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2015 Traffic Safety Behaviors Report

Minnesota Department of Public Safety, Office of Traffic Safety

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INTRODUCTION

In 2015, 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 2015 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 2015 survey data were compared with the 2012-2014 survey data for examining changes across time.

REPORT LAYOUT

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

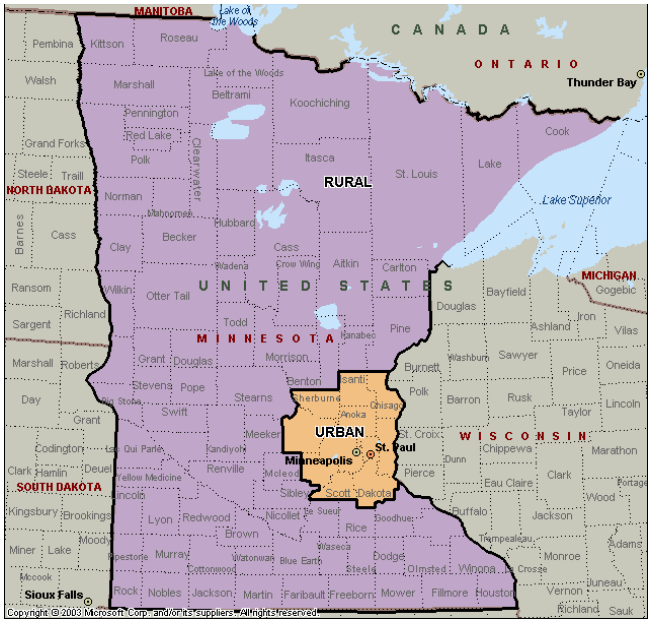
- **Background and Methodology –** This section provides a detailed description of the approach used for this project in terms of goals and methodologies used.
- **Summary of Key Findings –** This section contains a brief overview of the key findings and themes of the research.
- **Detailed Findings –** This section is divided into numerous subsections and focuses on the results of the research in each of the major categories addressed in the 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 survey instrument used for this study.
- **Appendix D: Detailed Weighting Methodology** – This appendix contains a detailed description of the methodology used to weight responses.

BACKGROUND AND METHODOLOGY

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** – Respondents are defined as unmarried males between ages 18 and 34. This primarily includes those who have never been married but also includes a small number 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 to 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 (OTS). The OTS prepared a rough draft of the questions 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 August 4th, 2015 through a randomly generated sample of telephone numbers. The telephone sample included both landlines and cell phones. The specific number of respondents in each of the various subpopulations examined is shown in the following table:

Sample Size by Segment

Total Population	**936**
Young Unmarried Males (ages 18-34)	218
Urban	501
Rural	435
Males	581
Females	355
Adults 18-34	290
Adults 35+	646

➔ 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 versus 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, marital status, and age were obtained from the 2013 American Community Survey conducted by the U.S. Census. Population estimates for telephone service in Minnesota were obtained from National Health Statistics Reports, 2013. Cell weighting is not possible because estimates of telephone service by region, gender, marital status, 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 936 surveys were completed during the survey period, resulting in an overall adjusted margin of error of (plus or minus) 4.0 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 versus female), geography (urban versus rural), and age (under 35 versus 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+	936	± 4.0%
Unmarried males age 18 to 34	218	± 6.7%
Males	501	± 4.7%
Females	435	± 6.3%
Rural	581	± 6.0%
Urban	355	± 5.2%
Adults 18-34	290	± 6.7%
35 and over	646	± 4.5%

(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

A vast majority of Minnesotans wear their seat belts all of the time, and the proportion of those who do not wear their seat belts all the time has declined steadily from 2012 to 2015. Even so, seat belt non-use remains higher among males and, in particular, young unmarried males. However, these groups are actually more likely than others to be aware of messaging about seat belt enforcement, indicating that messaging is currently being targeted toward those who are most likely to be exhibiting the unsafe behavior.

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

1. **Statewide, the proportion of drivers who wear a seat belt "all of the time" has increased since 2012.** Ninety-four (94) percent of all respondents reported wearing seat belts "all of the time," a significant increase from the 91 percent reported rate in 2012. While 97 percent females reported wearing their seat belts all of the time, males reported this significantly less at 90 percent. Young unmarried males were among those who were the least likely to report wearing their seat belt all of the time, as only 86 percent reported this compared to 95 percent of others. *Source: Exhibits 1a-b*

2. **Awareness of seat belt enforcement efforts has decreased significantly.** This year, 44 percent of statewide respondents reported they had read, seen, or heard something about seat belt enforcement by police, a significant decrease from the 51 percent reporting awareness in 2012. Similar to previous years, males were more likely than females to report being aware of these efforts (49 percent versus 39 percent). *Source: Exhibits 2a-b*

3. **Female drivers believe it is more likely they will get ticketed for not wearing a seat belt than males.** Overall, 34 percent of respondents believed it was very likely they would get ticketed for not wearing a seat belt, which has remained relatively consistent since 2012. Women were more likely than men to believe that they would be ticketed for not wearing a seat belt. In addition, older respondents tended to be more polarized in their beliefs about the probability of being ticketed, as they had a statistically greater number reporting it was both "very likely" (36 percent) and "very unlikely" (18 percent) compared to younger respondents. *Source: Exhibits 4a-b*

SPEEDING BEHAVIORS AND ENFORCEMENT AWARENESS

Speeding is a relatively common behavior, as only roughly one-fourth of statewide respondents reported that they "never" speed. However, the prevalence of speeding among residents has remained very consistent between 2012 and 2015. As was seen for seat belt use, speeding is a behavior that is more common among young drivers and males, including the young unmarried male subpopulation. Younger drivers are slightly more likely to believe they would be ticketed for speeding than others despite the fact that they are more likely to speed in the first place. This suggests that behaviors are not necessarily linked to the perception that the behavior will result in punishment. Even so, younger drivers are slightly less likely to be aware of speeding enforcement messaging, so increased awareness of these efforts may help to improve younger drivers' behaviors.

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

4. **Younger drivers are more likely to speed on highways.** Since 2012, speeding frequency habits remained largely unchanged across statewide respondents – 47 percent stated they rarely speed, and roughly one in four drivers speed half of the time or more. Compared to older drivers, younger drivers (and young unmarried males in particular) reported speeding significantly more frequently. *Source: Exhibits 6a-b*

5. **Awareness of speeding enforcement efforts and perceived likelihood of being ticketed for speeding has remained consistent over time.** While only about half of respondents were aware of speeding enforcement efforts, three in four believed it is at least "somewhat likely" they would be ticketed for speeding. This year, however, saw a slight jump in the level at which respondents felt they would get pulled over for speeding, with an average response of 6.9 miles per hour over the limit, up from 6.5 miles per hour in 2012. *Source: Exhibits 7a-b, 8a-b, and 9a-b*

IMPAIRED DRIVING BEHAVIORS AND ENFORCEMENT AWARENESS

Overall, attitudes and behaviors regarding impaired driving have remained fairly consistent since 2012. Younger drivers remain more likely than their older counterparts to drive after drinking, and men are more likely to do so among women. Similar to the trend seen for not wearing a seat belt, younger drivers are actually more likely to believe that they would be stopped and arrested for drinking after driving. In addition, younger drivers were more likely to have personally driven through areas of increased enforcement. Again, this seems to indicate that perceptions of the risk of punishment do not necessarily translate into better behaviors.

Several key findings related to impaired driving are given below.

6. **Alcohol use and driving related behaviors have seen no significant changes since 2012.** Seventeen (17) percent of respondents had driven within two hours of drinking alcoholic beverages, a level that has remained consistent from 2012 to 2015. However, among young unmarried males, this level was significantly higher at 25 percent. Similarly, men were more likely to have done so than women, and younger respondents were more likely to have done so than older respondents. *Source: Exhibits 10a-b, 11a-b*

7. **Younger drivers are more likely to believe they will be stopped for driving drunk.** A vast majority of respondents (87 percent) believed it was at least somewhat likely that they would be stopped for driving after drinking, and the same proportion also believed that someone would be arrested for driving after drinking. These levels have remained consistent since 2012. Across both of these, a greater percentage of younger respondents and young unmarried males believed it was "very likely" they would be stopped and that someone would be stopped and arrested if they were driving drunk. *Source: Exhibits 12a-b, 13a-b*

8. **Statewide, a strong majority of drivers are aware of impaired driving enforcement efforts.** Over two-thirds (69 percent) of all respondents were aware of impaired driving enforcement efforts, a level that has remained consistent since 2012. In addition, males were more likely than females to be aware of such enforcement efforts (74 percent versus 64 percent). While enforcement effort awareness was high, less than one-fifth of respondents (19 percent) reported having an experience with an enforcement area, significantly fewer than in 2012 (25 percent). *Source: Exhibits 14a-b, 16a-b*

DISTRACTED DRIVING BEHAVIORS AND ENFORCEMENT AWARENESS

Overall, most Minnesotans are aware of texting and driving laws, and most have seen or heard information about texting and driving, as well as distracted driving campaigns. In addition, awareness of distracted driving campaigns has increased in recent years. The message appears to be getting across, as most drivers report being bothered "a great deal" by distracted drivers, though this impact is smaller among younger respondents.

Several key findings related to distracted driving are given below.

9. **There is high awareness of the texting while driving law in Minnesota.** Overall, four in five respondents (79 percent) were aware of this law, a level that has remained consistent since 2012. Younger respondents were significantly more likely to be aware of the law than older respondents (85 percent versus 79 percent), but few other differences were observed among subpopulations. *Source: Exhibits 18a-b*

10. **A vast majority of Minnesotans are aware of both texting and driving and distracted driving campaigns.** Statewide, 86 percent of respondents were aware of texting and driving messaging – a level that has remained consistent since 2013. Similarly, 80 percent were aware of distracted driving messaging, a level that has increased steadily since 2013 (when only 55 percent were aware of such messaging). For both of these areas, older respondents were significantly more likely than younger respondents to be aware of such messaging. *Exhibits 19a-b, 20a-b*

11. **Most residents are bothered when they see distracted drivers.** A new question in 2015, a vast majority of respondents reported being bothered at least "somewhat" (92 percent) when they see a driver on the phone or texting, with 67 percent reporting it bothers them "a great deal." However, younger respondents and young unmarried males were significantly less likely to report it bothers them "a great deal" and more likely to report only being bothered "somewhat" or "a little" compared to their counterparts. *Exhibits 21a-b*

OVERARCHING FINDINGS

EXPERIENCE WITH AND REACTIONS TO UNSAFE DRIVING

12. **Most would confront a driver exhibiting unsafe driving behaviors.** In total, 2 in 5 respondents (38 percent) had been a passenger with a driver who exhibited the unsafe behaviors addressed in the survey (distracted driving, speeding, impaired driving, or not wearing a seat belt). Not surprisingly, young unmarried males were dramatically more likely than others to have been in such a situation (71 percent versus 34 percent). Among those who had experienced such a situation, a slight majority (60 percent) said that they would "very likely" confront the driver in this situation. In this case, most subgroups were similarly likely to make such a confrontation, though women were significantly more likely than men to confront the driver (67 percent versus 51 percent). *Source: Exhibits 22a-b, 23a-b*

MESSAGING AND COMMUNICATIONS

13. **A majority of slogans are seen or heard by over half of statewide drivers.** "Click It or Ticket" continues to be the most widely recalled slogan with 85 percent of respondents reporting hearing or seeing the slogan. The slogan "Toward Zero Deaths," while one of the least recalled messages with 29 percent recalling hearing it, has seen a significant increase in awareness since 2012. Among the new slogans added to the survey this year, 39 percent of respondents were aware of the "Life Has No Rewind" slogan, while 17% were aware of "Speak Up." *Source: Exhibits 26a, 26b*

14. **TV is the most common source for all messaging awareness among statewide drivers.** Consistent since 2012, TV has remained the most frequently cited source of awareness for seat belt enforcement (43 percent), impaired driving enforcement (52 percent), and slogans (61 percent). These numbers for awareness sources have remained relatively consistent since 2012. However, it should be noted that younger respondents were consistently slightly less likely to mention TV as a source of awareness, while they are more likely to mention newer media such as social media. Even so, social media and online advertisements remain a niche source for messaging awareness (mentioned by 1-5 percent across all areas). *Source: Exhibits 3a, 15a, and 25a*

MOTORCYCLE SAFETY CAMPAIGN AWARENESS

15. **Half of drivers are aware of motorcycle safety messaging.** Statewide, 53 percent of drivers had heard or seen messaging about being more aware of motorcycle riders, up from 44 percent in 2012 (though it should be noted that the time period for the question changed from "in the past 30 days" to "in 2015" this year). Awareness levels were similar among all of the subpopulations examined. *Source: Exhibits 26a-b*

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.

- 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, a symbol (* or †) is shown between the two percentages. Asterisks designate differences that are significant at the 99 percent confidence level, while crosses designate differences that are significant at the 95 percent 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.

Sample Analysis

2015 Only	**Statewide**	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	**936**	218	718	501	435	581	355	290	646
Car	**52%**	61%	51%	54%	48%	52%	52%	52%	52%
Van or minivan	**9%**	2%	10%†	8%	10%	7%	10%	9%	9%
Motorcycle	**1%**	2%	0%	0%	1%	1%	-†	1%	1%
Pickup truck	**12%**	18%	11%	8%	18%*	19%*	5%	15%	11%
Sport Utility Vehicle	**21%**	11%	23%*	23%	19%	16%	26%*	16%	23%†
Other	**0%**	0%	0%	-	1%	0%	-	0%	0%
Other truck	**1%**	0%	1%	1%	0%	1%	1%	1%	0%
Never drive	**5%**	7%	4%	6%†	3%	3%	6%	6%	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

As shown in the table above, 52 percent of all respondents most frequently drove a car. In addition, there were differences observed between respondents of different areas, genders, and ages. More specifically, rural respondents were more likely to drive a pickup truck than urban drivers (based on the presence of an asterisk in that result, this difference is significant at the 99 percent confidence level). In addition, young unmarried males were less likely to drive a van or minivan than other respondents (based on the presence of a cross in that result, this difference is significant at the 95 percent confidence level).

SECTION 1: INTERRELATED BEHAVIOR 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 previous years, there is a significant proportion of respondents who are aware of DWI 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.

  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 (83 percent) had heard of at least some types of messaging, though only 25 percent were aware of all three types of messaging. Awareness is highest for DWI messaging (69 percent in total), followed by awareness for speeding messaging (52 percent) and seat belts (44 percent). These figures are similar to those observed in previous years, though the percentage that are aware of DWI messaging increased slightly, with speeding and seat belt decreasing slightly between 2014 and 2015.

Awareness	Pct
ALL	25%
SB/SP	3%
SB/DWI	12%
SP/DWI	17%
SB	4%
SP	7%
DWI	15%
NONE	17%

- **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.

  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 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 "very unlikely" be cited for any of the three behaviors. Similar to findings above for awareness, more feel they would be penalized for DWI (87 percent) compared to speeding (72 percent) or seat belt offenses (69 percent). Overall, the 2015 risk perceptions were similar to the 2012, 2013, and 2014 risk perceptions.

Perceived Risk	Pct.
ALL	51%
SB/SP	3%
SB/DWI	12%
SP/DWI	15%
SB	3%
SP	3%
DWI	9%
NONE	4%

- **Those who exhibit one good driving behavior 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. One-fourth of respondents (25 percent) exhibited good behaviors in all three categories, and an additional 53 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 (94 percent), followed by DWI (83 percent) and speeding (28 percent). These levels have remained largely consistent since 2012.

Good Behavior	Pct.
ALL	25%
SB/SP	2%
SB/DWI	53%
SP/DWI	1%
SB	14%
SP	0%
DWI	4%
NONE	1%

- 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 understanding the interactions between these three characteristics of a respondent.

  Young unmarried males are less likely to be influenced by messaging and less likely to change their behaviors based on perceived risk. Compared to other respondents, young unmarried males were more likely than others to be in the "A/R" category, meaning that they were aware of messaging and believe there is a risk, but do not exhibit safe driving behaviors. On the other hand, they were much less likely than others to belong in the "B" category – those who have safe driving behaviors despite not having high awareness of messaging or a high level of perceived risk. These same trends were also seen among males as a whole, as well as younger drivers as a whole, though to a lesser extent.

High Scores	Pct.
A/R/B	24%
A/R	13%
A/B	12%
R/B	10%
A	17%
R	8%
B	11%
NONE	7%

SECTION 2: SEAT BELT BEHAVIORS AND ENFORCEMENT AWARENESS

Exhibits 1a-b
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?)

	2012	2013	2014	2015
Sample Size (n)	939	945	939	936
All of the time	91%	91%	93%	94%†
Most of the time	6%	6%	4%	4%
Some of the time	1%	1%	1%	1%
Rarely	1%	1%	1%	1%
Never	1%	1%	1%	0%

* Indicates a significantly different response in that year than was observed in 2012; † reflects a weaker significance level

2015 Only	**Statewide**	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	**936**	218	718	501	435	581	355	290	646
All of the time	**94%**	86%	95%*	96%*	91%	90%	97%*	91%	95%†
Most of the time	**4%**	10%*	4%	3%	6%†	6%†	3%	8%*	3%
Some of the time	**1%**	3%	1%	1%	1%	2%†	0%	1%	1%
Rarely	**1%**	1%	1%	0%	2%†	1%	0%	0%	1%
Never	**0%**	-	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

SEAT BELT USAGE HAS INCREASED SLIGHTLY FROM 2012

Ninety-four (94) percent of respondents, overall, reported wearing their seat belts "all of the time," showing a significant increase since 2012. Females were most likely to report wearing their seatbelts "all of the time" (97 percent), while only 86 percent of young unmarried males reported wearing their seatbelts with as much frequency.

When comparing responses across selected subpopulations, statistically significant differences were observed in many cases. Females were more likely than males to report this behavior "all of the time" (97 percent versus 90 percent). Differences observed by area (i.e. urban versus rural) and age (i.e. under 35 and 35 and over) were also statistically significant, with rural drivers and those under 35 being less likely to report wearing their seat belts all of the time versus their counterparts.

Exhibit 1c
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?)

2015 Only	**Statewide**	Car	Van or minivan	Pickup truck	Sport Utility Vehicle	Other
Sample Size (n)	**936**	504	69	132	173	58
All of the time	**94%**	95%	98%	81%	98%	91%
Most of the time	**4%**	4%	2%	11%	2%	7%
Some of the time	**1%**	1%	-	6%	-	1%
Rarely	**1%**	1%	-	2%	1%	1%
Never	**0%**	0%	-	1%	-	1%

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

While 94 percent of statewide respondents indicated they wore their seat belts all of the time, 81 percent of pickup truck drivers indicated this. Instead, higher proportions of pickup truck drivers indicated "most of the time" or "some of the time." This is a larger difference than has been previously observed, as 88 percent of pickup drivers indicated they wore their seat belt all of the time in 2014.

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

	2012	2013	2014	2015
Sample Size (n)	939	945	939	936
Yes	51%	49%	47%	44%*
No	47%	49%	51%	54%*
Don't know	2%	3%	2%	2%

* Indicates a significantly different response in that year than was observed in 2012; † reflects a weaker significance level

2015 Only	**Statewide**	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	**936**	218	718	501	435	581	355	290	646
Yes	**44%**	53%	43%	42%	47%	49%*	39%	45%	43%
No	**54%**	45%	55%	55%	52%	48%	59%*	52%	55%
Don't know	**2%**	3%	2%	3%	1%	2%	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

MEN ARE MORE LIKELY TO BE AWARE OF SEAT BELT ENFORCEMENT MESSAGING THAN WOMEN

Statewide, under half of respondents (44 percent) were aware of recent seat belt enforcement efforts. This is significantly fewer respondents reporting awareness compared to 2012 (51 percent). When examining subpopulation groups, the only significant difference observed was that men were more likely to be aware of such messaging than women. Though not statistically significant, it also appears that young unmarried males were more likely to be aware of such efforts than others in the population.

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

	2012	2013	2014	2015
Sample Size (n)	473	469	456	430
TV	41%	51%*	50%*	43%
Radio	10%	24%*	19%*	15%†
Online ads	-	-	-	-
Social media	-	-	-	3%*
Newspaper	9%	11%	15%*	11%
Billboard/signs	20%	32%*	31%*	29%*
Personal observation/on the road	7%	5%	10%	13%*
Electronic Road Signs	13%	27%*	23%*	25%*
Bar restroom	-	1%	1%	-
Gas station advertisement	-	0%	-	0%
Other	6%	7%	6%	6%
Don't know	1%	1%	1%	1%

* Indicates a significantly different response in that year than was observed in 2012; † reflects a weaker significance level
Note: This question was only asked to respondents who had seen such enforcement efforts.

TV, BILLBOARD/SIGNS, ELECTRONIC SIGNS, AND RADIO ARE THE MOST COMMON SOURCES MENTIONED

Forty-three (43) percent of statewide respondents cited TV as a source of enforcement messages, though this has declined since the increase seen in 2013-2014 (50-51 percent). Despite a downward trend seen since 2013, billboard/signs (29 percent) and electronic road signs (25 percent) are still cited significantly more than in 2012 (20 percent and 13 percent, respectively). There has also been a steady, and in 2015 a significant, increase in the percentage of people citing personal observation/on the road as a source of seat belt enforcement messages (13 percent, up from 7 percent in 2012).

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

2015 Only	**Statewide**	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	**430**	113	317	225	205	288	142	145	285
TV	**43%**	36%	44%	40%	46%	44%	41%	30%	48%*
Radio	**15%**	28%†	14%	13%	18%	21%*	9%	21%	13%
Online ads	**-**	-	-	-	-	-	-	-	-
Social media	**3%**	4%	2%	2%	4%	2%	3%	7%*	1%
Newspaper	**11%**	3%	12%	6%	17%*	9%	12%	4%	13%*
Billboard/signs	**29%**	46%*	27%	33%	24%	28%	31%	44%*	23%
Personal observation/on the road	**13%**	14%	13%	15%	11%	13%	14%	19%†	11%
Electronic Road Signs	**25%**	25%	25%	32%*	16%	26%	25%	23%	26%
Bar restroom	**-**	-	-	-	-	-	-	-	-
Gas station advertisement	**0%**	1%	-	-	0%	0%	-	0%	-
Other	**6%**	3%	6%	7%	4%	3%	9%†	10%†	4%
Don't know	**1%**	1%	2%	1%	2%	2%	0%	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
Note: This question was only asked to respondents who had seen such enforcement efforts.

OLDER DRIVERS ARE MORE LIKELY TO CITE TV AS A SOURCE THAN YOUNGER DRIVERS

Among subpopulation groups, significantly fewer younger respondents cited TV as a source of enforcement awareness (30 percent), compared to older respondents (48 percent). Younger respondents were more likely to cite billboard/signs (44 percent versus 23 percent) and personal observation/on the road (19 percent versus 11 percent) compared to older respondents. Not surprisingly, younger respondents were much more likely to cite social media as a source of messaging, though it should be noted that social media was still a very niche source of such messages even among younger respondents.

Respondents in urban areas were more likely to cite electronic road signs as a source for this messaging, while those in rural areas were more likely to cite newspapers as sources.

Exhibits 4a-b
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?)

	2012	2013	2014	2015
Sample Size (n)	939	945	939	936
Very likely	35%	39%	35%	34%
Somewhat likely	35%	33%	31%	34%
Somewhat unlikely	16%	15%	18%	16%
Very unlikely	14%	13%	16%	15%

* Indicates a significantly different response in that year than was observed in 2012; † reflects a weaker significance level

2015 Only	**Statewide**	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	**936**	218	718	501	435	581	355	290	646
Very likely	**34%**	27%	35%	33%	36%	31%	37%†	29%	36%†
Somewhat likely	**34%**	44%†	33%	35%	33%	34%	34%	42%*	31%
Somewhat unlikely	**16%**	19%	16%	17%	15%	19%	14%	21%†	15%
Very unlikely	**15%**	10%	16%	14%	16%	16%	14%	8%	18%*

* 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 AND OLDER DRIVERS BELIEVE IT IS MORE LIKELY THAT THEY WILL RECEIVE A TICKET FOR NOT WEARING A SEAT BELT

Overall, perceptions of getting a ticket for not wearing a seat belt have remained steady since 2012. Statewide, one-third of respondents felt that they would "very likely" receive a ticket for not wearing a seat belt. This trend is similar among all of the subpopulations examined, but females and older respondents were more likely to believe they would receive a ticket (37 percent and 36 percent, respectively) than males and younger respondents (31 percent and 29 percent, respectively).

Exhibit 4c
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?)

2015 Only	Statewide	Car	Van or minivan	Pickup truck	Sport Utility Vehicle	Other
Sample Size (n)	**936**	504	69	132	173	58
Very likely	**34%**	34%	36%	38%	30%	42%
Somewhat likely	**34%**	33%	35%	39%	36%	24%
Somewhat unlikely	**16%**	16%	16%	15%	19%	17%
Very unlikely	**15%**	17%	14%	8%	16%	16%

FEWER SUV DRIVERS PERCEIVE BEING VERY LIKELY TO BE TICKETED FOR NOT WEARING A SEAT BELT

Over one-third of respondents believed they are "very likely" to be ticketed for not wearing a seat belt. Contrastingly, 30 percent of SUV drivers indicated a perception of being very likely to be pulled over for not wearing their seat belt. This is a noticeable difference when comparing to vans (36 percent), pickup trucks (38 percent), and others (42 percent).

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

	2012	2013	2014	2015
Sample Size (n)	939	945	939	936
Very important	58%	58%	56%	58%
Fairly important	16%	17%	19%	16%
Just somewhat important	12%	11%	11%	11%
Not that important	14%	14%	14%	15%

* Indicates a significantly different response in that year than was observed in 2012; † reflects a weaker significance level

2015 Only	**Statewide**	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	**936**	218	718	501	435	581	355	290	646
Very important	**58%**	44%	60%*	60%	56%	52%	63%*	59%	58%
Fairly important	**16%**	21%	15%	15%	16%	13%	18%†	19%	14%
Just somewhat important	**11%**	15%	11%	12%	10%	13%	9%	11%	11%
Not that important	**15%**	19%	14%	12%	19%†	21%*	9%	11%	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

YOUNG UNMARRIED MALES ARE LESS LIKELY TO BELIEVE THAT IT IS VERY IMPORTANT THAT THE SEAT BELT LAW BE PRIMARY

A majority of respondents (58 percent) believed that having a seat belt law that is a primary law is "very important," and this response has remained very consistent since 2012. While this majority support is largely reflected among the subpopulations, young unmarried males were less likely to believe that it was very important compared to their counterparts (44 percent versus 60 percent). Similarly, females (63 percent) were more likely than males (52 percent) to believe it was very important to have a seat belt law be primary.

SECTION 3: SPEEDING BEHAVIORS AND ENFORCEMENT AWARENESS

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

	2012	2013	2014	2015
Sample Size (n)	939	945	939	936
Most of the time	8%	9%	10%	9%
Half the time	14%	14%	14%	14%
Rarely	48%	45%	47%	47%
Never	29%	31%	28%	29%
Don't know	0%	1%	0%	1%
Refused	0%	0%	0%	0%

* Indicates a significantly different response in that year than was observed in 2012; † reflects a weaker significance level

2015 Only	**Statewide**	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	**936**	218	718	501	435	581	355	290	646
Most of the time	**9%**	17%*	8%	9%	9%	12%†	7%	15%*	7%
Half the time	**14%**	19%	14%	15%	13%	14%	15%	23%*	11%
Rarely	**47%**	49%	46%	50%†	42%	50%	44%	43%	48%
Never	**29%**	14%	30%*	24%	35%*	24%	33%*	17%	33%*
Don't know	**1%**	-	1%	1%	1%	0%	1%	1%	1%
Refused	**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

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

Speeding behaviors have largely remained consistent since 2012. Forty-seven (47) percent of respondents reported that they rarely speed, and 29 percent reported "never" exceeding 70 miles per hour in a 65 mile per hour zone. Younger respondents were more likely to indicate they drive faster than 70 miles per hour "most of the time" compared to older respondents (15 percent versus 7 percent). Most strikingly, young unmarried males were more than twice as likely as others to indicate this as well (17 percent versus 8 percent).

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

	2012	2013	2014	2015
Sample Size (n)	939	945	939	936
Yes	53%	47%†	56%	53%
No	46%	52%†	43%	46%
Don't know	1%	1%	1%	1%

* Indicates a significantly different response in that year than was observed in 2012; † reflects a weaker significance level

2015 Only	**Statewide**	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	**936**	218	718	501	435	581	355	290	646
Yes	**53%**	53%	53%	54%	53%	56%	50%	50%	55%
No	**46%**	47%	46%	46%	47%	43%	49%	50%	44%
Don't know	**1%**	-	1%	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

SPEEDING ENFORCEMENT EFFORT AWARENESS HAS REMAINED CONSISTENT OVER TIME

Statewide, just over half of respondents reported having heard, seen, or read something about speed enforcement efforts by police in the past 30 days (53 percent). This has been consistently observed since 2012, with only 2013 seeing a slight drop in awareness (47 percent). There were no significant differences observed across subpopulations, with each subpopulation having at least half of the respondents report awareness.

Exhibits 8a-b
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?)

	2012	2013	2014	2015
Sample Size (n)	939	945	939	936
Very likely	27%	28%	28%	26%
Somewhat likely	48%	48%	44%	47%
Somewhat unlikely	15%	12%	17%	16%
Very unlikely	8%	10%	10%	9%
Don't know	1%	2%	2%	2%

* Indicates a significantly different response in that year than was observed in 2012; † reflects a weaker significance level

2015 Only	**Statewide**	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	**936**	218	718	501	435	581	355	290	646
Very likely	**26%**	30%	25%	26%	26%	24%	27%	30%	24%
Somewhat likely	**47%**	52%	46%	48%	46%	47%	47%	49%	46%
Somewhat unlikely	**16%**	13%	16%	17%	15%	16%	16%	15%	16%
Very unlikely	**9%**	3%	10%†	8%	10%	10%	8%	6%	10%†
Don't know	**2%**	1%	2%	2%	2%	3%	2%	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

MOST DRIVERS BELIEVE IT IS AT LEAST "SOMEWHAT LIKELY" THEY WILL BE TICKETED FOR SPEEDING

Similar to previous years, most respondents perceived they were either "very likely" (26 percent) or "somewhat likely" (47 percent) to be ticketed for speeding. Among subpopulations, older respondents were more likely than younger respondents to perceive that it was very unlikely they would be ticketed for speeding.

Exhibits 9a-b
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?)

	2012	2013	2014	2015
Sample Size (n)	939	945	939	936
1-5mph	57%	61%	58%	52%†
6-10mph	39%	36%	37%	43%
11-15mph	3%	2%	3%	3%
More than 15mph	1%	1%	1%	2%
Mean	6.5	6.3	6.5	6.9

* Indicates a significantly different response in that year than was observed in 2012; † reflects a weaker significance level

2015 Only	**Statewide**	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	**936**	218	718	501	435	581	355	290	646
1-5mph	**52%**	47%	53%	51%	54%	51%	53%	51%	53%
6-10mph	**43%**	47%	42%	44%	41%	45%	40%	46%	41%
11-15mph	**3%**	4%	3%	3%	3%	3%	3%	2%	3%
More than 15mph	**2%**	1%	2%	2%	2%	1%	3%*	1%	2%
Mean	**6.9**	7.2	6.9	7.1	6.5	6.7	7.1	7.0	6.9

* 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 LEVEL AT WHICH DRIVERS BELIEVE THEY WILL BE STOPPED FOR SPEEDING INCREASED SLIGHTLY IN 2015

A majority of respondents (52 percent) believed they can speed 1-5 miles per hour over the speed limit, and 43 percent of respondents believed they can speed 6-10 miles per hour over the limit without being stopped. This is similar to previous years; however, this year, significantly fewer respondents believed they can only speed 1-5 miles per hour over the speed limit before being stopped, and slightly more believed that they could drive 6-10 miles per hour before being stopped. Similarly, the mean speed (over the speed limit) at which respondents believed they would be stopped increased from 6.5 miles per hour in 2014 to 6.9 miles per hour in 2015.

When examining differences across subpopulations, there was little variation in perceptions.

SECTION 4: IMPAIRED DRIVING BEHAVIORS AND ENFORCEMENT AWARENESS

Exhibits 10a-b
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?)

	2012	2013	2014	2015
Sample Size (n)	939	945	939	936
Yes	49%	50%	51%	49%
No	51%	50%	49%	50%
Don't know	-	0%	-	0%
Refused	0%	0%	-	0%

* Indicates a significantly different response in that year than was observed in 2012; † reflects a weaker significance level

2015 Only	**Statewide**	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	**936**	218	718	501	435	581	355	290	646
Yes	**49%**	53%	49%	51%	46%	53%†	46%	53%	48%
No	**50%**	46%	51%	48%	53%	47%	54%†	46%	52%
Don't know	**0%**	-	0%	-	0%	-	0%	-	0%
Refused	**0%**	1%	0%	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

ALCOHOL USE AMONG DRIVERS HAS REMAINED CONSISTENT ACROSS YEARS

The percentage of respondents who reported having a drink in the past seven days (49 percent) has remained very consistent since 2012. In addition, men were slightly more likely to have had a drink than women.

Exhibits 11a-b
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?)

	2012	2013	2014	2015
Sample Size (n)	939	945	939	936
None	85%	85%	83%	83%
1	6%	6%	8%	8%
2	4%	5%	4%	4%
3	1%	1%	2%	1%
4	1%	0%	1%	1%
5 times or more	3%	2%	2%	2%
Refused	0%	0%	-	0%
Mean	0.5	0.5	0.4	0.5

* Indicates a significantly different response in that year than was observed in 2012; † reflects a weaker significance level

2015 Only	**Statewide**	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	**936**	218	718	501	435	581	355	290	646
None	**83%**	75%	84%†	81%	86%	79%	87%*	79%	85%†
1	**8%**	10%	8%	8%	8%	8%	8%	11%†	7%
2	**4%**	6%	4%	6%†	2%	5%	3%	6%	4%
3	**1%**	1%	1%	1%	1%	2%	-†	1%	1%
4	**1%**	2%	1%	1%	0%	2%	0%	1%	1%
5 times or more	**2%**	4%	2%	2%	3%	4%†	1%	2%	2%
Refused	**0%**	1%	0%	0%	0%	1%	0%	0%	0%
Mean	**0.5**	0.9	0.4	0.5	0.4	0.7	0.2	0.5	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 YOUNGER DRIVERS ARE MORE LIKELY TO HAVE DRIVEN AFTER DRINKING

Overall, the statewide proportion of respondents who have never driven after consuming an alcoholic beverage has remained consistent over the past years. Females were significantly more likely to report never driving after having an alcoholic drink compared to males (87 percent versus 79 percent). Similarly, 21 percent of younger respondents drove at least once after drinking within two hours compared to only 15 percent of older respondents.

Exhibits 12a-b
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?)

	2012	2013	2014	2015
Sample Size (n)	939	945	939	936
Very likely	36%	37%	38%	39%
Somewhat likely	50%	51%	50%	48%
Not likely	11%	9%	9%	11%
Don't know	3%	2%	3%	3%

* Indicates a significantly different response in that year than was observed in 2012; † reflects a weaker significance level

2015 Only	**Statewide**	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	**936**	218	718	501	435	581	355	290	646
Very likely	**39%**	50%†	37%	38%	40%	37%	40%	50%*	34%
Somewhat likely	**48%**	43%	48%	50%	45%	48%	48%	44%	50%
Not likely	**11%**	4%	12%†	10%	11%	13%	9%	5%	13%*
Don't know	**3%**	2%	3%	2%	3%	2%	3%	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

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

Eighty-seven (87) percent of statewide respondents believed it is at least somewhat likely someone will get arrested if they drive after drinking. This majority has been seen consistently since 2012. Among subgroups, younger respondents were more likely to believe someone would "very likely" be arrested for driving after drinking than their respective counterparts (50 percent versus 34 percent). Young unmarried men were also more likely to believe someone would very likely be arrested for driving after drinking compared to others (50 percent versus 37 percent).

Exhibits 13a-b
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?)

	2012	2013	2014	2015
Sample Size (n)	939	945	939	936
Very likely	44%	45%	45%	45%
Somewhat likely	43%	40%	42%	42%
Not likely	10%	11%	9%	9%
Don't know	3%	4%	4%	4%

* Indicates a significantly different response in that year than was observed in 2012; † reflects a weaker significance level

2015 Only	**Statewide**	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	**936**	218	718	501	435	581	355	290	646
Very likely	**45%**	56%†	44%	48%†	40%	40%	50%*	58%*	40%
Somewhat likely	**42%**	37%	43%	41%	44%	46%*	38%	37%	44%†
Not likely	**9%**	4%	9%	7%	11%	11%†	6%	4%	11%*
Don't know	**4%**	3%	5%	4%	5%	3%	6%†	1%	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

THE PERCEIVED LIKELIHOOD OF BEING STOPPED FOR DRIVING DRUNK IS HIGHEST AMONG YOUNGER DRIVERS

The vast majority (87 percent) of statewide respondents perceived they were "very likely" or "somewhat likely" to be stopped for driving after drinking and with a higher than legal amount of alcohol in their system. These responses have been nearly identical across previous years surveyed. Among the subgroups examined, younger drivers were considerably more likely to believe they would be stopped than older drivers and, similarly, young unmarried males were more likely to believe they would be stopped than other drivers.

Exhibits 14a-b
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?)

	2012	2013	2014	2015
Sample Size (n)	939	945	939	936
Yes	66%	71%	67%	69%
No	31%	28%	31%	29%
Don't know	2%	1%	2%	2%

* Indicates a significantly different response in that year than was observed in 2012; † reflects a weaker significance level

2015 Only	**Statewide**	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	**936**	218	718	501	435	581	355	290	646
Yes	**69%**	75%	68%	69%	69%	74%*	64%	70%	69%
No	**29%**	24%	29%	30%	27%	24%	33%*	30%	28%
Don't know	**2%**	1%	2%	2%	3%	2%	3%	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

MALES ARE MORE LIKELY TO BE AWARE OF IMPAIRED DRIVING EFFORTS

Sixty-nine (69) percent of all respondents reported they had read, seen, or heard about alcohol-impaired driving enforcement by police in the past 30 days, a figure that has remained consistent since 2012. Among subpopulations, only male respondents were significantly more likely to report they were aware of impaired driving enforcement efforts than their counterparts (74 percent versus 64 percent).

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

	2012	2013	2014	2015
Sample Size (n)	610	663	635	644
TV	49%	51%	54%	52%
Radio	21%	23%	30%*	26%†
Online ads	-	-	-	2%*
Social media	-	-	-	1%*
Newspaper	13%	12%	12%	11%
Billboard/signs	16%	21%†	21%†	17%
Personal observation/on the road	7%	5%	8%	8%
Electronic Road Signs	25%	29%	20%†	22%
Bar restroom	-	1%	0%	1%
Gas station advertisement	-	0%	0%	0%
Other	2%	4%†	6%*	3%
Don't know	1%	1%	3%	3%

* Indicates a significantly different response in that year than was observed in 2012; † reflects a weaker significance level
Note: This question was only asked to respondents who had seen such enforcement efforts.

TV IS CONSISTENTLY THE MOST COMMON SOURCE OF IMPAIRED DRIVING ENFORCEMENT MESSAGES

The most commonly reported source of impaired driving enforcement messages was TV at 52 percent, followed by radio (26 percent), electronic road signs (22 percent), and billboard/signs (17 percent). These numbers have been relatively consistent since 2012, with radio seeing a significant increase in 2014, followed by a slight drop in 2015.

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

2015 Only	**Statewide**	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	**644**	161	483	350	294	418	226	209	435
TV	**52%**	55%	51%	50%	54%	53%	50%	45%	54%†
Radio	**26%**	34%	25%	19%	37%*	29%	23%	31%	24%
Online ads	**2%**	6%*	1%	2%	1%	2%	1%	4%†	1%
Social media	**1%**	3%	1%	1%	2%	1%	2%	3%†	1%
Newspaper	**11%**	4%	12%†	8%	15%†	9%	13%	3%	14%*
Billboard/signs	**17%**	23%	16%	24%*	8%	19%	15%	21%	16%
Personal observation/on the road	**8%**	9%	8%	9%	8%	9%	8%	11%	7%
Electronic Road Signs	**22%**	18%	23%	30%*	10%	25%	19%	23%	22%
Bar restroom	**1%**	-	1%	-	1%	1%	-	-	1%
Gas station advertisement	**0%**	1%	0%	-	1%	1%	-	1%	-
Other	**3%**	4%	3%	2%	3%	3%	3%	4%	2%
Don't know	**3%**	2%	3%	2%	3%	1%	4%†	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
Note: This question was only asked to respondents who had seen such enforcement efforts.

OLDER AND RURAL DRIVERS ARE MORE LIKELY TO CITE TRADITIONAL MEDIA AS SOURCES OF MESSAGES

A number of significant differences were observed among the subpopulations. Older respondents were slightly more likely to have seen an awareness message on TV (54 percent versus 45 percent) and the newspaper (14 percent versus 3 percent) than younger respondents. Rural area respondents were significantly more likely to report hearing and seeing messages through traditional media (radio and newspapers), while urban respondents were more likely to cite billboard/signs and electronic road signs. Additionally, young unmarried males were slightly less likely to cite the newspaper as a source of awareness than others (4 percent versus 12 percent).

Exhibits 16a-b
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?)

	2012	2013	2014	2015
Sample Size (n)	939	945	939	936
Yes	25%	27%	23%	19%*
No	68%	67%	71%	75%*
Don't know	7%	6%	6%	6%

* Indicates a significantly different response in that year than was observed in 2012; † reflects a weaker significance level

2015 Only	**Statewide**	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	**936**	218	718	501	435	581	355	290	646
Yes	**19%**	34%*	17%	23%*	14%	22%	17%	26%*	16%
No	**75%**	60%	77%*	72%	79%†	73%	77%	67%	78%*
Don't know	**6%**	5%	6%	5%	7%	5%	6%	6%	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

SINCE 2012 FEWER DRIVERS HAVE PERSONALLY OBSERVED AN AREA OF INCREASED ENFORCEMENT

There has been a significant decrease in statewide respondents reporting an experience with impaired driving enforcement areas since 2012, with only 19 percent of respondents stating they had driven past or through an enforcement area (versus 25 percent). Among subpopulations, young unmarried males were the most likely to report a personal experience with an enforcement area, compared to others (34 percent versus 17 percent). Young respondents were also more likely than their counterparts to report an experience (26 percent versus 16 percent), as were urban respondents compared to rural respondents (23 percent versus 14 percent).

Exhibits 17a-b
Awareness of Ignition Interlock Law
(Are you aware of the Minnesota Ignition Interlock law?)

	2012	2013	2014	2015
Sample Size (n)	939	945	939	936
Yes	33%	39%*	39%†	46%*
No	65%	58%*	58%*	52%*
Don't know	2%	3%	3%	2%

* Indicates a significantly different response in that year than was observed in 2012; † reflects a weaker significance level

2015 Only	**Statewide**	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	**936**	218	718	501	435	581	355	290	646
Yes	**46%**	50%	46%	46%	46%	58%*	35%	42%	48%
No	**52%**	48%	53%	52%	51%	40%	63%*	57%	50%
Don't know	**2%**	3%	2%	1%	2%	2%	1%	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

AWARENESS OF THE IGNITION INTERLOCK LAW HAS INCREASED SINCE 2012

Awareness of the Minnesota Ignition Interlock law has significantly increased since 2012 with 46 percent of respondents reporting awareness (versus 33 percent in 2012). When examining the subpopulations, males were the only group significantly more likely to be aware of the law than their counterpart (58 percent versus 35 percent).

SECTION 5: DISTRACTED DRIVING BEHAVIORS AND ENFORCEMENT AWARENESS

Exhibits 18a-b
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 Internet while driving?)

	2012	2013	2014	2015
Sample Size (n)	939	945	939	936
Yes	77%	79%	79%	81%
No	9%	9%	7%	8%
Don't know	14%	13%	14%	11%†

* Indicates a significantly different response in that year than was observed in 2012; † reflects a weaker significance level

2015 Only	**Statewide**	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	**936**	218	718	501	435	581	355	290	646
Yes	**81%**	88%	80%	83%	78%	83%	78%	85%†	79%
No	**8%**	6%	9%	8%	10%	8%	9%	6%	9%
Don't know	**11%**	6%	11%	10%	12%	8%	13%†	8%	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

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

Awareness of the texting and driving law has remained relatively consistent since surveyed in 2012. Though a slight upward trend in awareness can be seen, this is statistically insignificant.

This year, 81 percent of respondents reported awareness. Among subpopulations, only younger respondents were slightly more likely to report knowing about the texting and driving law compared to older respondents (85 percent versus 79 percent).

Exhibits 19a-b
Awareness of Texting and Driving Messaging
(So far, [this year], have you read, seen, or heard anything about texting, emailing, or accessing the Internet while driving?)

	2012	2013	2014	2015
Sample Size (n)	-	945	939	936
Yes	-	83%	85%	86%
No	-	16%	14%	12%†
Don't know	-	1%	1%	2%

* Indicates a significantly different response in that year than was observed in 2013; † reflects a weaker significance level

2015 Only	**Statewide**	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	**936**	218	718	501	435	581	355	290	646
Yes	**86%**	83%	87%	86%	86%	86%	87%	79%	89%*
No	**12%**	16%	11%	12%	12%	13%	11%	17%*	10%
Don't know	**2%**	1%	2%	1%	2%	1%	2%	4%*	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

OLDER DRIVERS ARE MORE AWARE OF MESSAGING ABOUT TEXTING AND DRIVING

This year, 86 percent of respondents reported having read, seen, or heard something about texting, emailing, or accessing the internet while driving. This high level of awareness has remained consistent since being added to the survey in 2013. Additionally, among subpopulations, older respondents were more likely to report awareness of this messaging compared to younger respondents (89 percent versus 79 percent).

Exhibits 20a-b
Awareness of Distracted Driving Messaging
(So far [this year], have you read, seen, or heard anything about distracted driving?)

	2012	2013	2014	2015
Sample Size (n)	-	945	939	936
Yes	-	55%	74%*	80%*
No	-	41%	24%*	19%*
Don't know	-	4%	2%*	1%*

* Indicates a significantly different response in that year than was observed in 2013; † reflects a weaker significance level

2015 Only	**Statewide**	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	**936**	218	718	501	435	581	355	290	646
Yes	**80%**	78%	80%	81%	79%	80%	80%	75%	82%†
No	**19%**	22%	18%	18%	19%	19%	19%	23%†	17%
Don't know	**1%**	1%	1%	1%	2%	1%	2%	3%	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

OLDER DRIVERS ARE MORE AWARE OF DISTRACTED DRIVING CAMPAIGN EFFORTS

This year continues the upward trend of increased awareness of distracted driving messaging with 80 percent reporting awareness, up from 2013 (55 percent) and 2014 (74 percent). Reported awareness is fairly consistent across subpopulations, though older respondents were slightly more likely to be aware of messages then younger respondents (82 percent versus 75 percent).

Exhibits 21a-b
Perceptions of Distracted Driving
(When you see a driver on the phone or texting, does it bother you…)

	2012	2013	2014	2015
Sample Size (n)	-	-	-	936
A great deal	-	-	-	67%
Somewhat	-	-	-	25%
A little	-	-	-	5%
Not at all	-	-	-	3%

2015 Only	**Statewide**	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	**936**	218	718	501	435	581	355	290	646
A great deal	**67%**	48%	70%*	68%	67%	63%	71%*	52%	74%*
Somewhat	**25%**	38%*	24%	25%	25%	27%	24%	38%*	20%
A little	**5%**	10%†	4%	4%	6%	6%	4%	8%*	4%
Not at all	**3%**	5%	2%	3%	2%	4%*	1%	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

OVER TWO-THIRDS OF DRIVERS ARE BOTHERED "A GREAT DEAL" BY DISTRACTED DRIVING

A new question in 2015, a vast majority of respondents reported being bothered at least "somewhat" (92 percent) when they see a driver on the phone or texting, with 67 percent reporting it bothers them "a great deal." Among subpopulations, younger respondents and young unmarried males were significantly less likely to report it bothers them "a great deal" and more likely to report only being bothered "somewhat" or "a little" compared to their counterparts.

SECTION 6: OVERARCHING FINDINGS

EXPERIENCE WITH AND REACTIONS TO UNSAFE DRIVING

Exhibits 22a-b
Experience with Unsafe Driving
(So far in [this year], have you ever been a passenger in a vehicle with a driver who was doing any of the behaviors discussed in this survey (such as distracted driving, speeding, impaired, or not wearing their seat belt)?)

	2012	2013	2014	2015
Sample Size (n)	-	-	-	936
Yes	-	-	-	38%
No	-	-	-	61%
Don't know	-	-	-	0%

2015 Only	**Statewide**	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	**936**	218	718	501	435	581	355	290	646
Yes	**38%**	71%*	34%	42%*	33%	37%	39%	63%*	28%
No	**61%**	29%	65%*	58%	66%†	62%	61%	37%	71%*
Don't know	**0%**	1%	0%	0%	1%	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

YOUNG UNMARRIED MALES, YOUNGER DRIVERS, AND URBAN DRIVERS ARE MORE LIKELY TO BE A PASSENGER WITH A DRIVER WHO EXHIBITS UNSAFE DRIVING

Another new question in 2015, 38 percent of respondents reported having an experience as a passenger with someone who was exhibiting unsafe driving (distracted or impaired driving, speeding, or not wearing a seat belt). Among subpopulations, this varies greatly. Young unmarried males were dramatically more likely to have had such an experience compared to other drivers (34 percent versus 71 percent). Younger and urban respondents were also significantly more likely than their counterparts to report having an experience as a passenger with someone who was exhibiting distracted driving.

Exhibits 23a-b
Likelihood of Confronting Unsafe Drivers
(In those situations, how likely are you to confront such a driver about their behavior?)

	2012	2013	2014	2015
Sample Size (n)	-	-	-	351
Very likely	-	-	-	60%
Somewhat likely	-	-	-	26%
Not likely	-	-	-	14%
Don't know	-	-	-	1%

2015 Only	**Statewide**	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	**351**	153	198	193	158	240	111	196	155
Very likely	**60%**	51%	62%	60%	59%	51%	67%*	56%	63%
Somewhat likely	**26%**	30%	25%	27%	24%	29%	23%	30%	22%
Not likely	**14%**	17%	13%	12%	17%	19%†	9%	13%	14%
Don't know	**1%**	2%	0%	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 experienced a distracted driver.

SIXTY PERCENT OF DRIVERS ARE "VERY LIKELY" TO CONFRONT UNSAFE DRIVERS

The final new question in 2015 addressed the likelihood that someone driving with an unsafe driver would confront that driver about their behavior. Among those who had experienced such a situation, 60 percent of respondents reported it is "very likely" they would confront the driver about their behavior, and 86 percent reported it was at least "somewhat likely" they would confront the driver. This is largely seen across subpopulations, with only females being significantly more likely to be "very likely" to confront a distracted driver than males.

GENERAL TRAFFIC SAFETY SLOGAN AWARENESS

Exhibit 24a
Awareness of Traffic Safety Slogans
(Do you recall hearing or seeing the following slogans so far [this year]?)

	2012	2013	2014	2015
Sample Size (n)	939	945	939	936
Click It or Ticket	74%	72%	70%	85%*
Drive Sober or Get Pulled Over	42%	50%*	61%*	73%*
Look Twice for Motorcyclists	52%	57%†	47%†	57%†
Safe & Sober	51%	49%	50%	67%*
Share the Road	-	50%	48%	62%
Toward Zero Deaths	14%	20%*	22%*	29%*
You drink and drive, you lose	52%	51%	51%	64%*
Speak Up	-	-	-	17%
Life Has No Rewind	-	-	-	39%

* Indicates a significantly different response in that year than was observed in 2012; † reflects a weaker significance level
Note: The time period for this question was changed from "the past 30 days" to the current year in 2015.

DRIVERS REPORT HIGH LEVELS OF AWARENESS OF TRAFFIC SAFETY SLOGANS SO FAR IN 2015

Awareness of nearly all traffic safety slogans has increased significantly since 2012. This was expected, given the time period surveyed was changed from previous years, with this year asking if they recalled hearing or seeing the slogans "so far in 2015" rather than "the past 30 days." However, this increase is meaningful given that it speaks more to their overall awareness of traffic safety slogans.

Exhibit 24b
Awareness of Traffic Safety Slogans
(Do you recall hearing or seeing the following slogans so far [this year]?)

2015 Only	**Statewide**	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	**936**	218	718	501	435	581	355	290	646
Click It or Ticket	**85%**	91%	84%	84%	87%	89%*	82%	87%	84%
Drive Sober or Get Pulled Over	**73%**	83%†	71%	72%	73%	76%†	70%	75%	71%
Look Twice for Motorcyclists	**57%**	53%	58%	55%	62%†	58%	57%	55%	59%
Safe & Sober	**67%**	61%	68%	67%	69%	66%	69%	64%	69%
Share the Road	**62%**	74%†	61%	62%	63%	61%	63%	72%*	59%
Toward Zero Deaths	**29%**	31%	28%	27%	32%	37%*	21%	34%†	27%
You drink and drive, you lose	**64%**	65%	64%	62%	66%	69%*	60%	60%	66%
Speak Up	**17%**	30%*	16%	15%	20%†	17%	17%	25%*	14%
Life Has No Rewind	**39%**	54%*	37%	40%	37%	41%	37%	49%*	35%

* 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: The time period for this question was changed from "the past 30 days" to the current year in 2015.

"LIFE HAS NO REWIND," "TOWARD ZERO DEATHS," AND "SPEAK UP" SLOGANS HAVE THE LOWEST AWARENESS

A majority of slogans were recalled as being seen or heard by over half of the respondents statewide, with only the slogans "Life Has No Rewind," "Toward Zero Deaths," and "Speak Up" being recalled by less than half. The most recalled slogan, "Click It or Ticket" (85 percent), was more likely to have been heard by males than females (89 percent versus 82 percent). The least heard or seen slogan statewide "Speak Up" (17 percent) was recalled more by young unmarried males, rural area respondents, and younger respondents than their counterparts.

Exhibit 25a
Sources of Slogan Awareness
(Where have you read, seen, or heard these slogans?)

	2012	2013	2014	2015
Sample Size (n)	870	901	885	911
TV	62%	67%†	63%	61%
Radio	26%	30%†	30%	31%†
Online ads	-	-	-	4%*
Social media	-	-	-	5%*
Newspaper	12%	11%	10%	9%
Billboard/signs	39%	42%	42%	38%
Personal observation/on the road	10%	6%*	13%	11%
Electronic Road Signs	13%	17%*	18%*	15%
Bar restroom	-	2%*	1%*	1%†
Gas station advertisement	-	1%*	1%†	1%†
Other	12%	14%	9%	8%†
Don't know	3%	4%	3%	3%

* Indicates a significantly different response in that year than was observed in 2012; † reflects a weaker significance level

TV REMAINS THE MOST COMMON SOURCE FOR SLOGAN AWARENESS

Since 2012, TV has consistently been the most frequently cited source of slogan awareness, with 61 percent of respondents reporting seeing them on TV. Additionally, radio has become more likely to be cited as a source of slogan awareness since 2012 (31 percent versus 26 percent). This year TV, billboard/signs, and radio are the most commonly cited sources of awareness.

Exhibit 25b
Sources of Slogan Awareness
(Where have you read, seen, or heard these slogans?)

2015 Only	**Statewide**	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	**911**	216	695	487	424	571	340	286	625
TV	**61%**	67%	60%	62%	60%	63%	59%	54%	64%*
Radio	**31%**	45%*	29%	27%	36%*	36%*	26%	37%†	28%
Online ads	**4%**	6%	4%	4%	4%	4%	4%	6%†	3%
Social media	**5%**	7%	5%	5%	4%	3%	7%†	10%*	3%
Newspaper	**9%**	1%	10%*	7%	12%*	7%	11%	3%	12%*
Billboard/signs	**38%**	42%	38%	38%	39%	37%	40%	46%*	35%
Personal observation/on the road	**11%**	10%	12%	12%	11%	9%	14%†	13%	11%
Electronic Road Signs	**15%**	13%	15%	18%*	11%	14%	16%	19%†	14%
Bar restroom	**1%**	2%	1%	1%	1%	1%	1%	1%	1%
Gas station advertisement	**1%**	2%	1%	0%	2%†	1%	1%	1%	1%
Other	**8%**	9%	8%	7%	9%	8%	8%	12%*	6%
Don't know	**3%**	2%	3%	3%	2%	3%	3%	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
Note: This question was only asked to respondents who were aware of such slogans.

SOURCES OF SLOGAN AWARENESS VARY GREATLY ACROSS SUBPOPULATIONS

The most likely sources for slogan awareness vary greatly across subpopulations. Older individuals were more likely to cite TV and newspapers as sources, while younger individuals were more likely cite radio, social media, billboard/signs, and electronic road signs. Males were more likely to cite radio while females were more likely to cite social media and personal observation/on the road. Rural respondents were more likely to cite radio, newspapers, and gas station advertisements, while urban respondents were more likely to cite electronic road signs. Finally, young unmarried males were more likely to cite radio compared to others.

Exhibits 26a-b
Awareness of Motorcycle Safety Efforts
(So far [this year], have you seen or heard anything about car drivers being more aware of or watching out for motorcycle riders?)

	2012	2013	2014	2015
Sample Size (n)	939	945	939	936
Yes	44%	51%*	42%	53%*
No	55%	47%*	56%	43%*
Don't know	2%	2%	2%	4%*

* Indicates a significantly different response in that year than was observed in 2012; † reflects a weaker significance level

2015 Only	**Statewide**	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	**936**	218	718	501	435	581	355	290	646
Yes	**53%**	52%	53%	53%	52%	52%	54%	55%	52%
No	**43%**	45%	43%	42%	44%	46%	40%	42%	43%
Don't know	**4%**	2%	4%	5%	4%	3%	6%†	3%	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
Note: The time period for this question was changed from "the past 30 days" to the current year in 2015.

OVER ONE-HALF OF DRIVERS HAVE SEEN OR HEARD ABOUT MOTORCYCLE SAFETY EFFORTS IN 2015

With the change in time period from "the past 30 days" to "so far in 2015," significantly more respondents have reported being aware of motorcycle safety efforts compared to 2012 (53 percent versus 44 percent). Though this increase may be explained by the change in time period surveyed, it has strong implications for the year of 2015: over half of drivers are aware of motorcycle safety efforts. No significant variance was observed across subpopulations.

VEHICLE CHOICES

Exhibits 27a-b
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?)

	2012	2013	2014	2015
Sample Size (n)	939	945	939	936
Car	54%	56%	53%	52%
Van or minivan	9%	10%	9%	9%
Motorcycle	1%	1%	1%	1%
Pickup truck	13%	13%	15%	12%
Sport Utility Vehicle	20%	16%†	17%	21%
Other	1%	0%	1%	0%
Other truck	-	1%†	0%	1%†
Never drive	3%	2%	4%	5%

* Indicates a significantly different response in that year than was observed in 2012; † reflects a weaker significance level

2015 Only	**Statewide**	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	**936**	218	718	501	435	581	355	290	646
Car	**52%**	61%	51%	54%	48%	52%	52%	52%	52%
Van or minivan	**9%**	2%	10%†	8%	10%	7%	10%	9%	9%
Motorcycle	**1%**	2%	0%	0%	1%	1%	-†	1%	1%
Pickup truck	**12%**	18%	11%	8%	18%*	19%*	5%	15%	11%
Sport Utility Vehicle	**21%**	11%	23%*	23%	19%	16%	26%*	16%	23%†
Other	**0%**	0%	0%	-	1%	0%	-	0%	0%
Other truck	**1%**	0%	1%	1%	0%	1%	1%	1%	0%
Never drive	**5%**	7%	4%	6%†	3%	3%	6%	6%	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

VEHICLES DRIVEN HAVE LARGELY REMAINED THE SAME SINCE 2012

Consistent with previous years, cars were the most common vehicles driven (52 percent of statewide respondents), and were driven by a majority or near majority of respondents across all demographics. Males and rural respondents were more likely to drive a pickup truck while females and older respondents were more likely to drive an SUV.

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

	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	**936**	218	718	501	435	581	355	290	646
Male	**62%**	100%	51%	61%	63%	100%	-	82%	53%
Female	**38%**	-	49%	39%	37%	-	100%	18%	47%

Exhibit D2
Age

	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	**936**	218	718	501	435	581	355	290	646
18-34	**31%**	100%	10%	30%	32%	41%	15%	100%	-
35-44	**9%**	-	11%	11%	6%	9%	8%	-	13%
45-54	**12%**	-	15%	13%	11%	12%	12%	-	17%
55-64	**18%**	-	24%	18%	19%	14%	25%	-	27%
65+	**29%**	-	38%	27%	31%	24%	36%	-	42%
Refused	**1%**	-	1%	1%	1%	-	3%	-	2%
Mean	**50**	24	58	49	51	46	57	25	61

Exhibit D3
Hispanic or Latino?

	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	**936**	218	718	501	435	581	355	290	646
Yes	**3%**	7%	1%	4%	2%	3%	2%	6%	1%
No	**96%**	92%	97%	95%	97%	95%	97%	93%	97%
Don't know	**1%**	0%	1%	1%	1%	1%	1%	0%	1%
Refused	**0%**	1%	0%	0%	0%	0%	0%	1%	0%

Exhibit D4
Race

	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	**936**	218	718	501	435	581	355	290	646
American Indian or Alaskan Native	**2%**	4%	2%	2%	3%	2%	3%	3%	2%
Asian	**2%**	4%	2%	3%	1%	2%	2%	6%	0%
Black or African American	**4%**	6%	3%	6%	1%	4%	2%	6%	2%
Native Hawaiian or other Pacific Islander	**0%**	1%	0%	0%	0%	0%	0%	1%	-
White	**90%**	81%	93%	88%	93%	88%	94%	83%	94%
Other	**3%**	5%	2%	4%	2%	3%	2%	4%	2%
Don't know	**-**	-	-	-	-	-	-	-	-
Refused	**1%**	1%	1%	2%	1%	2%	1%	1%	2%

Exhibit D5
Marital Status

	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	**936**	218	718	501	435	581	355	290	646
Never Married	**35%**	98%	16%	34%	36%	44%	22%	86%	13%
Married	**47%**	-	62%	49%	46%	46%	50%	12%	63%
Separated	**0%**	0%	0%	0%	0%	1%	-	0%	0%
Divorced	**7%**	-	10%	7%	8%	6%	10%	0%	11%
Widowed	**8%**	-	10%	8%	8%	3%	16%	-	11%
Living with a partner	**1%**	1%	1%	1%	1%	1%	2%	2%	1%
Refused	**0%**	-	0%	0%	0%	-	1%	-	0%

Exhibit D6
Survey Mode

	Statewide	Y.U.M.	Others	Urban	Rural	Male	Female	<35	35+
Sample Size (n)	**936**	218	718	501	435	581	355	290	646
Landline	**50%**	17%	60%	50%	51%	44%	60%	17%	65%
Cell	**50%**	83%	40%	50%	49%	56%	40%	83%	35%

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
HHR Panel	ATV
I spend my time in semi 18 wheeler.	I just don't have a vehicle at present.
Semi	Tractor trailer
	Bicycle.
	I drive an ambulance.

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

- A police officer told me.
- At the DMV.
- At the DMV.
- From friends
- From my husband.
- From other people that got a ticket.
- Got pulled over for not having seat belt on.
- I have a cousin that is a Sheriff.
- I heard it from a state trooper.
- In a driver safety course we took yesterday.
- In a magazine.
- In book I am reading.
- Magazine
- Magazines
- Seminar at work
- She was pulled over by a police officer.
- YouTube video

DO YOU RECALL HEARING OR SEEING THE FOLLOWING SLOGANS SO FAR [THIS YEAR]? WHERE HAVE YOU READ, SEEN, OR HEARD THESE SLOGANS? ("OTHER" RESPONSES)

- A bumper sticker
- A bumper sticker.
- A legal Office
- AAA meeting
- At the DMV and in magazines.
- At the DMV.
- At the DVD conference, my husband is a police officer
- At the museum
- Bumper Sticker
- Bumper sticker
- Bumper sticker.
- Bumper Stickers
- Bumper stickers
- Bumper stickers
- Bumper stickers
- Bumper stickers
- Bumper stickers
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- Bumper Stickers
- Bumper stickers
- Bumper stickers
- Bumper stickers
- Bumper stickers.
- Bumper stickers.
- Bumper Stickers.
- Bus stops
- DMV
- Flyers in yards
- From friends
- From friends and television.
- I have seen them on police vehicles, bumper stickers and commercial vehicles.
- I saw it in Texas.
- I work at the Sheriff's office, so I hear them all the time.
- In a class that I attend.
- In magazines.
- In magazines.
- Internet, newspaper
- Magazine
- Magazines
- Magazines
- On a bumper sticker.
- On a bumper sticker.

- On a bumper sticks.
- On bumper stickers
- On bumper stickers.
- On bumper stickers.
- On bumper stickers.
- On bumper stickers.
- On bumper stickers.
- On YouTube
- Pandora
- Pandora
- Posters
- Seminar at work.
- Some of my school curriculum (I'm a teacher).
- street signs
- The internet, posters and word of mouth.
- The internet.
- work

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)

- A police officer told me.
- At court and the police station.
- At the courthouse.
- At work because I work for the Sheriff's office.
- Bumper stickers
- Friends
- From friends
- From my daughter, she works at the police station.
- Highway signs
- I am doing field training with the Sheriff's office.
- I attended a safety workshop for boating and it was mentioned there.
- I saw it at the County Fair and on fliers.
- My son-in-law
- On bumper stickers.
- On the news.
- On the road side.
- Word of mouth

APPENDIX C: SURVEY INSTRUMENT

[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 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
4. Social media
5. Newspaper
6. Billboard/signs
7. Personal observation/on the road
8. Electronic Road Signs
9. Bar restroom
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. So far in 2015, have you seen or heard anything 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 so far in 2015? [ASK EACH INDIVIDUALLY.]
a. Click It or Ticket
b. Drive Sober or Get Pulled Over
c. Look Twice for Motorcyclists
d. Safe & Sober
e. Share the Road
f. Toward Zero Deaths
g. You drink and drive, you lose
h. Speak Up
i. Life Has No Rewind
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 Q12 ONCE. CATEGORIZE RESPONSES. PROMPT WITH "ANYWHERE ELSE?" ONCE BEFORE CONTINUING.]

1. TV
2. Radio
3. Online ads
4. Social media
5. Newspaper
6. Billboard/signs
7. Personal observation/on the road
8. Electronic Road Signs
9. Bar restroom
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
4. Social media
5. Newspaper
6. Billboard/signs
7. Personal observation/on the road
8. Electronic Road Signs
9. Bar restroom
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. To the best of your knowledge, does Minnesota have a law that says it is illegal to text, e-mail, or access the Internet while driving?

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

Q23. So far, in 2015, have you read, seen, or heard anything about texting, emailing or accessing the Internet while driving?

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

Q24. So far, in 2015, have you read, seen, or heard anything about distracted driving?

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

Q25. When you see a driver on the phone or texting, does it bother you…
1. A great deal
2. Somewhat
3. A little
4. Not at all

Q26. So far in 2015, have you ever been a passenger in a vehicle with a driver who was doing any of the behaviors discussed in this survey (such as distracted driving, speeding, impaired, or not wearing their seat belt)?
1. Yes
2. No
8. Don't know

Q27. [IF YES] **In those situations, how likely are you to confront such a driver about their behavior?**
1. Very likely
2. Somewhat likely
3. Not likely
8. Don't know [DON'T READ]

DEMOGRAPHICS

Q28. Are you male or female? [ASK ONLY IF NOT OBVIOUS.]
1. Male
2. Female

Q29. What is your age? _____ [99=REFUSED]

Q30. Do you consider yourself to be Hispanic or Latino?
1. Yes
2. No
8. Don't know
9. Refused

Q31. 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
6. Other (specify): _____
8. Don't know [DON'T READ]
9. Refused

Q32. What is your current Marital Status?
1. Never Married
2. Married
3. Separated
4. Divorced
5. Widowed
6. Living with a partner
9. Refused

Q33. [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.

Q34. [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, 30% of the dual-users were in the cell sample, and 70% 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 0.30, and dual-users from the landline sample got a weight of 0.70.]

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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