35+ Males	35+ Females
Sample Size (n)	945	109	395	111	330	241	74	346	284
X^2 Result		Not Different		Not Different		Not Different		Different	
Yes	71%	77%	73%	61%	68%	71%	74%	74%†	66%
No	28%	22%	26%	39%	31%	28%	26%	26%	31%
Don't know	1%	1%	1%	-	1%	0%	-	0%	3%*

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

THERE ARE FEW SIGNIFICANT DIFFERENCES AMONG SUBPOPULATIONS IN AWARENESS OF THE RECENT DRUNK DRIVING ENFORCEMENT CAMPAIGN

Awareness levels of an alcohol-impaired driving enforcement campaign among most subpopulations are similar to the statewide rate of 71 percent. One statistically significant difference observed exists among older males (35 and over) versus their older female counterparts. While statistically significant, this difference of eight percentage points (74 percent versus 66 percent) is not a particularly large difference though it is one of the bigger differences observed between subpopulations.

There are no other statistically significant differences when examining responses across other detailed subpopulations.

Exhibit 15
Sources of Impaired Driving Enforcement Awareness
(Where did you see or hear these messages?)

		Target Group		Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	663	152	511	378	285	424	239	222	441
X^2 Result		Not Different		Different		Inconclusive		Different	
TV	51%	53%	51%	48%	56%	52%	51%	48%	53%
Radio	23%	27%	22%	18%	30%*	24%	21%	25%	22%
Online ads or social media	3%	3%	3%	2%	4%	2%	4%	4%	3%
Newspaper	12%	4%	13%	8%	19%*	10%	14%	6%	15%*
Billboard/signs	21%	22%	21%	25%*	15%	23%	20%	27%†	19%
Personal observation/on the road	5%	6%	5%	6%	4%	6%	4%	4%	6%
Electronic Road Signs	29%	32%	28%	41%*	9%	30%	27%	33%	27%
Bar restroom	1%	-	1%	1%	-	-	1%	2%†	-
Twins	0%	1%	0%	1%	-	0%	0%	0%	0%
Gas station ad	0%	2%	0%	0%	0%	1%	-	1%	0%
Other	4%	6%	4%	3%	6%	2%	7%†	4%	4%
Don't know	1%	1%	1%	0%	2%	1%	1%	0%	1%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

Note: This question was only asked to respondents who had seen such enforcement efforts (n=663).

TV, ELECTRONIC ROAD SIGNS, RADIO AND BILLBOARDS ARE COMMON SOURCES OF MESSAGES

Half of respondents (51 percent), overall, indicate seeing impaired driving messages on TV. Twenty nine (29) percent recall messages on electronic road signs, and 23 to 21 percent of respondents indicate they heard these messages on radio or billboards/signs respectively.

Most statistical differences in message source are observed by geographic region (though age groups examined are statistically different overall). Respondents in rural areas are statistically more likely than urban respondents to see or hear messages on traditional media including radio and newspaper. Urban respondents are statistically more much more likely to see impaired driving messages on electronic road signs or billboards.

Exhibit 15a
Sources of Impaired Driving Enforcement Awareness by Detailed Subpopulations
(Where did you see or hear these messages?)

		Area by Gender				Area by Age			
	Statewide	Urban Males	Urban Females	Rural Males	Rural Females	Urban <35	Urban 35+	Rural <35	Rural 35+
Sample Size (n)	663	241	137	183	102	129	249	93	192
X^2 Result		Not Different		Inconclusive		Inconclusive		Inconclusive	
TV	51%	50%	47%	54%	58%	48%	49%	47%	59%
Radio	23%	19%	17%	32%	27%	17%	18%	38%	26%
Online ads or social media	3%	2%	3%	3%	4%	4%	2%	3%	4%
Newspaper	12%	7%	9%	16%	22%	4%	10%†	10%	22%†
Billboard/signs	21%	27%	24%	16%	14%	30%	12%	21%	13%
Personal observation/on the road	5%	6%	6%	7%	1%	5%	6%	2%	5%
Electronic Road Signs	29%	43%	39%	11%	8%	44%	39%	12%	8%
Bar restroom	1%	-	2%	-	-	3%†	-	-	-
Twins	0%	1%	1%	-	-	0%	1%	-	-
Gas station ad	0%	1%	-	0%	-	0%	0%	1%	-
Other	4%	2%	4%	2%	10%†	3%	3%	7%	6%
Don't know	1%	0%	1%	2%	1%	-	1%	1%	1%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

Exhibit 15a Continued
Sources of Impaired Driving Enforcement Awareness by Detailed Subpopulations
(Where did you see or hear these messages?)

		Area by Young Unmarried Males				Age by Gender			
	Statewide	Urban Y.U.M.	Urban Others	Rural Y.U.M.	Rural Others	<35 Males	<35 Females	35+ Males	35+ Females
Sample Size (n)	663	85	293	67	218	168	54	256	185
X^2 Result		Not Different		Not Different		Not Different		Different	
TV	51%	55%	48%	50%	57%	55%	41%	50%	56%
Radio	23%	22%	17%	37%	29%	28%	21%	23%	20%
Online ads or social media	3%	3%	2%	3%	4%	4%	3%	1%	4%
Newspaper	12%	3%	9%	8%	20%	5%	7%	12%	17%
Billboard/signs	21%	23%	26%	21%	15%	29%	24%	20%	18%
Personal observation/on the road	5%	6%	6%	6%	4%	4%	3%	7%	4%
Electronic Road Signs	29%	43%	41%	11%	9%	29%	37%	31%†	22%
Bar restroom	1%	-	1%	-	-	-	3%	-	-
Twins	0%	1%	0%	-	-	1%	-	0%	0%
Gas station ad	0%	1%	0%	3%	-	1%	-	0%	-
Other	4%	6%	3%	6%	6%	4%	4%	1%	7%*
Don't know	1%	-	0%	3%	1%	1%	-	1%	1%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

Note: This question was only asked to respondents who had seen such enforcement efforts (n=663).

WHEN SPECIFIC SUBPOPULATIONS ARE EXAMINED, FEW DIFFERENCES IN MESSAGE SOURCE ARE OBSERVED

Very few differences in message source are noted among additional subpopulations examined other than those general themes recognized in Exhibit 15 above. The only statistically significant difference observed is that between older males and females, though large differences in recall from the various sources are not observed. The largest difference is older males are more likely than their female counterparts to cite electronic road signs as a source (31 percent versus 22 percent).

Exhibit 16
Personal Experience with Increased Impaired Driving Enforcement Areas
(In the past 30 days, did you personally drive past, or drive through, an area of increased police enforcement set up to catch drivers who were driving while under the influence of alcohol or driving drunk?)

		Target Group		Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	945	220	725	504	441	587	358	315	630
X^2 Result		Inconclusive		Different		Not Different		Different	
Yes	27%	35%	26%	31%*	22%	28%	26%	41%*	22%
No	67%	57%	68%†	61%	74%*	65%	68%	52%	73%*
Don't know	6%	7%	6%	7%	4%	6%	6%	7%	6%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

URBAN RESPONDENTS AND YOUNGER RESPONDENTS ARE MORE LIKELY TO HAVE PERSONALLY OBSERVED AN AREA OF INCREASED ENFORCEMENT

Twenty seven (27) percent of statewide respondents indicate they have personally observed increased police enforcement in the past 30 days. Urban respondents are more likely than rural respondents to report personal experience with areas of increased police enforcement, by a margin of 31 percent versus 22 percent. Similarly, younger respondents (under age 35) are more likely to report this experience than those 35 and older (41 percent versus 22 percent). Each of these aforementioned differences observed is statistically significant.

Statistical differences between young unmarried males and all other respondents, as well as by gender, are not observed.

Exhibit 16a
Personal Experience with Increased Impaired Driving Enforcement Areas by Detailed Subpopulations
(In the past 30 days, did you personally drive past, or drive through, an area of increased police enforcement set up to catch drivers who were driving while under the influence of alcohol or driving drunk?)

		Area by Gender				Area by Age			
	Statewide	Urban Males	Urban Females	Rural Males	Rural Females	Urban <35	Urban 35+	Rural <35	Rural 35+
Sample Size (n)	945	308	196	279	162	168	336	147	294
X^2 Result		Not Different		Not Different		Different		Different	
Yes	27%	33%	30%	23%	21%	43%*	26%	37%*	16%
No	67%	60%	63%	73%	75%	47%	68%*	60%	79%*
Don't know	6%	8%	7%	5%	4%	10%	6%	3%	5%

Exhibit 16a Continued
Personal Experience with Increased Impaired Driving Enforcement Areas by Detailed Subpopulations
(In the past 30 days, did you personally drive past, or drive through, an area of increased police enforcement set up to catch drivers who were driving while under the influence of alcohol or driving drunk?)

		Area by Young Unmarried Males				Age by Gender			
	Statewide	Urban Y.U.M.	Urban Others	Rural Y.U.M.	Rural Others	<35 Males	<35 Females	35+ Males	35+ Females
Sample Size (n)	945	109	395	111	330	241	74	346	284
X^2 Result		Inconclusive		Not Different		Not Different		Not Different	
Yes	27%	42%	30%	25%	21%	37%	44%	25%	19%
No	67%	49%	63%†	71%	74%	56%	48%	69%	76%
Don't know	6%	9%	7%	5%	4%	7%	8%	6%	5%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

YOUNGER RESPONDENT SUBPOPULATIONS ARE STATISTICALLY MORE LIKELY TO WITNESS AN AREA OF INCREASED POLICE ENFORCEMENT

Rural respondents under the age of 35, as well as urban respondents under 35, are statistically more likely than their older counterparts to report noticing increased enforcement for drunk driving in the past 30 days. Thirty seven (37) percent of young rural respondents report this versus 16 percent of their older counterparts. Forty three (43) percent of young urban respondents report noticing increased enforcement compared with 26 percent of their counterparts.

No group of young unmarried males examined is statistically different from their "other" counterparts, although urban young unmarried males appear to be somewhat more likely overall to notice these increased enforcement efforts in the past 30 days.

Exhibit 17
Awareness of Ignition Interlock Law
(Are you aware of the Minnesota Ignition Interlock law?)

		Target Group		Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	945	220	725	504	441	587	358	315	630
X^2 Result		Not Different		Inconclusive		Different		Not Different	
Yes	39%	41%	39%	41%	37%	49%*	31%	36%	41%
No	58%	56%	58%	57%	59%	48%	67%*	61%	56%
Don't know	3%	3%	3%	2%	4%†	3%	3%	3%	3%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

MORE THAN ONE-THIRD OF RESPONDENTS OVERALL ARE AWARE OF THE IGNITION INTERLOCK LAW, AND MALES ARE PARTICULARLY MORE LIKELY TO BE AWARE

Thirty nine (39) percent of respondents overall are aware of the State's Ignition Interlock Law. Males are statistically more likely than females to be aware (49 percent versus 31 percent) of this law.

Exhibit 17a
Awareness of Ignition Interlock Law by Detailed Subpopulations
(Are you aware of the Minnesota Ignition Interlock law?)

		Area by Gender				Area by Age			
	Statewide	Urban Males	Urban Females	Rural Males	Rural Females	Urban <35	Urban 35+	Rural <35	Rural 35+
Sample Size (n)	945	308	196	279	162	168	336	147	294
X^2 Result		Different		Different		Not Different		Not Different	
Yes	39%	51%*	32%	45%*	29%	38%	43%	33%	38%
No	58%	47%	67%*	51%	66%*	60%	56%	64%	57%
Don't know	3%	2%	1%	4%	5%	2%	1%	4%	5%

Exhibit 17a Continued
Awareness of Ignition Interlock Law by Detailed Subpopulations
(Are you aware of the Minnesota Ignition Interlock law?)

		Area by Young Unmarried Males				Age by Gender			
	Statewide	Urban Y.U.M.	Urban Others	Rural Y.U.M.	Rural Others	<35 Males	<35 Females	35+ Males	35+ Females
Sample Size (n)	945	109	395	111	330	241	74	346	284
X^2 Result		Not Different		Not Different		Different		Different	
Yes	39%	43%	41%	38%	37%	44%*	28%	51%*	32%
No	58%	54%	58%	59%	59%	54%	69%†	46%	66%*
Don't know	3%	3%	1%	3%	5%	2%	3%	3%	2%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

SEVERAL MALE SUBPOPULATIONS ARE STATISTICALLY MORE LIKELY TO BE AWARE OF THE IGNITION INTERLOCK LAW

Male subpopulations by both geographic area (urban and rural) and by age (under 35 and 35 and over) are all statistically more likely than their female counterparts to be aware of the ignition interlock law. Compared with statewide awareness of 39 percent, in all of these cases comparing male and female subpopulations, between 44 percent and 51 percent of males are aware of the law versus 28-32 percent of females.

Statistically significant differences in response to this question across other subpopulation groups are not observed.

SECTION 5: ADDITIONAL ANALYSES

GENERAL TRAFFIC SAFETY SLOGAN AWARENESS

Exhibit 18
Awareness of Traffic Safety Slogans
(Do you recall hearing or seeing the following slogans in the past 30 days?)

		Target Group		Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	945	220	725	504	441	587	358	315	630
X^2 Result		n/a		n/a		n/a		n/a	
Click It or Ticket	72%	82%†	71%	67%	79%*	76%†	69%	83%*	68%
Drive Sober or Get Pulled Over	50%	61%†	48%	45%	57%*	53%†	46%	55%†	47%
Friends don't let friends drive drunk	65%	62%	65%	61%	71%*	64%	66%	65%	65%
Look Twice for Motorcyclists	57%	48%	59%	57%	58%	50%	64%*	56%	58%
Safe & Sober	49%	51%	49%	43%	59%*	52%	47%	49%	49%
Share the Road	50%	53%	50%	53%	47%	47%	54%†	61%*	46%
Toward Zero Deaths	20%	25%	19%	19%	21%	25%*	15%	23%	19%
You drink and drive, you lose	51%	60%	50%	46%	58%*	57%*	45%	49%	51%
None of the above	5%	3%	5%	6%	4%	6%	4%	2%	6%*

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

NEARLY THREE QUARTERS OF RESIDENTS RECALL "CLICK IT OR TICKET" IN THE PAST 30 DAYS

About three quarters (72 percent) of respondents recall hearing or seeing the Click It or Ticket slogan in the past 30 days. Rural respondents and younger respondents under age 35 are statistically more likely to indicate hearing or seeing this slogan in the past 30 days versus their urban and older counterparts respectively.

The next most commonly recalled slogan, by 65 percent of respondents, is Friends Don't Let Friends Drive Drunk. In this case, rural respondents are statistically more likely than urban respondents to recall this slogan. In fact, rural respondents are also statistically more likely than urban ones to

recall several other slogans: Drive Sober or Get Pulled Over; Safe and Sober; and You Drink, You Drive, You Lose. Between 57-58 percent of rural respondents recall each of these slogans.

Exhibit 18a
Awareness of Traffic Safety Slogans by Detailed Subpopulations
(Do you recall hearing or seeing the following slogans in the past 30 days?)

		Area by Gender				Area by Age			
	Statewide	Urban Males	Urban Females	Rural Males	Rural Females	Urban <35	Urban 35+	Rural <35	Rural 35+
Sample Size (n)	945	308	196	279	162	168	336	147	294
X^2 Result									
Click It or Ticket	72%	70%	65%	84%†	74%	81%*	61%	86%†	76%
Drive Sober or Get Pulled Over	50%	48%	41%	61%	53%	49%	42%	64%	54%
Friends don't let friends drive drunk	65%	59%	63%	70%	71%	63%	60%	68%	72%
Look Twice for Motorcyclists	57%	52%	61%†	47%	69%*	60%	56%	51%	61%
Safe & Sober	49%	48%†	38%	58%	60%	43%	42%	59%	59%
Share the Road	50%	48%	57%	45%	50%	64%*	47%	58%†	43%
Toward Zero Deaths	20%	23%†	14%	28%*	16%	22%	17%	24%	20%
You drink and drive, you lose	51%	52%†	41%	63%†	52%	49%	45%	49%	61%†
None of the above	5%	6%	6%	5%	2%	2%	8%†	1%	5%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

Exhibit 18a Continued
Awareness of Traffic Safety Slogans by Detailed Subpopulations
(Do you recall hearing or seeing the following slogans in the past 30 days?)

		Area by Young Unmarried Males				Age by Gender			
	Statewide	Urban Y.U.M.	Urban Others	Rural Y.U.M.	Rural Others	<35 Males	<35 Females	35+ Males	35+ Females
Sample Size (n)	945	109	395	111	330	241	74	346	284
X^2 Result									
Click It or Ticket	72%	81%†	66%	83%	78%	80%	86%	74%*	62%
Drive Sober or Get Pulled Over	50%	60%†	43%	61%	56%	57%	53%	52%†	43%
Friends don't let friends drive drunk	65%	64%	61%	59%	72%	61%	69%	65%	65%
Look Twice for Motorcyclists	57%	52%	57%	43%	60%†	46%	67%*	52%	64%*
Safe & Sober	49%	51%	42%	51%	60%	52%	46%	52%	47%
Share the Road	50%	57%	52%	47%	47%	54%	69%*	44%	48%
Toward Zero Deaths	20%	24%	18%	25%	21%	28%†	17%	24%*	14%
You drink and drive, you lose	51%	61%†	44%	59%	58%	56%†	42%	57%†	47%
None of the above	5%	3%	6%	4%	4%	4%	-	7%	6%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

MOST STATISTICAL DIFFERENCES ACROSS SUBPOPULATION GROUPS EXAMINED ARE BY AGE AND GENDER

Overall, not many statistically significant differences in slogan awareness exist across detailed subpopulations examined. For Click It or Ticket, the most commonly recalled slogan, young urban respondents and older males are statistically more likely than their counterparts to recall this.

Otherwise, a couple other statistically significant differences are observed between males ages 35 and over and females ages 35 and over. Males in this age group are statistically more likely to report having heard or seen Toward Zero Deaths while females in this age group are more likely to be aware of Look Twice for Motorcyclists. Young females (under age 35) are also statistically more likely to have heard or seen Look Twice for Motorcyclists and Share the Road when compared with younger males.

Exhibit 19
Sources of Slogan Awareness
(Where have you read, seen, or heard these slogans?)

		Target Group		Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	901	213	688	476	425	558	343	307	594
X^2 Result		Not Different		Different		Inconclusive		Different	
TV	67%	67%	67%	64%	71%†	65%	69%	60%	70%*
Radio	30%	36%	30%	26%	37%*	34%†	27%	33%	29%
Online ads or social media	5%	6%	5%	4%	6%	3%	6%	5%	4%
Newspaper	11%	6%	12%	6%	18%*	10%	12%	6%	13%*
Billboard/signs	42%	44%	41%	40%	44%	43%	40%	46%	39%
Personal observation/on the road	6%	9%	6%	7%	5%	7%	5%	8%	5%
Electronic Road Signs	17%	17%	18%	24%*	8%	15%	20%†	19%	17%
Bar restroom	2%	1%	2%	1%	3%†	1%	2%	3%†	1%
Twins	1%	-	1%	0%	1%	1%	1%	-	1%
Gas stations ad	1%	2%	1%	1%	1%	1%	1%	1%	1%
Other	14%	18%	13%	17%*	10%	11%	16%†	18%†	12%
Don't know	4%	3%	4%	4%	3%	4%	3%	2%	4%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

TV IS THE MOST COMMON SOURCES FOR SLOGANS

TV is the most commonly recalled source for slogan messaging across all subpopulations examined. The second-most commonly recalled source across all subpopulation groups is billboards/signs.

Subpopulations grouped by area (urban versus rural) and age (under 35 versus 35 and older) show statistically differences in their sources for slogan messaging. In general, urban respondents are much more likely than rural respondents to recall messages via electronic road signs and less likely to recall messaging through nearly all other sources. When looking by age group, older respondents are more likely recall messages via TV and newspaper, while younger respondents appear more likely to recall slogans via billboards and signs.

Exhibit 19a
Sources of Slogan Awareness by Detailed Subpopulations
(Where have you read, seen, or heard these slogans?)

		Area by Gender				Area by Age			
	Statewide	Urban Males	Urban Females	Rural Males	Rural Females	Urban <35	Urban 35+	Rural <35	Rural 35+
Sample Size (n)	901	291	185	267	158	164	312	143	282
X^2 Result		Different		Different		Inconclusive		Inconclusive	
TV	67%	61%	67%	70%	73%	58%	67%†	65%	74%
Radio	30%	31%*	21%	38%	36%	28%	24%	42%	35%
Online ads or social media	5%	2%	5%	5%	7%	3%	4%	8%	5%
Newspaper	11%	7%	5%	14%	21%	2%	8%†	11%	20%†
Billboard/signs	42%	44%	36%	42%	45%	45%	38%	49%	41%
Personal observation/on the road	6%	8%	6%	7%	3%	10%	5%	4%	6%
Electronic Road Signs	17%	21%	28%	6%	10%	26%	24%	7%	8%
Bar restroom	2%	0%	1%	2%	4%	2%†	-	5%	2%
Twins	1%	-	0%	1%	1%	-	0%	-	2%
Gas stations ad	1%	1%	1%	2%	1%	1%	1%	1%	2%
Other	14%	16%	18%	5%	14%*	21%	15%	14%	8%
Don't know	4%	4%	4%	4%	2%	2%	5%	1%	4%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

Exhibit 19a Continued
Sources of Slogan Awareness by Detailed Subpopulations
(Where have you read, seen, or heard these slogans?)

		Area by Young Unmarried Males				Age by Gender			
	Statewide	Urban Y.U.M.	Urban Others	Rural Y.U.M.	Rural Others	<35 Males	<35 Females	35+ Males	35+ Females
Sample Size (n)	901	106	370	107	318	233	74	325	269
X^2 Result		Not Different		Not Different		Not Different		Different	
TV	67%	70%	63%	63%	72%	62%	59%	66%	74%
Radio	30%	36%	24%	35%	37%	35%	31%	33%†	25%
Online ads or social media	5%	4%	3%	8%	6%	7%	4%	1%	7%*
Newspaper	11%	4%	6%	9%	19%	4%	7%	13%	14%
Billboard/signs	42%	43%	40%	46%	43%	49%	44%	41%	38%
Personal observation/on the road	6%	10%	6%	7%	5%	10%	6%	6%	5%
Electronic Road Signs	17%	24%	25%	6%	8%	14%	23%	15%	19%
Bar restroom	2%	1%	1%	2%	3%	1%	6%	1%	1%
Twins	1%	-	0%	-	1%	-	-	1%	1%
Gas stations ad	1%	1%	1%	3%	1%	1%	1%	1%	1%
Other	14%	20%	17%	16%	9%	19%	17%	8%	16%*
Don't know	4%	3%	4%	4%	3%	2%	1%	5%	4%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

MALE AND FEMALE SUBPOPULATIONS DIFFER IN MESSAGING SOURCES

When their responses to various messaging sources are compared as groups, urban males are statistically different from urban females, and rural males are statistically different from rural females. Among top message sources for rural respondents, males are more likely than females to have heard messages via radio (statistically significant difference) and billboards/signs. Urban females are more likely to have heard messages through TV and electronic road signs, though these differences are not statistically significant. These differences among males and females are also observed among rural respondents, with the exception of billboards/signs as a source, which rural females are slightly more likely to cite than rural males.

The only other subpopulations providing statistically different responses as groups are older males when compared with older females. Similar to differences above, older males are more likely to cite radio and billboards/signs as sources while females cite TV and electronic road signs more frequently.

MOTORCYCLE SAFETY CAMPAIGN AWARENESS

Exhibit 20
Awareness of Motorcycle Safety Efforts
(Have you seen or heard anything in the past 30 days about car drivers being more aware of or watching out for motorcycle riders?)

		Target Group		Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	945	220	725	504	441	587	358	315	630
X^2 Result		Different		Not Different		Different		Not Different	
Yes	51%	37%	53%*	53%	49%	45%	57%*	50%	52%
No	47%	62%*	45%	45%	49%	52%*	41%	48%	46%
Don't know	2%	1%	2%	2%	2%	2%	2%	1%	3%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

JUST OVER HALF HAVE SEEN OR HEARD ABOUT MOTORCYCLE SAFETY EFFORTS IN THE PAST 30 DAYS

Fifty one (51) percent of all respondents indicate noticing efforts in the past 30 days related to motorcycle safety. One statistically significant difference is by gender subpopulations, with females being more likely than males (57 percent versus 45 percent) to be aware of these messages in the past 30 days. In addition, young unmarried males are statistically less likely than "other respondents" to be aware of these messages.

Exhibit 20a
Awareness of Motorcycle Safety Efforts by Detailed Subpopulations
(Have you seen or heard anything in the past 30 days about car drivers being more aware of or watching out for motorcycle riders?)

		Area by Gender				Area by Age			
	Statewide	Urban Males	Urban Females	Rural Males	Rural Females	Urban <35	Urban 35+	Rural <35	Rural 35+
Sample Size (n)	945	308	196	279	162	168	336	147	294
X^2 Result		Inconclusive		Different		Not Different		Not Different	
Yes	51%	48%	58%†	42%	56%*	51%	54%	49%	49%
No	47%	50%†	40%	56%*	43%	47%	43%	51%	49%
Don't know	2%	2%	3%	2%	2%	2%	3%	-	3%

Exhibit 20a Continued
Awareness of Motorcycle Safety Efforts by Detailed Subpopulations
(Have you seen or heard anything in the past 30 days about car drivers being more aware of or watching out for motorcycle riders?)

		Area by Young Unmarried Males				Age by Gender			
	Statewide	Urban Y.U.M.	Urban Others	Rural Y.U.M.	Rural Others	<35 Males	<35 Females	35+ Males	35+ Females
Sample Size (n)	945	109	395	111	330	241	74	346	284
X^2 Result		Different		Not Different		Different		Inconclusive	
Yes	51%	37%	55%†	36%	50%	41%	60%*	48%	55%
No	47%	61%*	42%	64%	48%	57%*	40%	50%†	41%
Don't know	2%	2%	3%	-	2%	2%	-	2%	3%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

RURAL FEMALES AND FEMALES UNDER 35 ARE DIFFERENT FROM MALES IN AWARENESS OF MOTORCYCLE SAFETY

A couple statistically significant differences exist between male and female groups. First, 56 percent of rural females have noticed motorcycle safety efforts versus 42 percent of rural males. Next, younger females (under 35) are significantly more likely to notice motorcycle safety efforts when compared with younger males (60 percent versus 41 percent).

Exhibit 21
Frequency of Driving while Talking on a Cell Phone
(In the past 7 days, how many times have you talked on your cell phone while driving a motor vehicle?)

	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	945	220	725	504	441	587	358	315	630
X^2 Result		Different		Not Different		Not Different		Different	
None	51%	36%	53%*	51%	52%	48%	54%	34%	59%*
1-4 times	27%	35%	26%	28%	25%	29%	25%	31%	25%
5-9 times	12%	12%	12%	12%	12%	12%	12%	17%*	10%
10-24 times	5%	10%	5%	5%	6%	6%	5%	10%*	3%
25 times or more	4%	6%	3%	3%	4%	5%	3%	7%*	2%
Refused	1%	0%	1%	2%	0%	1%	1%	1%	1%
Mean response	4.6	6.8	4.4	4.2	5.2	5.7	3.6	7.6	3.3

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

NEARLY HALF OF RESPONDENTS HAVE TALKED ON THEIR CELL PHONE WHILE DRIVING IN THE PAST 7 DAYS

Nearly half (48 percent) of statewide respondents indicate they have talked on their cell phone at least once while driving in the past seven days. Of those, more than half indicate they have done so between one and four times in this time period.

Age is a factor that is associated with talking on a cell phone while driving. Respondents under 35 are significantly more likely than respondents over 35 to talk on a cell phone while driving, and this difference is statistically significant at frequencies of five times or more during the past week. Young respondents indicate the highest average for any subpopulation of 7.6 times during this time period.

Young unmarried males are another group particularly more likely to report talking on a cell phone while driving in the past seven days, when they are compared with all "other" respondents. Young unmarried males indicate the second highest average for any subpopulation of 6.8 times in the past seven days that they have talked on their cell phone while driving.

Exhibit 21a
Frequency of Driving while Talking on a Cell Phone by Detailed Subpopulations
(In the past 7 days, how many times have you talked on your cell phone while driving a motor vehicle?)

		Area by Gender				Area by Age			
	Statewide	Urban Males	Urban Females	Rural Males	Rural Females	Urban <35	Urban 35+	Rural <35	Rural 35+
Sample Size (n)	945	308	196	279	162	168	336	147	294
X^2 Result		Not Different		Not Different		Different		Different	
None	51%	48%	54%	48%	55%	34%	59%*	34%	59%*
1-4 times	27%	31%	25%	26%	25%	33%	25%	27%	25%
5-9 times	12%	10%	13%	14%	11%	15%	10%	20%*	9%
10-24 times	5%	6%	4%	6%	7%	8%†	3%	13%*	4%
25 times or more	4%	4%	3%	6%	3%	8%*	1%	6%	4%
Refused	1%	2%	1%	1%	-	2%	1%	-	1%
Mean response	4.6	4.7	3.7	7.2	3.3	7.7	2.6	7.6	4.3

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

Exhibit 21a Continued
Frequency of Driving while Talking on a Cell Phone by Detailed Subpopulations
(In the past 7 days, how many times have you talked on your cell phone while driving a motor vehicle?)

		Area by Young Unmarried Males				Age by Gender			
	Statewide	Urban Y.U.M.	Urban Others	Rural Y.U.M.	Rural Others	<35 Males	<35 Females	35+ Males	35+ Females
Sample Size (n)	945	109	395	111	330	241	74	346	284
X^2 Result		Inconclusive		Inconclusive		Not Different		Not Different	
None	51%	37%	53%†	36%	53%†	33%	35%	55%	62%
1-4 times	27%	35%	27%	34%	24%	32%	29%	27%	23%
5-9 times	12%	10%	12%	16%	12%	18%	17%	9%	10%
10-24 times	5%	10%	4%	10%	6%	10%	10%	4%	3%
25 times or more	4%	8%	3%	4%	4%	8%	6%	3%	1%
Refused	1%	1%	2%	-	0%	0%	2%	2%	0%
Mean response	4.6	6.7	3.9	6.8	5.1	8.2	7.0	4.6	2.2

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

STATISTICALLY SIGNIFICANT DIFFERENCES IN FREQUENCY OF DRIVING WHILE TALKING ON A CELL PHONE ARE OBSERVED BY AREA BY AGE

Young urban respondents and young rural respondents are statistically more likely to talk on a cell phone while driving when compared with their older counterparts by area. Young urban respondents report an average of 7.7 times talking on a cell phone in the past week versus older respondents who report an average of 2.6 times. Young rural respondents report this behavior an average of 7.6 times in the past week versus older rural respondents who report an average of 4.3 times.

Fifty nine (59) percent of both older subpopulations above report they have not spoken on a cell phone while driving in the past week. This compares with just 34 percent of both younger subpopulations (urban and rural) who have not done so, which is a statistically significant difference in both cases.

Exhibit 22
Frequency of Texting while Driving
(In the past 7 days, how many times have you composed or read a text message while driving a motor vehicle?)

		Target Group		Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	945	220	725	504	441	587	358	315	630
X^2 Result		Different		Not Different		Not Different		Different	
None	83%	62%	86%*	84%	83%	83%	84%	64%	92%*
1-4 times	10%	22%*	8%	10%	10%	10%	10%	21%*	5%
5-9 times	3%	8%†	3%	3%	4%	3%	4%	9%*	1%
10-24 times	1%	5%†	1%	2%	1%	2%	1%	4%*	0%
25 times or more	1%	4%	1%	1%	2%	1%	1%	2%	1%
Refused	1%	0%	1%	1%	1%	1%	1%	1%	0%
Mean response	1.2	3.8	0.8	1.1	1.3	1.3	1.0	2.6	0.5

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

TEXTING WHILE DRIVING FREQUENCY IS MORE COMMON AMONG YOUNGER AGE SUBPOPULATIONS

Eighty six (83) percent of statewide respondents indicate they had not texted while driving in the past seven days. In examining subpopulations, young unmarried males are statistically more likely than "others" to indicate texting while driving at least once during that period. While 86 percent of "all other respondents" indicate they had not texted while driving in the past seven days, only 62 percent of young unmarried males had not. Thus, young unmarried males are more likely to do so, and indicated the highest average frequency of texting (3.8 times in the past seven days) while driving among the subpopulations considered in Exhibit 22.

Younger respondents under 35 are also more likely to indicate texting while driving when compared with respondents 35 and older. The average number of times texting while driving in the last seven days for these younger respondents is 2.6, compared with .5 for older respondents.

Exhibit 22a
Frequency of Texting while Driving by Detailed Subpopulations
(In the past 7 days, how many times have you composed or read a text message while driving a motor vehicle?)

		Area by Gender				Area by Age			
	Statewide	Urban Males	Urban Females	Rural Males	Rural Females	Urban <35	Urban 35+	Rural <35	Rural 35+
Sample Size (n)	945	308	196	279	162	168	336	147	294
X^2 Result		Not Different		Not Different		Different		Different	
None	83%	83%	85%	84%	82%	65%	93%*	62%	91%*
1-4 times	10%	11%	8%	9%	12%	21%*	5%	21%*	6%
5-9 times	3%	3%	4%	3%	4%	8%*	1%	10%*	1%
10-24 times	1%	2%	1%	1%	1%	4%†	1%	3%†	-
25 times or more	1%	1%	1%	2%	2%	1%	1%	3%	1%
Refused	1%	1%	1%	1%	-	2%	0%	0%	1%
Mean response	1.2	1.3	0.9	1.4	1.2	2.4	0.5	2.8	0.7

		Area by Young Unmarried Males				Age by Gender			
	Statewide	Urban Y.U.M.	Urban Others	Rural Y.U.M.	Rural Others	<35 Males	<35 Females	35+ Males	35+ Females
Sample Size (n)	945	109	395	111	330	241	74	346	284
X^2 Result		Different		Different		Not Different		Not Different	
None	83%	64%	87%*	59%	85%*	66%	62%	91%	93%
1-4 times	10%	22%*	8%	22%†	9%	20%	22%	6%	5%
5-9 times	3%	7%	3%	9%	3%	8%	9%	0%	1%
10-24 times	1%	5%	1%	4%	1%	3%	4%	1%	-
25 times or more	1%	3%	0%	4%	2%	3%	1%	0%	1%
Refused	1%	-	1%	1%	0%	0%	2%	1%	-
Mean response	1.2	4.1	0.7	3.5	1.0	3.0	2.2	0.5	0.5

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

YOUNGER SUBPOPULATIONS ARE MORE LIKELY TO TEXT AND DRIVE

Young respondents under the age of 35 in both urban and rural areas, as well as young unmarried males in both urban and rural areas, are statistically more likely to indicate texting while driving behavior in the past seven days. In each of these subpopulations, only between 59-65 percent of young respondents indicate they did not text while driving in the past seven days. This compares with the statewide population among which 83 percent indicate this behavior.

In terms of frequency of texting while driving, young unmarried males in rural and urban areas report averages of 3.5 and 4.1, respectively, while young urban respondents and young rural respondents report averages of 2.4 and 2.8, respectively.

Exhibit 23
Awareness of Texting and Driving Law
(To the best of your knowledge, does Minnesota have a law that says it is illegal to text, e-mail, or access the Web while driving?)

		Target Group		Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	945	220	725	504	441	587	358	315	630
X^2 Result		Not Different		Not Different		Different		Different	
Yes	79%	86%	78%	79%	78%	83%*	75%	86%*	75%
No	9%	6%	9%	9%	8%	7%	10%†	6%	10%
Don't know	13%	8%	13%	12%	14%	11%	15%	8%	15%*

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

YOUNGER RESPONDENTS AND MALES ARE MORE LIKELY TO KNOW ABOUT THE TEXTING AND DRIVING LAW

Overall, 79 percent of respondents statewide are aware of the Minnesota law that says it is illegal to text, email or access the Web while driving. Across demographic groups examined in Exhibit 23 above, statistically significant differences are observed by gender and by age. Respondents under age 35 are statistically more likely than those 35 and over to be aware of this law (86 percent versus 75 percent). Male respondents are statistically more likely than females to be aware (83 percent versus 75 percent).

Exhibit 23a
Awareness of Texting and Driving Law by Detailed Subpopulations
(To the best of your knowledge, does Minnesota have a law that says it is illegal to text, e-mail, or access the Web while driving?)

		Area by Gender				Area by Age			
	Statewide	Urban Males	Urban Females	Rural Males	Rural Females	Urban <35	Urban 35+	Rural <35	Rural 35+
Sample Size (n)	945	308	196	279	162	168	336	147	294
X^2 Result		Not Different		Inconclusive		Inconclusive		Different	
Yes	79%	83%	76%	83%†	72%	86%†	76%	87%*	74%
No	9%	8%	9%	5%	12%†	7%	9%	3%	10%†
Don't know	13%	9%	14%	12%	16%	7%	14%†	9%	16%

Exhibit 23a Continued
Awareness of Texting and Driving Law by Detailed Subpopulations
(To the best of your knowledge, does Minnesota have a law that says it is illegal to text, e-mail, or access the Web while driving?)

		Area by Young Unmarried Males				Age by Gender			
	Statewide	Urban Y.U.M.	Urban Others	Rural Y.U.M.	Rural Others	<35 Males	<35 Females	35+ Males	35+ Females
Sample Size (n)	945	109	395	111	330	241	74	346	284
X^2 Result		Not Different		Not Different		Not Different		Different	
Yes	79%	89%	78%	82%	77%	88%	85%	81%*	70%
No	9%	7%	9%	5%	9%	6%	6%	7%	12%†
Don't know	13%	4%	13%	13%	14%	6%	9%	12%	17%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

RURAL SUBPOPULATIONS AND OLDER SUBPOPULATIONS SHOW DIFFERENCES IN AWARENESS

Rural respondents under the age of 35 are more aware of the texting and driving law than rural respondents 35 and over. Eighty seven (87) percent of young rural respondents are familiar with the law versus 74 percent of older rural respondents.

Older (i.e. 35 and over) male respondents are also statistically likely to be more aware of the law than older female respondents, with a difference of nine percentage points (81 percent versus 70 percent).

Exhibit 24
Awareness of Texting and Driving Campaign
(So far, in 2013, have you read, seen, or heard anything about texting and driving?)

		Target Group		Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	945	220	725	504	441	587	358	315	630
X^2 Result		Not Different		Inconclusive		Not Different		Not Different	
Yes	83%	82%	83%	81%	86%†	81%	85%	83%	83%
No	16%	17%	16%	18%	13%	18%	14%	16%	16%
Don't know	1%	1%	1%	1%	1%	1%	0%	1%	1%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

EIGHTY THREE PERCENT OF RESPONDENTS ARE AWARE OF SOME MESSAGING ABOUT TEXTING AND DRIVING

A strong majority (83 percent) of statewide respondents indicate they have read, seen or heard something about texting and driving during 2013. No statistically significant differences among top level subpopulations are observed, although female and rural respondents appear slightly more likely to be aware of these messaging efforts.

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All respondents to this question who indicated they are aware of recent distracted driving messaging efforts were asked the following follow-up question in the survey: *In just a few words or a short phrase, what was the primary message that was communicated?* A summary of responses to this question in the form of a Word Cloud is provided in Exhibit 24b.

Exhibit 24a
Awareness of Texting and Driving Campaign by Detailed Subpopulations
(So far, in 2013, have you read, seen, or heard anything about texting and driving?)

		Area by Gender				Area by Age			
	Statewide	Urban Males	Urban Females	Rural Males	Rural Females	Urban <35	Urban 35+	Rural <35	Rural 35+
Sample Size (n)	945	308	196	279	162	168	336	147	294
X^2 Result		Not Different		Inconclusive		Not Different		Not Different	
Yes	83%	81%	82%	82%	90%†	80%	82%	88%	86%
No	16%	18%	18%	17%†	9%	19%	18%	12%	14%
Don't know	1%	1%	0%	1%	0%	1%	1%	1%	1%

Exhibit 24a Continued
Awareness of Texting and Driving Campaign by Detailed Subpopulations
(So far, in 2013, have you read, seen, or heard anything about texting and driving?)

		Area by Young Unmarried Males				Age by Gender			
	Statewide	Urban Y.U.M.	Urban Others	Rural Y.U.M.	Rural Others	<35 Males	<35 Females	35+ Males	35+ Females
Sample Size (n)	945	109	395	111	330	241	74	346	284
X^2 Result		Not Different		Not Different		Not Different		Not Different	
Yes	83%	85%	81%	79%	87%	81%	85%	82%	85%
No	16%	15%	18%	20%	12%	17%	15%	18%	14%
Don't know	1%	-	1%	2%	0%	1%	-	1%	1%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

NO SIGNIFICANT DIFFERENCES IN MESSAGE RECALL AMONG DETAILED SUBPOPULATIONS ARE OBSERVED

While no statistically significant differences are observed by detailed subpopulations, there are some subpopulations that appear to have slightly higher recall than the statewide average. Rural females and rural young respondents (under 35) are among these and are more likely than their urban counterparts to recall texting and driving messages. Older females and younger females are both groups that may be slightly more likely to recall messages versus their male counterparts.

Exhibit 24b
Awareness of Texting and Driving Campaign by Detailed Subpopulations
(In just a few words or a short phrase, what was the primary message that was communicated?)

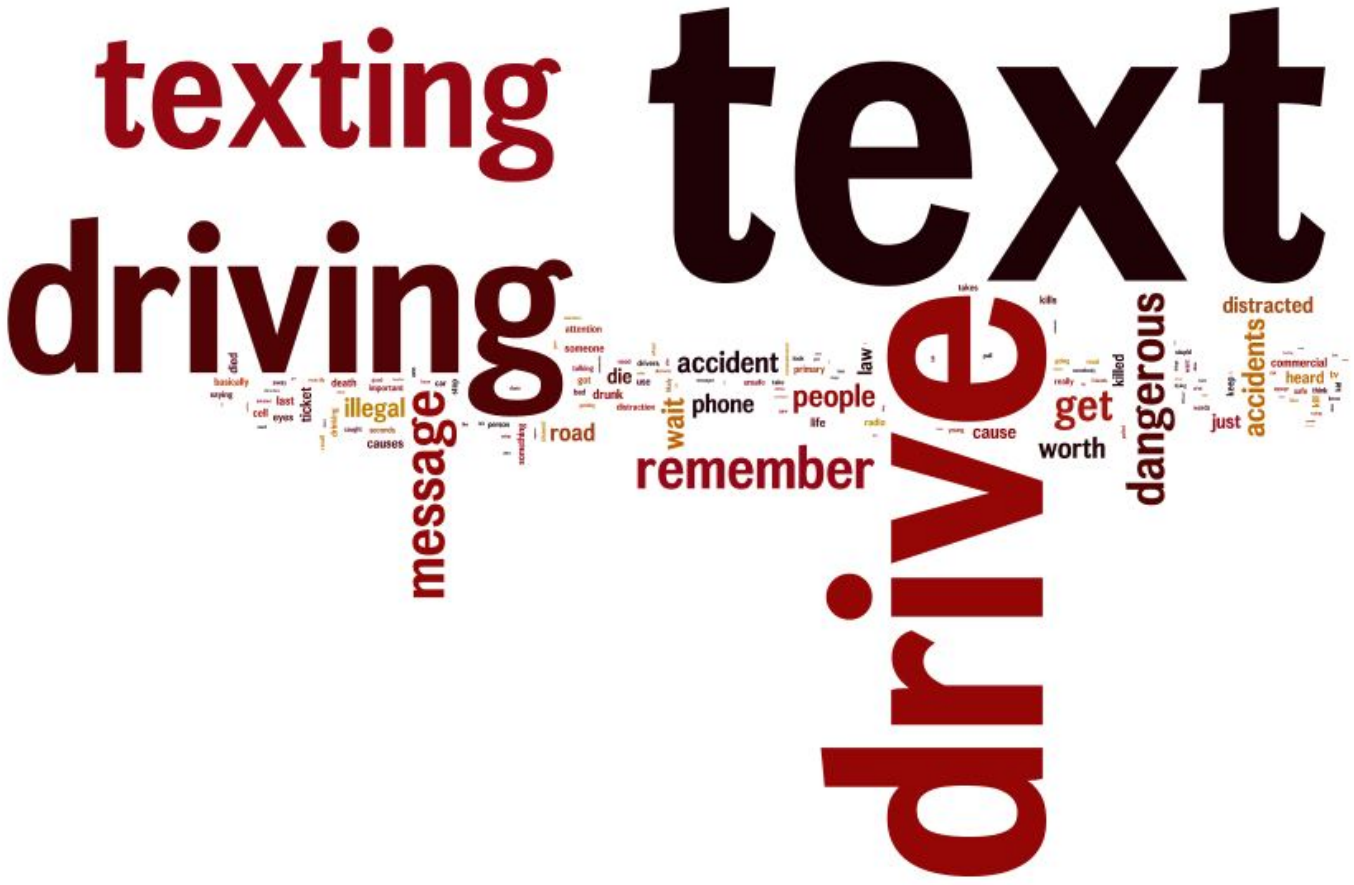

Exhibit 25
Awareness of Distracted Driving Campaign
(So far, in 2013, have you read, seen, or heard anything about distracted driving?)

		Target Group		Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	945	220	725	504	441	587	358	315	630
X^2 Result		Inconclusive		Not Different		Not Different		Different	
Yes	55%	46%	56%	54%	57%	55%	56%	43%	61%*
No	41%	51%†	40%	43%	39%	42%	41%	53%*	36%
Don't know	4%	2%	4%	4%	4%	4%	4%	4%	4%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

SLIGHTLY OVER HALF ARE AWARE OF DISTRACTED DRIVING CAMPAIGN EFFORTS

Fifty five (55) percent of statewide respondents indicate they are aware of some distracted driving messaging efforts in 2013. Recall is similar among subpopulations examined with the exception of a statistically significant difference between age groups. While 61 percent of older age respondents are aware of these messaging efforts, only 43 percent of younger respondents indicate they are.

~

All respondents to this question who indicated they are aware of recent distracted driving messaging efforts were asked the following follow-up question in the survey: *In just a few words or a short phrase, what was the primary message that was communicated?* A summary of responses to this question in the form of a Word Cloud is provided in Exhibit 25b.

Exhibit 25a
Awareness of Distracted Driving Campaign by Detailed Subpopulations
(So far, in 2013, have you read, seen, or heard anything about distracted driving?)

		Area by Gender				Area by Age			
	Statewide	Urban Males	Urban Females	Rural Males	Rural Females	Urban <35	Urban 35+	Rural <35	Rural 35+
Sample Size (n)	945	308	196	279	162	168	336	147	294
X^2 Result		Not Different		Inconclusive		Different		Not Different	
Yes	55%	56%	51%	52%	62%†	38%	61%*	50%	60%
No	41%	39%	46%	45%†	33%	59%*	35%	45%	37%
Don't know	4%	4%	3%	3%	4%	3%	4%	5%	3%

Exhibit 25a Continued
Awareness of Distracted Driving Campaign by Detailed Subpopulations
(So far, in 2013, have you read, seen, or heard anything about distracted driving?)

		Area by Young Unmarried Males				Age by Gender			
	Statewide	Urban Y.U.M.	Urban Others	Rural Y.U.M.	Rural Others	<35 Males	<35 Females	35+ Males	35+ Females
Sample Size (n)	945	109	395	111	330	241	74	346	284
X^2 Result		Not Different		Not Different		Not Different		Not Different	
Yes	55%	45%	55%	49%	58%	39%	47%	62%	59%
No	41%	51%	42%	51%	38%	57%	50%	35%	37%
Don't know	4%	4%	4%	-	4%	4%	3%	3%	4%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

OLDER URBAN RESPONDENTS ARE MORE LIKELY TO HAVE NOTICED MESSAGING ABOUT DISTRACTED DRIVING

Sixty one (61) percent of older urban respondents are aware of recent distracted driving messaging efforts. This is statistically different from younger urban respondents (38 percent). Older rural respondents are also more likely than younger rural respondents (60 percent versus 50 percent) to be aware of these efforts, but this difference is not statistically significant.

Exhibit 25b
Awareness of Distracted Driving Campaign by Detailed Subpopulations
(In just a few words or a short phrase, what was the primary message that was communicated?)

Exhibit 26
Types of Vehicles Driven
(Is the vehicle you drive most often a car, van, motorcycle, sport utility vehicle, pickup truck, or other type of truck?)

		Target Group		Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	945	220	725	504	441	587	358	315	630
X^2 Result		Inconclusive		Different		Different		Different	
Car	56%	64%	55%	62%*	48%	51%	61%*	64%*	53%
Van or minivan	10%	4%	11%†	8%	12%	8%	12%†	7%	11%
Motorcycle	1%	2%	1%	0%	1%	1%†	-	1%	1%
Pickup truck	13%	13%	13%	9%	19%*	23%*	4%	13%	14%
Sport Utility Vehicle	16%	9%	17%†	16%	16%	12%	19%*	12%	18%†
Other	0%	1%	0%	0%	1%	1%	0%	0%	0%
Other truck	1%	1%	1%	0%	1%	1%†	-	0%	1%
Never drive	2%	6%†	2%	3%	2%	2%	3%	3%	2%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

SLIGHTLY OVER HALF DRIVE CARS, AND SOME SUBPOPULATIONS ARE PARTICULARLY MORE LIKELY TO DRIVE THEM

Cars are the most common vehicles driven (by 56 percent of respondents statewide), and are driven by a majority or near majority of all respondents across all demographics. Urban residents, females, and those under age 35 are statistically more likely than their counterparts to drive cars. Otherwise, rural residents are statistically more likely than urban residents to drive pickup trucks. Males are statistically more likely than females to drive pickups, and to do so by a wide margin (23 percent versus 4 percent).

Exhibit 26a
Types of Vehicles Driven by Detailed Subpopulations
(Is the vehicle you drive most often a car, van, motorcycle, sport utility vehicle, pickup truck, or other type of truck?)

		Area by Gender				Area by Age			
	Statewide	Urban Males	Urban Females	Rural Males	Rural Females	Urban <35	Urban 35+	Rural <35	Rural 35+
Sample Size (n)	945	308	196	279	162	168	336	147	294
X^2 Result		Different		Different		Different		Not Different	
Car	56%	61%	63%	38%	58%*	71%*	59%	54%	45%
Van or minivan	10%	6%	11%	10%	15%	6%	8%	8%	14%
Motorcycle	1%	1%	-	2%	-	0%	0%	1%	1%
Pickup truck	13%	18%*	1%	31%*	8%	6%	11%	23%	18%
Sport Utility Vehicle	16%	11%	21%*	15%	17%	12%	18%	11%	18%
Other	0%	0%	-	1%	0%	0%	0%	1%	1%
Other truck	1%	1%	-	2%	-	0%	0%	0%	2%
Never drive	2%	2%	4%	2%	2%	4%	3%	1%	2%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

Exhibit 26a Continued
Types of Vehicles Driven by Detailed Subpopulations
(Is the vehicle you drive most often a car, van, motorcycle, sport utility vehicle, pickup truck, or other type of truck?)

		Area by Young Unmarried Males				Age by Gender			
	Statewide	Urban Y.U.M.	Urban Others	Rural Y.U.M.	Rural Others	<35 Males	<35 Females	35+ Males	35+ Females
Sample Size (n)	945	109	395	11	330	241	74	346	284
X^2 Result		Inconclusive		Not Different		Different		Different	
Car	56%	70%	61%	55%	47%	61%	68%	47%	58%*
Van or minivan	10%	2%	9%	7%	13%	3%	12%*	10%	13%
Motorcycle	1%	1%	0%	3%	1%	1%	-	1%	-
Pickup truck	13%	10%	9%	19%	19%	19%*	6%	25%*	3%
Sport Utility Vehicle	16%	8%	17%	10%	17%	10%	13%	14%	22%*
Other	0%	1%	0%	2%	0%	1%	-	0%	0%
Other truck	1%	1%	0%	1%	1%	1%	-	2%	-
Never drive	2%	8%†	2%	3%	2%	4%	1%	1%	4%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

DIFFERENCES IN VEHICLES DRIVEN ARE OBSERVED BY GENDER, AREA AND AGE

Statistically significant differences are observed between gender, area and age group. Significant differences by gender include male subpopulations being more likely to drive pickup trucks, and urban females being more likely to drive SUVs. The primary difference by area is seen in urban areas where young drivers are much more likely to drive a car. Finally, primary differences between age subpopulations are older females are more likely to drive a car versus older males, young females are more likely to drive a van/minivan versus young males, and both young and older male subpopulations are more likely to drive pickup trucks versus their female counterparts. Older females are also much more likely to drive SUVs versus older males.

COMPARISON OF 2012 AND 2013 RESULTS

SUMMARY OF FINDINGS

The Corona team prepared a year-over-year comparison of findings for surveys completed in both 2012 (see report for 2012 survey in a separate document) and 2013. Corona also tested year-over-year findings for statewide respondents for statistical significance to identify those cases where a "true" change is observed. These are noted herein as part of complete detailed findings that are provided in the next section. Meanwhile, findings where statistically significant change is identified, or where issues of particular importance (e.g. seat belt use frequency) arise, are captured below.

1. Seat belt use frequency, already at 91 percent who wear it "all of the time," did not change among statewide respondents from 2012 to 2013. *Source: Exhibit 1.*

2. Awareness of both seat belt enforcement efforts and speeding enforcement efforts is constant from 2012 to 2013, with about half of statewide respondents indicating they have read, seen or heard about each of these efforts in the past 30 day period. *Source: Exhibits 2 and 7.*

3. Some sources for seat belt enforcement messages are recalled at significantly higher frequencies in 2013. Statistically significant changes include: TV (41 percent versus 51 percent); Radio (10 percent versus 24 percent); and Electronic Road Signs (13 percent versus 27 percent). *Source: Exhibit 3.*

4. Awareness of impaired driving enforcement efforts from 2012 to 2013 is relatively constant at 66 percent and 71 percent, respectively. *Source: Exhibit 14.*

5. Awareness of the Minnesota Ignition Interlock law has increased by a statistically significant margin between 2012 and 2013 while moving from 33 percent to 39 percent. *Source: Exhibit 17.*

6. Awareness of a couple traffic safety slogans has increased by a statistically significant margin between 2012 and 2013. These slogans include: *Drive Sober or Get Pulled Over* (42 percent to 50 percent); and *Toward Zero Deaths* (14 percent to 20 percent). *Source: Exhibit 18.*

7. Frequency of slogan recall through a couple mediums has changed from 2012 to 2013. In 2013, statewide respondents are statistically less likely to cite message recall via "personal observation/on the road" (six percent versus 10 percent) and more likely to cite "Electronic Road Signs" as a source (17 percent versus 13 percent). *Source: Exhibit 19.*

8. A statistically significant increase in awareness of motorcycle safety efforts between 2012 and 2013 is observed. Awareness rose from 44 percent to 51 percent during this time period. *Source: Exhibit 20.*

DETAILED FINDINGS

SECTION 1: SEAT BELT BEHAVIORS AND ENFORCEMENT AWARENESS

Exhibit 1
Seat Belt Usage Frequency
(How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle, or pick up?)

	Year	
	2012	2013
Sample Size (n)	939	945
X^2 Result	Not Different	
All of the time	91%	91%
Most of the time	6%	6%
Some of the time	1%	1%
Rarely	1%	1%
Never	1%	1%

Exhibit 2
Awareness of Seat Belt Enforcement Efforts
(In the past 30 days, have you read, seen, or heard anything about seat belt law enforcement by police?)

	Year	
	2012	2013
Sample Size (n)	939	945
X^2 Result	Not Different	
Yes	51%	49%
No	47%	49%
Don't know	2%	3%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

Exhibit 3
Sources of Seat Belt Enforcement Awareness
(Where did you read, see, or hear that message?)

	Year	
	2012	2013
Sample Size (n)	473	469
X^2 Result	Different	
TV	41%	51%*
Radio	10%	24%*
Online ads or social media	N/A	2%
Newspaper	9%	11%
Billboard/signs	20%	32%
Personal observation/on the road	7%	5%
Electronic Road Signs	13%	27%*
Bar restroom	N/A	1%
Twins	-	0%
Gas station advertisement	N/A	0%
Other	6%	7%
Don't know	1%	1%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

Note: This question was only asked to respondents who had seen such enforcement efforts (n=942).

Exhibit 4
Perceived Likelihood of Being Ticketed for not Wearing a Seat Belt
(How likely do you think you are to get a ticket if you don't wear your seat belt?)

	Year	
	2012	2013
Sample Size (n)	939	945
X^2 Result	Not Different	
Very likely	35%	39%
Somewhat likely	35%	33%
Somewhat unlikely	16%	15%
Very unlikely	14%	13%

Exhibit 5
Importance of Seat Belt Law being Primary
(How important do you think it is for the Minnesota Seat Belt Law to be Primary?)

	Year	
	2012	2013
Sample Size (n)	939	945
X^2 Result	Not Different	
Very important	58%	58%
Fairly important	16%	17%
Just somewhat important	12%	11%
Not that important	14%	14%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

SECTION 2: SPEEDING BEHAVIORS AND ENFORCEMENT AWARENESS

Exhibit 6
Speeding Frequency
(On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph?)

	Year	
	2012	2013
Sample Size (n)	939	945
X^2 Result	Not Different	
Most of the time	8%	9%
Half the time	14%	14%
Rarely	48%	45%
Never	29%	31%
Don't know	0%	1%
Refused	0%	0%

Exhibit 7
Awareness of Speeding Enforcement Efforts
(In the past 30 days, have you read, seen or heard anything about speed enforcement by police?)

	Year	
	2012	2013
Sample Size (n)	939	945
X^2 Result	Inconclusive	
Yes	53%†	47%
No	46%	52%†
Don't know	1%	1%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

Exhibit 8
Perceived Likelihood of Being Ticketed for Speeding
(How likely do you think you are to get a ticket if you drive over the speed limit?)

	Year	
	2012	2013
Sample Size (n)	939	945
X^2 Result	Not Different	
Very likely	27%	28%
Somewhat likely	48%	48%
Somewhat unlikely	15%	12%
Very unlikely	8%	10%
Don't know	1%	2%

Exhibit 9
Perceived Level of Speeding at which Police would Stop a Vehicle
(How far over the speed limit do you think you can drive before a police officer would stop you for speeding?)

	Year	
	2012	2013
Sample Size (n)	939	945
X^2 Result	Not Different	
1-5mph	57%	61%
6-10mph	39%	36%
11-15mph	3%	2%
More than 15mph	1%	1%
Mean response	6.5	6.3

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

Exhibit 10
Alcohol Use
(During the past 7 days have you had at least one drink of any alcoholic beverage, including liquor, beer, wine or wine coolers?)

	Year	
	2012	2013
Sample Size (n)	939	945
X^2 Result	Not Different	
Yes	49%	50%
No	51%	50%
Don't know	-	-
Refused	0%	0%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

Exhibit 11
Frequency of Driving after Drinking
(In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?)

	Year	
	2012	2013
Sample Size (n)	939	945
X^2 Result	Not Different	
None	85%	85%
1	6%	6%
2	4%	5%
3	1%	1%
4	1%	0%
5 times or more	3%	2%
Refused	0%	0%
Mean response	0.5	0.5

Exhibit 12
Perceived Likelihood of Being Arrested for Driving after Drinking
(How likely do you think it is that someone will get arrested if they drive after drinking?)

	Year	
	2012	2013
Sample Size (n)	939	945
X^2 Result	Not Different	
Very likely	36%	37%
Somewhat likely	50%	51%
Not likely	11%	9%
Don't know	3%	2%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

Exhibit 13
Perceived Likelihood of Being Stopped for Driving Drunk
(Suppose you drove a motor vehicle after drinking alcohol and the amount of alcohol in your body was more than what the law allows for drivers. How likely is it that the police would stop you?)

	Year	
	2012	2013
Sample Size (n)	939	945
X^2 Result	Not Different	
Very likely	44%	45%
Somewhat likely	43%	40%
Not likely	10%	11%
Don't know	3%	4%

Exhibit 14
Awareness of Impaired Driving Enforcement Efforts
(In the past 30 days, have you read, seen, or heard anything about alcohol-impaired driving (or drunk driving) enforcement by police?)

	Year	
	2012	2013
Sample Size (n)	939	945
X^2 Result	Not Different	
Yes	66%	71%
No	31%	28%
Don't know	2%	1%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

Exhibit 15
Sources of Impaired Driving Enforcement Awareness
(Where did you see or hear these messages?)

	Year	
	2012	2013
Sample Size (n)	610	663
X^2 Result	Inconclusive	
TV	49%	51%
Radio	21%	12%
Online ads or social media	N/A	3%
Newspaper	13%	12%
Billboard/signs	16%	21%†
Personal observation/on the road	7%	5%
Electronic Road Signs	25%	29%
Bar restroom	N/A	1%
Twins	-	0%
Gas station advertisement	N/A	0%
Other	2%	4%†
Don't know	1%	1%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

Note: This question was only asked to respondents who had seen such enforcement efforts (n=1273).

Exhibit 16
Personal Experience with Increased Impaired Driving Enforcement Areas
(In the past 30 days, did you personally drive past, or drive through, an area of increased police enforcement set up to catch drivers who were driving while under the influence of alcohol or driving drunk?)

	Year	
	2012	2013
Sample Size (n)	939	945
X^2 Result	Not Different	
Yes	25%	27%
No	68%	67%
Don't know	7%	6%

Exhibit 17
Awareness of Ignition Interlock Law
(Are you aware of the Minnesota Ignition Interlock law?)

	Year	
	2012	2013
Sample Size (n)	939	945
X^2 Result	Different	
Yes	33%	39%*
No	65%*	58%
Don't know	2%	3%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

SECTION 4: ADDITIONAL ANALYSES

GENERAL TRAFFIC SAFETY SLOGAN AWARENESS

Exhibit 18
Awareness of Traffic Safety Slogans
(Do you recall hearing or seeing the following slogans in the past 30 days?)

	Year	
	2012	2013
Sample Size (n)	939	945
X^2 Result	Different	
Click It or Ticket	74%	72%
Drive Sober or Get Pulled Over	42%	50%*
Friends don't let friends drive drunk	63%	65%
Look Twice for Motorcyclists	52%	57%†
Safe & Sober	51%	49%
Share the Road	N/A	50%
Toward Zero Deaths	14%	20%*
You drink and drive, you lose	52%	51%
None of the above	7%	5%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

Exhibit 19
Sources of Slogan Awareness
(Where have you read, seen, or heard these slogans?)

	Year	
	2012	2013
Sample Size (n)	870	901
X^2 Result	Different	
TV	62%	67%†
Radio	26%	30%†
Online ads or social media	N/A	5%
Newspaper	12%	11%
Billboard/signs	39%	42%
Personal observation/on the road	10%*	6%
Electronic Road Signs	13%	17%*
Bar restroom	N/A	2%
Twins	-	1%†
Gas station advertisement	N/A	1%
Other	12%	14%
Don't know	3%	4%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

MOTORCYCLE SAFETY CAMPAIGN AWARENESS

Exhibit 20
Awareness of Motorcycle Safety Efforts
(Have you seen or heard anything in the past 30 days about car drivers being more aware of or watching out for motorcycle riders?)

	Year	
	2012	2013
Sample Size (n)	939	945
X^2 Result	Different	
Yes	44%	51%*
No	55%*	47%
Don't know	2%	2%

MOBILE PHONE BEHAVIORS AND ENFORCEMENT AWARENESS

Exhibit 21
Frequency of Driving while Talking on a Cell Phone
(In the past 7 days, how many times have you talked on your cell phone while driving a motor vehicle?)

	2012	2013
Sample Size (n)	939	945
X^2 Result	Not Different	
None	47%	51%
1-4 times	28%	27%
5-9 times	13%	12%
10-24 times	8%	5%
25 times or more	3%	4%
Refused	1%	1%
Mean response	4.2	4.6

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

Exhibit 22
Frequency of Texting while Driving
(In the past 7 days, how many times have you composed or read a text message while driving a motor vehicle?)

	Year	
	2012	2013
Sample Size (n)	939	945
X^2 Result	Not Different	
None	86%	83%
1-4 times	8%	10%
5-9 times	3%	3%
10-24 times	2%	1%
25 times or more	1%	1%
Refused	0%	1%
Mean response	1.0	1.2

Exhibit 23
Awareness of Texting and Driving Law
(To the best of your knowledge, does Minnesota have a law that says it is illegal to text, e-mail, or access the Web while driving?)

	Year	
	2012	2013
Sample Size (n)	939	945
X^2 Result	Not Different	
Yes	77%	79%
No	9%	9%
Don't know	14%	13%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

Exhibit 24
Types of Vehicles Driven
(Is the vehicle you drive most often a car, van, motorcycle, sport utility vehicle, pickup truck, or other type of truck?)

	Year	
	2012	2013
Sample Size (n)	939	945
X^2 Result	Inconclusive	
Car	54%	56%
Van or minivan	9%	10%
Motorcycle	1%	1%
Pickup truck	13%	13%
Sport Utility Vehicle	20%†	16%
Other truck	1%	0%
Other	-	1%†
Never drive	3%	2%

* Indicates that the group was significantly more likely to select the response than the group it was compared to; † reflects a weaker significance level

APPENDIX A: RESPONDENT DEMOGRAPHICS

This appendix includes tabulations of the demographic characteristics of survey respondents. These tables have *not* been weighted and, therefore, represent simple, raw tabulations of the results.

Exhibit D1
Gender

		Target Group		Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	945	220	725	504	441	587	358	315	630
Male	49%	100%	43%	49%	49%	100%	-	51%	48%
Female	51%	-	57%	51%	51%	-	100%	49%	52%

Exhibit D2
Age

		Target Group		Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	945	220	725	504	441	587	358	315	630
18-34	33%	100%	13%	33%	33%	41%	21%	100%	-
35-44	10%	-	13%	11%	8%	11%	8%	-	15%
45-54	12%	-	15%	12%	11%	9%	16%	-	17%
55-64	18%	-	23%	18%	17%	16%	20%	-	27%
65+	27%	-	35%	24%	30%	23%	34%	-	40%
Refused	0%	-	1%	0%	0%	-	1%	-	1%
Mean response	49	25	56	49	49	46	55	25	61

Exhibit D3
Hispanic or Latino?

		Target Group		Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	945	220	725	504	441	587	358	315	630
Yes	3%	7%	3%	4%	2%	3%	4%	7%	2%
No	96%	93%	96%	95%	97%	97%	95%	93%	97%
Don't know	0%	0%	0%	1%	0%	0%	1%	0%	1%
Refused	0%	-	0%	0%	0%	-	0%	-	0%

Exhibit D4
Race

		Target Group		Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	945	220	725	504	441	587	358	315	630
American Indian or Alaskan Native	2%	3%	2%	1%	4%	2%	1%	2%	2%
Asian	3%	9%	2%	4%	1%	5%	2%	6%	2%
Black or African American	5%	7%	4%	7%	1%	3%	6%	7%	3%
Native Hawaiian or other Pacific Islander	1%	2%	1%	0%	1%	0%	1%	1%	0%
White	87%	80%	88%	84%	91%	87%	87%	80%	90%
Other	3%	3%	3%	4%	2%	3%	4%	5%	2%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%
Refused	2%	3%	2%	3%	1%	2%	2%	2%	3%

Exhibit D5
Marital Status

		Target Group		Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	945	220	725	504	441	587	358	315	630
Never Married	27%	93%	19%	28%	25%	30%	24%	63%	11%
Married	57%	-	63%	55%	59%	57%	55%	32%	67%
Separated	1%	1%	1%	1%	1%	1%	2%	0%	1%
Divorced	8%	4%	9%	9%	6%	8%	9%	3%	10%
Widowed	6%	-	6%	4%	8%	3%	9%	-	8%
Living with a partner	1%	2%	1%	1%	1%	1%	1%	1%	1%
Refused	0%	-	0%	0%	0%	-	1%	-	1%

Exhibit D6
Survey Mode

		Target Group		Area		Gender		Age	
	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	945	220	725	504	441	587	358	315	630
Cell Phone	45%	64%	40%	45%	46%	48%	40%	69%	33%
Landline	55%	36%	60%	55%	54%	52%	60%	31%	67%

APPENDIX B: OPEN-ENDED RESPONSES

IS THE VEHICLE YOU DRIVE MOST OFTEN A CAR, VAN, MOTORCYCLE, SPORT UTILITY VEHICLE, PICKUP TRUCK, OR OTHER TYPE OF TRUCK? ("OTHER TRUCK" OR "OTHER" RESPONSES)

Other	Other Truck
City bus	24 foot delivery van
Crossover	Dump truck
Drive truck and car. Neither one often.	Large utility truck
Electric scooter.	Semi
Moped	Semi truck
Scooter	Semi- truck
	Tanker Semi

IN THE PAST 30 DAYS, HAVE YOU READ, SEEN, OR HEARD ANYTHING ABOUT SEAT BELT LAW ENFORCEMENT BY POLICE? WHERE DID YOU READ, SEE, OR HEAR THAT MESSAGE? ("OTHER" RESPONSES)

- Airport, school.
- At a conference.
- At work, I'm a police officer.
- At work, rest stops.
- At work.
- E-mail
- Friends
- Friends in discussion.
- From family members being pulled over for not wearing their seat belts.
- From my dad, he is a police officer.
- From my sister.
- From parents.
- I can't recall where it had been. There has been a lot of conversation about the message.
- I heard it at work and on the news.
- I heard it from the chief of police in person.
- I read the citation.
- I work at city hall and hear talk of it.
- I'm with the police reserve, so I receive emails with this message through my department.
- I've heard it from other drivers.
- Local officials.
- Magazines.
- On a bulletin board.

- Parade Magazine
- People talking about it.
- Police officers in person.
- Taco Bell
- Word of mouth
- Word of mouth
- Word of mouth.
- Word-of-mouth.

DO YOU RECALL HEARING OR SEEING THE FOLLOWING SLOGANS IN THE PAST 30 DAYS? WHERE HAVE YOU READ, SEEN, OR HEARD THESE SLOGANS? ("OTHER" RESPONSES)

- A bumper sticker on a semi.
- A bumper sticker.
- Also bumper stickers.
- Also on bumper stickers.
- Among the safety material at work.
- Amongst friends.
- An ad and a bumper sticker.
- At construction sites.
- At different events.
- At school.
- At the center I work at by police, and brochures.
- Bathrooms and bumper stickers.
- Brochures
- Bulletin boards
- Bumper sticker
- Bumper sticker
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- Bumper stickers
- Bumper stickers on a motorcycle.
- Bumper stickers, DMV and at school.
- Bumper stickers.
- Bumper stickers.
- Bumper stickers.
- Bumper Stickers.
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- Bumper stickers.
- Bumper stickers.
- Bus stops and magazines.
- Department of transportation vehicles.
- Different people around the community.
- DNR, Manuals and Magazines.
- Driving class.
- Family members
- Friends
- Friends say it all the time.

- Friends word of mouth.
- From friends.
- From my little sister.
- I have also seen these slogans on bumper stickers and also at the DMV.
- I have heard them from my son.
- I have seen them on bumper stickers.
- I heard it at work.
- I saw it on a bumper sticker.
- I think I saw them at the DMV.
- In magazines.
- In my classroom teaching.
- In newsletter or magazine type things.
- I've seen bumper stickers with those slogans.
- I've seen them on cars.
- Magazine
- Magazine
- Magazine
- Magazine
- Magazine.
- Magazines
- Magazines
- Magazines
- Magazines
- Magazines
- Magazines
- Magazines
- Magazines, and bumper stickers.
- Magazines, bumper stickers.
- Magazines.
- On a bumper sticker.
- On a cab sign on the cab as they passed me on the road.
- On buses and at bus stops.
- On the wall at school.
- On t-shirts, in magazines.
- Outside of a store.
- Parade Magazine
- Personal signs.
- Rest stop restrooms.
- Talking with friends.
- Talking with people.
- The DMV had posters.
- The same email I mentioned before, through my police department.
- Through conversation.

- T-shirt
- Word of mouth and bumper stickers.
- Word of mouth.
- Word of mouth.
- Work/department of transportation.

IN THE PAST 30 DAYS, HAVE YOU READ, SEEN, OR HEARD ANYTHING ABOUT ALCOHOL-IMPAIRED DRIVING (OR DRUNK DRIVING) ENFORCEMENT BY POLICE? WHERE DID YOU SEE OR HEAR THESE MESSAGES? ("OTHER" RESPONSES)

- Again, the chief of police in person.
- Again, the email.
- At a conference.
- At work, I work at an attorney's office.
- At work.
- At work.
- Bumper stickers
- DMV
- Festival booth
- Friend who works for detox programs.
- From a friend telling me.
- From my dad, he is a police officer.
- I heard about this from my son.
- I heard it at the safety seminar at work.
- I heard it through word of mouth.
- In conversations with grandchildren.
- In our city, I can't remember exactly where.
- Increased police presence.
- Magazine
- Magazines.
- Mainly at work.
- People around the community.
- Seeing police in the street apprehending people.
- Street dance or party in the block.
- The courthouse.
- Through my friends.
- Word of mouth.
- Word of mouth.
- Word of mouth.

SO FAR, IN 2013, HAVE YOU READ, SEEN, OR HEARD ANYTHING ABOUT TEXTING AND DRIVING? IN JUST A FEW WORDS OR A SHORT PHRASE, WHAT WAS THE PRIMARY MESSAGE THAT WAS COMMUNICATED?

- A kid was talking about a friend who was killed by texting.
- A mother who said her son was paralyzed because of texting. Is your text message important.
- A story about a family member who was killed because of texting and driving.
- A text isn't worth your life.
- A woman was texting and hit a young boy.
- A young girl got into an accident texting and driving.
- A young lady lost a friend because she was driving and texting.
- A young man had an accident before finishing texting.
- About law enforcement or taking care of how you drive. It's very distracting.
- Accident after texting.
- Against texting while driving.
- Always keep your eyes forward.
- Any distraction is too much of a distraction.
- Attention span for texting and driving only takes 2 seconds before you get in an accident.
- Basically don't text and drive.
- Basically it's illegal and unsafe to text and drive.
- Basically that it's not allowed.
- Basically that texting while driving is very illegal. The have done great videos of people dying on TV.
- Be there soon was the text and then the person died.
- Be there soon!
- Billboard sign read put the phone down when driving.
- Billboards up all over the place.
- Commercial on TV showing surviving loved ones responding to someone dying from texting.
- Concentrate on driving and not texting.
- Dangers of texting and driving in the newspaper.
- Different things would show that this is what happens.
- Distracted driving can cause accidents.
- Distracted driving is the same as drunk driving.
- Distraction while driving is dangerous.
- Distractions in the vehicle is a hazard.
- Do not do it.
- Do not text and drive it can cause accidents when your attention is taken away from driving.
- Do not text and drive, it can kill people.
- Do not text and drive, it is illegal.
- Do not text and drive, pay attention to driving.
- Do not text and drive.
- Do not text and drive.
- Do not text and drive.

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- Do not text and drive.
- Do not text and drive.
- Do not text and drive.
- Do not text or use cell phones while driving.
- Do not text while driving.
- Do not text.
- Do not to text and drive.
- Don't be distracted driving.
- Don't be dumb or you will die.
- Don't be texting and driving.
- Don't do it because it will cause a crash.
- Don't do it because people could die.
- Don't do it or you could die or kill someone else.
- Don't do it or you might die.
- Don't do it or you're going to get a ticket.
- Don't do it, it is dangerous, it causes accidents.
- Don't do it, it's dangerous.
- Don't do it, it's not safe.
- Don't do it, it's too dangerous.
- Don't do it, plain and simple.
- Don't do it, zero tolerance.
- Don't do it.
- Don't do it.
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- Don't do it.
- Don't do it.
- Don't do it. A text can wait.
- Don't do it. It can wait.
- Don't do it. It is worse than drunk driving.
- Don't do it. It's not safe to text while you're driving.
- Don't do it. Its worse than driving drunk.
- Don't drink and drive, don't text while driving, make sure you wear your seat belt
- Don't drive and text, you can't do it.
- Don't drive and text.
- Don't drive and text.
- Don't drive, don't text.
- Don't Text & Drive
- Don't text and drink.
- Don't text and drive
- Don't text and drive and shows a very graphic picture. Keep eyes forward.
- Don't text and drive because it could kill someone.
- Don't text and drive because it is very dangerous.
- Don't text and drive because you're not paying attention to the road you're driving.
- Don't text and drive it can wait.
- Don't text and drive keep your hands on the wheel.
- Don't text and drive or it can wait.
- Don't text and drive or you will get a ticket.
- Don't text and drive, it could kill people.
- Don't text and drive, it kills people.
- Don't text and drive, its dangerous.

- Don't text and drive, it's illegal.
- Don't text and drive, it's the law.
- Don't text and drive, you could be ticketed for that, too.
- Don't text and drive, you don't want to be distracted.
- Don't Text and Drive.
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- Don't text and drive.
- Don't text and drive.
- Don't text and drive.
- Don't text and drive.
- Don't text and drive.
- Don't text and drive. Its not that important.
- Don't text ever.
- Don't text or drive.
- Don't text or you will die.
- Don't text while driving.
- Don't text while driving.
- Don't text while driving.
- Don't text while driving.
- Don't text while driving.
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- Don't text while driving.
- Don't text while driving.
- Don't text while driving.
- Don't text while driving.
- Don't text while driving. I think it was on a billboard.
- Don't text while you're driving.
- Don't text while you're driving.
- Don't text while you're driving.
- Don't text, it causes accidents.
- Don't text, it's dangerous, and it kills.
- Don't text, so that you don't kill anyone.
- Don't text.
- Don't text.
- Don't text.
- Don't text.
- Don't use a cell phone or text while driving.
- Don't use your phone while you're driving.
- Drive alive, don't text and drive.
- Drivers should not text and drive.
- Drivers shouldn't be texting and talking on the phone at all.

- Driving and texting don't mix.
- Driving with distractions is not good for you and other motorists on the road.
- Especially with teenagers and really anyone, it is dangerous to even take your eyes off the road.
- Falling asleep at the wheel is just as bad as drinking and driving. You have to be 100%.
- Friends don't let friends text and drive.
- Get a big fine.
- Handout from school saying not to text and drive.
- Having to do with the amount of fatalities associated with texting and driving.
- Hey, it can wait.
- Honk if you love Jesus, text while driving if you want to meet him.
- I believe it was that it's just as bad as drinking and driving.
- I cannot recall the exact message.
- I cannot recall.
- I cannot remember.
- I can't remember.
- I can't remember.
- I can't remember.
- I can't remember.
- I can't remember.
- I can't remember.
- I can't think of it at the moment.
- I didn't personally take anything away from the ad one way or the other.
- I do not know.
- I do not recall.
- I do not remember the message.
- I do not remember the message.
- I do not remember.
- I do not remember.
- I don' remember.
- I don' t remember.
- I don't know, nothing comes to mind, but remember seeing it.
- I don't really remember the message.
- I don't really remember.
- I don't recall exactly.
- I don't recall.
- I don't remember exactly, but basically that its very unsafe.
- I don't remember exactly.
- I don't remember.
- I don't remember.
- I don't remember.
- I don't remember.
- I don't remember.

- I don't remember.
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- I don't remember.
- I don't remember.
- I guess most of the messages I've seen are saying that whatever you need to text can wait, because the distraction causes accidents.
- I have heard about accidents that have been caused by texting and driving.
- I have heard people keep getting killed while texting and driving.
- I have heard the warnings and suggestions not to do it, not sure of the exact message.
- I heard don't text and drive on television.
- I heard don't text while driving on the television for public service announcement.
- I heard it on the radio, said no texting while driving.
- I heard it on TV, don't text and drive.
- I heard on the radio about a kid who was paralyzed from the neck down by a driver who was texting and driving.
- I heard people debating whether texting and driving was a good law to pass or not on the radio.
- I heard that there were accidents associated with texting and driving.
- I heard them say don't text and drive on a commercial.
- I heard today on the radio that if you're texting while driving, you'd be 30 more times likely to have an accident than drunk driving. Its so dangerous.
- I just heard that people are texting and driving. I myself do not, I only use my cell phone in case I need help on the road.
- I just know you're not suppose to text. When you look down texting someone got injured.
- I saw a billboard and texts saying don't text and drive.

- I saw a newspaper article about a police officer stopping someone for texting and driving and how that is rare.
- I should not be on my phone while texting and driving.
- I think that's not legal to be doing it.
- I watched a commercial in the theater and it was saying to never text while driving.
- I watched a talk show and the young girl died texting and driving.
- I will be there in a minute was being texted.
- If we catch you texting, you will get a ticket.
- If you are caught you will get a ticket, law enforcement recommends no texting while driving.
- If you do this you are distracted so don't do it.
- If you drive and text you will be ticketed.
- If you get caught, you will get a ticket or some type of penalty.
- If you take your attention away from the wheel, your chances of getting into an accident are extremely high.
- If you text and drive you can get pulled over. Also, if you look down for a few seconds it can be dangerous.
- If you text and drive, you are going to smash your car.
- If you text don't drive, pullover.
- If you text you will have an accident.
- If you text you're more likely to get into and accident.
- If you text, you are more likely to get into an accident.
- If you text, you get a ticket.
- If you want to talk to God soon, talk on your phone while driving and if your want see God, text while driving.
- If you want to text you can get a ticket.
- If your so much as look at your telephone you're going to have an accident.
- Illegal to text and drive.
- Illegal to text or e-mail while you drive.
- I'm not exactly sure.
- Individuals who are texting and driving are normally between 25 and 34.
- Is it worth it.
- Is the text really worth it.
- Is what your looking at worth you dying. Is what your trying to say that important to risk your life.
- It ain't worth it.
- It can cause injuries and deaths.
- It can wait was the slogan.
- It can wait.
- It can wait.
- It can wait.
- It can wait.
- It can wait.
- It can wait.
- It can wait.

- It can wait. Don't text and drive.
- It causes death.
- It causes deaths.
- It is illegal.
- It is a bad idea to text and drive.
- It is a danger to not be aware of what you are doing because of a phone.
- It is a distraction.
- It is a stupid idea.
- It is against the law to text.
- It is an unwise thing to do to use electronic devices and that there is an increased risk of using while driving. Also, there has been an increase in accidents in our area.
- It is as bad as drunk driving.
- It is dangerous and causes deadly accidents.
- It is dangerous and you shouldn't do it.
- It is dangerous.
- It is dangerous.
- It is dangerous.
- It is distracting so you shouldn't do it.
- It is illegal to text and drive and it is dangerous, no text is worth it.
- It is illegal to text and drive.
- It is illegal to text and drive.
- It is illegal to text as far as I know when you're driving, that's all I know about it.
- It is illegal.
- It is more dangerous than drinking and driving.
- It is not a good thing to do.
- It is not worth it.
- It is not worth what ever the text is, keep it put away until you are done driving.
- It is so extremely dangerous to everyone on the road to do something like that.
- It is unsafe to text and drive; it is a safety hazard more or less.
- It is very dangerous to text while driving.
- It is very dangerous.
- It kills because you're not concentrating on the road.
- It left a visual, when I was watching TV they showed you a vehicle of the woman who was texting and driving. The visual was enough to make me realize that texting and driving is not worth it, and its deadly.
- It said don't drive and text.
- It said it can wait.
- It said it was against the law to text and drive.
- It shouldn't be done.
- It showed the reaction time.
- It shows 3 or 4 words and a mother says there were the last words from my son before he was killed.
- It talked about texting makes you drive distracted. I think they showed people on the freeway who were driving while looking down.

- It was a commercial saying that the last message to his mother was hi.
- It was a government commercial, that it is not worth the time of injuring another person or yourself just to read or write a text.
- It was about a person texting and who got injured as a result.
- It was about texting while driving and never finished. They died.
- It was about texting, I don't remember what it said.
- It was about texting.
- It was communicated to not text or use any computer or laptop while driving. I remember seeing a commercial about a mom texting her child and it resulted in a death.
- It was kind of along the lines of drinking, like Friends Don't Let Friends Drive and Text.
- It was on the radio not to text, your life is worth more than that.
- It was talking about texting and being distracted. I don't really remember.
- It will kill you.
- It's a bad idea; don't do it.
- It's a big distraction.
- It's a distraction and cause of accidents.
- It's against the law because it's just as being drunk while driving. When texting while driving it has the same effect as drinking and driving.
- It's against the law to be texting while driving.
- It's against the law to text and drive and it shouldn't be done.
- It's against the law to text and drive.
- It's against the law.
- It's as much of a problem as drunk driving.
- It's as or more dangerous than drinking and driving.
- It's common sense not to text while driving. Don't remember what the message said.
- It's dangerous and illegal.
- It's dangerous to text and drive.
- It's illegal.
- It's not worth a life. It can wait.
- It's not worth it.
- It's not worth it.
- It's not worth it. It can wait.
- It's obvious that your attention is reduced.
- It's on the TV. I can't remember exactly what it was.
- It's stupid, and I think if there's a law then it should be enforced, it's too dangerous.
- It's stupid.
- It's very dangerous to text and drive because it impairs your ability to focus on the road.
- It's very dangerous.
- It's worst than driving impaired.
- I've heard it on TV and the news because there's a wreck or something.
- I've heard that they're cracking down on them. If you need to text someone, pull over.
- I've seen don't text and drive, and its not worth it to text and drive.
- Just don't do it.

- Just don't text and drive.
- Just don't text and drive. I think it showed someone who died while texting.
- Just people in general on the news getting interviewed.
- Just to not do it. There is a lot of information about death and last words texted or read right before they crashed.
- Keep your car a phone free zone.
- Keep your eyes on the road, don't be texting while driving.
- Kids driving while texting, it can cause an accident.
- Law saying it was illegal to use cell phone while driving.
- Leave your phone in your pocket when you're driving.
- Loss of life because of the text.
- Mainly don't be stupid while driving.
- More accidents from that than those who drink.
- More people are killed from texting than from drinking and driving.
- Never text while you drive.
- No amount of texting while driving is safe.
- No message is worth your life. I saw where it said this is the last message they saw before they died.
- No mobile devices while driving.
- No texting allowed. It was also in conjunction with the seat belt law. It was on the same sign.
- No texting and driving.
- No texting on board.
- No texting while driving not even at a stop light.
- No texting while driving, you will get a ticket.
- No texting while driving.
- No texting while driving.
- No texting while driving.
- No texting while driving.
- No texting, no talking, pull over and stop.
- No texting.
- No texting.
- Not sure of the message but I remember a little kid died.
- Not texting on your phone and not reading text messages.
- Not to do it.
- Not to do it.
- Not to text and drive.
- Not to text and drive.
- Not to text and drive.
- Not to text and drive. It causes accidents.
- Not to.
- On a commercial it said it was illegal to text and drive.
- On public radio about distractive driving.
- On television, on 60 minutes about people driving drunk hurting someone.

- On television, they said if the officer sees you on the phone they can pull you over.
- On the internet, it was a story about a lady's kid getting run over by a person texting and driving.
- On the news, said how dangerous it is to text and drive.
- On the radio, said do not text and rive.
- On the radio, they said text don't avoid the wrecks.
- On TV, they said no texting while driving.
- Only takes a few seconds to take your eyes off the road while you're texting.
- Parents had just lost their child and brought it up that you're not suppose to be texting.
- People can die from distracted driving.
- People die.
- People get distracted and can cause an accident.
- People get killed because of texting and driving. Idiots do that.
- People should pay attention to driving.
- People shouldn't text and drive.
- People shouldn't text.
- Person getting an text saying yaha then killed.
- Pretty much commercials that were someone's last text where they were killed in a car accident.
- Promise not to text.
- Pull over to look at your messages.
- Put down your phone while driving.
- Put the phone down and drive.
- Read that drivers can be given a citation while texting while driving.
- Safe driving is probable and there are many laws to keep drivers safe.
- Safety and driving.
- Safety first, do not text.
- Senator's daughter was killed from texting and driving.
- Sending a text message can send you to your grave; and would you want these to be the last words you see?
- Showed people's lives that were affected by it.
- Some girl died.
- Somebody had died while texting and driving.
- Somebody texted and died.
- Someone was texting and then got into an accident.
- Something about don't text and die, that its very dangerous.
- Something about it's not worth the message, half a message and somebody got killed.
- Something to the nature of don't drive and text. Something about distracted driving if I remember correct.
- Start of a text message then person was killed before finished.
- Stay off the phone while your driving because it can seriously diminish your focus on the road.
- Stop or don't.
- Stop text and stop wrecks.
- Stop texting and driving.

- Takes the average person 5 seconds off the road to text one word.
- Text and die.
- Text and drive, you are more likely to have an accident.
- Text and you will end up in a car accident.
- Text and you will have an accident.
- Text and you will hit something.
- Text messages can wait.
- Texting and causing accidents.
- Texting and driving can cause car accidents.
- Texting and driving distracts you.
- Texting and driving do not mix.
- Texting and driving is a cause of accidents.
- Texting and driving is against the law.
- Texting and driving is considered to be a distraction and can be ticketed.
- Texting and driving is illegal.
- Texting and driving is more dangerous than talking on your phone or listening to the radio.
- Texting and driving is stupid. You can only do one thing at a time.
- Texting and driving is unsafe.
- Texting and driving is very dangerous to do, very bad.
- Texting and driving is very dangerous.
- Texting and driving kills.
- Texting and driving kills.
- Texting and driving kills.
- Texting and driving, to sum it up, is not worth it. There are commercials that show everyday people texting behind the wheel who get into crashes, and its just senseless.
- Texting and driving, you will get pulled over.
- Texting can cause accidents.
- Texting can cause accidents.
- Texting can cause death.
- Texting can cause death.
- Texting can wait.
- Texting can wait.
- Texting causes accidents so don't text and drive.
- Texting causes death.
- Texting commercial involves car accident.
- Texting distracts the driver. Distractions lead to accidents.
- Texting drivers are going to get tickets.
- Texting is 4 times worse than drunk driving.
- Texting is as unsafe as drinking and driving.
- Texting is dangerous.
- Texting is illegal, stop driving to text.
- Texting is illegal.
- Texting is more dangerous than driving under the influence.

- Texting is more dangerous than drunk driving.
- Texting isn't worth dying.
- Texting kills
- Texting kills.
- Texting kills.
- Texting takes your concentration off of driving and can cause accidents or death.
- Texting while driving can cause death.
- Texting while driving is equal to driving drunk.
- Texting while driving is not that important.
- Texting while driving is unsafe.
- Texting while driving kills people.
- Texting while driving leaves you more impaired while driving.
- Texting will not be tolerated.
- Texting you lose.
- That if text you might die.
- That if you get caught texting and driving you will get a fine.
- That if you text you get a ticket.
- That is it against the law.
- That it causes accidents.
- That it causes distracted driving.
- That it is becoming illegal in many states.
- That it is unsafe to text and drive.
- That it is very dangerous and it can kill people.
- That it should not be done, but I think that's just common sense because its dangerous.
- That it's against the law.
- That it's dangerous to text and drive.
- That it's illegal.
- That it's illegal.
- That it's not a good idea to text and drive, it could kill you.
- That its not worth it to text and drive.
- That it's not worth it.
- That its stupid and dangerous, because it distracts you from your ability to focus on the road and it puts you and other people at risk.
- That no text is that important basically. I've seen a lot of commercials where they show half a text then say, This is the text so and so was sending when they crashed their car.
- That really bad accidents can happen with three way texts.
- That texting and driving causes accidents.
- That texting and driving is dangerous.
- That texting and driving is distracted driving and increases chances of an accident.
- That texting and driving is not safe.
- That texting is illegal.
- That texting takes away from your ability to drive and has serious consequences.
- That the message wasn't that important, that it can wait.

- That there are more accidents from texting and phone usage than from alcohol.
- That there is nothing that can't wait till you can pull over and stop, there is nothing that important that you need to be on your cell phone for while behind the wheel.
- That you can die texting and driving.
- That you need to keep your eyes on the road where they need to be.
- That you should not text and drive.
- That you shouldn't do it because its dangerous, for every four seconds you look away from the road you travel the length of a football field.
- That you shouldn't text and drive, and a commercial I've seen shows the possibility of losing a life.
- That you shouldn't text and drive.
- That you will be stopped and ticketed.
- That your text wait because people die.
- That you're not supposed to do it, its not a good idea.
- That's a greater risk for accidents while texting and driving.
- The accidents that occur and the loss of life are extremely high because of texting and driving, probably more so than drunk driving.
- The average text takes 5 seconds, but in that 5 seconds your eyes are off the road and that is when accidents happen.
- The fact that you text you will most likely lose your license.
- The incredible danger and lack of focus.
- The jist of it would be something like distracted texting equals distracted driving.
- The kid was playing in the yard and driver drove over the kid.
- The law says you can't text and drive.
- The lethal nature of distracted driving.
- The man was texting and got distracted and was killed.
- The message communicated was that distracted driving is the problem and you are very distracted when you are texting and driving.
- The message is do not text and drive.
- The message is that it is not worthy texting and driving.
- The message was basically if you text you will increase your likelihood of having an accident and you will get a ticket, insurance goes up.
- The message was basically it is a pretty big ticket if you get caught.
- The message was do not text and drive.
- The message was do not use cell phones because it is dangerous.
- The message was don't take your eyes off the road and be attentive.
- The message was don't text and drive.
- The message was don't text and drive.
- The message was don't text and drive.
- The message was don't text and drive.
- The message was don't text and drive.
- The message was don't text and drive. The lady son was hit when the other lady was texting and driving.
- The message was driving and texting can lead to death.

- The message was it can wait.
- The message was it wasn't worth it, don't do it.
- The message was never text and drive.
- The message was not to text and drive.
- The message was sign up for no texting and driving campaign.
- The message was something like you text, you die.
- The message was talking about young people texting and driving and how it only takes a second to get in an accident.
- The message was that texting distracts you from the road and it only takes a few moments to get in an accident.
- The message was that the drivers mind was not on driving.
- The message was that you can die if you do this.
- The message was, do not text and drive.
- The police are going to pull people over for this.
- The primary message communicated was a warning message not to text and drive.
- The primary message is do not do it.
- The primary message is just that you are distracted from driving.
- The primary message that was communicated is that northern Minnesotans do not get the message to not do these things.
- The primary message that was communicated is that people who text cause more accidents.
- The primary message was don't text and drive.
- The primary message was don't text or you'll kill somebody.
- The primary message was if you text and drive you won't be around for your children.
- The primary message was that it is dangerous.
- The teenager's last text before she was killed on a commercial.
- The text can wait.
- The text can wait.
- The text is not worth dying over.
- There are more important things than talking to your friends while driving.
- There is one commercial where a little boy was hit by a car. I just get really sad. I have a daughter that does and it I get really mad.
- There was a slogan that said basically it is not worth it to text or read one while driving.
- There was a study that showed that it was dangerous to text and drive.
- There was an accident with someone texting, and I thought it was just senseless.
- There's a slogan, I can't recall.
- These are the words my kids saw before I died.
- They said that cops are watching out for people for texting and driving and you will get pulled over.
- This could be your last text.
- This is all the text they got.
- This is the last statement I got from my sister before she died.
- This is the last words she read.
- This was the last text message my daughter sent. Also do not text and drive or you will meet Jesus.

- To look out for distracted drivers.
- To use a hands free device.
- Trying to eliminate texting while driving.
- Trying to get laws past that it would be illegal to text on the road, and trying to get it so that you cannot talk on the phone as well.
- TV ad showing a couple texting while driving, hit a kid and he became paralyzed from the waist down.
- TV ads saying don't text and drive.
- TV push from cell companies not to text and drive.
- Using a cell phone will get you a ticket.
- Using your cell phone while driving, you can get into an accident.
- Very dangerous to drive while texting and even more dangerous to drink and drive.
- Was the text worth your life?
- What could happen to you if you text while driving.
- When driving pay attention to driving.
- You are crazy if you text and drive, it is not safe.
- You are going to be in an accident if your text.
- You are not suppose to text while driving.
- You are not supposed to text and drive.
- You can get pulled over and get fined.
- You can run somebody over if you text and drive.
- You can wait.
- You cannot text and drive.
- You can't do two things at one time and watch the road.
- You can't text after you are dead.
- You can't text and drive.
- You can't text and drive.
- You could lose your life if you text and drive.
- You got your eyes off the road and you will have an accident.
- You just don't do it.
- You should never text while driving.
- You should never text while driving.
- You should not do it.
- You should not text and drive.
- You should not text and drive.
- You should not text while driving.
- You should not text wile driving, it is dangerous.
- You shouldn't be texting while you're driving.
- You shouldn't text and drive because you could take a life.
- You text and drive, you will be caught or killed.
- You text while driving you will get pulled over.
- You text, you die.
- You text, you die.

- You text, you die.
- You text, you die.
- You text, you die.
- You text, you drive, and you lose.
- You text, you get a ticket.
- You will get caught.
- You'll get a ticket.
- Your eyes will be off the road for at least a while you text.
- You're endangering lives.
- You're more likely to get into or have an accident or cause a death.
- You're not alert when not looking at the road.
- You're not paying attention to your driving while using your cell phone.

SO FAR, IN 2013, HAVE YOU READ, SEEN, OR HEARD ANYTHING ABOUT DISTRACTED DRIVING? IN JUST A FEW WORDS OR A SHORT PHRASE, WHAT WAS THE PRIMARY MESSAGE THAT WAS COMMUNICATED?

- 80% of accidents occur while texting and driving.
- A commercial about distracted driving.
- A family on vacation and the children were acting out in back seat, and the mother turned to react causing an accident. Aren't your children more valuable to you than that.
- A young driver talking about distracted driving, but I'm not 100% sure though.
- About teenagers texting in a car and other distractions.
- Again it was about cell phones and how they can distract you. Also they talk about if you drive a commercial vehicle that you can get a big fine if caught on your cell phone.
- Again, a greater risk of accidents when you're distracted.
- Again, it's a very bad idea.
- Again, taking your eyes of the road for a short period can cause accidents.
- Again, they were talking about the severity of it in that you can be killed by driving while distracted.
- An article that stated not paying attention because you are eating, drinking or texting can cause an accident.
- Answering cell phone, texting all lead to distracted driving.
- Any distraction is not okay, you need to pull over.
- Any distraction makes driving unsafe.
- Any type of electronic device or radio or distraction can put you at risk for an accident.
- Anything can happen in the one second if you are not paying attention.
- Anything can wait.
- Anything that takes your attention from focusing on the road.
- Anything you do detracts from your being able to pay attention.
- Anything you do while driving is a distraction.
- Anything you do while you're driving distracts you.
- Anything, cell phone, dropping something, digging in your purse. Its all distracting.

- Avoid distracted driving it causes accidents.
- Bad as impaired driving, drunk driving.
- Basically texting and driving is wrong.
- Be alert all of the time.
- Be alert and be safe.
- Be more attentive while driving.
- Being a distracted driver is the same as a drunk driver.
- Being distracted while driving can lead to death.
- Beware of distractions while you are driving. It needs your complete attention.
- Cell phones are the biggest distraction.
- Cell phones, texting and the radio are a problem.
- Concentrate on driving while you're driving.
- Concentrate on driving.
- Concentrate on driving.
- Concentrate on driving.
- Concentrate on driving.
- Concentrate on driving.
- Concentrate on the road, not doing something else.
- Cut back on the distractions.
- Dangerous drivers.
- Distracted drivers are dangerous drivers.
- Distracted drivers are drivers more likely to get in an accident.
- Distracted drivers can get citations while using a cell phone.
- Distracted driving as well can lead to death or to an accident.
- Distracted driving can cause a lot of accidents. Distracted driving causes more accidents than texting and driving.
- Distracted driving can cause accidents and death.
- Distracted driving can cause accidents.
- Distracted driving can kill.
- Distracted driving causes many accidents.
- Distracted driving causes more accidents.
- Distracted driving impairs your driving.
- Distracted driving includes talking to other passengers and reading mail or newspapers.
- Distracted driving includes texting, talking on the phone and using the car stereo.
- Distracted driving is a bad thing.
- Distracted driving is a serious cause of accidents.
- Distracted driving is also unsafe.
- Distracted driving is an offense that will cause you to get a ticket and is very dangerous.
- Distracted driving is as bad a drunk driving.
- Distracted driving is as bad as drunk driving.
- Distracted driving is as bad as drunk driving.
- Distracted driving is as bad as drunk driving.
- Distracted driving is bad.

- Distracted driving is dangerous driving.
- Distracted driving is dangerous.
- Distracted driving is dangerous.
- Distracted driving is dangerous.
- Distracted driving is drunk driving.
- Distracted driving is hazardous to your health.
- Distracted driving is impaired driving.
- Distracted driving is impaired driving.
- Distracted driving is more than just texting and driving.
- Distracted driving is not only caused by cell phones. Can be distracted by the radio, gawking etc.
- Distracted driving is the same as drunk driving.
- Distracted driving is the same as drunk driving.
- Distracted driving kills people.
- Distracted driving kills.
- Distracted driving kills.
- Distracted driving kills.
- Distracted driving means death.
- Distracted driving, not unlike texting and drinking is very dangerous and if I might add, not nearly understood.
- Distracted driving, the outcome is not good.
- Distracted driving, you have a higher likelihood for accidents like alcohol.
- Distracted driving. It's your life or theirs.
- Distracted is dangerous.
- Distracting driving causes accidents also.
- Distracting driving is using cell phones or texting.
- Distracting was one of the main causes of accidents.
- Distraction can cause accidents.
- Distractions are unsafe.
- Distractions can cause accidents quickly.
- Distractions can cause accidents.
- Distractions cause accidents.
- Distractive driving is as bad as driving under the influence of alcohol.
- Do not put on your makeup while driving and don't read while driving.
- Do not text and drive.
- Do not text and drive.
- Do not text and drive.
- Do not text and drive.
- Do not use cell phone, turn down radio.
- Doing other things while operating a car can cause an accident.
- Don't be distracted and drive.
- Don't be distracted while driving.
- Don't be distracted.

- Don't be on your phone while driving.
- Don't be on your phone.
- Don't do anything while driving.
- Don't do it, pay attention.
- Don't do it.
- Don't do it.
- Don't do it.
- Don't do it.
- Don't do it.
- Don't do it.
- Don't do it.
- Don't do it.
- Don't do it.
- Don't do it.
- Don't do it.
- Don't do it.
- Don't drive and text.
- Don't drive distracted.
- Don't drive distracted.
- Don't drive distracted.
- Don't eat while driving.
- Don't follow to close and be aware driving.
- Don't get distracted and keep eyes on the road.
- Don't get distracted by your friends and get into an accident.
- Don't get distracted while driving.
- Don't preoccupy your brain with anything other than driving.
- Don't really know.
- Don't remember.
- Don't talk on the cell phone and drive.
- Don't text and drive and keep your eyes on the road.
- Don't text and drive because it could kill someone.
- Don't text and drive, don't eat and drive, don't talk on the cell phone, don't drink and drive.
- Don't text and drive.
- Don't text and drive.
- Don't text and drive.
- Don't text and drive.
- Don't text and drive.
- Don't text and drive.
- Don't text and drive.
- Don't text and drive.
- Don't text and drive.
- Don't text and drive.
- Don't text and drive.

- Don't text and drive.
- Don't text and drive.
- Don't text or you'd be in the morgue.
- Don't text that is distracting.
- Don't touch the radio while driving.
- Don't use a cell phone while driving.
- Don't use your cell phone while driving.
- Don't use your phone while driving.
- Don't yell at your kids while you are driving.
- Drive safe.
- Drive your vehicle and don't do anything like read the paper, text or eat.
- Drivers being on their phones and not to do it.
- Even eating is considered distracted driving.
- Even listening to the radio and talking is distracting.
- Even reaching for something in the car or just adjusting the radio can cause an accident.
- Even talking on the phone distracts drivers.
- Eyes on the road, or something like that.
- Eyes on the road.
- Falls into the texting and driving category.
- Fatigue is as bad as drunk driving.
- Focus on driving and do not get distracted.
- Focus on the Road
- Focus on the road.
- Focus on the road.
- Getting distracted is dumb.
- Getting distracted makes for a distracted driver.
- Gosh I don't remember.
- Hands free devices don't prevent distractions.
- Hands free is not any safer.
- How cell phones and taking phone calls or texting distracts drivers and causes more accidents.
- I am not sure.
- I am not sure.
- I can' remember.
- I cannot recall.
- I cannot remember.
- I cannot remember.
- I cannot remember.
- I cannot remember.
- I cannot say specifically what.
- I cannot say. I heard it at work and it would breach the confidentiality.
- I cannot think of it.
- I can't recall.
- I can't remember what it was.

- I can't remember.
- I can't remember.
- I can't remember.
- I can't remember.
- I can't remember.
- I can't remember.
- I can't remember.
- I can't remember.
- I can't remember.
- I can't remember.
- I can't remember.
- I can't remember.
- I can't remember.
- I can't remember.
- I can't remember.
- I didn't really pay attention so I cannot really say.
- I do no remember the message.
- I do not recall.
- I do not recall.
- I do not remember what it was.
- I do not remember.
- I do not remember.
- I do not remember.
- I do not remember.
- I don't know, I just heard about it.
- I don't know.
- I don't know.
- I don't know.
- I don't know.
- I don't know.
- I don't know.
- I don't know.
- I don't know.
- I don't know.
- I don't know.
- I don't know. I just saw on the news they talked about distracted drivers.
- I don't really remember.
- I don't recall the message.
- I don't recall.
- I don't recall.
- I don't recall.
- I don't remember exactly either.
- I don't remember exactly what I saw.
- I don't remember the exact message.
- I don't remember.

- I don't remember.
- I don't remember.
- I don't remember.
- I don't remember.
- I don't remember.
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- I don't remember.
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- I don't remember.
- I don't remember.
- I don't remember.
- I don't remember.
- I don't remember.
- I don't remember.
- I don't remember.
- I don't remember.
- I don't remember. It was back in February.
- I forgot.
- I heard on the radio that distracted driving can lead to accidents and deaths.
- I heard the commercial on TV, it said pay attention to the road.
- I just remember the subject matter, however, can't remember what was said.
- I just think you see it in the news.
- I really don't recall.
- I think its a very good point, I read a headline recently saying that the primary causes of accidents were distractions.
- If you are distracted you are more likely to have an accident.
- If you don't pay attention, you may run into someone.
- If you drive distracted, you die.
- If you drive while distracted you can kill someone or yourself.
- If your eyes aren't on the road, then you're driving distractedly.
- If you're doing something else you're not paying attention to other drivers.
- Increases the likelihood of an accident.
- Internet said something about percentages of driving distracted.
- Is it worth it.
- It can be dangerous.
- It can be deadly.
- It can cause accidents and deaths.

- It can cause accidents.
- It can cause accidents.
- It can cause an accident.
- It can cause an accident.
- It can cause an accident.
- It can only take seconds.
- It can wait.
- It can wait.
- It causes accidents.
- It does not take a lot to be distracted.
- It goes hand in hand with texting. Putting make up on too.
- It had something to do with texting, not sure exactly.
- It had to do with cell phones I think.
- It is against the law to text which is very distracting.
- It is against the law.
- It is an accident ready to happen.
- It is beginning to become a big problem especially for teens.
- It is dangerous to be distracted with anything that takes your eyes of the road.
- It is dangerous to drive while texting.
- It is dangerous.
- It is dangerous.
- It is dangerous.
- It is important to pay attention to the road and don't take your eyes off the road.
- It is just not a good thing to do because it takes your mind off driving and gets you in trouble for accidents.
- It is not a good idea to drive while distracted.
- It is not a good thing to be distracted while driving.
- It is pretty dangerous to do anything that takes your eyes off the road, even for a short time.
- It is unsafe.
- It is very dangerous to text or use you phone.
- It only takes a blink of an eye or a fraction of a second for you to not see the road.
- It only takes a second for anything to happen.
- It was a documentary about distracted driving.
- It was communicated to keep your mind on your driving.
- It was in the newspaper, not to drive and text.
- It was just a list of ways that you could be distracted while driving.
- It was just the simple no texting and driving.
- It was not to text and drive at all.
- It was pay attention to your driving and do not get distracted.
- It was that you should not be texting while driving.
- It would be that cell phones and other distractions while driving lead to fatalities.
- It's a problem.
- It's bad to be distracted by the phone or by texting; not paying attention.

- It's far more dangerous to be a distracted driver than a drunk driver.
- Its important to keep your eyes on the road, because when you don't you put other people at risk and could kill somebody.
- It's more dangerous than driving drunk.
- It's mostly about cell phones or even smoking or lighting a cigarette while driving that can distract someone.
- Just as bad as being under the influence.
- Just don't do it.
- Just drive and keep your eyes and mind on the road.
- Just focus.
- Just not having any distractions while driving.
- Just that it's unsafe.
- Keep you attention on driving, not other things.
- Keep your eye on the road.
- Keep your eye on the road.
- Keep your eyes forward.
- Keep your eyes on road.
- Keep your eye's on the road, you don't have to sit and gawk. Keep eye's on the road and stay focused.
- Keep your eyes on the road.
- Keep your eyes on the road.
- Keep your eyes on the road.
- Keep your eyes on the road.
- Keep your eyes on the road. Don't take your eyes off the road.
- Keep your eyes on the road. If you are driving, concentrate on driving.
- Keep your mind on driving.
- Lady looking for a cell phone and hits a motorcycle.
- Law enforcement needs to be more aware of distracted driver.
- Leave that phone at home.
- Leave your cell phones shut off.
- Lethal consequences of distracted driving.
- Mainly that you're much more likely to get into an accident if you're distracted, even if its just a simple conversation with the passenger.
- Many things can distract the driver; radio, phone, eating, drinking.
- Messing with the radio, looking through the phone, and picking stuff off the floor makes you distracted.
- Morning show showed brain activity while driving.
- No eating, drinking, texting and make-up while driving.
- No matter what you are doing in your car you are still getting distracted whether you realize it or not.
- No texting and driving.
- No texting and driving.
- Not sure of the message.
- Not to be talking on cell phones and texting.

- Not to drive distracted.
- Not to drive while on the phone it is a distraction.
- Not to let anyone or anything distract you.
- On the phone you are going to be distracted while driving.
- On the radio, I do not recall.
- On TV and the article was about distracted driving about how many feet you go at certain miles per hour to look down and look up to a crash.
- Pay attention and don't kill people.
- Pay attention and don't text or be on the phone or be busy with other things while driving.
- Pay attention and you will be safe, don't pay attention, you may have an accident.
- Pay attention on the road.
- Pay attention to driving.
- Pay attention to how your driving and nobody will get hurt.
- Pay attention to the road instead of eating, drinking and texting.
- Pay attention to the road.
- Pay attention to the road.
- Pay attention to the road.
- Pay attention to the road.
- Pay attention to the road.
- Pay attention to the road.
- Pay attention to the road.
- Pay attention to the road.
- Pay attention to the road.
- Pay attention to the road.
- Pay attention to the road.
- Pay attention to the road. Be cautious of kids in the street and other drivers.
- Pay attention to what you're doing.
- Pay attention to your driving and don't do other things.
- Pay attention to your driving and the road.
- Pay attention to your driving.
- Pay attention to your driving.
- Pay attention to your driving.
- Pay attention to your driving; don't do other things, just drive.
- Pay attention when you are driving.
- Pay attention while driving.
- Pay attention while you are driving.
- Pay attention, don't text and drive, don't talk on your cell phone or fall asleep.
- Pay attention.
- Pay attention.
- Pay attention.
- Pay attention.
- Pay attention.
- Pay attention.

- Pay attention.
- People are not good at multitasking while driving.
- People could get hurt or die.
- People don't pay attention behind the wheel and its dangerous.
- People looking for music CDs and trying to keep their kids occupied, you can't do that.
- People should be more careful about going over the line.
- People should be more careful when they drive.
- People talking are distracted.
- Police are looking for people texting while driving.
- Pretty much anything you do while driving would be considered a distraction.
- Pretty much not to do it, not to be distracted behind the wheel.
- Probably that when at the speeds that we now travel and the number of people that are on the road, whether you're eating or putting on make up or on the phone, you need to have both hands on the wheel and pay attention.
- Pull over before you make your call or don't talk on your cell phone while driving.
- Putting on make-up while driving.
- Refrain from cell phone use and texting.
- Reported in news a woman had a accident while distracted.
- Safety
- Same one - texting illegal, dangerous.
- Same thing, that it's too dangerous and you need to be driving when you're driving.
- Shouldn't be distracted while driving.
- Something about stay alert, I think.
- Something like don't text and drive.
- Stay focused or get a ticket.
- Stay focused while your driving.
- Taking your attention off the road can be lethal.
- Talking about an incident, a father lost a daughter while she was texting.
- Teenagers texting in a car. It can cause an accident.
- Television shows.
- Texting and driving and passing things around can be a distraction.
- Texting can wait and put it down.
- Texting contributes to distracted driving.
- Texting is almost as bad as driving drunk.
- Texting is more distracting than drinking.
- Texting while driving is the main message.
- That distracted driving causes accidents.
- That distracted driving is dangerous.
- That distracted driving is no joke.
- That is stupid to do anything other than focusing on your driving while in the car.
- That it causes a lot of accidents, people don't know what they're doing if they're distracted.
- That it is illegal in many states.
- That it is not worth it.

- That it was an accident waiting to happen.
- That it was dangerous.
- That it's dangerous.
- That it's happening.
- That not ignoring a call on your cell phone can cause an accident.
- That there are other distractions that can cause an accident.
- That you can get in a car accident if there are distractions.
- That you shouldn't be on the phone while driving.
- That you'll get pulled over for it.
- That's when you're on the phone or putting on lip-stick. It only takes a second to look away.
- The accident was probably due to the person texting or talking on the phone.
- The message is that you should concentrate on your driving.
- The message to concentrate on your driving and save texts for later.
- The message was about kids distracting parents while driving.
- The message was about the use of phones while driving.
- The message was around prom time when kids are being silly in the car and are distracted that is a time where an accident could occur.
- The message was be aware while driving. The lady hit the motorcycle while thinking about getting something to eat and hit the motorcyclist.
- The message was concentrate on your driving and do not use your cell phone or anything else that would distract you.
- The message was do not drive distracted because it kills.
- The message was don't talk or text on cell phone.
- The message was drive slowly and try not to get distracted.
- The message was it was extremely dangerous and can cause deaths.
- The message was it was very dangerous.
- The message was mostly about how dangerous it was to be on your phone while driving.
- The message was pay attention to the road.
- The message was that even using ear buds are distracting and not a good idea.
- The message was the kids in the back were causing a distraction and to cut it out.
- The message was the same about increased penalties for texting, insurance going up.
- The message was to clear you head.
- The message was to pay attention to the road.
- The newspaper stated about texting and driving being very dangerous.
- The number of accidents are increasing due to distracted driving.
- The one I remember says that even talking through a Bluetooth is just as distracting as being on the phone.
- The primary message communicated is to keep your eyes forward.
- The primary message communicated was watch for motorcyclist.
- The primary message is it is against the law.
- The primary message is that it is disrespectful and dangerous.
- The primary message is the most distracted drivers are texters.
- The primary message it communicated is that these drivers are not intelligent.
- The primary message that was the communicated was that the State of Minnesota was trying

to implement a new law that requires no texting.

- The text can wait.
- There are an increased number of accidents because of distracted driving.
- There are more problems with people distracted while driving with new technologies.
- There are more ways of being distracted than just texting.
- There are more ways to be distracted then by texting or talking.
- They showed accidents that happened because of distracted driving.
- They talk about eating, putting on lipstick and looking on your computer while driving.
- They talked about being more aware of your surroundings.
- They were not paying attention and had a bad accident.
- They were talking about cell phones in general being a distraction.
- To not be distracted while driving or you'll get a ticket.
- To pay attention to your surroundings.
- Try to limit your distractions.
- Using the cell phone or even talking to someone in the car is a distraction to your driving.
- Very dangerous to drive distracted, you have to pay attention.
- Watch the road while you drive.
- Watch the road.
- Whatever that would distract can wait.
- When driving focus on driving only.
- When texting you are distracted.
- When you are reaching over looking for something while driving it can cause an accident, don't do it.
- When your driving, you pay attention to driving; your not doing anything else.
- Woman putting make-up on while driving.
- You are most likely going to get into an accident if you are distracted.
- You can cause accidents if you are texting or not looking for motorcycles.
- You can get pulled over for it.
- You can get stopped for that.
- You cannot do two things at once.
- You can't pay attention to the road when you're distracted, even when adjusting your radio.
- You can't text after your dead.
- You could be arrested or receive a ticket for distracted driving.
- You could die.
- You going to get stopped or have an accident if you're distracted.
- You have to keep your eyes on the road, and not have any distractions in the car.
- You need to focus on driving, do not multi task while driving.
- You see it on the TV, that's all I see.
- You should have your focus on driving and not on anything else.
- You should not text while driving. I see it every day.
- You shouldn't text while you're driving.
- You'll get ticketed or pulled over for distracted driving.
- Your texting leads to deaths.

- You're going to go to jail if you do it.
- You're more likely to get into an accident.

APPENDIX C: SURVEY INSTRUMENT

***Highlighted sections were changes made from 2012

[THROUGHOUT SURVEY, DO NOT READ RESPONSES UNLESS SPECIFIED OR NEEDED FOR CLARIFICATION.]

Hello, I'm _____ calling on behalf of the Minnesota Office of Traffic Safety. We are conducting a study of Minnesotans' driving habits and attitudes. The interview is voluntary and completely confidential. It only takes about 10 minutes to complete. May I begin?

S1. [CELL ONLY] **Before I continue, are you in a safe place to talk on your phone, specifically not currently driving?** [INTERVIEWER NOTE: EVEN IF THE RESPONDENT IS OK WITH TAKING THE SURVEY WHILE DRIVING, WE CANNOT CONTINUE WITH THE SURVEY.]

1. Yes – in safe place/not driving [CONTINUE]
2. No – not safe/driving [ARRANGE CALLBACK]

S2. [CELL ONLY] **Are you in a place where you can speak freely?** [INTERVIEWER NOTE: WE WANT TO ENSURE THEY CAN ANSWER HONESTLY ABOUT THESE TOPICS AND ARE NOT INFLUENCED BY OTHERS LISTENING.]

1. Yes – can speak freely [CONTINUE]
2. No – cannot speak freely [ARRANGE CALLBACK]

S3. [LANDLINE ONLY] **In order to meet our quotas, could I speak to a man in your household who is between the ages of 18 and 34?**

1. Respondent is the person
2. Other respondent comes to phone
3. Respondent is not available [ARRANGE CALLBACK]
4. No such person. "Then I can conduct the survey with anyone else age 18 or older. Are you 18 or older?"
5. Refused

S4. What county in Minnesota do you live in? [USE FOR URBAN AND RURAL QUOTAS. RED BELOW ARE URBAN, BLACK ARE RURAL. TERMINATE 96-99]

1 Aitkin	24 Freeborn	47 Meeker	70 Sherburne
2 Anoka	25 Goodhue	48 Mille Lacs	71 Sibley
3 Becker	26 Grant	49 Morrison	72 St. Louis
4 Beltrami	27 Hennepin	50 Mower	73 Stearns
5 Benton	28 Houston	51 Murray	74 Steele
6 Big Stone	29 Hubbard	52 Nicollet	75 Stevens

7 Blue Earth	30 Isanti	53 Nobles	76 Swift
8 Brown	31 Itasca	54 Norman	77 Todd
9 Carlton	32 Jackson	55 Olmsted	78 Traverse
10 Carver	33 Kanabec	56 Otter Tail	79 Wabasha
11 Cass	34 Kandiyohi	57 Pennington	80 Wadena
12 Chippewa	35 Kittson	58 Pine	81 Waseca
13 Chisago	36 Koochiching	59 Pipestone	82 Washington
14 Clay	37 Lac qui Parle	60 Polk	83 Watonwan
15 Clearwater	38 Lake	61 Pope	84 Wilkin
16 Cook	39 Lake of the Woods	62 Ramsey	85 Winona
17 Cottonwood	40 Le Sueur	63 Red Lake	86 Wright
18 Crow Wing	41 Lincoln	64 Redwood	87 Yellow Medicine
19 Dakota	42 Lyon	65 Renville	96 NOT IN MINNESOTA
20 Dodge	43 Mahnomen	66 Rice	97 OTHER
21 Douglas	44 Marshall	67 Rock	98 DON'T KNOW
22 Faribault	45 Martin	68 Roseau	99 REFUSED
23 Fillmore	46 McLeod	69 Scott	

Q1. Is the vehicle you drive most often a car, van, motorcycle, sport utility vehicle, pickup truck, or other type of truck? [IF RESPONDENT DRIVES MORE THAN ONE VEHICLE OFTEN, ASK: "What kind of vehicle did you LAST drive?"]

1. Car
2. Van or minivan
3. Motorcycle
4. Pickup truck
5. Sport Utility Vehicle
6. Other truck
7. Other
8. Never drive

Q2. How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle, or pick up? [READ RESPONSES]

1. All of the time
2. Most of the time
3. Some of the time
4. Rarely
5. Never

Q3. In the past 30 days, have you read, seen, or heard anything about seat belt law enforcement by police?

1. Yes
2. No
8. Don't know

(Ask Q4 if response to Q3 is Yes)

Q4. Where did you read, see, or hear that message? [CATEGORIZE RESPONSES. PROMPT WITH "ANYWHERE ELSE?" ONCE BEFORE CONTINUING.]

1. TV
2. Radio
3. Online ads or social media
4. Newspaper
5. Billboard/signs
6. Personal observation/on the road
7. Electronic Road Signs
8. Bar restroom
9. Minnesota Twins backup sign
10. Gas station advertisement
11. Other (specify): _____
98. Don't know

Q5. How likely do you think you are to get a ticket if you don't wear your seat belt? [READ RESPONSES]

1. Very likely
2. Somewhat likely
3. Somewhat unlikely
4. Very unlikely

Q6. Having a "primary" seat belt law means that police are allowed to stop a vehicle if they observe a seat belt violation when no other traffic laws are being broken. How important do you think it is for the Minnesota Seat Belt Law to be Primary? [READ RESPONSES]
1. Very important
2. Fairly important
3. Just somewhat important
4. Not that important

Q7. Have you seen or heard anything in the past 30 days about car drivers being more aware of or watching out for motorcycle riders?
1. Yes
2. No
8. Don't know

Q8. On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph? [READ RESPONSES]
1. Most of the time
2. Half the time
3. Rarely
4. Never
8. Don't know [DON'T READ]
9. Refused

Q9. In the past 30 days, have you read, seen or heard anything about speed enforcement by police?
1. Yes
2. No
8. Don't know

Q10. How likely do you think you are to get a ticket if you drive over the speed limit? [READ RESPONSES]
1. Highly likely
2. Somewhat likely
3. Somewhat unlikely
4. Very unlikely
8. Don't know [DON'T READ]

Q11. How far over the speed limit do you think you can drive before a police officer would stop you for speeding? [NOTE: RESPONSES SHOULD GENERALLY BE BETWEEN 1-25 MPH. IF A VALUE IS GIVEN OUTSIDE THIS RANGE, CLARIFY THAT WE'RE LOOKING FOR AN AMOUNT OVER THE LIMIT – NOT THE ACTUAL SPEED BEING DRIVEN.]

_____ mph

Q12. Do you recall hearing or seeing the following slogans in the past 30 days? [ASK EACH INDIVIDUALLY.]

a. Click It or Ticket
b. Drive Sober or Get Pulled Over
c. Friends don't let friends drive drunk
d. Look Twice for Motorcyclists
e. Safe & Sober
f. Share the Road
g. Toward Zero Deaths
h. You drink and drive, you lose
1. Yes
2. No
8. Don't know

(Ask Q13 if any response to Q12 is Yes)

Q13. Where have you read, seen, or heard these slogans? [REPEAT THEIR ANSWERS FROM Q13 ONCE. CATEGORIZE RESPONSES. PROMPT WITH "ANYWHERE ELSE?" ONCE BEFORE CONTINUING.]
1. TV
2. Radio
3. Online ads or social media
4. Newspaper
5. Billboard/signs
6. Personal observation/on the road
7. Electronic Road Signs

8. Bar restroom
9. Minnesota Twins backup sign
10. Gas station advertisement
11. Other (specify): _____
98. Don't know

Q14. During the past 7 days have you had at least one drink of any alcoholic beverage, including liquor, beer, wine or wine coolers?
1. Yes
2. No
8. Don't know
9. Refused

Q15. In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?

_____ [RANGE: 1-30, 99=REFUSED]

Q16. How likely do you think it is that someone will get arrested if they drive after drinking? [READ RESPONSES]
1. Very likely
2. Somewhat likely
3. Not likely
8. Don't know [DON'T READ]

Q17. Suppose you drove a motor vehicle after drinking alcohol and the amount of alcohol in your body was more than what the law allows for drivers. How likely is it that the police would stop you? [READ RESPONSES]
1. Very Likely
2. Somewhat Likely
3. Not Likely
8. Don't know [DON'T READ]

Q18. In the past 30 days, have you read, seen, or heard anything about alcohol-impaired driving (or drunk driving) enforcement by police?
1. Yes
2. No
8. Don't know

(Ask Q19 if response to Q18 is Yes)
Q19. Where did you see or hear these messages? [CATEGORIZE RESPONSES. PROMPT WITH "ANYWHERE ELSE?" ONCE BEFORE CONTINUING.]
1. TV
2. Radio
3. Online ads or social media
4. Newspaper
5. Billboard/signs
6. Personal observation/on the road
7. Electronic Road Signs

8. Bar restroom
9. Minnesota Twins backup sign
10. Gas station advertisement
11. Other (specify): _____
98. Don't know

Q20. In the past 30 days, did you personally drive past, or drive through, an area of increased police enforcement set up to catch drivers who were driving while under the influence of alcohol or driving drunk?
1. Yes
2. No
8. Don't know

Q21. Are you aware of the Minnesota Ignition Interlock law?
1. Yes
2. No
8. Don't know

Q22. In the past 7 days, how many times have you talked on your cell phone while driving a motor vehicle?
_____ times [99=REFUSED]

Q23. In the past 7 days, how many times have you composed or read a text message while driving a motor vehicle?
_____ times [99=REFUSED]

Q24. To the best of your knowledge, does Minnesota have a law that says it is illegal to text, e-mail, or access the Web while driving?
1. Yes
2. No
8. Don't know

Q25. So far, in 2013, have you read, seen, or heard anything about texting and driving?

1. Yes
2. No
8. Don't know

Q26. [IF Q25=1 "YES"] **In just a few words or a short phrase, what was the primary message that was communicated?**

_____

Q27. So far, in 2013, have you read, seen, or heard anything about distracted driving?

1. Yes
2. No
8. Don't know

Q28. [IF Q27=1 "YES"] **In just a few words or a short phrase, what was the primary message that was communicated?**

_____

DEMOGRAPHICS

Q29. Are you male or female? [ASK ONLY IF NOT OBVIOUS.]
1. Male
2. Female

Q30. What is your age? _____ [99=REFUSED]

Q31. Do you consider yourself to be Hispanic or Latino?
1. Yes
2. No
8. Don't know
9. Refused

Q32. Which of the following racial categories describes you? You may select more than one. [READ RESPONSES]

1. American Indian or Alaskan Native
2. Asian
3. Black or African American
4. Native Hawaiian or other Pacific Islander
5. White
7. Other (specify): _____
8. Don't know [DON'T READ]
9. Refused

Q33. What is your current Marital Status?
1. Never Married
2. Married
3. Separated
4. Divorced
5. Widowed
6. Living with a partner
9. Refused

Q34. [CELL ONLY] **Which of the following best describes your personal telephone status?** [READ LIST]

1. I only have a cell phone and no landline.
2. I have a landline, but mostly use my cell phone.
3. I use my cell phone and landline equally.
4. I mostly use a landline, though I have a cell phone.

Q35. [LANDLINE ONLY] **Which of the following best describes your personal telephone status?** [READ LIST]

1. I only have a landline and no cell phone.
2. I have a cell phone, but mostly use my landline.
3. I use my cell phone and landline equally.
4. I mostly use a cell phone, though I have a landline.

APPENDIX D: DETAILED WEIGHTING METHODOLOGY

SAMPLE & RESPONDENTS

Cell phone surveys were conducted without a screener for dual-users (landline and cell). In other words, dual users were not excluded from the cell sample. Other researchers have determined that screening out dual-users from the cell phone sample introduces more bias into overall results (Brick et al., 2006; Kennedy, 2007).

SELECTION PROBABILITY/COMPOSITING ESTIMATOR

Keeping dual-users from both landline and cell samples results in a selection probability for dual-users that is twice that of cell-only and landline-only users. When combining data from both samples, a composite estimator is used to down-weight the dual-users. [The weights used are based on the proportion of dual-users coming from the cell and landline samples (see Kennedy, 2007 for explanation). In the survey, 29% of the dual-users were in the cell sample, and 71% were in the landline sample. So, all single-users got a weight of 1, while dual-users from the cell sample got a weight of 0.29, and dual-users from the landline sample got a weight of 0.71.]

WEIGHTS BEFORE COMBINING CELL AND LANDLINE SAMPLES (PRE-WEIGHTS FOR TELEPHONE SERVICE)

Because of different response probabilities among single- and dual-users within each sample, we first weight each sample individually for single- and dual-users using NHIS population data. In both samples, single-users are over-represented compared to dual-users, presumably because people with only one service (cell-only or landline-only) are more likely to answer in that mode. The over-representation is more pronounced in the cell sample. Weighting is done to two categories in each sample: cell sample = cell-only + dual users; landline sample = landline-only + dual users.

COMBINING SAMPLES/INPUT WEIGHT

The pre-weight for telephone service is multiplied by the compositing estimator for each person, and the resulting weighted counts (combining samples) are the input for the next stage of weighting to demographic variables.

PRELIMINARY RAKED WEIGHTS

Weights are based on four variables: region (Urban/Rural, defined by county), gender, age (three categories: 18-34, 35-54, 55+), and telephone service in each area (rural landline-only, rural dual, rural cell-only, urban landline-only, urban dual, urban cell-only). Telephone usage (i.e., landline-only, landline-mostly, dual use, cell-mostly, cell-only) was not used as a weighting variable because it has not been found to reduce bias compared to telephone service alone (Kennedy, 2007), and it results in a larger design effect.

Population estimates for region, gender, and age were obtained from the 2010 U.S. Census, Summary File 1, P12. Population estimates for telephone service in Minnesota were obtained from National Health Statistics Reports, 2012.

Cell weighting is not possible because estimates of telephone service by region, gender, and age are not available. Therefore, a process of iterative marginal weighting (i.e., raking or RIM weighting) was used to develop weights for each respondent. Sixteen iterations were performed to allow convergence.

FINAL WEIGHTS

Final weights are calculated by multiplying the input weight by the preliminary raked weight.

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